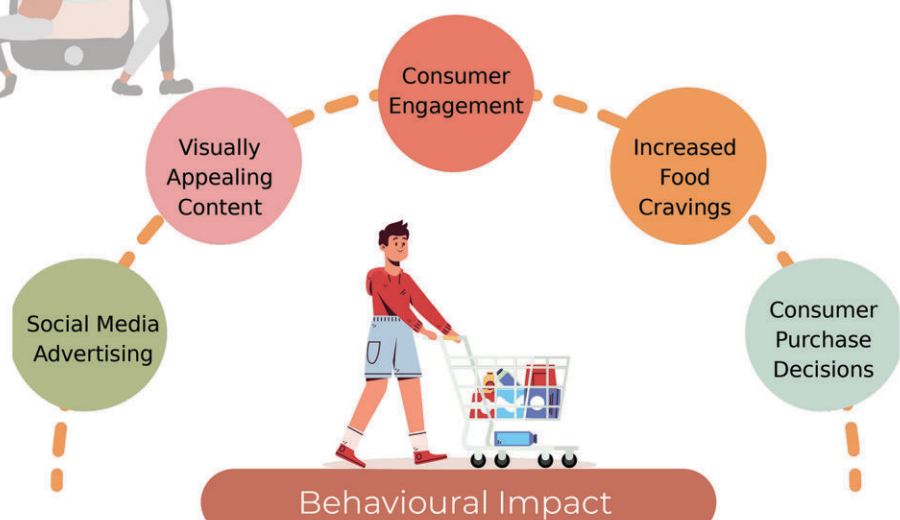
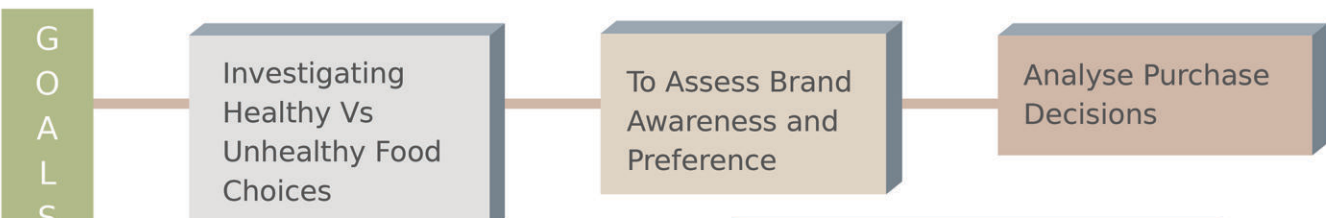
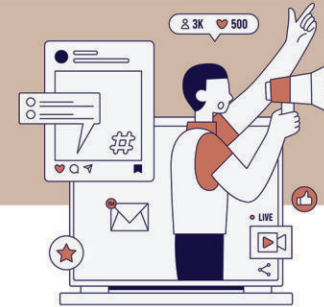
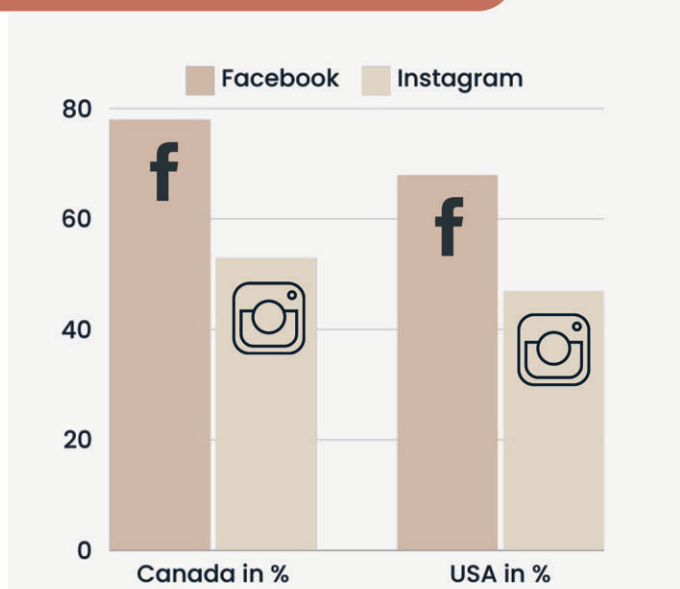


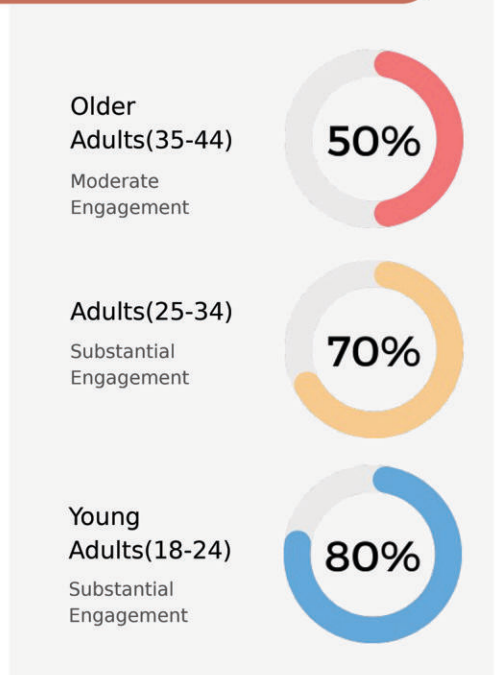
Impact of Social Media Advertising on Consumer Food Purchases



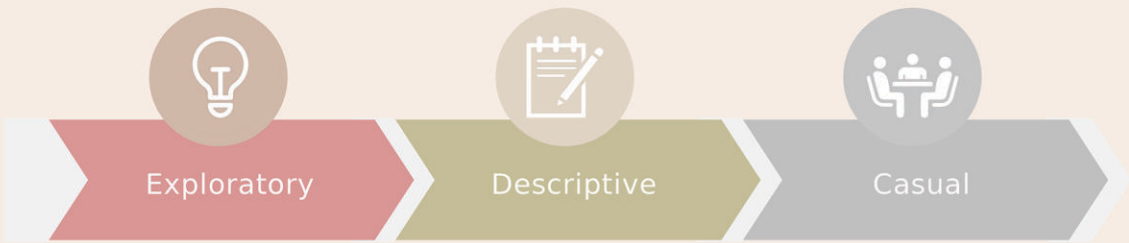
Platform Trends



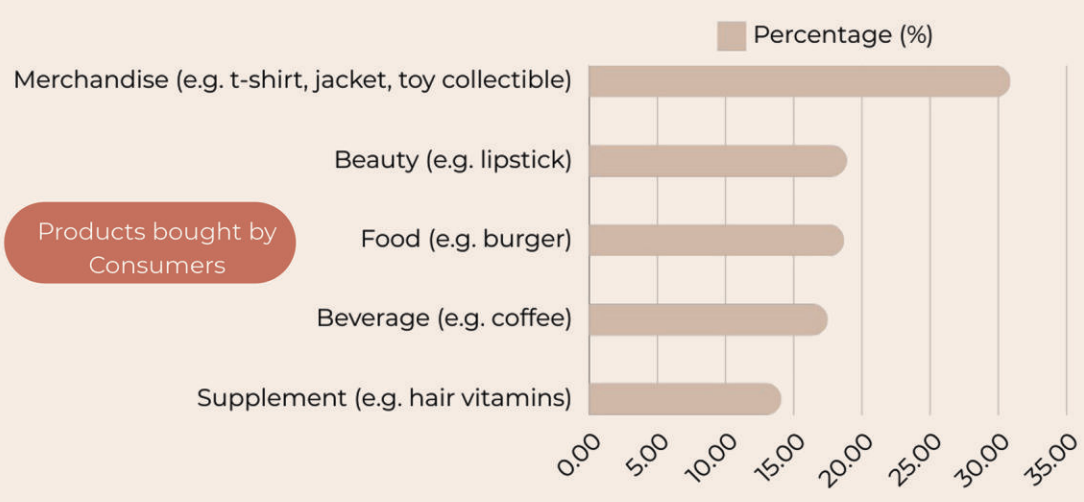
Demographic Variations



Types of Study



- Exploratory**
 - Uncover New Insights
 - Explore Motivations and Attitudes
- Descriptive**
 - Detail Consumer Behaviors & Preferences
 - Use Surveys & Statistical Analysis
- Casual**
 - Establish Cause-and-Effect
 - Measure Ad Impact with Experiments & Regression



Types of products made by influencers that consumers bought in the United States as of April 2023, by category

Children's Vulnerability | Consumer Behavior Insights

USA

- High susceptibility to food marketing
- Affects preferences and intake
- 31% Buy Influencer Merchandise
- 70% Hispanic consumers influenced

Canada

- 1 in 3 children overweight or obese
- 92% of foods ads undermine healthy eating
- 19.7% Use Social Media to find products
- 12% Act after seeing ads

RECOMMENDATIONS



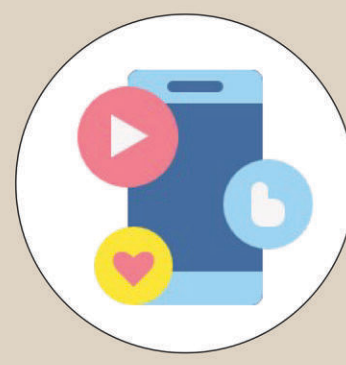
Food Companies

- Enhance Visual Appeal.
- Leverage Influencer Partnerships.



Food Marketing

- Use User-Generated Content.
- Apply Data Analytics for Targeting.
- Balance Ads with Non-Promotional Content.



Social Media Platforms

- Adopt responsible policies.
- Promote healthy lifestyles.
- Support public health campaigns.



Public Health Organizations

- Push for Stricter Ads Regulations.
- Run Educational Campaigns.
- Research Trends.

RECOMMENDATIONS

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