A STUDY ON IMPACT OF DIGITAL MEDIA IN ADOLESCENT’S BEHAVIOUR TOWARDS THEIR FOOD HABITS

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ABSTRACT
Digital media is the extensive platform in the lives of adolescents. Where they can easily share and upload some content based on communication. As the particular view of promotion through media are commonly used by our younger generation that is wide open towards the unhealthy food and beverages which is evidently influencing the adolescents to adopt unfavourable eating habits. Obesity, hypertension, overweight and other health issues are the following issues exposed in maximum number. The results originally suggested such unhealthy marketing are a significant effect of influencer and celebrity endorsement as well as over screen time, advergaming and overly access the content of non-core foods images or videos. This study provides exact assumption of adolescent’s behaviour in the eating of healthy and unhealthy foods in distinguishing between the online result and family instructions. These reviews are combined with other following examples in order to not create unfairness in the following paper process and also to provide some of the effective measures targeting the screen-based marketing as well as the health of young people.

KEYWORDS: - Obesity, Digital Marketing, Advertising, High screen time, non-core food consumption, Unhealthy purchases, Celebrity endorsement.

1. INTRODUCTION
The global increase in obesity, hypertension, overweight and other health problems regarding adolescents are reliable with the increasing mark in the food and beverage industries for most probably budget for marketing basically aimed at adolescents. According to digital marketing, the perspective is to understand that adolescents are further acceptable towards the marketing more than the preference of adults. If adolescent is found in such unfavourable choices for any kind of products, their desire for buying might be possible for a lifelong period. (Catherine M. Mc Carthy, 2022) Indeed, there are several systematic literature reviews that figures out the effect of food marketing through the access of other content.

Food and beverage marketing most probably aims at influencing the younger generation preferences as because they are more eligible to such findings according to the digital media platforms. Marketing influencing remarks their whole purchases by using their persuasive formula. Thereby, adolescent’s attention is mostly caught by many different formulas of marketing rather than any health system. Mostly adolescents might be attacked by certain concerns of premiums, competition, celebrity engagement or their favourite characters which gradually maximise the engagement in recalling the marketing communication that impact the brand as well as the increase in purchase.

The increase effect of digitalization regarding the food and beverage content has led to increase in digital marketing through websites, digital and display advertising, mobile apps, email and the most trending platform social media. This happened as basically digital marketing has various advantages as compare to the traditional marketing as the digital form potentially grab a much greater audience. If we talk about the activities of adolescent’s regarding online method which consist of social networking sites, watching videos, music, school assignments and playing video games. Therefore, such marketing via digital media and online games are usual activities figured out for the adolescent’s behaviour towards their whole day.

Adolescent’s lives a unique phase of life in which they are highly active towards social media. The age between (5-18 years old) are the children who are mostly endorsed by cause found in the digital media platforms such as the food contents which are indirect effect of food marketing. This is recorded that adolescents are becoming freer in accepting their food lifestyle. (Yara Qutteina, 2019) Most countries have been witnessing a high risk of concern towards adolescent’s health issues. This can lead to unhealthy dietary plans harming the children’s mindset. Including their food habits, which are already junk foods that probably contains low in nutrition as well as energy, also involving the high density of sugar and salt prominently in the snacks. At the same time adolescents are not interested to consume nutritional and healthy foods such as vegetables, fruits and other protein diets. This creates another level of deficiency disorder in adolescents.

Therefore, it is not a moment of realisation that the adolescents are increasingly affected by such food habits in worldwide in the past 4 decades. Unfortunately, it will lead to unhealthy dietary, increase of unhealthy food habits and unfavourable manners in adulthood (Yara Qutteina L. H., 2021)
2. METHODOLOGY

The paper emphasises a Systematic Literature Review (SLR) proposition to answer certain research procedures. According to the SLR context, it approaches to increase knowledge and facilitates the development of theory for a particular research topic. The following paper advances Kitchenhand and charters’ remarks which resembles that SLR includes three stages (1) planning the process (2) conducting the research procedure (3) Reporting on the other research results. There are several motivations for the process of systematic literature review (1) First of all summarise the paper about the research related topic in the following paradigm for the better understanding. (2) To focus on the recent research and trends. (3) To propose the framework to phrase the comprehension in the research paper (Maslin Binti Masrom, 2021)

2.1. SEARCH

The following SLR in reference to the peer-reviewed English language and scientific articles for the influences of unfavourable food and beverage purchasing through the platform of digital media issues are prohibited on diet related outcomes in the adolescents. The paper is written according to the PRISMA guidelines for the representation.

According to the search process and study selection among the adolescent’s population under the age 17 are included in the criteria of the inclusion. If we talk about the exposure most of the studies included that if the food brands were (High fat, sugar and salt) with the food products were excluded because they are healthy and nutritional other than unhealthy substances such as alcohol as adolescents were eligible or target group for such commodity. Such type of marketing exposes through social media with blogging, discussion, gaming sites and other sharing networks but emails and messaging are not included. Offline marketing was also excluded. There is no control over the criteria regarding the condition of inclusion of adolescents towards such dependency on the eating manner.

To understand such access in digital media food contents with adolescents eating, the following survey was programmed across the Belgium’s secondary school. Students from the age (11-19 years) from different countries was selected for research purpose. A total of eighteen schools agreed to participate. The schools facilitate active parental participation towards the procedure. With 76% of the parents of adolescents are initial for the participation in the process. The materials of survey processed through the following procedures:

FOOD CONTENT: The procedure measured with 35 unit are explored for the participants of healthy and unhealthy food contents on their following social media. Adolescents were more persistent in watching food contents posted by friends and celebrity.

FOOD INTAKE: Participants were highly engaged with the non-core foods regarding the intake between week and month. Core food such as water, vegetables and fruits were less consumed by the adolescents in comparison to junk foods which are soft drinks, chips, candy, burger and other unhygienic products.

Along with all this procedure there were several following sequences were carried out for the intention to eat such foods, their attitudes towards food where the ignorance regarding unhygienic habits and unnecessary arguments with parents to such behaviour of eating disorder.

In October 2020 to June 2021, Adolescents between 13-16 years old are asked to involve with help of researcher’s networks which includes communication, social media and other channels. The radio stations and newspaper were the part of inclusion. The process was completely online which gives a set of questions and interview via zoom (D. L. M. van der Bend, 2022) After the contentment regarding parents’ approval were taken and adolescents are asked to answer the online questions. The procedure was mainly to understand the screen time effect on adolescents which means how much time they spend while exploring social media such as Instagram, YouTube, Twitter, Snapchat and Facebook. And the whole procedure shows that how social media posts could promote several food brands, videos and photos, food cartoons, text mentioning of food brands with title/logo.

To identify the occurrence of obesity in adolescents, the common methods owned which is totally dependent on some body measurement basically height, weight, body mass index (BMI), proper measure of waist, hip, limbs and skinfold thickness. Indeed, with the help of such procedure researcher can predict total fat contain in adolescents. Therefore, BMI is the following effective instinct. (The World Obesity Federation) points out the widely access in the occurrence of overweight and obesity in adolescents. While the lack of opportunity in such criteria to evolve the preferences in adolescents which mainly leads to disparity. (Miguel Seral-Cortes, 2022)

The research of school with adolescents basically performed a contrast regarding the overgrowth of obesity. The report shows a following estimation of health problems in presentation of WHO (8.97% and 5.67% respectively). The following content of the Mediterranean adolescents with different phases of BMI systems are performed. Therefore, (the World Obesity Federation) shows higher occurrence of health issues in adolescents. However, the WHO follows the higher activity in the problems of health behaviour following all the protocols.

2.2. RESEARCH TOPIC AND RESEARCH QUESTIONS

The research is all about to understand the behaviour of adolescent’s inappropriate use of digital media can affect their health including consumption of junk food and inadequate sleep hour. This results the outcome of health issues such as obesity, hypertension, overweight and other health disorders. There are certain marketing strategies that basically influence and celebrity endorsement regarding improper eating habits (Catherine M. Mc Carthy, The influence of unhealthy food and beverage marketing through social media and advergaming on diet-related outcomes in children—A systematic review, 2022) Adolescents are at a unique lifestyle which they are sensitive towards social activities.

The aim of this study is to address the following research questions: -
RQ1. Does celebrity endorsement effect adolescents regarding their improper eating behaviour?
RQ2. Does digital media food contents are related with eating habits of adolescents?
RQ3. Do digital marketing influence adolescents to engage in the food content for brand popularity?

2.3. KEYWORDS AND SEARCH TERMS

The important fact of this study is to understand the inappropriate habits of children and adolescents regarding the use of digital media in reference to food content resulting in eating fast food and inadequate sleep hours. The food marketing reflects issues in unhealthy choices of the adolescents in developing the risk of obesity, overweight, hypertension and other health problems. The paper basically involves in exploring food messages in social media (Instagram, Facebook, Snapchat, Twitter and YouTube), digital media in compare to websites and other advertising which influences more often to engage them in screen time. Also, the preference of core and junk foods were visible in the daily life of adolescents. This paper also examines the celebrity as a component of advertisement, adolescents are more likely to follow them in reference to add the improper habit of eating and purchasing such goods and brands.

- Keywords [Digital media, Food behaviour of Adolescents, Food marketing, Celebrity endorsement, Higher screen time.]
- Language: English
- Filter: Full text available.

The Inclusion criteria are:

- Study with the population 5-17 years old under the inclusion.
- Included the market product with HFSS foods and beverages.
- Social media networks, blogging networks and other platforms.
- Going through every available article.

The Exclusion criteria are:

- Articles not available about the reference of adolescents towards their food behaviour.
- Articles were mostly about the children towards the use of online platforms with the help of computers or mobile phones.
- Articles not referring to the parent’s consent to the occurrence of such improper habits of eating disorder.

2.4. THE FINAL INCLUDED KNOWLEDGE

The last part was to save the references in a software Mendeley, which basically helps in getting the required part to be saved as an organised form. The final search keywords resulted in 200 papers, which were both primary and secondary research, but among these papers only a few papers were matching the required keywords of my paper from mostly Google Scholar, Scopus, Emerald and SpringerLink. Limiting the search to analyse systematic literature review articles published in full English text. The first step is to find the following keyword search which titles and articles regarding systematic literature review. The second is to read the full context of the following articles. In the third and final step to analyse the following topic regarding the food eating behaviours of adolescents. This resulted in initial presentation of paper.

2.5. CATEGORISATION OF FINAL INCLUDED KNOWLEDGE

In this part, I comprised the articles according to the following article in which there are most probability of the topic regarding the health of adolescents which is affecting their schedule. The main reason for this type of categorisation is to understand whether the required keywords are mentioned or not. Therefore, I decided to do systematic review of the articles that basically help me to get respond for my research question of digital media preferring the unhealthy habits of adolescents. The understanding of assumption in the exposure of social media food messages with reference to adolescents eating outcomes including food intake helps a lot in some evidences regarding the topic and for the better estimation in writing the research question as well as the paper.

3. FINDINGS AND DISCUSSIONS

The findings of this research are consistent, showing all the terms related to digital media that affected the eating behaviour of adolescents in a huge manner. With this SLR, prominently based on the growing effect of adolescents and their other health problems. This narrative analysis includes that purchasing of unhealthy foods through digital media and other platforms are most of the common activities of adolescents who are diagnosed with health disorders.

3.1. MARKETING IN CONNECTION WITH THE HEALTH OF ADOLESCENTS.

Marketing strategies promotes the purchases, choices and consumption of unhealthy products to the young generation as they basically get the option to choose such preference in the social media and association of advertisement as they interrelated themselves with such outcomes. There are lots of association which exposes the behaviour of adolescents regarding the advergames or social media marketing which are the outcomes of health issues. The following qualitative study shows the adolescents are mostly know about their eating habits influenced by unhealthy consumption followed by marketing. Perhaps the findings of the study are with the findings from previous research papers focuses on online marketing. This also confirms that adolescents are more
susceptable to marketing assumptions. In real life, adolescents are more open towards the marketing communication and excessive in exposing the results in to purchasing several unhealthy products.

This is considerably are attracted in mentioning the unhealthy diets and overweight in product purchasing. The production of foods supply in digital marketing increasingly influences the unhealthy consumption in adolescents’ behaviour. Recently, some are unnoticed effect in adolescents from watching the television to the rise in screen time, involving websites, online games etc. Globally, the internet users are adolescents most probably for 15 hours per week, mainly through devices such as tablets, laptop or smartphones.

There is another tragic effect from traditional to digital marketing in considering the social media as a particular position for marketers to profile their goods and services also including the unhealthy foods and beverages. This has raised concerns regarding public health as social media presents a high availability for the marketers to propose certain persuasive techniques of marketing communication (D. L. M. van der Bend, 2022) Foods promoted in social media or any other platform by the influencers in games, contests or short video clips such as Instagram reels and YouTube shorts are now also the part of procedures which are exposed towards adolescents in context with emotional and entertaining experiences.

While generally adolescents have a chance of higher cognitive guidance from their parents or family (D. L. M. van der Bend, 2022)Particularly, adolescents are bound to accept that their adults consuming more unhealthy than younger children and also mentioned that they are always particular towards social media as they are in the phase of development in which making them want to react to a certain image or peer group. Basically, the reason of hormonal or neurological changes in the body function, adolescents resemble their peers’ risky behaviours instead of accepting foods which are healthy for them, also to know that social media food messages trigger more unhealthy eating in adolescents. Indeed, adolescents are the self-exposure in relation with the unhealthy food marketing or food messages in social media affected by their intake in buying techniques.

Companies are most probably following digital media with cooperation of traditional commercial on television and a following procedure to increase the reach, efficiency and strategies of marketing. Time spent on social media, gaming and browsing follows the increase in many countries. This study also mentioned the exploration of adolescents regarding unhealthy consumption and self-exposure towards non-core foods advertisement among six countries they are Australia, Canada, Chile, Mexico, UK and USA. (Élisabeth Demers-Potvin1)

Therefore, the findings regarding previous examples of food marketing transmitted through social media outlets are frequently been transmitted by food companies which producing a smaller number of healthy foods. This food companies chooses the young generation with the help of online virtual environment, data, geographical location in targeting the following activities of adolescents in order to influence for purchasing (Holmberg, 2018) Many procedures are rectify with the data access provided by adolescents.

3.2. UNHEALTHY CONSUMPTION AND IMMODERATE USE OF SCREEN TIME

The important process in preferring the unhealthy consumption of all those non-core foods also resembles the environment, probably based on trending popularity of certain influencer as well as promoting unhealthy foods and beverages. The messages promoted in social media is representing the content exercises the unhealthy consumption. Promoters are prominently reflecting their position to food marketing in which adolescents access through such platforms for consumption unhealthy dietary. (Lotte Hallez, 2021) The paper shows the unhealthy contents and advertisement on digital media are linked with adolescents behaviour who are basically exposed of unhygienic eating (Lotte Hallez, 2021) The main proposition of screen time is a huge impact in adolescents in driving obesity for their addiction towards the advertising. One study is popular with Canada in comparison to found 14.4million food commercials in products of cakes, cookies and ice cream that remain as frequently commercialised. Again, a study shows YouTube videos popular in adolescents, in relation to foods and beverages are commercialised more regularly than any products and a majority to keep in mind (56.3%) promoted unhealthy foods. There are some studies found that adolescents are choosing unhealthy consumption of eateries promoted through advgames and it is also recorded that majority of adolescents openly selected the snack without thinking of it being healthy or unhealthy. It involves the cause of videogames are stronger in a week after playing (Catherine M. Mc Carthy, The influence of unhealthy food and beverage marketing through social media and advgaming on diet-related outcomes in children—a systematic review, 2022) Therefore, the unhealthy consumption of non-core foods as well as the excessive use of screen time also effecting adolescents in health and time management methods.

3.3. DOES CELEBRITY ENDORSEMENT EFFECT ADOLESCENTS REGARDING THEIR IMPROPER EATING BEHAVIOUR?

The role of screen time according to the adolescent’s behaviour regarding their unhealthy consumption related to the celebrity endorsement. Television food advertising exposes more engagement of children and adolescents which effect as the impact on eating behaviour. Traditional advertising has also taken a grand position with commercial in middle to follow the same to gain higher target audience. Digital marketers use following tactics to get the engagement of celebrity and influencer which definitely effect the emotion and entertainment to persuade especially the young people who are more in such trends (D, 2020) social media prefers to another communication that is totally based on internet for mainly sharing ideas, information, images and different content. With Facebook, Twitter, YouTube etc. Such platforms often are the door to celebrity and influencer endorsement because of promotion that engage them in such videos and images which are related to unhealthy non-core foods. Social media is a trend where influencer influences young people to copy the same contentment. According to the following report about 85% of adolescents are engaged in social media. This is inseparable part of adolescents which is affecting their eating habits (Shin, 2022)

Recently, social media is particularly popular channel for marketers as well as for the celebrity and influencers to promote their content to adolescents. Trends in digital media are adversely process in changing with new methods of social media becoming popular to the young generation. In Comparison to T.V, print and social media offers product promoters a new position to impact
the adolescents. It leads to high level of unhealthy consumption with influencer which corrupt the mindset of young generation to buy such products (D. L. M. van der Bend, 2022)Social media includes the peers that influences in considering as one of the more particular effects of adolescents behaviour, mostly those are same age of adolescents and perceived through advertisement, videos, reels, shorts and in other media channels in all which considered as a recognizable procedure towards young generation eating attitudes (Yara Qutteina L. H., 2019) They are highly exposed to their necessities through data access by the internet which helps promoters to know their emotional engagement in the following brands and they take measure through such influencer and celebrity who are most probably in the trending popularity. And one of the greatest reason maximum use of screen media in which the problem rises such as hypertension and other health issues (Catherine M. Mc Carthy, The influence of unhealthy food and beverage marketing through social media and advergaming on diet-related outcomes in children—A systematic review, 2022) However, influencer and celebrity often time influences the mindset of adolescents for buying.

3.4. DOES DIGITAL MEDIA FOOD CONTENTS ARE RELATED WITH EATING HABITS OF ADOLESCENTS?
Digital marketing or Digital media is the platform mostly recognized as the activity, which is basically a form of digital medium that apparently leads to maximise their reach towards the audience and how it creates the impact through creative process or any other analytical methods. And in this following digital media food marketing where young generation are probably targeted as they are popular with such modern variety (D., 2020)In a recent study, when the adolescents are found and were exposed to influencer marketing via YouTube, which resembles that they consumed more of the marketed product as well as alternative brand. In contrast, evidences are regarding the screen time effect on adolescents that consume prominent amount of energy linking to the issues of obesity. It also shows how adolescents are fewer in nutritional foods and more of energy-dense snacks, drinks and junk food that acquire fats (Thomas N. Robinson, et al., 2017) The paper also included SNS (Social Networking Sites) preference in our environmental settings. Due to this adolescent evolved more likely towards energy-dense food in when they are given a choice between them in which they tend to choose those foods which produce unhealthy issues (Alexander Serenko a)
A particular position of food messages in any media platform most probably consist of digital promotion which is basically the content about food products with advertisement, sponsorship, particularly the television mostly presents the unhealthy contents and purchasing them causes adolescents in buying as well as consuming such products. (Yara Qutteina L. H., 2021) According to the most diagnostic study eating disorders occurs as the disturbance of eating or eating-related behaviour that results in eating improper food which prominently effect the health as well as mental health. Disordered eating can also categorised as unfavourable habit of eating behaviours and beliefs regarding food often creates health issues with no consent that too much screen time and scrolling food messages can (Tarfa Albrahim*, 2022) effect the health of adolescents. Thus, excessive exploration can affect the young generation with inadequate eating habits.

3.5. DO DIGITAL MARKETING INFLUENCE ADOLESCENTS TO ENGAGE IN THE FOOD CONTENT FOR BRAND POPULARITY?
The popularity of digital marketing has begun to create probability regarding adolescents which adversely effecting the health and well-being of younger generation. Adolescents are faster to catch every single detail about any product which are highly gone through scrolling and being online on social media platforms. Digital marketing are largely delivered programmable for selling and buying of targeted audience (D., 2020)

The proof is the position of digital marketing on the following habits is focused on reviews that are related to traditional media, which involves adolescents. where there are some initial evidences on the following effect of advergaming and influencer marketing (Daphne L.M. van der Bend a b, 2022) There is a huge difference between the knowledge and provide techniques used on social media that can affect the food behaviour of adolescents. As one method there is problem occurs in provider and consumer, companies provided product to the consumer where they get access from social media and in such procedure, influencer also plays indefinite role in proving the product is best for adolescents. The social connections between celebrity and followers effect their purchase behaviour (Shin, 2022) And adolescents behave as a way in front of their family for buying such product. Beyond food marketing, adolescents are also regularly attracting towards the influencer posts that enable content such as influencers drinking soft drinks, or praising some food brands that can highly affect the younger generation and their trending posts (Yara Qutteina L. H., 2021)

Communication includes both the sending and receiving of messages as in online adolescents are more exposed towards the food content. even though this is understandable that food blogs which are available in YouTube are most probably in requirement of information, inspiration regarding recipes, meal ideas and food items. As they have ability to process some knowledgeable aspiration for adolescents to accept social ethics for their unhealthy habits (Holmberg, 2018)

Digital marketing involves unhealthy references and choices towards the adolescents considering in increase of health disorders. To understand the concept of the following techniques are explored by adolescents are encountered more often in social media channels, like taking the screenshot of certain food images and sharing photos with friends and many other possibility which often gives credit to the popularity of product as well as the brand (Yara Qutteina L. H., 2019) However, this study shows how digital marketing are completing adolescents eating habits. This particular section will discuss about the data processing methods that will answer the research problems which can be seen below:
<table>
<thead>
<tr>
<th>NO.</th>
<th>AUTHOR</th>
<th>YEAR</th>
<th>CONCLUSION</th>
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<tbody>
<tr>
<td>1.</td>
<td>Catherine M. McCarthy, Ralph de Vries, Joreintje D. Mackenbach</td>
<td>2022</td>
<td>Children are increasingly vulnerable to food and beverage marketing, but little is known about the specific effects of marketing through media most used by children. The paper basically process the SLR that involves certain unhealthy consumption through digital marketing on diet related outcomes on adolescents.</td>
<td>Wiley Online Library.</td>
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<td>2.</td>
<td>Thomas N. Robinson, Jorge A. Banda, Lauren Hale, Frances Fleming-Milici.</td>
<td>2017</td>
<td>The outcomes of screen media exposure are one of the issues which causes obesity in the young generation. There are many observational studies that resembles the relation in the screen media exposure and the rising risks of obesity. Some recent evidences reflect that spending more time in screen leads to health issues most probably in adolescents by viewing unhealthy eating contents with low in nutrition. Therefore, food marketing influences the young generation preferences for buying such products that effect their daily habits and sleep duration.</td>
<td>Pediatrics</td>
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<td>3.</td>
<td>Yara Qutteina, Lotte Hallez, Maxime Raedschelders, Charlotte De Backer, Tim Smits</td>
<td>2022</td>
<td>The understanding in relation of the total exposure to the following social media with the assumption of adolescents eating habits.</td>
<td>Cambridge Core</td>
</tr>
<tr>
<td>5.</td>
<td>Kwangssoo Shin, Harry Jeong.</td>
<td>2022</td>
<td>To understand the situation of health status</td>
<td>International journal of Environmental</td>
</tr>
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</table>
This paper shows the effect of obesity among adolescents. To understand the behaviour of adolescent and their usage of online social networks as a factor that influences the young generation in engaging them in purchasing unhealthy food brands (Lotte Hallel, 2021) This paper aims to focus on some diseases in adolescents in Southern Brazil (Heloyse Elaine Gimenes Nunes, 2016) Improving health outcomes regarding the students’ (Ronald C Plotnikoff, 2015) The paper basically focuses on the television commercial products through buying habit of school children (Carmo, 2020) This paper examined the social behaviours among the teenagers (C, Jung, 2009) It shows the eating disorder among the young generation in Arab countries (Tarf Albrahim*, Prevalence of Eating Disorders and Disordered Eating Attitudes n Students in Arab Countries: A scoping review, 2022) This paper shows the importance of family communication to guide the young generation (Rachmitasari, 2019) It shows the alcohol purchasing which influence the young generation in Sri Lanka (Athauda, 2020)

The effect of adolescents on SNS (D, 2020) Social Networking Sites) and their eating behaviour including sleep duration (Alexander Serenko a) Companies that supply foods to young generation need to prohibit an example that can progress their health satisfaction, also to enable good quality and convenience food (Shin, 2022) This study includes the physical health of adolescents in excessive playing of video games via online method as a digital addiction (Norshakirah Aziz 1, 2021) It shows the consumption of junk foods which create issues regarding mental health (Muhammad Hafizurrachman, 2021) Unhealthy eating habits influence to rise the body weight among adolescents (Raquel Canuto, 2017) To improve the problems of obesity in China (Almutairi, 2020) The importance of diet during the process of childhood (by Karen M. Switkowski, 2020) The importance of screen time and young generation food consumption (Poliana Cristina de Almeida Fonseca Viola, 2023) The indication of obesity among adolescents (by Miguel Seral-Cortes IORCID, 2022)

This paper aimed to give a detail in depth about the nature of adolescents in extent to their unhealthy food exposure of different countries (D. L. M. van der Bend, 2022) To understand the behaviour of adolescent and their usage of online social networks as a whole (Maslin Binti Masrom, Understanding students’ behaviour in online social networks: a systematic literature review, 2021) A study on the view of adolescents and their reaction towards food marketing images in social media (Yara Qatteina L. H., 2019) The preferences of adolescents that influence their food choices (Adam J. Kuchareczuk, 2022) The importance of the function of dietary among adolescents (Jessica A Kerr, 2018) The proper information about nutrition (Daniel Kirk a, 2021) To understand the behaviour of young generation in which they attempt to consume unhealthy eating (Nishadi G.P.K., 2021) The paper shows the successful process of nutrition regarding the adolescents (Karen Charlton, 2020) To understand the food choices of adolescents (by Sandra Luis-Ruiz 1, 2023)

Therefore, these are some of the preferences for the digital media impact on adolescent’s behaviour in context which gives the full access to understand the important behaviour in process of modernisation which revolves the greatest trending issues ongoing.

5. CONCLUSION

Even though the number of available articles is narrow with the risk of biasness are higher, this systematic literature review provides some of the appropriate proof about the process related to the health of adolescents. Also, the (Alexander Serenko a) digital marketing of non-core foods through social media as well as digital media websites and advergaming influences most of the adolescents’ behaviours, food choices. The following research on the effects of unhealthy marketing by adolescents recorded in different countries from the past decade, this probably defines some of the clear evidences that must get changes regarding the online marketing basically some restrictions should provide for the young people. The majority of products are selling their tactics regarding unhealthy eateries. This process should take in consideration and process the measures to protect adolescents from getting influence in adapting unhealthy eating behaviours.
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27. Catherine M. Mc Carthy, R. d. (2022). The influence of unhealthy food and beverage marketing through social media and advergaming on diet-related outcomes in children—A systematic review. PUBLIC HEALTH/PEDIATRIC OBESITY.