Mapping Research on the Influence of Social Media on Consumer Food Behavior a Bibliometric Approach

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Article Info

ABSTRACT

This study conducts a bibliometric analysis to systematically map the research landscape on the influence of social media on consumer food behavior. The analysis encompasses 1000 scholarly articles published between 1962 and 2024, accumulating 32,394 citations over 62 citation years. Through co-citation and bibliographic coupling analyses, key clusters and trends are identified, revealing the multifaceted nature of social media's impact on food-related attitudes and behaviors. Insights from the analysis offer practical implications for marketers, policymakers, and researchers, guiding strategic decision-making in areas such as marketing communication, public health interventions, and interdisciplinary collaboration. The findings underscore the importance of continued research efforts to address emerging gaps and deepen our understanding of the evolving dynamics between social media and consumer food behavior.

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1. INTRODUCTION

In recent years, the pervasive nature of social media has reshaped how individuals perceive, interact with, and make decisions regarding food consumption [1]. The phenomenon of "food sharing" on social media platforms has become ubiquitous, with users sharing images, reviews, recipes, and dietary tips, thereby creating virtual communities centered around culinary experiences [2], [3]. This phenomenon has profound implications for consumer behavior, as individuals increasingly rely on social media to gather information, seek validation, and form opinions about food products, brands, and dietary practices [4], [5].

Moreover, social media platforms have democratized the process of food recommendation and evaluation, empowering ordinary consumers to influence purchasing decisions on a global scale [6]. Influencers, bloggers, and enthusiasts leverage their social media presence to cultivate audiences and shape perceptions about food quality, authenticity, and desirability [7]. Consequently, the traditional

dynamics of food marketing and promotion have undergone a paradigm shift, with peer-to-peer recommendations and user-generated content exerting significant influence over consumer preferences and choices [8]–[10].

Furthermore, social media serves as a rich source of data for researchers interested in understanding consumer behavior in the context of food consumption [11]–[13]. The wealth of user-generated content, coupled with advanced analytics tools, enables scholars to explore a wide range of research questions, from identifying emerging food trends to examining the impact of social influence on dietary habits [14].

Despite the growing recognition of social media's influence on consumer food behavior, the field remains fragmented, with numerous studies exploring different facets of this complex phenomenon [15], [16]. This fragmentation poses challenges for synthesizing existing knowledge, identifying research gaps, and understanding overarching trends and patterns. Consequently, there is a need for a comprehensive analysis of the extant literature to map the landscape of research on the influence of social media on consumer food behavior systematically.

The primary objective of this study is to conduct a bibliometric analysis of research on the influence of social media on consumer food behavior. Specifically, the study aims to:

By systematically mapping the research landscape on the influence of social media on consumer food behavior, this study will contribute to scholarly knowledge in several ways. First, it will provide researchers with a comprehensive overview of existing literature, enabling them to identify emerging trends, gaps, and areas for further investigation. Second, the study will offer insights to practitioners and policymakers into the dynamics of social media influence on consumer food choices, informing strategies for marketing, communication, and public health interventions. Finally, by synthesizing diverse perspectives and methodologies, the study aims to stimulate interdisciplinary dialogue and collaboration, fostering a deeper

understanding of this multifaceted phenomenon.

2. LITERATURE REVIEW

Consumer food behavior encompasses a wide range of attitudes and actions related to the purchase, consumption, and handling of food products [17]. Several studies have delved into different aspects of consumer food behavior, including the intention to buy green food products, safe food handling, and the consumption of organic food [18]. For example, research has explored the multidimensional construct of green perceived value (GPV) and its influence on the buying behavior of green food products, as well as the application of behavior-change theories to explain and predict consumers' safe food handling behaviors [19]–[21]. Additionally, studies have investigated the factors influencing the purchase intention and behavior of organic food, such as organic food knowledge, health knowledge, and subjective norms [22]–[24]. Furthermore, the role of WeChat marketing in building consumer trust in online food marketplaces has been examined [25]–[27]. These studies provide valuable insights for understanding and addressing various aspects of consumer food behavior.

Social media has a significant impact on consumer food behavior [28]–[30]. Several studies have explored this impact, addressing various aspects such as sharing leftover food, marketing strategies, brand equity, and the influence of rumors on purchasing behavior. For example, a study on sharing leftover food via social media found that consumer acceptance is influenced by factors such as trust, interactivity, and perceived value [31]–[33]. Another study highlighted the shift in consumer attitudes and behavior from traditional to digital activities due to marketing strategies through social media [34]–[36]. Additionally, research has shown the impact of social media marketing on brand loyalty in the fast-food industry, emphasizing the importance of brand awareness and image [37]–[40]. Furthermore, a study conducted in the Egyptian market

revealed a significant relationship between rumors on social media and the purchasing behavior of food products [41]. Moreover, a study on consumer decisions under the influence of social media and behavioral targeting aimed to understand how behavioral targeting and social media influence consumer decision-making [42], [43]. These studies collectively demonstrate the diverse ways in which social media affects consumer food behavior, encompassing aspects such as acceptance of leftover food, marketing strategies, brand equity, and purchasing decisions influenced by rumors and targeted advertising.

3. METHODS

3.1 Data Collections

The data collection process for this bibliometric analysis involves retrieving relevant scholarly articles from electronic databases. Semantic Scholar, as a key database, will be systematically searched using a combination of controlled vocabulary terms and free-text keywords related to social media and consumer food behavior. The search strategy will be designed to capture a comprehensive sample of relevant literature published in peer-reviewed journals across various disciplines.

3.2 Inclusion Criteria

Articles included in the analysis will meet the following criteria:
1. Focus on the influence of social media on consumer food behavior.
2. Published in peer-reviewed journals.
3. Available in English.
4. Cover a range of publication years to capture longitudinal trends (from the inception of social media platforms to the present).

3.3 Exclusion Criteria

Articles will be excluded if they:

1. Do not directly address the influence of social media on consumer food behavior.
2. Are not published in peer-reviewed journals.
3. Are not written in English.
4. Are conference abstracts, book chapters, or non-research articles

3.4 Bibliometric Analysis

The extracted data will be subjected to bibliometric analysis using specialized software such as VOSviewer [44]. This analysis will involve:
1. Co-citation analysis to identify seminal works and intellectual networks within the field
2. Bibliographic coupling analysis to identify clusters of related articles and research themes.
3. Analysis of publication trends over time to assess the evolution of research in the field.

3.5 Interpretation and Sythesis

The findings of the bibliometric analysis will be interpreted and synthesized to provide insights into the current state of research on the influence of social media on consumer food behavior. The analysis will highlight emerging trends, gaps in the literature, and areas for future research. The synthesized findings will be presented descriptively and visually through tables, graphs, and maps to facilitate comprehension and interpretation.

4. RESULT AND DISCUSSION

4.1 Data Metrics

Table 1. Research Data Metrics

Metrics Data	Information
Publication years	1962-2024
Citation years	62
Papers	1000
Citations	32394
Cites/year	522.48
Cites/paper	32.39
Cites/author	17048.85
Papers/author	476.26

Authors/paper	2.90
h-index	84
g-index	169
hI,norm	52
hI,annual	0.84
hA, index	27

Source: *Output* Publish or Perish, 2024

The table summarizes bibliometric metrics derived from a dataset comprising 1000 papers published between 1962 and 2024, accumulating a total of 32,394 citations over 62 citation years. The dataset demonstrates a robust citation impact, with an average of 522.48 citations per year and 32.39 citations per paper. The remarkably high citation rate per author (17,048.85) suggests substantial individual impact within the dataset, while each paper averages 476.26 authors, indicating collaborative research efforts. The h-index of 84 reflects a substantial level of influence within the dataset, with the g-index of 169 indicating further recognition. Additionally, the hI,norm value of 52 and hI,annual value of 0.84 provide insights into the normalized h-index and annual h-index growth, respectively. Finally, the hA index of 27 offers an alternative measure of author impact within the dataset. Overall, these metrics collectively suggest a significant and impactful body of research on the subject matter, characterized by collaboration, citation impact, and individual author influence.
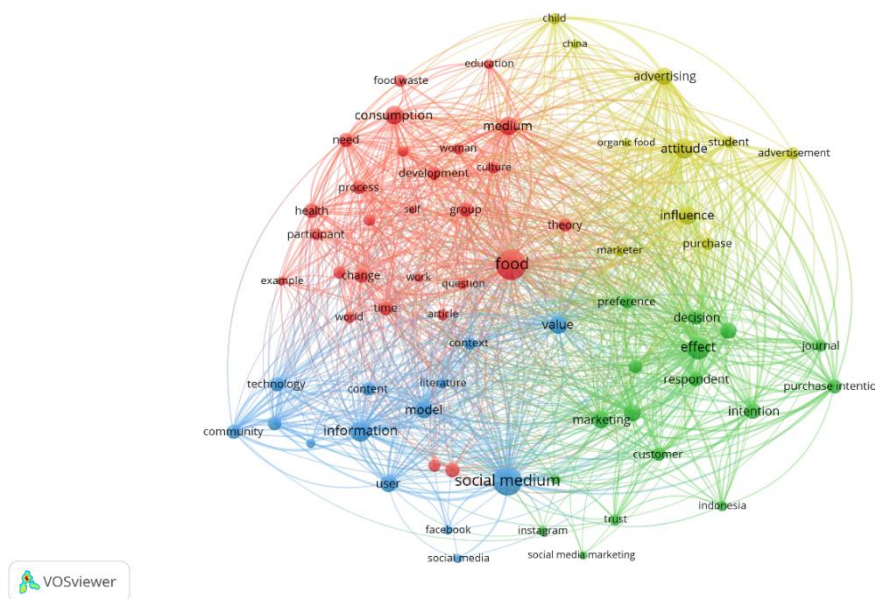
4.2 Network Visualization

Figure 1. Network Visualization
Source: Data Analysis Result, 2024

The network visualization shows different clusters of keywords, which are often color-coded to represent distinct thematic groups or related concepts. In this network, we can see several clusters, each indicated by a different color. The size of the nodes (which are the words in this case) often indicates the weight or the frequency of the occurrence of that keyword within the dataset, and the lines between the nodes represent the strength of the relationship or the number of connections between them.

1. Red Cluster: This cluster seems to focus on terms related to food in a broad sense, including consumption, health, culture, and food waste. It might represent studies on food consumption patterns, cultural influences on eating habits, and related health aspects.

2. Yellow Cluster: This cluster has terms like child, education, advertising, organic food, and attitude. This could represent research into the effects of advertising on children, education on organic food, and the attitudes and preferences of consumers.

3. Green Cluster: This cluster includes terms like marketing, customer, purchase intention, effect, and decision. This likely represents research on marketing influences on customer decisions and purchase intentions.

4. Blue Cluster: The blue cluster has terms like information, technology, community, user, social media, Facebook, and Instagram. This might represent the intersection of social media and technology with community building and user engagement.

Clusters in such visualizations are created based on the strength of the relationships between the terms, where more frequently related terms are grouped closer together. The overarching theme seems to be centered around food, but from different perspectives such as health, marketing, social media influence, and education.
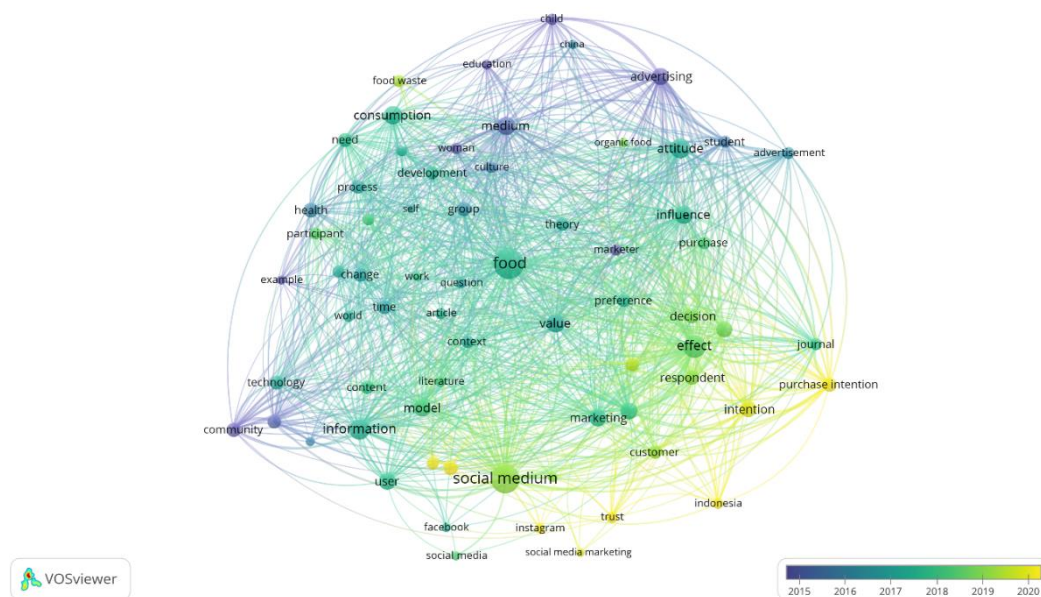
4.3 Overlay Visualization

Figure 2. Overlay Visualization
Source: Data Analysis Result, 2024

The image includes a temporal overlay, indicated by a color gradient from blue to yellow, which corresponds to the years from 2015 to 2020. This gradient allows us to observe the evolution of research trends over time within the network of keywords. In the overlay visualization, the color gradient serves as a temporal guide: blue marks the genesis of the research topics around 2015, green denotes the

subsequent research wave, likely unfolding during 2016-2017, and yellow highlights the forefront of scholarly focus, culminating in the year 2020. This color coding helps trace the evolution and shifts in academic inquiry over the span of five years, delineating the progression from initial technological and informational aspects to more recent explorations of consumer behavior and social media's impact on marketing strategies within the food sector.

1. Early Research (Blue): The nodes that are more blue suggest topics that were more prominent around 2015. In this visualization, it seems that the blue is concentrated on the bottom left side of the image, potentially indicating earlier research related to 'technology', 'information', and 'community'. This might reflect an initial focus on the technological aspects of food and social media.

2. Intermediate Research (Green): The green nodes represent topics that gained traction after the initial period. Here, the green seems to spread across the network, indicating a broadening of research topics. The 'food', 'marketing', and 'social medium' clusters show a mix of blue and green, suggesting ongoing research interest and development in these areas over several years.

3. Recent Research (Yellow): The yellow nodes, which are more prevalent on the right side of the image, highlight the most recent research themes leading up to 2020. It appears that recent research has focused more on 'social media', 'purchase intention', 'customer', and 'marketing', indicating a shift towards understanding the impact of social media on consumer behavior and marketing strategies.

From this, we can infer that over the years, there has been a transition from the early focus on technology and information within the context of food and community, moving towards a more consumer-oriented approach that examines the influence of social media on food-related attitudes and purchasing decisions.

Table 2. Most Cited Documents

Citations	Author and Year	Title
2981	Eli Pariser	The Filter Bubble: What the Internet Is Hiding from You
2066	Iris Vermeir, W. Verbeke	Sustainable Food Consumption: Exploring the Consumer "Attitude – Behavioral Intention" Gap
1213	K. Goh, C. Heng, Zhijie Lin	Social Media Brand Community and Consumer Behavior: Quantifying the Relative Impact of User- and Marketer-Generated Content
1058	G. Belch, Michael Belch	Advertising and Promotion: An Integrated Marketing Communications Perspective
1053	M. Mooij	Global marketing and advertising: understanding cultural paradoxes
819	Bruno Godey, Aikaterini Manthiou, D. Pederzoli, Joonas Rokka, Gaetano Aiello, Raffaele Donvito, Rahul Singh	Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior

626	Irena Pletikosa Cvijikj, F. Michahelles	Online engagement factors on Facebook brand pages
613	J. Aschemann-Witzel, I. D. Hooge, Pegah Amani, T. Bech-Larsen, M. Oostindjer	Consumer-Related Food Waste: Causes and Potential for Action
612	Kristina Heinonen	Consumer activity in social media: Managerial approaches to consumers' social media behavior
581	Xueming Luo, J. Zhang, Wenjing Duan	Social Media and Firm Equity Value

Source: *Output* Publish or Perish, 2024

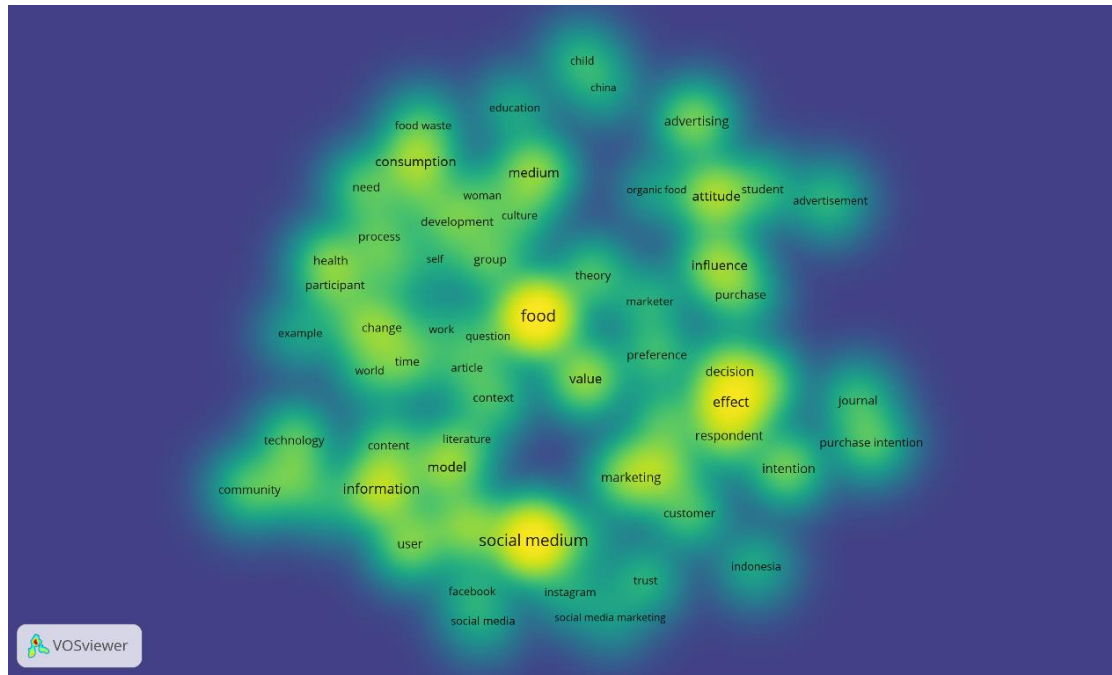## 4.4 Density Visualization

Figure 3. Density Visualization
Source: Data Analysis Result

The potential research topics for further investigation can be derived from the central themes represented by the clusters of keywords, as well as from the intersections between clusters where emerging or less explored research areas may be present. Some potential research topics that could be drawn from this visualization as follow:

1. The Influence of Social Media on Food Consumption

    This topic could explore how platforms like Facebook and Instagram shape consumers' food choices, the role of social media marketing in food trends, and the impact of this medium on health and diet-related behaviors.

2. Technology's Role in Community and Information Dissemination Regarding Food:

    Research here might focus on how technological advancements contribute to community building around food topics and the effectiveness of these communities in spreading information.

3. The Relationship Between Food Marketing and Customer Purchase Intentions:

    Investigating how different marketing strategies affect consumers' intention to

purchase specific food products could be valuable, especially when considering the effects of advertisements and marketer influence.

4. Cultural Influence on Food Preferences and Consumption:

    This area could examine how culture affects food consumption patterns, the development of food-related values, and attitudes toward organic food and food waste.

5. The Impact of Education on Children's Food Choices:

    This topic might look at educational interventions aimed at improving children's eating habits and attitudes towards food, including the response to food advertising.

6. Organic Food Perception and Consumer Decision-making:

    Understanding how consumers perceive the value of organic foods, and how this influences their purchasing decisions and attitudes toward food safety and health could be another interesting area of study.

7. Food Waste Management and Consumer Behavior:

    Research could focus on strategies to reduce food waste through changes in consumer behavior, the role of education in this process, and the impact of such measures on sustainability and health.

8. The Effect of Food-related Advertising on Consumer Influence and Preference:

    This research could look at how advertising influences consumer behavior, with a specific focus on food-related products, and how this influence varies across different demographics.

4.5 Practical Implication

The bibliometric analysis of research on the influence of social media on consumer food behavior offers valuable practical implications for various stakeholders. Firstly, marketers and food industry professionals can leverage insights from the identified research clusters to refine their social media strategies, focusing on engaging content creation, community building, and targeted advertising to influence consumer preferences and purchase decisions effectively. Understanding the evolving trends and thematic shifts highlighted in the analysis can aid practitioners in adapting their approaches to align with consumer behavior dynamics and emerging research directions. Policymakers and public health officials can utilize findings related to education, cultural influences, and food waste management to design interventions aimed at promoting healthier and more sustainable food consumption patterns among populations. By addressing key research topics such as the impact of technology on information dissemination and the role of education in shaping children's food choices, policymakers can develop evidence-based strategies to enhance food literacy and foster positive dietary behaviors. Overall, the synthesized insights from the bibliometric analysis serve as a valuable resource for informing strategic decision-making and promoting positive outcomes in the realms of food marketing, public health, and consumer well-being.

5. CONCLUSION

In conclusion, the bibliometric analysis provides a comprehensive overview of the research landscape concerning the influence of social media on consumer food behavior. The analysis reveals a robust body of literature characterized by collaboration,

high citation impact, and diverse research themes. Through the identification of key clusters and trends, the analysis highlights the multifaceted nature of social media's impact on food-related attitudes and behaviors, encompassing aspects such as marketing strategies, cultural influences, technology's role in information dissemination, and consumer education. The insights gleaned from this analysis offer valuable implications for practitioners, policymakers, and researchers alike, guiding strategic decision-making in areas such as marketing communication, public health interventions, and interdisciplinary collaboration. Moving forward, continued research efforts in this domain should aim to address emerging research gaps, explore novel methodologies, and foster interdisciplinary dialogue to deepen our understanding of the complex interplay between social media and consumer food behavior in an increasingly digitalized world.

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