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## **INVESTIGATING CONSUMER FOOD BEHAVIOR UNDER THE INFLUENCE OF VIDEO ADVERTISING**

The relevance of the research topic lies in the need for a scientific substantiation of approaches to creating compelling video advertising capable of influencing consumer food behavior. While video advertising is a prominent marketing tool, there is a shortage of research on how diverse creative approaches affect viewer attention, emotions, brand perception, and purchase intentions.

The main objective is to investigate the impact on the audience of eight types of video advertising: product without a brand, branded product, animated product (without a brand), animated branded product, personalized branded product (with people in the foreground), product with a celebrity (without a brand), branded product with a celebrity, branded product of an animated character.

Per the research objective, the main research tasks have been defined: 1) gathering information and creating a bibliographic description; 2) selecting commercials according to the eight specified types; 3) conducting a study where participants will watch the eight types of commercials, with initial fixation delay, gaze duration, and sentiment analysis being evaluated. Post-viewing surveys will determine audience preferences and the modification of advertising impact on food behavior outcomes such as hypothetical choices, preferences, purchase intentions, or actual food consumption; 4) data analysis and searching for statistical patterns to confirm or refute hypotheses.

The object of the research is advertising materials for food products. The research subject is the influence of advertising materials on consumer food behavior, preferences, and willingness to buy.

The practical significance of the research lies in providing marketers with important insights into which creative elements in video advertising are most effective for promoting food products.

Analysis of recent research and publications. Within the scope of this study, the author has analyzed scientific literature, as a result of which it has been established that various foreign scientists have researched this topic. Previous studies examined various aspects of this issue, namely, studying the impact of food advertising on consumption (Anschutz, Koordeman (2010); Boyland (2016)), gender differences in reactions to food advertising (Anschutz (2009)), the links between TV viewing and

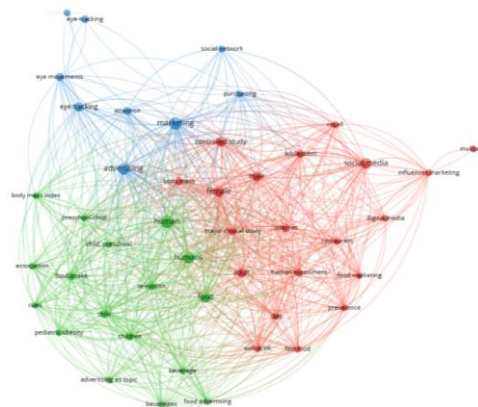
fast food consumption (Scully (2009)), and the prevalence of brand placement in movies (Sutherland (2010)).

New research conducted in recent years has complemented this field of knowledge. For example, An and Ha (2023) analyzed the role of advertising in food shows on YouTube, and Dam, Borsari, and Burroughs (2024) investigated influencer marketing in mukbangs and consumer engagement with food brands. Additionally, some studies, such as those presented in the works of Saad (2007) and Velasquez (2013), investigated evolutionary aspects of consumption and attention to food and beverage advertising.

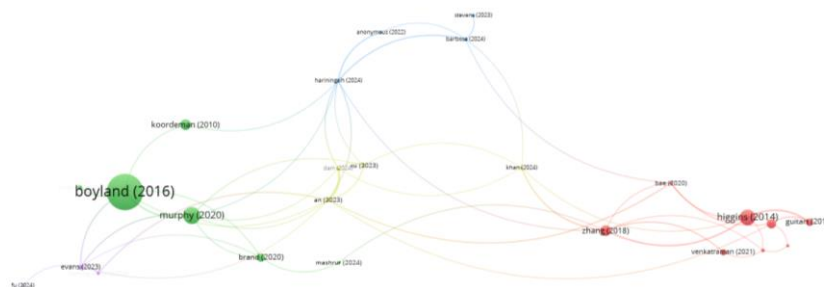
However, it is worth noting that there currently needs to be more domestic research directly comparing consumer reactions to various creative implementations of video advertising using eye-tracking and other research methods.

As the main method of data analysis using the "VOSviewer" program, the "co-occurrence" method was chosen, which clusters keywords based on how often they appear together in the same work. Thus, the keywords form thematic clusters. On the scientific map shown below, clusters are denoted by different colors, the size of each keyword is determined by the value of the "total link strength," which reflects the degree of connection of this keyword with all others, and the lines show the connections between two separate keywords.

Through the analysis, we can determine three clusters, the first two contain 21 and 17 keywords, respectively, and the last cluster contains 8 keywords. The most frequently used words are advertising, eye tracking, social media, marketing, and humans. As per the map, there is a high degree of connection between the most frequently used keywords and all others.



[Figure 1.1 Bibliometric map of publications in the subject area "Food marketing" (created by the author using the VOSviewer tool, method: Keyword Co-occurrence)]



[Bibliographic map of publications in the subject area "Food marketing" (created by the author using the VOSviewer tool, method: Keyword Bibliographic coupling)]

The "VOSviewer" program was also chosen for analysis using the "bibliographic coupling" method, which provides an opportunity to visualize and explore connections between scientific publications based on shared bibliographic references. As a result of the study, we obtained 5 clusters, with the largest number of works or whose works have a significant impact in the studied field belonging to Boyland (2016), Murphy (2020), Higgins (2014), and Zang (2018). The connection density is low.

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