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Relationship of Mukbang and Food Vlogging Exposure with Binge Eating and Food Choice

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Abstract

The increasing use of social media has intensified exposure to food-related content, particularly mukbang and food vlogging, which may influence eating behavior and food choice through visual stimulation, social modeling, and food cravings among university students. This study aimed to analyze the relationship of mukbang and food vlogging exposure with binge eating behavior and food choice among students at the Faculty of Health, Universitas Mitra Indonesia. A quantitative analytical observational study with a cross-sectional design was conducted involving 93 students selected using purposive sampling. Data were collected using validated questionnaires measuring mukbang exposure, food vlogging exposure, binge eating behavior, and food choice practices. Data were analyzed using the Chi-square test with a significance level of 0.05. Most respondents had high exposure to mukbang (55.9%) and food vlogging (53.8%), moderate binge eating behavior (60.2%), and good food choice practices (86.0%). Significant relationships were found between mukbang exposure and binge eating behavior (p=0.007), mukbang exposure and food choice practices (p=0.010), food vlogging exposure and binge eating behavior (p=0.030), and food vlogging exposure and food choice practices (p=0.017). Exposure to mukbang and food vlogging content was significantly associated with binge eating behavior and food choice among students in the Faculty of Health. These findings highlight the importance of strengthening nutrition and digital media literacy to promote healthier eating behaviors. Future longitudinal studies are recommended to clarify causal relationships.

Keywords: Binge Eating; Food Choice; Food Vlogging; Mukbang; Social Media.

Abstrak

Meningkatnya penggunaan media sosial telah memperbesar paparan terhadap konten terkait makanan, khususnya *mukbang* dan *food vlogging*, yang dapat memengaruhi perilaku makan dan pemilihan makanan di kalangan mahasiswa melalui stimulasi visual, pemodelan sosial, dan keinginan kuat untuk makan (*food cravings*). Penelitian ini bertujuan untuk menganalisis

hubungan antara paparan *mukbang* dan *food vlogging* dengan perilaku makan berlebihan (*binge eating*) serta pemilihan makanan pada mahasiswa Fakultas Kesehatan, Universitas Mitra Indonesia. Penelitian observational analitik kuantitatif dengan desain *cross-sectional* dilakukan terhadap 93 mahasiswa yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan menggunakan kuesioner tervalidasi yang mengukur paparan *mukbang*, paparan *food vlogging*, perilaku makan berlebihan, dan praktik pemilihan makanan. Data dianalisis menggunakan uji *Chi-square* dengan tingkat signifikansi 0,05. Sebagian besar responden memiliki tingkat paparan yang tinggi terhadap *mukbang* (55,9%) dan *food vlogging* (53,8%), perilaku makan berlebihan tingkat sedang (60,2%), serta praktik pemilihan makanan yang baik (86,0%). Ditemukan hubungan yang signifikan antara paparan *mukbang* dengan perilaku makan berlebihan (p=0,007), paparan *mukbang* dengan praktik pemilihan makanan (p=0,010), paparan *food vlogging* dengan perilaku makan berlebihan (p=0,030), serta paparan *food vlogging* dengan praktik pemilihan makanan (p=0,017). Paparan konten *mukbang* dan *food vlogging* berhubungan secara signifikan dengan perilaku makan berlebihan dan pemilihan makanan di kalangan mahasiswa Fakultas Kesehatan. Temuan ini menyoroti pentingnya penguatan literasi gizi dan media digital untuk mendorong perilaku makan yang lebih sehat. Penelitian longitudinal di masa mendatang disarankan untuk memperjelas hubungan sebab-akibat.

Katakunci: Makan Berlebihan; Pilihan Makanan; Vlogging Makanan; Mukbang; Media Sosial.

1 Introduction

Social media has become a major channel for distributing information and entertainment, exerting significant influence on individual behaviors, including food consumption patterns. Culinary content is widely produced and consumed across various social media platforms due to its ability to provide strong visual stimuli. Popular forms of culinary content include mukbang and food vlogging. Mukbang involves broadcasting the act of consuming large quantities of food via digital media; the term derives from the Korean words mekonium (eating) and bangsong (broadcast). Mukbang content typically features large food portions with visually appealing presentations, distinct textures, and characteristic eating sounds, all of which stimulate the viewer's sensory responses. The food featured in mukbang content tends to be high in energy and often lacks nutritional balance regarding components such as fat, sugar, and sodium (Indriasari et al., 2025). In addition to mukbang, food vlogging is a form of video blogging that features reviews, explorations, or promotions of various foods by content creators or "food vloggers." Such content can influence audience interest in trying or purchasing the featured foods (Puspitasari et al., 2025).

The popularity of culinary creators on social media is evident in the high number of followers and views their food content garners. A prime example is Tanboy Kun, an Indonesian food vlogger known for his mukbang videos and explorations of large portions of spicy food. His YouTube channel boasts approximately 20.7 million subscribers and over 5 billion total video views, making him one of Indonesia's most popular culinary creators. He also maintains a substantial following across other social media platforms with around 4.7 million followers on TikTok and 1.9 million on Instagram demonstrating significant public interest in culinary content on social media (Social Blade, 2026).

Alongside this phenomenon, eating disorders have emerged as a global health issue requiring serious attention. The World Health Organization (WHO) states that an unhealthy diet is a risk factor for various non-communicable diseases (NCDs) that contribute to rising global morbidity rates. Globally, approximately 43% of adults were overweight and 16% were obese in 2022 (WHO, 2025). Furthermore, the prevalence of Binge Eating Disorder (BED) is estimated to be around 4% of the population, with a higher tendency observed among young adults in their early twenties (Goutama et al., 2021).

At the national level, data from the Indonesian Health Survey (SKI) indicates that the prevalence of obesity among individuals aged 18 and older rose from 21.8% in 2018 to 23.4% in 2023. Provincially, Lampung faces nutritional challenges characterized by a 22% prevalence of high-risk food consumption specifically foods high in fat, sugar, and salt (Ministry of Health, 2023). Meanwhile, in Bandar Lampung City a major educational hub with a large student population the obesity prevalence stands at 11.1% (Purnamasari, 2020). This situation reflects a shift in dietary patterns among university students, driven by modern lifestyles, easy access to food, and exposure to digital media.

University students are an age group particularly susceptible to dietary changes, as they are in a transitional phase toward independence in making food choices. Research shows a 2.6% prevalence of binge eating among students, most frequently occurring around the age of 20 (Goutama et al., 2021). Furthermore, food selection practices are crucial in determining dietary quality; while most students demonstrate good habits, some still engage in suboptimal food selection practices (Djide et al., 2023).

Eating behavior is influenced by various factors, including exposure to media that visually depicts food. Exposure to food-related content can trigger increased appetite and encourage the consumption of large quantities of food through sensory stimulation mechanisms. Such conditions can potentially lead to disordered eating behaviors, including anorexia nervosa, bulimia nervosa, binge eating, orthorexia nervosa, and night eating syndrome. Among these disorders, binge eating is particularly relevant to exposure to mukbang content, as it is characterized by the consumption of large amounts of food in a short period, accompanied by a loss of control over eating (Goutama et al., 2021). Furthermore, such exposure can also influence individuals' food choices—either towards healthier options or the opposite—depending on the characteristics of the content consumed.

Various previous studies indicate a link between exposure to food-related content and eating behaviors. Research shows that the habit of watching mukbang is associated with increased appetite and changes in eating habits (Indriasari et al., 2025). Other studies have found a positive correlation between watching food vlogs and increased appetite among university students (Puspitasari et al., 2025). Additionally, factors such as nutritional knowledge are known to be associated with food selection practices (Djide et al., 2023). However, these findings tend to focus on appetite or general eating behaviors and have not comprehensively examined the relationship between exposure to mukbang and food vlogging, binge-eating behaviors, and food selection practices within an integrated analytical framework.

A pre-survey conducted on April 7, 2026, at Universitas Mitra Indonesia involving 77 respondents provided an initial overview of exposure to mukbang and food vlogging content, as well as the respondents' eating behavior tendencies. A total of 55.8% of respondents (43 individuals) reported active daily social media use and frequent exposure to food-related content. Approximately 72.7% (56 individuals) expressed an interest in repeatedly watching mukbang and food vlogging content. Furthermore, 50.6% (39 individuals) stated that exposure to such content influenced their desire to consume specific foods. A total of 51.9% (40 individuals) exhibited tendencies toward uncontrolled eating behaviors—such as consuming large amounts of food in a short period—while 57.1% (44 individuals) selected foods based on current trends. These findings suggest a potential link between exposure to food content on social media and changes in eating behaviors, necessitating further empirical research into this relationship.

Exposure to food-related content on social media is an evolving phenomenon with the potential to influence the eating behaviors of the younger generation. As a demographic that actively uses social media, university students face a higher risk of intense exposure to mukbang and food vlogging content (Puspitasari et al., 2025). If such exposure influences binge-eating behavior and food selection practices, it could have long-term implications for the nutritional health of university students. Therefore, research examining the relationship between exposure to mukbang and food-vlogging content and the binge-eating behaviors and food selection practices of students at the Faculty of Health, Universitas Mitra Indonesia, is crucial; it serves as a foundation for developing health promotion and disease prevention interventions in the field of nutritional health.

2 Method

This study employed a quantitative analytical observational design using a cross-sectional approach. The cross-sectional design was selected because it enables the simultaneous measurement of exposure variables and outcome variables within a single observation period, allowing the identification of relationships between exposure to mukbang and food vlogging content with binge eating behavior and food choice practices among university students. The target population consisted of all active undergraduate students enrolled in the Faculty of Health, Universitas Mitra Indonesia, Bandar Lampung, Indonesia, in 2026. A total of 93 respondents were recruited using a purposive sampling technique based on predefined inclusion and exclusion criteria. The inclusion criteria were active undergraduate students, willing to participate by signing informed consent,

actively using social media, and completing all questionnaire items. Data collection was performed from May to June 2026 after obtaining institutional permission and ethical approval. The independent variables were exposure to mukbang content and exposure to food vlogging content.

Data were collected using four structured self-administered questionnaires. Mukbang exposure, food vlogging exposure, and food choice practices were assessed using modified Likert-scale questionnaires that were developed and validated by the researchers. Binge eating behavior was measured using the Binge Eating Scale (BES), which was modified to suit the characteristics of the study population. Prior to data collection, all research instruments were subjected to validity and reliability testing involving 30 respondents who were not included in the study sample. All questionnaire items met the validity criteria (r-count > r-table = 0.361). The reliability analysis demonstrated acceptable internal consistency, with Cronbach's Alpha values of 0.612 for the mukbang exposure questionnaire, 0.671 for the food vlogging exposure questionnaire, 0.603 for the Binge Eating Scale, and 0.626 for the food choice practices questionnaire, indicating that all instruments were reliable for use in this study.

Bivariate analysis was performed using the Chi-square test to examine the relationships between mukbang exposure and food vlogging exposure with binge eating behavior and food choice practices. Statistical significance was established at a p-value of <0.05 with a 95% confidence interval. All statistical analyses were conducted using IBM SPSS Statistics version 26.0.

This study was reviewed and approved by the Health Research Ethics Committee of Universitas Mitra Indonesia with Ethical Approval Number S.25/095/FKES10/2026. All respondents voluntarily participated after signing written informed consent. Confidentiality, anonymity, privacy, and participants' rights were protected throughout the study in accordance with the principles of biomedical research ethics.

3 Result and Discussion

Table 1. Characteristics of respondents and distribution of study variables (n = 93)

Variables	n	%
Age (years)		
18	8	8.6
19	32	34.4
20	37	39.8
21	10	10.8
22	4	4.2
23	2	2.2
Sex		
Male	19	20.4
Female	74	79.6
Study Program		
Public Health	14	15.1
Nursing	53	57.0
Nutrition	26	28.0
Semester		
Semester 2	26	28.0
Semester 4	61	65.6
Semester 6	6	6.5
Mukbang Exposure		
Moderate	41	44.1
High	52	55.9
Food Vlogging Exposure		
Moderate	43	46.2
High	50	53.8
Binge eating behavior		
Moderate	56	60.2
High	37	38.8
Food Choice Practices		
Moderate	13	14.0
High	80	86.0

Based on the research findings, the majority of respondents fell within the 19–20 age range, with 37 respondents (39.8%) aged 20 and 32 respondents (34.4%) aged 19. These results indicate that most respondents belong to the young adult demographic, a group undergoing a transition toward independence in decision-making—including choices regarding social media usage and food selection. High levels of social media usage among young adults make them particularly susceptible to the influence of food-related visual content. Consequently, this age group represents a relevant population for research concerning eating behaviors and exposure to digital media (Flores-Vázquez et al., 2024).

Young adulthood is a period characterized by lifestyle changes, the formation of long-term health habits, and increased independence. University students in this age group begin to determine their own dietary patterns without direct supervision from their families. Furthermore, demanding academic schedules often influence consumption patterns and social

media habits. The combination of high technological access and lifestyle changes has the potential to impact students' eating behaviors. Therefore, young adults are considered a group at higher risk of experiencing changes in eating behavior due to exposure to digital media (Harris et al., 2024).

Regarding gender, the majority of respondents were female (74 respondents or 79.6%), while 19 respondents (20.4%) were male. This female predominance indicates that the study findings are more representative of the experiences of female students than those of their male counterparts. Women are known to be more active in using social media to seek information related to food, health, and lifestyle. Additionally, women tend to place greater emphasis on body image and dietary habits, making them more sensitive to food-related content displayed via digital media (Rodgers et al., 2020).

Regarding fields of study, the majority of respondents were from the Nursing program (53 respondents, 57.0%), followed by Nutrition (26 respondents, 28.0%) and Public Health (14 respondents, 15.1%). All respondents belonged to the Faculty of Health, implying they possessed foundational knowledge regarding health and nutrition. However, such knowledge does not necessarily negate the influence of social media on eating behavior. An individual's consumption habits are shaped not only by knowledge but also by environmental, psychological, and social factors, as well as digital media. This indicates that health students remain susceptible to changes in eating behavior despite having a better understanding of health compared to the general population (Coates et al., 2019).

The study's respondent profile reveals that the majority were young adult women who actively use social media. These characteristics align with the demographic most likely to access digital content and engage deeply with information presented on social media platforms. This context underscores the study's relevance, as the respondents have a high likelihood of exposure to mukbang and food vlogging content. Such high levels of social media exposure create the potential for changes in eating behavior through mechanisms such as social learning, behavioral imitation, and digital environmental influences. Consequently, the respondent profile is considered appropriate for evaluating the relationship between exposure to digital culinary content and students' eating behaviors (Flores-Vázquez et al., 2024).

The research findings indicate that the majority of respondents fell into the high-exposure category for mukbang content (n=52; 55.9%), while 41 respondents (44.1%) fell into the moderate category. Statistical analysis revealed a mean mukbang exposure score of 12.42, with a standard deviation of 0.596. The minimum score of 10 and maximum of 14 indicate that the data distribution ranges from moderate to high levels. These results suggest that students from the Faculty of Health at Universitas Mitra Indonesia frequently access mukbang content across various social media platforms. This high level of exposure demonstrates that mukbang has become a popular form of digital content among university students (Flores-Vázquez et al., 2024).

The high level of mukbang exposure can be attributed to the increasing use of social media for entertainment and information consumption. Mukbang content offers a combination of food visuals, social interaction, and entertainment that effectively captures viewer attention. The display of large quantities of food, combined with the content creator's facial expressions while eating, creates strong visual stimulation, thereby heightening viewer interest in the food being shown. This phenomenon aligns with Social Cognitive Theory, which posits that individuals can learn and imitate behaviors observed through media. Repeated exposure to mukbang content can lead to the formation of specific perceptions and habits regarding eating behaviors (Flores-Vázquez et al., 2024). The results of this study indicate that health students maintain high levels of exposure to mukbang content, despite possessing knowledge regarding health and nutrition. This situation demonstrates that knowledge is not always a factor capable of limiting the consumption of digital content. The influence of social media often operates through emotional and psychological aspects that are not entirely governed by an individual's knowledge. Consequently, the high level of mukbang exposure observed in this study highlights the importance of media literacy as a means to enhance students' ability to filter information obtained from social media (Iqbal & Salsabila, 2023).

The study results reveal that the majority of respondents (50 individuals or 53.8%) experienced a high level of exposure to food vlogging, while 43 respondents (46.2%) fell into the moderate exposure category. Statistical analysis shows a mean food vlogging exposure score of 12.49 with a standard deviation of 1.348. The minimum score of 9 and maximum of 16

indicate that most respondents fall within the moderate-to-high exposure range. These findings demonstrate that food vlogging is a type of content widely consumed by university students. This high level of exposure indicates that social media has become a crucial source of culinary information for the respondents (Devoto et al., 2022).

Food vlogging involves content that showcases food reviews, dining recommendations, culinary experiences, and information about various types of food. Unlike mukbang, which focuses primarily on the act of eating, food vlogging places greater emphasis on food exploration and promotion. Engaging information delivery and high-quality visuals can heighten viewer interest in the featured foods. According to Devoto et al. (2022), food-related content on social media can influence consumption preferences by shaping perceptions and expectations regarding specific food products.

The high level of exposure to food vlogging indicates that students use social media not only for entertainment but also as a reference source for making food choices. Information obtained from food vloggers is often perceived as more engaging and accessible than formal health information. Consequently, recommendations provided by content creators can influence individual consumption decisions. This process demonstrates that social media has the capacity to shape consumption preferences and behaviors through the influence of persuasive digital communication (Coates et al., 2019).

The study results indicate that health science students actively access food vlogging content despite their educational background in health. This suggests that consumption decisions are not based solely on nutritional knowledge but are also influenced by digital environmental factors. High exposure to food content can increase interest in the various types of food featured, whether healthy or unhealthy. Therefore, the ability to evaluate information obtained from social media is a crucial aspect of maintaining the quality of university students' diets (Coates et al., 2019).

The study results reveal that the majority of respondents (n=56; 60.2%) fell into the low binge eating category, while 37 respondents (39.8%) fell into the high category. Statistical analysis showed a mean binge eating score of 12.11 with a standard deviation of 1.645. The minimum score of 8 and maximum of 16 indicate that most respondents possess a relatively low tendency toward binge eating. These findings suggest that the majority of students are still able to effectively control their eating behaviors. Nevertheless, the proportion of respondents exhibiting high levels of binge eating remains significant enough to warrant special attention (Treasure et al., 2022).

Binge eating is defined as the consumption of large quantities of food accompanied by a sense of loss of control while eating. This behavior is frequently associated with psychological factors such as stress, anxiety, academic pressure, and poor emotional regulation. University students constitute a group vulnerable to psychological distress stemming from academic demands and lifestyle changes. According to Harris et al. (2024), binge eating often emerges as a maladaptive coping mechanism used by individuals to alleviate emotional discomfort.

Although the majority of respondents fell into the low category, the fact that 39.8% exhibited high levels of binge eating indicates that overeating remains an issue requiring attention. This condition can be influenced by various factors, including social media exposure, stress, irregular eating habits, and low self-control. These factors interact to shape an individual's eating behavior. According to Eryucel et al. (2025), poor self-regulation skills can increase the risk of binge eating due to difficulties in controlling eating impulses.

The results of this study demonstrate that health science students are not entirely immune to the risk of binge eating, despite possessing superior knowledge regarding nutrition and health. Such knowledge does not always translate into the adoption of healthy eating habits in daily life; psychological and environmental factors often exert a stronger influence than knowledge alone. Therefore, efforts to prevent binge eating need to be undertaken through an approach that focuses not only on nutrition education but also on strengthening mental health and emotional regulation skills (Treasure et al., 2022).

The study results reveal that the majority of respondents (80 or 86.0%) fell into the high category for food selection practices, while 13 respondents (14.0%) fell into the moderate category. Statistical analysis showed a mean food selection practice score of 13.63 with a standard deviation of 0.976. The minimum score of 12 and maximum of 16 indicate that most respondents engage in good food selection practices. These findings suggest that the majority of students consider various aspects before deciding what to eat. This reflects a commendable level of

awareness regarding the importance of selecting foods that meet health needs (Eryucel et al., 2025).

The high level of food selection practices observed in this study may be attributed to the respondents' background in the Faculty of Health. Health students generally possess superior knowledge regarding nutrition, health, and diet-related disease risks. Such knowledge plays a role in fostering a positive attitude toward selecting healthy foods. Nutritional knowledge is a key factor influencing an individual's ability to make healthier food choices (Eryucel et al., 2025).

Good food selection practices indicate that most respondents consider quality, safety, and nutritional content before consuming food. However, this behavior is also influenced by external factors such as the social environment, food availability, price, and social media exposure. Individuals often must balance health considerations against convenience and personal preferences. Consequently, consumption decisions result from the interaction of complex factors (Eryucel et al., 2025).

Although most respondents demonstrate good food selection practices, the influence of social media warrants attention, as it can gradually alter consumption preferences. Exposure to appealing food content can influence an individual's perception of food, even when they possess adequate nutritional knowledge. This highlights the need for media literacy and nutritional literacy to develop in tandem. Thus, students are not only able to choose healthy foods but also capable of critically evaluating culinary information obtained through digital media (Coates et al., 2019).

Table 2. Relationship between Mukbang Exposure and Binge Eating Behavior (n = 93)

Mukbang Exposure	*Binge Eating*				Total	*P-Value*
	Moderate		High			
	n	%	n	%		
Moderate	31	75.6	10	24.4	41	0.007
High	25	48.1	27	51.9	52	
Total	**56**	**60.2**	**37**	**39.8**	**93**	

The study results indicate that among respondents with moderate exposure to mukbang content, the majority (31 respondents or 75.6%) exhibited moderate binge-eating behavior, while 10 respondents (24.4%) showed high levels of binge-eating behavior. In contrast, within the group with high mukbang exposure, the proportion of respondents with high binge-eating behavior rose to 27 (51.9%), while 25 (48.1%) exhibited moderate binge-eating behavior. The Chi-Square test yielded a p-value of 0.007 ($p<0.05$), leading to the conclusion that there is a significant association between mukbang exposure and binge-eating behavior among students at the Faculty of Health, Universitas Mitra Indonesia. These findings suggest that higher levels of mukbang exposure correlate with a greater tendency toward binge-eating behavior.

This relationship can be explained by the characteristics of mukbang content, which features the consumption of large quantities of food accompanied by visually appealing and appetizing imagery. Repeated exposure to food-related content can heighten attention, food cravings, and psychological responses to food. According to Social Cognitive Theory, individuals can acquire behaviors through the observation of models. When a person consistently witnesses the consumption of large amounts of food, that behavior may come to be perceived as normal and acceptable. Consequently, individuals become more susceptible to an increased urge to overeat (Flores-Vázquez et al., 2024).

The results of this study align with research by Indriasari et al. (2025), which demonstrated a link between the habit of watching mukbang videos and increased appetite as well as changes in eating behavior among students at Binawan University. That study found that the appealing food visuals in mukbang content could stimulate a desire to eat even when the individual was not hungry. These findings are also consistent with research by Iqbal and Salsabila (2023), which stated that exposure to mukbang content influences appetite stimulation and increases portion sizes among young adults. Such results indicate that mukbang content can affect consumption behavior through strong visual stimuli and repeated exposure.

Furthermore, a study by Flores-Vázquez et al. (2024) found that exposure to food content on digital media is associated with increased food cravings and a tendency toward less controlled consumption. Individuals frequently exposed to food content are more likely to experience heightened desires to eat compared to those with low exposure. This effect is more pronounced in individuals with poor self-regulation skills, making them more susceptible to food-related stimuli from the digital environment. Consequently, exposure to mukbang may be a contributing factor to the emergence of binge-eating behavior among university students.

Psychologically, mukbang also provides a virtual emotional and social experience. Some individuals use mukbang as a form of entertainment, an escape from stress, or a way to alleviate loneliness. Kircaburun et al. (2021) explained that the motivations for watching mukbang generally relate to fulfilling emotional needs, seeking entertainment, and desiring social connection through digital media. However, excessive use of mukbang as a means of emotional regulation can increase an individual's tendency to use food to satisfy emotional needs and seek psychological comfort. This pattern raises the risk of impaired eating control, potentially leading to binge eating in the long term (Treasure et al., 2020).

Table 3. Relationship between Mukbang Exposure and Food Selection Practices (n = 93)

Mukbang Exposure	*Food Selection Practices*				Total	*P-Value*
	Moderate		High			
	n	%	n	%		
Moderate	10	24.4	31	75.6	41	0.010
High	3	5.8	49	94.2	52	
Total	**13**	**14**	**80**	**86**	**93**	

The study results reveal that among respondents with moderate exposure to mukbang, the majority (31 respondents or 75.6%) demonstrated food selection practices in the high category, while 10 respondents (24.4%) fell into the moderate category. In the group with high mukbang exposure, the proportion of respondents with high-level food selection practices rose to 49 (94.2%), with 3 respondents (5.8%) in the moderate category. The Chi-Square test yielded a p-value of 0.010 ($p<0.05$), leading to the conclusion that there is a significant relationship between mukbang exposure and food selection practices among students at the Faculty of Health, Universitas Mitra Indonesia.

These findings indicate that mukbang exposure is linked not only to eating behavior but also influences the food selection process. Mukbang content often features various types of food with visually appealing presentations, thereby shaping positive perceptions of the food shown. Repeated exposure can heighten an individual's preference for specific foods and influence daily consumption decisions. Social media serves as an information source that shapes food-related decision-making processes (Coates et al., 2019).

This study aligns with research by Pangestu and Nugroho (2023), which demonstrated that digital culinary content presented by content creators can influence consumer attitudes and interest regarding the featured foods. The more frequently individuals are exposed to food content on social media, the more likely they are to develop a preference for those foods. This highlights the significant role digital media plays in shaping individual perceptions and consumption decisions. Consequently, mukbang content can be identified as a factor influencing the food selection practices of university students.

These research findings support Social Cognitive Theory, which posits that individual behavior is shaped by the observation of one's surrounding environment. Individuals frequently exposed to specific foods via digital media tend to develop a higher level of familiarity with those foods. This familiarity can heighten interest and increase the likelihood of selecting frequently viewed foods over those to which one is rarely exposed. Furthermore, repeated visual exposure to food stimuli can influence consumption preferences by enhancing responsiveness to food cues displayed on social media (Devoto et al., 2022).

Although the majority of respondents demonstrate sound food selection practices, the influence of mukbang warrants attention, as not all featured foods offer balanced nutritional value. Much mukbang content showcases foods high in calories, sugar, fat, and sodium—items that could potentially affect consumption preferences if consumed in excess. Consequently, nutritional and media literacy skills are essential, enabling university students to critically evaluate information obtained from social media before applying it to their daily lives. Such skills are crucial for ensuring that food choices remain grounded in health considerations and nutritional needs, rather than being driven solely by digital trends (Iqbal & Salsabila, 2023).

Table 4. Relationship between Food Vlogging Exposure and Binge Eating Behavior (n = 93)

Mukbang Exposure	*Binge Eating Behavior*				Total	*P-Value*
	Moderate		High			
	n	%	n	%		
Moderate	31	72.1	12	27.9	43	0.030
High	25	50.0	25	50.0	50	
Total	**56**	**60.2**	**37**	**39.8**	**93**	

The study results indicate that among respondents with moderate exposure to food vlogging, the majority (31 respondents or 72.1%) fell into the moderate binge eating category, while 12 respondents (27.9%) fell into the high category. In the group with high exposure to food vlogging, the number of respondents exhibiting

high levels of binge eating increased to 25 (50.0%). The Chi-Square test yielded a p-value of 0.030 (p<0.05), leading to the conclusion that there is a significant relationship between food vlogging exposure and binge eating behavior among students at the Faculty of Health, Universitas Mitra Indonesia.

This relationship demonstrates that higher exposure to food vlogging correlates with a greater tendency toward binge eating. Food vlogs typically present food reviews in an engaging and persuasive manner, thereby heightening the desire to try the featured foods. Visual exposure to food is known to stimulate appetite and encourage consumption, particularly among individuals with low self-control regarding food. These findings suggest that social media can be a factor influencing students' eating behaviors (Devoto et al., 2022).

These results align with the study by Puspitasari et al. (2025), which found that the habit of watching food vlogs is associated with increased appetite among students. Exposure to appealingly presented food content can heighten interest in the featured dishes and trigger a desire to consume them. The more frequently individuals are exposed to digital culinary content, the greater the likelihood of experiencing an urge to eat, even in the absence of physiological hunger. Such conditions can increase the risk of overeating if not balanced by effective self-control.

These research findings align with the study by Donneli (2023), which states that food vloggers have the ability to influence consumer perceptions and interest in food through the delivery of persuasive and engaging information. Appetizing food presentations and positive reviews provided by content creators can heighten the audience's desire to try the featured food. This influence extends beyond purchase intentions to directly affect actual food consumption behavior. Consequently, food vlogging has the potential to contribute to less controlled eating habits.

Beyond visual elements, food vlogging often presents sensory experiences and narratives that describe the enjoyment of food in detail. Such presentations can raise positive expectations regarding the food and encourage increased consumption. For individuals with low self-regulation, this exposure can trigger uncontrolled eating behavior. This indicates that the influence of social media on eating behavior operates not only through informational aspects but also through emotional and psychological dimensions (Eryucel et al., 2025).

These findings can also be explained by the response to food cues encountered in digital media. University students frequently exposed to food vlogging content tend to receive repeated visual stimuli, which can heighten their attention, interest, and desire to consume the featured food. Such exposure has the potential to shape specific consumption preferences and influence daily eating habits. Under certain conditions, an heightened response to food cues can contribute to the emergence of overeating or binge eating behaviors (Devoto et al., 2022).

Table 5. Relationship between Food Vlogging Exposure and Food Selection Practices (n = 93)

Mukbang Exposure	*Food Selection Practices*				Total	*P-Value*
	Moderate		High			
	n	%	n	%		
Moderate	10	23.3	33	76.7	43	0.017
High	3	6.0	47	94.0	50	
Total	**13**	**14**	**80**	**86**	**93**	

The study results indicate that among respondents with moderate exposure to food vlogging, the majority (33 respondents or 76.7%) demonstrated food selection practices in the high category, while 10 respondents (23.3%) fell into the moderate category. In the group with high exposure to food vlogging, the proportion of respondents with high-level food selection practices increased to 47 (94.0%), with 3 respondents (6.0%) in the moderate category. The Chi-Square test yielded a p-value of 0.017 (p<0.05), leading to the conclusion that there is a significant relationship between food vlogging exposure and food selection practices among students at the Faculty of Health, Universitas Mitra Indonesia.

Food vlogging plays a role in shaping individuals' preferences and consumption decisions. Food vlogging content often serves as a reference for food selection because it presents information regarding taste, price, quality, and the consumption experience. Such information can influence an individual's perception of a food item, thereby contributing to the decision-making process. The more frequently a person is exposed to this content, the more likely the featured food is to become a consumption choice (Coates et al., 2019).

These findings align with research by Donneli (2023), which demonstrates that food vloggers have the ability to influence consumer interest and

decisions by presenting culinary information in an engaging and persuasive manner. Positive reviews and appetizing visuals can heighten audience interest in the featured food. Consequently, food vlogging content is frequently used as a reference before individuals decide what to eat. Thus, digital media plays a crucial role in shaping public consumption behavior, particularly among the youth.

These findings align with research by Pangestu and Nugroho (2023), which indicates that culinary content on social media can influence consumer attitudes toward the food being showcased. The greater the intensity of exposure to digital culinary content, the higher the likelihood of developing a preference for specific foods. Repeated exposure fosters familiarity, interest, and an individual's inclination to choose foods they see frequently. This demonstrates that food selection decisions are driven not only by biological needs but also by the evolving digital environment.

The study's results also support the view of Devoto et al. (2022), who explain that digital media can shape consumption behavior through repeated visual stimuli (food cues). Individuals tend to be more attracted to foods frequently featured on social media, perceiving them as appealing, popular, and worth trying. This phenomenon illustrates that food choices are influenced by social and digital environmental factors alongside physiological needs. Consequently, social media has become a significant determinant in shaping food consumption behavior in the digital era.

Although most respondents demonstrate sound food selection practices, the influence of food vlogging warrants a critical approach. Not all foods promoted in digital content meet the nutritional quality standards of a healthy diet. Therefore, university students require strong media and nutritional literacy skills to evaluate culinary information objectively. Such skills are essential to ensure that consumption decisions are grounded in health considerations rather than driven solely by emerging digital trends (Iqbal and Salsabila, 2023).

4 Conclusion

This study demonstrated that exposure to mukbang and food vlogging content was significantly associated with binge eating behavior and food choice practices among students of the Faculty of Health, Universitas Mitra Indonesia. Significant associations were identified between mukbang exposure and binge eating behavior ($p = 0.007$), mukbang exposure and food choice practices ($p = 0.010$), food vlogging exposure and binge eating behavior ($p = 0.030$), and food vlogging exposure and food choice practices ($p = 0.017$). These findings indicate that digital food-related content plays an important role in shaping eating behavior and food selection among university students. Therefore, strategies to improve nutrition literacy, digital media literacy, and self-regulation should be integrated into university health promotion programs to help students critically evaluate food-related content on social media and make healthier dietary decisions. Future studies are recommended to employ longitudinal or experimental designs involving larger and more diverse populations to establish causal relationships. Further research should also investigate additional factors, such as emotional eating, body image, stress, nutrition literacy, and social media use intensity, which may influence the relationship between digital food content exposure and eating behavior.

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