

SOCIAL MEDIA INFLUENCERS AND YOUTH NUTRITION: A GENDER-BASED SUSTAINABILITY-ORIENTED REVIEW OF THEIR IMPACT ON DIETARY CHOICES AND EARLY NCD RISKS IN INDIA

RITUSMITA BASU¹, RABIN SINGHA^{1*}, SHREYA BHANJA CHAUDHURY¹,
MITALI PARUYA² AND SAPTAPARNI ROY CHAUDHURY³

This narrative review looks at how social media nutrition influencers affect dietary habits, sustainability orientation, and early risk of developing non-communicable diseases (NCDs) among Indian youth, with a special focus on gender differences. Data demonstrate that content powered by influencers not only directs the dietary habits and health vulnerabilities of different genders but also elevates exposure to misinformation and unhealthy eating trends. On the other hand, influential people who are true to their word and act in a socially responsible way have the ability to raise nutrition awareness among the public, promote healthy and sustainable eating habits, and assist in the prevention of diseases. Social media can be a powerful tool for encouraging Indian youth to adopt healthy, gender-sensitive, and sustainable eating habits if it is accompanied by proper regulation, education, and the promotion of reliable influencers.
