

# The Effect of Mukbang videos on Subsequent Food Desire and its Association with Loneliness

## Abstract

Mukbang videos, which are featured by broadcasters consuming a large amount of food on camera, has gained popularity recently. The effect of which remained debatable, as some studies emphasized on its relaxing and catharsis effects, whilst other research argued that it promoted problematic eating behaviour. Using a website, the effect of mukbang videos on subsequent food desire and the effect of loneliness as moderator was deduced. A total of 62 participants (47 females, 15 males, aged 18-34 years) were recruited through convenience sampling. They were instructed to complete a loneliness questionnaire, then watched either a 1-minute mukbang or non-food related ASMR (Autonomous Sensory Meridian Response) video. After that, they completed an attitude questionnaire towards the video and were asked to choose up to 100 packs of snacks (including both healthy and unhealthy options) as reward, which indicated their level of food desire. It was found that watching a mukbang video resulted in participants choosing significant more snacks in total ( $F(1,56)= 4.42$ ,  $p= .04$ ), but this difference was only observed in unhealthy snacks ( $F(1,56)= 5.45$ ,  $p= .023$ ) but not healthy snacks ( $F(1,56)= 2.60$ ,  $p= .113$ ). There was no significant main effect of loneliness on the total quantities of snacks chosen, healthy snacks alone nor unhealthy snacks alone (all  $p> .05$ ), and there was no interaction between loneliness and condition regardless of the types of snacks analysed (all  $p> .05$ ). These findings are consistent with previous research on the negative effect of mukbang on increasing food desire and consumption, suggesting that exposure to mukbang videos significantly and particularly increases desire in unhealthy food.