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Social media can be a wealth of helpful advice on diet and wellness. It can also expose to new foods and new cultures. This can lead to better understanding and communication between cultures.

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From the sociological perspective, consumption is central to daily life, identity, and social order in contemporary societies in ways that far exceed rational economic principles of supply and demand. Sociologists who study consumption address questions such as how consumption patterns are related to our identities, the values that are reflected in advertisements, and ethical issues related to consumer behavior.

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Increase in advertising spending on social media shows preference of marketers in social media against traditional media as a marketing communication tool. The growing popularity of internet business such as google and social networking sites (SNS) like Facebook have increased the use of social media in advertising.

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