

INFLUENCE OF SOCIAL MEDIA PROMOTIONS OF HERBAL MEDICINES ON THE
HEALTH BEHAVIOUR OF RESIDENTS IN ENUGU EAST LOCAL GOVERNMENT
AREA.

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ABSTRACT

The study examines The influence of social media promotion of herbal medicine on the health behavior of residents in Enugu East local government area. The major problem to this study is to ascertain the high rate of misleading and fake herbal medicine that is being promoted on social media, and how it has influenced individuals to employ self medication. This research ascertain four objectives, level of exposure to herbal medicine promotions on social media, level of effectiveness, the regulatory bodies put in to prevent the spread of fake herbal medicine promotions on social media. factors that persuades residents to purchase herbal medicines from social media, perceptions about herbal medicine promotion . A descriptive survey was employed, It uses the sample size of 400 residents derived from the population of 454,087 individuals, Using the Tayo yamane formula, 350 respondents were returned and used for analysis, Structured questionnaire were used as data instrument, which was analyzed using frequency table and percentage, Findings reveals that 40% of respondents are exposed to herbal medicine on social media, 39% of respondents have frequently come across social media campaigns on herbal medicine promotion, 59% of individuals revealed that regulatory bodies are not effective, it also revealed that testimonial (22%) was the major factor that persuade residents to purchase herbal medicine on social media, 60% of individuals perceived that herbal medicine promotion on social media isn't safe, It concludes that there is no effective monitoring on social media, and a lot of individuals don't have good perception of herbal medicine promotion on social media due to the high rate of fabrication. The study suggests that there should be effective monitoring on herbal medicine promotion on social media and enlightenment on how individuals can

maintain good health behavior.

CHAPTER ONE

1.1 Background to the study

Herbal medicine is the use of medicinal plants for the prevention and treatment of disease (Firenzuoil, 2007). According to Miranda (2021) as cited by Nwodu & Iheanyichukwu in (Perception of Anambra state residents towards media campaigns against the consumption of unverified herbal medicine) Quoted that “Herbalism has a long tradition of the use outside orthodox and non orthodox systems”. Herbal medicine is the use of plants to treat diseases and enhance general health and well begin (Nwodu & Iheanyichukwu, 2024).

Social media promotion have being able to foster and create awareness about “Herbal medicine” wielding its persuasive nature to influence the health behavior of residents. Therefore due to the influence of social media promotions on herbal medicine, individuals tends to consume herbal medicine More, to conventional medicine Because, social media promotions has an intense influence on residents, it has placed in the mind of individuals that herbal medicine is more effective than conventional medicine. And with the persuasive nature of social media, it shapes audiences in seeing the need for herbal medicine. It also encourages self medication, which is one of the factors that makes individual fall victims of fake herbal products in Nigeria. Although social media use as a marketing tool has become very much important and significant in our current years, the promotion of fake herbal medicines on social media have gradually become a raising

issue, which has led to fabricating and misleading claims, in which if the regulatory bodies or other bodies don't intervene immediately, this will affect so many individuals (Arogundade, 2023).

In today's world, Social media is known to be the most powerful and used platforms in the world. Billions of active users who use these platforms to promote their products for audience to see, encourages wide reach of engagement with people from around the globe. (Oluwamilola, 2021)

Social Media platforms (TikTok, Facebook, Twitter, WhatsApp) are one of the most effective ways to disseminate information's about herbal medicines. It has paved way for easy accessibility of whatever an individual want at the comfort of their homes, It also provides quick information about the products which an individual has viewed online stating the media messages as well. It could be in the form of (Ads, written contents, content creations short videos pop up ads etc) which means, social media is a medium that is being set to make audience want to purchase their products (herbal medicine). Social media platforms is also a stage or settings begin projected online to showcase and to persuade the audience to want to purchase herbal medicines or other products. Moreover, due to the significant decrease in internet cost and the existence of low-end smart phones, huge numbers of people have joined social networking platforms, (Islam & Sheikh, 2024). Social media is currently the most used medium to create awareness about a product, because Millions of individuals are active and engaged in social media, and due to the low cost in promoting products, individuals create awareness about this products on using social media, This has made products to be easily seen and engaged by audiences. Social media serves as a collaborative dissemination platform to reach and influence the target audience and deliver health related information. (A. Ghahram, 2022; The potential of social media health promotion beyond creating awareness). According to Zaprutko et al ., (2022) as cited by Ageva (2024) Social media makes it easier to share information and expertise as part of interpersonal connections. Individuals

rely on the internet, especially social media as a reliable source to get health information about self medications (Ageva, 2024) Certain Individuals promotes herbal medicine on Social media platforms, Influencers like The farmacist, herbs.nhealth2, magictree_superfoods, minyantheherbalist, delmic_organic, herpes_remedy_cure , Iahealingbar, Etc Promotes herbal medicine on Instagram, Promoters like HerbalCelup Mbahngin, Jigsimur Herbal page and other digital products, EHMcare, Kawi Herbal cure Highlands region, KHC int’L Healthcare company etc Promotes their herbal medicine on Facebook, Olorunlogbonn, The HerbalistCheif, Qokani, Rosemary Gladstar, Etc promotes Herbal medicine products on Twitter, aish_naturalleaf_herbal, Kudiratadeniyi, etc promotes herbal medicine on Tiktok. Ayo.herbalist focuses on herbal plant based medicine that energize the body, Naturalhealingtrees handles focuses on herbal medicines that improves the digestive system and liver, Sabri_knows_herbs on Instagram focuses on eye care, Etc... There are so many handles on social medicine that specialized in promoting herbal medicine on social media and this is because of the amount of engagements they can get on social media, It creates a wider reach of audience scattered across the globe, Millions of individuals are in the media world.

Herbal medicine is known to cure illness faster and speedily, It is known to be more effective than the conventional medicine which is begin processed through chemicals. many individuals especially old residents prefer to consume herbal medicines e.g. (organic) to convention medicines due to the mindset that social media has created and beliefs. Unlike traditional media were gate keeping is very effective, that is, before any message is being taken to the public the editor must ensure that contents must be monitored and filtered making sure that the media message is safe for the audience. But the emergence of new media which specifically involves social media, contradicts it because it paves ways for audience, and gives social media users the avenue to

disseminate media messages anytime, even without begin monitored and most times these contents are misleading, deceitful and fake. This has cause damages both psychologically, physically and medically to the social media audiences. And this is because of the low level of supervision begin done on media and lack of effectiveness of the regulatory bodies towards the herbal promotions done in the media and also the huge number of fake herbs that is being promoted on social media. According to Zaprutko et al.(2022) as cited in (Media influence of self medication). claimed that such trust of self medication can be harmful. This is because many of the messages shown on the internet and internet information sources lack expert support. This means that there is low level of gate keeping in the internet and it is dangerous for social media users. Trust is a major factor that makes an individual want to purchase, a promoted product, but lack of supervision on these platforms creates a barrier for individuals not to trust herbal medicine promoted on social media, This signifies the importance and need for effective regulations on social media (Oluwamilola,2021)

Herbal medicine is promoted in various social media platforms ,which most times include face book and without inadequate supervision people are prone to , these fake and misleading promotions, making the media message so persuasive for audience to fall into that trap. It has also affected the health behavior of audiences by worsen their current illness or even causing more damages and getting scammed online. Social media has imbibed a nature in shapen the decisions of individuals, It shaped the mind of people that conventional medicine don't work and so they prefer to take herbal medicines due to how the media have influenced them to see that herbal medicine better than conventional medicine. But with the low level of literacy, many people fall victims on the consumption of fake herbal drugs. Sometimes Herbal drugs are being placed online (Buy, this herb and get cured fast in just 7 days) and with the exaggerated

messages and believable testimonials being used as media campaign for herbal medicine, many residents desperations, makes them to sometimes they pay money to the given account number and end up seeing that they were scammed. Therefore making it worst., in some certain cases disclaimer may not be added in most of the herbal medicine begin promoted online (If sickness persists seek medical consultance). The media message will be crafted in a way that will make this individuals not to consult the doctor on time, and this encourages self ,medication but at the same time It also encourage you to seek medical consultant for proper check ups. If illness persist.

So it is because of this raising issues that this study is begin carried out, finding out how Social media promotions has influenced the health behavior of resident in Enugu east local government and also how to enlighten residents in Enugu east about begin cautious about unknown source herbs of herbal medicine from social media promotions and also enlightening the regulatory bodies on the monitoring of herbal promotions begin placed online. This study also tends to ascertain the knowledge of residents on the dangers of the consumption of unverified herbal on social media.

1.2 Statement of problems:

New media (Digital medium) has contributed immensely to the fake promotions on social media. Due to lack of gate keeping in the contents being placed on social media, So many people disseminate fake information online aiming to mislead and deceive individuals. Unlike Traditional media (magazine, newspaper, radio, TV) Where gate keeping is very effective and

also begin supervised, Contents are been monitored and controlled. But the emergence of new media (Social media) has become the opposite. New media (more emphasis's on social media) created an avenue for individuals to say whatever they want and disseminate what ever information on the media without proper supervision , it has also created an avenue for fake contents, misleading messages, etc. And this has affected social media users who are both passive and active audiences. Many social media promotions on Herbal medicines are misleading and fake and most times scammed people of their money. And this has affected the health behavior of individuals negatively which may affect their health psychologically, medically, etc. therefore making them to purchase herbs, most times due to the persuading nature of media contents it influences the decisions individuals makes about their health. The researcher appears to seem that Fake herbal cosmetics are also being promoted online, some herbs are being promoted on social media to removes acnes, stretch marks, etc. According to DataRef (2026) It has been noted that over 70% of population and 5.79 billion identities have access to social media, it further reveals that there is 100% adoption of social media and internet users spend 2 hours 40 minutes on social media daily, and this makes individuals stumble in this promotions. The researcher observed that the Regulatory bodies isn't effectively focusing on the promotions begin set up about herbal medicines and due to no supervision on the media, individuals tends to mislead audience and therefore it affects their health behavior negatively. Due to the raising issues begin detected, this research aims to find out how residents health behavior are been influenced by social media promotions and also finding solutions and enlighten the residents on the right way to make a good health decisions

1.3 Objective of the study

The main aim of this study is to ascertain The Influence of social media promotions of herbal medicines on the health behavior of residents in Enugu Metropolis (A case study of the Effect of herbal medicine promotion in Enugu east local government)

1. To ascertain the residents level of exposure to herbal medicine promotions on social media in Enugu east local government area .
2. To ascertain the residents perceptions about herbal medicine promotions on social media in Enugu east local government
3. To determine the factors that persuade residents to purchase herbal medicines from social media platforms in Enugu east local government.
4. To determine the level of effectiveness the regulatory bodies put in to prevent the spread of fake herbal medicine promotions on social media

1.4 Research questions

1. To what extents are residents of Enugu east exposed to media contents about promotions of herbal medicine

2 How do residents in Enugu east local government perceive the promotions of herbal medicine on social media platforms

3. What factors persuade residents of Enugu east purchase herbal medicine from social media platforms

4. To what extent are the regulatory bodies effective in preventing the spread of fake herbal medicine promotions on social media

1.5 Scope of the study:

This study is confined in Enugu east local government area, Which states to evaluate The influence of social media promotion of herbal medicine on the health behavior of residents in Enugu east local government area. This study also aims to explore residents knowledge level, perception and awareness about social media promotions of herbal medicine and how it has influenced their health behavior of these residents. This study will adopt the use of quantitative method of research Using questionnaires as a research instrument to collect data and also analyses the variable of this study. The scope of this study is strictly limited to Enugu east local government area

1.6 Significance of the study:

This study aims to explore the influence of social media promotion of herbal medicine on the health behavior of residents in Enugu east local government. This study is significance for researchers because it will be a source of literature for researchers who wants to conduct research about social media promotions, It is also significant because this study will give solutions of how to eradicate and also stop the spread of misinformation on social media adverts of herbal medicine.

And also this study will be a source of enlightenment to residents and dangers of consuming of unverified herbal medicine on social media.

This study will serve as a guide for researchers to find out Residents perceptions about social media promotions and how it has affect their health behavior (mental health and physical effect on individuals health.

1.7 Operational Definition of Terms

1. Social Media: In this study, social media refers to digital platforms such as Facebook, WhatsApp, Instagram, TikTok, and YouTube through which herbal medicine advertisements and promotional messages are shared with residents of Enugu East Local Government Area.
2. Promotion: Promotion refers to the advertising and marketing activities carried out on social media to create awareness, persuade, and encourage people to purchase or use herbal medicine.
3. Herbal Medicine: Herbal medicine refers to medicinal products made from plants or plant extracts that are promoted on social media for the prevention or treatment of diseases.
4. Health Behavior: In this study, health behavior refers to the actions and decisions made by residents regarding their health, including seeking medical treatment, purchasing herbal medicine, practicing self-medication, or consulting healthcare professionals after exposure to herbal medicine promotions on social media.

5. Influence: Influence refers to the extent to which social media promotion of herbal medicine affects the knowledge, attitudes, perceptions, purchasing decisions, and health-related behaviors of residents in Enugu East Local Government Area.

6. Residents: In this study, residents refer to men and women aged 15 years and above who live in Enugu East Local Government Area and are active users of social media, making them eligible to participate in the study.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION:

In this chapter, the researcher probes into an in-depth review of existing literature which is related to how herbal medicine promotions influenced the health behavior of residents. The literature review aims to provide a theoretical and empirical foundation that backup how residents are being influenced by media adverts and promotions on herbal medicine. The literature review also helps to uncover gaps in an already existing literature related to the influence of herbal medicine adverts on residents behavior and what is still yet to uncover, also drawing out areas where further investigations is needed.

2.2 REVIEW OF CONCEPTS

2.2.1 concept of Influence of social media promotion: social media is a huge and powerful platform where people can advertise their products, get lots of engagements and also connect with different people around the world. Social media provides easy connection and interactions with different people scattered across the globe. According to Herring et al (2015: 1) as cited by (Carlson; 2017) in (Persuasion in social media; A study of instagram influencers usage of persuasive speech acts) quoted that Social media have become part of their everyday lives. Today, younger generations have shown to have the highest internet usage since 1990s. Social media (Digital medium) promotions have made it very easy to reach out to audiences scattered across the globe, promoting their products in different platforms and enlightening them about how good and impactful their products and service will be to them. These individuals use persuasive contents and testimonials to create and make the audience to see how great their products and services is and how effective it will be if they use it. Using different linguistic actions known as speech act these influencers can reach and persuade large audiences. (Carlsson, 2017).

According to Taillard (2000:145) as cited by (Carsson, 2017) In (Persuasion in social media; A study of instagram influencers usage of persuasive speech). stated that the purpose of persuasive language in advertising is to try to influence peoples desires, beliefs and actions. One of the aim of social media promotion is to inform and persuade the audience about how important these products or services can be if they purchase it. And most times Influencers might want to use the speech acts to persuade the audience to want to purchase a product or services which may involve Locutionary acts, Illocutionary and also Prelocutionary acts. According to Austin(1962:108) as cited by (Carsson,2017) in persuasion in social media; A study of Instagram influencers usage of persuasive speech) stated that Locutionary act can be described as what a

person say, while Illocutionary acts is what a person wants does, E.g Informing the public, and Prelocutionary acts are what a person wants to achieve by persuading and performing a speech act. Which means persuasion is one of the key things needed in social media promotion, because if your speech, or persuasive measures isn't strong enough, The audience wont want to purchase your product or services

Unlike people that advertise/promote their products physically by telling friends and relations about a particular products or services,(Traditional) Those who advertise and promote their products on social media gain more engagements and awareness, due to the wide reach social media is able to pull. And one of the most effective ways to get a wider reach of audience and lots of Engagements using social media promotion is "Speech arts", Carsson (2017) stated that Speech arts was innovated by John Austin and John Searle, (Carsson 2017) cited (Jucker et al .,2008) who stated that Speech arts is how to use language to obtain the wanted effect or reaction.

The massive reach of audience through social media promotion, persuades individuals to advertise their products online. Thus, people can stay at the comfort of their homes and advertise their products, and these will make their sells go round. Social media promotion has helped millions of people get customers engagement to gain profit. Currently, social media is not just a platform for satisfying the needs for entertainments, but also social media is a platform that has great opportunities in business activities (Infante & Mardikaningsih,2022).

Social media promotion also create a two way communication, Social media is engaging with customers online(Bangladesh el al., 2016). Which means social media promotions isn't just limited to informing and persuading audiences to make them see that your product of services is

credible but social media promotions encompasses lots more. It allows in engaging with potential customers,

Building relationships with customers, etc. According to Bangladesh el al., (2016) . Social media promotion allows in; Generating exposure to companies, Increasing traffic/subscribers, Building new organization partnerships, Development of internet search engine results positioning positions, Selling more solutions and items, Reduction in overall promotion expenses. Therefore social media promotion is seen to be broad and also done to protect potential customers, gain and also get new customers as well. By grasping the concept of social media promotions which is a variable, it will provide highlights about the study Influence of social media promotion of herbal medicine and how this has influenced their health behavior

2.2.2 Concept of Health behavior : According to Conner and Norman(1996) as cited by (Conner,2015) in Health behavior, Stated that Health behavior is any activity which will be done to prevent and also detect diseases.. Health behavior is the decision an individual makes about their health and how it affects their health. Which means it can be intentional or unintentional. (Short &Mollborn,2016) An Individual can decide to go to the hospital and get medical consultant about their health, Also regular checkups in the hospital and good personal hygiene shows good health behavior (Health enhancing). while health behavior which include, lack of personal hygiene, smoking,etc, That is any decision you make about your health that can affect you negatively and its called negative health behavior (Health impairing) Health enhancement and Health impairment falls under Health behavior, Health behavior cannot be talked about if health enhancement and health impairment isn't involved.

According to Banagette and Cheprasov (2023), Stated that Health behavior are ways people acts and the things they do which affects their physical, mental and well begin

Health behavior is not just limited to personal attributes that's the decision or action you made about your health that affects you, It has also been defined as beliefs, expectation, motives, Glanz(2008) International Encyclopedia of public health defines Health behavior as the actions of individuals, groups and organization as well their dominant, correlate and consequences, including social change, policy development and implementation, improved coping skill and enhanced quality of life.

2.2.3 Traditional medicine promotion on the media: Traditional medicine (herbal medicine) are plants based medicine made from medicinal plants including fruit which are used to cure diseases and illnesses. Social media has placed traditional medicine to be the most effective due to its natural remedy, than the conventional medicine, because it is believed that herbal medicine are naturally made from the plant directly without adding any chemicals but conventional medicine are believed to be also be effective but not as effective as traditional medicine. Traditional medicine promotion is the process of placing herbal medicinal production (in this case) on social media platform, its aim is to engage with customers, attract audience, and convince the audience to purchase this herbal products on social media. Instead of face to face interactions, The media helps to create awareness about the herbal products to heterogeneous audience, This channels includes face book, whatsapp, Instagram, Tiktok, etc. For Traditional healing practices, digital marketing strategies is a crucial means for building awareness,

educating the public, and engaging younger generation, especially through interactive platforms. (Ryan,2016) as cited by (Billy et al.,2025). Digital platforms are the most effective channels to promote traditional medicine products, using different means to persuade your audience, to choose your herbal products over your competitors, This could be done through Content creations, promos, strong engagements and interactions, constant posting of herbal products online, etc. To grab the attention of your audiences. By understanding these various strategies, traditional healers can effectively promote their services and reach broad audiences who are digitally connected.(Billy et al., 2025) This shows how the media especially digital media (social media platforms included) are very significant to create a wider reach of audiences at the comfort of your home and also the importance of Traditional medicine promotions because it creates awareness about the products and these cannot be done without a channel, These channels includes (social media) which is known to be the most effective in our present day world. Because using physical method can limit individuals to reach a wider range of audience and also engagements. However, some traditional medicine that is begin promoted in the media are force due to weak regulatory function. Lack of reliable information and self- medication through online herbal products will cause bad/negative outcomes which can be delay in treatment, serious illness, e.t.c, Herbal medicine in the media has benefits such as increased health accessibility, at the same time it has substantial risks attached (Ugbede,2025). Most traditional medicine promoted on the media has false claims, fake testimonials, and exaggerated claims, which entices the audiences making them cultivate the self- medication habit, Therefore the results they are meant to see they are not getting it. This causes delay in treatment and it can affect the individual and damage their system as well because no medical consultancy was involved on time. The research is aimed at enlighten the audience about the effect of self-

medication, consumption of unverified herbal medicine on the media, and how to abstain from dangers , This research also awakens the regulatory bodies to monitors traditional medicines begin promoted on social media, to protect the health of citizens from dangers. The emergence of social media has become an effective medium for attaining health information as well as purchasing products and services related to CAMS (Gulpinar;2023)

2.2.4 Residents perception of herbal medicine promotion on social media : Despite herbal medicine promotion can create massive audience attention and engagement to create awareness about the medicine, Audience perception of herbal medicine promotion of herbal medicine refers to how audiences perceive, react, feel, or their mindset about the herbal medicine that is been promoted on social media, examining the positive and negative mindset\ perceptions individuals have about social media promotions of herbal medicine. The researcher observed that most people don't really have interest in the purchase of herbal products online and most times, herbal medicine promotions are not really promoted often, But few people who are severely ill and feel that cure might not be provided for them in the hospital, and due to the high price of hospitals, they see herbal promotions on social media and want to purchase it due to the nature of media contents. According to (Encinas et al.,2025) 41.49% of respondents believed that media promotion of herbal medicine is unreliable, while 29.93% express trust in it. Residents prefers to purchase herbal medicine online because its price is lower and affordable. Individuals buys herbal products on the internet is often obtained its driving factors towards purchasing herbal medicine from the internet is lower cost, easy online access, wide variety of products. Over 60.4% of individuals believes that purchasing herbal medicine from the internet can be safe, but

the most major difficulty is distinguishing between registered online pharmacies and other unlicensed commercial websites. (Alwhaibi et al., 2021) Individuals, especially young youths gets more attracted and show more interest on herbal medicine that has nice packaging and appealing to the eye Testimonials, and influencers persuasion on social media (Purbokusumo et al.,2025) This shows young youths perceives appealing packaging, testimonials, and influencers as good herbal medicine products, therefore they are convinced and reensure that the herbal product is effective, Although, when frequent promotions begins to pop on the media and the audience keeps on encountering these promotions it gives them the mindset to try the herbal product, Young youths perceive herbal medicine products on social media to be effective especially if its currently trending. (Purbokusumo et al.,2025) Therefore the audience has created the mindset that frequent promotion of the herbal product might be good making them have the mindset of ‘‘ I have been seeing this ads of this product, let me try it’’, Some audience see purchasing herbal medicine on social media not safe, because of the high rate of fake and fabricated information that spread on the media, and for them not to be a victim, they don’t feel safe purchasing herbal medicine on social media. According to Nasutian;(2025) External factors which includes social support from family, peers, and community actually plays a role in creating trust and enhances audience decisions to purchase herbal medicine, they have a way of shapen the audience.

2.2.5: Duties of regulatory bodies in crumbing out fake herbal promotion on social media :

Social media platforms have been filled with fake contents and misleading messages about herbal medicine which the regulatory bodies (NAFDAC and NDLEA) should take note and also

create media campaigns that will enlighten the audience about the danger and how to prevent purchasing fake herbal online, These regulatory bodies should ensure that they monitor the contents begin placed on social media and enable herbal medicine promoters get a license from the regulatory bodies before placing the contents on the media. So they can easily detect fake content and band it. According to (Eze & Ajayi;2023) as cited by (Ugbede et al;2025) stated that In Nigeria, the (NAFDAC) has initiated steps to regulate herbal products, and enforcement challenges persist due to the sheer volume and diversity of online venders. That is the regulatory bodies has detected the spread of fake herbal medicine promotion been promoted online and have created ways to stop the spread of fake herbal medicine promotion on the media, but they encounter certain difficulty in enforcing it. Another challenge is lack of digital surveillance tools and human capacity within the agencies to monitor and verify the authenticity of digital herbal practices (Ugbede et al;2025) This has become a major issue in Nigeria because there isn't any effective monitoring on social media to detect and prevent the spread of fake herbal promotions and also lack of effective personnel's in the agencies that can verify and monitor herbal medicines promotions on social media. Because due to the high rate of fabricated contents on social media on herbal medicine it difficult to monitor and figure out the contents on time, because new media has made gatekeeping ineffective therefore contents and messages, jingles, claims, and testimonials, are been disseminated on the media without any restrictions. This should make the regulatory bodies more dedicated and diligent in their duties to prevents individuals from been scammed, consuming prescribed herbal products and unsupervised by medical consultancy's. Despite people visit hospitals, they still rely heavily on social media to obtain information, and with the rapid spread of fake promotion on social media, they can be encounter misleading promotions on herbal medicine and drugs on social media, thinking it is

more faster and effective.(Chimukuche et al;2024). The WHO has ensure that to prevent these from occurring thy recommended pharmaceutical online should ensure marketing of drugs is conducted in a responsible, transparent, and ethical manner to protect public health, and maintain trust, The (SAHPRA) also ensure that all medicine (including herbal) must be registered and advertised in compliance with medicine act before it goes to the social media. The regulatory bodies should ensure safe, quality and efficacy of medical products, Also (SAHPRA) evaluates and approves drugs this is done to prevent the spread of fake herbal medicines been consumed (Chimukuche et al;2024)

2.2.6 The conflict between Trado and New media: Unlike Traditional media, New media is a platform where different people around the world engage and connect with one another, But Aside from that, new media have a major challenge which is ineffective gatekeeping, Contents are begin placed on the media and many of these contents are not save for the audience consumption because it might be misleading. Many individuals have fallen victims of begin misled by contents placed on the media and this act has affected them mentally, physically, and even socially .Traditional media on the other hand is known as one of the safest platforms to trust because contents are not just published online, It must follow processes, filter unnecessary contents and must be approved by either the editors or publisher. But due to the technological evolvments, It has made new media more used and functional than traditional media, Individual

gets information's online than the radio and television. In today's generation the new media (social media, etc.) has overshadowed the traditional media. Digital technologies continue to evolve, and new methods of media (New media) have emerged and these methods are mostly said to have better technical capabilities than the traditional media (also known as the old media, (Al-Quran; 2022) The emergence and flourishing of social media has posed great challenges to the traditional media outlet which have stronger feedback model than traditional media sources (Al-Quran; 2022 as cited by Yan, 2020; Jefferson, 2008). The social media (New media) has a huge influence in the media in our today's world than the Traditional media, this is because the traditional media (Radio, Television and print) is not as engaged or social media (New media) And this can cause a downfall on adequate remuneration for the broadcasting station, due to lack of audience engagement, because in homes many individuals are glued to their smart phones, laptops and tablets, and then ignore their TVs and radios at home, This becomes a huge loss for the broadcast media

According to (Liu; 2023) New media was pioneered by an American Goldmark in 1967. Which states that new media refers to the state of generating and influencing media, based on computer processing technology which includes online media and other digital media. Compared to traditional media, New media has some unique attributes unlike the traditional media, these features include immediacy, personalization, massive amount of information, low cost global dissemination (Liu; 2023) The difference between the cold and hot media lies in the clarity of the message that is provided and also the level of engagements by the audience (Liu; 2023)

Although New media is very effective in engagement and information dissemination, There is one key flaw it has that the traditional media is functional in that aspect, The shortcomings of the new media itself lies in the lack of persuasive power and lack of information supervision,

some videos will distort the fact and also mislead the direction of information in order to attract so that people will receive the wrong information, Although Traditional media always avoid this through Gatekeeping (Filtering of information's making sure its suitable for the audience consumption, (Liu; 2023) The new media which includes social media creates an avenue for any individual to disseminate information (Videos, posts, contents, advert, etc) It contradicts the need for monitoring information's, most times it can be very persuasive and enticing, aiming at deceiving the audience into believing the information, Although, The Traditional media is considered as the (Old and cold Media) it is very effective in gate keeping and ensures that before any information to dispatched to the audience, it must be looked into, filter unnecessary information's and monitor information's

2.2.7 The Influence of herbal medicine promotion on social media in the adoption of self

medication: Self-medication is also known as self-treatment, in which an individual treats themselves medically instead of seeking medical consultant. Self medication can be defined as the use of medication either (modern or traditional) for self treatment without seeing a physician for diagnosis, prescription, or therapy monitoring (Zemene, 2021 as cited by Ageva, 2024). According to Bassi et al., (2021) as cited by Ageva (2024) The World Health Organisation (WHO) and the international pharmaceutical Federation(IPF) describes self medication as the process by which a person chooses and utilizes medications to treat indications, symptoms or minor health concerns that that they perceive as such. According to Bassi et al., (2021) as cited by Ageva (2024), Self medication has been reported to be increasing worldwide, Although, People are able to cure illnesses and some other people might just sit at home and wait for the problem to pass or apply home remedies, And most times instead of that individual to go to the hospital and get proper diagnosis, they assume the problem

and this is very dangerous to that individual, Individuals sometimes, scroll through the internet and see a certain advert/ promotion on a particular herbal medicine, spreading exaggerated information's and false claims or testimonials ensuring them that if they take that herb they should be sure quick cure and most times the media message can be so persuasive and enticing therefore making that individual want to purchase that herbal medicine, these herbal medicine promoted on social media are very cheap and affordable, therefore this is another factor that can entice individual to purchase it, And most times instead of that individual to go to the hospital and confirm if the herb is safe for consumption, they start taking it, without even confirming if its safe and also if the ingredients are good too. At the end the illness could be worsen or still be the same, which is a very big issue in society.

The main source and popular platform to access information on self medication is Google with 90% of participants using it followed by Instagram, Tv commercial, YouTube and face book. (Ashitha et al., 2022 as cited by Ageva., 2024) . According to Zaprutko et al ., (2022) as cited by Ageva (2024) Social media makes makes it easier to share information and expertise as part of interpersonal connections. Individuals rely on the internet, especially social media as a reliable source to get health information's about self medications although it can be very dangerous and risky because such trust could be harmful. Because some of these internet informations sources lacks expert support. Doctors are as well concerned about the publics use of the internet to diagnose and treat health concerns through self medication because individuals can misread and misuse information According to Obi et al., (2023) as cited by Ageva (2024) stated that sometimes in the media message individuals will see disclaimers “ IF SICKNESS PERSIST AFTER TWO DAYS CONSULT YOUR DOCTORS (Ageva, 2024) This on its own is encouraging self medication, because that individual will start taking the herbs without

prescriptions from the doctor, and until it gets worst he/she will then have to visit the hospital and most time that illness must have gotten worst. It is encouraged that before any individual purchases any herbal medicine from the media, He/she is advised to go to the doctor to check his/ her self before through conducting proper tests to know the exact problem you are facing and also showing the herbs you got online to the hospital to know if its safe for consumption.

2.2.2 Empirical review

Olaleye et al;(2019). Investigates Audience Perception of the influence of puffery as a persuasive tools in herbal medicine Advertisement revealing that puffery is used as a tool. It also reveals how Audience react and also, how they feel about puffery as a persuasive tool in herbal medicine advertisement in Ondo State. After proper investigation and research, it was later discovered that puffery is actually used as a persuading tool in advertising and promotions and this influences consumer's buying decisions and habits. The researchers uses adults male and female who were begin selected from the local areas in Ondo state, The sampling size used for this study was 400 which was calculated through Tayo Yamane formula. Questionnaires were also dispatched to individuals which was begin used as a method for data collection. 360 were brought back for analyses, The researcher concludes and discovers that the level of puffery used in contents about herbal medicine advertisement/ promotions is very high, which was also rated with the highest audience. The Researcher unveils that contents in Herbal medicine Advertising influences consumers buying decision which means due to the emotional appalling contents disseminated about herbal medicine, It has a way of making Audiences to want to choose their herbal products. Making them to eradicate intended decision of what they actually wanted. Therefore the Researcher encourages that any claim that is not supported or backed up with

empirical evidence should not be made as adverts or promotions so that it won't mislead and deceive the audience. The Researcher also recommends that there is a need for Audiences to make adequate research about the contents of herbal medicine and test their acceptability.

A Study Fear of Covid 19 and media influence on herbal medication was investigated by Musoke et al;(2021), Although the study focuses on how media (which include social media) influences the need to use herbal medicine during the COVID-19 Pandemic because of the fear of being affected by the virus. It also depicts that the main source individuals get information from, is the media (which social media is included). The study also shows that 80% of individuals also have access and encounter herbal medicine information on the media. The researcher stated that questionnaires were distributed to collect primary data. 488 participated were involved in this study which include 273 females, stating that females, most especially unemployed females use herbal medicine, ranging from the age (18-73) years. The researcher stated that the study was carried out during the second lockdown, while data collection was done via online. The researcher also stated that 57.4% of individuals reported that herbal remedies can be used to treat Covid 19 and as well abstain from it, and this is under the influence of the media. The study shows that Herbal medicine is the best cure for Covid-19 and also the best in the prevention of the virus. This study was able to investigate that majority of individuals (80%) have encountered contents relating to the promotions of herbal medicine against Covid-19, Though the researcher stated that the media as well spread misleading information's suggesting that public awareness should be done.

The study by Manyama et al (2023) investigates Social media and Advertising Ethics: Assessing compliances of Herbal medicine by Instagram in Tanzania, The researcher assesses whether adverts/ promotion on Herbal medicine follows ethical standards on social media and also

finding out whether Adverts are being fabricated and misleading stating how it affects individuals. Although the research isn't limited to the exposure individuals encounter about herbal medicine promotions on Instagram. The researcher as well stated the extent of exposure of herbal medicine promotion on Instagram, unveiling that majority of respondents drew a conclusion that advertisers only advertise this contents for their own gain and not for consumers satisfaction. According to this research, most individuals have encountered promotions about Herbal medicine on Instagram. This research uses mixed methods which involves Purposive and convenience sampling techniques, quantitative and qualitative method was also applied, Which involves an In-depth interview of 8 respondent and later, a structured questionnaire was done and shared to 120 respondents which 83% responded to the questionnaire. The researchers findings was able to detect that there are actually lots of fabricated and misleading information that is being placed on instagram to deceive audience for their selfish gain and gaining followers. The researcher detected that many individual lives have begin endangered due to the fabricated information placed on instagram. Therefore the researcher recommends that Government should try to protect the citizens from false herbs and also making sure that herbalist don't misuse the media, Researchers stated that advertisers should make sure that they follow the ethical standards when promoting herbal medicine acknowledging that warning citizens alone about fake herbal medicine isn't enough because individuals who are ill and are desperate for cure. So the individuals to be warned are producers that give information on social media to the public.

Nwodu et al; (2024) Investigated Perception of Anambra state residents towards media campaigns against the consumption of unverified Herbal medicine, Although this study isn't specifically assessing only social media as the media channel, it assesses all form of the media

including social media .The study was to investigate the frequency of exposure of individuals to media campaigns against the consumption of unverified herbal medicine on the media and also how effective media campaigns are done on the media to enlighten the residents .The researcher used survey method which is questionnaires as a method of data collection 384 copies of questionnaires were dispatched to respondents in Anambra state, 371 copies of the questionnaires were retrieved. The researcher found out that Radio is the major medium, individuals were able to assesses herbal medicine campaigns, This study shows that Social media is less effective in the campaign of enlighten residents about the dangers of fake herbal medicine promotions, And which is also found to be a Gap, Because many individuals have more access to social media than radio, the older generation are more prone to be exposed to radio more than social media, and with less media campaigns on social media so many individuals will not be enlightened.

Although the researcher stated that a lot of respondents are moderately exposed to media campaigns against the consumption of unverified herbal medicine The study also unveiled that Media campaigns against the consumption of fake herbal medicine have not been effective.

A study Rise of digital herbalism: Evaluating the public health risks and benefits of online traditional medicine online traditional medicine sales in Nigeria. Was assessed by Ugbede et al; 2025. This study focuses on the advantages and risks of online traditional medicine sales in Nigeria, which also includes social media. This study was also able to unveil how effective the regulatory bodies are in the prevention of the promotion of fake herbal medicine on the media. The researcher uses a mixed method approach, data was collected through survey using 600 questionnaires , and an In-depth interview of (n=30). Content analysis was also done using 100

digital advertisements on herbal medicines. Research findings shows that Regulatory awareness was low, The researcher stated that less than 40% knew about the NAFDAC guidance, The study unveils the need for strong policy interventions. The study also shows that NAFDAC and other Regulatory bodies placed certain rules to guide social media users but according to the research study the regulatory bodies main challenge is Weak enforcement mechanism which means individuals don't follow these laid down rules. "Social media marketing of herbal products subdued regulatory control In conclusion the study concludes that these regulatory bodies (NAFDAC, etc.) who are responsible for monitoring the herbal medicines promotion online lack effective tools and individuals to monitor and verify the credibility of herbal medicines begin promoted online. And due to lack of cooperation and silos between the regulatory bodies, (NAFDAC and FMOH) it paved way for individuals to promote fake herbal medicine.

Samanthia et al;2024 Assessed Evaluation of drug and herbal medicinal promotion on social media during the covid 19 pandemic in relation to world health organization ethical criteria and south African health products regulatory authority guidelines in south Africa. This paper's main objective is to analyze the drugs and herbal products which is promoted on social media and other platform to know if it follows the ethical guidelines enforced by WHO and SAPHRA, because if there's no proper monitoring of the promotions on social media, It can affect the health of the consumers. This paper gave insight about the regulatory bodies enlighten the regulatory bodies about the importance of monitoring the promotions been done on social media about herbal medicine ensuring the importance of safety . This research uses content analyses from 2020 to 2022 as a form of quantitative method which the researchers assessed the internet and social media platforms facebook, twitter, and whatsapp to examine if drugs and herbal

medicines promotions adhere to the ethics enforced by WHO and SAHPRA. 14 online drug advertisements were analyzed in this research. The researchers found out that most drugs and herbs advertised and promoted on social media do not follow the ethical standards enforced by WHO and SAHPRA, therefore more individuals are harmed by consuming fake herbs and drugs during covid 19. This research work shows the low cooperativeness of regulatory bodies in monitoring and assessing herbal medicinal products and drugs to know if it follows the ethical standards on social media. The researcher concludes that there should be cooperation and surveillance between national drug regulatory agencies, and pharmaceutical companies in making sure that herbal products promoted on social media adheres to the ethical guidance and also safe for individuals.

Jaisinghani (2023) examined Exploring the influence of social media marketing with reference to consumer buying behavior on herbal products. The researcher investigates ways social media marketing influences the buying decisions of consumers in herbal products. The researchers objective is to assess how social media platforms, affects consumers to purchase their herbal products and also the factors that was used to persuade consumers to purchase herbal products. Research shows peer recommendations and review is one of the factors that influences individuals to purchase herbal products on social media, the researcher stated that positive reviews and recommendation on social media platform can make consumers want to purchase herbal products on social media, plus, it creates trust leading to high purchase and demand of the herbal products but if there are negative reviews about the herbal products there will be low purchase. Influencer marketing is another factor the researcher stated that influencers can also affect the purchasing behavior of individuals to purchase herbal medicine products, because brands collaborate with influencers so that they can persuade consumers to purchase the herbal

products, The researcher stated that influencers promotes this herbal products through patronized contents, reviews, etc. This study shows that consumers trusts inflencers and find their contents believable and so consumers are begin influenced to purchase herbal products. Consumers engagement and interaction is another factor this study shows that when you interact with consumers, and making them feel heard and allowing feed backs and recommendations will help consumers want to purchase the herbal products. The researcher uses a simple size of 123 persons and applys survey method as a form of quantitative form of data, the researcher also uses face to face interview

Francia (2024) Investigates Customers perception on packaging, convenience, social media marketing and brand equality of herbal products, This study isn't limited to just exploring the factors that persuades customers to purchase herbal products, it also focuses on the relationships between packaging , social media marketing and brand equality, This research use a quantitative approach, with a sample size of 385 respondent, employing purposive sampling technique. Questionnaires was uses as a method of data collection. This study highlights the importance of engaging with customers and effective communication through social media, all theses medium are factors that can influence individuals to purchase herbal products on social media, The study also stated that packaging is another factor, when there is good packaging, Customers will be persuaded to buy the herbal products. In conclusion to the study, the researcher stated the importance of effective marketing strategies that will draw constomers and make them loyal to your herbal products, suggesting effective packaging and effective communication and engagement

A study The influence of knowledge, perception, and social media on the consumption interest of traditional herbal medicine among generation z in Indonesia, was investigated by Purbokusumo

et al.,2025 this study shows the way jamu (herbal medicine) are presented to gen z generations matters, because creating products with unique features and digital marketing attracts the younger generation. This study shows that generation z perceive herbal medicine promotions on social media very effective and better because of the modern appearance, and unique and attractive promotions on social media attracts the younger generation etc compared to the other generations, The researcher stated that when products (Herbal medicine) are presented as outdated, less appealing taste and low promotions discourages them. Findings in this research shows that there's high positive perception about jamu (herbal medicine promotion) purchase in the media, and a very effective medium to attract the younger generation to purchase the herbal medicine, The researcher reviewed 32 scientific articles which was published from the year 2020-2025 that gives information about Gen z and jamu/ herbal medicine and also data base to source information (google scholar,scopus, and web of science).

Online Advertising and consumers perception of herbal cosmeceutical, was studied and investigated by Mohan et al.,2025 The study aims to explore herbal cosmeceutical products advertising strategies and practices and also the purchasing behavior of individuals, The researcher also stated how individuals perceive cosmeceutical products advertising stating that consumers prefer to shop online(media in general) rather than physical because it's convenient, and time saving. The study evaluate the factors that affects these consumers to purchase these herbal products. Although, the researcher stated that individuals have fear to purchase these item online because of fear of not receiving what they ordered and fear of using harmful herbal cosmeceutical (herbal skin care). The researchers uses 50 products from two anonymous online shopping platforms and also the ingredients were assessed to check if it follows ethical

guidance, 125 individuals participated in this research using survey method, the researchers aim to examine the knowledge and attitude in the use of these products advertised online.

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2.2.3 THEORICAL FRAMEWORK

2.2.1 Health belief model : According to Alyafei & Easton-carr (2024) Health belief model was propounded by social psychologist who works in the United state public health service (USPHS) in the year 1950. It is the oldest and the most widely used theories of health behavior. Its major contributors to the development of the model were Irwin M. Rosenstock, Godfrey M. Hochbaum, S. Stephen Kegels, and Howard Leventhal. This model was a response to the issues and cases of tuberculosis screening, which X-ray was used, and also the need for immunization, It was also introduced because the community perceives health threat/ notice health threats anytime they do x-rays to figure out what is actually wrong with them and also anticipate fear reduction from immunization as a perceived benefit (Alyafei & Easton-Carr, 2024) Psychologist found out that when an individual sees how serious a particular health risk is, they get afraid and try to take action, (Murphy 2005, as cited by Alyafei & Easton-Carr; 2024). Therefore according to Health belief model, herbal medicine contents that are begin promoted on social media are done to make audience see the importance of purchasing the herbal medicine on social media, by inciting fear and sometimes its benefits to their health creating in their minds that if they take the herbs they will prevent certain illness from occurring and quick responds . This Health belief model (HBM) focuses on individual attitude and belief in order to explain and forecast health related behavior (Okoh, 2021) The purpose of health belief

model in the Influence of social promotion of herbal medicine on individuals is to examine the intermediaries and also knowing the factors that influence the individual belief about the consumption of herbal medicine promotion on social media.

This influence are caused by certain factor based on this theory

1. Perceived severity
2. Perceived benefit
3. Perceived barrier
4. Cue to action
5. Self efficacy
6. Perceived susceptibility

This is, (HBM) tries to figure out/ talk about how social media is a factor that makes an individual want to purchase herbal medicine online and these individuals belief acts based on perceived severity, benefit, barrier, cue to action, self efficacy, and perceived susceptibility

1. Perceived severity : In this case the social media content promotions are done to make the individuals feel that the illness is very serious and can cause a serious damage if you don't act fast, It will create a feeling that they are in danger and they have to act fast and purchase the herbal medicine that is been promoted on social media . This will make the individual desperate for solution and due to fear of it being several they will have no

choice but to purchase the herbal medicine that is been promoted on social media. It is a central concept in risk based models of behavior change and capture individuals appraisal of both the likelihood and seriousness of negative outcome associated with a given behavior. (Witte,1992; Witte & Allen, 2000 as cited by Cai,2026) If that individual believe that the negative consequence in engaging in the risk behavior is minor, there is a high possibility that they will change their behavior (Cai,2026)

2. Perceived Susceptibility : It is also known as “ Perceived Vulnerability (Janz & Becker, 1984 as cited by Cai,2026) It refers to the person’s subjective appraise on the likelihood of suffering from a health condition in the health behavior context (Rosenstock,1974 as cited by Cai,2026) It also refers to individuals belief about their possibility of encountering a negative health outcome or event (Cai,2026). Perceived susceptibility can be high and low, When an individual believes that they can get a particular illness and is prone to been sick, it means that the person’s susceptibility is high but when the person feels and believes that they are not prone to illness that means that their susceptibility is low. Unlike Perceived severity, it means when the individual perceive how bad and risky their health outcome can be so they are influenced to take action to prevent the consequences/Risks. So that means when an individual sees a herbal medicine promotion on social media, If the person says,” I am healthy and I know I am not prone to this illness” That means that their Perceived susceptibility is low. But when he/she beliefs that they are prone to the illness that means that the persons Perceived susceptibility is high.

3. Perceived Benefit: This refers to Individuals belief on the usefulness and effectiveness of a health behavior in avoiding health threats (Rosenstock,1974 as cited by Cai,2026).

When an individual sees the effectiveness of a particular thing that will promote positive health outcome for them\, that individual will want to go ahead and do it to get the benefit. E.g, ‘‘ If I purchase this herbal medicine on social media I will become healthy, because I have heard testimonies of people about this herbs’’ and also when some one says ‘‘ Due to the high rate of herbal medicine promotion on social media, to sustain my health I wouldn’t purchase any drugs on social media, instead I will go to the doctor for proper prescription’’. It is called Perceived benefit, Perceived benefit is the positive outcome an individual beliefs he or she will gain from doing certain action

4. Perceived Barrier: It refers to an obstacle that prevents an individual from carrying out things to promote their health behavior, The individual is aware about their health risks, and also knows that they are at a threat, But there are hindrance that prevent them from taking action,(Inability to afford) in this case individuals most times might see promotions of herbal medicine and want to purchase it due to the cause of going to the hospital, they can sit on their comfort of their homes and purchase the herbal medicine on social media instead of going to the hospital .Another barrier is Culture, Religion and backgrounds ,some individual due to their background and up bring they feel that the consumption of herbal medicine from social media might be unsafe. When an individual tries to make a particular health decision that will impact to their health and there’s

something that obstructs that individual from carrying out that activity it refers to
“Perceived Barrier”

5. Self efficacy: This is when an individual have the assurance that they can overcome barriers stopping them from taking health decisions to promote positive health outcomes. The individual have made his\her decision to develop a good health habit. According to Bandura, (1997) as cited by Honicke et al;(2023). “Self efficacy is an individual’s judgement of their efforts to execute a course of action required to achieve desired performance”. It regulates the perception of difficulty and as time goes on the amount of efforts and consistence put in place by the individual in maintaining their health (Honicke et al; 2023) When an individual have strong confidence that he or she can get a healthy living that is (High self efficacy) Self Efficacy was described by Barney, He suggested that” it is persons belief in their ability to perform specific tasks, accomplish specific objectives or display specific behavior it beliefs, It influences how individuals think, feel and also behave as well”. (Onaolapo & Makhasane, 2025)
6. Cue to action : This is a trigger that alert the individual about what they are meant to do. It is known as action-trigger. (Adiman et al;2024). According to Bishop et al.(2015) as cited by Adiman et al.,(2024) “Cue to action is the precipitating and mediating factors that motivates an individual to initiate or maintain an action”. Its like a reminder that tells and remind an individual on what to do Example, A doctor can remind an individual to visit the hospital for check-ups, or Promotions on social media on herbal medicine to remind individuals to purchase and stop certain Illnesses.

2.2.2 : Technological determinism theory: Technology determinism theory was introduced by Thorstein Veblen who is an American economist and socialist (Janine,2020) this theory was also popularized by some scholars Karl Marx, Marshall McLahan, and Lynn Jr. (Oluwafemi,2020) This theory suggests that social media/ New media has the power to influence the decisions, lifestyle, culture and most things on human life. It exposes that instead of humans to control what they need in technology(New media) the Technology controls and influences the internet users, It poses that social media is a powerful platform that can shape the opinion of individual, Although Pierre Levy disagrees that technology only shapes the lifestyle of internet users, He says that it goes both ways that is, Individuals can shape technology and technology shapes individuals. He suggests that individuals can be impacted through technology and it depends on how the internet users use technology, Pierre Levy also stated that THE WORD “Conditionality” will be more preferable in this case instead of determinism “Conditionality” also states that technology also influences although it depends and relies on how technology is used by individuals Determinism is the perception that individuals have, it connotes that technology determines and shapes the opinions of internet users, It beliefs that technology shapes the lifestyle, how people think and perceive something, how people communicate, and also how people behave in the society (Hauer,2017) Many scholars therefore disagree with Technology determinism, believing that individuals are rational and can choose what they want to gain from technology, but based on observations individuals talks and still thinks like technology controls everything about their lives, It is believed that social media, AI and algorithms, shapes individual culture and mindset (Almakaty,2025)

According to Adler(2006) Determinism comes in hard and soft variance, Soft determinism beliefs that technology is a powerful driving force, but it does not fully control the opinion and lives of individuals, Individuals therefore control technology and use it to gain what they want from it, instead of technology to fully control them, it is known as (Weakly) While Hard determinism, which is the opposite of soft determinism beliefs that technology is a very powerful force and also fully controls the lives of individual it beliefs that technology is the only thing that shapes the opinion and decisions of individuals, Anti-Technology determinism beliefs that technology influence is neutral although there are social forces that shapes technology like Government policies, Economic needs, human choices and culture.

According to Influence of social media promotions of herbal medicine on the health behavior of residents in Enugu east local government area, The theory technology determinism beliefs that technology shapes and influences how individuals think, behave, act and make certain decision based on their health, Technology determinism theory beliefs that technology is the only driving force that shapes the mindsets of internet users, It beliefs that technology shapes the decisions of individuals, The theory suggests that platforms like facebook, Instagram, tiktok ,youtube ,whatsapp, etc shapes individuals decisions and mindset about life through Algorithm, Influencers marketing, Viral videos and reposting, testimonials, etc this it suggests that individual can see a post on social media on herbal medicine, and because of algorithm, that person will start seeing more posts on social media about herbal medicine and most times it might persuade individual to want to purchase herbal medicine on social media and most times social media can create the mindset that herbal medicine is better and more effective than conventional medicine, This causes individuals rather than going to hospitals for proper checkups and treatments they would prefer to purchase herbal medicine from social media

because the media content has influenced their decision. it also causes self medication because when individuals come across herbal medicine contents, they will be persuaded to purchase this products, this content is created in such a way that it will make individual to feel that they are in severe risk and it is important for them to purchase the herbal medicine to cure certain illness (Perceived severity) and through testimonial as well. Influencers can create credibility online making individuals to fully trust them, this is done to increase the individuals confidence and trust in the herbal products they promote

Therefore technology determinism theory shows that not only individuals choices influences their health behavior but also technology (Social media) the way social media is designed and structured has a way of shapen the health decisions of the individuals, Technology determinism theory it states that according to the research work that technology (social media) only has the power to shape the individuals decisions to purchase herbal medicine on social media like Testimonials, influencers influence, likes and comments, etc

2.2.3 SUMMARY OF LITERTURE : This study was able to look through Conceptual review which is elaborating variables that relates to the study,

Empirical review : The researcher uses related works to get their opinion on Influence of social media promotion of herbal medicine on the health behavior of residents, This is to find out any gaps on the already written works and also unveiling unsaid ideas that wasn't included , and

Theorical frameworks: The researcher uses mass communication theories which are Technology determinism theory and health belief model (HMB) to explain the Research work.

Chapter 3

Introduction

This chapter is focused on methodology used to assess how herbal medicine promotion on social media influences the health behavior of individual in Enugu east. This chapter exposes the population, sampling size, sampling techniques, research instrument, validity instrument and reliability, it also describes the method of data collection being used by the researcher. This methodological data gathers data on the residents influence on herbal medicine promotion on social media

3.1 Research design: This study adopted Survey method . This is to ascertain how residents of Enugu east are being influenced by social media promotion of herbal medicine and questionnaires was used as an instrument for data collection so that the researcher can obtain first hand information (Primary data) from respondents in Enugu east. Quantitative method was used in this research

3.2 Population of the study: This study is set to be limited to the residents that are situated in Enugu east local Government area, Hence, According to National population commission the population of Enugu east 277,119 in 2006, The researcher uses the United nations population division (UNPD) To get the population projection for 2026 which is over 20 years. In calculating the Population projection of 20 years using the annual rate of 2.4% the formula is

$$P_t = P_0(1+r)^t$$

$$P_0 = 277,119$$

$$r = 2.4$$

$$t = 20 \text{ years}$$

$$P_t = 277,119(1+2.5\%)^{20}$$

$$P = 277,119(1.025)^{20}$$

$$P = 277,119 \times 1.6386$$

$$P = 454,087$$

Therefore the population of Enugu east in 2026 is 454,087 based on the 20 years projection by UNPD

3.3 Sampling Size: This researcher will adopt the use of Tayo yamani calculator, to obtain the sample size for your study

Formula

$$n = N / (1 + N e^2)$$

N= Sampling size, n= sampling size

E= acceptable margin of error which is 0.05

$$n = N / 1 + N(e)^2$$

$$n = 454,087 / 1 + 454,087(0.0025)$$

$$n = 454,087/1 + 454,087(0.0025)$$

$$n = 454,087/1 + 1135.217$$

$$n = 454,087/1136.217$$

$$n = 399.6$$

$$n = 400$$

3.4 Sampling technique

This study adopted Multi stage sampling , Therefore the researcher selects three communities from Enugu east local government area and divided them into clusters, which includes Abapaka, Trans-Ekulu and Ugwugo Nike, convenience sampling technique was used in the study.

Proportional sampling was used in this study because it focuses on the general residents in Enugu east there is no specific group of people to study

Step 1: This study will assess and focus on the general population of residents in Enugu east local government area,

Step 2: Enugu east was group into 12 wards by the INEC commission portal

ENUGU EAST WARDS	
.Mbulu Njodo	Amorji
.Mbulu Iyiukwu	Umuchibgo
Mbulu Njodo West	Trans-Ekulu
Mbulu Owehe	Ibagwa/Edem Nike

Abakpa I	Ugwuogo Nike
Abakpa II	
Umuenwene	

Step 3: Using Purposive technique, the researcher selects 3 wards from Enugu east, due to its massive population. The researchers selects this techniques because this study is fixed and targeted to residents who are actively engage in social media and also likely to have seen and be exposed to herbal medicine promotions on social media. This sampling technique is effective because the researcher deliberately selects residents who will be of benefits and obtain relevant information in assessing the influence of social media promotions of herbal medicine on the health behavior of residents in Enugu east local government area,

WARDS
Abakpa
Trans-Ekulu
Ugwogo Nike

The above Wards were selected because they have a large population or individuals that resides there who might likely be active on social media and have seeing promotions on social media on herbal medicine. The research is able to easily provide respondents from the above wards to participate in the study

Step 4: One community from each of the three wards were chosen using Simple random sampling so that each communities from each wards have equal chances of being selected to

reduce bias and creating a fair participation to the study, The researcher randomly selects areas in the wards

WARDS	COMMUNITIES
Abakpa	Thinkers corner Estate
Trans-Ekulu	Federal Hosing Estate
Ugwugo Nike	Elite Court Estate

Step 5: The researcher uses simple random sampling to obtain Residential areas in the communities

WARDS	COMMUNITIES	RESIDENTIAL AREA
Abakpa	Thinkers corner Estate	Penkos Area
Trans-Ekulu	Federal Housing Estate	Phase 6, Trans-Ekulu
Ugwogo Nike	Elite Court Estates	Divine Acres Estates

Step 6: In this stage the researcher was able to calculate the amount of questionnaires that needs to be distributed to this wards, This was calculated using Proportional sampling. Due to the unavailability of the population of the wards, the population was proportionally estimated using the settlement of urban and rural distribution which was derived using the sample size. The researcher was able to arrive at Abakpa: 40% it shows that Apakpa has the largest population, Trans-Ekulu: 33%, Ugwogo Nike: 27%

FORMULAR FOR PROPORTIONAL SAMPLING: $n_h = \frac{N_h}{N} \times n$

n_h = The sample size

N_h : Population size of the particular ward

N: Total population size

n: desired sample size

Population: 454,087

Sample size: 400

Abakpa: 40% of 454,087 = 181,635

$N_h = 181635/454087 \times 400$

$N_h = 160$

Trans-Ekulu: 33% x 454087 = 149,849

Population: 454,087

Sample size: 400

$N_h = 149,849/454087 \times 400$

$N_h = 132$

Ugwuogo Nike: 27% X 454,087

Population: 454,087

Sample size: 400

$N_h = 122603/454087 \times 400$

$N_h = 108$

Therefore, Researcher shared questionnaires were shared according to the obtained numbers

Abapka: 160

Trans-Ekulu; 132

Ugwuogo Nike: 108

The researcher shared 160 questionnaires to Abapka, 132 questionnaires in Trans-Ekulu, 108

Questionnaires in Ugwuogo Nike

3.5 Description of research instrument: This study uses questionnaire as a research instrument for this study. The questionnaire is made up of questions that aligns with the research questions. It also utilized scales of Strongly Agree(SA), Agree(A), Disagree(D), and Strongly Disagree (SD), and also the Likert. This questionnaire is made up of questions which include as follows;

Section A: Demographic data

Section B: Exposure level

Section C: Attitude and perception of herbal medicine promotion on social media

Section D: Factors that influences individuals to purchase herbal medicine on social media

Section E: Regulatory bodies effectiveness in monitoring herbal medicine promotions on social media

3.6 Validation of research instrument: The research instrument was assessed by experts in the department of mass communication and experts in health. This research uses Face and content validity, For face validity the researcher gave the supervisor and some other experts the questionnaire to ascertain if, it looks professional, easy to understand and good, While for content validity the researcher gives the supervisor to assess if the questionnaire actually follow the objective of the study. This is to ensure that research is relevant, clear and making sure research aligns with the objective of the study.

3.7 Reliability of research instrument:, . A pilot study involved 15 respondents in Enugu East local government area, they include students, vendors and older residents, who took part in the pilot study test reliability of the research instrument. The questionnaire contained 19 items. Using the Cronbach's Alpha method, $\alpha = (k / (k - 1)) \times [1 - (\sum \sigma_i^2 / \sigma^2_t)]$ a reliability coefficient of 0.79 was obtained. Since this value is greater than the recommended minimum of 0.70, the instrument was considered reliable and suitable for the main study. Pilot study respondents (n) = 15, Questionnaire items for reliability (k) = 19, Demographic questions (4) = 4

3.8 Method of data collection: Questionnaires were used as the method for data collection of this research it will be dispatch to random residents of Enugu east they include (Ugwogo Nike, Abakpa, Trans-Ekulu using multi stage sampling to get the number of questionnaires to be used)The questionnaires were dispatched to 400 residents that residents in Enugu east local government area

3.9: Method of data analysis: Data will be quantitatively analyzed using (SPSS) Statistical Package for social science which also helped in statistical tables and simple percentage. It uses frequency table to analyse the finding

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

Introduction

This chapter consists of data presentation and analysis of data which was being collected from respondents on the study Influence of social media promotion of herbal medicine on the health behavior of residents in Enugu east local government area. In this study, 400 questionnaires were dispatched to residents in Enugu east, It was shared to Abapaka , Emene, and Transkule, 350 questionnaires were being retrieved and used for Anaisysis

The data was being presented using frequency tables and percentage to answer the objective and research questions of the study. This chapter is able to Provide the level of frequency in which social media campaigns are done to enlighten residents, their level of exposure to herbal medicine promotion on social media, Level of effectiveness, the regulative bodies put in to prevent the spread of fake herbal medicine on social media, Factors that persuades residents to purchase herbal medicine on social and Residents perception about herbal medicine being promoted on social media

4.1 Data presentation and analysis

Table 1: Age distribution of respondents

Source: Field survey 2026.

Age	Frequency	Percentage	Percentage
15-20	129	36.86	37%
21-25	103	29.43	29%
26-30	60	17.14	17%
31- above	58	16.57	17%
Total	350	100%	

Analysis :The Majority of respondents in this study is the age bracket of 15-20 which its percentage is (37%) Followed by Youths 21-25 (29%), Adults 26-30 (17%) and 31 and above (17%), The above table shows that the younger residents participated more on this research, showing that they are more engaged to social media. Therefore they have higher encounter to herbal medicine promotions on social media.

Table 2: Gender distribution of respondents

Gender	Frequency	Percentage	Percentage
Female	194	55.43	55%
male	156	44.57	45%
Total	350	100%	

Analysis: The above table shows that females are the major respondent to this study, than the male. This data presentation captures the attitude and perception of residents about herbal medicine promotion on social media

Table 3 :

Educational level distribution of respondents

Educational level	Frequency	Percentage	Percentage
Primary	0	0	0
Secondary	109	31.14	31%
Tertiary	241	68.86	69%
Total	350	100%	

Analysis: The above table shows the educational levels of respondents ranging from primary to tertiary level it shows that majority of respondents were undergraduate students (69%) in Enugu east, This suggest that residents with higher educational grounds are more represented in this study.

Table 4

Marital status distribution of respondents

Martial status	Frequency	Percentage	Percentage
Single	239	68.29	68%
Married	111	31.71	32%
Total	350	100%	

Analysis: The above table, marital status shows that respondents were single and married. It shows that the majority of respondents are Single (68%). This suggests that the individuals that are not married have contributed more in the research that the married residents (32%). It reveals that the single individuals tends to be more exposed to herbal medicine promotions on social media and also influenced them more.

Table 5: How long have you lived in Enugu east local government area

How long have you lived in Enugu east	Frequency	Percentage	Percentage
5 years	150	42.86	43%

10 years	102	29.14	29%
15 years	57	16.29	16%
20 years and above	41	11.71	12%
Total	350	100%	

Analysis: The above table shows respondents who have lived in Enugu east for 5 years (43%) , 10 years (29%), 15 years (16%) and 20 years and above (12%) It indicates that the majority of respondents have lived in Enugu east for about five years (43%). This shows that residents are moderately exposed to Enugu east and many have also encountered herbal medicine promotions on social medicine.

Table 6: Identifying most used social media platforms

Which social media platform do you use the most

Variables	Frequency	Percentage	Percentage
Facebook	80	22.86	23%
Instagram	82	23.43	23%
WhatsApp	90	25.71	26%
Tiktok	67	19.14	19%
Others	31	8.86	9%
Total	350	100%	

Analysis: This table shows the social media platforms used by residents which consists of Facebook(23%), Instagram(23%), WhatsApp(26%), Tiktok(19%) and others(9%), This table reveals that the most used social media used by residents is WhatsApp(26%) followed by Instagram(23%). This indicates WhatsApp is more by residents

This section uses the four licket SA(Strongly agree) A(Agree) D(Disagree) SD(Strongly disagree)

SECTION B: Level of exposure of herbal medicine promotion on social media

Table 7: I use social media

Variables	Frequency	Percentage	Percentage
Strongly agree	241	68.86	69%
Agree	109	31.14	31%
Disagree	0	0	0
Strongly disagree	0	0	0
Total	350	100%	

Analysis: 100% respondents Agree and strongly agree that they use social media. This shows that social media is used by all respondents. Indicating that that all respondents have come across social media platforms and also use them,. This reveals that this respondents are easily exposed to herbal medicine promotions on social media

Table 8: I have come across promotions of herbal medicine on social media

Variables	Frequency	Percentage	Percentage
Strongly agree	140	40	40%
Agree	210	60	60%
Disagree	0	0	0%
Strongly disagree	0	0	0%
Total	350	100%	

Analysis: The above table shows that there is a high number of individuals that have come across herbal medicine promotions on social media, 100% of respondents strongly agree and agree that they encounter and have come across herbal medicine promotions on social media, it reveals that no respondents is left out and have seen or encountered herbal medicine promotions on social media . The table shows that respondents have somehow come across herbal medicine on social media, This suggests that social media creates a wide reach of information to individuals and can easily create awareness of a product and services

Table 9: Residents Engagement with herbal medicine on social media

I follow a page that promotes herbal medicine on social media

Variables	Frequency	Percentage	Percentage
Strongly agree	105	30.00	30%

Agree	65	18.57	19%
Disagree	70	20.00	20%
Strongly disagree	110	31.43	31%
Total	350	100%	

Analysis: The above table shows that (49%) of respondents strongly agree and agree that they follow a page that promotes herbal medicine on social media. This shows that they engage with herbal medicine promotions on social media while (51%) of respondents Strongly disagree and disagree that they follow herbal medicine on social media. It suggests that respondents who doesn't follow a page that promotes herbal medicine (51%) may not have interest in herbal medicine promotion on social media, they may just see the promotion and scroll . It reveals that majority of respondents don't follow pages that promotes herbal medicine on social media

Table 10 : Residents attention to herbal medicine promotion on social media

I pay attention to herbal medicine promotions on social media

Variable	Frequency	Percentage	Percentage
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Strongly agree	67	19.14	19%
Agree	70	20.00	20%
Disagree	92	26.29	26%
Strongly disagree	121	34.57	35%
Total	350	100%	

Source:

Analysis: The above table shows that 61% respondents strongly disagree and disagree that they pay attention to herbal medicine promotions on social media while 39% Strongly agree and agree that they pay attention to herbal medicine promotions on social media. This suggests majority of respondents don't pay attention or engage themselves with herbal medicine promotion on social media

Section C: Table 11: Safety of herbal medicine promotion on social media

Herbal medicine promotion on social media is very safe

Variable	Frequency	Percentage	Percentage
Strongly agree	59	16.86	17%
Agree	82	23.43	23%

Disagree	140	40.00	40%
Strongly disagree	69	19.71	20%
Total	350	100%	

Analysis: The above data presentation shows that 40% respondents strongly agree and agree that herbal medicine promotion on social media is very safe, while 60% of respondents strongly disagree and disagree that herbal medicine promotion on social media is safe. This suggests that most respondents do not agree that herbal medicine promotion on social media is safe

Table 12: Examining how misleading herbal medicine advertisement is

Most herbal medicine advertisements on social media are very misleading

Variables	Frequency	Percentage	Percentage
Strongly agree	81	23.14	23%
Agree	141	40.29	40%
Disagree	72	20.57	21%
Strongly disagree	56	16.00	16%
Total	350	100%	

Analysis: The above table shows that 63% of respondents who are the majority Strongly agree and agree that most herbal medicine advertisement on social media are very misleading, while 37% of respondents Strongly disagree and disagree that herbal medicine advertisements are not

misleading. This table shows that respondents beliefs that herbal medicine advertisement on social media are very misleading

Table 13: Examining the extent on how social media promotes fake herbal medicines to genuine ones

Social media promotes fake herbal medicine more than genuine ones

Variable	Frequency	Percentage	Percentage
Strongly agree	118	33.71	34%
Agree	86	24.57	25%
Disagree	57	16.29	16%
Strongly disagree	89	25.43	25%
Total	350	100%	

Analysis: The above table shows that 59% of respondents Strongly agree and agree that social media promotes fake herbal medicine to genuine ones while 41% of respondents strongly disagree and disagree that social media promotes genuine herbal medicine to fake herbal medicine on social media. The above data presentation reveals that majority of respondents Agree that social media promotes fake herbal medicine than genuine ones

Table 14: Examining how true and effective herbal medicine promotions are on social media

Herbal medicine promotions on social media are true and effective

Variables	Frequency	Percentage	Percentage
Strongly agree	95	27.14	27%
Agree	57	16.29	16%
Disagree	66	18.86	19%
Strongly disagree	132	37.71	38%
Total	350	100%	

Analysis: The above table shows that 43% of respondents Strongly agree and agree that Herbal medicine promotions are true and effective on social media. While 57% of respondents Strongly disagree and disagree that Herbal medicine being promoted on social media are true and effective. Majority of respondents do not agree that herbal medicine promotion on social media are true and effective

Section D

Table 15: Level of patronage of herbal medicine on social media

I have purchased herbal medicine through social media

Variables	Frequency	Percentage	Percentage
Strongly agree	56	16.00	16%
Agree	55	15.71	16%
Disagree	115	32.86	33%
Strongly disagree	124	35.43	35%
Total	350	100%	

Analysis: The above table presentation shows that majority of respondents have not purchase herbal medicine through social media, It shows that 68% of respondents disagree and strongly disagree that they have purchased herbal medicine through social media while 32% of respondents have purchase herbal medicine through social media. This suggests that there is a low level of trust by respondents in purchasing herbal products on social media

Table 16: Factors Influencing individuals decisions

If yes, What influenced your decision

Variable	Frequency	Percentage	Percentage
Did not respond	60	17.14	17%
Influencer	71	20.29	20%
Cheap price	73	20.86	21%
Testimonial	76	21.71	22%
Number of likes	70	20.00	20%
Total	350	100%	

Analysis: From the above table shows that The major factor that influences the respondents is Testimonial(22%) That is when an individual encounters promotions that shows before and after effects it influences the respondents to want to purchase herbal medicine on social media, 60% of respondents didn't respond because they have not purchased herbal medicine on social media, 20% of respondents are influenced by Influencers/Celebrities, 70% of respondents are influenced by Number of Likes.

Table 17: Level of trust of herbal medicine promotions/ Contents on social media

I trust herbal medicine contents promoted on social media

Variables	Frequency	Percentage	Percentage
Strongly agree	83	23.71	24%
Agree	56	16.00	16%
Disagree	85	24.29	24%
Strongly disagree	126	36.00	36%
Total	350	100%	

Analysis: The above table shows that 60% of respondents disagree and strongly disagree that they do trust herbal medicine promoted on social media, while 40% of respondents strongly agree and agree that they trust herbal medicine contents on social media. This suggests that majority of respondents do not agree and do not trust herbal medicine contents being promoted on social media

Table 18: Examining if social media advertisement influence decisions

Social media advertisement influences my decision

Variables	Frequency	Percentage	Percentage
Strongly agree	80	22.86	23%

Agree	81	23.14	23%
Disagree	68	19.43	19%
Strongly disagree	121	34.57	35%
Total	350	100%	

Analysis: The above table shows that 46% of Respondents agree and strongly agree that social media advertisement influences their decision. While the majority of respondents 54% disagree and strongly disagree that social media advertisement do not influence their decisions

Section E

Table 19: Residents awareness level of active regulatory bodies, guiding herbal medicine promotions on social media at controls herbal medicine promotions on social media

I am aware of regulatory bodies that controls herbal medicine promotion on social media

Variables	Frequency	Percentage	Percentage
Strongly agree	71	20.28	20%
Agree	59	16.86	17%
Disagree	91	26.00	26%
Strongly disagree	129	36.86	37%
Total	350	100%	

Analysis: The above data presentations reveals 37% of respondents strongly agree and agree that they are aware of regulatory bodies that controls herbal medicine on social media, while 63% of respondents disagree and strongly disagree that they are aware of any regulatory body that monitors and controls the promotions done on social media about herbal medicine. This table shows that the major respondents in this table are those that disagree and strongly disagree that they are aware of any regulatory bodies. This suggests that there is a low presences of the regulatory bodies.

Table 20: Regulatory bodies activeness on social media

The regulatory bodies are active on social media

Variables	Frequency	Percentage	Percentage
Strongly agree	73	20.86	21%
Agree	71	20.28	20%
Disagree	79	22.57	23%

Strongly disagree	129	36.29	36%
Total	350	100%	

Analysis: The above table shows that 59% of respondents disagrees and strongly disagree that regulatory bodies are on social media, While 41% of respondents strongly agree and agrees that regulatory bodies are on social media, The table suggests that the regulatory bodies are not active and functional on social media

Table 21: Regulatory bodies effectiveness in controlling fake herbal medicine promotions

How effective is the regulatory bodies in controlling fake herbal medicine promotions on social media

Variables	Frequency	Percentage	Percentage
Very effective	60	17.14	17%
Effective	30	8.57	9%
Not effective	161	46	46%
Not sure	99	28.29	28%
Total	350	100%	

Analysis: The above data presentation shows that 26% of respondents agreed that the regulatory bodies are Effective and very effective on social media, 46% of respondents suggests that regulatory bodies are not effective, while 28% of individuals are not sure if they are effective or not. This shows that 74% of respondents are declines the actions Showing that the regulatory bodies are not effective or not aware of their actions

Table 22: Examining the reduction rate of fake herbal medicine promotions on social media

I have noticed a reduction of fake herbal medicine promotion on social media

Variable	Frequency	Percentage	Percentage
Strongly agree	60	17.14	17%
Agree	55	15.71	16%
Disagree	85	24.29	24%
Strongly disagree	150	42.86	43%
Total	350	100%	

Analysis: The table above shows that 67% of respondents disagrees and strongly disagree that they have noticed a reduction fake herbal medicine that is been promoted on social media, while 33% of individuals Agrees and strongly agree that they have actually noticed a reduction of fake promotions of herbal medicine on social media. The table suggests that the spread of fake herbal medicine on social media is still rampant and has not been solved either by regulatory bodies or government

4.2 Discussion of Findings

Research question 1: **To ascertain the residents level of exposure to herbal medicine promotion on social media in Enugu east local government area.**

The finding reveals that a high number of individuals are exposed and encounter herbal medicine promotions on social media, It reveals in Table 8, that 100% of respondents agree that they have encounter this promotions on social media, This shows that social media is very effective in the promotion of herbal medicines to individuals.. This findings supports and agrees with Musoke et al.,(2021) the study discovered that 80% of individuals had actually come across herbal medicine promotion in the media, It reveals that social media is the main source in which individuals get information . Mayama et al.,(2023) also supports the study with its findings, The study reveals that Instagram users who lives in Tanzania frequently come across

herbal medicine Advertisement, It shows that social media platforms is known to be the major and most used platforms to promote herbal medicine, Nwodu et al.,(2024) also supports this objective through their findings shows that there is high exposure of herbal medicine promotions on the media, it also reveals that due to the nature of social media platforms, it encourages herbal medicine promoters to promote their products on social media. Table 7 show an accurate some of individuals who use social media platforms, This table shows that 100% of respondents, which are all the respondents use social media platforms. It reveals that social media platforms is the most effective platforms to promote herbal medicine promotion on social media because so many individuals use social media more often, Table 6 shows that WhatsApp is the most used social media platform with 26% of individuals using it, followed by Instagram with 23%, Facebook with 23% of individuals who engage with it. Tiktok with 19% of individuals who use the platforms. Although on social media, 51% of individuals as shown in Table 9, do not follow pages that promotes herbal medicines, This suggests that there is not much interest by respondents on herbal medicine promotions, while 49% of individuals follow pages that promotes herbal medicines on social media, This suggests that respondents may have come across this pages but they do not actively engage with it. Therefore many individuals do not actively pay attention to herbal medicine promotions on social media, Table 10, shows that 61% of individuals don't engage with herbal medicine promotions on social media, while 39% of individuals pay attention and engage with herbal medicine promotions on social media, Findings reveals that there is low attention on herbal medicine promotions on social media. This was backed up with health belief model as the theoretical framework.

Objective 2: To ascertain the residents perception about herbal medicine promotion on social media in Enugu east local government area

Findings reveals that respondents have negative and positive perception on herbal medicine that is promoted on social media, Although individuals believe that herbal medicine is functional because they are natural, but some individual don't trust the herbal medicine promoted on social media because they promote fake herbal medicine sometime

Table 11 shows that 40% of individuals strongly agree and agree that herbal medicine promotion on social media is safe while 60% of respondents strongly disagree and disagree that it is not safe, This suggests that there is low level of trust for herbal medicine promotion on social media, It suggests that there is a very good subsential number of people who are aware that herbal medicine promotion on social media is not safe, The findings agrees with Encinas et al., (2025) and Alwhaibi et al.,(2024) Who discovered that many consumers are uncertain about purchasing herbal products on social media due to fake sellers and fake Advertisement.

Table 12 shows that 63% of individuals strongly agree and agree that herbal medicine promotions on social media is misleading, Because they agree that most herbal medicine promotions are not genuine. While 37% of individuals strongly disagree and disagree that herbal medicine promoted on social media are misleading . Table 13 shows that 59% of respondents strongly agree and agree that more fake herbal medicine are promoted than reals ones, while 41% of respondents strongly disagree and disagree that fake herbal medicine is promoted than the reals ones Table 14 reveals that 43% of respondents strongly agree and agree that that herbal medicine promotions are true and effective while 57% of individuals strongly disagree and disagree that herbal medicine promotion are true and effective. This suggests that Residents perception on herbal medicine promoted on social media is low, because a high number of

individuals believes that herbal medicine promotion on social media is misleading, not safe and not genuine. Therefore individuals perceive herbal medicine promotion on social media not safe, Although Purbokusumo et al., (2025) discovered that Gen-Z are willing to purchase herbal medicine on social media if there is packaging is attractive. The theory used to back up this objective is health belief model, because how an individual perceive something affects their health behavior, Therefore, individuals who sees and feel that herbal medicine can benefit them, it will make them to use it, while those that sees it as a risk will not want to purchase it

Research question 3: To determine the factors that persuades residents to purchase herbal medicine on social media platforms in Enugu east local government area

This study discovered that Advertisements, testimonials, influencers, affordability, packaging, exposure and positive reviews of that herbal products influences individuals decisions to want to purchase herbal medicine on social media This study supports Olaleye et al.,(2019) they reveal that puffery can be used as a persuasive tool to influence consumers to buy herbal products on social media In table 15 it shows that there is low patronage of herbal medicine on social media with 68% individuals not purchasing herbal medicine on social media and 32% who has not

In Table 16, it reveals that 22% of respondents are being influenced by Testimonials as the major factor that persuades respondents to purchase herbal medicine on social media. This shows the before and after effects can induce individual choice to purchase herbal medicine on social media, 17% of respondents did not respond because the have not purchased herbal medicine on social media, 20% of respondents purchase herbal medicine because of the influence of

influencers and celebrities, 21% of respondents purchase herbal medicine on social media because of cheap price, which means when a price of a herbal medicine is affordable it makes individuals want to purchase it, and 20% of respondents are influenced due to the number of likes and engagement that particular promotion have. The data reveals that subsequent number of individuals are influenced by testimonials it can be (herbal Slim tea, etc) The study agrees with Jaisinghani (2023) who discovered that influencer marketing, positive reviews and customers engagements makes individuals purchase herbal medicine on social media. Table 17 reveals that 62% of individuals disagree and strongly disagree that they trust herbal medicine promotions on social media while 40% of individuals strongly agree and agree that they trust herbal medicine promotions on social media. That means that a high percentage of individuals don't trust herbal medicines promotions on social media due to the high spread of fake herbal medicine promotions on social media. Table 18 shows that 46% of respondents agree and strongly agree that social media advertisement influences their decisions while 54% of individuals disagree and strongly disagree that social media advertisement influences their decision. This suggests that there is a high percentage of respondents that is not influenced social media advertisements. It also reveals that how this herbal products are packaged and promoted on social media can also influence individuals decisions, This supports Francis(2024) which suggests that attractive packaging affects consumer buying decisions, This study also supports Mohan et al.,(2025) suggests that easy accessibility and availability is another factor that encourages individuals to buy herbal products on social media. It is backed up with Technology determinism theory, because social media has a way of influencing the decisions of individuals to purchase herbal medicine

Research question 4: To determine the level of effective the regulatory bodies put in to prevent the spread of fake herbal medicine on social media.

This study reveals that individuals believe that regulatory bodies are not effective in preventing the spread of fake herbal medicine promotions on social media

The low awareness of regulatory bodies in monitoring this promotions on social media will create an avenue for more fake herbal medicine promotions on social media. Table 19 shows that 63% of individuals strongly disagree and disagree that they are aware of any regulatory bodies that monitors herbal medicine promotions on social media, while 37% of Individuals are aware of some regulatory bodies that controls and monitor herbal medicine being promoted on social media, This reveals that the is a low number of respondents that is aware of these regulatory bodies. This agrees with Ugbede et al., (2025) who suggests that NAFDAC struggles with weak enforcement mechanisms, lack of effective monitoring tools and low digital surveillance on social media in ensuring that customers don't purchase fake herbal medicine on social media and ensuring the digital space is safe. Table 20 shows that 59% of respondents strongly disagree and disagree that these regulatory bodies are active on social media, While 41% of respondents strongly agree and agree that regulatory bodies are active on social media,

Table 21 shows that the regulatory bodies are not effective, it shows that 161 respondents disagree that they are effective This suggests that there is a regulatory bodies are not active on social media, Table 22 shows that 67% of respondents disagree and strongly disagree that there is a reduction of fake herbal medicine on social media, while 33% of respondents strongly agree and agree that there have been a reduction on the spread of social media promotions on social media. This data reveals a many respondents disagree and strongly disagree that there is a reduction on herbal medicine promotions on social media, this means with the high number of

respondents that disagree it shows that individuals level of trust and credibility will be low. This also supports Samanthia et al., (2024) study who discovered that herbal medicine promotion on social media don't comply with WHO and other regulatory bodies rules. Lack of effective regulation leads to low reduction of fake herbal medicine promotion on social media. This suggests that there is no effectiveness in the duties of the regulatory bodies in preventing the spread of fake herbal medicine on social media. Although, Manyama et al., (2023) suggests that there should be strong government intervention so that they can protect individuals from purchasing and be misleded by herbal advertisement, This can be backed up by Health belief model, Because when there is low regulatory control it reduces the confidences of the public and also makes the individuals to be prone to fake and misleading herbal medicine promotions

CHAPTER FIVE

RECOMMENDATIONS AND CONCLUSION

Introduction

This chapter finishes the research question on The influence of social media promotion of herbal medicine on the health behavior of residents in Enugu east local government area. It shows the summary of the key findings which was collected by residents who resides in Enugu east local government area, response of survey analysis, providing good recommendations for residents to take note on about how to maintaintain good health behavior. This chapter reveals further line of enquire.

5.1 Summary of findings

This research was design to ascertain how social media promotions influences what the residents make as health decision. The study has five key area: Residents exposure level to herbal medicine promotion on social media, how individual perceive herbal medicine promotions on social media factors that induce individuals to purchase herbal medicine on social media, and The effectiveness of the regulatory bodies put into to prevent the spread of fake herbal medicine promoted on social media,

The research was guided by the listed objective to the study:

1. To ascertain the residents level of exposure of herbal medicine on the health behavior of residents in Enugu east local government area
2. To ascertain the residents perception about herbal medicine promotion on social media
3. To determine the factors that persuades residents to purchases herbal medicine on social media
4. To determine the level of effectiveness, the regulatory bodies put in to prevent the spread of fake herbal medicine promotion on social media

This research project adopted the use of a descriptive survey, using the sample size of 400 residents in Enugu east, this sample size was derived from the population of 454,084 residents, The sample size was derived using the tayo yamanes formular, after which 400 questions was distrubted to various locations like Ugwugo Nike, trans-Ekulu, and Ababka, The data was collected through structured questionnaires and residents responses on their various questions were analyzed using frequency distribution table.

5.2 CONCLUSION

The study Influence of social media promotion of herbal medicine on the health behavior of residents in Enugu east, discovered that residents of Enugu east has begin influenced by factors which has affected their health decisions. Therefore findings shows that 100% individuals use social media This means social media has become the most used platform engaged by millions of individuals, and with this individuals can promote herbal medicine on social media and billons of individuals will come across it. Although most individual don't engage in herbal medicine promotions on social media because they don't trust information's on social medicine due to the high level of misleading information's

The study also concludes that individuals exposure level to herbal medicine promotions on social media also influences residents decision on the purchase of herbal medicine on social media, Testimonials, influencers influence, number of likes, cheap prices all these are factors that makes an individual want to purchases herbal medicine on social media

The study suggest that despite social media is the most effective platform to create awareness and engagement, about herbal medicine, It suggest that there need to be an effective regulation and public enlightenment to minimize the spread of fake and disleading information on social media

Recommendation

The study suggests certain recommendations based on the topic

1. Health Organisation must create a regular and consistent awareness campaign on social media, This is to educate unaware individuals about the dangers of fake herbal promotions and how important it is to confirm their health issues before using a herbal medicine
2. Individuals should be enlighten on how important it is to consult health prractioners before purchasing and using herbal medicine on social media
3. Social media influencers must disseminate accurate health information so that they would not misdirect the public
4. Regulatory agencies (NAFDAC) and government agencies should make sure and ensure effective monitoring and control the herbal medicine promotions on social media, when this is done effectively it will reduce the spread of fake herbal medicine on social media

4.4 Suggestion for further study

1. Future researcher should carry out the study Influence of social media promotions of herbal medicine on the health behavior on students, its geographical scope can focus on university students, this will make the researcher to carry out an effective study limited to one location,
2. Future researcher also carry out a study to examine governments roles and efforts in stopping misleading information on herbal medicine on social media
3. Findings can be done in other locations aside enugu east to ascertain if residents perceptions of herbal medicine promotions on social media is ithe same attitude they have

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