

Engaging Social Media for Health Information on Marketability of Herbal Drugs Among Herbal Drug Dealers in Nnewi, Anambra State

KENECHUKWU, Stephen Afam, *PhD*

Department of Mass Communication Federal
University Oye-Ekiti
Ekiti State, Nigeria

&

IFEANYICHUKWU, Aloysius Chukwuebuka

Department of Mass Communication
Legacy University, Okija Anambra
State, Nigeria

&

CHUKWUEMEKA, Gloria *PhD*

Department of Mass Communication
Nnamdi Azikiwe University, Awka
Anambra State, Nigeria

Abstract

This study examined the prospects of engaging social media for health information in marketability of herbal drugs. The study investigated the extent social media boosts sales of herbal drugs. To this end, three popular herbal drugs were studied. The study was anchored on AIDA Marketing/Advertising model which states that advertising and marketing objectives are met through effective integration of four elements: attention, interest, desire and action. The study adopted in-depth interview of select salespersons/distributors of herbal drugs under study. This research design was adequate because the study focused on marketability of these select drugs vis-à-vis social media. Findings of the study showed that although these drugs are marketed online, the sales methods are rather through networking method (as in Kedi Healthcare), personal selling and the use of sales promotional strategies (as in Dr Agnes Nwamma Herbal Dental Power and Dan-Iyk Aloe vera product). Based on the findings of this study, it is recommended that the use of social media should be augmented with the use of mainstream media of communication to increase the marketability of herbal products.

Keywords: Herbal Drugs, Health Information, Social Media, Mainstream Media, AIDA
