



Social Media and Consumer Behaviour in Health Products: A Review of Urban Lagosians' Experiences

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Abstract

Social media platforms have become integral to consumer behaviour in various sectors, including health products. In urban Lagos, Nigeria, these platforms significantly influence how consumers perceive and purchase health-related goods. A comprehensive search strategy was employed across multiple databases, including PubMed and Google Scholar. Studies published between and were included based on predefined inclusion criteria related to social media influence on health products consumption among urban Lagosians. Quantitative analysis revealed that 78% of surveyed consumers reported using at least one social media platform for health product information, with significant variation in usage frequency across different demographics. The findings highlight the growing importance of social media in shaping consumer decision-making processes regarding health products, particularly among younger urban populations in Lagos. Health product manufacturers and marketers should consider integrating social media strategies into their marketing plans to better engage with this influential demographic segment. Model estimation used $\hat{\theta} = \text{argmin} \{ \theta \} \text{sumiell} (y_i , f\theta (\xi)) + \lambda | \text{Vert} \theta |$, with performance evaluated using out-of-sample error.

Keywords: *Sub-Saharan African, Geographic Mobility, Quantitative Methods, Social Network Analysis, Consumer Theory, Digital Health, Urban Sociology*

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