



Social media marketing and consumption of nutrition and dietary information among youths in Abia state, Nigeria

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Abstract: Malnutrition has persisted due to lack of nutritional information. Social media (SM) provides a platform to narrow communication/information gap world over. The overall objective of this study is to examine the effect of the use of social media platforms and consumption of nutritional and dietary information among youths. The central idea is that SM platforms can leverage to improve nutritional and dietary outcomes. Therefore, specifically, the study seeks to ascertain the information need of youths from the use SM platforms; various SM platforms and effect of SM platforms on consumption of nutritional information. The study was conducted in Abia state, using a sample distribution of 240 respondents. Statistically, descriptive and inferential statistics were adopted. Results revealed that youths mostly seek most information about fashion and news report. The major factors that motivate youths to seek information from social media in the study area were learning and personal development. The regression analysis revealed that Facebook, WhatsApp, Twitter and Instagram were the most widely used medium and could be vital in enhancing nutritional and dietary information. The logistic regression analysis revealed that sex, marital status and awareness of nutrition and dietary information on social media, though significant, had negative signs indicating a negative influence, while location and recommendation by experts were significant and positive variable influencing the use of social media for the consumption of nutritional and dietary information. The major militating factor in the study area are lack of awareness of nutritional information and poor economic power to buy internet data bundle. The study recommends that since the influence of SM is positive, firms can tap its youthfulness to improve knowledge and exposure. Therefore, experts can leverage on it, but must find a strong appeal that mesh into youths existing lifestyle to relate

nutritional and dietary information to promote consumer familiarization, knowledge and change behaviour for a positive outcome.

Keywords: consumption, dietary transition, nutrition information, marketing and social media

1.0 Introduction

Besides climate change, insecurity and hunger, malnutrition is one of the major challenges facing the world today. The consequences of poor food and nutrition manifest in malnutrition and/or hidden hunger - an extreme consequence and far more dangerous than mere hunger. According to Meenakshi, Banerji, Manyong, Tomlins, Hamukwala, Zulu and Mungoma, (2010), more than 2 billion people around the world, that is one in three people globally, are affected with micronutrient deficiencies which are the major causes of hidden hunger. This causes death and low productivity with spiral effect on social, economic and other performance indicators. Micronutrient deficiencies lead to the death of between 3.5 – 5.5 million children world over. In Nigeria, more than 14 million people representing over 8.5% of the total population are undernourished. Micronutrient deficiencies are linked to poor productivity as it causes increased mortality rates, especially in women and children; poor pregnancy outcomes; increased morbidity; impaired mental and physical development in children; and reduced work productivity in adults (Black, et al., 2008). This situation persists due in part to poor awareness of dietary requirement, feeding practices and high level of poverty in societies (Agwu, 2011; Pambo, Oheno & Okello, 2014).

In order to address this challenge, government and donor agencies have intensified awareness creation to deepen information dissemination at both upper and lower level especially among the most vulnerable in the society. Unfortunately, most of the platforms have not resulted in the desired outcomes. This implies that these vehicles are not adequate to steer participation in dietary transition and deepen information penetration (Ezeh & Nwachukwu, 2007). Information is important to create positive responses and in addressing the challenges caused by malnutrition. Information is vital in dietary transition especially in knowing what exactly to eat and what not to eat in order to live a healthy life. Informing youths on how to make choices about food, and drink could give them the confidence to make the nutritional decisions that can influence the rest of their lives (Marks, Campbell & Ward, 2006). Information is crucial in terms of influencing the way youths perceives and consumes healthy food items as it has been confirmed that perception is fueled by information available or provided to the decision maker (Robbins, 2008; Agbonifoh, Ogwo, Nnolim & Nkamnebe, 2007). Information that is provided to consumers can play an important role in their perception of products especially for products with unobservable attributes such as nutritional and dietary products (Smed, 2012). The

absoluteness of decision is dependent on the limit of information available as provided information can increase people's knowledge about the product/services concerned (Schaar, 2016).

Conventionally, companies have used traditional communication methods such as face to face meeting, written communication, print adverts, television, radio, newspapers and so on, which has limitations such as lack of two-way communication flow or immediate feedback (Karimova, 2011; Nwachukwu, Obasi & Oteh, 2015). These methods are increasingly being replaced and complemented by technological innovations leveraging on identified limitations of old system to enhance value of information, thus enhancing access to information and pushing for transition from poor dietary orientation to rich, good and adequate nutritional and dietary information/orientation to promote healthy living. New information and communication technologies have increased the possibilities for how people can send and receive information. The use of computer and Internet-based technologies has intervened in the promotion of healthy nutritional diets (Hersey, Khavjou & Strange, 2012). This has helped enhance consumer knowledge, perception and acceptance of nutritional items with high risk and uncertainties. It is perhaps difficult to think of product decision process without consideration of resources from Information and Communication Technology (ICT). Infact, ICT is now a revolutionary

information machine and SM is one of its revolutionary tools. This tool has been widely accepted among millennials as not just a revolutionary technology but as an educational platform. According to Oteh and Eleodinmuo (2016), the core benefit of this educational vehicle is its ability to bring about behavioral change by providing a platform for shared information and experience. This transfer of information is akin to flow of electricity current that supplies power to an object. Therefore, social media and other communication platforms have advanced understanding and attitude towards sustainable living practice around the world (Andrew, 2015). It is now an acceptable platform to promote and advance knowledge about products and services globally.

Generally, SM platforms are group of online applications that allow for the creation and exchange of user-generated content use in promotion of product, idea, person, service etc. This includes collaborative projects, blogs or microblogs, content communities, social networking sites and virtual gaming or social worlds. These tools are a part of what was, in 2004, termed Web: the utilization of the World Wide Web as a platform where content is continuously modified by all users in a collaborative fashion (Kaplan & Haenlein, 2010). There are different social media platforms; the popular ones are Facebook, YouTube, Instagram, Twitter, WhatsApp and MySpace (Hughes, Rowe, Batey & Lee, 2012; Taggart, Grewe, Conserve, Gliwa and Isler, 2015). These networking sites are used for diverse purposes like for

chatting, connecting or making new friend, uploading pictures and sending of messages. It is increasingly used in modern days to create, advance and promote product or services among people. The advent of this new media has solved the geographic problem of distance that usually impact on marketing communication. This is because users can connect with one another for hours irrespective of their distance (Kaplan and Haenlein, 2010; Hughes et al., 2012). The powers of SM platforms have gone beyond social to include economic, political, education and more resourcefully, health issues. Many institutions and organizations are leveraging on the power of SM platforms to promote their brand and image. SM is a super highway information block that advance value beyond the recognition of many SM addicts. It is a widely recognized fact that SM platforms give impetus to viral marketing and brand visibility (Nwachukwu et al., 2015). The list is endless; thus, experts project that more advances in technology will see to further refinement and improvement on this information gateway in promoting business value especially in marketing of products and services. Already, most SM platforms have continued to make changes in their offering to enhance user-generated contents that are real with improve security features to position them for greater value for subscribers and competition.

As a result of its acceptance and high utilization by youths, social media and its platforms are becoming a suitable platform to share information about

burning issues such as health information and communication (Mpfu & Salawu, 2014). The use of these platforms for health information purposes will no doubt continued to gain momentum as more institutions and organization subscribe to its use thereby increasing on its influence on health awareness campaign (Fox & Jones, 2009). However, inspite of its popularity in Nigeria, there are still increases in the number of people vulnerable to malnutrition and nutrition related diseases (UNICEF, 2015). The World Health Organization (WHO) (2012) reported that nutrition-related diseases account for about 60% of all deaths, and 43% of the global burden of disease, and that by 2020, the impact of nutrition-related non- communicable diseases is expected to rise to 73% of all deaths and 60% of the global burden of disease. This a major concern among nutrition and health practitioner, because according to WHO (2011), the conditions that promote unhealthy eating practices among individuals is mainly due to lack of and/or inadequate access to health and nutritional information and knowledge, and the acquisition of misinformation about health and nutrition matters.

Although, SM platforms provide an important vehicle to transmit nutritional information, one of its challenges is the poor utilization of social media platform as a medium for information and proliferation of fake news due to poor checks and effective control. This technology is prone to abuse and have been somewhat misused by youth in terms of seeking relevant information as

regards healthy living (Njoroge, 2013). The pivotal role of SM and influence among youth is of major interest to researchers and hence this study examined the effect of social media platforms on the youths in terms of accessing and consuming nutritional and dietary information from marketing firms and institutions in the food industries.

In the light of the above, the study objectives specifically seeks to:

- i. ascertain the various SM platforms available in the study and their level of usage among youths to access promoted nutritional and dietary information. This objective is anchored on the fact that you cannot use, what does not exist. It prepares the study to highlight the important platforms of influence among youths in the study area, which will form the basis for strategic decision,
- ii. ascertain the kind of information these youths seek out of SM platforms,
- iii. factors that motivate their choice of information need from SM platforms. This is a key block in designing appeals that can change behaviour and desire for information.
- iv. effect of SM platforms on the consumption of nutritional and dietary information among youths and factors that determine the influence.

2.0 Concept of Social media marketing

SM is a 21st century information revolutionary and communication, which has gained wide acceptance all over the world enhancing the communication flow between people, business and society (Okoye, 2011). Consequently, over the years, several conceptual and empirical literatures have focused on SM and how it influences beliefs and action on a wide range of issues. Many businesses have found this platform a veritable tool to promote their business and generally commerce. In marketing, SM platforms are technologies that create, facilitate and share contents on social media platforms, with the purpose of enhancing marketing objectives and brand goals. It also involve social interaction and possible collaboration by stakeholders across boundaries, time and space. It includes but not limited to the use of blogs, wikis, media (audio, photo, video, text) sharing tools, networking platforms and virtual worlds (Bryer & Zavatarro, 2011) to achieve both economic and non-economic goals of marketing.

With improvement in this communication technology, and its wide acceptance, there is a proliferation of SM platforms in the last decade attracting millions of users especially youths who has since identified this platform as an effective way to promote fashion, entertainment and other business interest (Boyd, & Ellison, 2007). Today, SM platforms are veritable tools and outlets for promoting news, information, business and other

issues of concerns to youth ranging from health, politics and education. The structure of these sites is same from allowing users to create personal profiles, while connecting with other users, posting and uploading of contents such as information and photographs at any given time (Pempek, Yermolayeva, & Calvert, 2008) and creating values for businesses. The social media platforms by their nature have the capabilities of promoting, educating, informing, entertaining and inflaming the audience. Above all, they possess a contagious and outreaching influence which the conventional media lack. This potential is most likely what Osahenye (2011) refers to as unstoppable power of the social media.

In recent time, the transformational power of SM has advanced beyond for social interaction to include promotion of business, education and politics to healthcare and other information need. The concomitant realization is that institutions and organization have discovered this platform to be a key vehicle to promote, transform, enhance and change consumer behavior in society. The increasing acceptance and participation of greater number of youths has altered its intent, hence it is has become a powerful source of other information today. Although there is a great deal of interest in using social media platforms as a tool for public health communications, the research evaluating its utility is still in its infancy. There is an abundance of both informal health conversations related to public health issues and organized health-related activities on leading

social media platforms such as YouTube, Twitter, and Facebook. The quality of health information available to users on these platforms is highly variable raising some concerns that social media users are exposed to unopposed viewpoints that counter core public health recommendations and contemporary medical science, such as those opposing immunization and promoting smoking (Obukoadata & Abuah, 2014). These concerns are endless more because of unrestricted access to post contents that contradicts established protocols.

2.1 Youth participation in the social media

Based on United Nations classification, youths constitute people less than 35 years of age. Demographically, youths make up bulk of developing country population with the highest prevalence of malnutrition. In addition, they provide potential demand and pool of skills to confront challenges and meet sustainable development goals such climate change, reduction in environmental waste among others. According to 2008 Nigeria Demographic and Health Survey, they represent more than 55% of the total population and constitute a large consuming population and market for goods and services. This by implication means that their consumption power could negatively affect the environment in either positive or negative way. Given this, they are the power of sustainable development. To effectively do this, they require knowledge of what works, and social media provides a vehicle to access large amount of

information following deregulation of many developing nations telecommunication sector.

Evidence has shown that the youth constitute a bulk of social media users (Wiley & Sisson, 2006). This apparently is a direct result of the fact that the internet is dominated by young people (Salako & Tiamiyu, 2007). Statistics globally have continued to show a positive link between youth and technology especially use of internet. This fact may be attributable to early exposure to technology and dynamic multimedia character which lends itself to all manner of uses and users. And given that the youth are naturally adventurous, willing to experiment on all manner of innovations, the internet mesh perfectly into this lifestyle. The validity of this fact has been empirically demonstrated in relation to various climes including Nigeria. Even a mere casual observation is likely to convince one that Nigerian youths constitute the core of the internet-using population in the country. A significant segment of the youth users of the internet in Nigeria are students, both of secondary and tertiary levels of learning (Salako & Tiamiyu, 2007).

Given the above and its implications on national development, it will be suicidal to consider a growing appeal to harness the resourcefulness of SM in promoting nutritional and dietary information without shared cooperation and responsibility from younger generation. This is because youth represent the hope of the future of any nation or society.

2.2 Empirical review

The influence of SM on behaviour have been a subject of interest among social policy makers. Several researchers have written extensively on the subject matter. Njoroge (2013) conducted a study that sought to find out the impact of social media among the youth on behavior change in Kenya. The goal of the research was to address the impact of SM on the Kenyan youth especially university students on various SM platforms and its consequences on their behaviour. The study revealed that the youth in Kenya use social media a lot and they spend more time on the computer (on an average they spend 2-5 hours a day on the computers). Majority of the student spend more time surfing the internet, and more time is expended on Facebook, WhatsApp and Twitter. Most of these respondents used their mobile phones to access the internet especially on WhatsApp - a mobile phone application. Furthermore, the result shows that younger people prefer technology enabled means of communication than the traditional method. This is because messages are received real time, faster and more convenient.

The study further revealed that social media had various effects on the behavior of the respondents. For instance, it is indicated that, 63% either agreed to a large extent or to a very large extent that social networks help them in maintain contacts with old friends and create new friends. This finding is consistent with Livingstone (2008) who posited that, social networking sites enable communication

among ever-widening circles of contacts, inviting convergence among the hitherto separate activities of email, messaging, website creation, diaries, photo albums and music or video uploading and downloading. One major negative drawback to this finding is the revelation that SM makes the youth lazy and most of them admitted to a waste of time that would otherwise have gone into other productive activities like reading.

Adum, Ekwugha, Ojiakor and Ndubuisi (2016), investigated social media participants' response to health posts on epidemics. The study seeks to measure influence of information obtained from SM platforms on participants beliefs and actions regarding epidemics in South-east Nigeria. The study revealed that the influence of SM, going by the position of the media system dependency perspective, would be even stronger in urgent, threatening and uncertain situations such as epidemic outbreak, as people are likely to be under pressure to relieve their uncertainty, hence their ready recourse to the media for information and guidance (Baran, 2010). The experience of Nigerians about salt therapy during the 2014 Ebola epidemic reinforces the influence of SM during emergency situations (Obukoadata, & Abuah, 2014). Consequently, there is an urgent need for health communicators and policymakers to begin to appreciate the place of social media in informing and influencing the health choices of people. Larsen (2010) conducted a research to examine the ways adolescents find and make sense of nutrition information,

giving special attention to the role of the internet in that process. Adolescents' behaviors and opinions relevant to finding nutrition information were investigated using Kuhlthau's (1993) iterative model of information-seeking as a theoretical foundation. Since many skills are required to search, engage with, and use online information sources and information, the information-seeking process was investigated in relationship to an applied context of eHealth literacy (Norman & Skinner, 2006), referred to as eNutrition literacy. From six in-depth interviews and a brief paper-and-pencil questionnaire with seventy-nine adolescents aged 12-16 two trends emerged: 1) these adolescents were primarily presented with and fulfilled nutrition information needs in formal settings such as school and 2) these adolescents used the internet to fulfill primarily personal needs. Therefore, a conflict existed between the ways they used the internet and the ways they were presented with a nutrition information-seeking task. Nutrition-specific information literacy, media literacy, health literacy, and scientific literacy, created challenges in stages of the information-seeking process as well. Fundamentally, this affected their overall engagement with online nutrition information and their ability to receive the maximum benefits from the online information-seeking process.

Ayodele, Wambui, and Ndeti (2017) carried out a study to evaluate factors that affect use of social media for HIV and AIDS communication among federal university undergraduates in

South western Nigeria. The study seeks to examine the usefulness of social media in HIV and AIDS information and communication machinery. The study adopted a cross-sectional research method and revealed that blogs (41.1%), twitter (25.4%) and WhatsApp (17.7%) were the social media sites preferred by male and female respondents for sharing and accessing HIV and AIDS information. The use of these social media sites for HIV and AIDS information communication was influenced by privacy and neutrality. It also showed that majority of the undergraduates affirmed that HIV and AIDS information on social media platforms was very useful because it facilitated access to quality tips on HIV. A significant percentage of the respondents also affirmed that the use of social media was hugely affected by epileptic nature of power supply, poor network connectivity, ICT skills and cost of subscription. The study suggested the campaign on prominent HIV/AIDS discussion sites and ICT skill acquisition to enable youth to connect and effectively make use of social media for HIV information communication

3.0 Methodology

The study adopted a survey research design given its insight into behavior of the respondents of interest. The study was carried out in Michael Okpara University of Agriculture, Umudike (MOUUAU), Abia State, Nigeria. The University is one of the three specialized universities of agricultural in Nigeria established in 1992. The choice of this MOUUAU is both for convenience

and strategic reasons. It is a federal university that comprises students from various cultural and ethnic background, which gives the study the needed diverse opinion to make informed conclusion. This is also one public institution where it is possible to find youths from varying background. Importantly, more than 90 percent of students in MOUUAU fall within the age bracket of youths. This makes the choice of the university very apt for this study.

In addition to the above, MOUUAU is surrounded with other sister federal and state institutions such as National Root Crop Research Institute (NRCRI) and National Open University of Nigeria (NOUN) and Abia State University, Uturu (Umuahia Campus). This therefore makes this location very important and strategic for this study.

Given the large population of MOUUAU and to ensure that all students have equal chance of selection, the study adopted a multi-stage sampling technique. The first stage involved a purposive selection of six (6) Colleges from the nine (9) Colleges in MOUUAU. The second stage involved a random selection of four (4) departments, one from each of the six Colleges, while the third stage involved the selection of forty (40) students from different levels comprising 20 students for each gender. This aggregates the total sample size for this study at 240. This method no doubt involved element of authors discretion in order to select youths that are competent to give the right information on the subject matter. This did not in any way invalidate the outcome of the

study. Out of the total of 240 questionnaires distributed, the study makes use of only 149 (62.08%), after analysis of the responses. Data was sourced with the use of questionnaire designed, pretested and validated by experts to ensure reliability with instrument and subject of interest.

Analytically, the study adopted multiple regression and descriptive statistics to analyze data obtained. The data was analysed with the aid of the computer software, statistical package for social science SPSS version 20. The explicit form of the regression equation is given below

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7 + \beta_8X_8 + U$$

Where

Y = Consumption of nutrition and dietary information (Mean Score)

X₁ = Facebook usage (Mean Score)

X₂ = Whatsapp usage (Mean Score)

X₃ = Twitter usage (Mean Score)

X₄ = Instagram usage (Mean Score)

X₅ = Youtube usage (Mean Score)

X₆ = Google+ usage (Mean Score)

X₇ = LinkedIn usage (Mean Score)

X₈ = Snapchat usage (Mean Score)

U = Error term

4.0 Result and discussions

Available social media platforms and usage among youth

There are various social media platforms available on the internet that specializes on their kind of activities. Their usage depends on a lot of things which includes awareness of such platforms, recommendations from friends/family, personal interest (hobby) etc. Like any other information, it is necessary to identify the most used to enable decision makers design strategies to reach a wider spectrum of the youth with message about a given phenomenon. Table 1 presents the various SM platforms and usage among youths.

Table 1: Social media platforms and usage among youth (n =149)

Platforms	Very Often	Often	Not Often	Mean	
Facebook	56.8	31.8	11.5	2.45	Accept
WhatsApp	59.3	35.2	5.5	2.54	Accept
Twitter	68.4	19.5	12.0	2.56	Accept
Instagram	37.3	41.8	20.9	2.16	Accept
YouTube	35.3	38.3	26.3	2.09	Accept
Google+	33.3	45.0	21.7	2.12	Accept
LinkedIn	23.0	30.1	46.9	1.76	Reject
Snapchat	23.9	26.1	50.0	1.74	Reject

Source: Field Survey Data, 2018

Cut-off score: If > 2.0 = Accept as more used, < 2.0 = otherwise reject

Kinds of information youths seek from SM and factors that motivate them

Table 1 indicated that fashion, news report and business are the three major

information these youths seek for in SM. This result is not surprising given that youths are the target of most fashion and entertainment industry. Fashion and entertainment support

URL <http://journals.covenantuniversity.edu.ng/index.php/cjoe>

youth positive vibes and lifestyle. Most youths learn their styles from their role models and other celebrities on SM. Observable evidences on the internet shows that most youth finds SM as a platform to showcase their talents and business. They are using such platform to advertise their businesses and look for contacts too. This has severe implication on harvesting nutritional information for positive outcome. This

is because you do not dedicate time and resources to ventures you are not interested in. This may have been partly responsible for negative lifestyle of youths in our society. The energy of the youth is important in the fight for malnutrition. Hence it is vital to understand what appeals they seek for in SM and redesign strategies that will enrol them into the path of dietary transition for the good of all.

Table 2: Information need of youths from SM

Information	Mean	Rank
Fashion	1.3379	1 st
News Report	1.3379	1 st
Business information	1.3356	3 rd
Health	1.3333	4 th
Education	1.3239	5 th
Relationship	1.3219	6 th
Chat	1.3169	7 th
Entertainment	1.1879	8 th

Source: Field Survey Data, 2018

Of course, nothing happens in a vacuum. Certain forces motivate and change behaviour to action (Kotler & Armstrong, 2008). The decision to seek for more information is motivated by certain forces which is presented in Table 2. The major reason is learning. According to Nto, Mbanasor and Ihendinihu (2010), education is a propelling force to the adoption of an innovation and leads to positive change in the environment. This reinforce the view of Kotler expressed above about learning. Experience is acquired through the process of learning and doing things. Although there may be seemingly difference between experience and education, their relationship is not in doubt. Experience is acquired through formal and informal education. This

implies that millennials acquire experience through learning, consciously or unconsciously. This result is anchored on the importance of carrying out this study in a higher institution of learning to highlight the goal of literacy and education qualification of these youths. The importance of education in achieving the learning process cannot be over-emphasized. Education is the pathway through which the goal of awareness creation can be realized. The finding is in line with other studies such as Oteh, Ibok and Nto (2017) and kolkaih, Chio and Hume (2012). Other factors that motivates their information search are personal gain, recommendation by experts, community and social engagement.

However, it is important to note that learning is a relative word. Its meaning is peculiar to situations. Students are exposed to many activities that may not be nutritionally related. It becomes important to optimize nutritional information channels that meet their information need. The ranking of learning and personal gain makes the consideration of emarketing tools to ensure visibility of nutritional information very vital. Importantly, recommendation by expert remains one pathway to bridging information gap due to the trust and power element in the expert.

The implication of the recommendation from expert is that a product/service information source is key in consumer perceptual learning development. This is because channel of product information is assumed to provide inputs on product description, which aids in evaluation of the product based on the following source characteristics - expertise, trustworthiness, and attractiveness. The source of a product message affects its credibility and image (Kotler & Armstrong, 2008). From the perspective of persuasion theory, source is important given that it enhances the value of information in a message (Solomon, 2011).

Table 3: Factors that motivate youths to seek such information

Factors	Mean	Rank
Learning	0.95	1 st
Personal gain	0.95	1 st
Recommendation by experts	0.93	3 rd
Community interest	0.88	4 th
Social engagement	0.86	5 th
Altruism	0.84	6 th
Empathy	0.83	7 th
Social Network (peer group influence)	0.83	7 th
Enjoyment	0.81	9 th
Reputation	0.56	10 th
Reciprocity	0.50	11 th

Source: Field survey data, 2018

Social Media platforms and their effect on nutritional information consumption.

Table 4 is a reconfirmation of Table 1. It highlights the platforms that will guarantee the best outcome for nutritional and dietary information among youths in the study area. The

result posted R² of 0.947, which implies that about 95% of the variations observed in the dependent variable (consumption of nutritional and dietary information) were accounted for by the independent variables included in the model, with an equally statistically significant F-value of 310.228.

Table 4: SM Platforms and their effect on consumption of nutritional and dietary information
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Variables	B	T-value
Constant	0.888	8.281***
Facebook	0.894	8.801***
WhatsApp	0.356	4.326***
Twitter	0.051	2.043*
Instagram	0.096	3.641***
YouTube	-0.486	-4.636***
Google+	0.002	0.200
LinkedIn	0.095	1.596
Snapchat	-0.077	-1.282
R ²	0.947	
F-ratio	310.228***	

Source: Field Survey, 2018

*** = Significant at 1%, ** = Significant at 5%, * = Significant at 10%

From the result, Facebook, WhatsApp, Twitter and Instagram were significant and positive in influencing consumption of nutritional and dietary information among youth while YouTube was significant but with a negative sign.

Both Facebook and WhatsApp were positively significant at 1% confidence level, implying that these platforms are strong in influencing information because users are mostly connected to sources that they trust who could be family, friends and others. This result is in line with Morris et al., (2011), who has a similar outcome. They posited that Facebook holds a great potential to influence individuals' health behaviors by shaping their perceptions of social norms and the expectations that they set for themselves, or by improving their access to personally relevant information. Again, Maged, Dean and Steve (2016) observed that WhatsApp could involve groups members who holds and receive information relevant to their health needs. This information could range from healthcare services and health-related motivational

messages on dietary transition, coaching lifestyle tips among others. Ayodele et al., (2017) confirms the use of SM in modifying behaviour and passing information about HIV/AIDS. The benefits are endless.

Although Twitter was significant at 10% level. It shows that it is equally has a strong relationship with consumption of nutritional and dietary information among youth. Many institutions that are waging war against malnutrition are active on Twitter such as Global Alliance for Improve Nutrition (GAIN), Bill Gates Foundation, Food and Agriculture Organization (FAO). Their presences have in no small measure continue to improve interaction and education about nutrition literacy, food safety and nutrition security. It is equally important to mention that these institutions are also active on other platforms such as Facebook. This agrees with studies by Freifeld *et al* (2014); and Han and Kavuluru (2016); who demonstrated Twitter's potential in improving health literacy. The significant level of Instagram

reconfirms the study by DeMers (2017) that the platform is very vital in engagement in contrast to Facebook. This may be due to the fact comparative study shows that age of Instagram audience is younger than users of Facebook based on report of 2nd Quarter Sprout-Social Index. Although this is controversial, it may be right to argue that both platforms are not mutually exclusive of each other in pushing for a better nutrition and diet outcome in their little ways.

The negative significant level of YouTube highlights that the platform may not be a good platform to consume nutritional and dietary information in the study area. The platform is mostly associated with movies and videos. In most cases, these youths are reluctant to expend their internet data watching video in this platform because of high data consumption. Therefore cost increases negative perception of streaming/watching videos. An average Nigerian is cost/price sensitive. This is also true about data cost.

Conclusion and recommendation

Today, SM and its platforms can be used for a lot of things; from business to politics, advocacy to marketing and not very recent nutrition promotion and health outcome. No doubt, SM platforms will continue to witness improvement and enhancement to promote SGDs and more specifically Agenda 2030. Among the many platforms, Facebook, Twitter and WhatsApp stand out as the most widely used in the study area. This is complemented with YouTube and traditional methods of communication.

SM has shown over the years that it is complementary communication machinery and effective tools in promoting and changing consumer behaviour and also a bridge in managing millennial expectation and modifying these expectations. However, unlike its utilization among youths for fashion, news report and business information, it can be use much more for other purposes such as promoting and advancing nutrition and dietary outcome in our society. SM platforms therefore provide a learning ground for promotion, educating youth and old about health and nutrition which is an important element of the SDG. It is however, important to highlight that expert advice is vital in pushing for nutritional information. This is because of their knowledge, credibility and expertise about subject matter and prevalence of fake news common in this platform. Unfortunately, one cannot give what does not exist hence it is important to create awareness about this information, source and link where necessary.

It is on the strength of the findings that the study recommends that since the influence of SM platforms are positive, firms can tap its youthfulness to improve knowledge and exposure. Therefore, experts can leverage on it, but must find a strong appeal that mesh into youths existing lifestyle to relate nutritional and dietary information to promote consumer familiarization, knowledge and change behaviour for a positive outcome. In addition, it is important for government to improve regulatory policy and accommodate

more network operators to create room for more competition that could improve service delivery and cost. Regulatory agencies and services operators and other stakeholder need to work together to improve image of SM especially with regards to fake news and provide more trusted channels for

nutrition literacy and education to achieve SDGs.

The youth as the future should look beyond fashion and be open to other possibilities that SM presents. The use of celebrities to highlights and recommends nutrition information is also recommended in this study.

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