

Exploring The Impact of Health Concern on Purchase Intention of High Blood Pressure Medicine, The Mediating Role of Social Media Influencer and The Moderating Role of Rituals

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Abstract

The proposed research had examined the linkage between health concern, purchase intention of high blood pressure medicine, which social media influencers mediate the relationship, and cultural rituals moderate the relationship. The study was a quantitative and cross-sectional study conducted in lower Punjab, Pakistan using a structured questionnaire that involves administration of the questionnaire to patients presented with hypertension who were active users of the social media. 450 questionnaires were distributed, out of which 400 were received back (88.9% response rate). A Structural Equation Modeling (SEM) analysis of results obtained on 400 respondents was carried out. The evidence demonstrated that health concern positively affected the intention to purchase; the interrelation is mediated by the social media influencers and chiefly by their ability to fuel the health awareness and purchasing activity through relatability. Besides this, cultural practices were also identified to moderate this association and, in some cases, favorable and, in others, unfavorable medication compliance. The provided study revealed the significance of culture-specific approaches to health communication and the possibility of using influencer marketing to enhance medical outcomes. Findings of the research were of great value to healthcare practitioners, pharmaceutical organization, and policymakers seeking to improve medication adherence in socio-culturally diverse settings.

Introduction

Hypertension or high blood pressure had taken shape as one of the most primary causes of morbidity and mortality in the whole planet. It referred to the constant health disorder characterized by the consistent high arterial blood pressure rate, with the level of systolic pressure higher than 120 mm Hg or diastolic pressure higher than 80 mm Hg in subsequent measurements (Li et al., 2021). Hypertension is a global issue and it is observed in more than 1.28 billion adults aged 30 to 79 years and approximately 67% of them live in low- and middle-income countries, where healthcare resources are not well equipped (Wang et al., 2024). The situation with hypertension is especially threatening in Pakistan, when almost every third adult experiences this disease (S. Raza, 2023). With the high burden of disease despite suboptimal adherence to medication the blood pressure is not well-controlled therefore exposing persons to cardiovascular diseases, kidney failure and stroke.

Cases of hypertension in Pakistani society keep increasing steadily, as there is a continuous inflow of new and ageing patients. The uncontrolled blood pressure develops major complications such as kidney diseases, cardiovascular, and neurological disorders (stroke) (Papadopoulos et al., 2015). Hypertension is a condition that cannot be easily detected due to its silence, thus making people realize its progressiveness when

complications happen and place their lives in danger. This requires early diagnosis and an effective management plan like lifestyle change and regular use of antihypertensive drugs.

Nonetheless, there exist various barriers that make the control of hypertension inaccessible in Pakistan. To begin with, medications were/are very expensive and this means that lower end of the socio-economic standing is/was not able to afford treatment. Second, concerns had been raised over drug efficacy because of sales of sub-standard and counterfeit medicines in the local markets, which can/could be under dosage or inefficiency. Thirdly, most people lacked knowledge about the implications of hypertension that was not treated which translated to many people failed to seek medical attention in time. All these aspects lead to a low purchase intention of high blood pressure drugs even among those people who are/were knowledgeable that it posed a threat to their health.

With the advent of the digital world, social media has gained momentum as a tool in promoting health communication and marketing. The concept of Social media influencers (SMIs), which entitles influencers with a vast following and produces relatable health content, has become more popular when encouraging people to adopt a specific attitude toward health and wellness. Using their personal experiences and recommendations, they market their products, such as drugs, and they tend to appeal more to consumers than regular healthcare provisions (Ranjan, Rohit, Dash, & Singh, 2021). In Pakistan, where the urban youth, and middle-income classes can be very difficult to reach by the use of traditional health education programs, SMIs provided a special medium in which to close the gap between health education and consumer behavior. The latest studies emphasized the role of influencer marketing in healthcare which may result in raised patient trust, enhanced health literacy, and facilitated active health behavior (Pöyry, Reinikainen, & Luoma-Aho, 2025)

Rituals in the cultural upbringing was also very instrumental in enhancing health decision-making. Rituals are rituals that can be described as behaviours that people repeat and that are culturally significant and which make people feel they have a sense of predictability and control (Crawford, 2015). When it comes to health, everyday physical activity, eating at a specific time, praying at a particular moment, even a preference of using herbs instead of medications could be counted as a ritual. On the one hand, men perform some rites, including regular drug taking or sports, which correspond to medical proposals and help to adhere to them; on the other hand, there are rituals that serve as obstacles. As an example, nothing to eat during the Ramadan or the use of traditional herbal remedies can be incompatible with the medication regime. As mention, in such collectivist communities as Pakistan, rituals are a part of everyday life and may play a significant role in health-seeking behavior (Mal & Saikia, 2025).

Health concern which was the perceived threat of and the seriousness of health threats to an individual was a key psychological factor that determines whether or not someone engaged in preventive health behavior. People who have increased health concern tend to indulge in protective conducts such as medication buying and taking (Henderson, 2022). But in Pakistan, individuals with high health concern were likely to lack the action of turning awareness into action because of such external factors as economic impediments, culture, and misinformation. With the bringing in of social media power into this interaction type it offered a chance to boost the connection between health concern and purchase intention.

The factors of health concern, the influence of social media, and rituals form a multilateral, yet very serious research field. The efficacy of SMIs on health behaviors had already been established in previous studies conducted in high-income countries and the minimal research that exists on this conversation dealt with low- and middle-income countries such as Pakistan. In addition, empirical studies on the cultural ritual as a moderator of health behavior were minimal although theorized. This disparity served to accentuate the necessity of the context-deploying researches that took not only contemporary digital realities but also the traditional cultural considerations to account.

With an inquiry into the interaction between health concern, social media influencers, and rituals, this paper offered a set of useful conclusions to healthcare providers, pharmaceutical industries, and policymakers. The

insights would be used in the design of health campaigns and specific marketing initiatives that take into consideration the cultural of the people and the use of various forms of social media and cultural practices to enhance medication compliance and subsequent health outcomes.

The research also helped in generalized theory of consumer health behavior. It incorporated the ideas of the Health Belief Model and Social Learning Theory, both of which held that characteristics of perceived risk, outside social forces, and regular actions all played an important portion in determining behavior. Through the Pakistani cultural setting, the research study emphasizes the necessity of health intervention that was tailored by the socio-cultural specificities of a particular region.

To sum up, the problem of hypertension is a serious issue in the field of national public health in Pakistan. Even though there are health concerns emerging among the population, several factors interfere with the control of such diseases such as economic reasons, culture, and misinformation. Social media influencers and rituals are some of the most wonderful tools that can influence or destroy positive health behavior. The characterization of the interaction between these factors and health concern with purchase intention is important in developing an effective intervention that can enhance patient adherence and mitigate the effect of hypertension burden.

Literature Review

With the involvement of a literature review in academic research, the scholars were able to critically evaluate previous research work and determined gaps in the prevailing body of literature. It assisted in defining areas of gaps in literature, clarified research objectives and located the study at hand within the wider academic construct. The factors that determined healthy or chronic disease medication purchase intention are paramount to determine in the health consumer behavior because, as the global burden of non-communicable diseases increased, many people would succumb to the complications of the disease (hypertension).

Hypertension is among the greatest causes of morbidity and death in the world. As per the World Health Organization (2023), about 1.28 billion adults worldwide have hypertension with a large percentage of these patients found in the low- and middle-income countries. According to the recent studies conducted in Pakistan, hypertension prevalence levels among the adult population had reached 33%, causing most patients to non-adherence therapeutic practices or even purchase prescribed drugs regularly (A. Raza & Martinez, 2023). It points to the need to explore the determinants affecting an individual behavior based on their willingness to accept the treatment and compliances with the use of medication.

Purchase behavior in the healthcare sector was a subject of interaction between psychological and urban factors, which were divided into the concerns of health and the influence of external factors. The concept of health concern defined the knowledge of an individual about his or her susceptibility to health hazards and interest in protection behavior (Barros et al., 2014). Though awareness was very essential it did not necessarily always lead to action: action was most often hampered by lack of economic, social, and cultural ways in developing countries to get into proactive health behavior.

Social media had evolved a new dimension to health communication. The influencers in the social media (SMIs), that was people with a large following on the internet had gained influential positions in determining the attitude and behavior of the people towards health products (Pöyry et al., 2025). The SMIs could serve a mediatory purpose to fill in the gap between awareness and action as the traditionally used health campaigns had a hard time resonating with the younger citizenry in the Pakistani context.

Further, cultural rituals, which were constructed as repetitive and meaningful activity through which specific time slots were filled habitually and significantly, may create a great impact on health practices. These rituals may promote or prevent good health habits, including the regular taking of medicines, or perform as an impediment, experienced when fasting during religious occasions or by using natural drugs (Gupta et al., 2022). The determination of the moderating effects of rituals was a significant component in contextualization of culturally competent interventions that should be able to effectively deal with issues surrounding

management of hypertension.

Over the past few years, the consumer health behavior had taken a completely new shape owing to the flourishing modern technology and shifting socio-cultural dynamics. An expanding volume of literature emphasized that the concept of globalization, urbanization, and access to digital platforms influence the attitudes and behaviors of people regarding the consumption of healthcare (Kolhe & Bhat, 2025). The consumers now are much-educated, they require personalized healthcare solutions, and they were involved actively in the decision-making process regarding their treatment choices. Such transformation calls attention to the need to look beyond individual health issues but also the external factors—a different type of health-related communication including digital health communication and cultural practices in influencing purchase intentions.

Behavioral economics also gave more insights on the purchases related to health related behaviors. Ideas of loss aversion, where people felt more inclined to avert a loss (e.g. deterioration of health) than to realize benefits had been used to explain what makes patients commit, or not commit to a prescribed treatment (Sunstein, 2013). Furthermore, purchase intention had been found to be affected by the framing effects of health communication, including saying that following the medication compliance was a way to avoid severe complications instead of simply managing the hypertension (Iles, 2017). This lens triggered the psychological and social factors that were being studied in this paper.

Another issue is the emergence of e-health systems and applications to mobile phones in Pakistan. (Vadsaria, Nuruddin, Mohammed, Azam, & Sayani, 2025) state that medication reminders, internet-based consultations, and medicines delivery via the application were much more popular in cities. Nevertheless, even in the presence of these means, the adoption rate was low since there was no trust and it was largely cultural. This raised the necessity of studying how the social and cultural context affected the progression of awareness to action regarding purchases in the health-related setting especially given the fact that both traditional and modern care systems were present within a certain country.

The chapter presented literature review on health concern, purchase intention, the mediating role of the social media influencers, and moderating role of cultural rituals. It gave some discussion on the theoretical background and notes the research gaps that provided the rationale of carrying out the current study. This chapter developed an appropriate conceptual framework based on a critical review of existing literature that would help in bringing together psychological, social, and cultural aspects of health consumer behavior.

Research Methodology

Research methodology formed the map or pathway of a thorough and professional research. It contained the detailed description of procedures and techniques used to gather, analyze and interpreted data, which made sure that the findings of the study were consistent, and their reliability could be proven. In addition to the transparency, a proper methodology section makes it possible to duplicate the research in another study.

In this chapter, the methodological framework that was utilized to gain the goals of this research, which examines the effect of health concern on the purchase behavior of the individuals who need medicine against high blood pressure, with the social media Influencers as mediators and cultural rituals as moderators, was provided. The study hoped to offer empirical proofs of the Pakistani setting that depicts cultural practices and digital impact to be in interaction in a manner that determines health practices.

The chapter started with the presentation of the research design that determined the general strategy and framework of the investigation. It was then accompanied by a description of the target population and the sampling procedure deployed in identifying and selecting the respondents. The part on research instruments informed about how and why the questionnaire used to collect data was developed and confirmed. Next, the process of data collection was described with regard to the measures undertaken to make the process of data collection ethical and productive. The course of performing data analysis was also explained in the chapter, i.e. how the data analysis was to be conducted in order to verify the hypotheses of the study and extract

conclusions. Lastly, ethical standards issues were also considered to guarantee that the study be conducted in an ethical way based on internationally accepted ethical standards.

This chapter sets the basis on the comprehension of how the results of the study were reached and how it advanced the existing knowledge on this topic in Pakistan by presenting the methods and procedures in a clear and detailed manner.

Research Model and Hypothesis

Research Model

The given research model was a product of combining two broadly accepted theories of behavior: the Health Belief Model (HBM) and the Social Learning Theory (SLT), to address the complicated question of determining the impact of the psychological, social, and cultural determinants of healthy behavior, in the case of purchasing a hypertension drug in Pakistan.

Health Belief Model served as the basis of the knowledge about individual's perception of risk of getting an illness and their health-related decision-making. HBM suggested that individuals were more persuaded to take up health-seeking behavior when they regard themselves as being vulnerable to a terrible health condition (like hypertension) and when they feel that it would be advantageous to take preventative measure against the condition. This perceived susceptibility and severity was what Health Concern is in this study. Hence people who had a strong sense of health concern were bound to exhibit a direct desire to buy the antihypertensive drug (H1).

Other than its direct effect, health concern was also presumed to affect interaction with social media influencers (H2). In the digital age, people, who cared about their well-being, turn to the Internet and look for help, information, and validation? At this point, it was applicable to ask the theory of social learning because according to theory individuals learn through observation of others and the most convincing people are their roles models. This was usually performed by influencers on social media through creation of health content that can be deemed as reliable, relatable, and convincing.

With this, it was hypothesized that social media influencers would directly affect purchase intention (H3) because their testimonials, life experiences, and recommendations were capable of influencing attitudes toward medical interventions in the minds of the consumers. Moreover, the mediating effect of social media influencers (H4) would be examined as well where, it is hypothesized that influencers would assist an individual in transforming his/her concern related to his/her health, to action and in our case, to take action of buying high blood pressure medicine.

Rituals were considered as the moderating variable to the model (H5). In the religious and collectivistic societies like the Pakistani society, the health practices were largely affected by the cultural practices (e.g., fasting onwards, herbal remedies, or spiritual healing practices during Ramadan). Such rituals may either increase the desire to consume the medicine (in the cases when they coincide with the health-promoting behavior) or, on the contrary, stall it (in the cases when these rituals do not support the present-day medical recommendations). In this way, it was suggested that rituals would moderate the quality and orientation of the relationship between health concern and purchase intention.

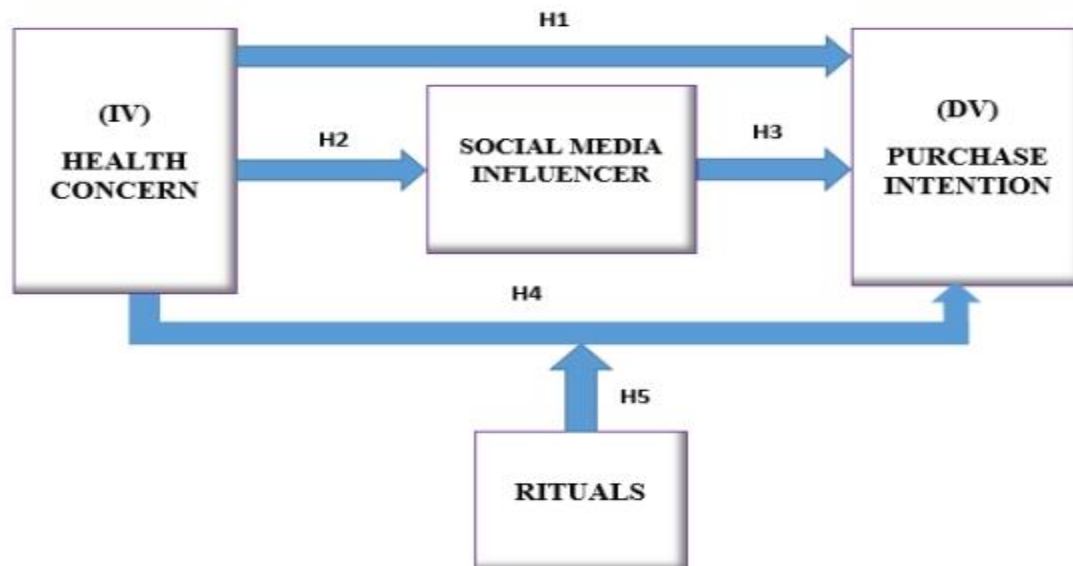


Figure 1 : Research Model

All these interactions were incorporated in the offered conceptual model:

1. Direct connection between health concern and purchase intention.
2. Indirect connection (Mediation) with social media influencers mediating the health concern. impact on the purchase intention.
3. A moderated relationship such that rituals reinforce or attenuate the relationship.

This model formed the basis of hypothesis formulation and forms the direction of the methodology to be followed in the study thus the study adopts Structural Equation Modeling (SEM) methodology to test the hypothesis that had been proposed

Research Hypotheses

The theoretical framework which relies on the Health Belief Model (HBM) and Social Learning Theory (SLT) had been used to formulate the following hypotheses in an attempt to observe direct, indirect (mediating) and conditional (moderating) relations amongst the study variables. Such hypotheses were intended to examine how psychological, social and cultural variables shape purchase intention of the medication against high blood pressure in the context of developing countries.

H1: Health concern had a positive influence on the buying consideration of hypertension medication.

Such assumption was based on Health Belief Model that presupposes that the more people evaluate that they were at a greater risk of developing a specific health problem, the more they were likely to employ preventive health practices. Here, those people who payed more attention to their health should demonstrate an even stronger intention to buy antihypertensive medication as a prophylactic measure.

H2: Health concern impacts positively on interaction with social media influencers.

With the high level of health concern, people tend to find health information and health-related assurance online. The Social Learning Theory lends credence to the premise that people would use desirable models or

other people who exercise influence on them to inform them on how to behave. Thus, individuals who had more health issues could also be more active followers of the social media influencer who published health-related content relevant to them.

H3: The engagement of social media influencers had a positive influence on the purchase intention.

The testimonial, educational or endorsement messages by social media influencers were able to influence the attitudes and behavior of a certain group. In the light of SLT, this hypothesis presupposes that individuals could mimic or be influenced by the influencers in adopting certain health behaviors including buying medication, respectively, on the basis of their perceived trust and relatability.

H4: The relations among health concern and purchase intention was mediated by social media influencers.

Health concern might translate into purchase intention, but the connection would also work by way of social media influencer who acted as translators in the process of converting concern into purchase. The mediating position also meant that the existence and action of influencers increase the influence that the health concern could had on real purchasing behavior.

H5: Rituals moderate the relationship between health concern and purchase intention in accordance with the type of cultural rituals in a manner that the influence of the latter on the former was varied.

Such cultural symbols, practices include religious fasting, herbal practice, traditional beliefs, etc might enhance or deter the dependency between the perceived health risk and the purchase intention. This hypothesis recognized that cultural norms and routines might be the obstacle or the facilitator according to their congruence with the modern health practices and thus moderate the direct relationship between health concern and the desire to buy medicine.

The above five hypotheses would check the theoretical relationship to form a well-informed framework of testing the relationship in the whole study. The proposed Structural Equation Modeling (SEM) would enable a direct, indirect, and moderating effect across the different constructs be tested.

Demographic Data Review

Age, sex, level of education, amount of income, location (urban / semi urban), and since how long hypertension was diagnosed.

Health Concern

This was conducted in terms of items compound of the Health Belief Model constructs of perceived susceptibility and perceived severity (e.g. I am concerned about the danger to my health as a result of high blood pressure), adjusted to the context of the present study.

Social Media Influence

Questions based on the previous studies on the theme of influencer marketing (e.g. I trust health-related recommendations of social media influencers).

Rituals Cultural

Items that were newly developed to demonstrate cultural practices that likely influence medication adherence (e.g. I change my medication schedule when I am fasting as part of my religion).

Purchase Intention

Items borrowed on consumer behavior literatures (i.e., I will use my antihypertensive medicine on a regular

basis).

The data collection in the quantitative study was done through responses to a five-point Likert-based scale with answers ranging between 1 (Strongly Disagree) and 5 (Strongly Agree), which made possible the qua.

Data Analysis and Findings

Introduction

The problems of high blood pressure represent a real global health burden and people were becoming more vigilant to deal with this problem. The research examined the influence of health concern on purchase intention towards antihypertensive drug with social media influencers as mediator, whereas rituals act as moderators. The chapter made a contribution to the existing body of literature in the sense of incorporating these variables into a complex model. It showed the interpretation of the data obtained and reflection of the results to the aims of the study and available research.

The analysis implemented the demographic analysis, descriptive statistics, reliability analysis, correlation analysis, the results of the regression, testing of mediation effects, and moderation effects in this chapter with the help of SEM.

Demographic Characteristics of the Respondents

Variable	Category	Frequency	Percentage (%)
Age	Less than 30	146	36.5
	30 to 40 years	43	10.8
	40 to 50 years	69	17.3
	50 to 60 years	73	18.3
	60 and above	68	17.0
Gender	Male	252	63.0
	Female	148	37.0
Education	Under Matric	106	26.5
	Matric	41	10.3
	Intermediate	52	13.0
	Graduate	117	29.3
	M.Phil	51	12.8
	PhD	4	1.0
	Others	29	7.2
Income Level	Less than 50,000 PKR/month	201	50.2
	50,000 to 100,000 PKR/month	69	17.3
	100,000 to 150,000 PKR/month	33	8.3

	150,000 to 200,000 PKR/month	40	10.0
	200,000 to 250,000 PKR/month	20	5.0
	Above 250,000 PKR/month	36	9.0
Occupation	Student	72	18.0
	Government Servant	65	16.3
	Private Job	101	25.3
	Service Sector	20	5.0
	Business Man/Woman	142	35.5
Resident	Village	139	34.8
	Town	29	7.2
	City	232	58.0

Descriptive Statistics for Study Constructs

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Health Concern	400	6	25	21.46	3.104
Social Media Influencer	400	7	25	18.73	3.993
Rituals	400	5	25	18.25	3.528
Purchase Intention	400	5	25	17.00	3.737

Pearson Correlation Matrix among Study Constructs

Variables	Health Concern	Social Media Influencer	Rituals	Purchase Intention
Health Concern	1			
Social Media Influencer	0.569**	1		
Rituals	0.519**	0.664**	1	
Purchase Intention	0.418**	0.526**	0.437**	1

Note: $p < 0.01$ (2-tailed): All correlations are significant at the 0.01 level.

Model Summary for Regression Analysis Predicting Purchase Intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.418	0.175	0.173	3.399

ANOVA Results for Regression Analysis

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	972.674	1	972.674	84.188	.000**
Residual	4598.323	398	11.554		
Total	5570.998	399			

Structural Model Evaluation

The structural model was assessed in this section based on the path coefficients, coefficient of determination (R^2) and predictive relevance (Q^2). The construct relationships were examined through SmartPLS 4.

Path Coefficients

Hypothesis	Relationship	Path Coefficient (β)	t-value	p-value
H1	Health Concern \rightarrow Purchase Intention	0.151	1.508	0.132
H2	Health Concern \rightarrow Social Media Influencer	0.482	6.337	0.000
H3	Social Media Influencer \rightarrow Purchase Intention	0.458	4.593	0.000
H4	Health Concern \rightarrow Social Media Influencer \rightarrow Purchase Intention (Mediation)	0.221	3.732	0.000
H5	Health Concern \times Rituals \rightarrow Purchase Intention (Moderation)	0.122	2.105	0.036

Though H1 was not significant, H2 and H3 prove that health concern as a very strong factor has been significant to the use of social media influencers, and mediated by the influencers to purchase intention.

Coefficient of Determination (R^2)

Endogenous Construct	R^2 Value	Interpretation
Purchase Intention	0.497	Moderate
Social Media Influencer	0.232	Weak to Moderate

Predictive Relevance (Q²)

Construct	Q ² Value	Interpretation
Purchase Intention	0.316	Strong predictive relevance
Social Media Influencer	0.147	Moderate predictive relevance

Validity and Reliability

The questionnaire was pre-tested on a sample population of 30 respondents who had been randomly chosen within the target population to evaluate its validity, clarity, appropriateness, and its comprehensiveness. The pre-test feedback was analyzed and helped to simplify the wording of items, and enhance the flow of the instrumentation.

To measure the scales reliability, Cronbach alpha was applied and a score higher than 0.70 was regarded as acceptable. Construct validity was achieved via expert opinion on the constructs of interest through making sure that the items were sufficiently representative in nature.

Summary of the Study

The research study was conducted to understand how psychological (health concern), social (social media influencers), and cultural (rituals) influences impact the intention of the consumers to buy high blood pressure drugs in Pakistan. A quantitative design based on cross-sectional survey was used, and 400 answers of the hypertensive population consisting of active social media users were gathered.

The survey had a structured questionnaire with demographics, health concern, social media influence, purchase intention and cultural rituals. The SPSS and SmartPLS softwares were used to analyze data in terms of descriptive statistics, correlation analysis, and Structural Equation Modeling (SEM) to prove provided hypothesis.

More importantly, as the results demonstrated, the factor of health concern did not have a large impact on purchase intention, whereas a significant mediating role belonged to using social media influencers. The relationship between health concern and purchase intention was also found to be registered to have a significant moderating effect by rituals. The model was found to have a moderate predictive power that explained 49.7 percent of the variance in the purchase intention ($R^2 = 0.497$) and strong predictive relevance of $Q^2 = 0.316$).

Key Results

The health concern was not a direct predictor of the purchase intention of antihypertensive medication ($\beta = 0.151$ and $p = 0.132$) showing statistically an insignificant association.

There is a partial mediation effect because the social media participants were the significant segment relating health concern to purchase intention ($\beta = 0.221$, $p < 0.001$).

Rituals had a significant moderating impacts on relationship between health concern and purchase intention ($\beta = -0.122$, $p = 0.036$).

Engagement with social media influencers contributed strongly in direct relationship with purchase intention ($P = 0.458$), and of health concern, the social media engagement was significant ($P = 0.482$).

The total model accounted 49.7 percent of the variance in purchase intention and was of good predictive relevance ($Q^2 = 0.316$).

These discoveries confirm that the matter of health concern is only part of the solution, the social and cultural setting of events, particularly digital impact and routine is what moulds the consumer health behaviour in

Pakistan.

Conclusions

The research gives conducive implications into how psychological awareness, social influence and cultural tradition interact to influence behaviour pertaining to health related consumer behaviour. The findings show that personal health concerns do not suffice to influence the purchases by themselves. Pakistan consumers might be more susceptible to social and cultural factors as a source of information because unlike in most advanced economies a person bases their perception of risk to act.

The results confirm the mediating effect of social media influencers in the process of converting health concern to a real purchasing intention. These trusted professionals are perceived as people who have the expertise and become trusted and have an emotional resonance with customers and audiences, increasing their power to affect the consumer turning to health products.

Also, the moderating role of rituals points to the extent to which health-related decision-making is affected by the cultural and religious practices. Traditions can deter or postpone action even when there are health-related issues necessitating the sensitivity of the cultural approach in the communication of matters in public health.

The integrative model employed in this study therefore provides a complete outlook in the collectivist cultures with regard to health behavior. It shows that it is important to consider psychological, social, and cultural aspects to consider effective meaning of health related purchase intentions.

Recommendations

Resting on the outcomes of the research, the following recommendations have been offered:

Get to Work with Social Media Influencers
Create Relatable Campaigns Culture
Digital Marketing
Invest in the Health Education Program

Future Research

This model ought to be replicated among other chronic, conditions (e.g., diabetes, heart disease) and within other culture/geographical environments by the researchers. Future research can also utilize demographic moderators such as income, education or age to further perfect the model.

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