

INFLUENTIAL OPINION LEADERS: SHAPING HEALTHCARE BRAND PERCEPTIONS AND ENHANCING MEDICATION ADHERENCE ON SOCIAL MEDIA

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Abstract

This research study delves deeply into the influential role of key opinion leaders (KOLs) in shaping consumer attitudes towards healthcare brands, with a specific focus on their impact on therapeutic compliance and the correct usage of medication. The study employed an online survey, targeting a sample size of 313 social media users, to evaluate the response of participants who were tasked with assessing a post made by a KOL healthcare professional on Instagram. The main objective was to measure the effect of this post on the participants' adherence to treatment. The findings of our study revealed a significant relation between medication adherence and the followers' positive attitudes towards KOLs. This correlation was particularly strong in relation to perceived homophily, which is the tendency of individuals to associate and link them with others. The results underscore the power of favorable attitudes influenced by KOLs in directly contributing to improved medication practices among their followers. In essence, the study highlights the potential of KOLs in the healthcare sector to positively influence consumer behavior, particularly in relation to medication adherence. The findings suggest that leveraging the influence of KOLs could be a viable strategy for healthcare brands to improve therapeutic compliance and proper drug usage among consumers. This could ultimately lead to improved health outcomes and patient satisfaction.

Subject Areas: *Attitude, Consumer Behaviour, Decision-Making, Public Policy*

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