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Abstract: A theoretical approach to the study non-adherence in outpatient setting is largely missing in literature. The aim of this study is to identify the social factors influencing medication non-adherence using a theoretical approach. A well structured survey instrument was designed based on the Social Learning Theory (SLT) of medication adherence model and administered to a sample selected from the southwest region in Nigeria. The Structural Equation Modeling (SEM) technique was used for evaluation using bootstrapping and path analysis. The results confirm differential association and definition as significant predictors of medication adherence behavior, while imitation was a weak predictor.

The use of these theoretical results will increase the potentials for the design of interventions that will provide tailored, efficient and effective health strategies. This would provide a significant positive return on investment through prevention of adverse health outcomes and inform population health predictions.