

Appendix A

Table 1: Scale and individual item reliability statistics

Scale	Label	Mean	SD	Coefficient & Estimate			AIC	SHC	IRC	SL
				ω	α	Guttman's λ^2				
Public Service Advertisement		14.8	7.34	0.829	0.829	0.829	0.551	0.799		
				If dropped						
A public service advertisement motivates people to live a healthy life.	PSA_1			0.784	0.779	0.781			0.666	0.764
A public service advertisement reduces people's fear for health risks.	PSA_2			0.781	0.780	0.780			0.664	0.744
A public service advertisement draws the individual's attention towards the negative effects of health problems.	PSA_3			0.784	0.782	0.783			0.660	0.746
A public service advertisement enhances individual awareness towards community health.	PSA_4			0.798	0.795	0.796			0.639	0.714
Health Consciousness		21.12	6.61	0.739	0.735	0.742	0.357	0.809		
				If dropped						
I am alert to changes in my health.	HC_1			0.694	0.675	0.687			0.533	0.606
I am usually aware of my health.	HC_2			0.726	0.724	0.726			0.396	0.491
I reflect on my health a lot.	HC_3			0.678	0.664	0.674			0.561	0.664
I take responsibility for the state of my health.	HC_4			0.712	0.711	0.714			0.445	0.558
I am very self-conscious about my health.	HC_5			0.671	0.667	0.678			0.553	0.681
Risk Perception		24.1	7.95	0.740	0.736	0.741	0.318	0.785		
				If dropped						
Focusing on the health risks is important to me and my family.	RP_1			0.681	0.673	0.680			0.560	0.660
I am worried that health risks will impact me and my family.	RP_2			0.737	0.735	0.737			0.334	0.379
Health risks are likely to affect me and my family.	RP_3			0.717	0.712	0.717			0.430	0.523
My family and I have felt a sense of health risks due to health uncertainties.	RP_4			0.674	0.670	0.674			0.575	0.719
I feel confident to take necessary measures for reducing health risks.	RP_5			0.702	0.693	0.700			0.491	0.581
I have complete understanding of health risks.	RP_6			0.711	0.705	0.711			0.451	0.531
Social Interaction		16.21	7.91	0.900	0.900	0.900	0.694	0.918		
				If dropped						
I discuss information on preventive healthcare services in conversations with my family.	SI_1			0.865	0.865	0.865			0.792	0.849
I discuss information on preventive healthcare services in conversations with the physician or doctor.	SI_2			0.874	0.874	0.874			0.770	0.828
I discuss information on preventive healthcare services in conversations with friends, peers, and co-workers.	SI_3			0.867	0.865	0.866			0.795	0.849
I discuss information on preventive healthcare services in conversations with the healthcare professionals (eg. Medical practitioners, naturopathists, health counsellors, Nutritionists, Psychologists etc.).	SI_4			0.881	0.880	0.880			0.753	0.807

95% Confidence Interval; AIC = Average Interitem Correlation; SHC = Split-half Coefficient; IRC = Item-rest Correlation; SL = Standardized loading

ω = Coefficient Omega reliability coefficient that estimates the proportion of total score variance attributable to a general factor

α = Cronbach's alpha is a reliability coefficient that measures the internal consistency of a set of test or survey items

Guttman's λ_2 = a reliability coefficient that improves on λ_1 by accounting for item covariances, offering a more accurate estimate of test reliability

Table1: Scale and individual item reliability statistics (continued)

Perceived Value		25.91	10.42	0.895	0.895	0.895	0.588	0.874		
				If dropped						
Regular use of preventive healthcare services increases the chances of detecting health issues early.	PV_1			0.874	0.873	0.874			0.742	0.799
Preventive healthcare services contribute to overall well-being and quality of life.	PV_2			0.879	0.879	0.880			0.698	0.752
Using preventive healthcare services leads to better health outcomes in the long run.	PV_3			0.874	0.873	0.874			0.738	0.796
I have doubt on the effectiveness of the preventive healthcare services.	PV_4			0.873	0.872	0.873			0.740	0.778
I have limited access to preventive healthcare services and health professionals.	PV_5			0.884	0.884	0.885			0.670	0.712
I am concerned about the side effects of certain preventive healthcare procedures.	PV_6			0.876	0.876	0.877			0.720	0.765
Health Governance		21.93	9.08	0.879	0.877	0.880	0.590	0.855		
				If dropped						
Government incentives motivate me to use preventive health care services.	HG_1			0.869	0.863	0.866			0.659	0.666
My intention to participate in preventative healthcare services increase when companies give rewards.	HG_2			0.830	0.828	0.830			0.801	0.894
Government and organizational regulations mandating preventive healthcare measures drives me to follow them.	HG_3			0.850	0.846	0.850			0.732	0.767
I avoid engaging in preventive healthcare services when strict government and organizational regulations are imposed for non-participation.	HG_4			0.851	0.849	0.851			0.719	0.798
I am likely to use preventive healthcare services when my organisation provides easy access and use.	HG_5			0.869	0.868	0.870			0.637	0.708
Attitude towards preventive healthcare services		18.8	6.37	0.871	0.870	0.871	0.626	0.889		
				If dropped						
Spending on preventive healthcare services helps me to maintain quality of life.	ATT_1			0.822	0.817	0.819			0.762	0.846
Engagement in preventive healthcare services will make me happy.	ATT_2			0.842	0.841	0.841			0.703	0.783
Investing in preventive healthcare services helps me avoid health problems.	ATT_3			0.843	0.839	0.841			0.709	0.763
I feel good about myself when I spend on preventive healthcare services.	ATT_4			0.846	0.835	0.839			0.718	0.771
Intention to spend on preventive healthcare services		22.8	6.92	0.832	0.821	0.829	0.481	0.850		
				If dropped						
Due to its high value, I am willing to obtain preventive healthcare services.	INTEN_1			0.777	0.757	0.769			0.705	0.773
I expect to invest in preventive healthcare services in the future.	INTEN_2			0.766	0.751	0.762			0.731	0.833
I will prefer preventive healthcare services over other medical services.	INTEN_3			0.859	0.855	0.857			0.377	0.404
I am likely to invest in preventive healthcare services in the future.	INTEN_4			0.770	0.758	0.768			0.706	0.810
I am committed to spend on preventive healthcare services considering future	INTEN_5			0.809	0.795	0.804			0.583	0.677

95% Confidence Interval; AIC = Average Interitem Correlation; SHC = Split-half Coefficient; IRC = Item-rest Correlation; SL =

Standardized loading

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Guttman's λ_2 = a reliability coefficient that improves on λ_1 by accounting for item covariances, offering a more accurate estimate of test reliability

Table 2: Descriptives statistics (n=601)

Attribute	Frequency	Percent	Mean	Standard Deviation
Gender				
Male	329	55	1.45	0.50
Female	272	45		
Age				
18-28	152	25	2.61	1.31
29-38	157	26		
39-48	129	22		
49-58	97	16		
59 & above	66	11		
Monthly Income (in INR)				
Less than 20000	118	19	2.46	1.02
20001 - 50000	203	34		
50001 - 100000	160	27		
Above 100000	120	20		
Basic health savings				
Less than 5000	319	53	1.70	0.85
5001 - 10000	153	26		
10001 - 20000	116	19		
Above 20000	13	2		
Health emergency savings				
Less than 5000	304	50	1.73	0.86
5001 - 10000	167	28		
10001 - 20000	113	19		
Above 20000	17	3		
Family Size (in person/s)				
1	58	10	3.52	1.26
2	71	12		
3	125	21		
4	191	31		
5 & above	156	26		

Table 3: Common Latent Factor Method

Standard Regression Weights			Estimate (No Constraints)	Estimate (CLF)	Difference
RP_1	<---	RiskPerception	0.794	0.770	0.024
RP_2	<---	RiskPerception	0.779	0.756	0.023
RP_3	<---	RiskPerception	0.789	0.760	0.029
RP_4	<---	RiskPerception	0.731	0.701	0.030
RP_5	<---	RiskPerception	0.751	0.731	0.020
RP_6	<---	RiskPerception	0.720	0.701	0.019
PV_1	<---	PerceivedValue	0.714	0.695	0.019
PV_2	<---	PerceivedValue	0.737	0.717	0.020
PV_3	<---	PerceivedValue	0.730	0.708	0.022
PV_4	<---	PerceivedValue	0.728	0.712	0.016
PV_5	<---	PerceivedValue	0.738	0.720	0.018
PV_6	<---	PerceivedValue	0.724	0.707	0.017
HC_1	<---	HealthConsciousness	0.835	0.813	0.022
HC_2	<---	HealthConsciousness	0.689	0.671	0.018
HC_3	<---	HealthConsciousness	0.842	0.824	0.018
HC_4	<---	HealthConsciousness	0.792	0.771	0.021
HC_5	<---	HealthConsciousness	0.790	0.770	0.020
INTEN_1	<---	Intention	0.778	0.751	0.027
INTEN_2	<---	Intention	0.799	0.776	0.023
INTEN_3	<---	Intention	0.699	0.683	0.016
INTEN_4	<---	Intention	0.789	0.770	0.019
INTEN_5	<---	Intention	0.792	0.767	0.025
HG_1	<---	HealthGovernance	0.729	0.710	0.019
HG_2	<---	HealthGovernance	0.779	0.761	0.018
HG_3	<---	HealthGovernance	0.732	0.714	0.018
HG_4	<---	HealthGovernance	0.767	0.751	0.016
HG_5	<---	HealthGovernance	0.776	0.760	0.016
SI_1	<---	SocialInteraction	0.722	0.704	0.018
SI_2	<---	SocialInteraction	0.759	0.743	0.016
SI_3	<---	SocialInteraction	0.759	0.744	0.015
SI_4	<---	SocialInteraction	0.756	0.736	0.020
ATT_1	<---	Attitude	0.803	0.778	0.025
ATT_2	<---	Attitude	0.757	0.730	0.027
ATT_3	<---	Attitude	0.732	0.708	0.024
ATT_4	<---	Attitude	0.679	0.651	0.028
PSA_1	<---	PublicServiceAdvertisement	0.756	0.738	0.018
PSA_2	<---	PublicServiceAdvertisement	0.735	0.722	0.013
PSA_3	<---	PublicServiceAdvertisement	0.702	0.679	0.023
PSA_4	<---	PublicServiceAdvertisement	0.757	0.741	0.016

Table 4: Linear Regression

Model Summary - Attitude

Model	R	R ²	Adjusted R ²	RMSE	R ² Change	df1	df2	p
M ₀	0	0	0	5.934	0	0	600	
M ₁	0.275	0.076	0.066	5.733	0.076	6	594	< 0.001

ANOVA

Model		Sum of Squares	df	Mean Square	F	p
M ₁	Regression	1599.765	6	266.628	8.112	< 0.001
	Residual	19524.754	594	32.87		
	Total	21124.519	600			

Coefficients

Model		Unstandardized	Standard Error	Standardized	t	p	Collinearity Statistics	
							Tolerance	VIF
M ₀	(Intercept)	17.972	0.242		74.252	< 0.001		
M ₁	(Intercept)	11.005	1.467		7.5	< 0.001		
	PSAdv	0.078	0.033	0.095	2.387	0.017	0.993	1.007
	HealthCon	0.086	0.028	0.122	3.082	0.002	0.998	1.002
	RiskP	0.072	0.026	0.109	2.741	0.006	0.984	1.017
	SocialInt	0.090	0.032	0.110	2.777	0.006	0.99	1.011
	HealthGov	-0.060	0.027	-0.090	-2.277	0.023	0.987	1.014
	PerValue	0.065	0.023	0.110	2.790	0.005	0.994	1.006

PSAdv = Public Service Advertisement; HealthCon = Health Consciousness; RiskP = Risk Perception; SocialInt = Social Interaction; HealthGov = Health Governance; PerValue = Perceived Value

Figure 1: Conceptual Model of the study

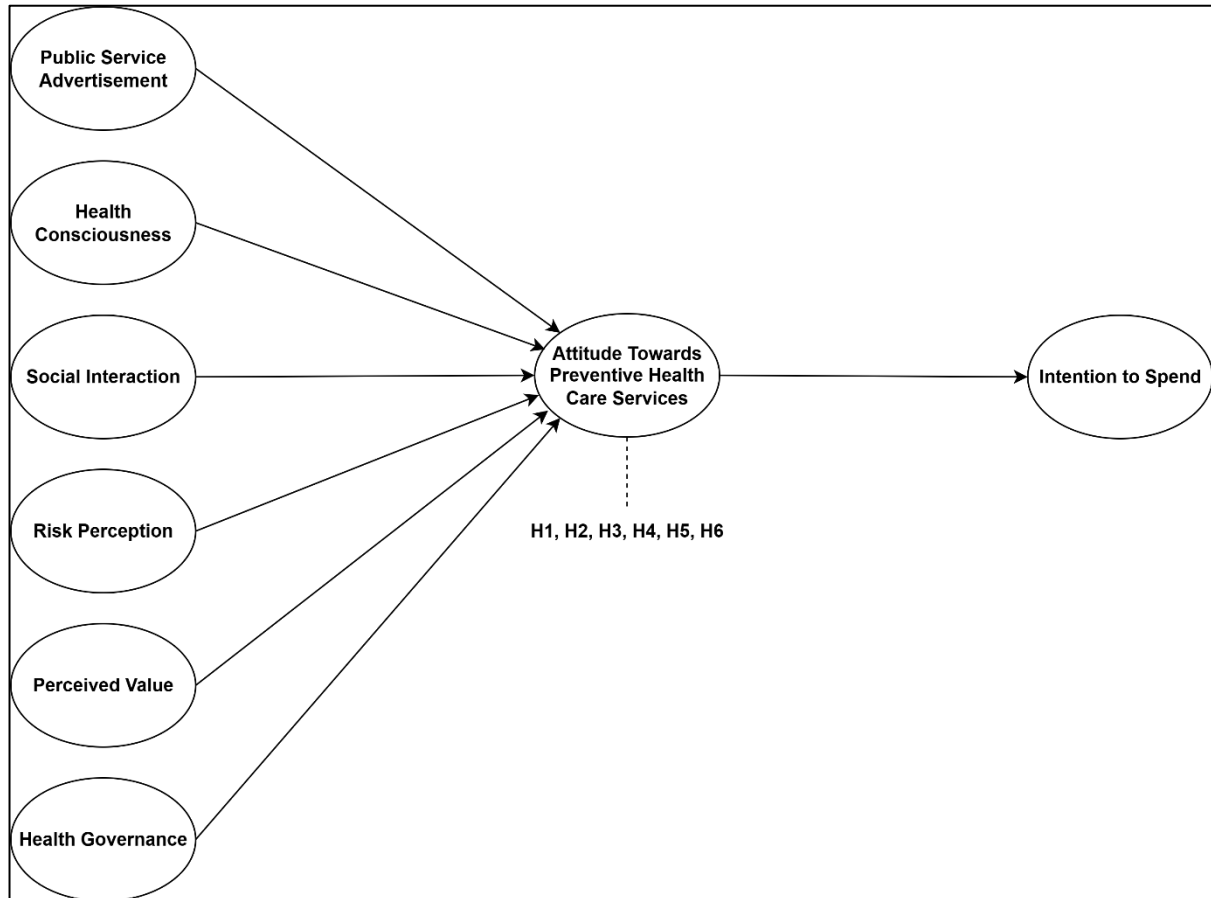


Figure 2: Statistical Model (Direct and Indirect Effects)

