

## POSTER PRESENTATION ABSTRACT

### **ACOS24-P-008: Medical Aesthetic Awareness Among Public in Malaysia and The Factors That May Influence It: A Cross-Sectional Study**

**Allan Teck Hoang Yong<sup>1\*</sup>, Richard Kwong Fai Ng<sup>2</sup>, Nur Dianah Firuz<sup>3</sup>, Prathishaa Jagathisan<sup>4</sup>, Syafiq Nur 'Ukail Samari<sup>5</sup>**

<sup>1</sup>W Clinic, Wilayah Persekutuan, Kuala Lumpur, Malaysia

<sup>2</sup>Clinic RX, Wisma TTGU, Jalan Maarof, Bangsar, Wilayah Persekutuan, Kuala Lumpur, Malaysia

<sup>3</sup>Klinik Fiana Antara Gapi Dr Sofian & Rakan-rakan, Serendah, Selangor, Malaysia

<sup>4</sup>Faculty of Medicine and Health Sciences, University Malaysia Sarawak, Jalan Datuk Mohammad Musa, Kota Samarahan, Sarawak, Malaysia

<sup>5</sup>Faculty of Applied Communication, Multimedia University, Cyberjaya, Selangor, Malaysia.

\*Correspondence: Allan Teck Hoang Yong; W Clinic, Wilayah Persekutuan, Kuala Lumpur, Malaysia; Email: ay\_allan82@yahoo.co.uk

Medical aesthetic practice is growing rapidly in Malaysia due to rising market demand, yet public understanding of these practices remains limited. This study evaluated the awareness and attitudes towards medical aesthetics among Malaysians. A cross-sectional survey was conducted among individuals aged > 18 years old in Malaysia from December 2021 to May 2022. The survey was distributed both online and in public settings. The survey comprised of respondents' sociodemographic, perception of physical attractiveness, knowledge and attitude towards medical aesthetic practices. The factors influencing respondents' attitudes towards medical aesthetic practices in the country were analysed using binary logistic regression, with the significance level set at  $P < 0.05$ . A total of 382 respondents participated in this study with an average age of 30.81 ( $\pm 9.38$ ) years, ranging from 18 to 68 years. The majority were women (77.5%), Malay (53.7%) and Muslim (57.1%). Although most respondents had no prior experience in medical aesthetic treatment (68.1%), 76.2% of respondents demonstrated good knowledge and 70.2% had a positive attitude towards these services. Additionally, 53.9% of the respondents highly valued the importance of physical attractiveness. The Buddhists and Hindus exhibited more positive attitude than the Muslims. Conversely, those who placed higher importance on physical attractiveness were 0.5 times less likely to develop a positive attitude towards medical aesthetic services. In conclusion, despite limited experience in medical aesthetic treatments and practice, most Malaysians possess good knowledge and positive attitudes towards medical aesthetics, indicating a growing interest and potential willingness to consider these services for enhancing their appearance.

Keywords: Awareness, Malaysia, Medical aesthetics, Physical attractiveness, Survey