

Supplementary

Table 5. Effects of sociodemographic variables on factors influencing consumer purchase factors in aesthetic medicine services.

	Psychosocial factors		Influence of others		Satisfaction of personal desires		Social media influence		Life events	
	Estimated Mean	Std. Error	Estimated Mean	Std. Error	Estimated Mean	Std. Error	Estimated Mean	Std. Error	Estimated Mean	Std. Error
Age										
18 - 29	3.63	0.20	2.88	0.19	4.42	0.13	3.73	0.18	2.99	0.22
30 - 39	3.24	0.15	2.68	0.15	4.43	0.10	3.36	0.14	2.88	0.16
40 - 49	3.15	0.23	2.66	0.22	4.51	0.15	3.33	0.20	2.67	0.24
50 - 80	3.38	0.31	2.44	0.30	4.41	0.21	3.42	0.28	2.24	0.33
Wilks' Lambda = 0.93, F (15.00, 367.56) = 0.70, p = 0.786										
Gender										
Male	3.32	0.25	2.72	0.24	4.21	0.17	3.22	0.23	2.87	0.27
Female	3.34	0.11	2.70	0.11	4.48	0.07	3.50	0.10	2.79	0.12
Wilks' Lambda = 0.97, F (5.00, 135.00) = 0.89, p = 0.492										
Marital status										
Single	3.51	0.16	2.82	0.16	4.38	0.11	3.59	0.15	2.98	0.18
Married	3.20	0.14	2.64	0.13	4.45	0.09	3.37	0.12	2.65	0.15
Divorced	3.44	0.40	2.52	0.38	4.72	0.27	3.38	0.36	2.96	0.43
Wilks' Lambda = 0.95, F (10.00, 268.00) = 0.72, p = 0.707										
Ethnicity										
Malay	3.33	0.12	2.62	0.11	4.44	0.08	3.43	0.11	2.77	0.13
Chinese	3.41	0.25	3.00	0.24	4.51	0.17	3.60	0.23	3.04	0.27
Indian	3.34	0.32	2.68	0.31	4.31	0.22	3.31	0.29	2.55	0.35
Other	2.98	0.70	3.07	0.67	4.44	0.47	3.76	0.63	3.00	0.76
Wilks' Lambda = 0.96, F (15.00, 367.56) = 0.41, p = 0.975										
Highest education level										
Doctorate degree	3.13	0.54	2.47	0.51	4.47	0.35	2.74	0.48	2.80	0.59
Master's degree	3.24	0.29	2.61	0.28	4.75	0.19	3.09	0.26	2.78	0.32
Bachelor's degree	3.21	0.13	2.63	0.12	4.32	0.09	3.49	0.12	2.76	0.14

Diploma	3.74	0.24	3.15	0.23	4.51	0.16	3.74	0.21	2.92	0.26
High school	3.65	0.40	2.40	0.38	4.78	0.26	3.41	0.36	2.85	0.44
Wilks' Lambda = 0.83, F (20.00, 438.74) = 1.23, p = 0.222										
Occupation										
Employed	3.42	0.13	2.86	0.12	4.54	0.08	3.48	0.11	2.84	0.13
Self-employed	3.10	0.23	2.52	0.21	4.30	0.15	3.44	0.21	2.64	0.24
Pensioner	1.93	1.21	1.44	1.13	4.67	0.79	3.29	1.09	1.00	1.30
Student	3.54	0.35	2.47	0.33	4.18	0.23	3.63	0.32	3.17	0.37
Housewife	2.96	0.54	1.64	0.51	4.17	0.36	3.00	0.49	2.00	0.58
Unemployed	3.27	0.86	2.28	0.80	3.67	0.56	2.57	0.77	3.67	0.92
Wilks' Lambda = 0.82, F (25.00, 488.15) = 1.06, p = 0.384										
Household Income										
< RM2500	3.53	0.28	2.75	0.27	4.32	0.19	3.37	0.26	3.04	0.30
RM2500 - RM5000	3.73	0.17	2.81	0.17	4.58	0.11	3.67	0.16	3.22	0.18
RM 5001 - RM9999	3.07	0.20	2.63	0.20	4.21	0.13	3.36	0.18	2.35*	0.21
> RM10000	3.00*	0.19	2.60	0.18	4.52	0.13	3.31	0.17	2.58	0.20
Wilks' Lambda = 0.83, F (15.00, 367.56) = 1.73, p < 0.05										

* significantly different from RM2500 - RM5000 with p<0.05

Table 6. Effects of sociodemographic variables on consumer clinic selection factors for aesthetic medicine services.

	Professional credibility		Social and media influence		Convenience and accessibility	
	Estimated mean	Std. Error	Estimated mean	Std. Error	Estimated mean	Std. Error
Age						
18 - 29	4.29	0.10	3.69	0.15	3.88	0.15
30 - 39	4.39	0.08	3.71	0.11	3.72	0.12
40 - 49	4.72	0.11	3.81	0.17	3.84	0.17
50 - 80	4.49	0.15	3.71	0.23	3.80	0.24
Wilks' Lambda = 0.92, F (9.00, 328.71) = 1.27, p = 0.252						
Gender						
Male	4.41	0.13	3.59	0.19	3.85	0.19
Female	4.45	0.06	3.75	0.08	3.78	0.08
Wilks' Lambda = 0.99, F (3.00, 137.00) = 0.62, p = 0.605						
Marital status						
Single	4.28	0.08	3.69	0.12	3.85	0.12
Married	4.56	0.07	3.77	0.10	3.80	0.10
Divorced	4.39	0.20	3.47	0.30	3.40	0.30
Wilks' Lambda = 0.92, F (6.00, 272.00) = 1.85, p = 0.090						
Ethnicity						
Malay	4.54*	0.06	3.70	0.09	3.86	0.09
Chinese	4.09	0.12	3.90	0.19	3.73	0.19
Indian	4.15	0.15	3.62	0.24	3.40	0.24
Other	5.00*	0.33	3.67	0.52	3.95	0.52
Wilks' Lambda = 0.81, F (9.00, 328.71) = 3.37, p < 0.05						
Highest education level						
Doctorate degree	4.62	0.27	2.71	0.39	3.14	0.40
Master's degree	4.64	0.15	4.00	0.21	4.03	0.22
Bachelor's degree	4.35	0.07	3.67	0.09	3.72	0.10
Diploma	4.52	0.12	3.90	0.17	4.02	0.18
High school	4.63	0.20	3.79	0.29	3.79	0.30
Wilks' Lambda = 0.88, F (12.00, 354.82) = 1.46, p = 0.136						
Occupation						
Employed	4.43	0.06	3.74	0.09	3.89	0.09
Self-employed	4.55	0.11	3.83	0.17	3.61	0.17
Pensioner	5.00	0.61	4.11	0.88	4.71	0.90
Student	4.31	0.18	3.74	0.26	3.79	0.26
Housewife	4.28	0.27	3.00	0.39	3.26	0.40
Unemployed	4.45	0.43	2.67	0.62	2.79	0.64
Wilks' Lambda = 0.89, F (15.00, 367.56) = 1.10, p = 0.352						
Household income						
< RM2500	4.39	0.14	3.51	0.21	3.76	0.21
RM2500 - RM5000	4.53	0.09	3.89	0.13	3.86	0.13
RM 5001 - RM9999	4.29	0.10	3.65	0.15	3.96	0.15
> RM10000	4.50	0.10	3.68	0.14	3.58	0.14
Wilks' Lambda = 0.90, F (9.00, 328.71) = 1.70, p = 0.089						

*significantly different from Chinese ethnicity with $p < 0.05$