

Survey Paper

Understanding Patient Preferences and Evolving Trends Within the Field of Aesthetic Surgeries in India: A Preliminary Survey-Based Analysis

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ABSTRACT

Background: Aesthetic surgery continues to be a popular option among individuals aiming to improve their physical appearance and address diverse concerns. **Aims and Objectives:** The study seeks to investigate several aspects including the frequency of patient inquiries, the prevalence of multiple surgeries, typical motivations for seeking aesthetic surgery, patient demographics, and the favored surgical procedures, all from the viewpoint of aesthetic surgeons in India. **Material and Methods:** A six-point survey questionnaire was distributed among aesthetic surgeons and valuable insights were obtained regarding patient preferences and evolving trends within the field of aesthetic surgery. **Results:** Analysis of 100 unique responses revealed that 86% of surgeons noted frequent inquiries for aesthetic surgeries, with 84% observing patients seeking multiple surgeries. Notably, 46% of surgeons reported the predominant age bracket for such enhancements to be 26-35 years. Motivations leading individuals to undergo aesthetic interventions were primarily driven by enhancing physical appearance, cited by 66% of respondents. **Conclusion:** The study highlights a significant interest in aesthetic procedures among patients in India, reflecting a noteworthy inclination towards multiple surgeries for enhancing physical appearance.

Keywords: *Aesthetic Surgery, Patient Preferences, Surgical Trends, Surgeon Perspectives*

In recent years, aesthetic surgery, has experienced remarkable growth, propelled by advancements in medical technology, minimally invasive surgical procedures and shifting societal perspectives.¹ Market research forecast anticipates the industry's global worth to reach USD 332.1 billion by 2030, a substantial increase from USD 99.1 billion in 2022, indicating a compound annual growth rate of 14.5%.² This surge underscores the importance for surgeons to grasp patient preferences and evolving trends in aesthetic procedures to deliver tailored care that aligns with the changing needs of their clientele. However, regardless of the global insights provided by organizations like The American

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Society for Aesthetic Plastic Surgery (ASAPS) and International Society of Aesthetic Plastic Surgery (ISAPS), there persists a scarcity of analysis of this invaluable data on a country level.³

Acknowledging this issue, our study aims to explore the multifaceted domain of aesthetic surgery in India. Through a comprehensive survey conducted among aesthetic surgeons, we attempt to evaluate various aspects, including the frequency of patient inquiries, the motivations driving individuals to undergo surgery, the diverse demographic characteristics influencing this field, and the preferred surgical procedures among patients seeking aesthetic enhancements.

MATERIALS AND METHODS

A meticulously constructed survey containing six distinct questions was developed to extract insights from aesthetic surgeons practicing in India. These questions span a spectrum of crucial aspects, encompassing patient inquiries, instances of multiple surgeries, prevalent motivations driving individuals to seek aesthetic enhancements, demographic profiles of patients, and preferred surgical interventions. Distributed through Lybrate (a mobile healthcare communication and delivery platform), this survey reached approximately 200 aesthetic surgeons nationwide.

The responses thus collected were collated and subjected to rigorous analysis, aimed at identifying emerging trends and discernible patterns in both patient preferences and surgical methodologies. This methodical approach was undertaken to unravel nuanced dynamics within the domain of aesthetic surgery, ultimately contributing to a deeper understanding of patient inclinations and informing refined surgical practices in the continually evolving landscape of aesthetic medicine.

RESULTS

A total of 116 unique responses were received from participating surgeons. However it's noteworthy that 16 respondents opted not to provide responses to all survey questions. Consequently, these incomplete responses were excluded from subsequent analysis to maintain the integrity of the findings and the remaining 100 responses were considered for analysis. Table 1 depicts the questions and options given in the survey and the recorded responses.

Table 1. Recorded responses to survey questionnaire.

Questions and Response Rate
How frequently do patients ask you about aesthetic surgery? Very frequently: 38% Somewhat frequently 48% Rarely 14% Almost never 0%
How many patients come to you for more than one aesthetic surgery? Rarely: 16% Some do come for more than one surgery: 54% Quite a few patients come for more than one aesthetic surgery: 30% Almost all patients seek more than one aesthetic surgeries: 0%
In your opinion, what is the most common reason for patients seeking aesthetic surgery?

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Questions and Response Rate
Correcting physical abnormalities or defects: 8%
Enhancing physical appearance: 66%
Correcting functional issues (e.g., breathing problems, vision impairment): 2%
Psychological reasons (e.g., improving self-esteem, feeling more confident): 24%
What is the most common age group of patients seeking aesthetic surgery?
Under 18 years: 0%
18-25 years: 28%
26-35 years: 46%
36-45 years: 24%
46-55 years: 2%
Over 55 years: 0%
What is the most common gender of patients seeking aesthetic surgery?
Male: 12%
Female: 88%
Non-binary/ Third Gender: 0%
In your experience, what is the most common type of aesthetic surgery requested by patients?
Rhinoplasty (nose job): 10%
Liposuction (fat removal): 26%
Breast augmentation: 10%
Eyelid surgery: 0%
Facelift: 40%
Others: 14%

Remarkably, a substantial portion of patients exhibited a keen interest in aesthetic procedures, as reported by 86% of surgeons who indicated either very frequent or somewhat frequent inquiries (Figure 1). Additionally, a noteworthy proportion of surgeons (84%) highlighted instances where patients sought multiple aesthetic surgeries, indicating a growing trend in this practice (Figure 2).

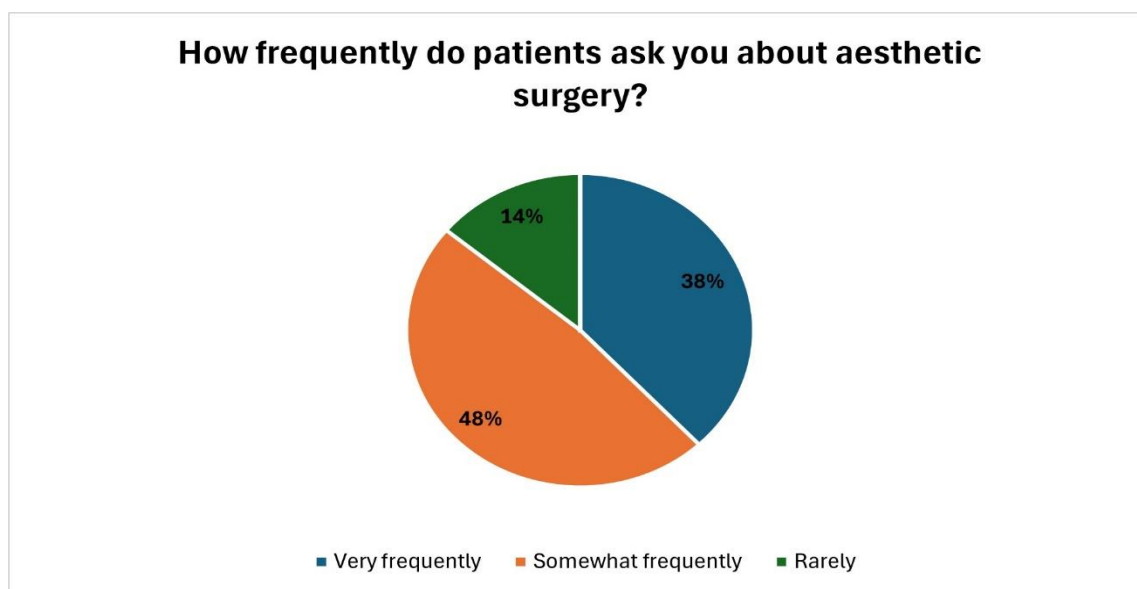


Figure 1. Frequency of patients exhibiting a keen interest in aesthetic procedures in India according to the aesthetic surgeons.

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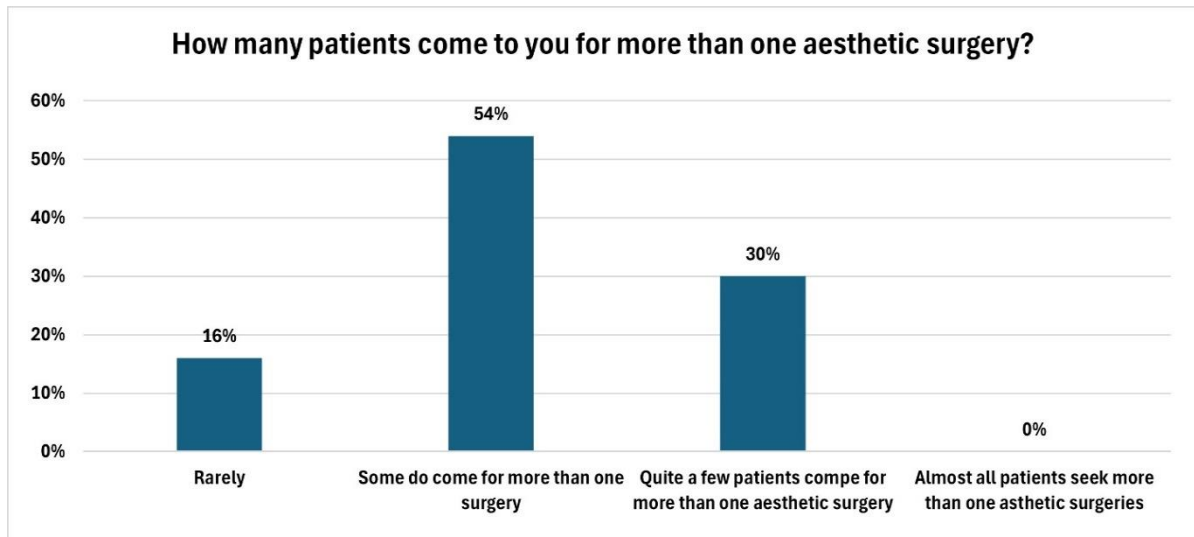


Figure 2. Surgeons highlighting instances where patients sought multiple aesthetic surgeries in India.

Among several motivations leading individuals to undergo aesthetic interventions, enhancing physical appearance emerged as the foremost reason, cited by 66% of respondents. Psychological considerations followed closely behind, accounting for 24% of responses (Figure 3). Demographically, the data revealed that the most prevalent age bracket seeking aesthetic enhancements fell within the range of 26 to 35 years, constituting 46% of patients (Figure 4). Moreover, the overwhelming majority of patients were identified as female, comprising 88% of the total cohort (Figure 5).

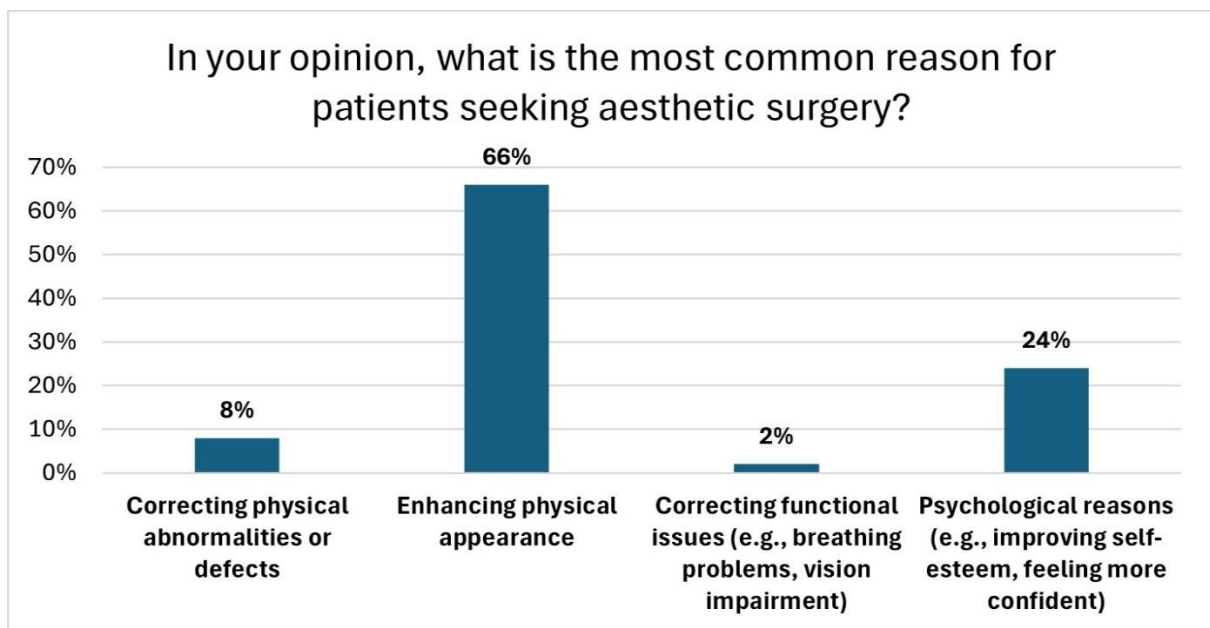


Figure 3. Surgeons highlighting motivations prompting patients to undergo aesthetic interventions in India.

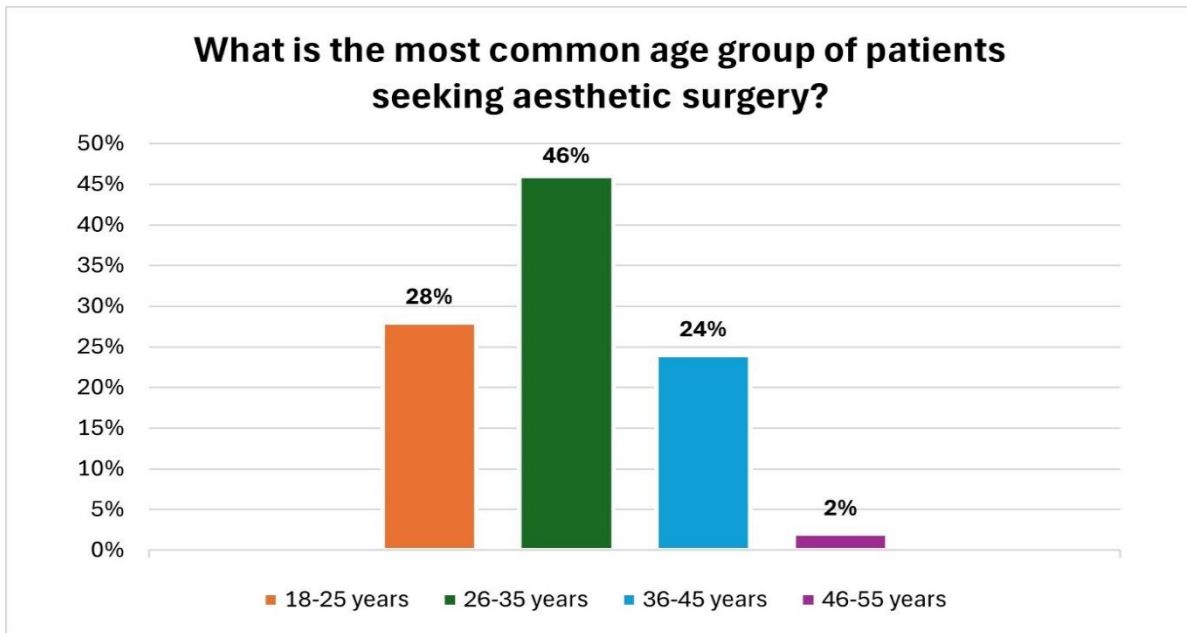


Figure 4. Surgeons highlight the most common age group of patients to undergo aesthetic interventions.

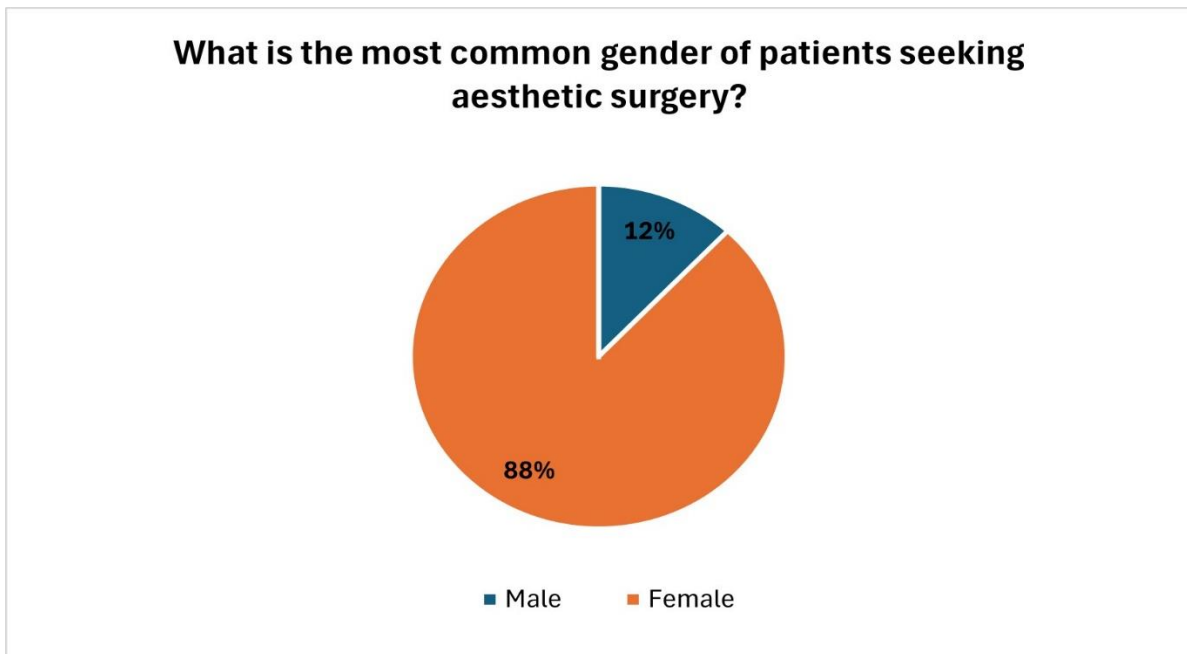


Figure 5. Gender distribution among patients undergoing aesthetic interventions in India. In terms of specific surgical procedures, facelifts emerged as the most sought-after intervention, capturing the attention of 40% of patients surveyed. Liposuction closely trailed behind, and was cited by 26% of respondents (Figure 6).

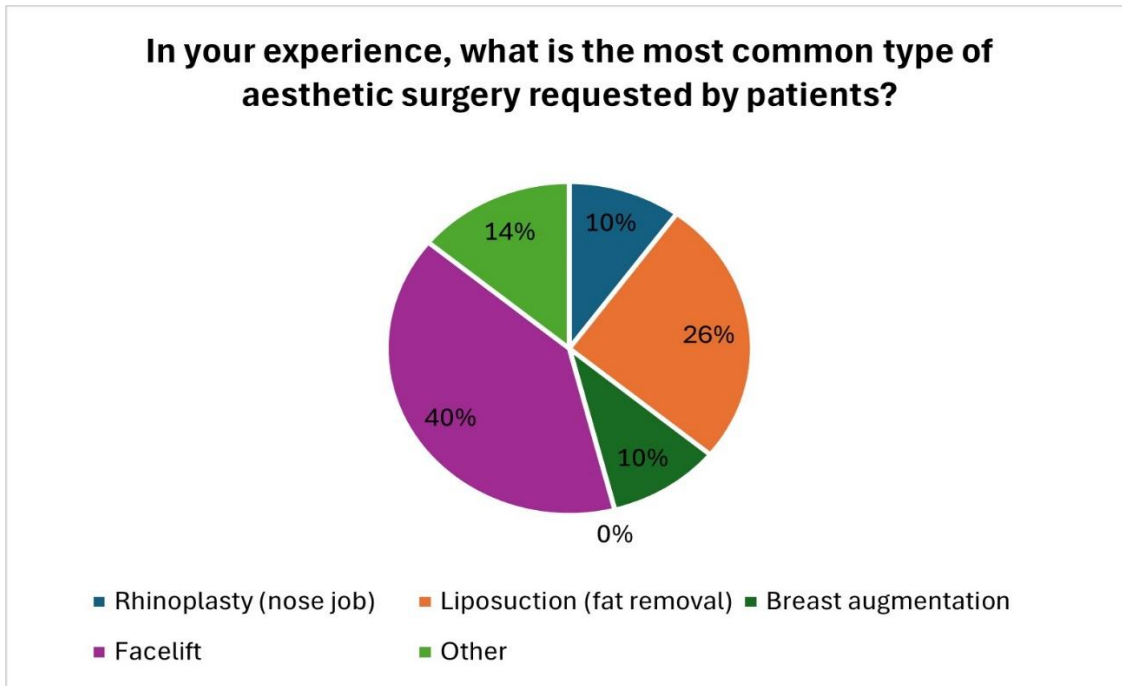


Figure 6. Most sought after aesthetic interventions by patients according to aesthetic surgeons in India

These findings underscore the multifaceted nature of patient preferences and highlight the evolving landscape of aesthetic surgery, offering valuable insights for practitioners aiming to cater to the diverse needs and desires of their clientele.

DISCUSSION

The practice of aesthetic medicine involves interpreting patient objectives and tailoring treatment approaches adeptly to achieve an optimal aesthetic outcome, thereby nurturing a trusting clinician-patient relationship.⁴ Generally, competent adults maintain the autonomy to decide whether to undergo surgical procedures.⁵ This practice emerges from diverse cultural backgrounds and evolving trends, where the domain of cosmetic surgery and its application not only reflects individual preferences but also cultural influences.⁶ Furthermore, a significant proportion of patients view aesthetic surgery as a remedy for personal and interpersonal challenges.⁵ As a result, understanding patient preferences, expectations, and emerging trends in aesthetic surgeries remains a crucial yet complex challenge.

The observations from the presented study underscore a significant demand for aesthetic surgery in India, highlighting the necessity for surgeons to grasp patient motivations and preferences. Navigating this complex landscape requires consideration of various factors, from patient demographics to desired outcomes, to ensure personalized care.

Moreover, the popularity of procedures like facelifts and liposuction not only reflects changing aesthetic standards but also showcases the impact of technological advancements. These procedures serve as tangible manifestations of evolving aesthetic ideals influenced by societal trends and medical innovation.⁷

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The insights obtained from this study hold promise for enhancing clinical practice in aesthetic surgery. By leveraging this understanding, practitioners can refine their approaches and tailor strategies to closely align with patient preferences and goals. Furthermore, these insights serve as a catalyst for ongoing research and innovation, driving the continual evolution of aesthetic surgical practices to effectively meet the evolving needs and expectations of patients.

CONCLUSION

In summary, our study highlights a significant interest in aesthetic procedures among patients in India, reflecting a noteworthy inclination towards multiple surgeries for enhancing physical appearance. The motivations behind these choices vary, primarily focusing on aesthetic enhancement followed by addressing psychological factors.

Furthermore, our analysis of demographic data reveals a predominant patient demographic, predominantly female and aged between 26 to 35 years. Notably, facelifts emerge as the most favored procedure, closely followed by liposuction. These findings underscore the dynamic nature of patient preferences and the evolving landscape of aesthetic surgery. It is imperative for practitioners to grasp these trends to effectively cater to the diverse needs and desires of their clientele in this rapidly expanding field.

Moving forward, future research efforts could delve deeper into emerging trends and innovative advancements within the field of aesthetic surgery. This study aims to continuously adapt and refine surgical practices to align with the evolving needs of patients. Ultimately, such endeavors aim to elevate overall satisfaction levels and further enrich the field of aesthetic surgery.

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Conflict of Interest

The author(s) declared no conflict of interest.

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