



Identifying User Knowledge Gaps



Not every patient hesitates because
of fear.
For many, the biggest barrier is
uncertainty.

**So... how does uncertainty
influence aesthetic choices?**



*Source:
FMR Global Health Consumer
Insights Study (n=1,000+, Global
Markets)*

season 1 episode 4



Core mindset

This segment is defined by uncertainty and information-seeking behavior. Their barriers revolve around not knowing who to trust, lacking sufficient information, and uncertainty about which treatment is right.

They skew slightly younger:
Highest proportion aged 25–34 (25%)

They are also more prevention-oriented and emotionally motivated.

Compared with other groups, they are more likely to:

28%

Are influenced by the practitioner at the final booking stage

39%

Motivated by wanting to feel more confident/improve self-esteem

32%

Motivated by prevention of aging signs

Trust and information sources

Unlike Fear-driven consumers who rely heavily on practitioners, Knowledge Gap consumers are more exploratory and research-oriented.

They are more likely to:

37%

Seek information early in the journey/information gathering phase

46%

Use practitioner consultations for information

21%

Use specialized aesthetic platforms such as RealSelf

46%

Trust practitioners overall

Trust and information sources

However, they are less likely to use:

12%

YouTube

7%

Online forums/communities

23%

Google/search engines

This suggests they prefer curated or expert-led educational environments rather than open internet research.

Treatment behavior and conversion

This segment appears relatively engaged and treatment-committed.



They are more likely to:



They also appear highly guided by practitioner structure and education.





Brand importance

44%

HIGH QUALITY

44% associate their chosen brand with high quality, lower than Fear-driven peers

42%

SAFETY

42% associate their brand with safety, still forming confidence in this area

13%

FAMILIARITY & TRUST

Only 13% cite familiarity or trust in the brand itself as a driver

This suggests they are still forming opinions and rely less on established brand familiarity.

Their relationship with brands appears more education-led than loyalty-led.





Switching triggers

Knowledge Gap consumers are particularly sensitive to outcome reassurance and social proof.

They are more likely to switch clinics for:

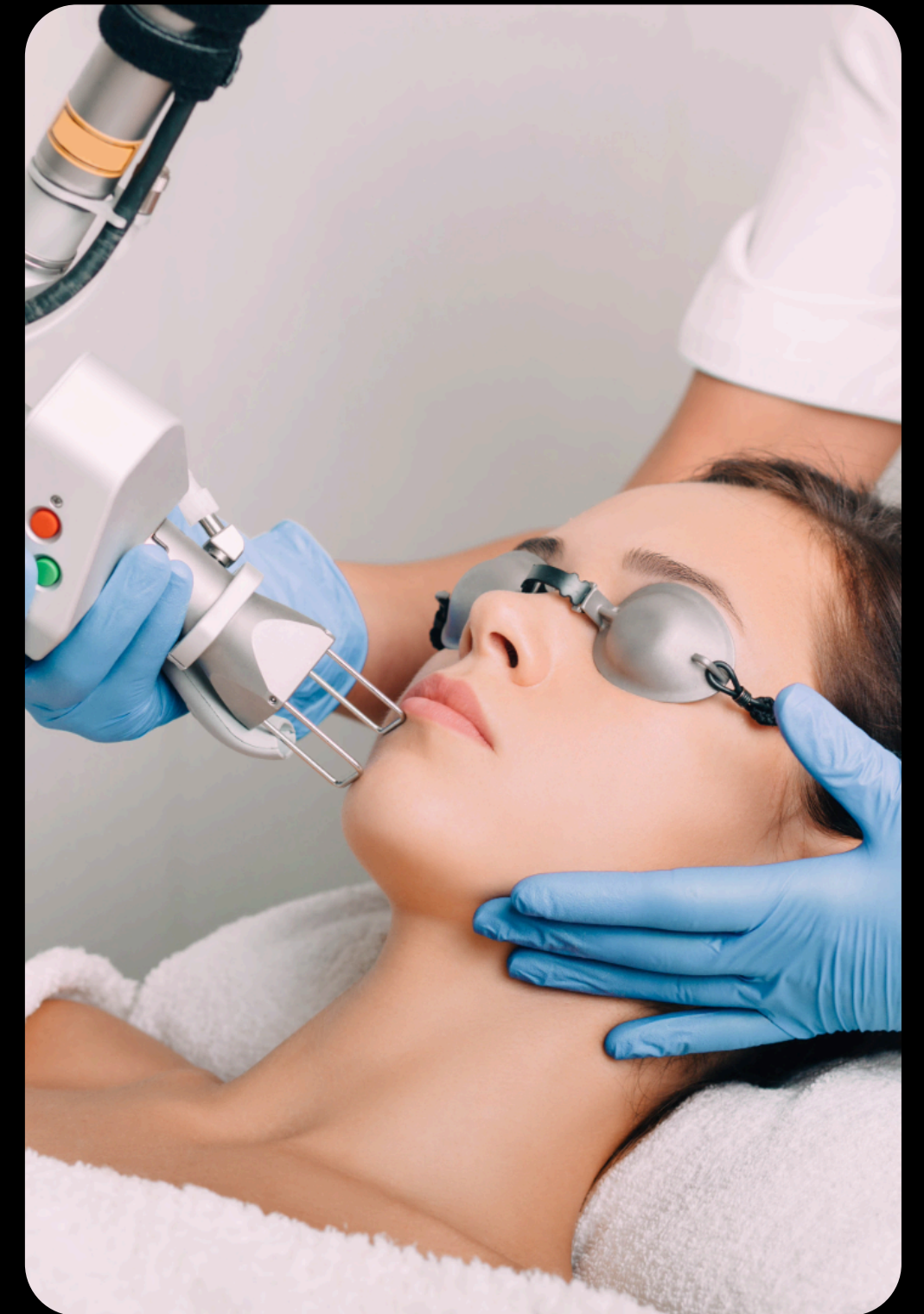
More natural-looking results



Recommendations from friends/family or practitioners



They are less motivated by **convenience/location (8%)**, suggesting that reassurance and confidence matter more than practicality.



Next

season 1 episode 5

Exploring how value, cost, longevity, and treatment ROI shape aesthetic decisions.



Value isn't always about price.

For many patients, the decision is not whether a treatment works, but whether it is worth it.