

**KAP OF GENERAL POPULATION TOWARDS COMPLEMENTARY AND
ALTERNATIVE MEDICINE (CAM) IN RELATION TO HEALTH AND QUALITY
OF LIFE IN SUNGAI PETANI (MALAYSIA)**

ABSTRACT

The demand of complementary and alternative Medicine (CAM) has increased drastically in few decades with the knowledge, attitude and practice among the general population is considered as positive. Literatures show the effectiveness and acceptance of alternative therapies is still debatable among the health care providers. Current study was performed on 410 randomly selected respondents from general population of Sungai Petani (Malaysia). The aim of this study was to evaluate the knowledge, attitude and practice on the acceptance and utilization of complementary and alternative Medicine (CAM). Respondents from the community halls, railway station and shopping centers were requested to participate in this study. The response along with demographic details from population was collected through a validated questionnaire; results were analyzed by using validated data collection tool. The results were concluded on the basis of good, moderate and poor response which was evaluated through data analysis by SPSS 20. A p -value <0.05 was considered as statistically significant. Total 182 (44.4%) were males and 228 (55.6%) females, better knowledge was identified among the females (p -value <0.001) with mean knowledge of 15.55 ± 2.7 . Chinese population was having good knowledge with statistically strong correlation with mean knowledge of 15.63 (p -value 0.006) and 2.78 points. Similarly, Buddhism was reported with good knowledge among all the religions. Overall good attitude was reported among the followers of Buddhism (p -value <0.001) among different religious groups with the effect size of 0.324, showing moderate correlation. Rural population was highlighted with lesser family income showed good practice pattern and understanding (p -value 0.006). Use of CAM is widespread

but there was gap between ethnic and religious groups seen due to their own traditional beliefs. Similar difference were seen in knowledge, attitude and practice among the rural population with lower income level compared to urban population in Sugai Petani. Educational hierarchy reflects the overall understanding of individuals. Therefore, respondents holding higher educational degree were found better in their knowledge and practice along with positive attitude towards the use of Complementary medicine. Knowledge should be disseminated among the population of Malaysia. This study concludes the overall knowledge was higher in more educated, young people also belonging from urban region. The Chinese population and followers of Buddhism were found to be good in attitude and practice of CAM which can be further investigated for the cause and reason of much acceptance.