

dysmorphia related to femininity rather than solely driven by societal beauty ideals.

Methods: Data from 228 female college students, both undergraduate and graduate, were collected via online surveys. The survey instruments included a sociodemographic form, the Eating Attitude Test, the Gender Roles Attitude Scale, and the Multidimensional Body-Self Relations Questionnaire.

Results: The average age of the participants was 24.41 (18-33) years. Regression analysis revealed that age ($\beta = -0.155$, $p = 0.015$), the belief that physical appearance would be less important if they were male ($\beta = 0.292$, $p < 0.001$), and maternal criticism about weight ($\beta = 0.239$, $p < 0.001$) were influential factors in shaping eating attitudes. Surprisingly, no significant relationship was found between eating attitudes and traditional gender roles ($\beta = 0.072$, $p = 0.246$). However, we did establish a connection between aspiring to meet ideal thinness standards and perceiving women as disadvantaged in the workplace due to their traditional gender roles ($t(226) = 2.32$, $p = 0.021$), as well as with maternal criticism ($t(225) = 3.55$, $p < 0.001$).

Conclusions: Our findings suggest that the absence of a direct link between eating attitudes and traditional gender roles may be attributed to an individual's perception of their environment rather than their self-assessment of masculinity within an egalitarian context. Notably, maternal influences specifically their criticism regarding their daughters' weight and the roles assigned to mothers significantly shape these perceptions and, consequently, eating behaviors, aligning with existing literature (Ferreira et al., 2021). This underscores the need to consider eating disorders within a broader biopsychosocial framework, encompassing attitudes toward the world and one's role within it.

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EPV1103

The approach of physiotherapists in the management of patients with persistent pain and comorbid anxiety/depression: are there any differences between male and female professionals?

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Introduction: Chronic pain is a prevalent condition that is frequently complicated by concomitant mood and anxiety disorders. Very preliminary data indicate that female physiotherapists could have a better attitude towards psychiatric disorders.

Objectives: Purpose of the present article is to identify eventual differences in the management of patients with chronic pain and anxiety/mood disorders depending on the physiotherapists' gender.

Methods: An ad-hoc questionnaire was developed and sent to physiotherapists by e-mail. The two groups identified by gender were compared by unpaired sample t tests for continuous variables and χ^2 tests for qualitative ones. A binary logistic regression was

then performed with factors resulting statistically significant at univariate analyses as independent variables and gender as dependent one.

Results: Female physiotherapists (compared to male ones) resulted to be more confident in the prosecution of physiotherapy by patients with Generalized Anxiety Disorder (GAD) comorbidity ($t = 2.46$, $p = 0.01$) and by patients who had received a visit with a mental health professional ($t = 2.79$, $p = 0.01$). Furthermore, female physiotherapists versus male ones believed that pharmacotherapy was less associated with motor side effects ($t = 2.90$, $p < 0.01$) and more frequently recognized the importance of a training to identify affective disorders ($t = 2.65$, $p = 0.01$) and the need of more education in mental health ($t = 2.85$, $p = 0.01$). The binary logistic regression model confirmed that female professionals (compared to male ones) were less likely to work as freelance in private institutions ($p = 0.015$) and were more confident in the prosecution of physiotherapy by patients with GAD comorbidity ($p = 0.05$).

Conclusions: Female compared to male physiotherapists resulted to be more comfortable with patients affected by mental conditions and to be more aware of the need of training on mental health. Implementation of mental health education for male physiotherapists is probably necessary and further studies are needed to confirm the results of the present study.

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EPV1104

Influence of neuromarketing on the increase in shopping anxiety in women in the city of Santa Marta

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Introduction: New technological trends and access to more information have generated an anxious disorder and the need to obtain everything that the consumer society has to offer, this has increased with the influence of neuromarketing in internet ads.

Objectives: The objective that was raised in the present investigation was to analyze the influence of neuromarketing in the increase of anxiety reflected in compulsive purchases of women in the city of Santa Marta.

Methods: The field research design is non-experimental and cross-sectional, the sample taken was of 500 women with purchasing power of more than three Colombian minimum wages.

The IDARE Ch. Spielberger, R. Díaz Guerrero et al. (1966) checklist was applied; To review the relationship between advertising with neuromarketing, anxiety and compulsive purchases, a Likert-type scale instrument was designed and validated with the Alpha Cronbach Coefficient. Analysis of Covariance ANOVA, inferential statistics and SPSS were performed.

Results: 57% of the women meet the criteria for the IDARE clinic. The analysis of the questionnaire showed a goodness of fit of $R^2 = 0.697$. The result indicates that the more hours women spend on the internet with access to ads focused on neuromarketing, the more they feel the need to buy, and this generates anxiety processes.