A Study to Assess the Knowledge on Impact And Consumption Behaviour of Cosmetic Products on Human Body among Undergraduate Students in Selected Colleges of Ranchi, Jharkhand

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Abstract*: Introduction: Cosmetics are substance used to enhance the appearance and odour of the human body. The utilization of cosmetics may vary, "they cleanse, beautify, promote attractiveness and alter appearance of body and face". Cosmetic includes skin creams, lotion, perfumes, lipsticks, finger nail polishes, eye and face makeup products, toothpastes, deodorants and hair dyes.*

Aims & objectives: To assess the knowledge on impact and consumption behaviour of cosmetic products on human body among undergraduate students in selected colleges of Ranchi, Jharkhand.

To find out the association between knowledge regarding cosmetics impact and consumption behaviour among undergraduate students with selected socio- demographic variables.

Method: The research approach was quantitative approach and design descriptive design.

Result: The result of the study maybe the effected step towards improving the knowledge on impact and consumption behaviour of cosmetic products among undergraduate students. The study was conducted at Dr. Shyama Prasad Mukherjee University, St. Xavier College and Marwari College, Ranchi, Jharkhand.

The study included a total sample size of 132undergraduate students. Non- probability convenient sampling technique was used to collect the sample from the population. A self- structured questionnaire that contains Socio- demographic variables, Knowledge questionnaire and Consumption behaviour was used for the data collection after the detailed validation and reliability testing. Analysis of the data was done by using SPSS 20.0 version and JAMOVI version 2.5.3.

The result of the study showed that in this study, majority of samples were aged between 18-20 years, majority of the samples were female population.

Keywords: Assess, knowledge, cosmetic undergraduate students

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