

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 132 undergraduate 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

I. 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. The younger generation have a strong desire and urge for enhancing their beauty, westernization and mass-media has greatly influence on the current generation to be aesthetically appealing. Proficient young aged students concentrate more on their self image and use cosmetics regularly. Fragrances and preservatives are the main ingredients in cosmetics and the most common cause of skin problems. Most cosmetic products contain hazardous chemicals like; sodium sulphate, Talcum parabens (Butyl-, Ethyl-, Methyl-, and propyl) oxybenzone, octinoxate, steroids, hydroquinone, the long term use of which can lead to lethal health concern like permanent pigmentation, allergic reaction, hormone disruption, premature aging, reproductive toxicity, skin cancer, lungs damage, mercury poisoning and others.

Cosmetic items have long been used by people around the world in order to enhance personal appearance and maintain personal hygiene and safety. Cosmetic items are general known as the chemical substance or sometimes the preparation from natural herbs. Most undergraduate students or younger youth pay more attention to their transient enhanced look, ignoring the long standing systematic adverse effect caused by the cosmetics.

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.

Research design:

Descriptive Research Design has used to assess the findings.

Inclusion criteria:

- Undergraduate students of selected colleges of Ranchi, Jharkhand.
- Those who are willing to participate in study
- Those who are available at the time of data collection

Exclusion Criteria:

- Students who are absent on the day of data collection
- Students who are not willing to participate.

II. METHODOLOGY

In this study, the level of knowledge and consumption behaviour are categorised into poor and good category on the basis of mean value.

Students who scored less than the mean value, they come under the poor category and who scored more than the mean value are placed into good category. In this study, self-structured questionnaire method was used.

Result: The finding of our study showed that majority of the subjects (57.58%) had good knowledge and (42.42%) had poor knowledge.

50.76% of the subjects had good consumption behaviour and 49.24% had poor consumption behaviour

Description of Demographic Characteristics in Terms of Frequency and Percentage

- Majority of the subjects (75%) were in between the age group of 18-20 years, (23.5%) of the subjects were in between the age group of 20- 25 years, and (1.5%) were in between the age group of above 25 years.
- Majority of the subjects (68.2%) were female population and (34.8%) were male population.
- Majority of the subjects (71.2%) were studying graduation 2nd year and (28.8%) were study in graduation 1st year.
- Majority of the subjects (99.2%) were unmarried and (0.8%) were married.
- Majority of the subjects (49.2%) were having nuclear & joint family and (2%) were extended family.
- Majority of the subjects (60%) were from rural and urban area of residence and 12% were from semi urban area of residence.
- Majority of the subjects (78%) were got the knowledge about the cosmetics by source :internet and (15.9%) were got from friends and relatives, (3.8%) from television and (2.3%) from newspaper.
- Majority of the subjects (61.4%) were having mixed dietary habit and (26.5%) were vegetarian and (10.6%) were non vegetarian and (1.5%) were vegan.
- Majority of the subjects (39.4%) were having family income upto Rs. 20,000 and (35.6%) were having between Rs. 20,000-60,000 and (25%) were having more than Rs. 60,000.
- Majority of the subjects (66.75%) were Hindu religion and (18.9%) were of Sarna religion and (9.1%) were Christian religion and (5.3%) were of Muslim religion.

DEMOGRAPHIC VARIABLES

SL NO	VARIABLES	F	%
1.	AGE OF YEARS		
	18-20	99	75
	20-25	31	23.5
	ABOVE 25	2	1.5
2.	GENDER		
	MALE	46	34.8
	FEMALE	86	68.2
3.	EDUCATION		
	GRADUATION 1ST YR	38	28.8
	GRADUATION 2 ND YR	94	71.2
4.	MARITAL STATUS		
	MARRIED	1	0.8
	UNMARRIED	131	99.2
5.	TYPE OF FAMILY		
	NUCLEAR	65	49.2
	JOINT	65	49.
	EXTENDED	2	1.5
6.	AREA OF RESIDENCE		
	RURAL	60	45.5
	URBAN	60	45.5
	SEMIUBAN	12	9.1
7.	SOURCE OF KNOWLEDGE		
	TELEVISION	5	3.8
	INTERNET	103	78.0
	NEWSPAPER	3	2.3
	FRIENDS	21	15.9
8.	DIETARY HABITS		
	VEGETTARIAN	35	26.5
	NON VEG	14	10.6
	VEGAN	2	1.5
	MIXED	81	61.4
9.	FAMILY INCOME		
	UP TO RS.20000	52	39.4
	UPTORS 20000-60000	47	35.6
	MORE THAN RS.60000	33	25.0
10.	RELIGION		
	HINDU	88	66.7
	MUSLIM	7	5.
	CRISTIAN	12	9.1
	OTHERS	25	18.9

III. DISCUSSION

Cosmetics items have long been used by people around the world in order to enhance personal appearance and maintain personal hygiene and safety. Most undergraduate students or younger youth pay more attention to their transient enhanced look, ignoring the long standing systematic adverse effect caused by the cosmetics.

Most cosmetic products contain hazardous chemicals like; sodium sulphate, Talcum parabens (Butyl-, Ethyl-, Methyl-, and propyl) oxybenzone, octinoxate, steroids, hydroquinone, the long term use of which can lead to lethal health concern.

The relevant previous study shows that use of cosmetic has been increased 50% over last 10 years. Hence, the similar study has been conducted with the aim to assess the knowledge on impact and consumption behaviour of cosmetic products on human body among undergraduate students.

In this study, the level of knowledge and consumption behaviour are categorized into poor and good category on the basis of mean value.

Students who scored less than the mean value, they come under the poor category and who scored more than the mean value are placed into good category.

So, the finding of our study showed that majority of the subjects(57.58%) had good knowledge and (42.42%) had poor knowledge.

50.76% of the subjects had good consumption behaviour and 49.24% had poor consumption behaviour.

IV. CONCLUSION

The study was conducted in Dr. Shyama Prasad Mukherjee University, St. Xavier College and Marwari College Ranchi, Jharkhand by using a self- structured questionnaire to assess the knowledge on impact and consumption behaviour of cosmetic products on human body among undergraduate students.

As discussed earlier the objective set by us has met and fulfilled completely. With the help of literature review, guidance from many books, e- journal and websites, formulation of conceptual framework, methodology, data analysis plan has been done. Final study comprised of 132 samples. Non probability, convenient sampling technique was used. The knowledge on impact and consumption behaviour of cosmetic products was assessed.

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