



AWARENESS OF HEALTH HAZARDS, ATTITUDE AND PRACTICE REGARDING USE OF COSMETICS AMONG YOUTH

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ABSTRACT

Cosmetics are products that are created to application on the body for the purpose of cleansing, beautifying or altering appearance and enhancing attractive factors. The present study was conducted to assess the awareness of health hazards, attitude and practice regarding use of cosmetics among youth. A quantitative non experimental descriptive research design was used and the participants were selected by multistage cluster sampling. The study was conducted among 500 youths from selected colleges in Kottayam district. The framework, Rosenstoch's health belief model theoretically supported the study. The tools used for collecting data were socio personal data sheet, structured questionnaire to assess the awareness, rating scale to assess the attitude and checklist to assess the practice regarding use of cosmetics. Data collected were analyzed by using descriptive and inferential statistics. Findings revealed that 83.2% of youth have average awareness and 14.8% have poor awareness regarding health hazards of cosmetics. 93% of youth shows unfavourable attitude, even though 77.8% of males and 80.6% of females practice cosmetics occasionally. There is no significant correlation between awareness and attitude and no significant association of awareness, attitude and practice of youth with selected variables.

KEYWORDS : Awareness; Attitude; Practice; Youths; Cosmetics; Health hazards; Selected variables.

INTRODUCTION

Humans are the gift of god to the earth. Beauty is the major concept of adolescent's creativity in the body. Cosmetics enhance the body image and the self concept. Thus a positive body image displays more confidence and interaction with others. Hence adolescents are more attracted towards cosmetics. The importance of cosmetics has increased as many people want to stay young and attractive. Cosmetics have a long, off and on again relationship with various cultures worldwide. These products functions range from ceremonial or spiritual meaning, marking an individual of an occupation, to trying to appeal to other's sense of beauty. Even though the rate of cosmetics related hazards are increasing day by day, the main root is the practice of age groups of youth. So it is necessary to assess the awareness regarding health hazards of cosmetics and the attitude of college students towards use of cosmetics as they are the gift of future.

Statement of the problem

Awareness of health hazards, attitude and practice regarding use of cosmetics among youth in selected colleges of Kottayam district.

Objectives

- To assess the awareness regarding the health hazards of cosmetics among youth
- To identify the attitude regarding use of cosmetics among youth.
- To determine the practice of youth regarding use of cosmetics.
- To find out the correlation between the awareness of health hazards and attitude of youth regarding use of cosmetics.
- To find out the association of awareness of health hazards, attitude and practice of youth regarding use of cosmetics with selected variables.
- To provide an information booklet regarding health hazards of cosmetics.

METHODOLOGY

A quantitative research approach is used to assess the awareness of health hazards of cosmetics, attitude and practice regarding use of cosmetics among youth in selected colleges of Kottayam district. Non experimental descriptive research design was used in this study. The study was conducted in selected Arts and Science Colleges under Kottayam District which was selected randomly that consists of youth in the age group of 18 to 20 years.

Multistage cluster sampling was used.

Table 1: Frequency distribution and percentage of youth based on age and gender

Sample characteristics	f	%
n=500		
Age in years		
18	120	24.0
19	169	33.8
20	211	42.2
Gender		
Male	149	29.8
Female	351	70.2

Table 1 shows that 42.2% of youth belongs to the age group of 20 yrs and is also evident that 70.2 % among the of youth were females

Table 2: Frequency distribution and percentage of youth regarding use and type of cosmetics

Sample characteristics	f	%
Cosmetic use(n=500)		
Yes	402	80.4
No	98	19.6
Type of cosmetics (n=402)		
Artificial	143	28.6
Natural	31	6.2
Both	228	45.6

Table 2 depicts that 80.4 % of youth use cosmetics and among them 45.6% youth uses both artificial and natural cosmetics.

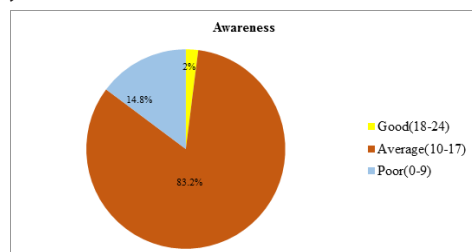


Figure 1: Pie diagram showing the awareness of youth regarding health hazards of cosmetics

Pie diagram shows that 83.2% of youth have average, 14.8% have poor and 2% have good awareness regarding health hazards of cosmetics.

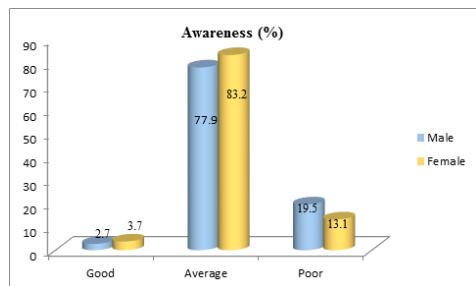


Figure 2: Comparison of awareness regarding health hazards of cosmetics among male and female youths.

Fig.2 shows that females have more knowledge regarding health hazards of cosmetics than males.

Table 3: Frequency distribution and percentage of youth based on attitude regarding use of cosmetics

n =500

Attitude	f	%
Favourable	35	7
Unfavourable	465	93

Table 3 shows that 93% of the youth have unfavorable attitude and 7% have favorable attitude regarding use of cosmetics.

Table 4: Frequency distribution of youth based on practice of using various cosmetic items

Cosmetics	Practice					
	Male (n=149)			Female(n=351)		
	Frequently	Occasionally	Never	Frequently	Occasionally	Never
Face bleach		NA		3	305	43
Acne cleanser	5	132	12	12	285	54
Lipstick		NA		13	213	125
Mascara		NA		15	264	72
Eyeliner		NA		114	151	86
Nail polish		NA		131	130	90
Hair dye	1	5	143	5	21	325
Hair colour	0	7	142	3	26	322
Hair remover	1	6	142	8	38	305
Hair shampoo	41	62	46	90	174	87
Skin henna	0	7	142	6	19	326
Hair henna	1	17	131	8	39	304
Body lotions	0	19	130	18	56	277
Sun creams	1	19	129	12	58	281
Deodorants	44	54	51	58	186	137

Table 4 depicts the frequency distribution of various items used by youth and is evident that most of the items are used occasionally. It is clear that acne cleansers, face bleach, lipstick, mascara, eyeliner, nail polish, hair shampoo, deodorants are the items that used occasionally.

DISCUSSION

The findings of present study showed that nearly half of the youth participants (42.2%) were having average knowledge. It is congruent with findings of a cross-sectional survey study conducted on women in the city of Yazd in 2011 to assess women's knowledge, attitudes and practices about adverse effects of cosmetics. It shows that the mean score of participants knowledge about using cosmetics was 5.95 ± 2.47 (ranging 0 to 14).²¹

From the results of attitude regarding use of cosmetics among youth. it was found that 93% of youth expressed unfavorable attitude towards cosmetic use. Similar study conducted to investigate the influence of attitude on cosmetics buying behavior female consumers in Bangalore city by using convenience sampling method. The result of the study confirms that age, occupation,

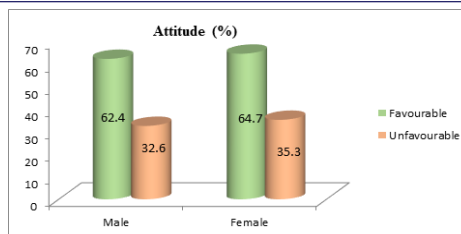


Figure 3: Comparison of attitude regarding health hazards of cosmetics among male and female youths

Fig.3 shows that females have more unfavorable attitude regarding use of cosmetics than males.

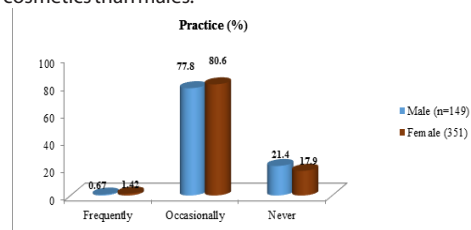


Figure 4: Bar diagram showing frequency distribution and percentage of youth based on practice regarding use of cosmetics

Fig 4 reveals that 77.8% of males and 80.6% of females use cosmetics occasionally, 0.67% and 1.42% used frequently but 21.4% males and 17.9% females reported that they never used cosmetics.

marital status have positive influence towards cosmetic products.³³ It was found that 77.8% of males and 80.6% of females are using some cosmetics. A study was conducted in U.S. among adolescents to identify the types of beauty products used and to compare the frequency with which adolescent boys and girls use them. The results revealed that adolescent boys used a variety of products with varying degrees of frequency.⁴⁷

it was found that there was no significant correlation between the awareness of health hazards and attitude regarding use of cosmetics among youth. A cross sectional descriptive study was conducted to assess girls in Najran University regarding knowledge, attitude and practice towards using cosmetics as well as their behavior towards cosmetic purchase and its effect on personal budget. The study result shows that a positive correlation between income and the tendency to specify what type of cosmetics needed before going to market.⁵⁶

The present study result shows no significant association for awareness, attitude and practice with any of the variables. A cross-sectional study was carried out on cosmetics utilization pattern and

related adverse reactions, among Mekelle University female students showed that there was a significant association between economic status of the students and cosmetics use which is contradictory to the present study finding in relation to use of cosmetics.⁵⁰

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