

A Study on the Awareness of Cosmetic Contamination among Women in Digital ERA

S. Priya

*II M.Com, S.T.Hindu College,
Nagercoil*

ABSTRACT

Cosmetics are products which are used to alter the appearance of the face or the odour and consistency of the body. To analysis their awareness of cosmetics among women in digital era and to highlights the impact of cosmetics contamination on women in digital era. Each day women use so many products in the name of make-up and beauty care. Skin is the largest organ in our body and absorbs chemicals directly into the bloodstream faster than if it were digested. The digestive system has a process to filter toxins naturally, whereas the epidemis acts more like a sponge. Thus there is a need to consider the ingredients which go into the making of the products.

Keywords: Cosmetic contamination, digital era

I. INTRODUCTION

Cosmetics are products which are used to alter the appearance of the face or the odour and consistency of the body. Many cosmetics are applied in face, hair and body. Cosmetics is a mixture of chemical compounds. Some cosmetics are derived from natural sources and some are derived from artificial sources.

In the U.S.A the food and drug administration (FDA), which regulates cosmetics, defines cosmetics as “intended to be applied to the human body for cleansing, beautifying, promoting, attractiveness, or altering the appearance without affecting the body’s structure or functions”. This broad definition includes any material intended for use as a component of a cosmetic product. The FDA specifically excludes soap from this category.

II. OBJECTIVES

- To analysis their awareness of cosmetics among women in digital era.
- To highlights the impact of cosmetics contamination on women in digital era.

Reviews

Noor Abdul Hakeem Abdul Razzaq Al-Bahaleq (2017) in their paper entitled “study the concentrations of heavy effect on humans” says that lead, nickel, copper, mercury, and cadmium for three brands were classified according to country of origin and five types of cosmetics were taken for each brand. The results of the study indicated that concentrations of heavy elements in cosmetics processed from local markets after preparations such as digestion by concentrated acids such as hydrochloric acid and nitric (3:1) filtration and preparation of standard solutions using the atomic absorption spectrometer (AAS) (Buck – USA), the basic concentrations observed in cosmetics samples ranged from 7 to 30mg/kg for lead, 2 to 3 mg/kg for nickel, 0.1 to 1.2 mg/kg for copper 0.03 to 0.01 mg/kg for mercury and 0.09 to 1.5 mg/kg for cadmium. Results showed that lead and cadmium in each category of the study was higher than WHO permissible limits is very few heavy metals were detected in cosmetic products as impurities, which can cause skin sensitivity through skin adsorption on the skin. The method used was quick, controlled and highly sensitive to determine lead, nickel, copper, mercury and cadmium in coloring media and cosmetic products to be compared with the AAS spectrometer to determine heavy metals. Results obtained showed that lead and mercury were in each category of study were higher than the permissible limits of the world health organization.

DV. Edhayavarman and et.al (2017) in their paper entitled “A study on consumer preference on cosmetics among college girls with reference to Pudukottai District”. Reveals that, purchasing is a common phenomenon in the modern marketing world. Consumers are classified induce the consumers to made impulse buying. Results of the marketing strategies and promotional methods, they try to change the consumer decision making through buying. The purpose of this study is to examine the consumer attitude towards buying of cosmetics products. A structure self-administrated questionnaire distributed among 300 females in arts and science colleges in pudhukottai district. In order to study frequency, weighted average table, diagrams and likert’s five point scale have been used know the factors that determine female consumers to purchasing of cosmetics. The results and implications are useful for future research. The present paper aims to focus on the consumer preference for cosmetics among college girls in the district of pudhukottai. A sample of 170 girls students were selected on basic of stratified random sampling methods as respondents. The result of the analysis showed that consumers different in preference for cosmetics. The preference of majority of the girls students are lux toilet soap, ponds sandal power, fair and lovely face cream, parachute hair oil, everybody spray, eyetex thilack ponds sunscreen and clinic all clear shampoo.

Area Covered

For the purpose of the research article Nagercoil Town has been selected as research area, since the census data 2011 reveals that female literacy stood at 89.16 percent in Kanyakumari district and the district headquarters in Nagercoil. The literacy of women in Nagercoil is high which is the important instinct that induced the researcher to take up the research in that area.

Primary Data

Primary data has been collected from 50 respondents who were taken as sample population by adopting convenience sampling method using a structured questionnaire which consists of 15 questions.

Secondary Data

Secondary data has been collected from books, journals, magazines and various published and unpublished sources.

Sampling Unit

Sampling unit consists of 50 (samples) respondents

Sampling Method

Convenience sampling method has adopted for this study.

Limitation of the Study

- The data is confined to Nagercoil town which may not be applicable to other areas.
- The data also reveals only the awareness and impact of cosmetics and cosmetic contamination in Kanyakumari district.

Awareness of Cosmetic Contamination among Women

Awareness of Cosmetic Contamination among women in Kanniyakumari district has been calculated and depicted in the table below.

Table No 1
Awareness of Cosmetic Contamination among Women

Cosmetic Contamination	No. of respondents	Percent
Aware of cosmetic contamination	5	10
Not aware of cosmetic contamination	45	90
Total	50	100

Source: Primary Data.

Table 1 reveals that out of the 50 samples, 90 percent of the respondents are not aware about Cosmetic Contamination and only 10 percent of the respondents are aware of Cosmetic Contamination.

Impact of Cosmetics

Cosmetic has so many impacts on women like popularity of brand name, price fluctuations, personal health risk, appearance dissatisfaction, lack of information and so on which has been depicted in the following table.

Table No 2
Impact of Cosmetics

Impact of Cosmetics	Mean Value	Rank
Popularity of brand name	5.72	2
Price Fluctuations	2.82	6
Personal Health Risk	3.52	5
Appearance dissatisfaction	5.32	3
Lack of Information on product benefits	4.02	4
Unrealized beauty standards	1.92	7
Product Preference	6.42	1

Source: Calculated Data

Table 2 shows the impact of cosmetics among women. Product Preference occupies the first rank in order and popularity of brand name occupied the second rank and appearance dissatisfaction is in the third rank and lack of information on product benefits is ranked as fourth, the personal health risk is in fifth rank and the last two ranks are occupied by price fluctuations and unrealized beauty standards.

Problems Due to Cosmetic Contamination

Cosmetic contamination causes so many serious problems like burnings, irritation on skin, scars, and dots and swelling on the infected area, suffocation, cold, ichings, infections and occasionally the whole body get tainted.

Table No 3
Problems due to cosmetic contamination

Sl. No	Problems	Mean value	Rank
1	Burnings/irritations	5.36	1
2	Scars/dots	2.92	6
3	In chings/infections	4.83	3
4	Swelling	4.20	4
5	Breathing troubles	5.07	2
6	Whole body is tainted	3.01	5

Source: Primary data

The Table 3 reveals that majority of the problems that arise due to contamination causes burnings and irritations since the opinion of the respondents through the fried man's rank correlation reveals a mean value of 5.36 which is quite higher than the others and other highlighted problems are breathing trouble, ichings, infections and swellings. The least opined problems due to cosmetic contamination are whole body is tainted and scars or dots on the affected area.

Findings

- Out of the 50 samples, 90 percent of the respondents are not aware about Cosmetic Contamination and only 10 percent of the respondents are aware of Cosmetic Contamination.
- The analysis on the impact of cosmetics among women shows that Product Preference occupies the first rank in order and popularity of brand name occupied the second rank and appearance dissatisfaction is in the third rank and lack of information on product benefits is ranked as fourth, the personal health risk is in fifth rank and the last two ranks are occupied by price fluctuations and unrealized beauty standards.
- Majority of the problems that arise due to contamination causes burnings and irritations since the opinion of the respondents through the Friedman's rank correlation reveals a mean value of 5.36 which is quite higher than the others and other highlighted problems are breathing trouble, itchings, infections and swellings. The least opined problems due to cosmetic contamination are whole body is tainted and scars or dots on the affected area.

Suggestion

- People should be given more awareness regarding cosmetic contamination.
- A proper awareness can reduce the problems caused by contamination.
- Women may be suggested to have a trial before every use to avoid contamination.

III. CONCLUSION

Each day women use so many products in the name of make-up and beauty care. Skin is the largest organ in our body and absorbs chemicals directly into the bloodstream faster than if it were digested. The digestive system has a process to filter toxins naturally, whereas the epidermis acts more like a sponge. Thus there is a need to consider the ingredients which go into the making of the products.

IV. REFERENCES

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