

## **Knowledge, Attitude and Practice Concerning Using Cosmetic among Females at Najran University, Saudi Arabia**

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**Abstract:** This is a cross sectional descriptive study that aims to assess women's knowledge, attitude and practice towards using cosmetics as well as their behaviour towards cosmetic purchase and its effect on personal budget. The data set used in the study was collected by Survey administered to girls at computer science, community and Business Administration College in Najran University. The Survey contains 44 question selected to assess the knowledge and attitude toward using cosmetics among girls. Survey data were collected from a convenience sample of 400 girls, by means of a self-administered questionnaire survey. A structured questionnaire was used. It has been shown by our study that the level of education is a major determinant of the response to advertisements on purchasing behavior. We reached to a conclusion that the knowledge, attitude and practice of cosmetics purchasing behavior are satisfactory. It was also noted that mild and moderate side effects of cosmetics are relatively common while severe side of effects of cortisone containing cosmetics are rare.  
**Keywords:** Knowledge, Attitude, Practice, cosmetics, cortisone.

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### **I. Introduction**

Cosmetics or makeups are substances used to enhance or protect the appearance or odour of the human body. Cosmetics include skin care ointments, lotions, powders, perfumes, lipsticks, nail polish, face and eye makeup, coloured contact lenses, hair dyes, hairspray, and glazed materials used for skin care. They are generally synthetic or natural compounds or mixtures of both [1]. Skincare and anti-aging market is becoming extremely competitive, hence clinical evidence that the product is safe and effective is mandatory so that one should not be lost in a mess. The pathway from initial concept to health claim development and product commercialization is a multi-step process involving product analysis and testing, regulatory compliance and the investigation of product claim potential[2].

Middle-east women in general pay a great attention to the importance of cosmetics and fashion, therefore considered an important market for cosmetics. Personal appearance in the eastern society is considered to be as significant as it is in the western community. Many brand managers are, consequently, competing aggressively for market share in this emerging sector [3].

The study aims to assess woman's knowledge and attitude towards using cosmetics as well as their behaviour towards cosmetic purchase and its effect on personal budget.

Several studies addressed the effect of cosmetics on personal budgets and health. A study presented by Abdullah et.al to examine consumption behavior of young females aged between 15 -35 and their attitudes towards cosmetics in Delhi/NCR which concentrated on the different marketing variables affected the female cosmetic consumption as well as their decision making process for purchasing the cosmetic products [4]. The study also explained to some extent the influence of customer decision making process in purchasing the dermatological products in Delhi/NCR.

Vandana et.al presented a study which focused on the usage pattern, factors and brand possession of cosmetics among women in addition to factors determining women's purchase decision for cosmetics products especially for facial skin care products. Their study declared that the most prevalently used cosmetics by all groups were the moisturizer [5]. Aged women preferred anti-aging and toners, while the most popular and favorite among all cosmetic products were ponds and Vaseline [5]. Consumers may repeat the purchase of single brands or switch around several brands due to the tangible quality of the product sold [6]. There are many unfamiliar brand names and alternatives available in the market place. Consumers may prefer to trust major famous brand names for satisficing purposes [7]. Market competition is no longer limited to provide functional attributes of the product itself but has been associated with a brand that can create a special image for its users, especially in the service industry [8]. Chopra An stated that the most significant factors which affect the purchase behaviour of the women and on the basis of which they select the grocery store are, promotional strategy

festival offers, discounts Factor, billing speed and Ambience[9] Sivagami T concluded that, the most of the respondents in their study were aware about the cosmetic products and that most of the consumers feel that there were chemicals in cosmetics, which cause many side effects, and started switching over to ayurvedic based cosmetics. [10]. Poranki R and Perwej A stated that in Saudi Arabia, the people are using the cosmetic products considerably with the growing income levels which is a significant development and crucial clue for marketers to capture this market with up to date marketing strategies [11].

## **II. Methodology**

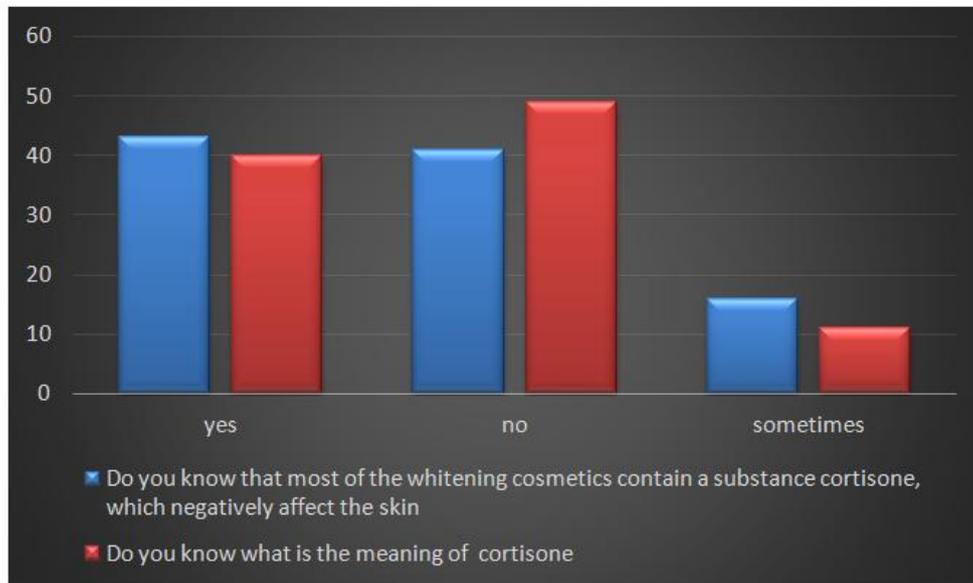
The Research study is descriptive in nature. The data set used in the study was collected by Survey administered to girls at computer science, community and Business Administration College in Najran University. The Survey contains 44 questions selected to assess the knowledge and attitude toward using cosmetics among girls. Survey data were collected from a convenience sample of 400 girls, by means of a self-administered questionnaire survey. A structured questionnaire was used because of its usefulness in large-scale surveys. It is a positivist research method that includes high number of respondents and low level of involvement of the researcher. Structured questionnaires are based on closed questions, with predefined answers, that produce data which can be analysed quantitatively for patterns and trends. The current study employed structured questionnaires in order to identify respondents' opinions, attitudes and knowledge toward using cosmetics. Collected data were further analysed using statistical analysis tool (SPSS) and results were recorded. To assess knowledge, attitudes and practice towards using cosmetics among girls, a questionnaire of 44 items was developed. The questionnaire consisted of five sections of established scales and a section on demographic information. Section A consisted of items assessing woman buying habits towards cosmetic and their effects on personal budget. The following sections (B, C, D, and F) assess healthy knowledge and attitudes of using cosmetics among girls of different ages.

## **III. Results**

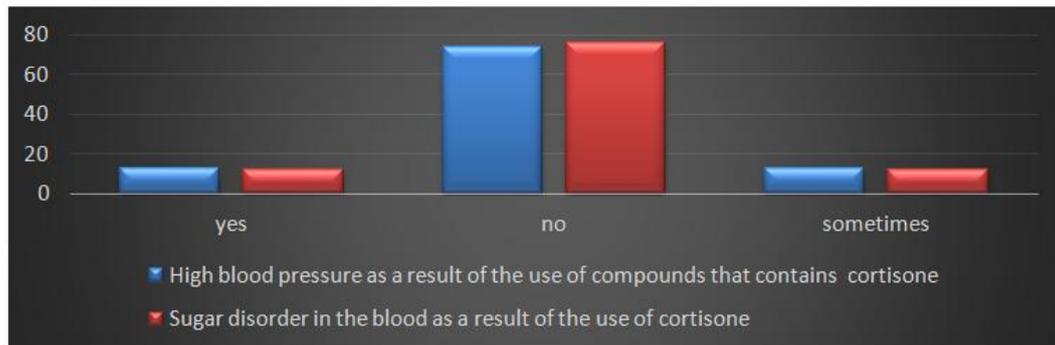
Correlation was done between types of used cosmetics and some demographic attributes such as age, income and educational level (table 4). The sample comprised 64% of girls aged between 15 and 25, 24% between 25 and 35 and 12% older than 35. 72% of the contributors were single and 28% were married. 55.6% has income less than 1000 dollar. Education level of the majority of the respondents is the university level (80%), those who are post graduates represented (20%). Almost half of respondents (58%) preferred Smoothness and moisturizing creams, 17% used sun protection creams, 7% used cosmetic as drug, 8% used whitening creams and 9% used all the above types. Regarding the Purchase habits (table 1), 11% of the respondents don't examine the cosmetic ingredients before buying it, 50% of the respondents avoid cheap lotions because they think that they are of low quality, 13% don't specify needed products before purchase. 31% said that commercials influence their purchase decisions of cosmetics. 33% take their purchase decision based on the effect of cosmetic on their colleagues without considering their skin type. 28% don't make sure that the product is certified by the Ministry of Health in the country where they buy it. 43% don't consult the doctor before buying a certain cosmetic. 17% purchase products not suitable for their budget. 44% buy cosmetic products at sales times only. 43% take into their account the available alternatives in case of unavailability of required product. 21% use special blends for skin whitening without considering its components. 25% said there is no relationship between the budget and buying needs. 18% doesn't notice the original brand logo and place of manufacture on the cosmetic they need to buy to ensure its quality. 16% said that they are not willing to change the product they're using; even if it is dangerous. 30% think that higher price means quality. 40% uses sun protection products continually. Knowledge about cortisone effects (figure 1): 41% of the respondents don't know that most of the whitening cosmetics contain cortisone substance, which negatively affects the skin. Almost half (49%) of the respondents don't know what the meaning of cortisone is. Hypersensitivity site effect of cortisone (table 2): 25% of girls using cosmetics notice the appearance of redness or skin rash as a result of using some kinds of cosmetics. 16% suffered from the emergence of severe dermatitis or eczema as a result of some whitening creams. 29% suffered from darkening of the skin as result of using pigmentation substances.

21% exposed to darkening as a result of the use of skin-whitening creams and lack of protection as a result of skin peeling. 30% exposed to the emergence of pills out front as a result of the use of hair oils and leave the oil comes into contact with the facial skin. 18% complained from the appearance of white hair as a result of the use of certain types of make-up. 22% Wounded with Itching and scratching of skin due to some types of cosmetics. 18% said they suffer from Dermatitis as a result of increasing duration of use, or put an excessive amount for a specific dose by a doctor. 21% suffer from severe facial redness due to increased dose. 27% Exposed to the emergence of facial redness due to the exposure to the sun. Mild site effect of cortisone (table 3): 23% exposed to occurrence of weakness in the skin layer. 20% suffered from the appearance of capillaries, particularly in the areas of the face. 20% suffered from Red and white skin lines. 15% exposed to Ulcers and easily demonized in the frequency of its use areas. 24% suffered from Acne as a result of the use of certain

cream. 19% exposed to Rosy face as a result of the use of facial cream.18% suffered from the appearance of Beans around the mouth. 20% suffered from whiteness of some areas of the skin. 23% noticed the emergence of light hair in some areas.19% suffered from severe sensitivity to light.Severe cortisone sideeffects (*figure2*):13% suffered from High blood pressure as a result of the use of compounds that contains cortisone.12% Sugar suffered a blood sugar disorder as a result of the use of cortisone



**Fig1:** Knowledge about cortisone effects



**Fig2:** Severe cortisone side effects

**Table1:** Purchase habits.

Questions	yes	No	Sometimes
Do you look at the cosmetic ingredients before you buy it	73	11	16
Do you avoid cheap lotions for thinking they have low quality	50	27	23
Do you specify products that you need before purchase	69	13	18
Are the commercials influence your purchase decisions of cosmetics	31	36	33
Do you take your purchase decision based on the effect of cosmetic on your colleagues without regarding your skin type?	33	43	24
Do you make sure that the product is certified by the Ministry of Health in the country where you buy it	44	28	28
Do you consult the doctor before buying a certain cosmetic?	32	43	25
Is the price of the products that you purchase is suitable for your budget.	62	17	21
Did you buy cosmetic products at any time or at sales times	44	28	28
Do you take into account the available alternatives in case of unavailability of required product	43	32	25
Do you use special blends for skin whitening without considering its components	21	59	20
Is there a relationship between the budget and your buying needs	55	25	20
do you notice the original brand logo and place of manufacture on the cosmetic you need to buy to ensure its quality	62	18	20
If you know that the product that you are using is risky will you leave it?	69	16	14
Is the higher price of product means quality	30	43	27
Do you use sun protection products continually	40	32	28

If you answered yes mention the name of the product is the most widely used?

**Table (2): Hypersensitivity side effects of cortisone**

Questions	yes	No	Sometimes
The appearance of redness or skin rash from using some kinds of cosmetics	25	58	17
The emergence of severe dermatitis or eczema as a result of some whitening creams	16	69	15
Darkening of the skin as result of using pigmentation substances.	29	54	17
Darkening as a result of the use of skin-whitening creams and lack of protection as a result of skin peeling	21	59	20
The emergence of pills out front as a result of the use of hair oils and leave the oil comes into contact with the facial skin	30	52	18
The emergence of white hair as a result of the use of certain types of make-up	18	67	15
Itching and scratching skin	22	64	14
Dermatitis as a result of increasing duration of use, or put an excessive amount for a specific dose by a doctor	18	69	13
Severe facial redness due to increased dose	21	64	15
Redness of the face as a result of exposure to the sun	27	57	16

**Table3: Mild side effects of cortisone**

Questions	yes	No	Some times
Occurrence of weakness in the skin layer	23	63	14
The appearance of capillaries, particularly in the areas of the face	20	62	18
Red and white skin lines	22	68	10
Ulcers and easily demonized in the frequency of its use areas	15	72	13
Acne as a result of the use of certain cream	24	60	16
Rosy face as a result of the use of facial cream	19	66	15
Beans around the mouth	18	67	15
Whiteness of skin areas	20	65	15
The emergence of light hair in some areas	23	56	21
Severe sensitivity to light	19	66	15

**Table4: Correlation results**

	Cosmetics type	
	P-value	R-value
Age	.035	.096
Income	.931	-.004
Educational level	.055	.088
Marital status	.278	.050

#### IV. Discussion

Correlation shows a positive relationship between income and the tendency to specify what type of cosmetics needed before going to market although this opposes the conclusion of Campbell JY and Mankiw NG which stated that the expected growth in consumption accompanies expected growth in income [12]. It has been shown by our study that the higher the level of education the less effect of advertisements on purchasing behavior, this may in some way agrees with the study held by Smith GE who concluded that educated consumers are more influenced by positively framed advertising; less educated consumers are more influenced by negatively framed advertising[13]

A minority of the respondents don't examine the cosmetic ingredients prior to purchase, reflecting that the majority have the positive attitude of knowing about what they are dealing with and whether they are harmful to them or not. Half of the respondents believe that cheap lotions are of low quality hence they avoid buying them, although this is not always true. We found that a small percentage don't have the habit of specifying needed products before purchase, this may lead to the late discovery of buying an unnecessary item ending up with accumulation at home and finally being thrown. One third declared that commercials attract them to purchase cosmetics. About one third take their purchase decision based on the experience of cosmetic on their colleagues without considering their skin type, although it is well known that not all cosmetics have the desired effect on all types of human skin. About one third of the respondents are not interested to check whether the product is certified by the Ministry of Health, this attitude may be potentially harmful hence ministry of health represents a protective authority to the community. A considerable percentage of the correspondents don't consult the doctor before buying a certain cosmetic which is most likely due to inherited experiences from family or other parts of the community. We found that minority of the contributors purchase products not suitable for their budget. Almost half of the contributors buy cosmetic products at sales time only. The percentage of those who feel satisfied to purchase alternatives in case of unavailability of required product is more than 40%. Just less than quarter of the contributors do not consider components of special blends for skin whitening before purchasing them despite that the long-term use of these products for several months to years may cause cutaneous or systemic side-effects [14]. Only a quarter said there is no relationship

between the budgets and buying needs. Less than fifth of the respondents don't notice the original brand logo and place of manufacture on the cosmetic they need to buy to ensure its quality, this reflects that most consumers mind brand names, although brands do both in the sense that in order to compete effectively, they distinguish themselves from their competitors, thus providing real choice, but at the same time establishing "mini-monopolies" (Robinson, 1933) through brand loyalty [15]. The majority of the contributors stick to one certain product they're using; even if it is dangerous. One third believe that higher price means quality, although this is not always true. About two thirds use sun protection products continually. We found that two thirds of the respondents don't know that most of the whitening cosmetics contain cortisone substance, which negatively affects the skin. Almost half of the respondents don't know what the meaning of cortisone is. A quarter of girls using cosmetics notice the appearance of redness or skin rash as a result of using some kinds of cosmetics, and about 15% suffered from the emergence of severe dermatitis or eczema as a result of some whitening creams, this a considerable percentage. Almost one third suffered from darkening of the skin as result of using pigmentation substances. Less than one third were exposed to darkening as a result of the use of skin-whitening creams and lack of protection as a result of skin peeling. One third were exposed to the emergence of pills out front as a result of the use of hair oils and leave the oil comes into contact with the facial skin. Less than one third complained of the appearance of white hair as a result of the use of certain types of make-ups. We also found that less than one third were wounded with Itching and scratching of skin due to some types of cosmetics. Less than one third suffered from dermatitis as a result of increasing duration of use, or put an excessive amount for a specific dose by a doctor. Less than one third suffered from severe facial redness due to increased dose. We found that about one third were exposed to the emergence of mild and moderate side effects of cortisone. About 19% suffered from severe sensitivity to light. A minority of the contributors suffered from severe cortisone effects like hypertension and diabetes. Hypoadrenalism was not searched for in this study since there is no absolute evidence for risk of stress-induced adrenal insufficiency [16].

## V. Conclusion

The use of cosmetics amid Saudi women is considerable. In this study we put in sincere efforts to study Knowledge, Attitude and Practice concerning using cosmetic among females at Najran University in Saudi Arabia. It has been shown by our study that the level of education is a major determinant of the response to advertisements on purchasing behavior. We reached to a conclusion that the knowledge, attitude and practice of cosmetics purchasing behavior are satisfactory. It was also noted that mild and moderate side effects of cosmetics are relatively common while severe side effects of cortisone containing cosmetics are rare.

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