

Cosmetic Products Use Intention among Iranian Female College Students

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Abstract—High consumption of cosmetic use may be to several health problems. Cosmetics use among Iranian girl, and women is high so, identify factors affecting cosmetic use is necessary. The aim of this study was determined of prevalence cosmetic products use among female based on theory of reason action (TRA). This descriptive-analytical study was carried out on 540 female college students of Hamadan universities which were recruited with a random sampling method. The data-gathering tool consisted of a questionnaire based on the TRA, assessed the variables of attitudes, subjective norms, and intention. Data analyze by SPSS-16. Lipstick, Mascara and Liner used more. The use of cosmetic among student living in the dormitory is high. Beauty and improve confidence most reason to use cosmetic. The attitude and subjective norms, accounted for 37% of the variation in the outcome measure of the intention to use the cosmetic. According to the results, it seems to provide the educational programs for promotion self-esteem can be beneficial results in the prevention cosmetic use.

Keywords—Cosmetic Product Use, Female College Students, Subjective Norms.

I. INTRODUCTION

THE word cosmetic was first used to describe Roman slaves whose function was to bathe men and women in perfume; for example in Egypt's men and women used scented oils and ointments to clean and soften their skin and mask body odor; Cosmetics were an inherent part of Egyptian hygiene and health; oil and creams were used for protection against the hot and sun and dry winds; cosmetic were used in Persia and what is today the Middle East from ancient periods [1]. Most women have sometimes used and buy cosmetics on a regular basis Cosmetics are, however, not a recent innovation; utilization of cosmetics and other grooming products for appearance enhancement has long been a practice among all cultures [2]. Taking back to the ancient Egypt,

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Rome and Greece, body decorating has been used for enhancing appearance. For more than thousands of years the aesthetic use of cosmetics for face and hair has been taking place among both men and women [1]. In the modern day research, it appears that much of the motivation for cosmetics usage is based on attempts to reach a body ideal [3], or by compensating for or hiding something that is considered unattractive in one's appearance [4]. Some research also suggests that cosmetics are used to additionally enhance appearance that is already considered attractive [5]. The satisfaction one has for the body is depending on the idea of how close one feels to be to the culturally valued ideals of appearance. People have a tendency to evaluate and examine themselves, and if they find that they are not satisfied or lacking something in their appearance, they will take measures to self-create something that will make them feel satisfied and make them attain a complete self [6]. Unfortunately, some consumers have experienced at least once Problems and complications from taking some of these counterfeit materials. These complications can occur after a few times or take a few years. Among the major complications of fake cosmetics include: Sensitivity (the most common complication), alopecia, acne and blackhead, liver damage (of affiliation allowed in cosmetics), effects of unsightly scars on the skin and adrenal gland [7]. So the possibility transmission of pathogens by the cosmetics, consideration of community health issues, Due to the widespread use and isn't the unexpected lack of standard. Some cosmetics likelihood of contamination and transmission risks of infection by different bacteria and maybe provide direct contact with cosmetics, non-standard and contaminated with bacteria irreparable problems for the consumer. This is especially in the cosmetics used around eyes; Cosmetics may also be infected during production and packaging and consumers to be infected [8]. Cosmetics consumption in Iran is very high and based on recent studies; Iran's second largest cosmetics market in the Middle East, and Iranians spend each year, nearly 2.1 billion dollars on cosmetics and having an approximate population of 75 million 29%. The market for these products is allocated to the Middle East; Iran also ranked seventh in the world terms of consumption is allocated to cosmetics; The concern about the use of cosmetics, low age of this material [7]. These facts suggested behavior intervention to cosmetic product abuse prevention, and it seems understanding of the motives of use such materials in design education and health programs are essential. Furthermore, comprehensive preventative health education programs need to emphasize psychological factors that mediate and predict adolescents' and youth's health-