



A STUDY ON USAGE OF SUNSCREEN AMONG YOUNGSTERS

Dr. R. Guna Sundari¹, ANUPRIYA.R²

¹ Assistant Professor B.com A&F Sri Krishna Adithya College of Arts & Science Coimbatore

² III B.com A&F Sri Krishna Adithya College of Arts & Science Coimbatore

ABSTRACT :

This study examines sunscreen usage among youngsters, focusing on awareness, influencing factors, and purchasing behavior. Conducted in Coimbatore with 116 respondents, it highlights key factors like skin type, cost, and awareness affecting usage. While most acknowledge sunscreen's importance, inconsistent application remains a concern. The study emphasizes the need for better education and affordability to encourage regular sunscreen use and improve skin protection.

INTRODUCTION

Sunscreen was first introduced in 1928 after experiments were conducted to study the harmful effects of UV radiation on human skin. The first sunscreen was created by Australian chemist H.A. Milton Blake. Consequently, sunscreens have been recommended as a form of protection against sunlight, with protection increasing with higher sun protection factor.

OBJECTIVES

- To analyse the factors influencing the usage of sunscreen.
- To assess the problem and reason for usage of sunscreen.
- To know the satisfaction level of customers in the usage of sunscreen.
- To study the present position and future prospects of sunscreen.

SCOPE

Sunscreen helps protect against both UVA and UVB rays, which can cause immediate effects like sunburn (from UVB) and long-term damage like premature aging (from UVA). Regular use of sunscreen can significantly reduce the risk of skin cancers, including melanoma, squamous cell carcinoma, and basal cell carcinoma, by shielding the skin from UV radiation that can cause mutations.

RESEARCH METHODOLOGY

The research methodology is a way to systematically solve the research problem. The science of method is termed as methodology.

- Simple percentage analysis = $(\text{Number of Respondents} / \text{Total number of Respondents}) \times 100$

LIMITATIONS

- Information provided by the respondents is just assumed to be true.
- In this study, the sample collections from a particular region in Coimbatore, which may not reflect the whole of India.
- The limitations of the study are purely based on primary data.

REVIEW OF LITERATURE

- Bhagat, N., & Purohit, A. (2021): This research on sunscreen awareness in rural areas of Gujarat found that only 15% of youngsters used sunscreen regularly, and most participants were unaware of the different SPF levels and their significance.
- Kumari, S., & Verma, N. (2021): This study observed that sunscreen usage among young women in urban India was linked with personal grooming and cosmetic use, while younger males generally neglected sunscreen.
- Mehta, R., & Shah, N. (2021): The research on university students in Ahmedabad revealed that environmental factors such as air pollution and climate were cited as reasons for increasing sunscreen usage.

INDUSTRIAL OVERVIEW

Heliocare

- Heliocare, by Cantabria Labs, is a premium dermatological sunscreen brand known for its patented Fernblock® technology (Polypodium leucotomos extract), offering antioxidant and DNA repair benefits.
- Part of the medical-grade sunscreen segment, growing at 7-9% CAGR.
- Competes with La Roche-Posay, ISDIN, and Bioderma.

Neutrogena

- Neutrogena is a leading skincare brand under Johnson & Johnson.
- Globally recognized, especially in the US, Europe, and Asia-Pacific.
- Positioned as a premium yet affordable sunscreen brand.

DATA ANALYSIS AND INTERPRETATION

Simple percentage analysis refers to a special kind of rate where percentages are used in making comparisons between two or more series of data.

Formula: $(\text{Number of Respondents} / \text{Total number of Respondents}) \times 100$

TABLE SHOWING THE USAGE OF SUNSCREEN BY RESPONDENTS

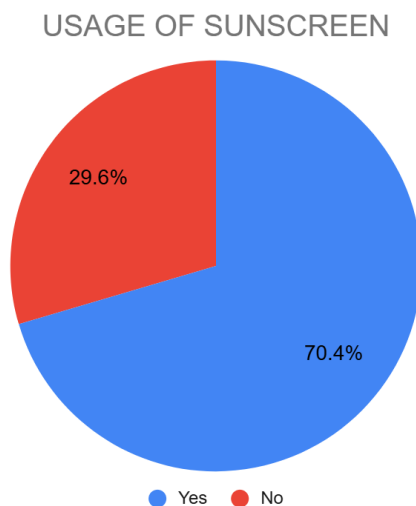
SNO	USAGE OF SUNCREEN	NUMBER OF RESPONDENTS	PERCENTAGE
1	Yes	81	70.4%
2	No	34	29.6%
	Total	116	100%

Source: Primary data

INTERPRETATION:

The above table indicates that 70.4% of respondents used sunscreen and 29.6% of respondents are not used sunscreen.

CHART SHOWING THE USAGE OF SUNSCREEN BY RESPONDENTS



INFERENCE:

Majority of 70.4% respondents used sunscreen.

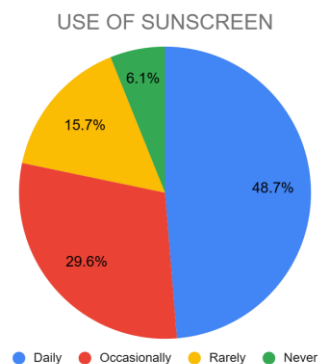
TABLE SHOWING THAT FREQUENCY IN THE USE OF SUNSCREEN BY RESPONDENTS

SNO	USE OF SUNSCREEN	NUMBER OF RESPONDENTS	PERCENTAGE
1	Daily	56	48.7%
2	Occasionally	34	29.6%
3	Rarely	18	15.7%
4	Never	8	6.1%
	Total	116	100%

Source: Primary data

INTERPRETATION:

The above table indicates that 48.7% of respondents use sunscreen daily, 29.6% of respondents use sunscreen Occasionally, 15.7% of respondents use sunscreen Rarely and 6.1% of respondents never used sunscreen.

CHART SHOWING THAT FREQUENCY IN USE OF SUNSCREEN BY RESPONDENTS

INFERENCE:

Majority of 48.7% respondents use sunscreen daily.

SUGGESTIONS

- Awareness of sunscreen is good.
- Price of sunscreen should be lowered for affordability.
- Many consider sunscreen expensive and inorganic.

CONCLUSION

This study highlights key insights into sun safety behaviors among youngsters. Despite growing awareness of the harmful effects of UV radiation, many young people either neglect sunscreen use or are inconsistent in its application. Increasing affordability and education on sunscreen benefits is necessary.

REFERENCES

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