

A STUDY ON AWARENESS AND ATTITUDE OF COLLEGE GOING STUDENTS TOWARDS OF TOILETRIES PRODUCTS IN AVADI, CHENNAI

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ABSTRACT

In generally the use of the toiletry facilities in rural areas is questionable in cities to facilitate like toiletries products are not use properly. In particular the college going students do not aware about these kind of attitude. The main reason is their lack of understanding about these things. Now, the variety of toiletry products are showing in the market place and also the online marketing also but only thing is that how to enhances by the college going students. In this paper shows a study on awareness and attitude of college going students towards of toiletries products in avadi, Chennai.

Keywords: Attitude of College Going Students, Awareness of College Going Students, Toiletry Products, Perception Towards the College Going Students.

Introduction

In the current scenario the use of toilet and toiletry products is considered a new model, generally all people in urban areas understand this situation very clearly and particularly experience it in the name of compulsion because they did not have the same external conditions as in rural areas. Now, the social medias which is available a day is taking part and teach them toiletry products knowledge about the use of toiletry products to all people and creating a new awareness. Now-a-days not newly this college students who are studying in college or college going students do not have a proper understanding of such toiletry products and how to them because their parents take care of all this and they also earn money. In currently there are many disposable products that can be sold in the market that can purify waste. It is something that needs to be investigated, whether the college students are learning about them by looking at social medias. Whatever things this paper shows the awareness and attitude college going students towards toiletry products in avadi, in Chennai.

Students Attitude

In recent days the college going students' attitude is entirely different manners they can engaging any kind of developing aspects like learning additional courses and coding systems, searching jobs opportunities, related with our own field. Some people to working about out of part time working depends on the courses. They are like only the learning and earning process in between the time they can involving academic performance and improving capabilities of the academic level moving in future.

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The majority of the college going students is to enlarge the motivation aspects. They want to motivate by the parents and society an academician etc., and build up their carrier operations. In many people is to enhance the new technology updation aspects only. Most of the people to reflect the technology-oriented courses and technology-oriented innovations, like engineering and arts and science students were adapted in this kind of operations in our day-to-day life.

Students Awareness

Now the 2k kids of the students are well aware about the different field experts. They enhance the online platforms towards different social medias like you tube, what Sapp, face book and other type of social represent medias. In addition, mental and health awareness among the student's community is little-bit moderate level, because now they searching job and other knowledge sharing activities to base of this platform. In many of the students to collect knowledge sharing centre, good understanding among the teachers, family members and other friends and relatives. In alternatively majority of the students to utilize full in the campus resources among the develop our self towards the campus drive.

Objectives

- To study the purchase intention of consumer for a brand of toiletry products.
- To explore the factors resulting into brand building among consumers for toiletry products.

Research Methodology

The research study is descriptive in nature, using both primary and secondary data, primary data collected from structured questionnaire and secondary data collected from various books, journals, magazines, and various published and unpublished sources.

Sampling Technology

In this research study is based on the primary and secondary data research title, the researcher to adopt the sampling techniques of the study. In this research study is simple random sampling is used as a sapling technique.

Sampling Design

In Chennai avadi is one of the industrially and educationally very forward regions of Chennai. In this research study taken from this area, it has been 20 colleges are there in this field which is including arts and science, engineering technology and educational institutes are there in this avadi regions. The researcher has taken 300 sampling size as a sampling design of this study.

Table 1: Demographic Profile of the Respondents

S.No	Variable	Frequency	Percentage
Age	Upto 20 years	180	60
	20-25 years	120	40
Total		300	100
Gender	Male	110	36
	Female	190	64
Total		300	100
Education	U.G	210	70
	P.g	80	30
Total		300	100
Occupation	Student	240	80
	Service man	60	20
Total		300	100

Source: Primary Data

The above table no.1 shows the demographic profile of the respondents in avadi, the age of the respondents upto 20 years the 180 respondents among the 20 years (60%) and 20-25 years 120 responders were form 20-25 years (40). The gender of the respondents 110 respondents among the male categories (36%) and 190 responders were form female category (64%). And education of the respondents 210 respondents among the upto under graduate level (70%) and 80 respondents were among the post graduate level of the respondents(30%). Occupation of the respondents the 240 respondents among the student category (80%) and 60 respondents were from the service man among the students (20%).

Table 2: Uses of Soap Brand of the Respondents

Soap Brand	Mean	S.D
Lux	2.10	1.20
Dettol	2.36	1.29
Dove	2.10	1.18
Lifebuoy	2.31	1.22
Pears	1.72	1.16
Cinthol	1.30	1.11
Nirma	1.19	1.12
Santoor	1.40	1.18

Source: Primary Data

The above table 2 explain the uses of soap brand of the respondents the lux soap mean value is 2.10 and standard deviation is 1.20 with preferred among the college going students. the Dettol soap mean value is 2.36 and standard deviation is 1.29 with preferred among the college going students. the Dove soap mean value is 2.10 and standard deviation is 1.18 with preferred among the college going students. the lifebuoy soap mean value is 2.31 and standard deviation is 1.22 with preferred among the college going students. the Pears soap mean value is 1.72 and standard deviation is 1.16 with preferred among the college going students. The Cinthol soap mean value is 1.30 and standard deviation is 1.11 with preferred among the college going students. the Nirma soap mean value is 1.19 and standard deviation is 1.12 with preferred among the college going students. the Santoor soap mean value is 1.40 and standard deviation is 1.18 with preferred among the college going students.

Table 3: Uses of Tooth paste of the Respondents

Tooth Paste	Mean	S.D
Colgate	2.92	1.12
Pepsodent	2.32	1.32
Close-up	2.12	1.34
Dabur	2.09	1.11
Sensodyne	1.58	1.22
Cibaca	1.41	1.45

Source: Primary Data

The above table 3 explict the uses of tooth paste of the respondents, the colgate is the first preference by the college going students the mean value is 2.92 and the standard deviation value is 1.12. the Pepsodent is the most preference by the college going students the mean value is 2.32 and the standard deviation value is 1.32. the close-up is the preference by the college going students the mean value is 2.12 and the standard deviation value is 1.34. the Dabur is the preference by the college going students the mean value is 2.09 and the standard deviation value is 1.11. The Sensodyne is the preference by the college going students the mean value is 1.58 and the standard deviation value is 1.22. the Cibaca is the preference by the college going students the mean value is 1.41 and the standard deviation value is 1.45.

Table 4: Uses of Face Wash creams of the Respondents

Face wash Creams	Mean	S.D
Himalaya	2.49	1.30
Garnier	2.25	1.31
Ponds	1.79	1.22
Lakme	1.58	1.39
Nivea	1.39	1.15
Fair & Lovely	1.58	1.29

Source: Primary Data

The above table 4 shows the uses of face wash creams of the respondents, ponds face wash creams was most preferred by the college going students the mean value is 1.79 and the standard deviation is 1.22 of the respondents. And second lakme face wash creams were most preferred by the college going students the mean value is 1.58 and the standard deviation is 1.39 of the respondents. And third is fair & lovely face wash creams was most preferred by the college going students the mean value is 1.58 and the standard deviation is 1.29 of the respondents. And fourth is himalaya face wash creams was most preferred by the college going students the mean value is 2.49 and the standard deviation is

1.30 of the respondents. And fifth is ponds face wash creams was most preferred by the college going students the mean value is 2.49 and the standard deviation is 1.30 of the respondents. And sixth is garnier face wash creams was most preferred by the college going students the mean value is 2.25 and the standard deviation is 1.31 of the respondents.

Table 5: Uses of the Deodorant of the Respondents

Deodorant	Mean	S.D
Axe	2.19	1.40
Eva	2.01	1.32
Park Avenue	1.81	1.13
Denver	1.51	1.14
Reebok	1.46	1.15
Addiction	1.48	1.01
Crystal	1.23	1.09

Source: Primary Data

The above table 5 explains the uses of the deodorant among the college going students, the axe deodorant is the maximum preferences by the college going students in avadi the mean value was 2.19 and the standard deviation is 1.40. in addition the eva deodorant was the next maximum preferences by the college going students in avadi the mean value 2.01 and the standard deviation is 1.40. in addition park avenue is next maximum preference by the college going students the mean value is 1.81 and standard deviation is 1.13. In addition denver deodorant is next maximum of the college going students preferences the mean value is 1.51 and the standard deviation is 1.14. in addition the reebok is next maximum preference of college going students the mean value is 1.46 and the standard deviation is 1.15. in addition Addiction is next maximum of college going students preference in this product the mean value is 1.48 and standard deviation is 1.01. in addition crystal deodorant was the maximum preference by the college going students the mean value is 1.23 and standard deviation is 1.09 of the respondents.

Suggestions

- In avadi Chennai is one of the maximum number of respondents residential area, In this place majority of the colleges are working here and number of students are studying various aspects of trade. They are preferring different kinds of toiletry products in day-by-day.
- In recent days most young college going students are not aware about the brand preference, they only got from parents uses of the products. They cannot choose the right product which is non side effect of the toiletry products.
- Some kind of seasonable toiletry products are sells in the market but our students not aware about how to select good health products and also they only wants to attractive products but not take in the part of features of any kind of products.
- In particularly women college going students was using face wash creams and pimple removing creams it is some times creating many side effect on their face reflection. So, they want to good consultation through skin doctors suggestions and any kind of medical facilitations.
- In generally the boys and girls using the toiletry products but one this anything happens during use of that products they do not aware about system of complaint registration and compensation claiming process of district, state and national level of complaint forums. Hence, the central and state government to facilitate and to create awareness of these kind of activities.

Conclusion

In generally not only in India but also in the world awareness about such toiletry products is quite low because no matter what's new products are being launched in the market, people choose only new products day- by –day because no cares about its quality, pocketale colors and low price. They only take these into account but no one is fully aware of their importance and uses. They first use them and then enjoy their bad effects. In India imported and marketed about toiletry products the college going students do not care about the quality of such marketable products. Many studies and reports have proven that only cheap toiletry products cause many skin diseases and many diseases including cancer and high blood pressure. In next five people in India are affected by skin cancer and blood cancer of every minute, especially in big cities like Chennai the use of college students is one of the most common. They don't know the full uses of toiletry products. The effects that can be experienced after buying them are increasing day – by –day. Therefore, if the governments create such awareness among the students

who are going to college and studying through the colleges and studying students what will be the way to save the students from various problems. This research study is only discussing about the awareness about the college going students in avadi, Chennai only.

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