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## Association between Socio-Demographic Data and Usage of Skincare Products among Inhabitants in Kandy District, Sri Lanka

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**Background:** Skincare products are used by consumers for different purposes like cleansing, beautifying, promoting attractiveness or altering the appearance without affecting the body structure and function. Previous studies conducted in Galle and Anuradhapura districts by our research team indicated an association between the demographic data and the usage of skincare products.

**Objectives:** To identify the relationship between demographic data and usage of skincare products among inhabitants in Kandy district, Sri Lanka.

**Methods:** Data were collected from 250 participants who were residents of Kandy district for the past five years by using a pre-tested questionnaire and a google form. The participants were recruited from all 20 divisional secretariats of Kandy district. The convenience sampling technique was employed and data were analysed by descriptive statistics using SPSS version 20.0. A Chi-square test was used to determine the correlation between the socio-demographic data and the usage of skincare agents.

**Results:** The study population of 250 consisted of 166 (66.4%) females. The study population was categorized into five age groups and most (37.6%) were in the age group of 18-25 years. Almost all inhabitants had formal school education. In this population, 52% were unmarried and 52.4% were unemployed. Interestingly, 62.4% of participants claimed that they were using skincare products such as moisturizers, fairness creams, anti-ageing creams, sunscreens, lip balms, antiwrinkle creams etc. Age group had statistically significant association with the usage of skincare products ( $p < 0.001$ ). Similarly, the levels of education and gender had statistically significant association with usage of skincare products ( $p < 0.001$ ). Although the employment status had statistically significant association with usage of skincare products ( $p = 0.022$ ), a statistically significant association between the marital status and the usage of skincare products ( $p = 0.12$ ) was not observed.

**Conclusions:** Similar to the results of the previous studies conducted in Galle and Anuradhapura districts, age group, levels of education, gender and employment status had a statistically association with the usage of skincare products. There was no statistically significant association between marital status and the usage of skincare products.

**Keywords:** *Kandy district, Popularity, Skincare products, Usage*