



A STRATEGY ON USE OF CONTACT LENS AMONG COLLEGE STUDENTS AT COIMBATORE CITY

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ABSTRACT

This study examines use of contact lenses has become increasingly prevalent among students for both vision correction and cosmetic purposes. However, improper usage and lack of awareness regarding lens care can lead to serious ocular complications. This study aims to develop and propose a comprehensive strategy to promote the safe and effective use of contact lenses among students. Through a cross-sectional survey conducted among college students, data were gathered on patterns of lens usage, hygiene practices, sources of information, and awareness of potential risks. The findings highlight a significant gap in knowledge and compliance with recommended guidelines. Based on these insights, the proposed strategy emphasizes health education campaigns, integration of eye-care modules in student wellness programs, and collaboration with optometrists for regular screenings. By addressing both behavioural and informational aspects, this strategy seeks to enhance eye health, reduce the incidence of lens-related complications, and empower students to make informed decisions about contact lens use.



1.INTRODUCTION

Contact lenses are small, transparent, plastic discs worn over the cornea to correct vision. In a popular choice for vision correction among individuals of all ages, particularly in urban, rural and semi urban settings where lifestyle demands and cosmetic preferences drive their use. In Coimbatore, a city known for its educational institutions and bustling student population, college students represent a significant segment of contact lens users. Understanding the patterns of contact lens use within this demographic is crucial for several reasons, including eye health awareness, lifestyle implications, and the impact on academic and social experiences.

This study aims to explore the strategy on use of contact lens use among college students in Coimbatore. With the rise in visual demands due to increased screen time and the desire for a more aesthetically pleasing alternative to traditional spectacles, contact lenses have gained prominence. The focus of this research will be to analyze the frequency, types, and motivations behind contact lens use, as well as to assess the associated challenges and perceptions among students.

Through this study, we aim to shed light on the prevalence of contact lens use, identify common practices and potential issues related to their use, and ultimately contribute to a better understanding of how contact lenses are integrated into the lives of college students in Coimbatore. This research will also offer recommendations for better practices and support mechanisms to ensure that students use contact lenses safely and effectively.

However, despite their growing popularity, the usage of contact lenses among college students often reveals varying degrees of awareness about proper handling, maintenance, and potential health risks. Factors such as cost, convenient, brand preferences, and Quality also play a pivotal role in shaping students' choices. Exploring these aspects provides valuable insights into the behaviours, attitudes, and challenges faced by this demographic, laying the groundwork for improving eye health awareness and ensuring the safe use of contact lenses. This study aims to delve into these facets, offering a comprehensive understanding of contact lens usage patterns



among college students in Coimbatore city. Others adopt lenses for cosmetic purposes, using coloured or decorative variants to complement their style and express individuality.

2. LITERATURE OF MAIN CONTENTS

2.1 OBJECTIVES OF STUDY

- To identify the socio economic background of the respondents.
- To explore the purchasing behaviour of contact lens among college students.
- Analysis the usage about factors influencing the purchase behaviour of contact lens.
- To measure the users satisfaction with a brand.
- To access the problem faced by contact lens among college student.
- To offer the suggestions for future improvement.

2.2 SCOPE OF STUDY

This study focuses on understanding the usage patterns, preferences, and awareness levels of contact lens users among college students in Coimbatore city. By concentrating on college students aged 18-25 years. The scope extends to identifying gaps in awareness campaigns and healthcare services, with the ultimate goal

2.3 STATEMENT OF PROBLEM

In recent years, the use of contact lenses, while beneficial for vision correction, present several challenges and potential problems for users. One of primary issues like eye infections. Additionally, sleeping with contact lenses can cause discomfort, and even damage to the cornea.



2.3 RESEARCH AND METHODOLOGY

Research methodology is a way to systematically solve the research problem and is the backbone of the study and is primarily based on the primarily based on primary data collected through questionnaire from the peoples.

2.4 COLLECTION OF DATA

The data was collected through questionnaire.

- The sample size was 100.
- The area of study was Coimbatore.
- Data's used in this study was both primary and secondary data's.

3.ANALYSIS AND DISCUSSION

TABLE:3.1

TABLE SHOWING THE AWARENESS LEVEL OF THE RESPONDENTS

S.NO	DO YOU HAVE ANY AWARENESS ABOUT CONTACT LENS?	NUMBER OF RESPONDENTS	PERCENTAGE
1	Yes	100	100%
2	No	-	-
	TOTAL	100	100%

SOURCE: PRIMARY DATA

INTERPRETATION: The above table specifies that 100% of the respondents are having awareness of contact lens.

INFERENCE: Majority 100% of the respondents are have awareness level about contact lens.

CHART NO: 3.1

CHART SHOWING THE AWARENESS LEVEL OF THE RESPONDENTS

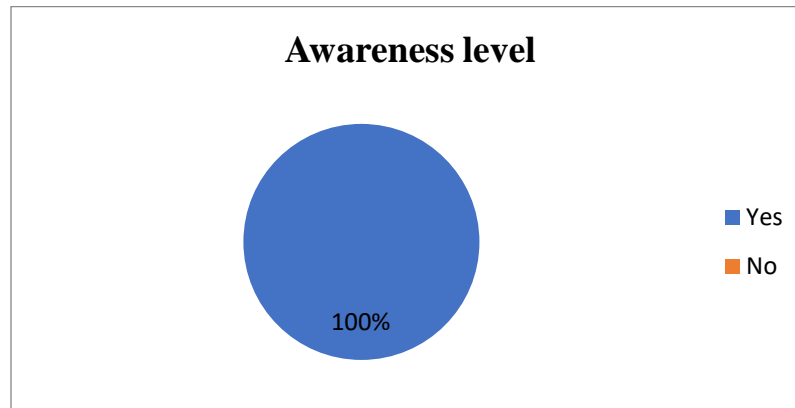


TABLE:3.2

TABLE SHOWING THE COMPANY PREFERENCE IN BUYING CONTACT LENS

S.NO	COMPANY PREFERENCE IN BUYING CONTACT LENS OF THE RESPONDENTS	NUMBER OF RESPONDENTS	PERCENTAGE
1	Johnson & Johnson vision (acuvue)	35	35%
2	Alcon(CIBA Vision)	26	26%
3	Coopervision	22	22%
4	Bausch & Lomb	8	8%
5	Hubble	9	9%
	TOTAL	100	100%

SOURCE: Primary data

Interpretation:

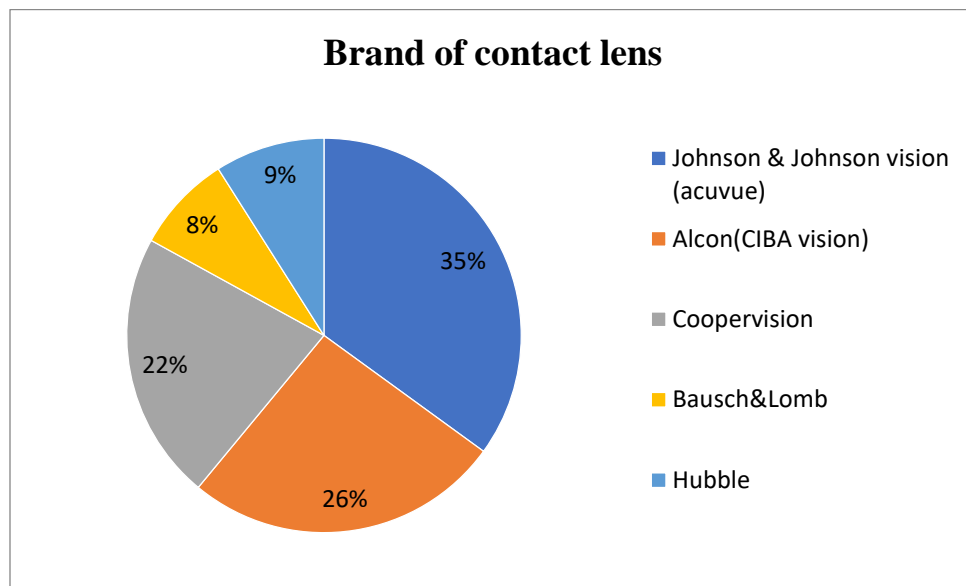


From the above table indicates that 35% of the respondents prefer Johnson & Johnson (acuvue), 26% of the respondents prefer Alcon(CIBA Vision), 22% of the respondents prefer Coopervision,, 9% of the respondent's prefer Hubble and 8% of the respondent's prefer Bausch & Lomb.

Inference: Majority 35% of the respondents preferred Johnson & Johnson vision (acuvue).

CHART NO: 3.2

CHART SHOWING THE COMPANY PREFERENCE IN BUYING CONTACT LENS OF THE RESPONDENTS





RANKING ANALYSIS

TABLE SHOWING THE RATING FOR PURCHASING CONTACT LENS

PURCHASE OF CONTACT LENS	EXCELLENT (5)	VERY GOOD (4)	GOOD (3)	FAIR (2)	POOR (1)	MEAN SCORE	RANK
QUALITY	58	28	8	6	-	4.38	1
PRICE	33	41	14	12	-	3.95	5



DISCOUNT	36	37	18	9	-	4.00	4
BRAND	44	40	8	8	-	4.06	3
CONVENIENT	50	37	7	6	-	4.31	2

INTERPRETATION:

The above table depicts about the ranking analysis of usage of contact lens among college students shows that the 4.38 of the respondents are given first preference for Quality, 4.31 of the respondents followed by Convenient as second preference, 4.06 of the respondents next followed by Brand at third preference, the fourth preference by the 4.00 of the respondents is for Discount and least preference was given for Price.

CHI-SQUARE ANALYSIS

TABLE SHOWING THE RELATIONSHIP BETWEEN GENDER AND EDUCATION QUALIFICATION

HYPOTHESIS:

- H0 There is no significant relationship between Gender and Education Qualification.
- H1 There is significant relationship between Gender and Education Qualification.



GENDER	EDUCATIONAL QUALIFICATION				TOTAL
	SCHOOL LEVEL	UNDER GRADUATE	POST GRADUATE	DIPLOMA	
MALE	1	4	0	12	17
FEMALE	6	22	5	50	83
TOTAL	7	26	5	62	100

O	E	(O-E)	(O-E) ^2	(O-E) ^ 2/E
1	1.19	0.19	0.0361	0.030336134
6	5.81	-0.19	0.0361	0.006213425
4	4.42	0.42	0.1764	0.039909502
22	21.58	-0.42	0.1764	0.008174235
0	0.85	0.85	0.7225	0.85
5	4.15	-0.85	0.7225	0.174096386
12	10.54	-1.46	2.1316	0.202239089



50	51.46	1.46	2.1316	0.041422464
TOTAL	100			1.352391235

Chi – Square Value $\chi^2 = \sum (O-E)^2/E$

$$= 1.352$$

Degree of Freedom = (row – 1) (column – 1)

$$= (2-1) * (4-1)$$

$$= (1) * (3)$$

$$= 3$$

Significance level = 0.05

Table Value = 1.352

X Calculated value > **X** Tabular value

INTERPRETATION:

In the above analysis the calculated value (1.352) is the higher than table value (1.352) at the level of 0.05 significance. Hence there is significant relationship between Gender and Educational Qualification.

4.CONCLUSION

In conclusion, this study has examine the strategy on use of contact lens among college students in Coimbatore. Contact lenses can be a convenient and effective vision solution for college students, offering clear vision and comfort for active lifestyles and it brings a great education and awareness about contact lens. Students should obey proper hygiene practices, follow their



prescribed wearing schedule, and schedule regular eye check-ups to monitor eye health. Avoiding sleeping in lenses, carrying emergency backups, and ensuring proper lens care can further enhance comfort and prevent eye irritation or infections. By prioritizing these practices, college students can enjoy the benefits of contact lenses safely and effectively, supporting both their academic and personal activities.

Mostly College Students were gave a positive connection between contact lens like Quality, Brand, Price, Convenient and Discount. Universities and optometry clinics can play a key role in promoting safe practices by providing students with information on the risks of improper lens use, the importance of hygiene, and the potential long-term effects on eye health. Mindful usage and regular eye care, contact lenses can be a safe and practical choice for students navigating both academic and personal life.

5. REFERENCE

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