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### Cosmetic usage among women teachers and students

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#### Abstract

Cosmetic usage has become an essential aspect of modern women's lifestyles, shaped by cultural trends, social expectations, and economic status. With the rapid growth of the Indian cosmetic industry and increasing emphasis on personal grooming, women across different age groups and professions are adopting a variety of products for daily care and presentation. The present study titled "Cosmetic Usage among Women Teachers and Students" aimed to assess patterns of cosmetic use, factors influencing product selection, expenditure levels, and awareness of related health aspects. The study was carried out in Angamaly and Cherai, Ernakulam district, with a sample of 100 respondents comprising 50 teachers and 50 students selected through random sampling. Data were collected using a structured questionnaire and analyzed using descriptive statistics. The findings revealed noticeable differences in cosmetic practices between the two groups. Teachers, owing to higher income levels, reported greater expenditure on branded cosmetics and preferred products recommended by experts or chosen for their quality and safety. Students, in contrast, were more influenced by advertisements and peer groups, showing preference for herbal and affordable products. Commonly used cosmetics across both groups included powder, shampoo, lip balm, lipstick, and body spray. Teachers frequently used moisturizers and foundation, while students favored conditioners and body creams. Nude make-up was the most preferred style among both, though students showed relatively greater interest in glamorous looks. The study further revealed that cosmetics positively contributed to respondents' self-image, confidence, and appearance. Teachers emphasized their role in professional presentation, while students associated them with social appeal. Despite these benefits, side effects such as acne, rashes, and skin allergies were occasionally reported, though medical treatment was seldom sought. Awareness of harmful ingredients like parabens, lead acetate, and UV filters was found to be limited, particularly among students, highlighting the need for consumer education.

Cosmetic usage among women teachers and students is influenced by multiple factors including income, lifestyle, and social environment. While cosmetics enhance confidence and appearance, the findings underscore the importance of spreading awareness about safe usage, ingredient knowledge, and health-friendly practices. Promoting informed choices can help women enjoy the benefits of cosmetics while minimizing potential risks.

**Keywords:** Cosmetics, women teachers, students, usage patterns, expenditure, awareness

#### Introduction

Cosmetics is defined as any of several preparation that are applicable to the human body for beautifying, cleansing, coloring, condition, or protecting the skin, hair, nails, lips, eyes etc. The lifestyle of an Indian female is getting better and thus they are ready to pay for better products at affordable prices. This has increased the demand for essential for the everyday items such as deodorants, lipstick, sunscreen, foundation etc. the rapidly changing social situation such as revolutionary movement for women's equal rights, significantly affects the women consumer behaviors as well as improves their social status. The cosmetics and personal care industry is one of the rapid growing consumer product sectors in India with a strong potential for foreign companies. Cosmetic sector in India has shown continued strong growth with increasing shelf space in retail stores stocking cosmetics from around the world. Indian skin care market is segmented into five categories such as facial care, body care, sun care, hand care and make up removal products. The hair care is considered to be one of the mature markets in India.

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Human beauty is a cultural construct that involves facial and body attractiveness. Physical appearance is not simply a fixed attribute, but rather is altered by individuals to manage and control their self and social image. Extent of usage of cosmetics is normally conditioned by the lifestyle of women. More sophisticated women may go for more items of cosmetics while those with traditional culture avoid extensive use of cosmetics. Attributes like age, area, marital status, income, profession may have influence on level of usage of cosmetics.

The use of cosmetic products is increasing around the world and a variety of chemical compounds used in the manufacture of these products grows at the same time. In this way, the risk of intoxication, allergic processes, prolonged chemical exposure, side effects and indiscriminate use are also increased. Makeup is still a controversial topic for women. Makeup cosmetics are important to how most women feel on a day to day basis. They like to feel confident and beautiful. Quality and ingredients of traditional makeup can vary from brand to brand; there are a lot of really bad makeup products out there in the market. The objectives set for the study was: To find out the types of cosmetics and their usage among sample, to study the factors influencing selection of cosmetics, to find out the effects of usage, to study the expenditure on cosmetics.

### Materials and Methods

The area selected for the study was Angamaly and Cherai, Ernakulam district. The area was selected considering the easy access and availability of enough samples for the study. Regarding sample selection, the method adopted for the present study was Random sampling. Random sampling also known as chance sampling or probability sampling where each and every item in population has an equal chance of inclusion in the sample (Kothari, 2003). The number of samples selected for the study was 100 women, 50 teachers and 50 students. The tools used were questionnaire. The questionnaire is considered as the heart of a survey operation (Kothari, 2004). The questionnaire was formulated to find out the use, awareness on cosmetics and effects of using cosmetics.

### Results and Discussions

The results of the study is furnished in following tables and figures

**Table 1:** Age wise distribution of sample

Age	Teachers N = 50 (%)	Students N =50 (%)
Below 20 years	Nil	24 (48%)
20-25 years	2 (4%)	26 (52%)
26-30 years	27 (54%)	Nil
Above 30 years	21 (42%)	Nil

\*Figures in parenthesis indicate percentage

Among teachers 54 percent belongs to the age group 26-30 years. Age above 30 comes to 42 percent. And 4 percent belong to the age group of 20-25 years. Among students 52 percent belong to the age group 20-25. Age below 20 years comes up to 48 percent.

**Table 2:** Annual income of families

Annual income	Teachers n = 50 (%)	Students n = 50 (%)
Below 50,000	Nil	21 (42%)
50,001-1,00,000	Nil	17 (34%)
Above 1,00,001	50 (100%)	12 (24%)

\*Figures in parenthesis indicate percentage

All teachers were with income above 1Lakh. Students provided the income status as of their family, which showed that families with income below rupees.50, 000 were 42 percent. 34 percent students belong to the income group rupees. 50,001-1,00,000. Students with annual family income of more than 1 Lakh was 24 percent.

**Table 3:** Preference for Herbal products

Cosmetics	Teachers N = 50 (%)	Students N =50 (%)
Ayurveda/Herbal	8 (16%)	17 (34%)
Chemical	18 (36%)	7 (14%)
Both	24 (48%)	26 (42%)

\*Figures in parenthesis indicate percentage

Among teachers 48 percent prefer to buy both chemical and Ayurvedic cosmetics. 36 percent prefer to buy chemical cosmetics and 16 percent prefer to buy Ayurvedic cosmetics. Among students 42 percent prefer to buy both chemical and Ayurvedic cosmetics. 34 percent prefer to buy Ayurvedic cosmetics and 14 percent prefer to buy chemical cosmetics.

**Table 4:** Types of cosmetics used by sample

Cosmetics	Teachers n = 50 (%)	Students n =50 (%)
Cleanser	6 (12%)	3 (6%)
Toner	1 (2%)	Nil
Moisturizer	34 (68%)	20 (40%)
Powder	32 (64%)	48 (96%)
Compact	14 (28%)	12 (24%)
Foundation	20 (40%)	14 (28%)
Concealer	2 (4%)	Nil
Face wash	34 (68%)	40 (80%)
Face pack	12 (24%)	2 (4%)
Lip balm	30 (60%)	41 (82%)
Lip gloss	2 (4%)	0
Lip stick	36 (72%)	38 (76%)
Lip liner	10 (20%)	Nil
Sunscreen	8 (16%)	3 (6%)
Hand cream	4 (8%)	Nil
Body cream	10 (20%)	25 (50%)
Hair remover	10 (20%)	30 (60%)
Scrub	12 (24%)	9 (18%)
Body spray	46 (92%)	42 (84%)
Dye	Nil	Nil
Shampoo	46 (92%)	48 (96%)
conditioner	22 (44%)	45 (90%)
Serum	10 (20%)	7 (14%)
Eye make up	34 (68%)	40 (80%)
Nail polish	48 (96%)	42 (84%)

\*Figures in parenthesis indicate percentage

Among teachers, great majority (96%) used nail polish, 92 percent using body spray and shampoo, 72 percent used lipstick, 68 percent used moisturizer and eye makeup, 64 percent used powder, 60 percent teachers using lip balm, 44 percent used conditioner, 40 percent teachers used foundation, 24 percent used face pack and scrub, 20 percent used lip liner, body cream, hair remover and serum, 16 percent used sunscreen.

Among students, 96 percent of students using powder and shampoo, 90 percent of using conditioner, 84 percent of students using body spray and nail polish, 82 percent of using lip balm, 80 percent using face wash and eye makeup, 76 percent using lipstick, 60 percent using hair remover, 50 percent using body cream, 40 percent using moisturizer, 28 percent using foundation, 24 percent using compact, 18

percent using scrub, 14 percent students using serum. When both groups are compared teachers mostly used nail polish, body spray, moisturizer and foundation rather than students. But majority of students uses conditioner, shampoo, lip stick and lip balm rather than teachers.

**Table 5:** Type of make-up preferred

Make-up	Teachers N = 50 (%)	Students N =50 (%)
Trendy	2 (4%)	Nil
Ordinary	2 (4%)	2 (4%)
Glamor	14 (28%)	20 (40%)
Nude	42 (84%)	40 (80%)

\*Figures in parenthesis indicate percentage

Nude make was preferred by both categories 84% teachers and 80% students. Even glamour make ups were also preferred by 40% of students and 28% of teachers.

**Table 6:** Usage of Foundation and lip make up

Frequency	Foundation		lip make up	
	Teachers N = 50 (%)	Students N =50 (%)	Teachers N = 50 (%)	Students N =50 (%)
Daily	Nil	Nil	12 (24%)	20 (40%)
Frequently	Nil	Nil	8 (16%)	12 (24%)
Function	18 (36%)	5 (10%)	18 (36%)	5 (10%)
Rarely	20 (40%)	10 (20%)	10 (20%)	4 (8%)
Never	12 (24%)	35 (70%)	2 (4%)	9 (18%)

\*Figures in parenthesis indicate percentage

Among of teacher's 40 percent rarely used foundation, 36 percent used foundation during special function and 24 percent never used foundation. In the case of students, 70 percent never used foundation, 20 percent students rarely used while 10 percent used foundation for functions.

Among teacher's 36 percent teachers they used lip makeup on special functions, 24 percent daily used lip makeup, Most of students daily used of lip makeup rather than teachers, 24 percent frequently used lip make up, 18 percent never used while 10 percent used on functions and 8 percent rarely.

**Table 7:** Foundation preferred by the sample

Foundation	Teachers n = 50(%)	Students n = 50(%)
Liquid	13 (26%)	5 (10%)
Stick	Nil	Nil
Mineral	Nil	Nil
Cream	1 (2%)	6 (12%)
Powder	6 (12%)	4 (8%)
Tinted moisturizer	Nil	Nil

\*Figures in parenthesis indicate percentage

Among teacher's 26 percent used liquid foundation, 12 percent used powder, and 2 percent used cream foundation. 12 percent students used cream foundation, 5 percent used liquid foundation and 8 percent used powder.

**Table 8:** Habit of removing make up at night

Details	Teachers n = 50 (%)	Students n =50 (%)
Removed	49 (98%)	50 (100%)
Not removed	1 (2%)	Nil

\*Figures in parenthesis indicate percentage

Great majority of teachers (98%) had the habit of removing makeup. All students also had the habit of removing make up.

**Table 9:** Frequency of visit to beauty parlor

Frequency	Teachers n = 50 (%)	Students n = 50 (%)
Weekly	Nil	Nil
Monthly	10 (20%)	Nil
Rarely	16 (32%)	18 (36%)
Irregularly	20 (40%)	15 (30%)

\*Figures in parenthesis indicate percentage

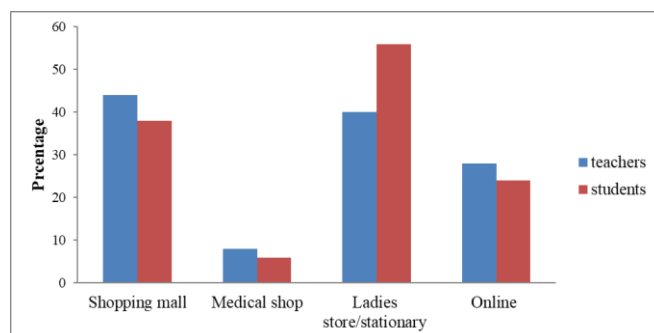
Among teacher's 40 percent visited beauty parlor irregularly, 32 percent visit rarely, 20 percent visit beauty parlor monthly. While student's 36 percent visit beauty parlor rarely, 30 percent visit irregularly.

**Table 10:** Treatment utilized at beauty parlor

Purpose	Teachers n = 50 (%)	Students n =50 (%)
Facial	18 (36%)	3 (6%)
Spa	4 (8%)	2 (4%)
Threading	46 (92%)	35 (70%)
Clean up	16 (32%)	18 (36%)
Hair cut	30 (60%)	33 (66%)
Waxing	2 (4%)	Nil

\*Figures in parenthesis indicate percentage

Great majority of teachers (92%) going to beauty parlor for threading, 60 percent going for haircut, 36 percent going for facial, 32 percent going for clean-up, 8 percent teachers going for spa and 4 percent going for waxing. 70 percent students visit beauty parlor for threading, 66 percent for haircut, 36 percent students visit for clean-up, 6 percent for facial, 4 percent for spa.



**Fig 1:** Place for purchasing cosmetics

It was understood that majority of teachers (80%) preferred to purchase cosmetic products from ladies' store/stationary store 44 percent brought it from shopping mall, 28 percent brought it online and 4 percent from medical shop. Most of the students prefer to purchase cosmetic products from ladies/stationary store, 38 percent brought it from shopping mall, 24 percent brought it online, and 6 percent brought from medical shop.

**Table 11:** Selection criteria for cosmetics

Specialty	Teachers n = 50 (%)	Students n = 50 (%)
Quality	24 (48%)	19 (38%)
Variety	Nil	Nil
Brand	15 (30%)	24 (48%)
Package	Nil	Nil
Price	7 (14%)	10 (10%)
Ingredients	5 (10%)	Nil

\*Figures in parenthesis indicate percentage

Among teacher's 44 percent of the teachers considered quality as the selection criteria for cosmetics, 30 percent considered brand, while half of the students considered brand as the selection criteria.

**Table 12:** Influence of selecting a brand

Influence	Teachers n = 50 (%)	Students n = 50 (%)
Advertisement	14 (28%)	17 (34%)
Ambassadors	1 (2%)	3 (6%)
Models	Nil	4 (8%)
Friends	26 (52%)	13 (26%)
Advice of experts	30 (60%)	12 (24%)

\*Figures in parenthesis indicate percentage

Most of the teachers influenced by advice of experts for selecting a brand, 52 percent influenced by friends, 28 percent influenced by advertisement and 2 percent influenced by brand ambassadors. While 34 percent students influenced by advertisement, 26 percent influenced by friends, 24 percent influenced by advice of experts, 8 percent influenced by models and 6 percent influenced by ambassadors for selecting a brand.

**Table 13:** Factors influencing purchase of cosmetics

Factors	Teachers n = 50 (%)	Students n = 50 (%)
Family	4 (8%)	1 (2%)
Profession	10 (20%)	Nil
Advertisement	14 (28%)	25 (50%)
Friends	30 (60%)	10 (20%)
Self	2 (4%)	Nil

\*Figures in parenthesis indicate percentage

For 60 percent teachers the factors influencing purchasing cosmetics are friends, for 28 percent it was advertisement, for 20 percent it was their profession, family for 8 percent and 2 percent they are self-motivated. 50 percent students influenced by advertisement, 20 percent influenced by friends and 2 percent influenced by family.

**Table 14:** Factors considered while purchasing cosmetics

Factors	Teachers N = 50 (%)	Students N = 50 (%)
Brand	42 (84%)	30 (60%)
Price	28 (56%)	17 (34%)
Features	20 (40%)	Nil
Ingredients	18 (36%)	Nil
Date	26 (52%)	4 (8%)
Presence of chemical	16 (32%)	Nil
Suitability	32 (64%)	25 (50%)
Foreign or swadeshi	4 (8%)	Nil

\*Figures in parenthesis indicate percentage

84 percent teachers prefer for brands before purchasing cosmetics, while 64 percent consider suitability, 56 percent go in for price of product, 52 percent date, 40 percent for features, 36 percent concentrate on ingredients, 32 percent for presence of chemicals and 8 percent prefer for foreign or swadeshi before purchasing.

60 percent students go in for brand, 50 percent suitability, 34

percent look for price and 8 percent for date before purchasing cosmetics.

**Table 15:** Advantages of using make up

Advantages	Teachers n = 50 (%)	Students n = 50 (%)
Impression	12 (24%)	5 (10%)
Confidence	20 (40%)	11 (22%)
Cover-up imperfections	10 (20%)	19 (38%)
Self esteem	12 (24%)	Nil
Better looks	26 (52%)	19 (38%)
Highlights best features	6 (12%)	10 (20%)

\*Figures in parenthesis indicate percentage

It was understood that 52 percent teachers benefitted by cosmetics because of better look, 40 percent get confidence, 24 percent get impression and self-esteem, 20 percent benefitted through cover up imperfection and 12 percent benefitted by cosmetics through high light best features. While 38 percent students get better looks and cover up imperfections through cosmetics, 22 percent students get confidence, 20 percent benefitted through high lighting best features and 10 percent benefitted through impression.

**Table 16:** Self impression created by cosmetics

Images	Teachers n = 50 (%)	Students n = 50 (%)
Confident	30 (60%)	38 (76%)
Professional	2 (4%)	Nil
Stylish	14 (28%)	2 (4%)
Trendy	4 (8%)	1 (2%)

\*Figures in parenthesis indicate percentage

It was clear that most of the teachers and students had confidence image after putting make up.

**Table 17:** Development of allergy to any part of body

Allergy site	Teachers N = 50 (%)	Students N = 50 (%)
Skin	3 (6%)	6 (12%)
Eye	1 (2%)	1 (2%)
Lip	1 (2%)	Nil
Never	45 (90%)	43 (86%)

\*Figures in parenthesis indicate percentage

It was clear that 90 percent teachers have no allergy problems due to cosmetics, 6 percent teachers have allergy on skin, 2 percent teachers have allergy on lip and 2 percent have allergy on eye. While 86 percent students have no allergy due to cosmetics, 12 percent have allergy on skin, and 2 percent have allergy on eye.

**Table 18:** Treatment for allergy

Response	Teachers n = 50 (%)	Students n = 50 (%)
Treated	2 (4%)	3 (6%)
Not treated	48 (96%)	47 (94%)

\*Figures in parenthesis indicate percentage

Great majority of teachers (96%) do not take treatment for allergy, 4 percent take treatment. 94 percent students do not take treatment for allergy, and 6 percent take treatment.



**Table 19:** Effects of using cosmetics

Effects	Teachers <i>n</i> = 50 (%)	Students <i>n</i> = 50 (%)
Headache	1 (2%)	0
Blackheads	1(2%)	1(2%)
Skin allergy	1(2%)	1(2%)
Blotches	Nil	Nil
Rashes	Nil	1(2%)
Hair problem	2 (4%)	Nil
Acne	1 (2%)	1(2%)
Irritation	Nil	2 (4%)
Blemishes	Nil	Nil
Eye infection	1 (2%)	1(2%)

\*Figures in parenthesis indicate percentage

It was clear that, 4 percent teachers have hair problem due to effect of cosmetics, 2 percent have head ache, 2 percent have black heads, 2 percent have skin allergy, 2 percent have acne and 2 percent have eye infection. 4 percent students have

irritation due to effect of cosmetics, 2 percent have black heads, 2 percent have skin allergy, 2 percent have rashes, 2 percent have acne and 2 percent have eye infection.

**Table 20:** Awareness on chemicals present in cosmetics

Chemicals	Teachers <i>n</i> = 50 (%)	Students <i>n</i> = 50 (%)
Paraben	8 (16%)	1 (2%)
Titanium dioxide	6 (12%)	Nil
Formaldehyde	6 (12%)	3 (6%)
Coal tar	8 (16%)	Nil
Triclosan	1 (2%)	Nil
Resorcinol	Nil	Nil
Phthalates	3 (6%)	Nil
Zinc dioxide	2 (4%)	Nil
Lead acetate	5 (10%)	4 (8%)
UV filters	12 (24%)	10 (20%)
Toluene	3 (6%)	Nil
BHA	4 (8%)	3 (6%)

\*Figures in parenthesis indicate percentage

Teachers had knowledge of about chemicals present in the cosmetics rather than students. Only 20% were aware of the presence of UV filters.

**Table 21:** Expenditure on Makeup products

Annual Expense (Rs)	Makeup		Skin care products		Hair care products		Lip care products	
	Teachers <i>n</i> = 50 (%)	Students <i>n</i> = 50 (%)	Teachers <i>n</i> = 50 (%)	Students <i>n</i> = 50 (%)	Teachers <i>n</i> = 50 (%)	Students <i>n</i> = 50 (%)	Teachers <i>n</i> = 50 (%)	Students <i>n</i> = 50 (%)
<than Rs 500	14 (28%)	21 (42%)	6 (12%)	16 (32%)	4 (8%)	Nil	6 (12%)	26 (52%)
Rs500-Rs.1000	8 (16%)	Nil	16 (32%)	Nil	10 (20%)	Nil	10 (20%)	Nil
>than 1000	18 (36%)	Nil	23 (46%)	12 (24%)	30 (60%)	29 (58%)	24 (48%)	Nil

\*Figures in parenthesis indicate percentage

Among teachers 36 percent spend above 1000 rupees for purchasing make up products per year. But 42 percent students spend below 500 rupees per year. It was clear that, most of the teachers (46%) spend above 1000 rupees for purchasing hair care product than students (24%). 32 percent teachers spend between 500-1000 rupees. 32 percent students spend below 500 rupees. Most of teachers (60%) and students (58%) spend above 1000 rupees per year for hair care product. 20 percent teachers spend between 500-1000 rupees. Most of the teachers' spend above 1000 Rs. per year for purchasing lip care product, 20 percent spend 500-1000 Rs. Most of students (52%) spend below 500 Rs. per year.

#### 4. Conclusion

The study on cosmetic usage among women teachers and students revealed clear differences in their preferences, practices, and spending patterns. Teachers, with higher income levels, showed greater use of branded products and reliance on expert advice, while students were more

influenced by advertisements and peers, opting for affordable and herbal-based products. Both groups commonly used everyday cosmetics such as powder, shampoo, lip balm, lipstick, and body spray, though teachers favored moisturizers and foundation whereas students preferred conditioners and body creams. Nude make-up was the most popular style in both groups, with students showing slightly higher interest in glamorous looks.

Cosmetic use was found to enhance confidence, self-image, and appearance, though occasional side effects such as skin irritation, acne, and allergies were reported. Awareness of harmful chemicals in cosmetics remained low, particularly among students, highlighting the need for better education on safe practices. Overall, the study concludes that cosmetic use extends beyond beautification to reflect lifestyle choices, social influences, and personal identity, emphasizing the importance of promoting safe and health-friendly cosmetic habits.

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