

## **Risk perception of cosmetics among undergraduates: Balancing risk and safety**

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The aim of the present study was to examine consumers' risk perception on cosmetics, and the effects of perceived risk on their selection of cosmetics. A questionnaire survey was conducted on a total of 178 female undergraduates. Findings of the present study clarified that 65.1% of the participants have experienced skin troubles caused by cosmetics. Skin care products were the most common cause of skin troubles. Risk information on base and lips makeup products were examined more precisely by consumers prior to purchase compared to eye and lips makeup products. Consumers tend to actually try new cosmetics to check if a product causes skin troubles without looking at the risk information. Consumers showed the same levels of interest in risk information as the effects information and trusts towards manufacturers. Although consumers show high levels of interest in risk information, they do not study the information well on their own. Further researches on communication techniques are needed to enhance the risk communication between manufacturers and consumers.