



A Study on Health Awareness and Life Style Habits Among Women in Coimbatore City

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Abstract

Health awareness and lifestyle habits play a vital role in determining the overall well-being of individuals, especially women, who contribute significantly to family and society. This study aims to examine the level of health awareness and the lifestyle practices followed by women in Coimbatore City. The research focuses on understanding how factors such as age, education, and occupation influence health-related behaviors.

The study is based on both primary and secondary data. Primary data were collected through a structured questionnaire from a sample of 102 women respondents selected using a convenient sampling method. Secondary data were gathered from books, journals, and online sources. The collected data were analyzed using statistical tools such as percentage analysis and ranking analysis.

The findings of the study reveal that although a considerable proportion of women possess basic health awareness, a significant gap exists between awareness and actual practice. Many respondents do not engage in regular physical exercise, fail to maintain a balanced diet, and neglect periodic health checkups. Additionally, participation in health awareness programs is found to be relatively low.

The study concludes that improving health awareness alone is not sufficient; there is a need to encourage behavioral changes among women to adopt healthier lifestyle habits. It suggests that government and healthcare organizations should conduct more awareness programs and promote preventive healthcare practices to enhance the quality of life among women.

Keywords: Health Awareness, Lifestyle Habits, Women's Health Behavior, Preventive Health Practices, Physical Activity, Dietary Patterns, Health Education, Public Health, Socio-Demographic Factors, Coimbatore

1. Introduction

Health is one of the most important aspects of human life, as it directly influences the quality of living and overall well-being. In today's fast-paced world, lifestyle patterns have undergone significant changes due to urbanization, technological advancement, work pressure, and changing social roles. Women, in particular, play a crucial role in maintaining the health of their families and society, but often tend to neglect their own health due to multiple responsibilities.

Health awareness refers to the knowledge and understanding individuals have about maintaining good health, preventing diseases, and adopting healthy practices. Lifestyle habits include daily activities such as dietary patterns, physical exercise, sleeping habits, stress management, and regular medical check-ups. Unhealthy lifestyle habits may lead to

various health problems such as obesity, diabetes, heart diseases, hormonal imbalances, and mental stress. In cities like Coimbatore, rapid industrial growth and modernization have brought changes in women's lifestyles. While access to healthcare facilities and information has improved, the level of health awareness and the adoption of healthy lifestyle practices may vary among women based on factors such as age, education, occupation, and income.

Therefore, understanding the health awareness and lifestyle habits of women is essential for promoting better health outcomes. This study aims to analyze the level of health awareness and lifestyle habits among women in Coimbatore city.

2. Problems of the study

1. Despite increased access to health-related information,

many women do not actively practice healthy lifestyle behaviors such as regular exercise, balanced diet, and routine medical checkups.

2. Rapid urbanization and changing work patterns have led to sedentary lifestyles among women, negatively affecting their physical and mental health.
3. Women often prioritize family and professional responsibilities over their own health, resulting in neglect of preventive healthcare practices.
4. There is a noticeable gap between awareness of health issues and the actual adoption of healthy habits among women.
5. Limited participation in health awareness programs reduces the effectiveness of public health initiatives aimed at women.
6. Irregular dietary patterns and lack of proper nutrition continue to be common concerns affecting women's overall well-being.
7. Increasing stress levels due to modern lifestyle demands contribute to both physical and psychological health problems.
8. Socio-economic and educational factors influence the level of health awareness and lifestyle choices among women.

3. Objectives of the study

- To study the level of health awareness among women in Coimbatore city.
- To analyze the lifestyle habits of women with respect to diet, exercise, and daily routine.
- To examine the impact of socio-economic and demographic factors on women's health practices.
- To identify common health issues faced by women due to lifestyle patterns.

4. Research Methodology

Research methodology is a systematic way of explaining how the research is carried out. It provides a clear and logical plan adopted by the researcher to identify, collect, analyze, and interpret data related to the research problem. The methodology helps in obtaining reliable and valid results that fulfill the objectives of the study.

4.1 Area of the study

The area covered under the present study is Coimbatore City.

4.2 Statistical tools and techniques

The following statistical tools have been used to analyze and interpret the collected data.

- Percentage Analysis
- Rank Analysis

Formula

$$\text{Percentage} = \frac{\text{Number of Respondents} \times 100}{\text{Total Number of Respondents}}$$

4.3 Sample Size

The study was conducted with a total sample size of 102 women respondents from Coimbatore City.

4.4 The Collection of Data

The study is depends upon both primary and secondary data.

4.4.1 Primary Data

Primary data refers to first-hand information collected directly from the respondents. In this study, primary data was collected from women in Coimbatore City through a structured "questionnaire" to understand their health awareness and lifestyle habits.

4.4.2 Secondary Data

Secondary data was collected to support and strengthen the primary data. It was gathered from various sources such as books, journals, websites, magazines, health reports, newspapers, and previous research studies.

5. Limitations of the study

- The study is limited only to women residing in Coimbatore City.
- The accuracy of the study depends on the responses given by the respondents.
- The study is based on a limited sample size, which may not represent the entire population.
- Time constraints limited the depth of the study.

6. Findings of The Study

6.1 Percentage Analysis

- Majority 48% of respondents belong to the age group of 21–30 years.
- Majority 72% of respondents are single.
- Majority 68% of respondents are undergraduates.
- Majority 42% of respondents are students.
- Majority 32% of respondents earn between ₹20,001–₹30,000 per month.
- Majority 72% of respondents belong to nuclear families.
- Majority 46% of respondents belong to rural areas.
- Majority 36% of respondents are aware of their health status.
- Majority 38% of respondents depend on doctors/health professionals as their main source of health information.
- Majority 60% of respondents do not take regular health check-ups.
- Majority 36% of respondents exercise occasionally.
- Majority 42% of respondents prefer walking as their main form of physical activity.
- Majority 47% of respondents do not follow a balanced diet.
- Majority 57% of respondents eat three meals per day.
- Majority 70% of respondents have not attended health awareness programs or camps.
- Majority 59% of respondents are aware of lifestyle diseases such as diabetes, hypertension, and obesity.
- Majority 36% of respondents are somewhat aware of the role of balanced nutrition in preventing lifestyle-related diseases.
- Majority 50% of respondents are aware that mental health is equally important as physical health.
- Majority 40% of respondents agree that maintaining a healthy lifestyle is essential for women's long-term well-being.

- Majority 38% of respondents agree that lack of time affects their ability to follow healthy lifestyle habits.
- Majority 43% of respondents agree that work and family responsibilities affect their personal healthcare.
- Majority 66% of respondents feel that women need more health awareness initiatives in Coimbatore City.
- Majority 74% of respondents read or watch health-related information either regularly or occasionally.
- Majority 83% of respondents are willing or may be willing to participate in future health awareness programs.

6.2 Ranking Analysis

The above depicts that rating for Regular Health Check-ups has obtained the highest mean score is ranked 1st, which indicates that many respondents have neutral or disagree opinions, showing that they are not giving adequate importance to regular health check-ups. Regular Physical Exercise with a mean score is ranked 2nd, indicating that respondents are not consistently practicing physical exercise. Awareness of Diseases and Mental Healthcare, with mean scores are ranked 3rd and 4th, which reflects moderate awareness but not strong concern among respondents. Further, Avoidance of Junk Food with a mean score is ranked 5th, indicating that respondents still tend to consume unhealthy food habits. Stress Management and Healthy Eating Habits are ranked 6th and 7th, showing that these healthy lifestyle practices are not given much priority. Time Management for Self-care is ranked 8th, while Adequate Sleep and Balanced Diet are ranked 9th and 10th, indicating that respondents do not strongly follow these healthy lifestyle practices. Overall, the results indicate that many respondents are not giving sufficient importance to maintaining a healthy lifestyle and regular health check-ups.

7. Suggestions of the study

1. **Increase Health Awareness Programs:** Government and health organizations should conduct more health awareness programs, seminars, and medical camps in Coimbatore City to improve women's knowledge about health and preventive care.
2. **Encourage Regular Health Check-ups:** Women should be motivated to undergo regular health check-ups in order to detect diseases at an early stage and maintain better health.
3. **Promote Balanced Diet and Nutrition:** Awareness should be created regarding the importance of balanced nutrition and healthy eating habits to prevent lifestyle-related diseases.
4. **Encourage Regular Physical Exercise:** Women should be encouraged to engage in regular physical activities such as walking, yoga, or simple exercises to improve their physical fitness and overall well-being.
5. **Improve Participation in Health Programs:** Local authorities and health departments should organize community-based health camps and motivate women to participate actively in health awareness programs.
6. **Create Awareness about Lifestyle Diseases:** Educational campaigns should be conducted to increase awareness about lifestyle diseases such as diabetes, hypertension, and obesity.
7. **Promote Time Management for Self-care:** Women

should be encouraged to balance work, family responsibilities, and personal health by allocating time for exercise, proper diet, and adequate rest.

8. **Use Media and Digital Platforms for Health Education:** Television, social media, and online platforms can be effectively used to spread health-related information and encourage healthy lifestyle habits among women.

8. Conclusion

The present study titled "A Study on Health Awareness and Lifestyle Habits among Women in Coimbatore City" was conducted to examine the level of health awareness and lifestyle habits among women. The study also aimed to analyze how socio-economic and demographic factors influence women's health practices.

The findings of the study indicate that although many respondents are aware of certain health issues and lifestyle diseases, a considerable number of them do not give adequate importance to regular health check-ups and healthy lifestyle practices. Factors such as lack of time, work responsibilities, and limited participation in health awareness programs affect their ability to maintain healthy habits.

The study also reveals that many respondents do not consistently follow balanced diets, regular exercise, and proper self-care practices, which may lead to lifestyle-related health problems. At the same time, a large number of respondents expressed interest in receiving more health awareness initiatives and participating in future health programs.

Therefore, it is essential to improve health awareness among women through education, community health programs, and medical camps. Encouraging women to adopt healthy lifestyle habits such as balanced nutrition, regular exercise, adequate sleep, and periodic health check-ups will contribute to better health and overall well-being.

Overall, increasing health awareness and promoting positive lifestyle habits among women will help reduce the risk of lifestyle diseases and improve the quality of life for women in Coimbatore City.

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