

# **ORAL HEALTH AWARENESS AMONG NON-MEDICAL STUDENTS OF PRIVATE SECTOR UNIVERSITIES IN KARACHI**

**By**

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 13.1 that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

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## ABSTRACT

### **Purpose:**

The objective of this study was to determine the status of Oral health awareness among the non-medical students of private sector universities in Karachi, to assess their knowledge, attitude and respective behavioural practices for maintaining good oral hygiene.

### **Methodology/sample:**

The data (n = 300) for this cross-sectional study were collected from Bahria University, Iqra University and Institute of business technology students in Karachi, students were sent an electronic questionnaire as well as also filled them by hand who are not easily accessible on that day, asking about knowledge, treatment need and oral health habits. Oral hygiene was evaluated using perceived oral hygiene status questions. Student t-test and Pearson Correlation tests were used to draw results.

### **Findings:**

The sample of 300 students from non-medical departments of private sector universities in Karachi was analyzed and tested, among them 43% respondents were male and remaining 57% were female. The knowledge of oral health was insufficient among the non-medical university students, but the attitude and behaviour were positive among the same students of private sector universities.

### **Conclusion / Practical Implications:**

In view of the outcomes, the accompanying conclusions can be drawn from this research, the oral health knowledge among the students was insufficient, where as the attitude and behaviour for maintaining good oral hygiene was found to be positive. There is a dire need to incorporate knowledge of oral health in general curriculum of studies for the betterment of overall healthiness of individuals. The attitude and behaviour are also contrasting in terms of smoking and dental visits, which needs to be corrected as well.

**Keywords:** Oral health, knowledge, attitude, practices, awareness

## TABLE OF CONTENTS

APPROVAL OF EXAMINATION.....	i
DECLARATION OF AUTHENTICATION.....	ii
PLAGIARISIM REPORT.....	iii
DEDICATION.....	iv
ACKNOWLEDGEMENT.....	v
LIST OF TABLES.....	vi
ABSTRACT.....	vii
<b>Chapter 1: INTRODUCTION.....</b>	<b>1</b>
1.1 Background of study.....	1
1.2 Significance of research.....	3
1.3 Statement of problem.....	3
1.4 Research questions.....	4
1.5 Research objectives.....	4
1.6 Scope of the Study.....	4
1.7 Limitation of the Study.....	4
1.8 Organization of Thesis.....	5
<b>CHAPTER 2: LITERATURE REVIEW.....</b>	<b>6</b>
2.1 Significance of Oral Health .....	6
2.2 Risk factors.....	7
2.2.1 Dietary habits.....	7
2.2.2 Alcohol/Liquor consumption.....	7
2.2.3 Cleanliness/ Oral hygiene.....	7
2.2.4 Injuries.....	7
2.2.5 Stress.....	7
2.2.6 Financial status.....	8
2.3 Oral health and university life.....	9
2.4 variables of the study.....	12
2.4.1 Dependent variables.....	13

2.4.2 Independent Variables.....	13
2.5 Theoretical Framework.....	13
2.6 Development of Hypothesis.....	13
Hypothesis 1.....	13
Hypothesis 2.....	14
Hypothesis 3.....	14
Hypothesis 4.....	14
Hypothesis 5.....	14
Hypothesis 6.....	14
Hypothesis 7.....	15
Hypothesis 8.....	15
<b>CHAPTER3: RESEARCH METHODOLOGY .....</b>	<b>16</b>
3.1 Type of Research.....	16
3.2 Target Population.....	16
3.3 Sample Size.....	16
3.4 Research Instrument .....	16
3.4.1 Part One.....	16
3.4.2 Part Two.....	17
3.4.3 Part Three.....	17
3.5 Sampling technique.....	17
3.6 Data treatment.....	18
<b>CHAPTER 4. DATA INTEGRATION &amp; ANALYSIS.....</b>	<b>19</b>
4.1 Data Integration.....	19
4.1.1 Gender.....	19
4.1.2 Age.....	20
4.2 Mean and standard Deviation statistics for data.....	21
4.3 One sample t-test.....	21
4.3.1 Hypothesis 1.....	21
4.3.2 Hypothesis 2.....	22
4.3.3 Hypothesis 3.....	23
4.3.4 Hypothesis 4.....	24
4.4 Correlation Test.....	25
4.4.1 Hypothesis 5.....	26

4.4.2 Hypothesis 6.....27

4.4.3 Hypothesis 7.....27

4.4.4 Hypothesis 8.....27

4.5 Summary of Result.....28

**CHAPTER 5: CRITICAL DEBATE.....29**

**CHAPTER 6: CONCLUSION AND RECOMMENDATIONS.....31**

6.1 Conclusion.....31

6.2 Recommendations.....32

6.3 Suggestions for future Research .....33

**Annex 'A': QUESTIONNAIRE.....35**

**REFERENCES.....39**