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RESEARCH ARTICLE

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## AN ANALYTICAL STUDY OF THE FACTORS INFLUENCING THE PURCHASE DECISION OF A FEMALE IN BUYING A SANITARY NAPKIN

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### ABSTRACT

This report is based on An analytical study of the factors influencing the purchase decision of a female in buying a Sanitary Napkins in Mumbai. In the last decade, consumer behavior has improved significantly. Consumers have a large range of options in today's competitive environment, where multiple brands market the same goods and many other factors affect their purchasing behavior. In order to accomplish this objective of the study, a sample of one hundred (100) female consumers were sampled. A questionnaire that employs a five point differential scale ranging from 'least important' to 'most important' was administered to the respondent. The study broadly classifies under four factors: health and hygiene factors, product features, social influence and economic factors. The outcome of the learning is to understand the factors influencing the purchase decision of a female in buying a Sanitary Napkin. This research is helpful to marketers as they can develop different marketing programs which they think the customer would be interested in. It will also improve their business strategies and also support those who serve in other sectors or in some company of the private sector.

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## INTRODUCTION

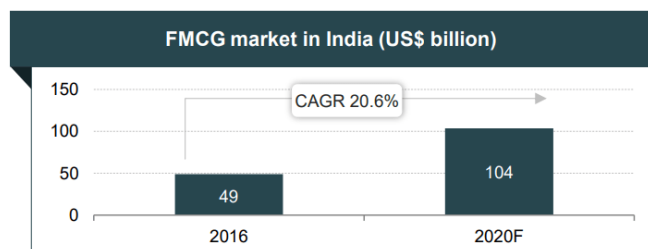
### OBJECTIVE

- To understand the correlation between the medical condition and flow of the female during periods.
- To analyze whether the respondents follow the social media accounts of the brand of sanitary napkins they use.
- To study whether the features of wetness Lock and disposable bags have impact on the buying decision of a female respondent to purchase a sanitary napkin.
- To study the impact of the rates of the sanitary napkin on the buying decision of a female to purchase the sanitary napkin.
- To understand the most preferred brand of sanitary napkin used by females.

**FMCG SECTOR:** In the Indian economy, the (FMCG) market is the fourth largest with 50% of the FMCG revenue in Indian household and personal care. The industry has been driven by increased visibility, better connectivity and changing lifestyles.

The urban demand (sales accounts of about 60 percent) contributes most to FMCG's total sales in India, and in the period 2016-17 it posted a market volume of approximately US\$29.4 billion. In recent years, however, the FMCG demand in rural India has expanded faster than in urban India. Semi-urban and rural sectors are increasing rapidly, with FMCG goods accounting for 50% of overall rural expenditures.

**Market Size:** In FY18, sales from the FMCG market hit \$52.75 billion and were forecasted at \$103.7 billion in 2020, according to an analysis of FMCG industry. The FMCG industry continues to play a key role for investors as demand in India grows at an exponential pace. The government of India has taken a number of steps to encourage the market, recognizing these developments in the FMCG industry profile. Foreign FMCG firms spend \$100 million minimum capitalization in India. Even GST in India has far-reaching effects in the industry, as Indian high-selling FMCG goods, such as soap, toothpaste and hair oil, are covered by the 18% tax bracket which used to be 23%.

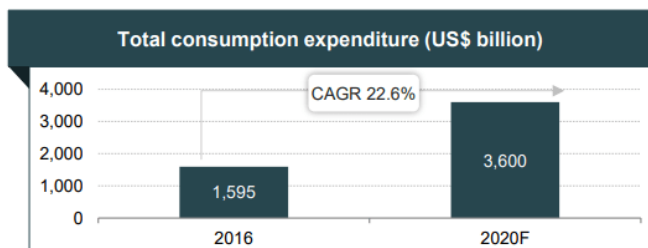


### Consumption Expenditure

The CAGR will rise over the 2016-2021 consumption budget of 22,57%.

Total spending on consumption is anticipated to hit almost US\$.

By 2020, 3600 billion, out of 1,595 billion dollars in 2016.



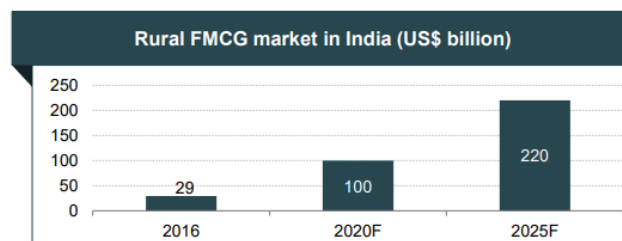
**Investments in the FMCG industry in India:** Favorable drivers of demand, such as increasing levels of income and increased urbanization, have recently been driving substantial and diverse investments in the Indian FMCG market. As top FMCG enterprises increase their ability to fuel increasing domestic requirements, domestic brands have entered foreign markets. Some are – Patanjali: Patanjali's growth led to the foreign market's expansion, where a 100% export-oriented production unit is planned in Milan, SEZ, Nagpur. A venture capital fund of US\$14.74 million was set up for investment in FMCG Groups by the Rp Sanjiv Goenka Group.

**Rural FMCG Market in India:** Top manufacturers of FMCG are returning to the development of the villages of India and are expanding in these markets. Of course, firms are wagering on big groups of rural India customers, who over the next few years will be flipping from unmarked loose to labeled. This gives them space for pushing their soap, shampoos, biscuits, drinks and necessities, albeit at lower prices in Indian villages. In the last few years, the demand in rural markets has exceeded the revenue rise of urban sector firms. Companies expect India to continue to drive development in smaller towns and villages. Recently, the Maggi Noodles manufacturer, Nestlé India, has said that by the end of 2024 it intends to extend its presence to 1.20,000 villages. Suresh Narayanan, Chairman and Managing Director, Nestlé India Ltd, said the firm took a number of decisive steps in the last 2 to 3 years to increase its rural footprint. It included about 1,000 villages in 2017, and nearly 89,000 in 2019. Nestlé also supports the growth of rural areas by changing the related sections of the portfolio and dialing up local commercialization and publicity. Nestlé India accounts for 75% of its revenue from urban, while the rest is from rural markets. However, rural markets account for 39 percent of revenue in the rapidly moving consumer goods sector, according to researchers Nielsen. This gives businesses more space to flourish in those markets. In the December quarter, rural markets rose by 14.2 per cent year on year for FMCG manufacturers; in its December quarters, the high-speed metropolitan area recorded growth of 0.8 per cent year-on-year, Nielsen said.

Narayanan pointed out that India, rural and half-urban, is probably more stable over the next quarters, as rural development overflows urban markets. Rural precocious growth stagnated, as poor moonsoons and lower wages impaired customer propensity to spend more. The reverse migration and the government's expenditure on

core measures such as MGNREGA have contributed to the change in consumption. But potential income growth will be a challenge in those markets and businesses will have to promote pricing packages and battle local rivals, analysts said. Of course, in Indian villages where connectivity and affordability are main concerns, corporations have spend years extending their scope. However, given the need for time to rebound from covetous shocks in metropolitan markets, businesses are increasing their presence within non-meters. Marico, an FMCG-based group, has added stockholders to its villages and its rural distribution network will extend 20 percent in the next couple of years, Marico said earlier in Mint, Sanjay Mishra, chief operating officer and sales officer of India, said. Britannia Industries Biscuitmaker also added more rural dealers following the trade affected by lockdown-related coronavirus disturbances. As the Business calls, the number of rural favorite distributors rose from 19,000 to 23,000 between March and December 2020. The FMCG Rural Sector was approximately US\$23.6 billion in the fiscal year 2018 in India. In recent years, the sector has shown substantial rate of growth and represented 45% of the FMCG market in the region. Increased wages has contributed to a significant rise in non-food spending.

The rural FMCG market in India is expected to grow to US\$ 220 billion by 2025 from US\$ 29.4 billion in 2016



**Health Care Industry:** Hospitals, surgical supplies, clinical trialing, outside service, telemedicine and medical insurance as well as medical equipment are part of the Indian healthcare sector. Due to the rising coverage, services and spending of both public and private actors the sector grows tremendously quickly. The Healthcare Industry is a combination of industries within the country's economic system, providing products and treating patients by means of preventative, curative and rehabilitative programs. It includes the age and marketing of products and undertakings which lend themselves to the maintenance and restoration of goods. Three basic sectors include insurance, goods and services in today's medical industry. These are further separated into many divisions and industries that depend on qualified practitioners to satisfy population health needs. A universal model of medical treatment is practiced in India. This model is administered mostly at the state and not at the federal level. The Indian Constitution provides the health sector and does not make the federal government the central government responsible. In exchange, this would make each State responsible for increasing its citizens' living standards and improving public health as part of its primary responsibilities.

In 2018, Ayushman Bharat, a government-funded programme on healthcare, was unveiled. It is said that this program covers over 50% of the population who cannot afford health insurance. The overall health sector spending in 2015, as shown by the World Bank, was 3.89% as a share of GDP. Of the latter, the government health budget amounts to 1%. The National Health Policy was supported, and revised in 2002 and 2017, by the Parliament of India in 1983. The four primary 2017 updates concentrated on the growing number of uncontaminated diseases which, in turn, have affected the general costs of hospital care and study. Private health care is also called the healthcare sector in India, though, and the bulk of the contributions are from the accounts of patients or their families rather than from health insurers. So far, public policy on health care has promoted private-sector growth. Increased lifestyle incidences, growing demand for affordable medical services due to rising healthcare prices, advances in technology, emergency telemedicine, accelerated

expansion of health insurance and public programs such as electronic health, along with tax advantages and rewards are driving the healthcare industry in India.

- In terms of increased expansion, India should rank in 2020 among the top three healthcare markets.
- By 2020, the healthcare IT industry is projected to increase 1.5 times from the present 1 billion dollars.
- By 2022, CAGR is forecast to rise to 32 billion dollars from 5 trillion dollars in 2012 at 20.4 percent.
- The stay business is forecast to rise by 13 percent in a CAGR throughout 2015-20.
- By 2020, Indian telemedicine will expand at 20% of CAGR, to \$32 million (USD \$15 million) from \$15 million.
- In the next 10 years, the Digital Health Blueprint will generate an exponential economic benefit in the health industry of more than \$200 billion.

**Feminine Hygiene Products Market:** The growth of the millennial population has all affected us. With the millennial generation's greedy hunger for consciousness and a sharp increase in disposable incomes, innovations in each sector – including personal grooming – are busy in the market. The new-age buyer is more educated and moves towards goods which are not just economically friendly but also globally responsible. The demand of intimate care products has risen to almost US \$3 billion and is projected to expand to 5.3 billion by 2025 by exclusive products, such as intimate grooming washing for men and toilet seater sanitizer sprays for women. Personal grooming products have for these years been limited to divisions of skincare, but the industry now matures quickly and gender-based products become more diversified. Chemical-free, non-alcohol, parabens, SLS and other harsh materials are gaining in popularity as customers understand how important it is for labels to be read. The buyer today wants brands to deliver their promises and is not so readily deluded by elegant commercial gimmicks or packaging.

Thus, innovators strive to put into the heart multiple goods initially aimed only at a particular sector. In addition, the company focuses on holistic introduction of more creativity into products, including hygienic towels, in order to deal with multiple social and environmental questions. Today, the market seeks to extend its range of services to provide multiple alternatives of a common product to offer the choice of consumers in a modern, heavily competitive environment. The change is also apparent by the fact that even the basic daily items are freshly prepared. Through offering unique and specific goods, researchers cater to the very essence of personal grooming. There are, for instance, a number of personal grooming washers that are specifically intended for women and men as unisex devices. Once manufacturers have fully understand the promise of this market, they feel that they also have a long way to go to meet a huge audience. The emphasis is on providing a more personal, clean, skin-friendly, comfortable and strictly practical environment for feminine hygiene products. A large part of the urban female population today identifies good personal grooming as a prerogative and believes in the purchase of items that correspond to their personality and the form of their body. For example, industry pioneers have provided biodegradable sanitary tampons and organic cotton pads to fix menstrual hygiene, including proper disposal of used sanitary servants. Herbal pain management alternatives are also offered, including feminine cramp relief roll-on treatments. Although the female demand in grooming worldwide stands at 36 billion U.S. dollars, industry analysts claim only a limited proportion of this is being used. Sensitizing more will help a broader audience. Sensitizing more For example, although only 18% of Indian women menstruate use health pads, even those with health conditions are likely to improve. Experts claim that more than 90% of women's hygiene products use toxic chemicals and raw materials which are capable of entering the bloodstream and causing havoc when used for a long time. Lack of consciousness is one of the biggest obstacles to the universal consumer adoption of intimate goods for women's healthcare. The subjects must no longer be taboured and the social stigma now tied to them must be dispelled. Either in shuffled colors and metaphors, everything to do with our private parts is debated or

clearly not thought about. Yet intelligence is a big blindfold against the horrors of social bigotry. For instance, women are now aware of the dangers of the ancient showering tradition, which is very harmful to delicate vaginal walls. Not many know what advantages a gentle pH-balanced intimate wash is for women. Similarly, it is very limited to know about sanitary pads, as many do not know how to use them appropriately, how much to change them and how to disposing of them. A few players have effectively removed organically biodegradable synthetic sanitary towels, tampons and panty liners on the market. However, these players have a very poor market share. They still need to be household names though they are strong online presence. While urban women are old enough to speak about intimate hygiene in the open, it may be a difficult task for producers particularly in rural areas to divide the tabou and move deeper into the community. In this case, opposition will also come from the same women who are not only financially dependent but often shy and bound to social conventions in their homes, where the prism of stigma and the "unnatural" views menstruation. The hygienic personal market continues to evolve mainly because of newcomers or start-ups, who want to help people, especially women, have a regular, active life. For the buyer of the modern generation, money is no longer spent, it is spent on the right thing intentionally. Millennials are aware that the value of personal care and wellbeing reaches beyond the shallow cleaning effects of the regime for washing soap, shampoo and skin. In the prediction timeframe 2020-2025, the Indian feminine hygiene market has a projected 16.18% growth at CAGR. In Indian women are afflicted with disease and inflammation of the vaginal and urinary tract each year because of inadequate menstrual hygiene. A the awareness of intimate hygiene and increased desire for menstrual products, such as sanitary pads, tampons and sweatshops, has boosted demand in the country for women hygiene products.

**Indian Sanitary Market in India:** *"In 2020, the market size of Indian sanitary towels hit nearly USD 521,5 million. The demand will continue to expand to almost USD 975.4 million between 2021 and 2026 at a CAGR of 11%."*

Good government funding in the country drives the Indian health service serving industry. Maharashtra is the country's largest healthcare towel industry with a larger share of the market. The Indian sanitary service industry is supported by technological developments including superabsorbent fiber technologies that have further allowed manufacturers to concentrate on high absorption capacity in healthy towels. In India there is increasing knowledge of menstrual hygiene and the need for health services. Moreover, India is also driving demand development by using high-quality and environmentally-friendly commodities to manufacture these sanitary pads. Small pads made of absorbent fabrics are sanitary napkins, differently defined as sanitary pads. In the course of a menstrual period, they play an important part in women's hygiene. Four physical elements, including the fluid acquisition sheet, the absorbent structure, the delivery portion, and the liquid impervious membrane are used in a sanitary serving. These serviettes are available in various forms and sizes with different absorption capacities.

On the basis of the product form, the sanitary service market is divided into:

- Disposable Menstrual Pads
- Cloth Menstrual Pads
- Biodegradable Menstrual Pads

At present, the most common product form is shown in disposable menstrual pads. This demand is attributed to awareness-raising initiatives conducted by the central and state governments and other non-governmental organizations and multinationals.

**The industry is split into the following channels:**

- Supermarkets and Hypermarkets
- Pharmacies

- Convenience Stores
- Online
- Specialty Stores
- Others

Supermarkets and hypermarkets account for the bulk of overall market shares, between these are the biggest group. The Indian Service Care market is driven by the government of India's many initiatives in recent years, along with several private institutions and non-governmental organizations, to promote the use of snacks, particularly among poor and rural women. This include the Eco Femme and My Pad, Reproductive and Child Health Program. Some programs include The sector is further supported by the growth of female employees, which has increased women's decision and buying power. This allows manufacturers to focus more on the female consumer and to affect the behaviour of their purchases. In addition, renewable and chemical-free varieties are now being introduced, which have a positive impact on development in the sector. Marketing campaigns and ideas for these health pads are developed by the main players in the sanitation sector to allow market development to be accelerated. In 2020, the Indian health service sector reached USD 521.5 million, led by expanded government efforts to raise understanding of human hygiene and the region's disposable income. The demand is expected to see a further increase in the forecasted period 2021-2026, rising to a CAGR of 11%, supported by the development of organic and chemical-free varieties of health napkins and an increased number of females joining the workers. It is expected that by 2026 the demand will be USD 975.4 million. The careful analysis approach of EMR explores the macro and micro-aspects of the industry deeply into the market.

The industry can be divided into single menstrual pads, cotton menstruation pads and biodegradable menstrual pads, based on their products, which account for the highest market share of disposable menstrual pads. The retail and hypermarket industries represent the leading part of the business on the basis of distribution networks. Maharashtra, Delhi-NCR, Tamil Nadu, Karnataka and Gujarat are the most important regional markets for sanitary services, the highest market share being the one in Maharashtra. Procter & Gamble, Johnson & Johnson Services, Inc, Unicharm, Saathi Eco Innovations India Private Limited, and Kimberly-Clark, among others, are major players in the above industry. EMR's research approach uses a mix of cutting-edge analysis methods and the skills of its highly successful staff to give its consumers reliable, operational and competitive insight into the market.

## LITERATURE REVIEW

(Adika, Yabgha, Apiyanteide, Ologidi, & Ekpo, 2011). A key feature of health education is awareness of the understanding and compartment of the use of medical pads during menstruation by school-aged adolescents; The research has been carried out by 140 girls, and the understanding and behaviour of the use of medical pads during menstruation have been investigated. The aims of the study were specifically to assess the view of adolescents on the use of menstrual sanitary pads and to evaluate their conduct with menstrual sanitary pads. Girls were drawn from a cross-sectional demographic sample of educational establishments, with questionnaires collecting data for study provided 56 from primary school and 84 from junior secondary school within 10-20 years. Everyone Of the 140 girls surveyed, 64.3 per cent used health pads, and 62.3 per cent used sanitary pads. Strong self-perception on hygiene use of sanitary pads, while 67.1% felt happy as good as it improved their confidence, while 66.4 per cent considered it to be costly. But the behaviour improvement seems to be beneficial as well as positive with the use of 66.4% health pads; allowing a majority (52.1%) to normally attend classes at school. The result of this study is that 66.3% of young girls in the Niger Delta region, state of Bayelsa, Nigeria have a favourable view of healthcare pads, and 67.1% have an appropriate, decent and pleasant understanding of healthcare pads, which boosts self-confidence but at 64.4%, which leads to positive behaviour changes.

This study therefore proposes that teenage girls use health pads for monitoring and education in schools to avoid infectious diseases as well as to close the distance between mothers and other forms of awareness training at home (Rihtarsic & Rihtarsic, 2017).

This paper begins by reviewing various recent scholarly opinions and opinions on society, menstrual tabuism and ethical customer behaviour. We conducted a comparative study on the effects of cultural and sociological influences on the behaviour of women consumers when purchasing female hygienical items in England, Germany, Slovenia and Sweden. Countries have been chosen based on diverse traditions, religions and behaviour of the customer. On the basis of the outcomes we achieved, we in the chosen countries have established a systemic model of the behaviour of women consumers (Mensah, Aboagye, & Baah, 2016). The researcher examined the factors that affect the purchasing behaviour of health pad customers in Takoradi Polytechnic. The study is carried out in this regard. During the last decade, consumer conduct has improved significantly. Consumer preference is plentiful and many other factors affect the buying behaviour, in the world of today's increasing competition with multiple brands that market the same products. A survey of 500 users from both the women (personnel and students) of the Polytechnic Society were sampled in order to achieve this study goal. The interlocutor was provided with a ten-point questionnaire using a five-point difference scale from 'substantially disagreement' to 'solid agreement.' In the analysis, the results show that the purchase behaviour of consumers of sanitary pads is informed by four dimensional factors which represent 65.3% of the variance of the original variables (Bhatia, 2014). More and more scientific research and menstrual hygiene publishing worldwide have contributed to funding for recipients by national governments, NGOs, UN agencies etcetera.

This research analysis was conducted to understand the primary drivers impacting the penetration of low-cost hygienic towels at the bottom of the pyramid. For the initial analysis the qualitative observations, complexities and problems of the related sanitary hygiene projects carried out elsewhere in India were used to explain exploratory studies. A strong awareness of the ill effects of non-safe product use (such as sleeves) is important for accepting and using low-cost sanitary servings during the menstrual period. The healthy and hygienic elements must be introduced at a very early age. The easiest approach is by classrooms, mother's house, local clinics and self-help groups to get understanding and appreciation about menstrual hygiene. This will increase self-esteem, deter illness and eventually inspire women (Aileen Berith Alex & Dr. Krithika J., 2019). Product choice means a tendency to look for a certain product even though more time is required to achieve it. Customer tastes are founded on the desires, preferences and dislikes of the customer and their willingness to buy a certain commodity. The attraction of consumer expectations is an elementary marketing strategy useful to brand, produce merchandise, distribute and experience consumers. These are general consumer preferences. Different factors such as brand name, price, cost, etc., will affect the taste or desire that leads to people purchasing more or less of a product. This paper focuses on product characteristics, human and social influences, market awareness, publicity and loyalty (Anggun N. Matheos, Sifrid Sony Pangemanan, & Merinda Pandowo). In the age of globalisation the business world evolves quickly, contributing to economic growth across the country. According to this the society has grown to meet the need for and wishes of the will products or services by increasing its income and purchasing power. The objective of this study is to classify customer women's decision-making Manado health product. Sanitary product. Decision making in every kind of company is one of the most critical functions of the managers. Among the strategic decision-making differences of managers is a dynamic mechanism, which must be fully understood before it is successfully implemented. A strong methodological approach is quality research that embraces a wide range of research methods. Based on data that 11 of 19 informants gathered using Product Charm as their feminine health product. Most of them want to try another product, but prefer the older product. You choose what you feel like using. In order for

customers to be loyal to one particular brand, in other words the need to distinguish goods with a wide variety of functionality and utilizability, the producer pays more attention to the wishes of the customer (Isaac Jacob, Monica Khanna, & Neha Yadav, 2014).

India has an enormous population of women between 10 and 50 years old in the age group. However, India has the least penetration of women's hygiene products. The dissemination and acceptance of health services and their brand recognition among low-income women in Mumbai were investigated. The analysis was carried out. This group was chosen because of lack of learning, insufficient funding and the use of conventional items for menstrual hygiene. The authors of this article have attempted to explore the diffusion and acceptance of women's hygiene products within the target community, using the conceptual context of Rogers' Model of Innovation Diffusion (2003) and the conceptual model for the adoption of products at the Pyramid Base by Cheryl Nakata and Kelly Weidner (2012). Working status, education, household form and monthly income influenced considerably the use or non-use of sanitary services. Because of the problem of affordability of the target market, sanitary servings were seen as necessary, but not as a requirement product. It was concluded that companies in the field of human hygiene should provide affordable health insurance in order to increase the spread and acceptance of health napkins among the target community which could at the same time contribute to the achievement of convincing social objectives in an emerging market like India (Meenakshi, 2020). Although consumer taboo is prevalent in everyday life, there remains little interest in the subject for consumer study, with a particular emphasis on tabu products. This study focuses on tabuists and examines how obstacles are posed to these individuals in consumer choices. The study was based on a qualitative research design and in-depth interviews with 31 female middle and high income groups showed propensity to buy sustainable menstrual products (SMPs). This research analyses how SMPs' intimate and private use becomes a socially integrated consumer preference. The study investigates how the consumption of SMPs is constrained by a social structure that is embraced by symbolic violence against women menstruators. The disappointed women chose to honour limit and preserve stability in life, disillusioned by patriarchal subordination. While women were socialised and engaged in a number of decisions on sustainable consumption before SMPs were considered, they showed a lack of agency as they were not able to transgress orthodox gender borders, even though their choice strengthened social inequalities. Instead of taking an act of defiance, she tried to adhere to sexual habits. However, this self control does create tensions as women attempt to legitimise a choice of consumption that does not reflect their behaviour towards sustainable consumption. The study examines the effects of women's new constraints as they reframe environmental issues and explain their decision (Vaishali Gohil & Dr. Meenakshi Sharma, 2018).

The study aims at gaining an in-depth insight into Indian personal treatment. This study will help to understand the customer purchase behaviour aspects of the growing sector in Jaipur. Flourishing product for personal care. Industry needs a marketer to know Indian Personal Care brands' current trends among young people. These emerging developments focus mainly on the personal image of the new generation. This study will enrich and add to the banal literature and provide the business sector, as well as retailers, with valuable knowledge about society. This information is useful for marketers to identify marketing opportunities to improve their effectiveness in the use of resources and other efforts directly related to consumer acquisition behaviour, such as market segmentation, consumer targeting, product characteristics, promotional efforts and sales efforts. The use or use of personal care products has grown steadily over the last ten years and huge progress has helped this phenomenon in publicity promotion. The sellers therefore need to recognise the trends of Personal care device consumers purchase decision. This research has been studied such that the awareness of personal care products and the attitudes of the purchaser toward personal care products and the trends of purchasing and expenditure by individuals from different segments of the personal attention market have been

analysed and compared. In this report, the consumer attitude towards personal care products was analysed with regard to the type of personal attention products that have been purchased, purchasing frequency 23, use frequency, shopping location and reasons why personal care is preferred. The proposed research will be restricted to knowing the buying behaviour of consumers in an analysis of the prevailing factors that influence the buying behaviour of consumers in relation only to top companies' personal health care items. The personal care items are classified according to customer consumption in this report. The entire analysis is focused on the method of customer acquisition (Banumathy Sundaraman, 2019).

Sanitary pads are an absorbent product used during menstruation by women. Today, these goods have a big carbon footprint. In the sites of deposition, the nonbiodegradable materials emit dangerous gases that pollute the atmosphere. Bleaching of chlorine which releases byproduct dioxin is a major health hazard in the long-standing contact with the peau, due to various chemicals used in manufacture. Recently much research has occurred in the manufacture of health napkins using biodegradable materials such as bamboo, sphagnum moss. To overcome the above-mentioned questions, alternatives such as middle layer bamboo, top cover cotton and bio-based plastic may be used for barrier sheets. Even if environmentally safe sanitary pads are on the market, the items were not completely adopted by consumers. This study therefore seeks to identify a factor that prevents the use of eco-friendly toilet pads by clients. A questionnaire was produced which included consumer awareness-based questions and variables that affected the acceptance of environmentally friendly health pads by consumers. In India, an online survey of urban women was carried out. Responses have been obtained and data analysed using an interpretation of the factor. The findings indicate that 95% of respondents plan to use eco-friendly sanitary pads in the future. Supply, awareness of volume, leakage and significant costs influence the customer acceptance of eco-friendly sanitary pads. This study will thus serve as a helpful understanding of eco-friendly sanitary pad production for producers, entrepreneurs and micro-entrepreneurs.

## RESEARCH METHODOLOGY

The purpose of this study is to understand the factors influencing the purchase decision of a female in buying a Sanitary Napkin". With this purpose the researcher tends to conduct the exploratory research by implementing exploratory research design which allows gaining the most relevant ideas and process with the help of some of the Exploratory Research Methods Like Literature Review, Case Study Analysis and Secondary Data Analysis. The Data was collected with the help journals, websites and periodicals. The collection of secondary data method of study would allow the researcher to explore the factors influencing a female's purchase decision in buying a sanitary napkin. The documentary analysis from the secondary data available in the past journals, newspapers, case studies and the literature reviews would allow adding more proofs and credibility to the research. The research is conducted with a motive of helping the company to have a clear understanding of the factors influencing the purchase decision of a female in purchasing a Sanitary Napkin.

**How a Sanitary napkin is created:** The first disposable sanitary napkin, made of cotton and gauze, was put together in 1896. It was successfully commercialised in the United States of America in 1921. As availability of material shrank, there was need to find a material which is easily available and cost-effective. Later, wood pulp was incorporated since it is an absorbent material from soft wood. The plastic revolution changed the entire nature of the sanitary napkin. Sanitary pads began to be made of Super Absorbent Polymer (SAP) as an absorbent material, with Polyethylene (PE) for back cover. This made it waterproof. The polypropylene top sheet kept it dry. Today's sanitary pads are almost entirely from plastic material. Napkins are only produced in cost-effective machinery. The unit costs approximately 75 lakhs to 2,5 crores. These machines are usually operated only by multinationals. Seeing the whiteness of the napkin, people involved in making those napkins assume that cotton is the

material needed to produce napkins. They used viscose cloth to wrap the cotton. The cotton has a tendency to absorb the liquid, but it releases under slightest pressure or squeeze. Due to this simple reason acceptability and saleability become tough which lead to collapse of these industries. But on automated plant big companies are not using cotton instead they are using wood fibre. Wood fibres and non woven fabrics are generally procured in roll forms that can be processed on high cost machines only. The nature of the wood fibre is that it will absorb and retain the liquid even under pressure. This would give a dry feel to the user. Thus users are satisfied. Now by this just Rs.50000/- worth new invention mini sanitary napkin unit that runs on simple technology can process the wood pulp and the non woven fabric and even a rural woman can manufacture superior saleable napkins at a fraction of cost compared to big company manufacturing units.

**Types of Sanitary napkins:** Women were still bleeding. Times have shifted and products have evolved since we have discovered superior blood absorption materials. However, while women want a menstrual commodity, they also sacrifice those aspects. However, during the collection there are a few things to remember. You must ask these questions yourself before you choose any menstrual product:

- Is it healthy for me?
- Is it hygienic?
- Is it comfortable?
- Is it convenient to use?
- Is it economical?
- Is it eco-friendly?

Women should reflect upon their decision if all of these questions are answered negatively. But, because we are accustomed to compromise our wellbeing, or fail to pay sufficient attention to it, let us discuss all the different goods on the basis of products' quality and the six above parameters.

**Disposable Sanitary Napkins:** Benjamin Franklin designed the first disposable pads. There are wood pulp bandages that have been used on the battlefield to avoid heavy bleeding. This concept has been purchased by commercial manufacturers, and the first pads for purchase became available early in 1888 – the Southhall pad. In America, in 1896, Johnson & Johnson invented their own Lister's Towel: the Ladies' Sanitary Towel. Kimberly-Clark started Kotex in 1920 with a view of using the remaining cellucotton from World War One bandages. It was highly absorbent and inexpensive enough to throw out. Production of disposable napkins began in the 1940s, initially with belted pads, then in the 1960s with adhesive backed pads, to be manufactured on a wide scale. The 1990s saw the first use of absorbent gels in mats. Until then, women had been collecting bodily fluids using various products. Animal pelts, moose, sea sponges and seaweed along with the standard cotton, wool, rags and vegetable fibers are listed in the absorption content. Cloth or recycled pads have been commonly used for blood collection. In the 1970s fabric pads came back as the unbundled pads were costly, not environmentally friendly, inconvenient and some women were still faced with health problems. Then, because of technical advances in production, decreased prices, increased occupational presence of women and the use of women's underwear, women moved to disposables pads. Many pad companies arrived and these disposable pads dispersed rapidly to all imaginable countries. For rural areas, this was an aspirational commodity. Let us examine the available pads we use more extensively. Over the years, the shape of the pad shifted from thick to lightweight and now ultrathin with wings, glue, leak-resistant layer, etc. Thus, fabric, unwoven coat of plastic and plastics backgrounds have been transformed from cotton to superabsorbent gel, to save it from leaking. The packaging and the perfumes used in pads were modified not to say. Articles have previously examined the health, environment and social dangers of disposable health services in greater detail in this series.

**Health:** If you worry of disposable toilets in accordance with the criteria listed above, you'll get a reply that they're not safe as it may

rash you. The top layer is intended to dry women. They can be dangerous and carcinogenic, but easy to use. 'Women's Voices for the Earth' study on sanitary pads 'Still' (P&G, branded in India as Whisper). The findings show that both sweetened and non-scented pads release carcinogenic and reproductive and developmental toxins, poisonous chemicals. The producer does not report any of these chemicals in the formula. For many factors, including the cost of pads, most women who use disposables often delay replacing pads, without changing places and without disposing of the paddles. I met women with a single pad each day who are subjected to pain, skin infections and rashes that pose many risks to health.

**Hygiene:** If used for a long period of time, pads will contribute to bacterial development. Therefore, in 4-6 hours, one can change it. The soil pad often smells as it comes into contact with sunlight.

**Comfort:** They feel dry and soft. They come in a form and scale that are ideal for day, night and structure. They are also leak evidence that women are free from blemishes.

**Convenience:** While pads are easy to use and appear to be a convenient choice, you have to buy them repeatedly. It is also not easy to wrap and discreetly throw them. Cost: A individual has to pay 8-10 pads a month for Rs.80-100 or Rs.900 per year. If there are 2-3 women menstruating in a home, costs double or even more depending on the person. It's a matter of course.

**Eco-friendly:** We blissfully do not know the evils of plastic pads like Stayfree or Whisper for many decades, and believe cotton soft pads contain cotton. The cotton-like pads aren't cotton in fact. We may not know that pads will bloat and absorb all the water in a drainage tube until the device is stopped when flushed. We still may not know that polymers are not biodegradable in pads and could take 500-800 years for their disintegration. There have been set up unitary pads and incinerators in few offices and schools in which pads are provided at cheap prices but combustion is connected to poisonous emissions. Burning or burying pads is not a good procedure thus, this approach is unsustainable. This could lead to the transition to healthier, convenient and environmentally sustainable options for a long time.

**Washable Pads and Synthetic Material:** There are pads made of synthetic materials that increase absorption and are anti-microbial in order to regulate bacterial growth. These goods are Saafkins and Safepads.

**Saafkins:** They come in a package made from a super absorbent material with a capacity of up to 100 mL liquid, with two sanitary serviettes. They can be used for 12 hours and are leak-proof. The pad is held in place by an elastic band around the hip. The pad is a fast drying substance that removes the need for it to be dried out in the open. The pad comes in 2 sizes and is comfortable. Cleaning is fast. You just need to keep it under a tap, press it and squeeze the liquid, follow it with some soap and it's safe. If the stains don't go anywhere, you often have to soak in water. There's no bad smell. It can be a great pad for the night. The pads can be reused for up to one year at an annual expense of Rs. 150.

**Safepads:** They come in a bundle of three day pads and a long night pad, consisting of 4 pads per kit. The cloth is made of 100% polyester, the top textile is soft silk, and the main material absorbent is made of specially handled, highly absorbent fibrillation fibres. The bottom is a mesh jacquard with a lamination made of poly-urethane for leak proof purposes. Safepad's antibiotic property is caused by silica, nitrogen and carbon. It contains neither hazardous nor unsafe chemicals nor antibiotics. The material does not consist of cotton, but the pad is sturdy. One package is sufficient for time management. At least one hundred washes can be resisted, i.e. reusable up to four years. It is believed that it is recyclable. In terms of absorption, safety and convenience, synthetic pads are identical to cotton pads. They can be used for 1-4 years and are considered to be recyclable. They are not biodegradables.



**Disposable biodegradable pads:** Few firms use banana fiber, bamboo fiber or water hyacinth to make green pads like Saathi, Natracare, Anandi or the Jani pad (made of water hyacinth).

**Saathi:** Saathi pads are made of fiber banana. It is free of bleach and chemical and is available in 8 pads for Rs.159 online.

**Jani:** Jani is a four-layered material made of water-hyacinth-paper, meaning "grass" or "sheat." Both perforated holes to increase absorption or flakes of beeswax to avoid leakages, each type of tube is imprinted with various characteristics. The slits on the top layer permit the pad to conform and reduce discomfort to the body of the wearer.

**Natracare:** If you are looking for organic cotton and plastic-free alternative, Natracare pads may also be an option. It is said that it is compostable. They have a bunch of those Rs.170-Rs.500 mats.

**Anandi:** A box of 4 pads in 2 versions – compostable and compostable pads are given for Anandi pads Consider the six parameters of these pads:

**Health:** If wooden pulp is present in certain sheets, bleaching is essential to make it appear white. Dioxins are released into the air. Dioxins are extremely poisonous and can lead to a fetal and adult reproductive and developmental condition.

**Hygiene:** Designed for one time use. If women wear the same pad for a long period to reduce cost, or if they are short of pads, bacterial growth will happen.

**Comfort:** The softness, leak-proofing and form are identical to disposable pads.

**Convenience:** They have to be bought every month, similar to disposable pads. The availability problem can occur, as they are not accessible everywhere. It's easy to use such as junk pads with wings and stickers on the slips.

**Cost:** A woman spends Rs.1900 and higher annually (4 pads a day). If there are many menstruating women in the home, it can bring economic pressure.

**Eco-friendly:** If there is pulp in any sheets, blanching is needed to make it appear white. Dioxins are released into the air. Before throwing away, the leak proof layer with adhesive must be withdrawn, as the final layer is polymer. The rest of the pad should be composted, but not all pads can be composted. For urban women without a backyard or a compost pads is difficult. This is a challenge. Composting could take place at or central society level, but any woman cannot make her pads easy to compost. The reception of biodegradable pads is therefore restricted. In emergencies, it is a safer option to disposable napkins.

**Cloth Pads:** Cloth pads are modern and environmentally conscious alternatives for pads that are totally free of shame and can spoil you. They don't offer a foul smell, unlike disposable sheets. Washed and dried in the heat, these bagpipes are relaxed and hygienic for a period of many years. A woman must be equipped with 5–6 sheets, which can be quickly recycled, over a period of 3-5 years, over the entire cycle, costing roughly Rs.1200.

**Health:** It is manufactured from pure cotton fiber and thus does not have any health risks. The textile is attractive, thereby preventing rashes and skin reactions. They are also entirely chemically free, without the dangers posed by contaminants on the body.

**Hygiene:** Bacteria risk and rashes if not fully dried. They shouldn't pose any problems if they are dry before using.

**Comfort:** Bamboo fiber is mainly smooth and appealing, since it is mostly cotton. It is available in a range of colors and you don't need

to think when you dry the stains. It comes in various shapes, sizes and flow quantities according to convenience, body size and size. Except Uger and Jaioni all pads are leak-proof. Convenience: They are easy to reuse for 2-3 years, as if bought. The cotton is flexible, so that it stays soft for a long time when well cared for. You would wash and dry in the sun. Disposal isn't a problem since it degrades like a cotton towel. Cost: A woman needs 5-6 pads for good administration of her cycles. The R.1200-1700 is spent on covers, which may be reused for three years. Compared to disposable pads, it saves a lot of money when one does not have to pay Rs.900 annually. Eco-friendly: They are made of cotton fabric, except for the last sheet of polyurethane layer. It is biologically degradable and saves a woman from using plastic pads to stress the earth. They could be composted and recycled too.

### Major brands in the market selling Sanitary Napkins

**P & G – Whisper:** Whisper invites women to welcome and enjoy their lives. Whisper sanitary pads, which are widely chosen by women all over the world, provide full cover and convenience during your period of time. Our pads are built with care to make your life as simple, comfortable and protective as possible. Whisper pads are built to satisfy your particular needs and come in varying sizes and shapes. Explore and choose the one that meets your desires, our wide variety of whisper sanitary pads.



### Products

**Whisper Ultra Clean:** No. 1 Hygienic Protection is given by Whisper Ultra Clean. It features an engineering that reduces wetness, odors and germs to 100 percent. Its about 40% longer coverage, but you can forget about it during your times. Its Dri-Weave Cover guarantee that the blood is drained in seconds and has a pleasant aroma for freshness during the day.

### Whisper Ultra Clean XL / XL+

- Locks upto 100% wetness, even odours
- Odour lock gel that gives you hygienic protection
- Nearly 40% longer for more coverage vs. Whisper choice wings
- Delightful scent, Usage
- Type: Disposable
- Ideal Usage: Women, Girls
- Dri-weave cover provides soft, dry protection





**Whisper Ultra Softs Airfresh:** Whisper Ultra Softs Airfresh brings you our Airy Freshness No. 1 Softness to make your time frustration free. It has been skin checked and the 500 pores of the fresh air offer you a breathtaking sense of your skin. It has a dual-action gel that does not block smell nor neutralizes smell. Its about 40% longer with a broader back and a pleasant smell of freshness all day long.

- Soft top sheet for extra gentleness on skin
- Stretchable wings keep the pad in place
- Soft pores drive liquid to the core and lock it away
- Nearly 20% longer for more coverage vs. Whisper choice wings
- Usage Type: Disposable ; Type: Sanitary Pad ; Wings: Yes ; Nearly 20% longer, with a length of 284 mm and a wider back for extra coverage you can rely on ; Dermatologically tested, extra soft pads that prevent rash and irritation
- Packaging may vary but the pads will be same

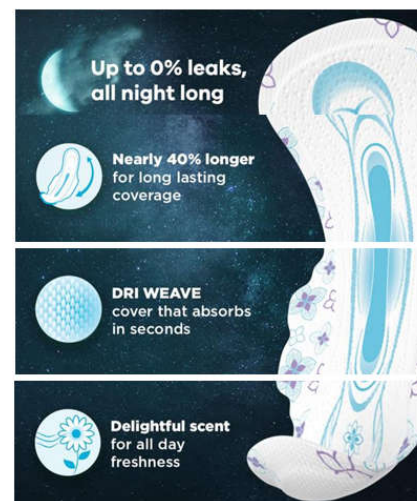


**Whisper Bindass Nights XL+?XXL+/XXXL+**

No. 1 security of the night whisper Bindazzz Nights. It's longer and broader back means you're shielded from both sides leaks. This allows you to sleep without worries throughout your hours, while you

get up to 10 percent leaks during the night. It has a double acting gel that neutralizes smell and prevents moisture. Its Dri-Weave Cover means the blood is taken up in seconds to make the night comfortable.

- Nearly 40% longer helps provide more coverage
- Wider back for better coverage to protect against back leakage throughout the night
- 5X more absorbency
- Lock core helps absorb fluid and locks it in gel form for long lasting protection

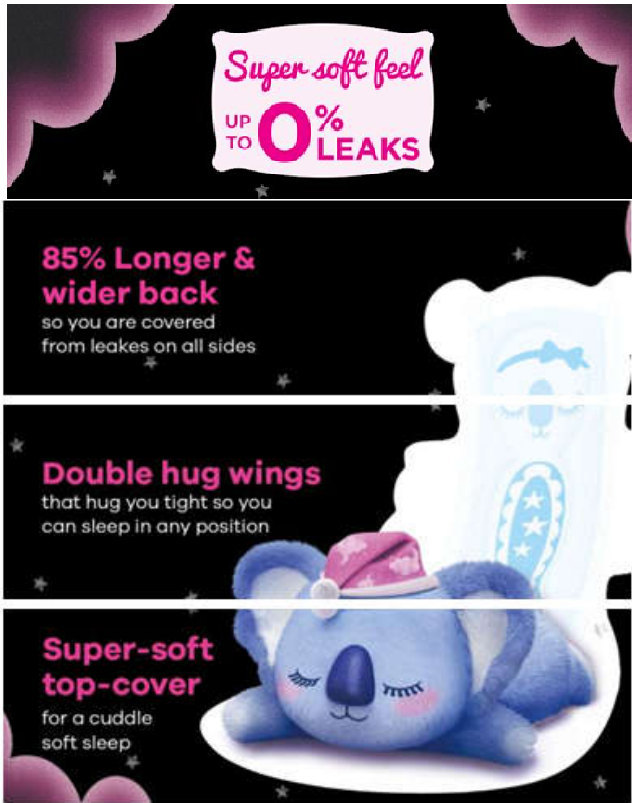


**Whisper Bindazzz Nights Koala Soft:** Whisper Bindazzz Nights Koala Soft has a super soft top cover for you to sleep softly cuddly. It has two wings, which surround you so tightly that you can sleep wherever you want. It's longer and broader back means you're shielded from both sides leaks. This allows you to sleep without worries throughout your hours, while you get up to 10 percent leaks during the night.

- Whisper Bindazz Nights ensures up to 0% leaks
- Nearly 75% longer helps provide more coverage
- Wider back for better coverage to protect against back leakage throughout the night
- 5X more absorbency
- Lock core helps absorb fluid and locks it in gel form for long lasting protection







**Whisper Choice Ultra:** You get up to 100% Stain Protection from Whisper Choice Ultra. Its about 50mm long and all-round leak guard guards against leakage on all angles. Highlights the wetness by the blue heart with liquid-lock fairy gel to make your time pleasant. It has fresh floral aromas that allow you to stay cool even over the course of your time. The wings are fine around your panties to hold the pad in place.



- With Long Lasting Absorbency
- Shape Maintenance System
- Wider Back For Better Coverage To Protect Against Back Leakage Throughout The Night



**Digital Media Promotions and Campaigns**

**Keep GirlsIn School:** Crore girls leave school every year because of their lack of time to study. By joining Whisper and @unesconewdelhi in the school campaign, you might support #KeepGirlsInSchool. Whisper provides menstrual hygiene education to 1 girl in every Whisper Ultra Clean, Ultra Soft Air Fresh and Bindazzz Nights pack purchased between 10 February and 15 March 2021.



**Did You Know:** If you have put on or lost weight and have irregular cycles, do not worry! Studies show that gain or loss of 20% of your body weight will affect your hormone levels – which can fluctuate your cycles a little, like oestrogen and testosterone.

**Heartwork:** Thank you for your great gesture @lays india. During these difficult times, we very much appreciate your desire to smile on people's faces. #Tooling #This



**Padhai Nahi Rukegi:** Whisper launched Mobileshaala to make sure that girls in the country even during lock-down do not neglect their education. Mobileshaala is the venue for studies in 6 different languages and menstrual hygiene education. Link to organics. Share it with anyone you think can be helpful.



**No More Deadlines:** Here's a shout for all the women who stood with us and told us #NoMoreDeadlines. Thank you all for the love and kindness you have provided. Live it according to your rules, it's your life!



**Johnson & Johnson – Stayfree:** Stayfree is now one of the country's top brands. Stayfree's sanitary towels are the most common in the industry, with their clear voice in female hygiene products. Stayfree's voice and identity have always been his own. See how Stayfree maintains a positive brand name, a strong reminder and genius brand equity.

#### Products

**Stayfree Secure:** Try Stayfree Secure if you want a fabric feel and comfortable pad. It suits the body well and has wings so that the pad doesn't move, so there's no side leakage. The cotton sanitary pads have a relaxed and protective feeling during the day. STAYFREE cotton pads trust you, and nevertheless stay safe and optimistic.

Features:



- Length: 230mm
- Made for periods of regular use.
- Odour Control System prevents odour and keeps you fresh and secure all day long.
- The super absorbing nature remains near and absorbs more.
- Displayed at counts of 4, 7 and 20

**Stayfree Advanced:** Stayfree Advanced® XL is the ultimate pad for you to keep you comfortable all day. The soft touch cover is suitable for your body and helps protect against skin rashes and discomfort. You can move easily and safely during the day.

Features:

- Pad's length: 315mm

- Made for heavy to regular times
- Around 40% longer\*\* - for long-term defence
- Soft Touch Cover prevents rash and scratching of skin
- Fluid locks the Blue Gel Core for best defence ever
- The natural plant extract Odor Control System helps protect the fragrance from being fresh and safe all day long.
- Packaged pads in 7, 14 and 28 counts available individually



**Stayfree Advanced All Night:** Choose Stayfree Advanced® All Night for ultra comfort and full nighttime security. The Ultra pad has wings and an extra long and extra thick outline in the back to avoid leaks from occurring on both sides. You will then have a quiet night's sleep without fear, even on your heaviest flow days.

Features:

- Pad's length: 315mm
- Made for heavy to regular times
- Extra long and extra deep 2x better coverage\*\* for all round night protection\*
- Super Lock pouches with gel core locking system with natural plant extracts help avoid odours in order to make you feel new and secure
- Unique Soft Touch Cover has been shown to secure irritation-free\*
- Packed individually in 7 counting packages available



**Stayfree Dry Max:** Choose Stayfree Dry-Max® XL for improved security during the day. You can keep going all day long, when you're confident and new on the unique cover of this ultrapad.



### Features:

- Pad's length: 315mm
- Made for heavy to regular times
- Around 40% longer\*\* - for long-term defence
- You get a dry feeling during the day with a Dry-Max® cover\*
- Except with the highest flow, Super lock pockets with gel core quickly lock in liquid
- Natural plant extract odour control system helps avoid odour in order to maintain the trust and freshness
- Packed pads available individually in seven counts



**Stayfree Dry-Max All Night:** With Stayfree Dry-Max® all night long, get all round security. This Ultra-serving is extra-long and extra-wide in the rear, which prevents leaking on both sides regardless of how often you are sleeping. You can sit worried all night long, free and happy.



### Features:

- Pad's length: 315mm
- Made for heavy to regular times
- Extra long and extra deep 2x better coverage\*\* for all round night protection\*
- Super lock Pockets for security up to 100% with zero leakage with gel core locks in fluid
- The natural plant-extract odour control system helps to avoid an odour for a fresh and confident sensation.
- For best dry-feel Dry-Max® Cover\*\*
- Packs of 7, 14 and 28 counts available individually packaged pads.

### Digital Media Promotions and Campaigns

#### Its Just A Period

Hidden things: Your chocolate secret stash  
Anything not to be hidden:  
Don't get tiny because it looks too bullying the planet.



#### Its Just A Period, after all.

**Stay Home Keep Moving:** Tell us about your stories. We are going to repost and share the best entries with the world! Using the #Stay Home Keep Moving tag for us. This time is over too! We won't hesitate. We won't stop. Let's read, find and be linked.

**Dreams Of Progress:** P V Sindhu today at the 2018 Commonwealth Games takes home the silver in Badminton's women's singles! Stayfree admires its untiring efforts and encourages girls never to abandon its #DreamsOfProgress. Saina Nehwal is to be congratulated on winning India's Gold!



**Unicharm – Sofy:** The women's Sofy brand of Unicharm has been active in the industry and spread to several countries since the early 1960s. Sofy provides worldwide top-quality sanitary towels, tampons and slippers, ranging from manufacturing products over time to modern technological products for days off. In short, Sofy ensures health, safety, good health and troubled chums. The root of the words "Sofy" are "Sophisticated" and "Soft-hearted."

**Sofy Cool:** Sofy Cool is the first cool towel in India that gives a cool feeling to your cycles. The pack comes with a special cool-pad technology that makes your times fresh and cool. An absorbent deep cloth that maintains humidity before the last layer helps to maintain the top layer clean. Last but not least, this small bath towel. So say farewell to the warm, sticky and cute feeling of SOFY Cool during Summers!



**Sofy Anti Bacteria:** This serviette defends you from leaks and smells throughout your heavy days. The New Sofy Antibacteria of Deep Absorbent Sheet that prevents leakage and protects you from smelling bacteria 99.9 percent. Then you are certain that you will follow your dream without fear!



**Sofy Body Fit:** And this Napkin is going to free you of leaks in your heavy days. The additional thing that the "deep absorbent board" gathers is the last layer to visually clean the top board in order to prevent leaks. You should definitely pursue your objectives and goals.



**Sofy Anti Bacteria PantyLiner:** There are periods when all women get vaginal discharge even on our non-period days. SOFY Pantyliner AntiBacteria gives women a safe and reliable feeling, even in non-period days, with no need to think about scent. It has a green, antibacterial sheet that protects you against bacteria by 99.9 percent\*.



For regular vaginal release pantyliners can be used: a white discharge that women are confronted with within the menstrual cycle for a few days after ovulation periods.



**Menstrual spotting:** one day before or after days

The use of pantliners is to eliminate problems such as: wetness, hygiene, uncomfortable odour and panty soils.

**Sofy PantyLiner Daily Fresh:** There are periods when all women get vaginal discharge even on our non-period days. On those days, pantylines ensure you are clean, sanitary and dry. SOFY Pantyliner DailyFresh offers a clean, safe feeling for women, even on non-periodical days, without worrying about smell. Pantyliners can be used for:

For regular vaginal release pantyliners can be used: a white discharge that women are confronted with within the menstrual cycle for a few days after ovulation periods.

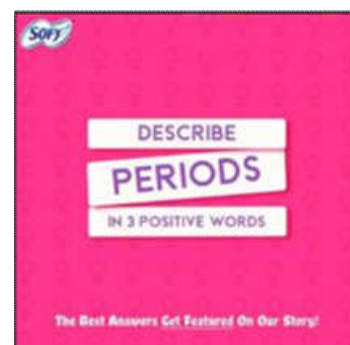
**Menstrual spotting:** one day before or after days

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**Digital Media Promotions and Campaigns**



**Hygiene & Herbs:** Why give up your passion for training because of the fear of leakage or smell? Stick to #Hygiene And Herbs in a clean, safe and reliable manner.





**Period Story:** Go forward and sprinkle in the comment section a pinch of time positive!

**Normalize Period Hygiene:** Sofy Antibacteria makes you say YES to plans and no to hygiene times with the power of hygiene and herbal materials.

**Mask It With Herbs:** If you have Sofy Anti Bacteria defence at your side, please do not bear the stress of the smell of time!



**Blot The Spot:** White vaginal flushing is frequent and normally occurs only a few days before your period. # Their Normal and easy to handle with the panty-liners of Sofy. So, hygiene & freshness #Blot The Spot and #Say Bye To Discomfort



**Lagom Labs – Nua:** While the brand is not an environmental-friendly choice in Korea, it is a consolation that it is produced in the female nursing industry — the gold standard for quality and hygiene. You can also customize your pack depending on your flow and choose the size for the napkin, with a natural ink-free surface. The pad, its cover and its packaging are intended to be stored and readily disposable.



**Digital Media Promotions and Campaigns**



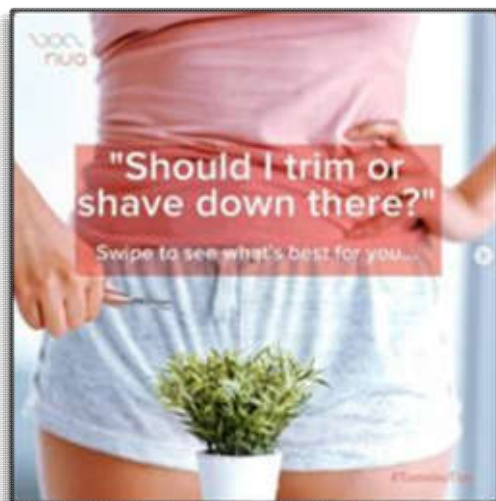
## Know With ua

64% of the #NuaWoman group in a new survey said they have had an orgasm. The trip to an orgasm has no special meaning and is a very individual experience. It is generally considered to be the high point of sexual arousal and a strong sense of body enjoyment. The effects of the hormones and other chemical substances produced by the body have several possible health benefits. At the same time, however, the high emphasis placed on sex by society can lead to misunderstandings.



**Period Stories:** A recent one-off story from Divya Choudhary was sent to us. She went on to say alongside it, "I have been in a dilemma for 5 long years. I figured it was a false test outgrowth. Only a couple of months ago I thought it was labious and they came in various sizes, shapes and colours! My first storey is about small children, I guess, so they don't sweat it too. Just because there was no mention of it - be it school teachers or menstrual staff." That's why we'll bring you that storey, we can't agree more. Sexual education is vital and any question a girl has about her needs to be answered clearly and patiently.

**Tuesday Tips:** Ever wondered why there's hair down? Well, it's normal for the body to prevent friction and abrasion from your vagina. But as the hair grows long and uncomfortable, what do you do? Or if, for hygiene purposes, you actually want to remove it? Some prefers trimming, while others like shaving, waxing or hair removal.



**Nobel Hygiene – RIO:** RIO pads are designed to provide you with full coverage while keeping you dry, rash free and irritation free.

Women's RIO sanitarypads have hydrophobe-filled guards and have no wings to counteract the gaps usually produced by wings, which are used to secure ZERO leakage along the length of the pad.

## Products

**RIO Heavy Flow Pads:** The XL health pads are quick and easy distributed, which helps absorb blood coagulations and gushes 3 times more while the anti-bacterial SAP protects you against bacteria and turns the liquid into a gel that keeps your wife dry and relaxed.

**Extra Glue Grip:** Strengthened adhesive to keep the pad for a long time compared with other sanitary serviettes.



**Absorbs blood clots and gushes:** Blood clots and gushes are quickly drained, leaving you dry and relaxed due to rapid liquid distribution and bacterial SAP.

**Odour Lock:** Efficient Odor Control Device screens the artificial scent of the time of odour.

**Fast Liquid Distribution:** provides a high degree of fast and comfortable liquid distribution over many layers and sublayers.

**Cotton Top Sheet:** Equipped with top sheet cotton for rash and discomfort.

**Anti-bacterial SAP:** protects you against bacteria with fast liquid absorption and turns it into gel.

**On-the-go in a Carry Pouch:** Why do you let Heavy Flow stop? Each pack contains a stylish zip-section pouch that you can easily bring with you your RIO pad.

**Rio Regular Flow Sanitary Napkins:** RIO Sanitary Servings are made for overnight use with longer lengths and wings that last for the entire night. The excellent absorption architecture with deep channels provides superior protection. The two sizes – 230 mm for the continuous flux protection and 280 mm to the heavy flow protection – Rio sanitary snacks are available. The comfort fabric cover is smooth on the skin and easy to wear while the soft cotton cover ensures you are free from snapping and discomfort.

- Super Absorb Design: RIO sanitary pads have a fast liquid distribution that helps in better absorption and turns the liquid into gel to keep you dry and comfortable.
- Wings for better support: RIO sanitary pads for women consists of wings with extra glue grip to provide stronger support compared to other sanitary napkins to keep the pad in place for a longer time.
- Cottony soft cover of RIO sanitary pads make sure you stay away from rashes and irritation.
- Comfort weave cover of RIO sanitary napkins keeps you clean and dry



**Digital Media Promotions and Campaigns**

**Spread The Red:** Don't hate any blood. Don't hate any blood. Do not hate cycles. Do not hate periods. Do not hate red. It should be the unfair feelings that society has as normal as times if you want to stand against something. Period.



**Bold Truths:** The rise of the patriarchy can be seen from ancient times, in which original narratives have slowly and gradually changed and women have been de-throned for years. The storey tells of Goddess Lajja Gauri, a symbol of wealth and fertility which in the Indus valley was initially defined as the Innocent Goddess but was criticised in later narratives as the Shameless Goddess. This age, her idols were missing. For women years ago, the paradigm had changed and we still suffer. RIO believed that he would take care of these stigmatic views and change them.

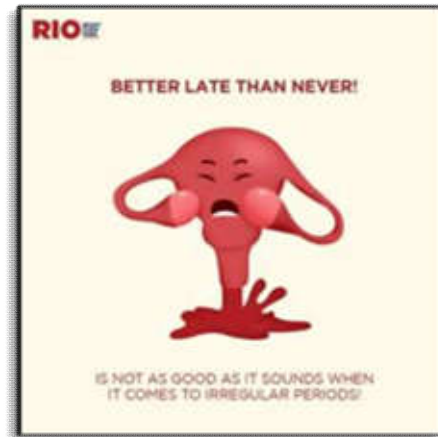


**Period Struggles:** Counting on days for periods and do not know whether or not they are going to come? Different causes, such as PCOS, PCOD, stress, uterine fibroids, over-exercise and many more, trigger irregular cycles! Are you in odd times?



**Periods On Priority:** We were all there and we were all there - just in silence! RIO and @karimehta05 are here to silence the Time. We

have to talk up if we have pain, discomfort, cramps! It is time to talk up! Break your silence and tell us the shaming story of your time in the following comments!

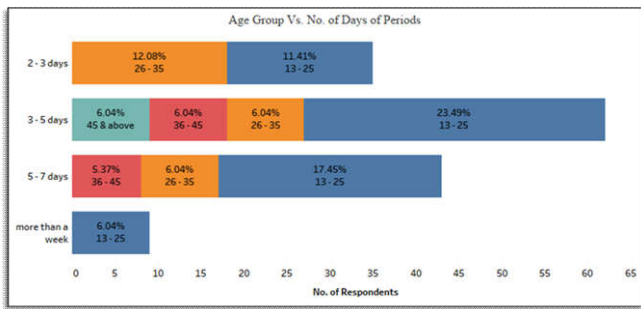


**Ask The Rio Gynac:** DON'T your symptoms appear on google. Speak to an expert - a reliable source. If it is a matter of cramps, heavy flow, plans or questions about contraceptives Dr. Suruchi Desai is here with all the answers!. Dr Desai is a senior consultant at Mumbai Nanavati Hospital, and with over 21 years of experience as a Gynecologist and obstetrician, she has two passionate aspects: giving her patients the best possible care and busting myths!



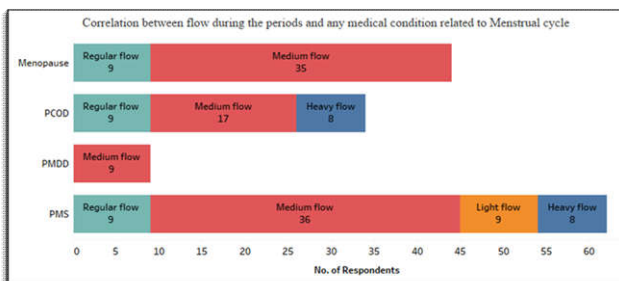
**DATA INTERPRETATION AND ANALYSIS**

**Age Group Vs. No. of Days of Periods:** The female respondents from different age groups were asked about the number of days their periods last, and accordingly, the analysis was done.



The Figure no. interprets that 23.9% of the female respondents' periods last for 2 – 3 days a month, among which 12.08% of the respondents belong to the age group of 26 – 35 and 11.41% belong to the age group of 13 – 25. There are only 6.04 % of the respondents with the age group of 45 & above who experienced periods for 3 – 5 days, and the same was experienced by 23.49% of respondents with the age group of 13 – 25 years. Overall, there are 41.61 % of the respondents who experience periods for 3 – 5 days every month. There are hardly around 6.04% of the female respondents whose periods last for more than a week and they all belong to the age group of 13 – 25 years.

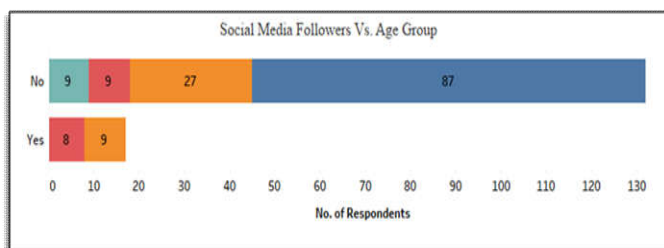
**Correlation between flow during the periods and any medical condition related to Menstrual cycle:** Here, the respondents were asked about the questions on their medical conditions related to the menstrual cycle and the density of flow every month. The intention of this question is to understand whether there is any correlation between the two, and does their medical condition lead to heavy flow. The figure no. illustrates the correlation between flow during the periods and any medical condition related to the menstrual cycle. The heavy flow is experienced by the females having a medical condition of PCOD and PMS. There are 8 females with PCOD and 8 females with PMS condition, who are experiencing the heavy flow. Maximum of the females experience medium flow even after the medical conditions like menopause, PCOD, PMDD and PMS.



Hence,  
 H1 = There is correlation between the medical condition and flow of the female during periods.  
 H<sub>0</sub>1 = There is correlation between the medical condition and flow of the female during periods.  
 Ha1 ≠ There is no correlation between the medical condition and flow of the female during periods.

H1 is rejected. There is no correlation between the medical condition and flow of the female during periods.

**Number of respondents following the social media accounts of the brand of sanitary napkins used by them**

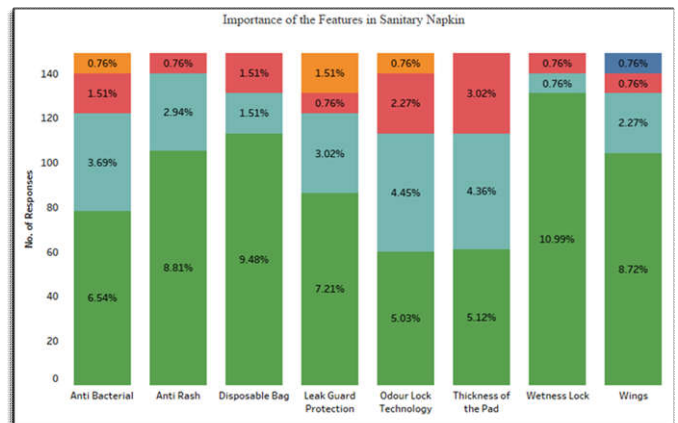


The figure no. illustrates the number of respondents who follow the social media accounts of the brand of sanitary napkins used by them. The results reveal that there are hardly any females who follow the social media accounts, and those females belong to the age group of 35 & above. The age group between 18 – 35 does not follow the social media accounts even after being active on their social media accounts.

Hence,  
 H2 = The respondents follow the social media accounts of the brand of sanitary napkins they use.  
 H<sub>0</sub>2 = The respondents follow the social media accounts of the brand of sanitary napkins they use.  
 Ha2 ≠ The respondents does not follow the social media accounts of the brand of sanitary napkins they use.  
 H2 is rejected. The respondents donot follow the social media accounts of the brand of sanitary napkins they use.

H2 is rejected. The respondents donot follow the social media accounts of the brand of sanitary napkins they use.

**Most preferred features in a sanitary napkin a female respondent searches for while buying a sanitary napkin:** The respondents were asked to rate the different features of a sanitary napkin based on its importance they look at while purchasing a sanitary napkin. The motive of this question is to understand the most important features from a female perspective. The below graph depicts the results received from the respondents.

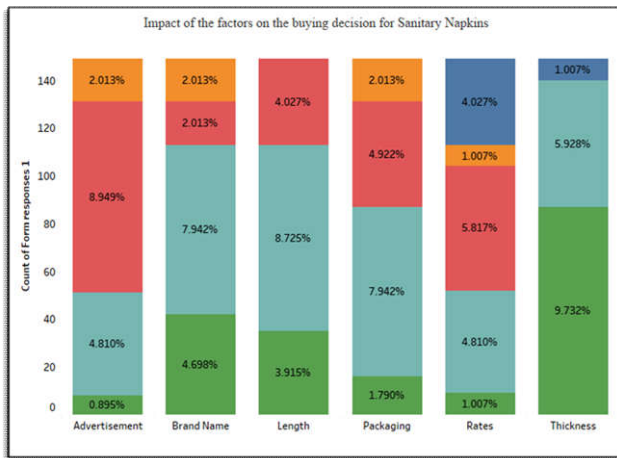


The figure illustrates the features of a sanitary napkin, ranked as per the importance of the features to a female while purchasing a sanitary napkin. Based on the figure, the top 3 features as per a female respondent are wetness lock, disposable bag, and Anti Rash. A female searches for these three features at the most, while choosing a sanitary napkin. Surprisingly, there are also few respondents (0.76%) who gave least priority to th wings.



Hence,  
 H3 = The features of wetness Lock and disposable bags have impact on the buying decision of a female respondent to purchase a sanitary napkin.  
 H<sub>0</sub>3 = The features of wetness Lock and disposable bags have impact on the buying decision of a female respondent to purchase a sanitary napkin.  
 Ha3 ≠ The features of wetness Lock and disposable bags have no impact on the buying decision of a female respondent to purchase a sanitary napkin.  
 H3 is accepted.

**Factors affecting the buying decision of a female psychologically to purchase a Sanitary Napkin:** The respondents were asked to rank the factors as per their impact on the buying decision of a female while choosing a sanitary napkin. The questions were asked with an intention of understanding whether there is any psychological impact on the buying decision of a female in purchasing a sanitary napkin. The below graph depicts the results received from the respondents.

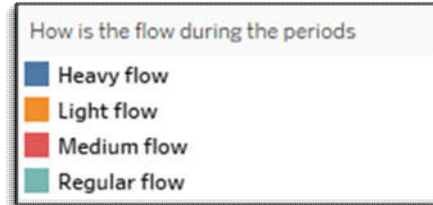
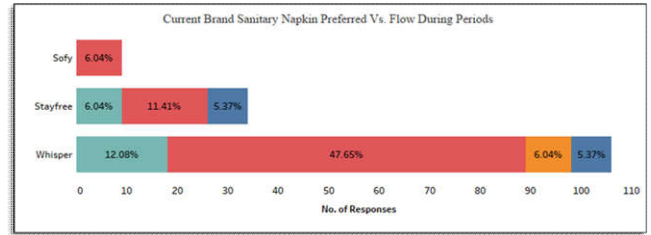


The figure shows that the most important factor impacting a female's buying decision is thickness. The second most important factor is the brand name. Least important factors are advertisement and rates of the sanitary napkins.

Hence,  
 H4 = The rates of the sanitary napkin has the impact on the buying decision of a female to purchase the sanitary napkin.  
 H<sub>0</sub>4 = The rates of the sanitary napkin has the impact on the buying decision of a female to purchase the sanitary napkin.  
 Ha4 ≠ The rates of the sanitary napkin has no impact on the buying decision of a female to purchase the sanitary napkin.  
 H4 is rejected.

H5 = Thickness of the pad is the most important factor to impact the buying decision of a female to purchase the sanitary napkin.  
 H<sub>0</sub>5 = Thickness of the pad is the most important factor to impact the buying decision of a female to purchase the sanitary napkin.  
 Ha5 ≠ Thickness of the pad has no impact on the buying decision of a female to purchase the sanitary napkin.  
 H5 is accepted.

**Current brand sanitary napkin used by a female vs. their flow of periods**



The respondents were asked about their flow of periods and the brand of sanitary napkin preferred by a female. The intention of these two questions were to understand if there is any kind of correlation between their flow of sanitary napkins and its impact on the brand of sanitary napkin preferred by a them. The below graph illustrates the results in the form of bar graph. The figure shows that maximum of the female respondents prefer to use the whisper sanitary napkins, which belongs to the brand P&G. Among which, 47.65% of the females faced medium flow, 12.08% of the respondents faced regular flow and 5.37% of the respondents face heavy flow. Least preferred brand of sanitary napkin is sofya where only 6.04% of the total respondents use them.

Hence,  
 H6 = Whisper is the most preferred brand of sanitary napkin used by females.  
 H<sub>0</sub>6 = Whisper is the most preferred brand of sanitary napkin used by females.  
 Ha6 ≠ Whisper is not the preferred brand of sanitary napkin used by females.  
 H6 is accepted.

**RESULTS AND CONCLUSION**

**Conclusions and Findings**

- There is no correlation between the medical condition and flow of the female during periods.
- The respondents donot follow the social media accounts of the brand of sanitary napkins they use.
- The features of wetness Lock and disposable bags have impact on the buying decision of a female respondent to purchase a sanitary napkin.
- The rates of the sanitary napkin has no impact on the buying decision of a female to purchase the sanitary napkin.
- Thickness of the pad is the most important factor to impact the buying decision of a female to purchase the sanitary napkin.
- Whisper is the most preferred brand of sanitary napkin used by females.

**Suggestions and Recommendations**

**Digital Campaigns:** The brands providing the sanitary napkins can follow the below ideas provided by a researcher to increase the engagement on their social media accounts:

- Blogs on different topics to increase the engagements.
- Various health issues faced by a female during their periods
- How to handle mood swings during the periods?
- How to take care of your partner during her periods?

- Memes can be shared to introduce the archetype of little trickster to the periods.
- Break the chain of periods being a topic to be hidden in front of males.
- #Mask your self (Mask yourself from unhygienic factors with our sanitary napkins.)
- Inspire females to speak about their period stories to express themselves.
- Inspire females to give the feedback on the product by generating polls.
- Provide with the coupon codes to the privileged customers through the social media accounts by organizing different online contest.
- Sharing results of the product testing to increase the trust factor amongst the customers. It may also help to hold on to the loyal customers.
- #Lets Travel In Periods (The brands can motivate females to travel and enjoy the period days without holding back with the fear of leakage)
- #Period Education

### Product Innovation

**The brands providing the sanitary napkins can follow the below ideas provided by a researcher to upgrade their product and increase the sales:**

- The napkin should be as thin as possible, as the thickness of the pad has been the most important factor influencing the purchase decision of a female.
- The brands who aren't providing the disposable bags with their product, shall provide the disposable bags as it has been the second most important factor influencing the purchase decision of a female.
- The brands shall focus on making the products as soft as possible, which shall help a female to save herself from the rashes, as anti – rash is the third most important factor to influence a female in buying a sanitary napkin.
- The sanitary napkins with aloe vera in the top sheet can help the females solve the issue of rashes, and hence the brands shall try to create such sanitary napkins.
- To target the females who are environmentalists, the brands shall come up with the variants which are biodegradable sanitary napkins.
- The brands can come up with the idea of customized pack of sanitary napkins as per the requirement of a female depending on the number of days their periods last and the flow of their blood.
- The product can be designed for the females with the extracts of menthol in the pads, to give the refreshing and cool feeling during the heat of the periods.

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