

A Study on Consumer Attitude Towards Sanitary Napkins

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ABSTRACT

This study focuses on consumer attitudes towards sanitary napkins, providing detailed information about various types of sanitary napkins and top brands in India. It also discusses disposal techniques and methods before disposal. The study aims to analyze respondents' attitudes based on primary data collected from 50 respondents in Nagercoil through a questionnaire. According to the results, most respondents are unaware of reusable and herbal-coated sanitary napkins.

Keywords: Attitude, hygiene, sanitary napkins, awareness.

Introduction

Attitude means manner disposition, feeling, position, etc., with regard to a person or thing; tendency or orientation, especially of the mind. Menstruation is an important biological milestone in women's life. Menstruation is a normal part of life [1]. Feminine hygiene causes serious problem to the women if not managed properly. Women and girls around the world have built their own personal methods for dealing with menstruation. Individual interests, available capital, economic status, local customs and cultural values and expertise or education all influence the users of sanitary napkin.

Today, women lead more lifestyles. The change in lifestyle has created a great need for convenience in the feminine hygiene industry. In response to the trend for convenience, manufacturers are creating smaller, compact products that come in more discrete packages like sanitary napkins. Sanitary napkin is an important aspect of the menstrual management for women and adolescent girls between menarche and menopause. Companies that make commercial sanitary napkins make products with high chemicals and plastic materials. Women manage menstruation differently when they are at home or outside; at homes, they dispose of menstrual products in domestic wastes and in public toilets and they flush them in the toilets without knowing the consequences of choking [2]. Sanitary napkins comprise of multi-layered structure made up of non-biodegradable materials like polyethylene, polymeric films and wood pulps. The top sheet of sanitary napkins consists of thermoplastic fibre and hydrophilic absorbent fibre, the absorbent core is made up of wood pulp and polyethylene and polymeric

film used a barrier sheet are non-breakable by bacteria and poisons environment. Consumption of sanitary napkins will generate around 1,13,000 tons of waste per month which are non-decomposable and emerges harmful gases in the atmosphere. Women hygiene products are the necessary commodities but from the point of view of environment they are bad commodities but feminine population dependency on sanitary napkin has increased not withstanding of his negative effect on environment.

Review of literature

Sukran Kara (2021) had stated that women focused on odourless and soft surfaced sanitary napkins in additional to the absorption properties such as proofing and dryness and also concluded that women want to use sanitary napkins with natural raw materials [3]. Alka kshatriya, Digisha Jani (2021) examined the influence of consumers value for attitude towards purchasing and intention towards re-purchasing of sanitary pads among college girls in Ahmadabad city. Due to increase in use of Internet, women are getting aware about every available product even the material used in manufacturing. It concluded that respondents gave importance to health, safety epistemic & price value [4]. Sumithra (2021) studied the consumer awareness of sanitary napkins. It explored that greater pan of the menstrual well-being related issues is because of absence of mindfulness and undesirable sanitation. It concluded that the selection of sanitary napkin is very much a personal decision based on user preferences and cultural acceptability [5]. Lekshmi (2022) made a study on Awareness, Usage and Disposal of Hygiene Products by girls/women in Thiruvallur District” concluded that it is necessary to raise awareness about reusable sanitary goods and natural sanitary products and also there should be a need to educate and inform people about environment and health risks [6]. Hayeon Kim et al, (2022) studied Women’s attitude towards certification logos, labels, and advertisements for organic disposable Sanitary examined whether there is a relationship between consumer attitudes and Organic Sanitary Pad’s purchasing behaviour indicated that importance of using logos, labels and advertisements and it can be utilized by OSP companies to improve the effectiveness of their marketing strategies by their policy makers [7].

Objectives

The main objective of the study is to analyse the attitude of the consumers towards sanitary napkins. Other objectives are,

- To know the level of awareness among the consumers towards various sanitary napkins.
- To find out the methods used for disposal of sanitary napkins in an environmentally friendly manner.

Statement of the problem

Different types of sanitary napkins are available in the market. There are various brands of sanitary napkins available in the market, but some women are unaware about organic napkins, reusable napkins and herbal coated napkins. Synthetic sanitary napkins cause various infections but it is cost effective so, all of the women and adolescent girls preferred disposable sanitary napkins. Some women are aware about reusable napkins and also knew about the problems caused by disposable sanitary napkins but, even though they prefer sanitary napkins. Most of the women are not willing to use other types and brands of sanitary napkins. Women are unaware about environment pollution and degradation of using disposable sanitary napkins. To create awareness regarding this, the researcher has decided to study the customer attitude towards sanitary napkins.

Significance of the study

This study gives more information to the consumers about usage of napkins and disposal of napkins. Sanitary napkins are the important aspects and plays a vital role in women's hygiene management. So, this study gives proper information to the consumers and spread awareness to the consumers. Now a days sanitary napkins are used by each and every woman in the country all around world. This study focused to give the knowledge about the awareness and usage and also disposal techniques of the sanitary napkins to the users of the napkins.

Methodology

The present study is descriptive in nature. Primary and the secondary data were used for the study. Primary data were collected using questionnaire. The secondary data were collected from various books, newspapers, journals, previous projects, websites and internet source. The present study was made in Nagercoil, 50 sample respondents were contacted by applying convenient random sampling technique.

Data Analysis and Interpretation

In the Modern world, there are various types of sanitary napkins are available in the market and sanitary napkin companies produce their product with lots of factors which influence the buyers to purchase the particular sanitary napkins.

Table 1 Awareness among the Consumers towards Sanitary Napkins

	Particulars	No. of respondents	Percentage
Preferable types of sanitary napkins	Cloth pads	-	-
	Disposable pads	50	50
	Reusable pads	-	-
	Herbal coated pads	-	-
	Total	50	100
	Favourite brands among the users	Whisper	20
Stayfree		16	32
Softy		5	10
Comfy		2	4
Other brands		7	14
Total		50	100
Awareness level of reusable napkins	Yes	19	38
	No	31	62
	Total	50	100
Willingness to use reusable napkins	Yes	19	38
	No	27	54
	May be	4	8
	Total	50	100
Awareness level of Herbal coated napkins	Yes	28	56
	No	22	44
	Total	50	100
Willingness to use Herbal coated napkins	Yes	36	72
	No	9	18
	May be	5	10
	Total	50	100

Source: Primary data

Table 1 observed that out of 50 consumers, all of the sample consumers were preferred and use the disposable sanitary napkins. 40 (20) per cent of the consumers are using Whisper, 32 (16) per cent of the consumers are using the Stayfree, 14 (7) per cent of the consumers are using the other brands of the sanitary napkins. 62 (31) per cent of the consumers are unaware about the reusable sanitary napkins and 38 (19) per cent of the consumers are aware about reusable sanitary napkins. 54 (27) per cent of the consumers are not willing to use reusable napkins, 38 (19) per cent of the consumers are willing to use reusable napkins. 56 (28) per cent of the consumers have a knowledge about the herbal coated napkins, 44 (22) per cent of the consumers are not aware of the herbal coated napkins. 72 (36) per cent of consumers are willing

to use herbal coated napkins and 18 (9) per cent of the consumers are not willing to use herbal coated napkins.

Table 2 Factors Motivating to buy Sanitary Napkins

	Particulars	No. of Respondents	Percentage
Features motivating to purchase sanitary napkins	Hygiene	5	10
	Comfort	21	42
	Confidence	9	18
	Ready to use	4	8
	Brand loyalty	3	6
	Don't know	8	16
	Total	50	100
	Favourable factors in napkins	Sense of security	14
Softness		13	26
Thickness		6	12
Fragrance		2	4
High absorption		15	30
Total		50	100
Factors influencing the purchase of the napkins	Brand	9	18
	Price	4	8
	Product	1	2
	Quality	28	56
	Advertisement	4	8
	Don't know	4	8
	Total	50	100

Source: Primary data

Out of 50 consumers, 42 (21) per cent of the consumers used to buy napkins because they feel comfortable, 18 (9) per cent of the consumers feel that it gives confidence and 10 (5) per cent of the consumers feel that it is hygiene. So, it is observed that the majority of the consumers used to buy because it gives more comfort is using this product. 30 (15) per cent of the consumers like the level of absorption, 28 (14) per cent of the consumers s like the sense of protection, 26 (13) per cent of the consumers like the softness of the material, 12 (6) per cent of the consumers like the thickness of the napkins. 56 (28) per cent of the consumers are influenced by the quality of the product, 18 (9) per cent of the consumers are influenced by the Brand image.

Table 3 Ways of Disposal of Sanitary Napkins by Consumers

S. No.	Particulars	No. of respondents	Percentage
1.	Burning	34	68
2.	Throw it in dustbins	14	28
3.	Flush in toilet	2	4
4.	Using incinerator	-	-
	Total	50	100

Source: Primary data

Out of 50 consumers, 68 (34) per cent of the consumers are using the burning method, 28 (14) per cent of the consumers are using the method of throw the napkins in dustbins, 4 (2) per cent of the consumers are used to flush in the toilet. But some of the consumers have no knowledge about the modern techniques.

Findings

- All of the sample respondents are using the disposable napkins only. Because, disposable sanitary napkins are very easy to use and also it is cost effective.
- Sixty-two per cent of the respondents are unaware about the reusable sanitary napkins.
- Fifty-four per cent of the respondents are not willing to use reusable napkins.
- Fifty-six per cent of the respondents have a knowledge about the herbal coated napkins.
- Seventy-two per cent of respondents are willing to use herbal coated napkins.
- Forty-two per cent of the respondents used to buy sanitary napkins because they feel it is comfortable.
- Thirty per cent of the respondents like the level of absorption, 28 per cent of the respondents like the sense of protection and 26 per cent of the respondents like the softness of the material of the sanitary napkins.
- Fifty-six per cent of the respondents are influenced by the quality of the product and 18 per cent of the respondents are influenced by the Brand image.
- Sixty-eight per cent of the respondents are using the burning method to dispose the sanitary napkins and they don't have knowledge about the modern techniques like incinerators.

Suggestions

- Majority of the respondents are not aware of the reusable sanitary napkins and herbal coated napkins. So, the educational institutions and the advertisements gives more awareness to the adolescent girls and women about these napkins.

- The respondents hate the fragrance of the sanitary napkins. So, the manufacturer of the napkins produces these products with odour free materials.
- Quality of the products plays a vital role in these products. So, companies give more attention towards the quality of the napkins.

Conclusion

Sanitary napkins play a vital role in menstrual hygiene management of every women and adolescent girls. Respondents used to dispose the napkins by burning and throw it in dustbins. They are not aware about the incinerators. So, the educational institutions give more awareness and suggestions towards the method of disposing sanitary napkins. People spend more time in television. So, advertisement should be creating more awareness about the proper usage and disposal of sanitary napkins and should not mislead the younger generation. The presentation of the advertisement regarding napkins should be modest.

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