

**A STUDY ON CONSUMER AWARENESS OF SANITARY NAPKIN****Dr.M.Sumithra**Principle Investigator, Rusa 2.0 - Beich Project
Assistant Professor, Department of Textiles and Apparel Design
Bharathiar University, Coimbatore**Abstract**

The serious issue among grown up young adults and ladies is menstrual issue. The greater part of the menstrual well-being related issues are because of absence of mindfulness and undesirable sanitation. Sanitary napkin is a stack of spongy material, as cotton, worn by ladies during monthly cycle to ingest the uterine stream. Most normal menstrual cleanliness item in India is sterile napkin which is dispensable, and they can adversely affect the earth because of the immense measures of plastics they contain. In India, using a sanitary napkin is affordability. An survey was conducted and the data were collected by the predesigned and pretested questionnaires using the perception of sanitary napkins, over all 200 members were taken for survey and targets on the consumer preferences and references and to know the usage of sanitary napkins of age group 19-30, 31-45 and 45 and above and it is concluded that selection of sanitary napkin is very much a personal decision based on user preferences and cultural acceptability.

Keywords: Awareness, Cotton, Data, Menstruation and Sanitary Pads.**Introduction**

Menstruation is a process in which woman discharge blood and other material from the uterus at an interval of about 28 to 35 days from puberty until menopause. The functional requirement of a feminine sanitary napkin product is to absorb and retain the menstrual fluid so that back tracking of fluid does not happen and at the same time it should be odor free (1). Conducted interviews with women of various generations to reveal their personal experiences of dealing with menstruation and compared modern views with those of past generations, woman used whatever fabric they could find to make their own pads, which were commonly hand washed and reused. Women felt that menstruation was something to be ashamed of, a feeling that is still prevalent in society and popular culture today (2, 3, and 4). There is a need to educate and make women aware about the health hazards and environmental pollution associated with them. Awareness created to emphasize the use of natural sanitary products made from materials like bamboo fiber, sea sponges, water hyacinth, and so on (5).

Objectives

- To provide a comprehensive analysis of the Indian feminine hygiene industry covering sanitary napkins and pads.
- To analyze the present as well as prospects of the feminine hygiene products in India.
- To analyze the consumer preferences and references
- To create an awareness among the adults about the usage of sanitary napkins
- To analyze the various infections caused using sanitary napkins

Material and Methods**Selection of Materials**

A total of seventeen questions were taken for this survey which includes their preferences like brand, price, quality etc. 200 printout copies are taken, then distributed to the students and staffs. The data were collected by the predesigned and pretested questionnaires.

Method of Study

In our consumer survey we have collected opinions from various students and staffs regarding their perception and usage of sanitary napkins of age group 19-30, 31-45 and 45 and above, Finally, we had separated the data as per age groups comprising 200 students out of which 143 students are of age group 19-30, 50 of them are of 31-45 age group and 7 of them are of age group 45 and above, then carried out our statistical studies.

Survey for Sanitary Napkin: (Consumer Survey)

- 1) Which age group do you fall in -----?
 - a) 13-18year
 - b) 19-30year
 - c) 31-45year
 - d) 45 years & above
- 2) Whom did you refer to purchase sanitary napkins-----?
 - a) Self-buying
 - b) Friends recommendation
 - c) Salesperson recommendation
 - d) Mother
- 3) Which sanitary napkin brand do you use regularly-----?

Sofy Whisper Kotex Stay Free Carefree Nua



- 4) Where do you buy the sanitary napkins?
 a) Supermarket b) local store c) Pharmacy d) online
- 5) Based on what factors do you choose sanitary napkin -----?
 a) Brand b) Price c) Product Quality d) None of the above
- 6) Do you use disposable or reusable sanitary napkin? _____
- 7) Would you consider using a reusable sanitary product?
 a) Yes b) no c) May be d) already do
- 8) How often do you switch brands-----?
 a) One-year b) 2-months c) 6-months d) Never
- 9) How many Pieces in a package do you prefer?
 a) Pack 7 b) pack of 8 c) Pack of 15 d) pack of 20
- 10) How many hours once do you change napkin?
 a) 4hrs b) 6hrs c) 10hrs d) 12hrs
- 11) How heavy is your menstrual flow usually?
 a) Light b) moderate c) Heavy d) could not remember
- 12) Which type of sanitary napkin do you prefer?
 a) With wings b) without wings c) Adhesive d) press button
- 13) How much money do you spent per month on sanitary products?
 a) Rs.30 b) Rs.40 c) Rs.95 d) Rs.200
- 14) Which size sanitary napkins are you comfortable with?
 a) Small b) medium c) Large d) extra large
- 15) Are you aware of herbal coated sanitary napkin available in market?
 a) Yes b) no
 (If yes, specify the brand _____)
- 16) Have you used herbal coated sanitary napkins?
 a) Yes b) no
 (If yes, specify the benefits _____)
- 17) Have you experienced any kind of skin allergies or rashes while using sanitary napkins?
 a) Yes b) no
 If yes, can you please share with us?

Results

Based on the CONSUMER survey the result analyzed

| S.NO. | A | B | C | D |
|-------|-----------------------|--|--|---|
| 1. | AGE GROUP | 19-30 YRS= 143 | 31-45 YRS = 50 | ABOVE 45 YRS = 7 |
| 2. | REFER TO PURCHASE | a) Self-buying -52 b) Friends recommendation -20 c)Salesperson recommendation -6 d) Mother - 65 | a) Self-buying -12 b) Friends recommendation -10 c)Salesperson recommendation -3 d) Mother - 25 | a) Self-buying -1 b) Friends recommendation -1 c)Salesperson recommendation -2 d) Mother - 3 |
| 3. | BRAND | a)Sofy - 17 b) Whisper-33 c) Kotex-21 d)Stay Free- 48 e)Carefree-17 f) Nua - 7 | a)Sofy - 7 b) Whisper-12 c) Kotex-3 d)Stay Free- 16 e)Carefree-10 f) Nua - 2 | a)Sofy - nil b) Whisper-2 c) Kotex-1 d)Stay Free- 3 e)Carefree-1 f) Nua - nil |
| 4. | BUYING | Supermarket- 83 local store - 13 c) Pharmacy - 47 d) online-nil | Supermarket-27 local store -10 c) Pharmacy -13 d) on line-nil | Supermarket-4 local store -nil c) Pharmacy -3 d) online-nil |
| 5. | FACTORS DO YOU CHOOSE | a) Brand -34 b) Price -47 c) Product Quality- 50 d) None of the above-12 | a) Brand -14 b) Price - 13 c) Product Quality -16 d) None of the above-7 | a) Brand -1 b) Price -1 c) Product Quality -5 d) None of the above-nil |



| | | | | |
|-----|---|--|--|--|
| 6. | DISPOSABLE OR REUSABLE | a) disposable -113 b) reusable-30 | a) disposable -40 b)reusable-10 | a) disposable -7 b)reusable-nil |
| 7. | CONSIDER REUSABLE SN | a) Yes -21 b) no -122 c) May be - nil d) already do-nil | a) Yes -7 b) no -43 c) May be -nil d) already do-nil | a) Yes -1 b) no -6 c) May be -nil d) already do-nil |
| 8. | OFTEN DO YOU SWITCH BRANDS | a) One-year- 20 b)2-months -17 c)6-months -35 d) Never-71 | a) One-year -9 b)2-months -nil c)6-months -10 d) Never-31 | a) One-year -nil b)2-months -nil c)6-months -nil d) Never-7 |
| 9.. | PIECES IN A PACKAGE YOU PREFER | a) Pack 7- 55 b) pack of 8- 61 c) Pack of 15-20 d) pack of 20 -7 | a) Pack 7 -23 b) pack of 8 -10 c) Pack of 15 -10 d) pack of 20 -7 | a) Pack 7- 5 b) pack of 8-2 c) Pack of 15-nil d) pack of 20-nil |
| 10. | CHANGE NAPKIN | a) 4hrs - 20 b) 6hrs -32 c) c) 10hrs -84 d) 2hrs -7 | a a) 4hrs - 20 b) b)6hrs -13 c) c) 10hrs -10 d) 2hrs -7 | a) a)4hrs -1 b) b)6hrs -2 c) c) 10hrs -3 d) 2hrs -1 |
| 11. | MENSTRUAL FLOW | a) Light -13 b) moderate -64 c) Heavy -23 d) could not remember-43 | a) Light -6 b) moderate -15 c) Heavy -20 d) could not remember-9 | a) Light -2 b) moderate-2 c) Heavy -2 d) could not remember-1 |
| 12. | PREFER | a) With wings -12 b) without wings -49 c) Adhesive -75 d) press button-7 | a) With wings -10 b) without wings -10 c) Adhesive -30 d) press button-nil | a) With wings -nil b) without wings -nil c) Adhesive -7 d) press button-nil |
| 13 | MONEY DO YOU SPENT PER MONTH | a) Rs.30 -19 b) Rs.40 -53 c) Rs.95 -50 d) Rs.200 -21 | a) Rs.30 -10 b) Rs.40 -20 c) Rs.95 -11 d) Rs.200 -9 | a) Rs.30 -1 b) Rs.40 -3 c) Rs.95 -2 d) Rs.200-1 |
| 14. | SIZE | a) Small -12 b) medium -67 c) Large -32 d) extra-large -32 | a) Small -9 b) medium -17 c) Large -14 d) extra-large -10 | a) Small-1 b) medium -4 c) Large -1 d) extra-large -1 |
| 15. | AWARE OF HERBAL COATED SANITARY NAPKIN | Yes -59 (BELLA, SREE MANGAI, WHISPER ALOEVERA, SAFE PEE, BLISS PADS) b) no- 84 | Yes -9 (BELLA, SREE MANGAI, WHISPER ALOEVERA, SAFE PEE, BLISS PADS) b) no-41 | a) Yes-2 (BELLA, SREE MANGAI, WHISPER ALOEVERA, SAFE PEE, BLISS PADS) b) no-5 |
| 16. | USED | Yes-70 (SOFT & COMFORT, REDUCES INFECTIONS) b) no-73 | Yes-31 (SOFT & COMFORT, REDUCES INFECTIONS) b) no-19 | Yes-6 (SOFT & COMFORT, REDUCES INFECTIONS) b) no-1 |
| 17. | EXPERIENCE D ANY KIND OF SKIN ALLERGIES | Yes -81 (SKIN ALLERGIES, RASHES, YEAST INFECTIONS, ITCHING, IRRITATION, REDNESS & DRYNESS, SKIN BURNS) b) no- 62 | Yes -28 (SKIN ALLERGIES, RASHES, YEAST INFECTIONS, ITCHING, IRRITATION, REDNESS & DRYNESS, SKIN BURNS) b) no- 22 | Yes -5 (SKIN ALLERGIES, RASHES, YEAST INFECTIONS, ITCHING, IRRITATION, REDNESS & DRYNESS, SKIN BURNS) b) no- 2 |



Conclusion

Menstruation is a natural and healthy part of a women's life. The opinion of every woman will be different from the other because each woman has a different body: short, tall, big pelvis, small pelvis, age, puberty, mother of three or progressing to menopause, on birth control and a different period. Preference on a sanitary napkin is based on how comfortable you are with it. Some may be willing to experiment with new products and find out which suits them best whereas some may not want to leave their comfort zone. The product features and advertisement, personal and social factors will attract the crowd that is willing to experiment, while women who are loyalty and brand knowledge focused may change the type of sanitary napkin but not the brand. Having a sanitary napkin that fits you properly provides you with the protection and freedom you need. No matter what factor decides your sanitary napkin preference your priority should be to forbid your natural and healthy cycle from getting in the way of your exercising, having fun, and enjoying life.

Based as we considered various factor like age, quality, package, price, comfort awareness of herbal coated sanitary napkin and synthetic polymer used sanitary napkin in consumer survey. Based on the information collected, we conclude that apart from the price quality etc. most of them are rarely experiencing discomfort, rashes and most students are unaware of the chemicals used. Most students replace sanitary pads every 4 – 8hrs, and most students are unaware of the herbal coated sanitary napkin and it is concluded that selection of sanitary napkin is very much a personal decision based on user preferences and cultural acceptability.

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