

Women's Product Preference and Satisfaction to Sanitary Napkins with special Reference in (FMCG Products) in Coimbatore City

Vennila.A*: Dr.K.Shanmugasundaram**

* Assistant Professor of Commerce,

Avinashilingam Institute For Home Science and Higher Education For Women, Coimbatore.

** Associate Professor of commerce, Government Arts college, Coimbatore.

Abstract:

The sanitary napkin market is very competitive in India, with many brands available. Product preference and satisfaction indicates a desire to seek out a specific product, even when it requires paying more or expending more efforts to obtain it. Customer preferences are based on the customer's expectations, likes and dislikes and their inclinations towards a purchase of a particular product. Appealing to the preferences of customers is a basic marketing technique that is useful for branding, product development, distribution and customer experience. The following are common types of customer preference. There are various factors like brand image, price, quality etc, that can change one's taste or preference which in turn cause people to buy more or less of a product. This paper is focusing on Product Features, Personal and social factors, brand knowledge and advertisement. In this research, leading brands of sanitary napkins, namely Whisper, Stayfree, Carefree, and other brands are studied. All of these brands provide similar product models and purpose to consumers, such as party-liner, tube, wings, extra thick and thin and slightly differences to serve different needs of consumers. Three hundred and seven self-administered questionnaires are successfully completed. Whisper as well as usage of Stayfree. Most of the respondents who have a more preference and satisfaction toward a brand are more likely to have used that brand during their most recent menstrual periods. The purpose of this research is to investigate into what factors influence the buying behavior of consumers of sanitary pads in school and college female students in Coimbatore North City. Consumer behavior has been changed dramatically in the past decade. In today's world of growing competition where there are numerous brands selling the same products, consumers is having an abundant number of choices and many other factors influence their buying behavior. In order to accomplish this objective of the study, a sample of three hundred and fifty six (356) consumers were sampled from both female (school and college student).

Keywords: Product, preferences, Satisfaction, customer, features, sanitary pads.

I. INTRODUCTION:

There is keen competition in the sanitary napkin market. In India, many brands of sanitary napkins are available. Do consumers have different attitudes toward Whisper and Stayfree and so on?

What product attributes are salient to consumers?
What are consumers' perceptions of the performance of these salient product attributes?
What is the ideal sanitary napkin? Is there any relationship between attitude and brand usage in

the sanitary napkin market? The current study addresses these issues.

A sanitary napkin, sanitary towel, sanitary pad, menstrual pad, or pad is an absorbent item worn by women in their underwear when menstruating, bleeding, recovering from gynecologic surgery, experiencing a miscarriage or abortion, or in any other situation where it is necessary to absorb a flow of flood from the vagina .

A menstrual pad is a type of menstrual hygiene product that is worn externally, unlike tampons and menstrual cups, which are worn inside the vagina. Pads are generally changed by being stripped off the pants and panties, taking out the old pad, sticking the new one on the inside of the panties and pulling them back on. Pads are recommended to be changed every 3–4 hours to avoid certain bacteria that can fester in blood; this time also may differ depending on the kind worn, flow, and the time it is worn. Menstrual pads are made from a range of materials, differing depending on style, country of origin, and brand. The pads are not the same as incontinence pads, which generally have higher absorbency and are worn by the ones who have unitary inconvenience problems or experience stress incontinence. Although menstrual pads are not made for this use, some use them for this purpose. K is hoped that both Whisper and Stayfree will benefit from the findings of this research.

Objectives of the study:

This project aims to meet the following research objectives:

1. To examine the factors influencing the purchase decision of sanitary pads of FMCG products by consumers in Coimbatore North City
2. To investigate the awareness level of consumers' towards the sanitary napkins.
3. To examine the level of satisfaction towards the sanitary napkins.
4. To evaluate the entry users beliefs about Whisper and Stayfree with respect

to the product satisfaction identified.
5. To evaluate the problem faced by consumers while the brand usage.

Methods:

Using a cross sectional survey method, attempts were made to interview; and give out questionnaires, by randomly selecting adolescent pupils and purposely selecting the educational institutions included for the study. These were made up of different college women students in Coimbatore. Permission to collect data was taken from appropriate governmental body, as well as from the educational board members of the participating colleges. Consent was sort from each pupil as well as their teachers. The questionnaire was divided basically into three (3) parts that includes: questions on perception on use of sanitary pads, satisfaction, motivating factors and problem also use of sanitary pads during menstruation. The questionnaire was pilot tested for reliability and content validity with pupils from college. Data collected were analyzed and processed using descriptive methods manually.

Table 1 : Sources of information and type of menstrual absorbent in use during menstruation (n = 356)

Name of the Brands	Mother	Relatives/ Friends	Teacher/Health Workers	News paper/Radio / other media	Total	%
Whisper	32	21	26	30	109	31
Stayfree	26	22	20	47	115	32
Care free	12	09	18	11	050	14
Kotex	04	13	12	05	034	10
Sofy	08	12	18	10	048	13
Others	0	0	0	0	0	0
Total					356	100

Most of the consumer information gathered from mothers and media ie advertisements. Mother also gives the suggestion to purchase through media. (31% and 32%)

Table 2: Number of pads and type of menstrual absorbent in use during menstruation (n = 356)

Name of the Brands	One	Two	Three	More than three	Total	%
Whisper	14	26	44	18	102	29
Stayfree	11	32	57	22	122	34
Care free	0	18	27	08	053	15
Kotex	0	9	13	04	026	07
Sofy	0	14	29	10	53	15
Others	0	0	0	0	0	
Total					356	100

Table 3: Factor motivates you while making purchase of sanitary pads.

Factors	Whisper	Stayfree	Care free	Kotex	Sofy	Others
Price	27	43	8	9	7	0
Availability	14	21	2	1	1	0
Quality	24	12	4	0	5	0
Brand	09	07	0	0	0	0
Advertisements	35	32	0	0	0	0
Total	109	115	14	10	13	0

The consumers motivated only by the factor of prices and quality then give the priority to others like that brand , availability etc.,(prices 24% for whisper , 37% for Stayfree)

Table 4: level of preference towards sanitary napkin products

Products	Preference					Total
	Very High preference	High preference	Normal Preference	Low preference	Very Low preference	
Whisper	59	38	22	-	-	109
Stayfree	28	30	57	-	-	115
Care free	2	8	4	-	-	14
Kotex	0	7	3	-	-	10
Sofy	2	9	2	-	-	13
Total						356

The consumer highly preferred whisper sanitary pads but some factors reduces the preferences like cost prices.

Table5: Satisfaction level of the consumers while using the sanitary napkins

Products	Preference					Total
	Highly satisfied	Satisfied	Neutral	Not satisfied	Highly not satisfied	
Whisper	59	38	22	-	-	109
Stayfree	28	30	57	-	-	115
Care free	2	8	4	-	-	14
Kotex	0	7	3	-	-	10
Sofy	2	9	2	-	-	13
Others	-	-	-	-	-	-
Total						356

More ever 59 number of consumer highly satisfied while using whisper brand compared to others in the menstruation period .

Table6: Level of problems faced while using the sanitary pads

Problems Facing	Whisper	Stayfree	Care free	Kotex	Sofy
Poor quality	-	-	-	-	-
Low quantity	10	24	2	-	-
High price	81	34	6	1	3
Non availability	06	12	8	6	7
More complaints	-	22	-	3	-
Health Issues	12	23	-	-	3
Total	109	115	14	10	13

Most of the consumer facing the problem while using the brand of Whisper (74%) feels about highly prices compared to brand of Stayfree (30%)

Conclusion

While it may seem uncomfortable and painful, 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 (example of menstruation cups) and find out which suits them best where as 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 napkins 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.

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