

A STUDY ON CUSTOMER SATISFACTION ON WOMENS' SANITARY HYGIENE PRODUCTS

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ABSTRACT

Menstruation is still considered to be a taboo in India. In olden days, women used various materials to contain menstrual blood. These measures made the women victim to urinal and vaginal tract infections. Hygienic menstrual practices can decrease the infection rate by 97%. Customer satisfaction is one important factor that determines the brand loyalty. This study is carried out using primary data through a questionnaire. The purpose of the study is to assess customer satisfaction among different sanitary napkins brands in India and to learn about the basic attributes a customer expects in a sanitary napkin. Additionally, the study talks about the prevalent situation of menstruation and the importance of sanitary napkins with regard to female hygiene.

Keywords: Menstruation, sanitary napkin, customer satisfaction, female sanitary products, female hygiene.

INTRODUCTION

Menstruation is a normal and a healthy part of every woman's life. In India, woman's menstrual cycle is a taboo and there are many restrictions for a woman to practice on their menstrual flow days. Sanitary napkins are the basic need for every girl child to be used on those days. Till today, the society does not see the sanitary napkin as an essential need of a women and girls. When a woman or a girl goes to a pharmacy/any shop to get a sanitary napkin, the person who works over the shop wraps the sanitary napkin in a newspaper and give in a black plastic cover. This taboo should be changed in the future years.

According to the National Family Health Survey 2015-2016, they are 336 million menstruating women in India. Out of that figure, only 121 million (which is roughly 36%) menstruating women do use sanitary napkins. They are many companies does line-up in the market which says that their product is best and we can see new products pop-up in the advertisements daily.

This article does discuss on the customer satisfaction on the top sanitary napkins and also discuss about the other products used in other countries. This study will elaborate about the importance of using sanitary napkins to improve menstrual hygiene for happy period and happy women.

MATERIALS AND METHODS

Data Collection, which is usually done through questionnaire physically from one-on-one person but due to the restrictions for the students, we collected the data through online survey. We used Google Forms to collect responses from our target audience on time considering the confidentiality, and anonymity of the responses. Questions was framed with the basic questions preferable with the sanitary napkin. The other questions are related with the brand and the customer satisfaction with the brand. A 5-point scaling was used to know about the customer satisfaction.

DISCUSSION

30 respondents were collected from the very close side of the authors. The major respondents were around the age group of 19 to 24 which constitute around 70% of the responses. The 25 to 40 age group women constitute around 20%; 10 to 18 age group women constitute around 6.8% and above 40 constitute around 3.3%. The major educational qualification of the women is Under Graduate which constitute around 50%; the Post graduate women constitute around 46.7%. The major respondents were students which constitute around 70% and salaried around 23.3%. we covered home makers which constitute around 6.7%. Most of the respondents are urban people which are 93.3% and rural people constitute around 6.7%.

| | | | | | |
|--|-----------------------|--------------------------|-----------------------|-----------------------------|------------------|
| What female hygiene product do you use? | Sanitary pads | Tampons | Menstrual cups | I don't use now | Others |
| | 90% | 3.30% | 3.30% | 3.40% | 0% |
| What brand of sanitary napkins do you use? | Whisper | Stayfree | Sofy | Bella | Pink Anne |
| | 50% | 23.30% | 20% | 3.30% | 3.30% |
| How did you know about the brands? | TV Commercials | Social Media | Newspapers | Friends & family | Others |
| | 76.70% | 36.70% | 20% | 56.70% | 0% |
| How do you feel about the price of sanitary pads? | 1 | 2 | 3 | 4 | 5 |
| | 0% | 3.30% | 40% | 36.70% | 20% |
| Do you switch brands often? | Yes | No | - | - | - |
| | 86.70% | 13.30% | - | - | - |
| Where do you buy the hygiene products you use? | Supermarkets | Convenience store | Pharmacy | Online | - |
| | 63.30% | 20% | 7% | 10% | - |

From the above table, 90% of the women use sanitary napkins; 3.3% of the women use tampons and menstrual cups. 3.4% have reached their menopause and they do not use any sanitary products. 50% of the women use Whisper brand, 23.3% use Stayfree brand, 20% use Sofy brand, 3.3% use Bella and Pink Anne. Most of the respondents do know the brands by the TV Commercials who constitute around 76.7%, through Friends and family recommendation women use the sanitary napkins who constitute around 56.7%, 36.7% through social media and 20% through newspapers.

The sanitary napkin price does vary by brands, size and number of pads in the pack. We asked the respondents to rate the product satisfaction through price. 40% of the respondents were feeling neutral. As the sanitary napkin is an essential product for every menstrual woman to buy. 56.7% (who chose 4 and 5) were satisfied with the price for their brand. Only 3.3% respondents feel costly for the brand which they buy. 63.3% of women buy the sanitary napkin from the super markets, 20% from the pharmacy, 10% from the online website and 7% from the convenience store.

| Attributes expected in female hygiene products? | |
|--|--------|
| Different models | 33.30% |
| Availability | 43.30% |
| Price | 43.30% |
| Ability to absorb blood and smell | 76.70% |
| Good adhesive strips | 63.30% |
| Fragrance | 16.70% |
| Number of pads per pack | 53.30% |
| Comfort | 76.70% |
| In place and length | 3.30% |

86.7% of the women does change the brand often from one to another as the attributes which they consider as important is the missing factor in the brand which they use. According to our survey, 76.7% of the women expects the ability to absorb the menstrual flow and comfort from the brand. 63.3% of the women expects the sanitary napkins with good adhesive strips. 53.3% women does expect a greater number of pads per pack. 43.3% women does expect availability of the brand everywhere and the moderate price of the brand. 33.3% of the respondents does need different models. 16.7% of the respondents expect fragrance from the napkin to

control the odour and 3.3% have consideration to stay in place and length of the napkin. When the respondents does find the right sanitary napkin which they expected is the final one. And, 13.3% women does not change their sanitary napkin brand often.

Women sanitary napkin and satisfaction from the brands can be known by analyzing some factors. Most of the women does feel comfortable with their sanitary napkin brand. The statement can be proved by giving the following statistics: 26.7% of women tells that their pad does not overflow and 53.3% of women does tell that their pad does overflow less often. 63.3% of women do not get any rashes by using the sanitary napkin.

73.3% of women does tell that their sanitary napkin does absorb the menstrual flow and control the odour. 86.7% of women does feel safe wearing the sanitary napkin. 86.7% of women does feel satisfied with the brands they use now. And ,86.7% of women have said yes to recommendation for their brand to others. Without, the consumer satisfaction of the brand/product, one will not recommend their brand to others. The products are highly satisfied by the customers.

| How often does your pad overflow? | <i>Doesn't happen</i> | <i>Less often</i> | <i>More often</i> | <i>Always</i> |
|---|------------------------------|--------------------------|--------------------------|----------------------------------|
| | 26.70% | 53.30% | 16.70% | 3.30% |
| Time interval for changing pads | <i>2-4 hours</i> | <i>4-6 hours</i> | <i>8-10 hours</i> | <i>More than 10 hours</i> |
| | 20% | 70% | 10% | 0% |
| Do you get rashes with the pads you use? | <i>Yes</i> | <i>No</i> | - | - |
| | 36.70% | 63.30% | - | - |
| Does the napkin you use, absorb the blood smell? | <i>Yes</i> | <i>No</i> | - | - |
| | 73.30% | 26.70% | - | - |
| Do you feel safe wearing pads? | <i>Yes</i> | <i>No</i> | - | - |
| | 86.70% | 13.30% | - | - |
| Are you satisfied with the brand you use? | <i>Yes</i> | <i>No</i> | - | - |
| | 86.70% | 13.30% | - | - |
| Would you recommend your brand to others? | <i>Yes</i> | <i>No</i> | - | - |
| | 86.70% | 13.30% | - | - |

RESULTS

Sanitary napkins are the most important wearable for every woman on her periods. Menstrual hygiene is the most mandatory education which every girl child should be educated. The importance of using sanitary napkins is the following:

- Sanitary napkins are used by women globally due to the comfort and ease they provide.
- Clothes are free from blood strain, due to controlled leakage.
- Sanitary napkins make women feel emotionally safe too.
- They absorb the menstrual blood and lock the odour.
- Less allergies, less urinary infection and low cost as compared.
- It is convenient and it is suitable for travel too.

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