

1.1 INTRODUCTION

The brand preference is closely connected with the brand loyalty. Because if that specific brand is having the brand preference, the customers will surely buy those products under that brand. And this brand preference is also having the close connection with the behaviour of the customers.

So this study is conducted to find out the brand preference of the women regarding their sanitary pads. With the specific objectives, this study is planned to find out the highest preferred brand among the different brands available in the market. And also there are many other brands raising in the market which is giving much concern for health and hygiene. So it is also very important to analyse about the different factors that they are considering during their purchase decision.

Brand preference is that which indicates the degree to which a consumer is inclined for using a particular brand's product and that is instead of a competitor's product. This contributes significantly to the brand equity. It is also important for the businesses to constantly measure it and as well as to assess their brand preference. It helps to reflect their marketing. Brand preference is very much crucial for the businesses who are looking to create the repeated customers out of their target audience as it will create the awareness and also helps the businesses to develop a strong reputation. As a long-term strategy, establishment of the brand preference will help to increase the revenue, profit, and the market share. It will also play an important role in the building of the brand equity which determines a brand's popularity and strength in the market against competitors.

If a customer will always chooses same brand over other competitor brands, this is called brand preference. Here, they will gain the familiarity with the competitor brands available. Sometimes they may be using those brands. But even after its usage, they may still be sticking on to this brand.

The brand loyalty is very much closer to the brand preference. While it comes to the purchase decision, the customers who have the preference of your brand will always try to buy from your brand. Thus it will creates the brand loyalty. And in overall it will help you to have the most sustainable and successful brand.

The building up of the brand preference is developed over the time.

The brand preference measures helps to quantify and understand the impact of activities associated with the marketing which have taken place among the customer's minds. When it comes to various measures of brand preference, there are mainly three classes of methodologies. It helps to measure the brand preference directly.

The first among those is survey questions. It can be self-report, unaided preference. Next is the brand choice measures. It is the choice of preferred brand from a competitive set of brands. And the last is the constant sum measures. It is the planned purchases among the competitive set of brands.

There is the close connection with the brand preference and the consumer behavior. The consumer's brand preference is a very essential step which helps to understand the consumer's choice behavior. As because of this the marketers are giving greater attention for this. Before the time, it was traditional marketing. This had focused on the functional attributes and also to maximize the utility. Now, there is the change for this. It had shifted to experiential marketing, which has broadened the role of the brands from the attributes to the experiences.

Now, the consumers can't shape their preferences based only on the attributes. They are seeking the brands that creates the experiences. They seeks the experience which are sensorial, emotional and creative.

The brand preference is also very much related to the repurchase intention of these consumers.

Let us look on what is consumer behavior in detail. It is the study of individuals, groups or organizations and all other activities which are associated with the purchase, the use and also the disposal of these goods and services. The study about this consumer behavior is investigating the qualities that include the demographics, the personality lifestyles and other variables that includes the rate of usage, occasion of the usage, brand loyalty, the brand advocacy and also the referrals. It is an attempt to understand the wants of the customers and also the patterns of the consumption. The consumer behavior is also looking into the influence of the social groups which include the family, friends, sports and the

A study on the brand preference and consumer behaviour on sanitary pads

reference groups on the consumer's buying decision. It is generally seen that the consumer behavior is not actually correctly predicted.

There are some factors that influences the consumer behavior. We can also say that these are the consumer's preference while they buys a product.

Hence, these are the four key factors that the consumer behavior is dependent on.

✓ Cultural factors:

This includes the culture, sub-culture and also the social class

✓ Social factors:

This factor is included of the reference group, the secondary reference group and also their family.

✓ Personal factor:

This personal factor includes the age, sex, the lifestyle, their occupation and also their financial status

✓ Psychological factor:

This includes the motivation, perception, their belief and also their attitude that they have.

And all of the above factors will help to increase the buying motive of the customers and hence they could increase the sales and the profitability of the business.

Some now let us look into what is meant by this buying motive.

The buying motive means the internal factor of a person or the condition which tends him to begin and sustain the activity of buying. There are two types of buying. They are,

- Product motive:

It means the effects as well as the reasons that makes the buyer for the selection of a particular product with the preference of other competitive products available in the market. And this will be including the appearance or called the physical appeal

A study on the brand preference and consumer behaviour on sanitary pads

of the product, which is the design, shape, dimension, size of the product, the color of the product, the packaging, their performance as well as the price of that product.

- Patronage motive:

This is the reasons or the situations that is prompting the consumers for buying their desired product from a specific shop when there are other shops. This motive is again divided into

- ✓ Emotional patronage:

These are the factors which includes the appearance of the shop, its display and the imitations etc.

- ✓ Rotational patronage:

Here it includes the convenience, its price, the services that they offers and many other.

There are mainly 4 types of buying behavior. Let us look what all are they.

1. Extended decision making
 2. Limited decision making
 3. Variety seeking buying behavior
 4. Habitual buying behavior
- The extended decision making is that when the people are buying a very expensive product in the market. They will spend more time for the in-depth research study just before their decision in final. Also the economic risk for the buying is also very high here. They will be spending more time for the evaluation. They will also be asking for the recommendations from their family and friends. They may also spends some time for reading the product review in online, for committing in this investment.
 - When we speak about the limited decision making, those consumers are facing the issue of limited decision making. This means that there is a limitation for the

resources for it and also there is less availability for those products. As we are not having much options we will buy it anyway.

- Variety-seeking buying behavior is that there are visible differentiation for the product within a brand. And we may have the curiosity to try similar product.
- Habitual buying behavior is that they will not put much effort or thought or even research for the decision. This type plays a major role in the daily routine. They will be buying cheap and more available products in the market.

One thing to be understand from above details is that, the consumers are very impulsive and also get easily influenced by the media such as TV, print, radio and also the social media. And also at the top of all these matters, such purchasing decision even comes at the environmental cost. In order to reduce such impulsive behavior of purchase there should be consciousness of purchase behavior.

1.2 STATEMENT OF THE PROBLEM

Sanitary pads, are the thin pads which are made of the absorbent materials. They plays vital role in the feminine hygiene since they soak the menstrual fluid during the menstruation. These pads are be found in different sizes and shapes and they are with varying capacities of the absorption. In India, the increasing awareness about menstrual hygiene is very much supporting for the demand of the sanitary napkins. Also the utilization of the high-quality as well as the environment-friendly raw materials that are used to produce these pads is also providing an impetus for the growth of the market. Technological advances, such as superabsorbent fiber technology, have further enabled manufacturers to focus on introducing high absorption capability in sanitary napkins. Other than this, they are also introducing organic and chemical-free variants, which is having a positive impact on market growth. There are a wide variety of sanitary napkins available in the market. Since there are differences in the characteristics and the features of them, different women may select their preferences according to the comfortability as well as their ease of usage. There are also cases where the women are facing the issues of leakage, rashes, allergies and urinary tract infections etc. So there exist such a big issue facing by the women who are

using the sanitary pads and this study is conducted based on this problem so as to find the women preference with respect to the sanitary pads.

Now, there is the greater advancement in the field of the technology. So they have the access to different types of the information of all products and services which they wants. Hence, they had become much wiser and smarter. There is a greater change in the preference and the taste of the people. As we know, it is very difficult to predict this behavior of the consumers. There is a greater increase in the competition and they are also struggling very much.

Consumerism is the main root cause for all the emerging issues in the area of the consumer behavior. This consumerism is using in context of the advancement of consumer based tendencies. And this is marked by the availability of different variety of consumer goods as well as the variety of the advertisement of different products through different media. Hence, there is a greater issue for the marketers as they need to identify which all are the factors which are influencing the behavior of consumers during their purchase decision.

1.3 OBJECTIVE OF THE STUDY

1. To find out the most preferred brand of sanitary pads.
2. To analyze the factors that influences women during their purchasing decision of sanitary pads.
3. To find out whether the customer have the intention to move towards organic or sustainable version of sanitary pads.

1.4 SCOPE OF THE STUDY

The Indian sanitary napkin market is valued at US\$ 618.4 Million in 2021. It is expected that the Indian sanitary napkin market will exhibit a CAGR of 11.31% during 2022-2027. The emerging trends of organic and chemical-free sanitary pads which helps to increase the menstrual hygiene, is what that is currently driving the Indian sanitary napkin market. Also the sudden outbreak of COVID-19 pandemic has also led to the increasing consumer inclination from the conventional brick-and-mortar distribution channels to the online retail

platforms for their regular purchase of the sanitary pads. Based on the product type, Indian sanitary pads market is segmented into the disposable menstrual pads, cloth menstrual pads, and biodegradable menstrual pads. There are also the menstrual cups and tampons available in the market. Currently, disposable menstrual pads are accounting for the largest market share. Based on the distribution channel, the Indian sanitary pad market can be divided into supermarkets, hypermarkets, pharmacies, convenience stores, online, specialty stores, and others. The supermarkets and hypermarkets are holding the majority of the total market share. Some of the major players in the Indian sanitary pad market include P&G, Johnson & Johnson, Unicharm, Emami, Ltd., Mankind, Kimberly-Clark, Edgewell, etc. In the case of Kerala, people are more aware about the menstruation and also the hygiene associated with it. There are a wide variety of sanitary pads available here in Kerala. So this study will be having a wider scope as the menstruation and the issues related with it and the menstrual hygiene is a common concern among the girls and women. And it will surely help to identify the best brand available in the market and also to identify their competitors.

It is also very important as there are brands which give more importance to the organic and sustainable versions of sanitary pads. And also many of them is actually started to use menstrual cups. It is been a trend now. So this study will be having a wider scope, as it will helps to identify about the same.

As the consumer behavior is also studied under the study to some extent this is also very useful. The consumer behavior is a topic which have a wider scope

1.5 INDUSTRY PROFILE

The Indian sanitary napkin market size had reached the value of around USD 521.5 million in the year of 2020. The market is also expected to have the growth at a CAGR of 11% between the year 2021 and 2026 to further reach the value of USD 975.4 million by 2026. There is the strong government support within the country that supports the Indian sanitary napkin industry. Maharashtra is the biggest sanitary napkin market in the country. They are holding the majority of the market share in this industry. The market for sanitary napkin in India is also supported by the technological advancements prevailing here such as superabsorbent fiber technology, which has empowered the manufacturers to increase their focus on the introduction of high absorption capability in the sanitary napkins. The rising awareness about menstrual hygiene in India is also contributing to the demand of sanitary napkins. Also, here in India, the consumption of the high-quality and environment-friendly raw materials that are required for the production of the sanitary pads is propelling the growth of the sanitary napkin's market.

1.5.1 The market segmentation of sanitary pads.

The sanitary pads, are the thin pads which are composed of the absorbent materials. These pads play an important role in the feminine hygiene during their menstruation since they absorb the menstrual liquid. These sanitary pads will contain four functional components, including the fluid acquisition layer, the absorbent structure, distribution component, and liquid impervious membrane. The sanitary pads are also available in different shapes and sizes and they have the varying capacities of absorption. The sanitary pad market is so segmented based on the product type into:

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

Today, the disposable menstrual pads are the most popular product type in the industry. The demand for such types of pads is mainly because of the awareness campaigns conducting by the Central as well as the State Governments. There are also several NGOs and multinational companies doing the same

And on the basis of distribution channel, the sanitary napkin's market is being divided into:

- Supermarkets and Hypermarkets
- Pharmacies
- Convenience Stores
- Online
- Specialty Stores etc.

Among that, the supermarkets and the hypermarkets are representing the largest segment, which accounts the majority of the total market share of them.

1.5.2 The market analysis of sanitary pads in India

The Indian sanitary napkin market is driven by strong government support in the country. Maharashtra is the biggest sanitary napkin market in the India. They are holding the majority of the market share in its market. The market for sanitary napkin in India is supported by the technological advancements, including the superabsorbent fiber technology, which helped in empowering to be manufacturers to increase their focus in the introduction of high absorption capability in the sanitary pads. In India, there is the rising awareness on the menstrual hygiene and this is contributing to the increased demand for sanitary pads. Moreover, in India, the high consumption of high-quality and environment-friendly raw materials for the production of such sanitary pads is also propelling the growth of the market. The sanitary pad market in India is driven by several initiatives that are taken by the Government of India in the past few years. This is with the association of the several private entities and non-governmental organizations and that is for promoting the usage of the sanitary pads. And they are promoted so especially among the underprivileged as well as the rural women. Some initiatives for the same include the Eco Femme and My Pad, Reproductive, and Child Health Program. The sanitary napkin market is also aided by the expansion of the female workforce. This had led to the enhanced decision-making and also the purchasing power of the women. Based on this, the manufacturers are also being able for targeting the female audience directly. Also, they could influence the women's purchasing behavior. In addition to this, they are introducing the organic and chemical-free variants. They are having a positive influence in the industry.

1.5.3 The competitive landscape

The nature of the sanitary pad market is concentrated with the presence of few manufacturers. They are competing each other mainly based on the prices, quality and innovation

Here are some of the names of key market players of sanitary pads. And this is from the research study of EMR.

- P&G
- Johnson and Johnson
- Unicharm
- Emami Ltd.
- Mankind
- Kimberly-Clark
- Edgewell

1.5.4 Sanitary market outlook for the year of 2031

There is a growing inclination for the personal hygiene and the personal well-being among the people. They are more conscious about their health now, especially while they purchase something that affects their health. For women their top of the mind concern is their menstrual time. Before the time being, there is the lack of awareness among the women. But now due to the increase of the awareness, there is also the fuelling up of the demand of the sanitary napkin products in the market. There are the initiatives by the nongovernmental organizations by the governments in some of the countries in order to spread the awareness of the menstrual hygiene. Now, the manufactures are also trying to introduce the products that are of low cost and they are also focusing on diversification of these products which helps to increase or expand the consumer base. This sanitary market is also getting influenced by the promotions and the marketing strategies taken by the key players. Also there is the increase of the purchasing power and also there is the increase of

the no: of the companies that offers the subscription to these customers. And this is also enhancing the demand for the same

These sanitary pads are also called as sanitary wipes are those absorbent products which help to absorb the fluids during the menstruation. And it helps to avoid the leakage. The right target market for the sanitary pads are the women when comparing with the fathers and their husbands. This napkins includes the absorbent pad in between the layers of the fabric which is non-woven. Such pads are available in different sizes and shapes. Another thing is that they should be selecting these pads considering the suitable thickness, its length as well as the absorbency of these pads.

It was in 1896 that the first disposable pad which is made of cotton and the guage is made up of. The entire character of such pads have got changed by the plastic revolution. Then the players began to manufacture these pads using SAP, and it is the superabsorbent polymer and the back cover with the polyethylene. This will help for the waterproof protection. The top layer will get dry using the polypropylene top layer.

1.5.5 Increasing awareness of hygiene, the initiatives by the Government and the introduction of organic products

It is expected that the emerging trends are expanding the global sanitary pad market. There is the rise of e-commerce, high adoption of such sanitary pads and also people looks for the eco-friendly products. There are various brands which includes the iCare, Saathi pads etc. which distributes cheaper as well as reusable pads especially in the rural areas. It is to increase the sanitation. Now, there is an increased popularity for the organic version of pads. It is due to the increased hygiene value in both developed as well as the developing nations. We know, there is hike in the population of girls in various nations. Along with this there is more availability of pads. This is boosting the sanitary market in global. Now, we can see what is meant by organic sanitary pads. They are free of the harmful chemicals and this will increase the comfort. During the forecast period there will be more demand for such products. There is a rapid change in this industry and also they offers customization. The developments in the product and also the organic materials will increase the demand against the plastic and synthetic pads. Now, women are more conscious about their health and moving towards products that are eco-friendly.

According to the statistics, such manufacturers are trying to develop the pads that are 100% biodegradable and are made from banana fiber. This is more abundant in India and also is natural absorbent. Such types of organic pads are safer and may not contain bleach which includes carcinogenic toxins. Hence they are entirely natural. This will also reduce the carbon dioxide emissions especially during the process of production.

Such products are propelling into the market. Also these manufactures are innovating in cloth sanitary pads which helps to expand the revenue paths.

In Africa, they are providing free sanitary pads for supporting menstrual hygiene. It is analysed that the 500 million of women in the world is lacking suitable menstrual hygiene management. There is also the lack of water, sanitation and the hygiene facilities in the public areas which includes the schools, workplaces as well as the health centres. This is a big limitation.

1.5.6 The increased demand for the organic products

As per a U.S report, it is shown that there will be 60 kg of the waste of sanitary napkin in a women's lifetime. This will create annual waste of 100,000 tons. It will be a 1.021 billion pads in each month considering 375 million women of reproductive age, where mostly they use plastic pads. As per Menstrual Hygiene Alliance India, it will take around 500-800 years for a single pad to get completely decompose. And also this will increase the hazard of health and environment. It will affect our survival in the earth.

Hence, the Govt. is supporting the homemade pads. It will benefit the environment and also the users of such products. Such pads are very cost effective and can also be made at home. But still there are more myths regarding such reusable pads, its hygiene, and its feasibility and also regarding their absorbency. So considering these myths, some women are still using such disposable pads available for them.

1.5.7 Demand for overnight pads

There is the enhanced demand for the leak protection and also the comfort of use especially during night. It is very difficult to sleep well at night during menstruation. There will be heavy flow and they have the fear of leaking into the bed sheet. So this can be overcome by the usage of overnight pads instead of the regular pads. Hence, the manufacturers are making overnight pads with a wide hip protector that gives the protection from leakage especially during their sleep.

Also it will be having an anti-bacterial layer. This will prevent the bacteria from its growth and will also help to decrease the infections caused by them. There will also be a dual absorbent core. It will absorb the liquid. And will lock inside. It contains dry liners and will help them for the comfort of use. The odour mechanism controls the unpleasant smell coming out using the natural oils. As because of this there will be much demand for such overnight pads.

1.5.8 The regional outlook

In the case of Asia, there are more opportunities for such market. The use of sanitary pads are very low especially in the rural areas. There is the lack of proper information. In India, 80%-90% of the women are even using the cloths only. As a result, there will be more issues for their health which includes the infection in the vagina. It will drive the overall market of sanitary napkins.

In North America, it is expected that there will be growth because of high per capita income. There is also more health conscious people there. There is also the technological advancements including the SAP, the introduction of the organic goods and the elimination of chemical materials for the sanitary pads. This will help to increase the growth of the market there. There is also more awareness among them regarding the hygiene practices. U.S is having the major share in North American sanitary napkin market. It is noted that the market is getting driven by the comfort as well as the convenience.

The market of the sanitary napkin is getting fragmented. It is due to the presence of several players. In the coming years, there is the scope for more competition.

1.5.9 The key developments

Nua is a Femtech start-up which is launched in the year of 2022. Deepika Padukone is featuring in its campaign. She says that women will be facing more pains and discomfort during menstruation. "GO WITH YOUR FLOW" is the campaign by Wondrlab and they are challenging the advertisement clichés. Its director decided to create story based on reality.

1.6 COMPANY PROFILE



Wager International Pvt. Ltd

Wager International Pvt. Ltd is located at Kinfra Small Industries Park, Koratty. Wager Group was established in 2009. Mr. Jinoj K is the managing director and his vision and educated leadership helped to have a new dimension to the company. He uses the best business practices and principles and hence it has benefited the company to form a reliable reputation in the industry. Mr. Jinoj made a visible difference in the design, production and manufacturing of the sanitary napkins and menstrual nursing pads. And also it made a greater difference in society. He is the chairman of the Centre for Hygiene Research and Development. It's an NGO under the Wager group for creating awareness of menstrual hygiene and to ensure the female hygiene products to the students. And because of its commitment as well as hard work, it has appeared as a well-known manufacturer, trader and wholesaler of Sanitary Napkins, Sanitary Napkins Making Machines etc. They have the diversified range of products and it includes Sanitary Napkins, Sanitary Napkin Making Machine and Sanion Napkin Products. Their offered range of products are also widely recognized because of their high effectiveness and productivity. They believe that the establishing and maintaining of quality is never a fluke. It is forever the consequence of great efforts, expertise, sincere aim, intelligent guidance and perfect execution.

They conduct an in-house analysis which is under the guidance of their team of professionals who employs innovative formulation techniques, modern infrastructure and high-quality elements for formulating and producing the products which are best in the market. It's a customer centric company and hence they make use of top-quality components to formulate the effectual and high-grade napkin products for the market. Their workforce is prominent and proficient and so they are able to satisfy and also can exceed the prospects of their customers. And also they could handle urgent or bulk orders. Their outcomes are manufactured so as they pay greater attention to specifications and hence they could satisfy all types of hygiene requirements and it helps in facilitating desired results and there is no side effects. They sustain themselves in line with diversifying demand of customers and market development and this helped to become the pre-eminent choice of the customers in the market

They got the certifications from various authorities for the quality and had also won various awards for the standards and practices that are incredible. They are having Good Manufacturing Practices certification as the facility follows GMP standards that minimizes the risks involved in faulty products. No product is going out without final testing. Their products are dermatologically assured and they do not have any harmful ingredients that cause cancer. They have a well-equipped quality control division which has an ultramodern lab facility and they have the testing equipment that surpasses BIS norms. It has an annual capacity of 360 million pieces. They have ISO 9001:2015 certification as they ensure enhanced customer satisfaction.

Sanion is their brand which is a menstrual nursing pad. And also they are designing and manufacturing sanitary napkins for other leading brands also. Their innovative product design and also the sophisticated facilities led them for the strategic brand partnership with 50 leading brands. It includes Q days, Ms. and Mrs. Herbal sanitary pads, Dry Giene,

Rithumathi, Feelcom, Comfy softy, petals sanitary napkins, Comfort softy, Colleen,

Royal care, Dew Garden panty liners, Dew Garden sanitary napkins, LotSee, Womanz,

VIRAGO, Lahjna sanitary napkins, be with me, Astra Soft, fairwings, Yarrie, Shewave, Her and hers, Health Auric etc.

Wager follows uncompromised quality management procedures and that is strictly followed. It follows tri-level inspection and valuation procedures. It starts with raw material inspection, which includes supplier qualification audit, lab testing and warehouse entry inspection. Second is the process inspection. And here it includes first product inspection, in- process inspection and the end product inspection. And the last stage is the finished product inspection. It includes Warehouse entry inspection, inspection before delivery and the third party periodic inspection. They have refined testing equipments which helps to detect physical, mechanical, chemical and biological properties of raw materials and finished products which includes Fluorescence, pH Value, Aging, Bacterial Bioburden, Fungal Bioburden, Cytotoxicity Test, Skin sensitivity Test etc.

1.6.1 Private labelling

They are a pioneer in private label manufacturer in India. The Wager is offering A-Z napkin manufacturing services. They are also exporting it to clients and they have the clients across the globe. They design the products according to the customer requirements. This will result in the high level of satisfaction of these customers and also the loyalty of the customers. They are offering end to end services.

1.6.2 Production capacity

Their monthly production capacity is more than 30 million units per month. They are a fully integrated private label sanitary napkin manufacturer. They are capable of serving large Indian and international labels. They also serves the start-ups. They entertains the start-ups for exploring the industry.

1.6.3 Infrastructure

Their infrastructure consists of the manufacturing, quality control, testing, dispatching, packaging, warehousing etc. Their plant is made up with Good Manufacturing Practices of BIS norms. They ensure the air quality and full coverage sterilization. Their sanitary napkin production line are capable of producing multiple specifications at rate of 300-400 pieces per minute. They are also designed with large dust collection. They have the recycling system for the collection of the dust. It helps them to have regulated production system.

1.6.4 Warehouse facility

They are fully equipped with ERP data management system. They have wall insulation, the anti-dampness and also the anti-insects in order to have sanitation and also the quality. They are giving great importance for the quality of the raw materials. They ensure that they get this from quality suppliers. They conduct the inspection very strictly

1.6.5 Quality consciousness

They have the latest facilities of lab and equipped with the suitable tools. This helps to have quality checks. It helps to make sure that the products are not having defects. Before dispatching it is checked. There is self-inspection. And also there is cross inspection between the processes. They track the records and ensure the consistency. They make sure that the workers are having clean dresses and also taking disinfection steps.

1.6.6 Reasonable price

Wager excels in giving quality products at the reasonable price. They are the certified export house with import export code. They have ERP and accounting software. It is smooth and transparent.

1.6.7 Customer satisfaction

They are having constant communication with the customers. They also communicate with the workers engaging in the production process. They are also ensuring that they get approval from clients at each step. It gives full freedom for the clients to have their satisfaction.

1.6.8 Wager consulting

It is a subdivision of Wager International. It provides the value added service who are venturing into the industry. They give support and assistance in areas of content of packing, size of packing, materials of marketing, strategic consulting, the on-field consulting etc. They have 10 years of industry knowledge and market proficiency.

They have the strong team of over 20 years of the experience.

1.6.9 Wager products

✓ **ECONOMY PADS**

It is 7 layered, and have best quality product. It is low budgeted and it is having high quality. They have the top priority of women's hygiene

✓ **PREMIUM PADS**

Here, they makes the custom designed napkins with ANION, GRAPHENE and herbal ingredients. It have pure natural cotton top sheet. Its breathability is also ensured.

✓ **MATERNITY PADS**

It is for the niche market. It have high absorbing gel technology. It comes with belted option also.

✓ **PANTY LINERS**

It is for non -period days. They makes herbal, anion and graphene panty liners for the daily and medical use. This type of mini pads will be very useful for school going students and adults especially during their last day of periods.

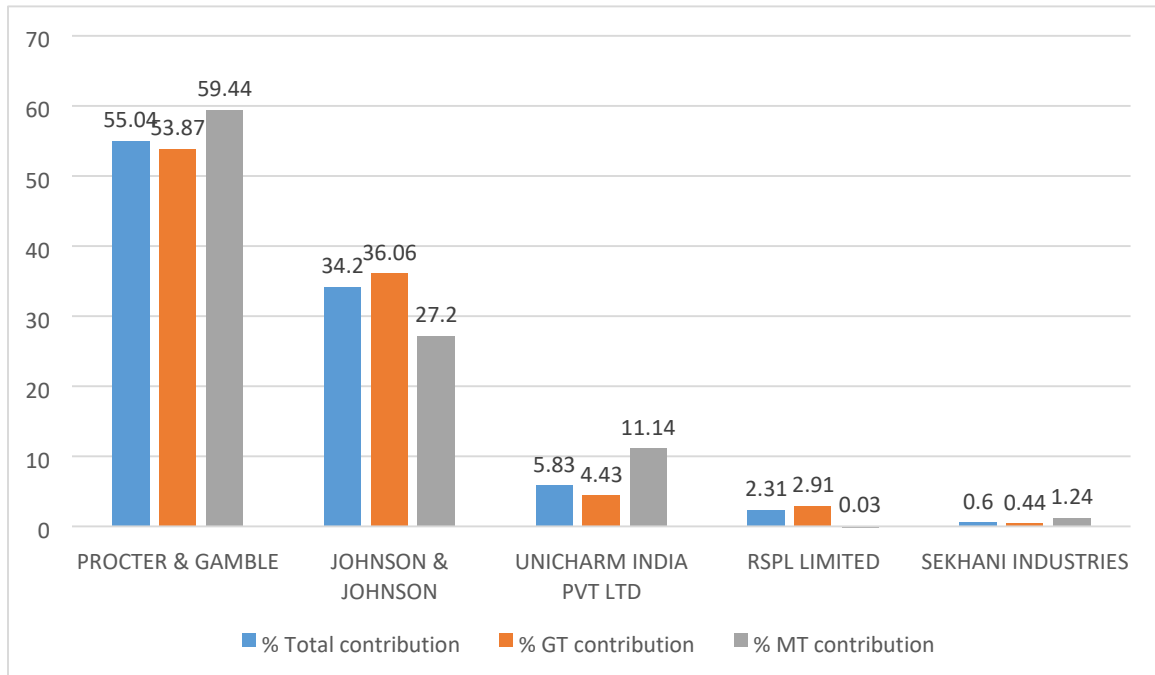
1.6.10 A RECENT WAGER PRODUCT MARKET STUDY

1.6.10 TABLE REPRESENTING THE MARKET STUDY BY WAGER

INTERNATIONAL Pvt. Ltd.

COMPANY	TOTAL L SALES	MARKET T SHARE	GT SALES	MARKET T SHARE	MT SALES	MARKET T SHARE
PROCTER & GAMBLE	1562.2	55.04%	1211	53.87%	354.2	59.44%
JOHNSON & JOHNSON	972.6	34.20%	810.5	36.06%	162.1	27.20%
UNICHARM INDIA PVT. LTD	165.9	5.83%	99.5	4.43%	66.4	11.14%
RSPL LIMITED	65.7	2.31%	65.5	2.91%	0.2	0.03%
SEKHANI INDUSTRIES	17.2	0.60%	9.8	0.44%	7.4	1.24%
AMRUTANJAN	10.3	0.36%	10	0.44%	0.3	0.5%
DIVAY HYGIENE PVT LTD	8.8	0.31%	8.8	0.39%	0	0.00%
BELLA PREMIER	5.1	0.18%	0.7	0.03%	4.4	0.74%
KIMBERLY CLARK LEVER	4.7	0.17%	4.5	0.20%	0.2	0.03%
GLENMARK PHARMACEUTICALS LTD.	2.2	0.08%	2	0.09%	0.2	0.03%
OTHERS	26.1	0.92%	25.6	1.14%	0.5	0.08%
GRAND TOTAL	2843.8	100%	2247.9	100%	595.9	100%

FIGURE 1. 6.10 FIGURE REPRESENTING THE COMPANY MARKET SHARES



From this chart we can see that the P&G have the highest values and the Sekhani industries have the least value. The total contribution of P&G is 55.04. The GT contribution is 53.87%. It have 59.44% of MT contribution. And this is followed by the company Johnson & Johnson. Their total contribution is 34.2%. And their GT contribution is 36.06%. Its MT contribution is 11.14%.

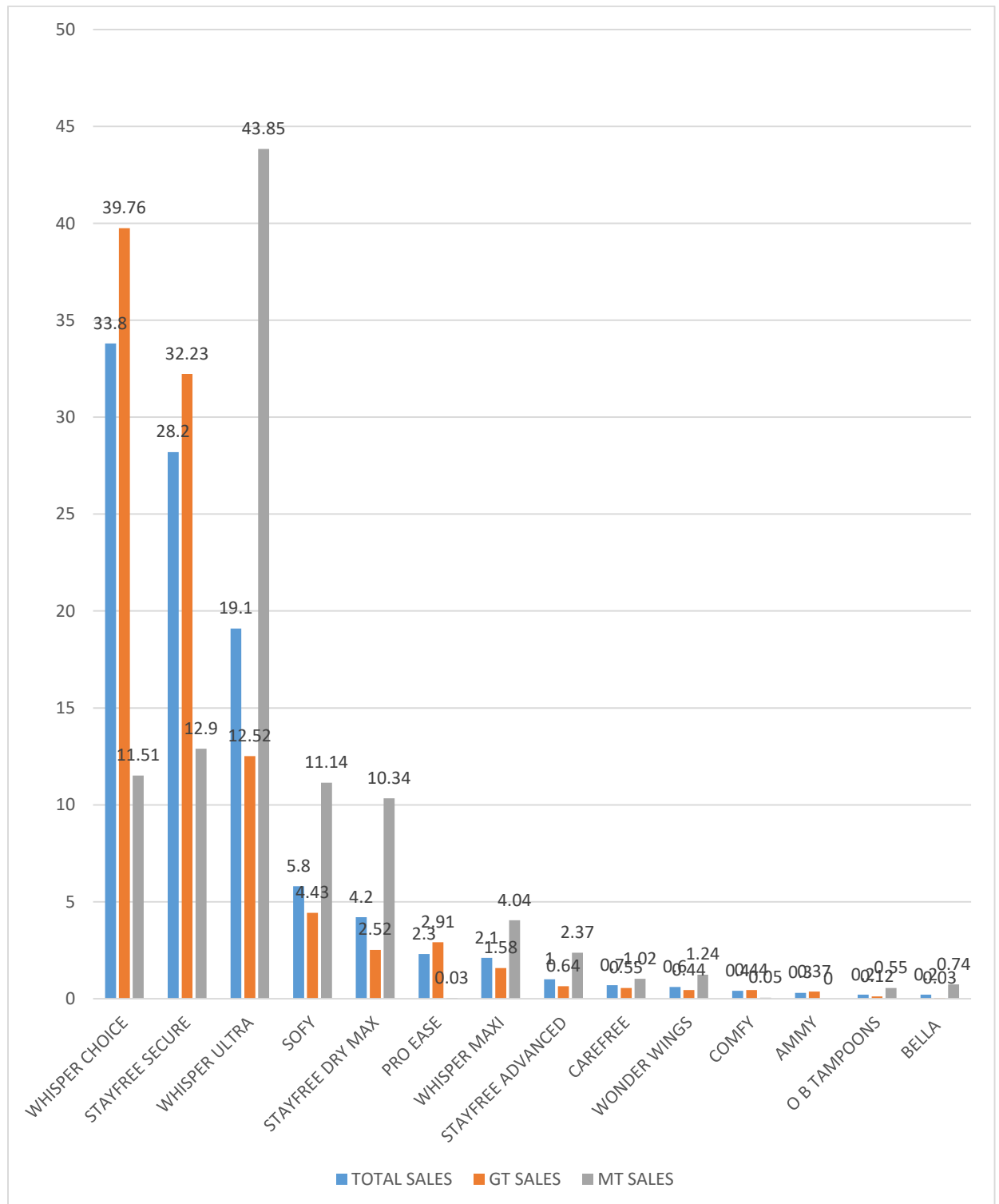
1.6.11 TABLE REPRESENTING THE CATEGORY WISE BRAND MARKET SHARES

MASTER BRANDS	TOTAL SALES	MARKET SHARE	GT SALES	MARKET SHARE	MT SALES	MARKET SHARE
WHISPER CHOICE	962.4	33.8%	893.8	39.76%	68.6	11.51%
STAYFREE SECURE	801.3	28.2%	724.4	32.23%	76.9	12.90%

A study on the brand preference and consumer behaviour on sanitary pads

WHISPER ULTRA	542.7	19.1%	281.4	12.52%	261.3	43.85%
SOFY	165.9	5.8%	99.5	4.43%	66.4	11.14%
STAYFREE DRY MAX	118.3	4.2%	56.7	2.52%	61.6	10.34%
PRO EASE	65.7	2.3%	65.5	2.91%	0.2	0.03%
WHISPER MAXI	59.7	2.1%	35.6	1.58%	24.1	4.04%
STAYFREE ADVANCED	28.5	1.0%	14.4	0.64%	14.1	2.37%
CAREFREE	18.5	0.7%	12.4	0.55%	6.1	1.02%
WONDER WINGS	17.2	0.6%	9.8	0.44%	7.4	1.24%
COMFY	10.3	0.4%	10	0.44%	0.3	0.05%
AMMY	8.3	0.3%	8.3	0.37%	0	0.00%
OB TAMPONS	5.9	0.2%	2.6	0.12%	3.3	0.55%
BELLA	5.1	0.2%	0.7	0.03%	4.4	0.74%
OTHERS	34	1.2%	32.8	1.46%	1.2	0.20%
GRAND TOTAL	2843.8	100%	2247.9	100%	595.9	100%

FIGURE 1.6.12 CHART REPRESENTING THE CATEGORY WISE MARKET SHARE



Here, we can easily understand that the whisper choice have the highest values for their total sales, GT sales and the whisper ultra is having the highest value for the MT sales

1.6.13 Characteristics of the highest valued categories

1. WHISPER

A. WHISPER CHOICE

Their total sales is 962.4 cr. It is 61.5%.

In that,

- Whisper regular have the total sales of 126.8 Cr which means 8.1%.

It is a regular size. It comes in pack of 7, 10, and 15.

- Whisper wings have the total sales of 491.2%. It means 31.4% It comes in the pack of 7, 15 and 20.

- Whisper ultra is in size of regular and XL.

It comes in the pack of 6, 15 and 20.

B. WHISPER MAXI

- Whisper maxi fit have the total sales of 42.2 Cr. It means 2.7% It is in the size of regular, XL and also in XXL.

- Maxi nights have the total sales of 16.9 Cr. It means 1.1% It is in the size of XL and XXL.

It comes in the pack of 7, 15 and 20.

- Whisper soft have the total sales of 64.1 Cr which means 4.1% It comes in the size of L, XL and XXL.

C. WHISPER ULTRA

A study on the brand preference and consumer behaviour on sanitary pads

- Whisper Clean have the total sales of 384.6 Cr, which means 24.6%. And this is coming in the size of L and XL. It comes in the pack of 7, 15, 30 and 44

- Whisper Nights have the total sales of 93 Cr.

It comes in the size of XL, XXL and XXXL.

2. STAYFREE

A. STAYFREE SECURE

- Cottony soft have the total sales of 639.5 Cr. And this is coming in the size of regular and XL
- Cottony soft XL UT is having the total sales of 32.2 Cr. It comes in the size of XL only.

B. STAYFREE DRY MAX

- Dry cover have the total sales of 123.6 Cr, It comes in the size of regular and XL.
- Dry cover XL UT have the total sales of 6 Cr. This is coming in the size of XL and is available in the pack of 6 and 14.

C. STAYFREE DRYMAX

- Its regular is having the total sales of 16.9 Cr. And comes in the pack of 7, 14 and 28
- XL UT have the total sales of 7 Cr. And comes in the size of XL and comes in the pack of 7, 14 and 28

D. STAYFREE ADVANCED

- XL UT have the total sales of 13.2 Cr. And it comes in the pack of 7, 14 and 28.
- XL UT night have the total sales of 15.3 Cr. And this is coming in the pack of 7, 14 and 28

1.6.14 Table representing the lower tier comparison

CRITERIA USED	BECHMARK AT THE LOWER TIER	LOWER TIER
Benchmarks used	Whisper choice Whisper choice wings Stayfree secure and dry	WAGER PRODUCT STPPF100
Sizes of the pad	230mm and 280mm	
Top layer of the pad	Plastic sheets	Non-woven sheet
The acquisition and the distribution layers	Not present	Plain blue present
Sap	Wooden pulp	Absorption of 35 gm- 100ml
Back sheet of the pad	Non-breathable	Non- breathable
Adhesion of pad	Regular	Regular
Appearance of the pad	White layer blue marking	Bluish ADL and white disposable sheet
Thickness of the pad	Thick	Thin
Consumer benefit	Thinner product, better in leakage, better absorption and the option to dispose	

1.6.15 Table representing mid-tier comparison

CRITERIA USED	BENCHMARK	MID-TIER
Benchmarks used	Whisper choice ultra Stayfree secure/dry UT Stayfree drymax Sofy body fit	Wager product SSHTB200AN
Size of the pad	230mm, 280mm	
Top of the layer	Plastic feel	Non-woven
ADL	Not present	Nano silver, de-odorizes, oxygenates and also lower bacterial growth
SAP	Gel based technology used	45 gms-140ml
Back sheet	Non-breathable	Non-breathable
Adhesion	Regular	Regular
Appearance	White gel layer seen in blue	Anion-chip, the greenish green disposable sheet
Thickness	thicker	Thinner when compared
Consumer benefit	Parity absorption, superior comfort, soft top layer and disposability.	

1.6.16 TABLE REPRESENTING THE TOP-TIER COMPARISON

CRITERIA USED	TOP-TIER BENCHMARK	TOP-TIER
Benchmarks used	Whisper ultra Stayfree advanced Sofy anti-bacterial	Wager product SSHTB200AN
Size of the pad	280mm, 317mm	280mm, 317mm

A study on the brand preference and consumer behaviour on sanitary pads

Top layer of the pad	For reducing rewet there is perforated funnel top sheet. Soft cotton sheet.	Hot air non-woven, superior softer feeling, pores, rapid rate of fluid absorption
ADL	Not present	Nano-silver, de-odorizes, oxygenates and also lessens the growth of bacteria
SAP	Gel based technology used	60gm SAP 200ml absorption
Back sheet of the pad	Breathable back sheet	Breathable back sheet
Adhesion of the pad	Regular	Non fluoro glue helps not to spoil the panties
Appearance of the pad	Greenish anion chip, pinkish disposable sheet, lesser thickness	Greenish anion chip, pinkish designed disposable sheet
Thickness of the pad	Thinner than the mid and lower tier product	Same that of the benchmark product taken
The benefit	Top layer is same as that of the ultra-soft, its higher absorption, better in adhesion and prevention of bacteria and rashes.	

1.6.17 TABLE REPRESENTING THE BENCHMARK COMPARISON

PARAMETER	LOWER TIER	MID TIER	TOP TIER
Benchmarks	Whisper choice regular	Whisper choice ultra	Whisper ultra
	Whisper choice wings	Stayfree secure/dry UT	STAYFREE ADVANCED
	Stayfree secure & dry	Sofy body fit	Sofy anti-bacterial
Price of the pad	4-4.5/pad	6-7/pad	9-12/pad
Size of the pad	230mm, 280mm	230mm, 280mm	280mm, 317mm
Product specifications	Wood pulp used	Gel based	Gel based
	Straight package and which is without disposing option	Disposable	Disposable
	Wider back is not there	Wider back present	Wider back present
	Lesser rate of absorption	High rate of absorption	Highest absorption
	Very prone to leakage	Wings are wider	Wider wings and the better shape
	Very thick	Thickness is medium	Thin

1.6.18 TABLE REPRESENTING THE WAGER PRODUCT FEATURES AND COMPARISON

CRITERIA	LOWER TIER	MID TIER	TOP TIER
Top layer	Non-woven	Superior non-woven	Superior feel of softness. Less rewet. Rapid rate of fluid transportation.
ADL	Blue	Nano silver, de-odorizes, oxygenates and also they deters the growth of the bacteria	The 65gm-200Nano silver, de-odorizes, oxygenates and also they deters the growth of the bacteria
SAP	35 gm-100ml	45gm-140ml	65gm-200ml
Back sheet	Non-breathable	Non-breathable	Less heat due to breathable back sheet
Adhesion	Regular	Regular	Have non fluoro glue
Appearance of the pad	Blue ADL	Anion chip, same thickness and have disposable sheet	Green color anion chip, have the disposable sheet and the thickness is less than the lower tier
The thickness		Same as the popular	Thin

A study on the brand preference and consumer behaviour on sanitary pads

Benefit to the customer	Thin pads, leakage protection, better rate of absorption and easy to dispose	Parity absorption versus the choice ultra, high comfort and better dispose option	Rewet parity with the ultra, similar to ultra-soft for the comfort and high rate of absorption when compared to the comfort, adhesion is very better and have the anti-bacterial and breathable which helps in rash protection
-------------------------	--	---	--

2.1 REVIEW OF LITERATURE

2.1.1 Brand preference

1. With the consideration of the income level of the consumer and product image, the customers intend to purchase the product from other competitors existing in the market **(Kumar and Pinakapani, 2019)**
2. Product image is one among the significant components in brand preference **(Lema and Wodaje, 2018)**.
3. The customer looks for the brands based on their product and services. Also the understanding about the brand preference is very essential factor which helps them to identify the impact on the appropriate outcome. **(Isik and Yasar, 2015)**.
4. At beginning, customer will get exposed to many other brands and will follows the complex decision-making process. **(Cătălin and Andreea, 2014)**
5. Thus, brand preference will show the level of interest shown by the consumers which involves high cost and that also makes a massive impact on the consumer's life **(Rijnsoever et al., 2009)**.
6. Brand preference is one among the unique features of the customer before purchasing some product **(Kwok et al., 2006)**.
7. The consumer who is failing to discover their first preferred brand in point of sale will be logically buying their second chosen one **(Kwok et al., 2006)**.
8. The brand preference for a specific product might change because of the changes in prices. In case of substitute products, it's when the cost of the product changes, customer switches to another **(Apéria, and Back, 2004)**

9. Brand preference is an important element for conducting competitive business. Hence, customers mainly switch to other business organization that will creates competition (**Hellier et al., 2003**).
10. The business organization will take the challenges to make the brand favourite for customers and to exposes a range of products (**Mathur et al., 2003**).
11. A loyal customer with their preferred brand may not accept any other substitute product in the market (**Kotler and Keller, 2003**).
12. The brand preference is integral part of brand loyalty which helps to them to increase their sales margin (**Rundle and Mackay, 2001**)
13. If the overall functional value of a brand is like excellent, it can satisfy the customer's needs. But, if it fails to maintain quality and sustainably, customers will not continue with the same brand for a long period of time. (**Aaker, 1996; Pitta and Katsanis, 1995**).
14. The customer deletes some from their memory and will only make remains favourite one for their future purchase (**Roberts and Lattin, 1991**).
15. The mindset for brand preference is set up by customers. It will reduce the complexity of purchase decisions (**Gensch, 1987**).
16. Another reason for turning to a new brand is the unique discounts and endorsements (reward checks, free samples, discount coupons, etc.) for the different potential alternative brands available. (**Loudon and Della, 1993**).
17. Brand preference is mostly depending on the experiences for the customer. Their positive experience creates brand preferences (**Bolton and Drew, 1991**).

2.1.2 Consumer behaviour

1. **(Kotler and Keller,2012)**, the consumer behavior is part of marketing studies and the important objective is to understand and learn the way of how individuals, groups or the organizations will choose, buy and also use the goods. It also deals with its dispose. The previous experience, the price, the taste and also the matters dealing with the branding will affect the purchasing decision.
2. **(Hoyer, 2012)** says that there are wide range of the factors. It is situational, personal, social and cultural.
3. **(Hoyer, 2012)** situational factors includes their location, environment, timing and the weather.
4. **(Hoyer, 2012)** the social factors comes by the interactions of these customers who are prospective and that with the different levels and the circumstances. The opinion leaders are very effective. They influences the behavior of the people.
5. **(Variawa 2010)** had analysed the importance and the influence of packaging especially with regards to the buying behavior of FMCG. The result shows that the low income people have the interest or the preference for the packaging of premium packaging. The study shows that there is a weak relationship between the experience with the brand and the packaging.
6. **(Rose and Samuel, 2009)** says that the external search in when they addresses the media as well as the advertising and their feedbacks from others.
7. **(Winer,2009)** divided the factors influencing the decision into social, personal and psychological factors
8. **(Kaazmi, 2008)** the situational factors have to be given much stress. The personal factors are the taste preference, regarding financial matters etc. its impact is getting addressed during the segmentation of the market, targeting and the positioning based on their personal circumstances
9. **(Rao, 2007)** says that the scope and the purpose of them are similar.

10. **(Backaus 2007)** says that the purchase decision is a very important stage since it deals with the occurrence of the transaction.
11. **(Kanuk, 2007)** says that the information stage can be both internal as well as external. The internal search can be when they look on their personal experience and beliefs. The external search includes the wide search for the information needed. It includes addressing media and ads.
12. **(Wiedermann, 2007)** classified the factors of decision making into two. It is the internal and the external factors.
13. **(McDonald, 2007)** the successful marketing has an important role in increasing the consumer behavior. They will judge both the performance and the price of the products and the services.
14. **(Oxford dictionary, 2005)** the cultural factors relate to the cross cultural differences among the local and global customers. The globalization makes it compulsory for these cross cultural differences to take into the consideration.
15. **(Lee 2005)** studied about the stages of the consumer decision making. Its analysis revealed the impact of the family members in the decision making for the consumption is very much significant.
16. **(Tyagi, 2004)** discussed about the Five stage model of decision making.
17. **(Neal, 2004)** suggested that post purchase decision is the most important stage in decision making process. It makes them to buy again from them at future.
18. **Acebron (2000)** in this study he had analysed the impact of the previous experience that affects the behavior of buying with regards to the fresh foods, especially the mussels. It is understood that the personal habits of the persons and the past experiences are having the direct impact on their purchase decision. It is also seen that the brand image is very crucial. He also recommended that the product image should always get improvements. This is very advantageous. Because it will encourage the people towards their buying.

2.1.3 Menstrual hygiene and sanitary pads

1. **(Talukdar, 2019)** had conducted a study on Menstrual Hygiene Knowledge and Practices amongst Adolescent Girls in Urban Slums of Dibrugarh Town. In that study, half of the girls were not aware of menstruation before their first menstruation. They were also not aware of the reason for the menstruation and also the source of menstrual bleeding. The conclusion was that awareness about the need for the information about healthy menstrual practices is vital. Hence it is important to have a mechanism that helps to address and to have the access for the hygienic menstrual practices especially for the adolescent girls.
2. **Dr. Deshpande (TN, 2018)** had conducted a study on menstrual hygiene among adolescent school girls from urban slum. They founded and stated that the multiple restrictions were practiced there. They had reported that menstrual hygiene was very much unsatisfactory among the adolescent girls. So girls should be educated on the facts of menstruation and proper hygienic practices to be followed.
3. **Reena v. (al, 2018)** conducted their study on menstrual hygiene practices in young girls of Urban India and reported that some girls were still there who believe menstruation is the curse of God. About the disposing of the sanitary pad they used, she found that some girls threw it on the roadside. About 96% of girls will not go to temple. Most of the girls avoids getting into the kitchen, family functions and half of them avoid touching things at home. She concluded that young girls should be educated on misbelieves. And also about the necessity of maintaining hygiene during menstruation so as to prevent the risk of reproductive tract infections that may happen.
4. **(Kaur, 2018)** in his study shows that there is inaccurate and incomplete knowledge about the menstruation. It is a great hindrance in the path of personal and menstrual hygiene management. They have very less knowledge about reproductive tract infections which will be caused because of the ignorance of personal hygiene during menstruation. In rural areas, women do not have access for the sanitary products or they know very less about the types available and various methods of using them or also are unable to afford such

products because of the high cost. Hence, they mostly rely to use on reusable cloth pads which they wash and use again and again.

5. **(Rabindranath Kaur, 2018)** conducted a study and were concluded in their study on menstrual hygiene management in India that good menstrual hygiene will trigger health, confidence, and self-esteem of women and is also linked to gender equality as well as basic human rights. To ensure the menstrual hygiene for girls and women should be the top of developmental agenda that calls for urgent and intensive action. It will change the scenario of menstrual hygiene in India. There is the emerging need for the development of indicators under Swachh Bharat Mission Guidelines so as to measure the extent of achievement in MHM in India. Moreover setting up of the realistic time bound targets for indicating successful implementation of existing policy and programs may also welcome endeavor to provide basic hygiene and reproductive services.

6. **(Anjali Mahajan, 2017)** conducted a descriptive study for assessing the knowledge and the practice about the menstrual hygiene in the adolescent girls of government school of Shimla, Himachal Pradesh. They had suggested that there is a lack of information on the menstrual hygiene in adolescent girls. Hence various information on the menstruation and menstrual hygiene is to be studied. Earlier awareness about the menstrual hygiene could prevent the adolescent girls from suffering from various reproductive tract infections.

7. **(Alfred Francis Murye, 2017)** conducted a study on Practices of Managing Menstrual Hygiene by Girls in Public Boarding Secondary Schools. It is analysed that the menstrual hygiene is not properly managed. And also the handling of the waste exposes the girls and also the waste handlers to blood borne diseases and the open burning is polluting the air. The wet blood also results in incomplete burning and hence threatens the surface water sources. So it is recommended to Government that they should integrate the menstrual hygiene in WASH programmers in schools and open burning of wastes should be replaced by disposing in sanitary landfills or by incineration.

8. **(Julie Hennegan, 2017)** A qualitative understanding of the effects of reusable sanitary pads and puberty education: implications for future research and practice- found that those who are receiving reusable pads had experienced improvements in their comfort

and reliability. This also resulted into reduced fears. Other menstrual hygiene challenges that includes the washing, drying and privacy remained prominent. Puberty education had improved girls' confidence, hence to discuss menstruation and also prompted the additional support from teachers and also from peers.

9. **(Chauhan, 2016)** in his study 'Examining the predictors of use of sanitary napkins among adolescent girls: A multi-level approach'-The usage of the sanitary napkins was higher among the girls with 8–9 (53.2%) and 10 and more (75.4%) years of schooling compared to those who had no formal education (26.4%). The use of sanitary napkins was also higher among adolescent girls who were not engaged in paid work (54.7%) than those who did any paid job (40.8%).

10. **(Nayak, 2016)** studied the practices about menstrual hygiene among adolescent girls in the urban areas of Jabalpur District. 70.2% of girls were using clothes and reusing these clothes without washing them in the proper manner. Also they had concluded that some adolescents“ girls have poor information about menstrual hygiene.

11. **(PShah, 2013)** conducted a community based study for improving the quality of life with new menstrual hygiene practices in the adolescent tribal girls in rural Gujarat. And in that 90% of girls were using old clothes instead of sanitary napkins. These cloths were culturally acceptable. And as they are easily available, easy to use and cheaper than sanitary pads. They also stated that the Government of India had started a new scheme with an aim of offering sanitary pads of a subsidized rate to these rural area girls. But 68% of girls said their first choice was cloths.

12. **Auroville Village (group, 2011)** in their study on Rural Menstrual Hygiene Management in Villupuram District, Tamilnadu. They conducted a survey and 95% of women experience lifetime restriction in association with menstruation and with the belief of impurity and also being polluted. Most of them were comfortable in using cloths and also the cost as well as the cultural restrictions and beliefs regarding using sanitary napkins were also there.

13. **(Scott, 2010)** led a study which involved more than 180 girls in four remote villages of Ghana. According to her, menstruation is a taboo subject. A girl without proper sanitary protection will face serious consequences. Many of the girls get discouraged and drop out from the school. They face a physical risk too. In Africa menarche brings discrimination between the girls and boys. It brings an end to many girls' education. This study also says the free sanitary protection will be helpful in preventing girls from school absenteeism.
14. **(Gilani, 2007)** studied that the different aspects of personal hygiene were generally poor which includes not changing pads regularly or at night, and not bathing during menstruation with lack of privacy as an important problem. Different restrictions were also practiced by most girls, possibly due to their ignorance and false perceptions regarding the same.
15. **(Singh, 2006)** revealed that evil-eyes and magic are strong in India. The piece of cloth/rag/pad used for menstrual bleeding is considered by the rural Indian women as one among the most vulnerable objects and also as a potent agent that might be used for casting evil eyes/magic on someone. There is a belief prevalent that women often throw their used rag/pad at road crossing to cast evil eyes/magic on others. Someone who steps over this thrown rag/pad may become the victim of evil eye/magic. The piece of cloth is considered a part and parcel of the secret world of women's lives. All attempts were made to hide or to conceal the rag/pad. Thus, its disposal will be assumed as a special significance in the daily lives of the Indian women.
16. **(Khanna, 2005)** analysed and reported that about 70% had the belief that menstruation was not at all a natural process. It was also very sad to observe in the study that most of the girls don't know the source of menstrual bleeding and more than half of the girls were also ignorant about the use of sanitary pads during their menstruation. These might be due to poor literacy level of mothers or absence of proper health education programmes in school, which should be focusing on menstrual hygiene practices among the girls. Among the three-fourth of the girls was using old clothes during their periods and only one fifth are using readymade sanitary pads. It was also observed that the usual practice was there to wash these clothes with soap after the use and they will keep it at their

some secret place till the next menstrual period. To keep these clothes away from prying eyes, these were also sometimes hidden in unhygienic places, which is yet another issue. Privacy for the washing, changing or cleaning purpose is also very important for having the proper menstrual hygiene. But here in this study, there is the lack of privacy and it was an important problem. More than half of the respondents did not possess a covered toilet. Regarding the method of disposal of the used material, (73.75%) of the girls reused cloth pieces and 57.5% girls properly disposed the used material.

17. **(Hady, 2005)** Revealed that among the high and middle social class and urban residence, the use of sanitary pads may be increasing, but not the same among the girls from the rural and poor families. Other aspects of personal hygiene were also generally found to be very poor, such as not changing pads regularly or at night, and not bathing during menstruation. Lack of privacy was an important problem. Mass media were main source of information about menstrual hygiene, followed by the mothers, but the majority of girls were saying that they need more information on this. Instruction for the menstrual hygiene should be linked to an expanded program of health education in schools. A supportive environment for menstrual hygiene has to be provided both at home and in school and sanitary pads made more affordable.

2.2 THEORETICAL BACKGROUND

2.2.1 Evolution of sanitary pads

1. Hoosier sanitary belts, 1800s -1920s

It's an odd contraption worn under the garments. They were attachable to the belt around the waist and also washable.

2. Lister's towel, 1888

This is the first commercially available disposable menstrual pads. And was developed by Johnson & Johnson. It was known as the Lister's towels. At the same time, wood pulp bandages were also used in hospitals for dressing the wounds. Nurses started using these wood pulp bandages as disposable pads. These wood pulp bandages were also highly absorbent material, cheap and disposable. It had worked well in soaking up menstrual blood. The same material was later used by Kotex for its Pads.

3.1980's: Hoosier sanitary belt had completely faded. Then the pads had adhesive strips placed on the bottom for attachment to the saddle of the panties. Hence it became the favoured method for women. Today, these sanitary napkins are extensively the most widely used method for managing the menstrual blood flow. It's very easy to use and is easily accessible. Today sanitary napkins consist of Rayon-a synthetic fiber, bleach material-dioxin, cellulose gel and neutralizer for smell. After Globalization, there is an endless range of sanitary napkin brands that have entered the market, hence giving the consumer an abundant number of choices. Consumer perceptions will influence the consumer's product preference, which plays an essential role in acceptance or the rejection of the product. It's the consumer's choice which establishes a product in the market. As there are a variety of sanitary napkins, several factors persuade the buying behavior. It can be persuaded by factors such as Product features, reference groups, family, personal factors, lifestyle, price, availability, comfort, smell, advertising execution, customer loyalty, materials, awareness, brand knowledge and brand image/ identity. The menstruation cycle is an automatic and self-regulating process. And the female body undergoes physiological and hormonal changes over the course of 24-42 days. This process is also playing an integral role in the overall health and function of the female reproductive system. The first menstrual period

is between the ages of 9-16. They typically continue the menstrual cycle until menopause, and that which occurs between the ages of 40-60. Menstruation can be very uncomfortable and painful, this can be confusing and frustrating. This discomfort is called PMS- Premenstrual syndrome. Some women experience PMS every time they have their period, but others will only be affected by it once a while. Women find their comfort in the sanitary pads.

2.2.2 Factors affecting the purchase of sanitary pads

There are various factors that are considered by the customers while they choose their brands of sanitary pads. The buying behavior of the customers for the sanitary pads is generally classified into following factors. They are

1. Health features
2. Product features
3. Social influence
4. Economic factors

In a study conducted by Ms. Manasanan Rujipanit at Mahidol University in 2021 about “A STUDY OF FACTORS THAT INFLUENCE FEMALE IN PURCHASING SANITARY PAD” they had the independent variables that are User Reviews, Price Consciousness, Promotion, and Brand Trust and the dependent variable which is the customer's purchasing decision. And this paper found there are one out of three observed variables that are the significant factor affecting the customers' purchasing decision. The only significant variable is the Promotion. On the other hand, Brand Trust and User Review are not significant which means User Reviews and Brand Trust cannot influence the customers' purchasing decision on sanitary pad products. As for the factor of promotion, the majority of respondents tend to purchase sanitary pads which come with extras. And some people prefer to buy the product during the promotion period or with a discount. Women have to use sanitary pads every month. When the women will be having their menstruation, their hormones will not be stable. So as per their frequency of consumption, customers will purchase the sanitary pads which they feel comfortable with. It will also consider the issue

of allergy and function. This is the reason why people may not be bothered about the Brand Trust and User Review. They will also purchase the sanitary pads based on their experience.

It is also observed that there are mainly three things that we will be bothered about while we go to purchase the sanitary pads.

1. Absorbency.

It's very crucial. There are different types of the pads available to choose. If it's lighter periods, we will probably be buying pads that are "regular". If it's heavy periods, we will probably want to buy "heavy," "extra heavy," or "extra absorbent" on the box.

At night, it's recommended to buy pads that say that they are for overnight protection. For the end of the periods, there are liners available.

2. Size.

Another thing to take consideration is the size of a pad. It can protect yourself from leaking from the front, back, sides or all three. So there "long" or "extra-long." We can even have pads with "wings" that help protect leaking from the sides and help to hold the pad in place.

3. Scent.

On top of all other choices to have to make when shopping for pads, there is even the option for having the pads scented or "odorized". We can also see in some cases people are also taking the consideration of the price at which these pads are available to them. Also how many pads are there in one packet is also observed by these customers. Sometimes in cases, they may be careful about the materials which are used for the making of these pads. It depends on the skin type and the choice which is between the cotton or plastic pads. When considering the lifestyle, the gym enthusiast will be choosing slim winged pads and the one who is going for a long trip will be selecting extra absorbent pads.

2.2.3 Sustainable versions of sanitary pads

In India, one among the major culprits of the plastic pollution are mainstream menstruation options that are available. Now the educated people are more moving towards the green sanitary napkins and tampons. Even they come at a higher price point, such products use

very natural raw materials that are better for our own well-being and are far less damaging to the ecological system. Even though there are other options against sanitary pads, some may not be comfortable with switching to menstrual cups or tampons.

1. Saathi



By the Co-founders Kristin Kagetsu, Tarun Bothra, Amrita Saigal and Grace Kane, graduates of MIT, Harvard and Nirma University. The four entrepreneurs had put in their collective expertise for creating sanitary napkins by using highly-absorbent banana fiber that is an agricultural by product and does not require additional land or water usage. Their eco-friendly and compostable sanitary napkin pads is not containing any bleach or chemicals that releases the toxins into the environment upon disposal. As it is made from the natural materials, they are very comfortable also. Its packaging is even made from recycled paper. They also have overnight pads.

2. Carmesi

Its Co-founder Tanvi Johri had experienced allergies when she started menstruating, and found pad disposal very inconvenient with the use of newspapers and polythene bags. By doing further research, she had discovered that it is not very necessary for sanitary napkin companies to disclose the ingredients used in these pads that are distributed in India. This was the turning point. Then she decided to launch Carmesi, which is all-natural and fully biodegradable sanitary pads made out of cornstarch, bamboo fiber and compostable bioplastic. These are premium pads and are also coming in completely biodegradable disposal bags. She is successful in making menstruation a hassle-free experience for women and is also safeguarding our planet.



3. Heyday

Deepanjali Dalmia is the founder. She created compostable pads in two varieties: that is Ultra-Thin (super slim) and Maxi Fluff (thick and bouncy). Both of them have seven super absorbent core sheets which are made from plant-based fibres such as bamboo, which is then meshed with corn starch for having a very soft texture. Each napkin will be in separate cover made up of corn starch and bioactive lactide and they are also biodegradable. We can decompose it with household waste and can decompose it in personal compost pits.

4. Vivanion

Vivanion pads have an anion (negative ion) strip that suppresses bacteria growth and odour and also improves blood circulation, increased the immunity against infections and reproductive health. They are also infused with the medicinal herbs that will help to relieve the cramps and also maintains the pH balance. It has a leak protection line on both sides. They are bio-compostable within one year. In its one pack it will be having four overnight pads and two panty liners.

5. Anandi.

Through Aaker, it helps to distribute 100 percent compostable and affordable sanitary napkins within the rural communities. It maintains the health and hygiene standards. This social organization is also enhancing the adolescent girls with the knowledge of menstruation. Hence it increases the access to the pads. They are also moving forward to have 100 percentage compostable pads for urban areas also.

2.2.4 Factors affecting the consumer preference

1. Product feature: Product feature is a part of business functionality which has corresponding benefit for the consumers. These are the attributes of a product which describes about its components, appearance, capabilities, dimensions etc. In sanitary napkins, features that a consumer looks for are as follows: Product variant– Thickness, length, wings. As per a research conducted in 2014, Maximum women preferred thin sanitary napkins while minimum want thick sanitary napkins. And also the majority of women, like 70%, were willing for sanitary napkins without the wings.

90% of women preferred long sanitary napkins. It's a fact that not many women are interested in the new sanitary napkins having odour.

2. Personal and Social Factors:

The Personal Factors includes

A. Occupation and Economic Circumstances: Occupation of a person will also influence the product preference in sanitary napkins. A blue-collar worker will prefer a sanitary napkin that is long in length, has wings and also has a good soak-up capacity. Along with the occupation, economic circumstances like spendable income, attitude towards spending and savings will also impact product preference.

B. Lifestyle: This is a person's pattern of living. The lifestyles are getting shaped partly by whether the consumer is money oriented or quality oriented. A person who is looking for money oriented may not consider the aspect of quality. But if he is quality oriented, will not consider price over quality.

3. Social factors include:

A. Family: Family members are the most influential personal factor. From the family, they get orientation for religion, politics, economics, buying behavior etc. The first napkin used by a girl is bought by her mother and that makes their behavior alike. As per a survey, it's shocking that 50 percent of urban Indian women still behave in the ways prescribed by the age-old beliefs. Many times, the daughter will stick to the same brand which her mother first gave her. This is because of the trust she has in her mother, or also can be because of

a certain amount of comfort level that had developed over time with the usage of a particular brand. Some may change their choices to better brands or even better design.

B. Reference Group: Reference groups are those groups which have a direct (face-to-face) or indirect influence on their attitude or behavior. Reference groups will influence members in mainly three ways.

- They will expose an individual to the new behaviours and lifestyles.
- They will influence the attitudes and also the self-concept.
- They will create pressure for conformity which may affect product and brand choices.

4. Brand Knowledge: When you are asked “which sanitary napkin would you prefer?” you will say some names. This is because you have the knowledge about the product and have experienced its service also. The brand identity and brand image play an important role in the product preference. Consumers will mainly go for the brands which they can identify from unknown brands. The impressions that are made by the brands will also enhance the brand knowledge.

5. Advertising Execution: The advertisement is a powerful tool which influences buying behavior of the consumers. In a study on the influence of advertisement, the Research participants were divided into two groups. They were shown the advertisements of two company's [A&B] and Poultry farming. The advertisement of company A includes a nice looking, plump chicken. While the advertisement of company B showed a chicken that looked thin and sickly. The researchers had informed the participants of group one that the chickens of company A were natural chickens and are healthy (but less tasty) and the chickens of company B were genetically engineered chickens and were tasty (but less healthy). The second group was not given additional information about the chicken. But the participants preferred the nice plump chicken of company A, but their reasons were entirely different. Group one's claim was that it's because they valued the health aspect above the taste and the group two said that it's because the chicken of company A was looking very better. The advertisement of company A was executed well so that it makes the consumers prefer their product over the products of the competitors.

6. Loyalty: When the customers feel negative or neutral about a product, if they had a bad past experience with the product or was not comfortable with the product they won't be loyal to that product. It is sure that they might buy those products very occasionally but they will not hesitate switching to a competitor when they get better product features or get better comfort in those products. On the other side, if they are highly satisfied with your product they'll be loyal to your brand even when others try to tempt them away, and they're also likely to recommend your products and services.

2.2.5 Challenges facing by the women

There was little concern regarding the mental and emotional state of women. The women have their different roles throughout their life. They play the role of caretakers, professionals as well as household managers. In between this, they have the concern of their monthly menstruation also.

a Polycystic ovary syndrome:

In 2019, the PCOS market was 3.9B and now it had grown at 8.63%. In India, the prevalence of PCOS is higher than the global average. The PCOS is founded in between 5.6% to 12.5%. Around 70M of the women are suffering from PCOS in India.

b Menstrual issues:

As per the recent survey it is analysed that 24% of the women who are in between the age of 20-29 of years are facing the issues of menstruation.

The discarded waste of sanitary pads are called dry waste under the solid waste management. As per the Menstrual Hygiene Alliance India, there are like 337 million women who are menstruating. Among this, 121 million are using sanitary pads and in that 72 million are facing irregular periods and period related issues too.

c Fertility and preconception

15% of the couples are facing the issues of infertility.

d Thyroid

Around 42 million of the people are suffering the hyperthyroidism. 25% are more prone to this than men.

2.2.6 Advantages and disadvantages of pads

There is still a taboo taking place regarding the hygiene during menstruation. It is like an embarrassment for these women and girls to talk about it. Hence, it will result in the lacking of know-how about the best products which helps in the hygiene. Most of the women are using pads than any other products available in the market. The motive is to create the awareness. The awareness is to be increased among the girls. So more of them will be getting access to the best practices. Even there are many other products in the market, the most widely used one is the sanitary pads.

- ✓ The sanitary pads is the simplest one to get the menstrual blood absorbed. It can be either reusable or is a commercial one.
- ✓ The reusable can be washed again and again and also be stored.
- ✓ The blood during the menstruation is the best source for the infection to take place. Hence, it is very essential to teach girls regarding this.
- ✓ The widely used commercial pads have different varieties. So they could choose the best that they actually needs.

Advantages of using pads:

- ✓ The ease of use
- ✓ Widely available
- ✓ Easy to carry
- ✓ Its cost effectiveness

The disadvantages includes:

- ✓ If not a quality product, it will cause skin problems.
- ✓ If it is made of chemicals, there is more prone to allergies

A study on the brand preference and consumer behaviour on sanitary pads

- ✓ If there is no possible way of odour mechanism, unpleasant smell can be there

- ✓ If it is made of chemical, it will be hazardous to the environment

2.2.7 Tampons, sanitary pads and menstrual cups

The other new product types include the tampons and menstrual cups. Both are gaining popularity slowly. It is due to the women's increased engagement in physical activities. Now they are engaged in exercises, running, lifting weights and also doing heavy activities during their periods.

Tampons absorb blood. But some people are afraid of using this as it have to be inserted. If not used properly and not removed in time, it can result in toxic shock syndrome. It is life threatening condition. These products are expensive and are also non bio-degradable. Latest one is the menstrual cups. They are collecting the blood. After that we can remove it and wash and also can be reinserted again. They can be used again and again. If stored properly it is good for use. They are also economically viable.

2.2.8 About some familiar brands of sanitary pads in Kerala



WHISPER

They launched in 1989. They had started the journey when it is difficult to get the permission to advertise on prime time television. In 1993, they had partnered with Renuka Sahane and she narrated her experience of founding a solution to her periods. Whisper is the first brand that showed the sanitary pad in commercial. They are the first to mention the word called: 'periods' in an advertisement. They are also the first who showed how the product works.

They are focusing on two things. It is the awareness and also the access. They makes sure that everyone gets to know the importance of good menstrual hygiene and they had launched school education program for the education of girls regarding the menstruation and the menstrual hygiene.

Their products are sanitary pads and panty liners.

Whisper sanitary pads

They claims that they are widely preferred by women across the globe. They offers complete protection and comfort. Their pads are designed with ultimate ease, the comfort and also the protection

- ❖ Whisper ultra-clean
- ❖ Whisper ultra softs air fresh
- ❖ Whisper bindazzz nights
- ❖ Whisper bindazzz night kaala soft
- ❖ Whisper choice ultra

Whisper panty liners: They are also having whisper daily panty liners



STAYFREE

They are an American brand of female hygiene. They have the maxi pads, the ultra-thin pads and also the wipes for females. Energizer had bought them from Johnson and Johnson. It was on 2013. They had only purchased the brands in North America.

Johnson and Johnson had the ownership of the brand in the other parts of the world.

Their products include:

- ❖ Stayfree ultra -thin regular
- ❖ Stayfree ultra -thin regular with wings.
- ❖ Stayfree ultra -thin super long with wings.
- ❖ Stayfree ultra- thin overnight with wings.
- ❖ Stayfree maxi regular.
- ❖ Stayfree maxi deodorant.
- ❖ Stayfree maxi super.
- ❖ Stayfree maxi super long
- ❖ Stayfree maxi regular with wings
- ❖ Stayfree maxi super long with wings
- ❖ Stayfree maxi overnight with wings

They claims that they have following advantages.

- ❖ Reliable fluid absorption
- ❖ Reduces the risk of accidents
- ❖ Easy to change and dispose
- ❖ Individually wrapped
- ❖ Ready to use
- ❖ Variety of sizes and styles



NUA

Their ultra- thin and also the comfortable sanitary pads have following features

- ❖ 100% rash free ○ 50% wider back and the leak protection
- ❖ Premium disposable covers
- ❖ Customizable packs
- ❖ Automated delivery

They have customizable pads for heavy, medium and also the light flow. They have the auto-repeat plan and that helps to ensure that it will not be run of pads. Their products include:

- ❖ Ultra -thin pads with wings
- ❖ Cramp comfort heat patch
- ❖ Nua multi- purpose pouch

In the survey they conducted, it is analysed that 95% of the respondents have good experience using Nua pads. 85% says that it is comfortable. 82% says that pads are soft. 80% says that it is super convenient.



PEESAFE

Vikas Bagaria is the founder and the CEO of the PeeSafe. They had actually founded a better solution for UTI and other hazardous infections. They introduced the toilet seat sanitizer spray. This had saved millions of the women from such issues faced by them. They claims that they can reduce it by 99.9. The company had expanded into different personal hygiene categories including the pads, tampons, cups etc. They have the male intimate wash and female grooming, sexual wellness, hand hygiene, face mask and mist.

Today, they are having retail counters in more than 100 cities of India. They are also exporting to 15 countries and are also available in e-commerce platforms. They was awarded with Amazon Best SMB Brand 2020 for the remarkable achievements. Also they got award from LinkedIn for the Top 10 start-ups in 2020.

For the period care, they have:

- ❖ Reusable menstrual cups
- ❖ Reusable menstrual pads
- ❖ Bio-degradable sanitary pads
- ❖ Aloe Vera panty liners
- ❖ Intimate wipes
- ❖ Cramp roll on
- ❖ Daily natural intimate wash
- ❖ Cotton tampons
- ❖ Herbal relief patch
- ❖ Comfy period combo



SOFY

The Unicharm's feminine hygiene Sofy is very active in this industry from early 60s. It is spread across many countries. They are manufacturing products for both the period days and also for the non-period days. They claims that they are selling the top-quality products in the market. They have the sanitary napkins, tampons and also the panty liners. They are ensuring hygiene, safety, good health and the worry free chums. It is to be noted that the meaning of this word 'Sofy' is "sophisticated" and "soft-hearted"

Their products include

- ❖ SOFY antibacteria
- ❖ SOFY cool
- ❖ SOFY bodyfit
- ❖ SOFY tampons
- ❖ SOFY panty liner

They claims that they are very diligently committed for reducing the discomfort and also to ensure the feeling during the menstruation. For this they have the well- equipped technology.

In 2014, they have launched "Chao shushui anxin ku" in China. It's a short type sanitary napkin. This helped for the prevention of night leakage from all the sides of the pad.

In 2013, they had launched palm sized napkin and this is very much convenient for carrying everywhere. It also have the fragrance. They had also launched the thinnest supreme napkin.

In 2011, they launched the ultra slim pads. In 2010 they launched Sofy in India. They started the subsidiary in Egypt. They had also acquired Vietnam hygiene products manufacturer called Diana Joint Stock Company

In 2008, they bring Sofy Kiyora, which is a panty liner that absorbs the vaginal discharge and sweat with three dimensional surface shape. It also reduces the sticking feel. It will also help to keep clean.

In 2007, they launched Sofy in Saudi Arabia.

In 2005, they launched the Sofy body piece which is called the next generation feminine care product.

These are the important milestones of this brand.

3.1 RESEARCH DESIGN

A good and sounded research design is very much essential for a research to become successful. Here, the research design is descriptive in nature. The research design is the basic framework which is providing the guidelines that is useful for the processes of the research. It's a plan which specifies the sources as well as the types of information which are useful and relevant for the problem of the research.

3.2 DATA COLLECTION

For any type of the research study, the data collection is very important. Here, for this study the primary as well as secondary data is collected. The primary data is collected using online questionnaire. And the secondary data is collected from different sources such as websites, research papers etc. they are also referred for the study.

3.3 TOOLS AND TECHNIQUES

Data that are collected is critically examined to solve the objectives of the study. Percentage analysis is used here in this study.

I have collected the samples of around 120. And the population under the study is all women between the menarche and menopause in Kerala.

Sampling technique used here is the quota sampling. The quota sampling is the method of sampling in which the participants are non-probabilistic version of the stratified sampling

3.4 PERIOD OF THE STUDY

The study was conducted from 14th July 2022 to 08th September 2022

Table 4.1 Table showing the educational qualification of the respondents.

Qualification	No: of respondents	Percentage
Post-graduation	52	43.33
Graduation	38	31.6
Higher secondary	26	21.6
X th Grade	4	3.33
Less than X th grade	0	0
Total	120	100

Source: Primary Data

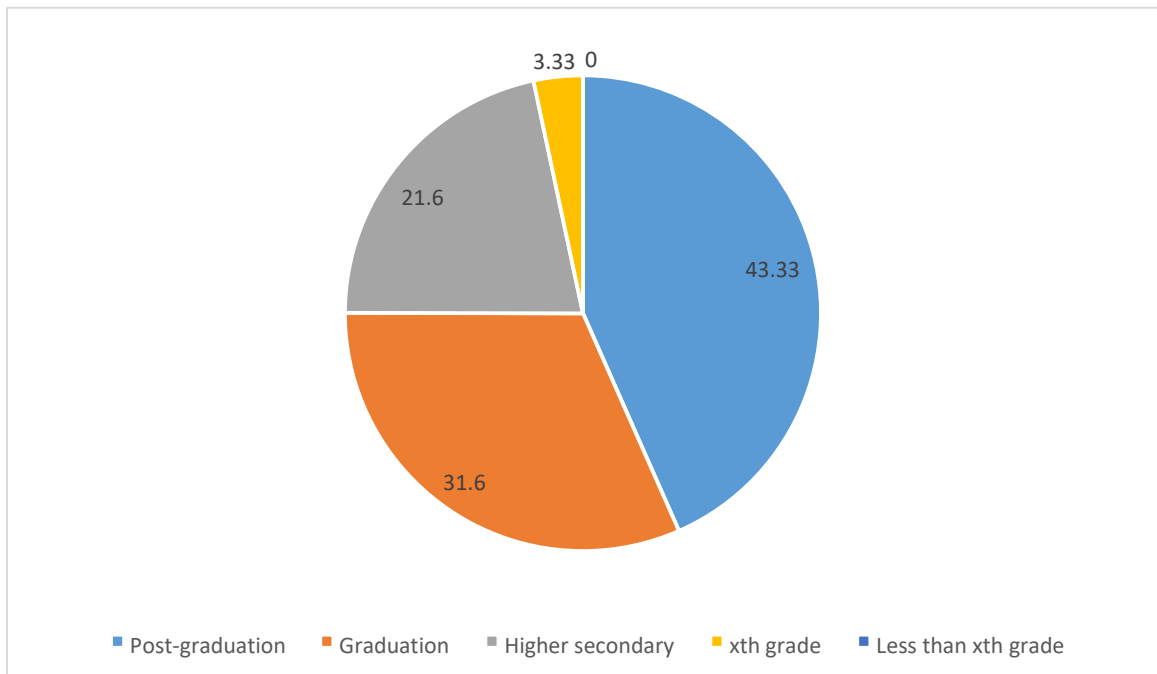


FIGURE 4.1 FIGURE REPRESENTING THE EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Interpretation:

43.33% of the respondents are having the qualification of post -graduation. 31.6% of them are graduated. Also 21.6% of them have completed the higher secondary education. Lastly, around 3.33% have only the qualification of Xth grade.

Table 4.2 Table showing who the majority respondents are

Status	No: of respondents	Percentage
Student	62	51.6
Working women	32	26.6
House wife	26	21.6
Others	0	0
Total	120	100

Source: Primary data

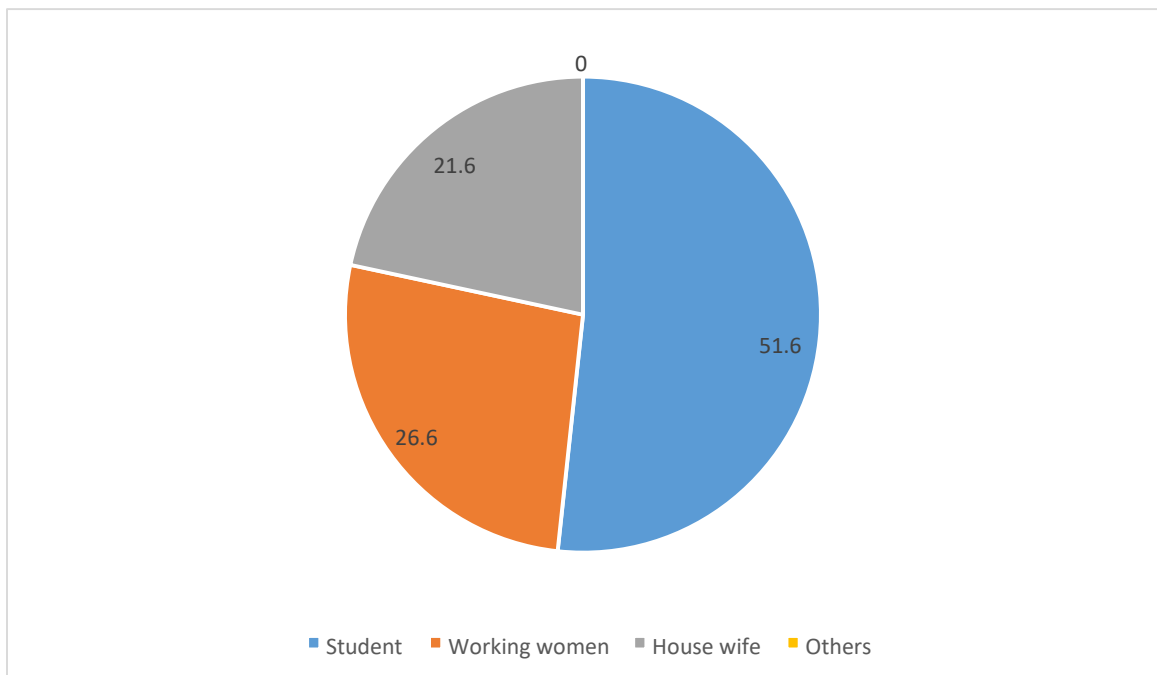


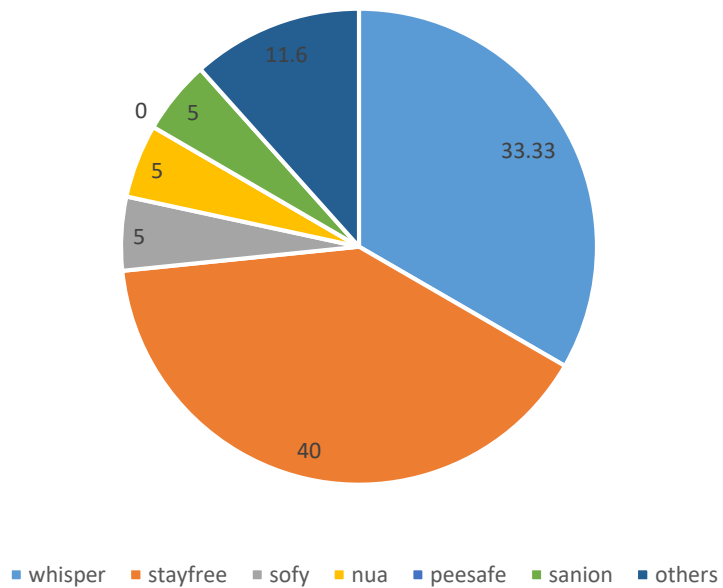
FIGURE 3.2 FIGURE REPRESENTING WHO THE MAJORITY RESPONDENTS ARE

Interpretation:

Here in this survey, we have more respondents of students. It consists of 51.6% of the students. Next is 26.6% of working women and 21.6% of housewives have responded to the survey

Table 4.3 Table showing the current brand of sanitary pad they are using.

Name of the brand	No: of respondents	Percentage
Whisper	40	33.33
Stayfree	48	40
Sofy	6	5
Nua	6	5
peeSafe	0	0
Sanion	6	5
Others	14	11.6
Total	120	120



Interpretation:

Among the options, more respondents, that is 40% of the respondents are using the stayfree pads.

Table 4.4 Table showing other preference of sanitary pads

Name of the brand	No: of respondents	Percentage
Bella	4	28.57
Azah	2	14.2
Comfy	2	14.2
Sirona	6	42.85
Total	14	100

Source: primary data

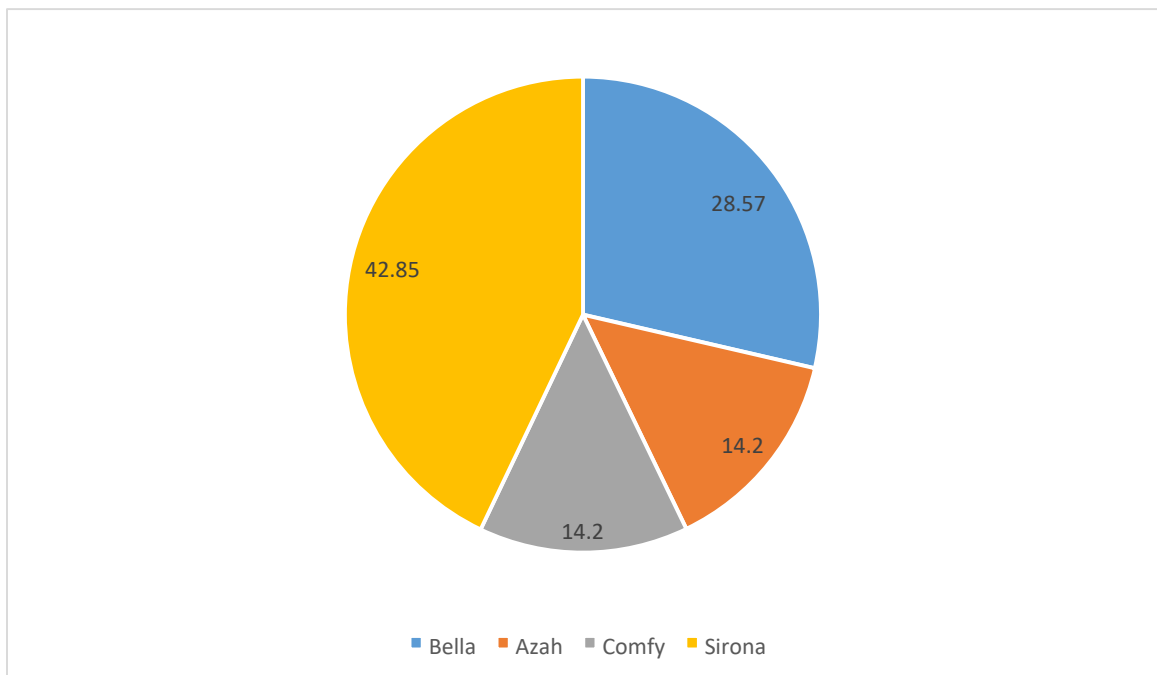


FIGURE 4.4 FIGURE REPRESENTING THE OTHER PREFERENCE OF SANITARY PADS

Interpretation:

Among these brands they have actually listed down, we could see that Sirona is the highest choice. That is the 42.85% of the respondents have this brand as their choice.

Table 4.4.1 Table showing the degree of consideration of the factor absorbency during the purchase decision

Degree	No: of respondents	Percentage
Never	6	5
Rarely	12	10
Sometimes	26	21.6
Often	8	6.66
Always	68	56.6
Total	120	100

Source: primary data

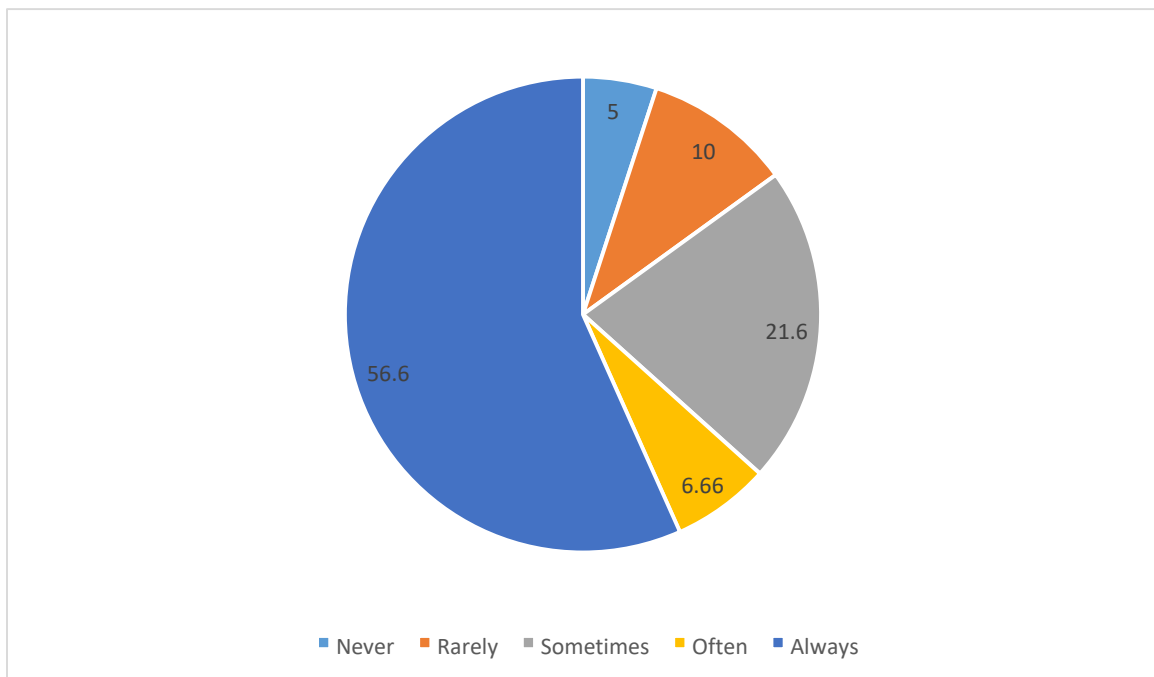


FIGURE 4.4.1 FIGURE REPRESENTING THE DEGREE OF CONSIDERATION OF ABSORBENCY

Interpretation:

56.6% of the respondents are saying that they always considers the absorbency factor.

Table 4.4.2 Table showing the degree of consideration of the size of the pads.

Degree	No: of respondents	Percentage
Never	10	8.33
Rarely	20	16.66
Sometimes	35	29.16
Often	15	12.5
Always	40	33.33
Total	120	100

Source: primary data

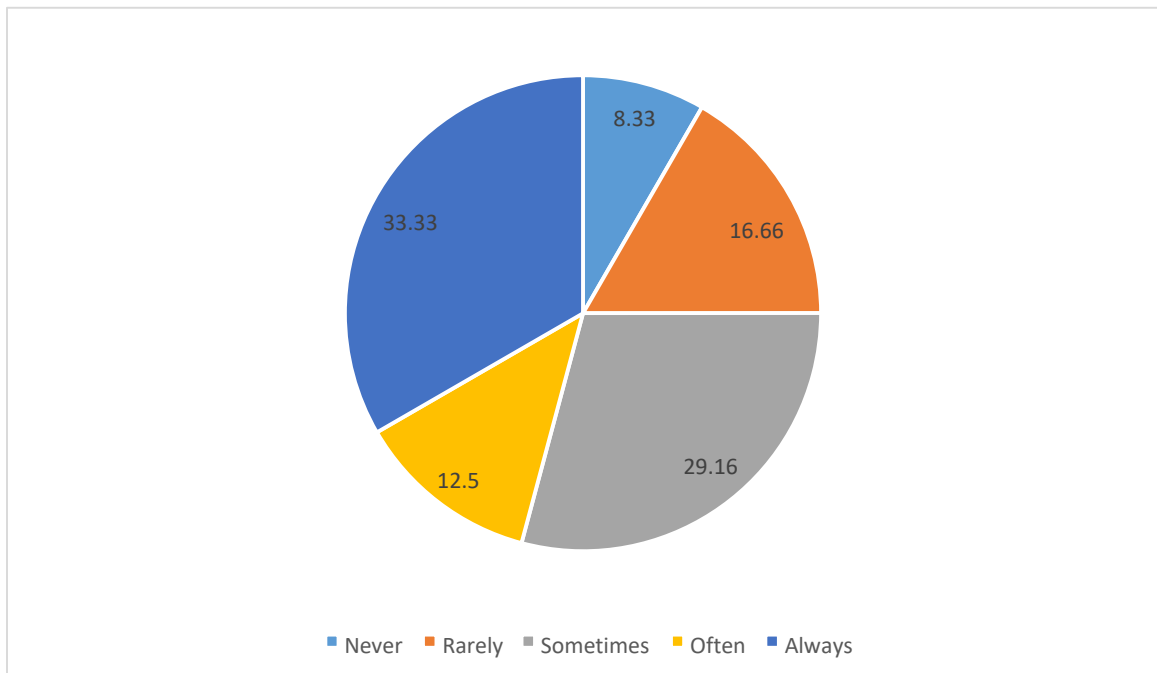


FIGURE 4.4.2 FIGURE REPRESENTING DEGREE OF CONSIDERATION OF THE SIZE OF THE PADS

Interpretation:

33.33% of the respondents are saying that they always considers the size of the pads that they use.

Table 4.4.3 Table showing the degree of consideration of scent of the pads.

Degree	No: of respondents	Percentage
Never	10	8.33
Rarely	25	20.83
Sometimes	45	37.5
Often	20	16.66
Always	20	16.66
Total	120	100

Source: primary data

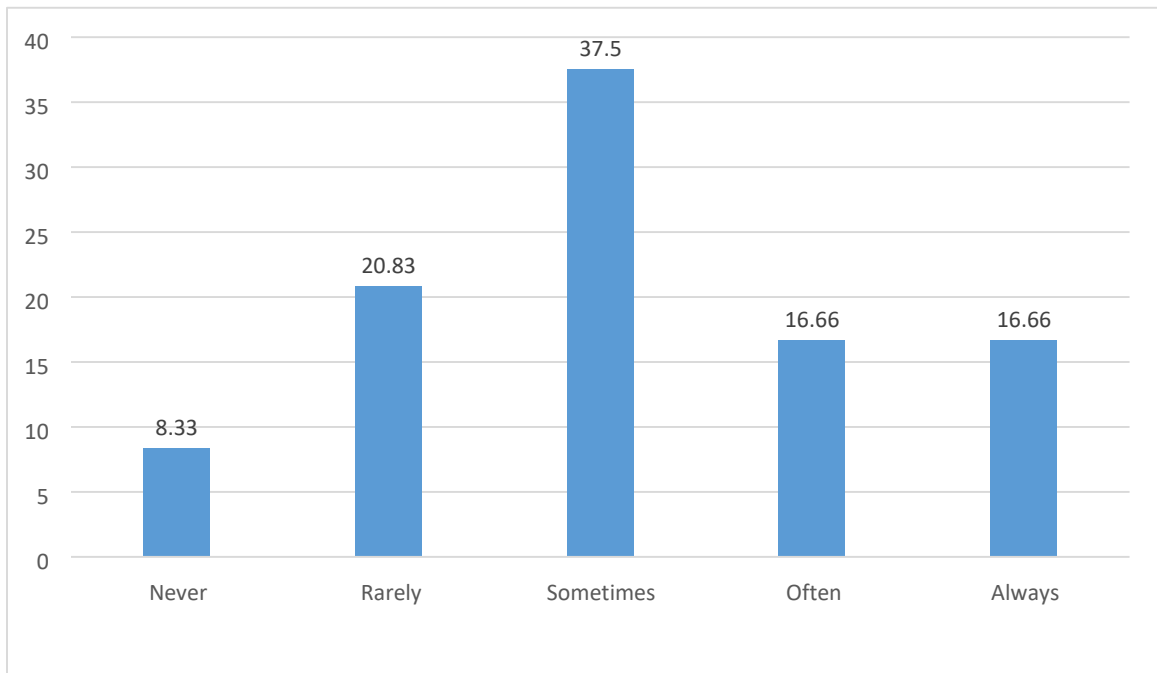


FIGURE 4.4.3 FIGURE REPRESENTING THE DEGREE OF CONSIDERATION OF THE SCENT OF THE PADS

Interpretation:

37.5% are sometimes considering the scent of the pads that they are using.

Table 4.4.4 Table showing the degree of consideration of the comfort of usage

Degree	No: of respondents	Percentage
Never	0	0
Rarely	10	8.33
Sometimes	20	16.66
Often	10	8.33
always	80	66.66
Total	120	100

Source: primary data

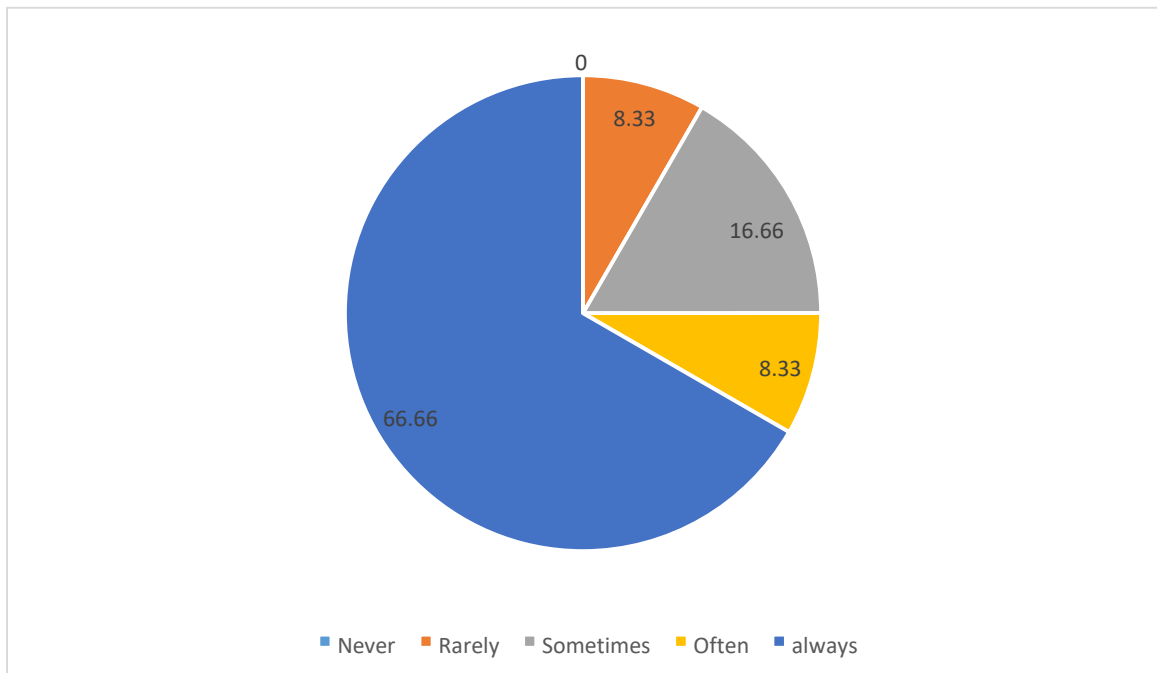


FIGURE 4.4.4 FIGURE REPRESENTING THAT THE CONSIDERS THE COMFORT OF THE USAGE

Interpretation:

66.66% are always considering the comfort of usage of their pads.

Table 4.4.5 table showing the degree of consideration of no: of pads in one packet

Degree	No: of respondents	Percentage
Never	30	25
Rarely	30	25
Sometimes	9	7.5
Often	28	23.33
Always	23	19.16
Total	120	100

Source: primary data

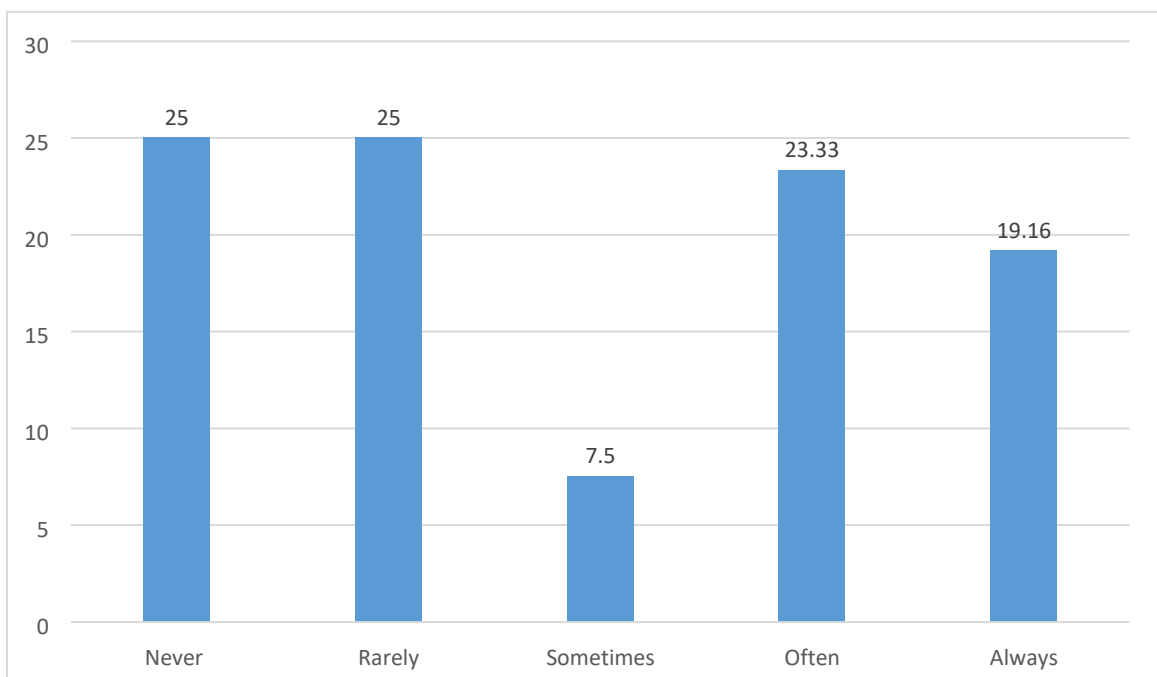


FIGURE 4.4.5 FIGURE REPRESENTING THAT THEY CONSIDERS THE NO: OF PADS IN ONE PACKET

Interpretation:

We can clearly identify that 25% of the respondents are never considering the no: of pads in one packet and also another 25% of the respondents are rarely considering this factor.

Table 4.4.6 Table showing the degree of consideration of packaging

Degree	No: of respondents	Percentage
Never	32	26.66
Rarely	48	40
Sometimes	29	24.16
Often	0	0
Always	11	9.166
Total	120	100

Source: primary data

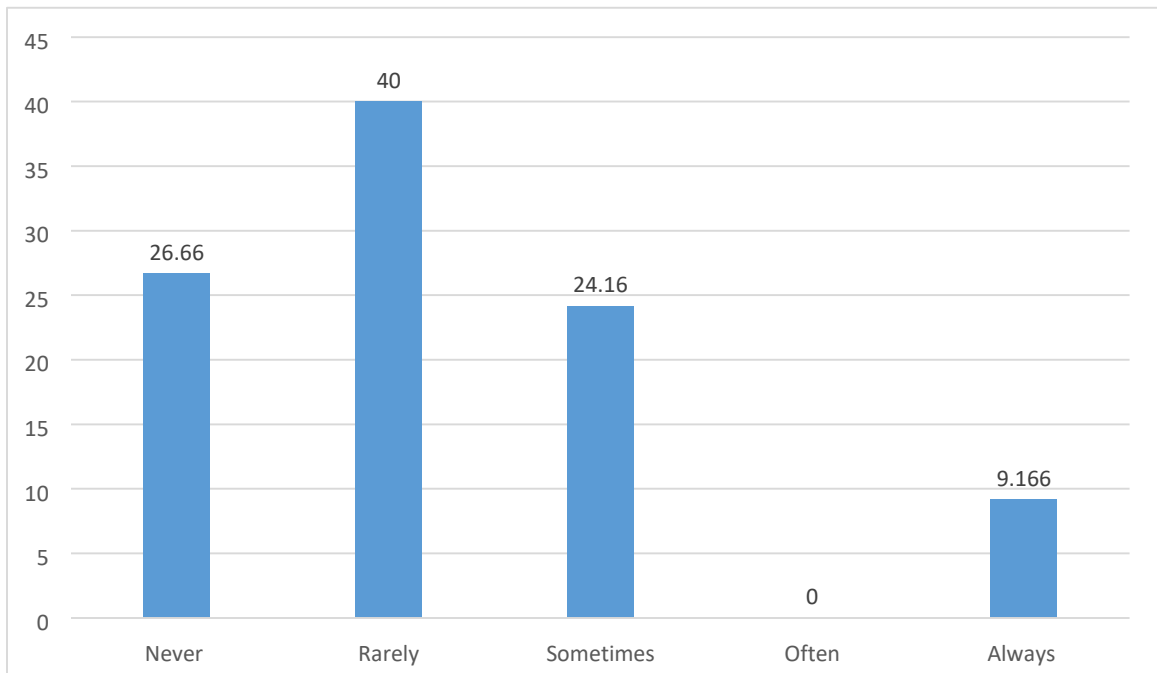


FIGURE 4.4.6 FIGURE REPRESENTING THAT THEY CONSIDERS PACKAGING

Interpretation:

Among the total respondents, 40% of them feels that they considers only rarely the packaging of the product.

Table 4.5.1 table representing the level of importance given for considering whether it is thick or thin pads

importance	No: of respondents	Percentage
Not at all important	3	1.66
Slightly important	14	11.66
Moderately important	27	22.5
Very important	54	45
Extremely important	22	18.33
Total	120	100

Source: primary data

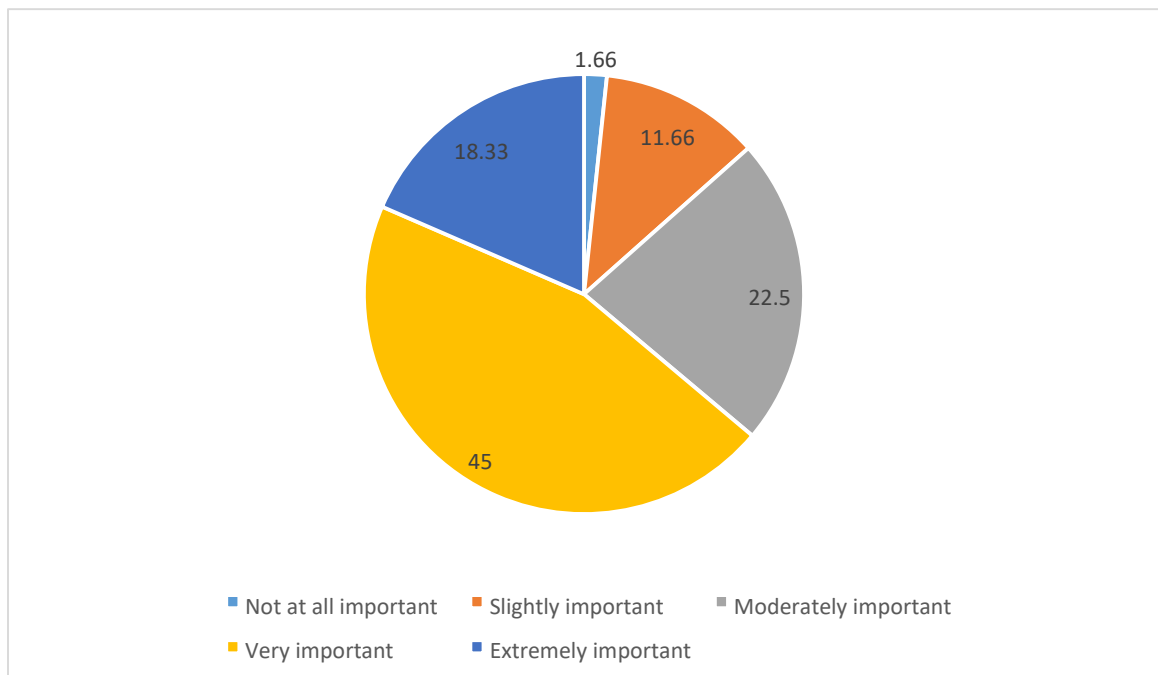


FIGURE 4.5.1 FIGURE REPRESENTING THAT THEY GIVE IMPORTANCE TO CONSIDER WHETHER IT IS THIN OR THICK PADS

Interpretation:

45% of the respondents believe that they give very importance to the thick or thin pads.

Table 4.5.2 Table showing the level of importance given to the pads with wings and its leak protection

Importance	No: of respondents	Percentage
Not at all important	0	0
Slightly important	6	5
Moderately important	19	15.833
Very important	70	58.33
Extremely important	25	20.833
Total	120	100

Source: primary data

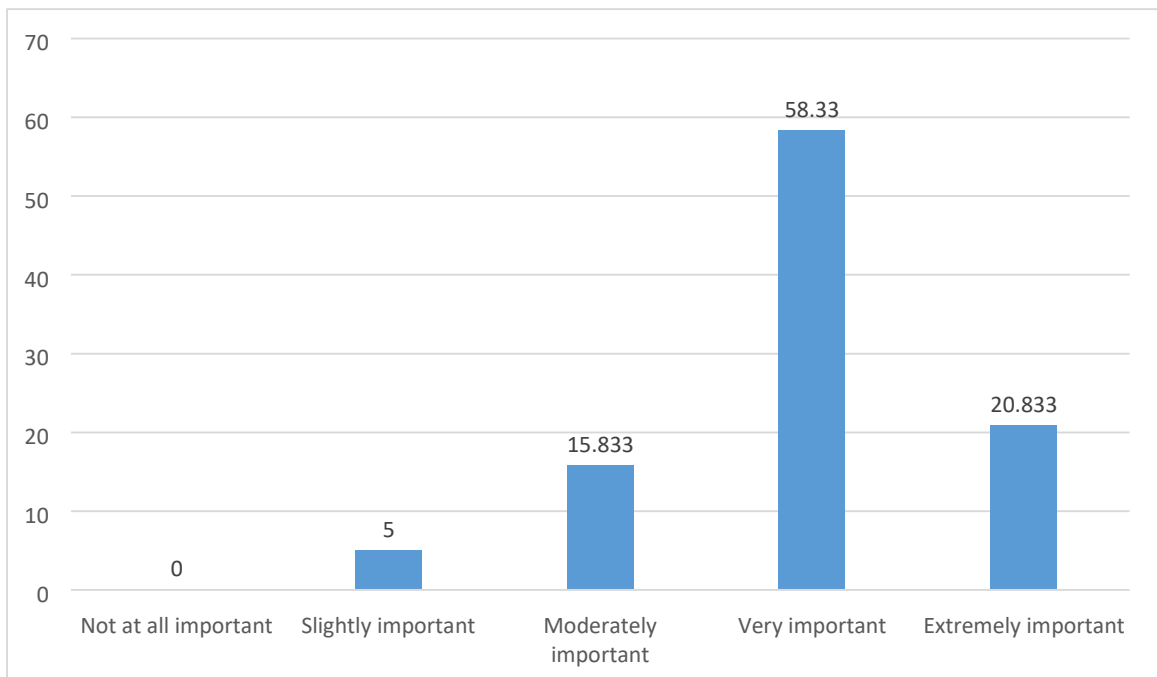


FIGURE 4.5.2 FIGURE REPRESENTING THAT THEY GIVE IMPORTANCE TO THE PADS WITH WINGS AND LEAK PROTECTION.

Interpretation:

It is very evident that 58.33% of the respondents are saying that it is very important for them to have the pads with the wings and also the leak protection.

Table 4.5.3 Table showing the level of importance given for the anti- bacterial properties

Importance	No: of respondents	Percentage
Not at all important	1	0.833
Slightly important	26	21.66
Moderately important	12	10
Very important	56	46.66
Extremely important	25	20.833
Total	120	100

Source: primary data

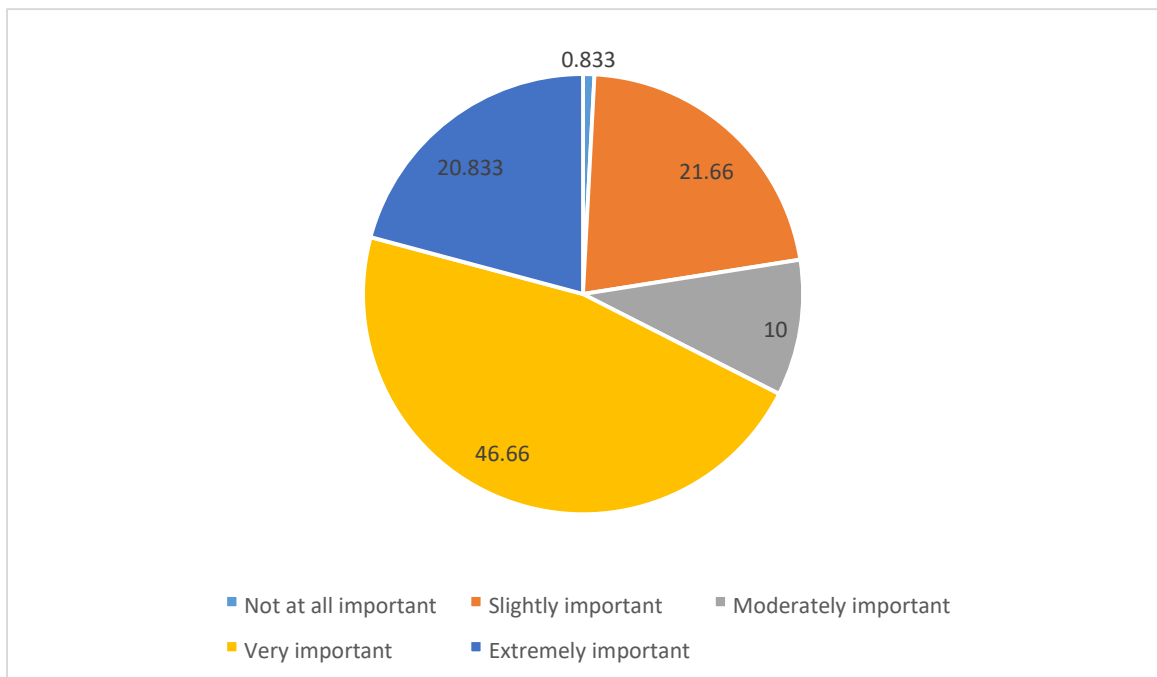


FIGURE 4.5.3 FIGURE REPRESENTING THAT THEY GIVES IMPORTANCE TO THE ANTI BACTERIAL PROPERTIES

Interpretation:

Only 1% of the respondents are saying that it's not important. Rest, 56% are saying that it's very important and also 25% are saying that it's extremely important.

Table 4.5.4 Table showing the level of importance given to the pads that can be used overnight

Importance	No: of respondents	Percentage
Not at all important	0	0
Slightly important	0	0
Moderately important	0	0
Very important	42	35
Extremely important	78	65
Total	120	100

Source: primary data

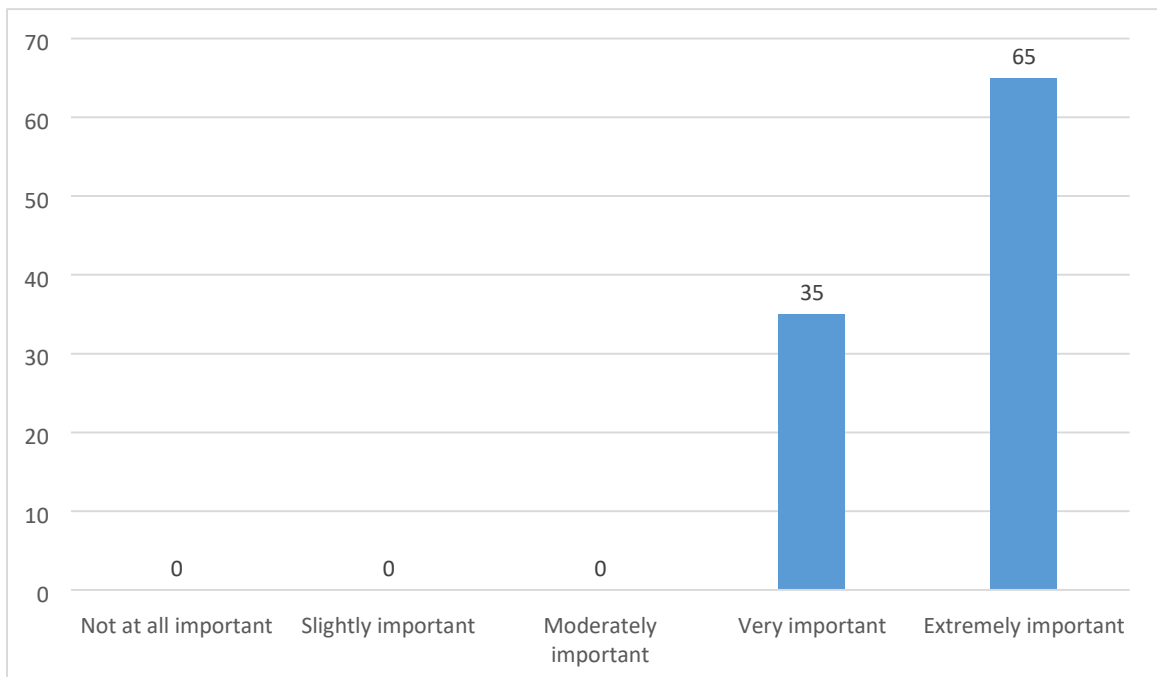


FIGURE 4.5.4 FIGURE REPRESENTING THAT THEY GIVE IMPORTANCE TO THE OVERNIGHT PADS

Interpretation:

Under this study, it is revealed that the 65% of the respondents are saying that it is extremely important to have the overnight pads.

Table 4.5.5 Table showing the level of importance given to the respirable layers

Importance	No: of respondents	Percentage
Not at all important	0	0
Slightly important	0	0
Moderately important	0	0
Very important	51	42.5
Extremely important	69	57.5
Total	120	100

Source: primary data

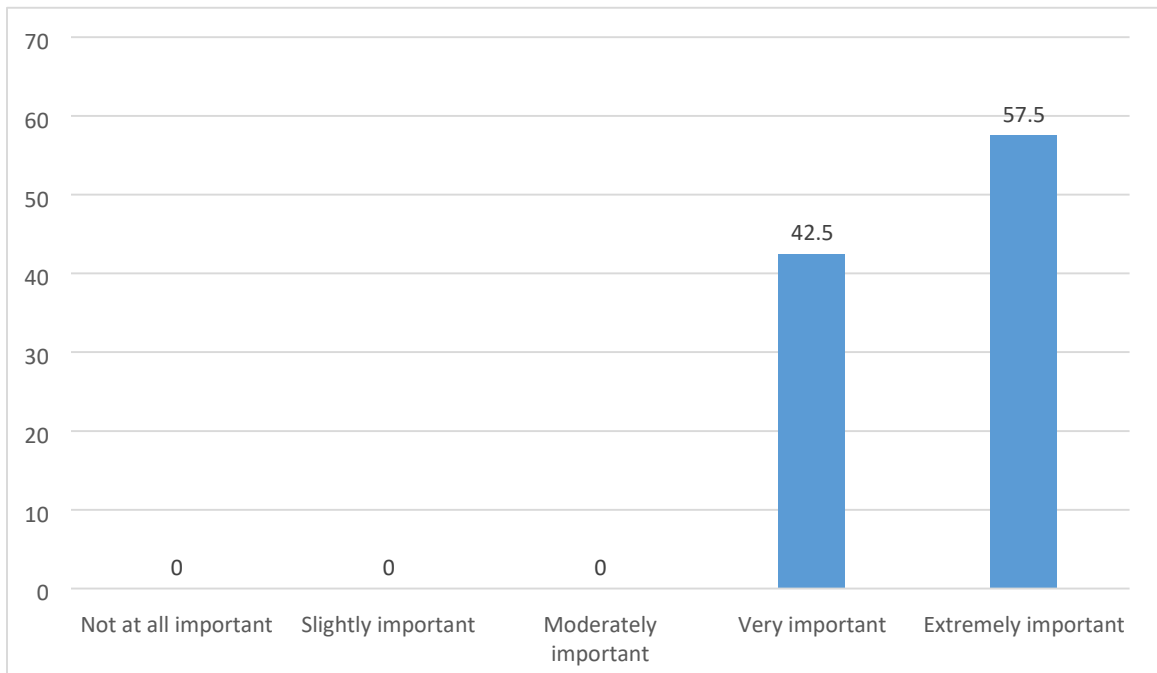


FIGURE 4.5.5 FIGURE REPRESENTING THAT THEY GIVE IMPORTANCE TO THE RESPIRABLE LAYERS

Interpretation:

57.5% of the respondents are saying that it is extremely important to have respirable layers.

Table 4.6.1 Table representing the level of agreement on that they prefer to buy the brand that make them feel its value for the money.

Level of agreement	No: of respondents	Percentage
Strongly disagree	0	0
Disagree	0	0
Neutral	16	13.33
Agree	54	45
Strongly agree	50	41.66
Total	120	100

Source: primary data

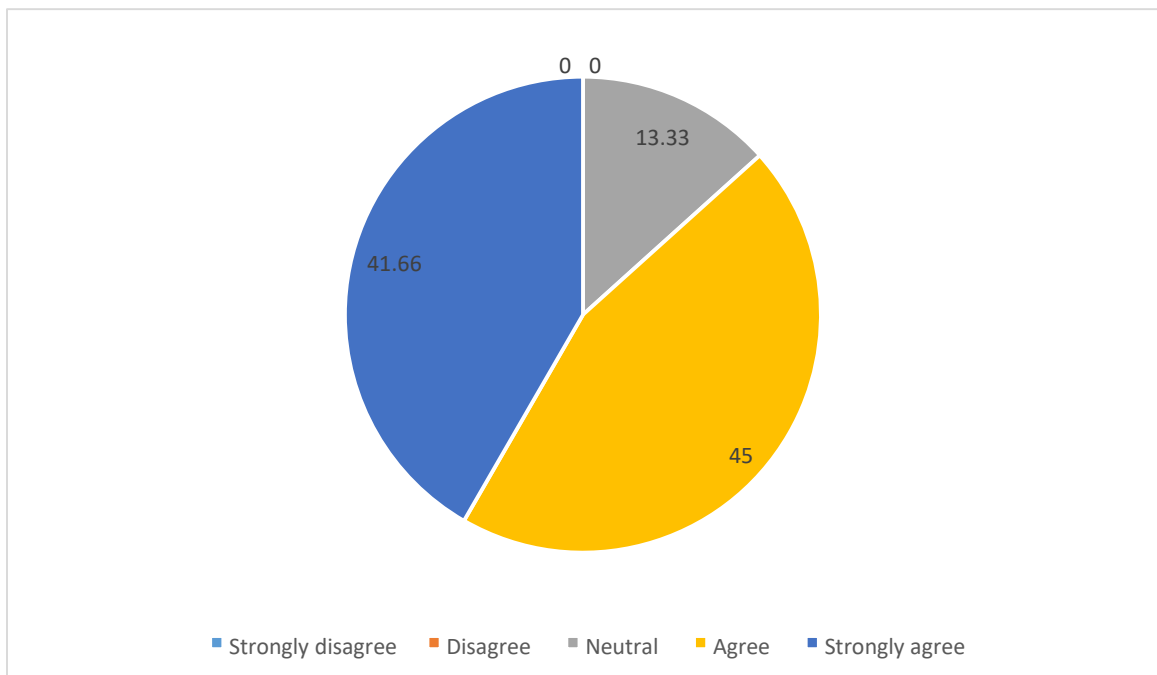


FIGURE 4.6.1 FIGURE SHOWING THAT THEY BUY THE BRAND THAT MAKES THEM FEEL VALUE FOR THE MONEY

Interpretation:

Here, we can clearly see that 41.66% of the respondents are strongly agreeing that they buy those brand that make them feel that its value for the money.

Table 4.6.2 table representing the level of agreement that they buy during the promotion period

Level of agreement	No: of respondents	Percentage
Strongly disagree	0	0
Disagree	21	0
Neutral	16	13.33
Agree	35	45
Strongly agree	42	41.66
Total	120	100

Source: primary data

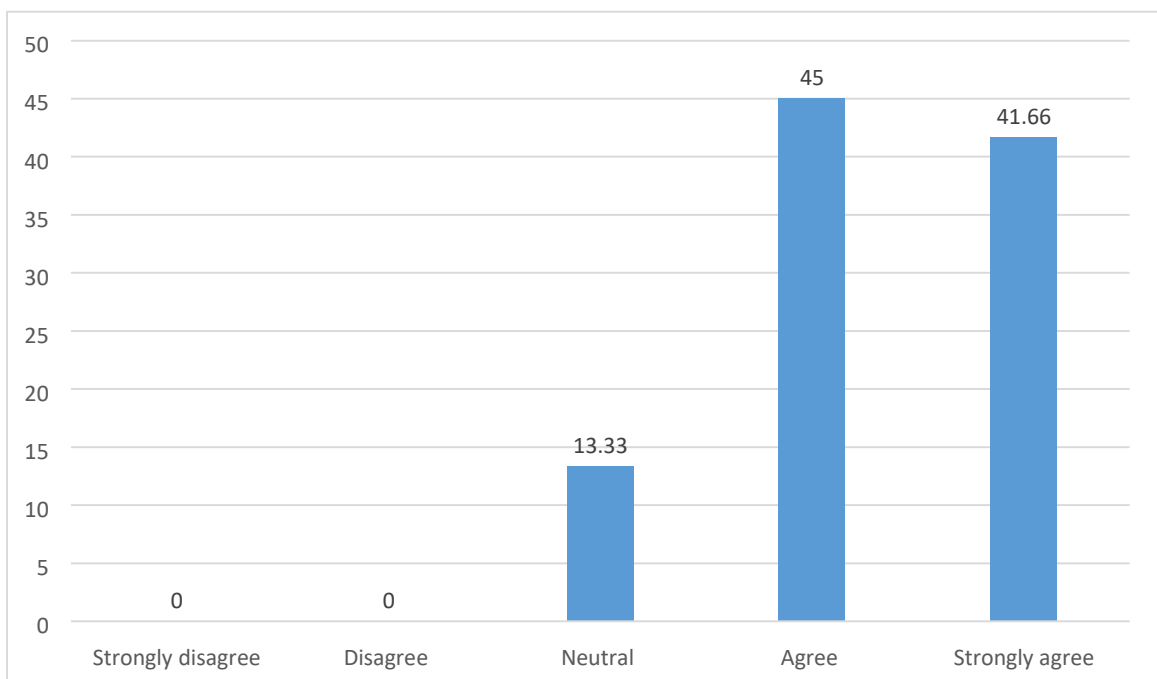


FIGURE 4.6.2 FIGURE REPRESENTING THAT THEY USUALLY BUY DURING THE PROMOTION PERIOD

Interpretation: As per this study, we can understand that the 45% of the respondents are agreeing and 41% of the respondents are strongly agreeing that they are buying the product during the promotional period.

Table 4.6.3 Table representing the level of agreement that they consider the wellknown brands

Level of agreement	No: of respondents	Percentage
Strongly disagree	0	0
Disagree	4	3.33
Neutral	26	21.66
Agree	30	25
Strongly agree	60	50
Total	120	100

Source: primary data

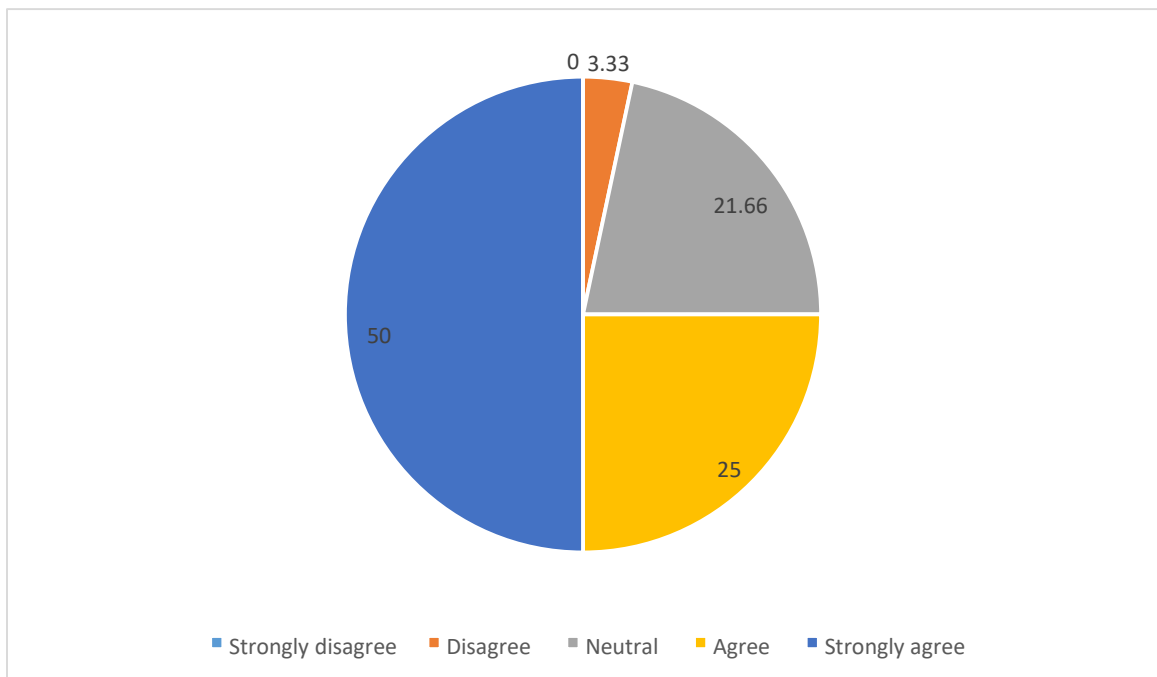


FIGURE 4.6.3 FIGURE REPRESENTING THAT THEY CONSIDER THE WELL KNOWN BRANDS

Interpretation:

As per this study it is revealed that the 50% of the respondents are strongly agreeing that they considers the well-known brands.

Table 4.6.4 Table representing the level of agreement that they consider quality product with health and hygiene

Level of agreement	No: of respondents	Percentage
Strongly disagree	0	0
Disagree	0	0
Neutral	0	0
Agree	0	0
Strongly agree	120	100
Total	120	100

Source: primary data

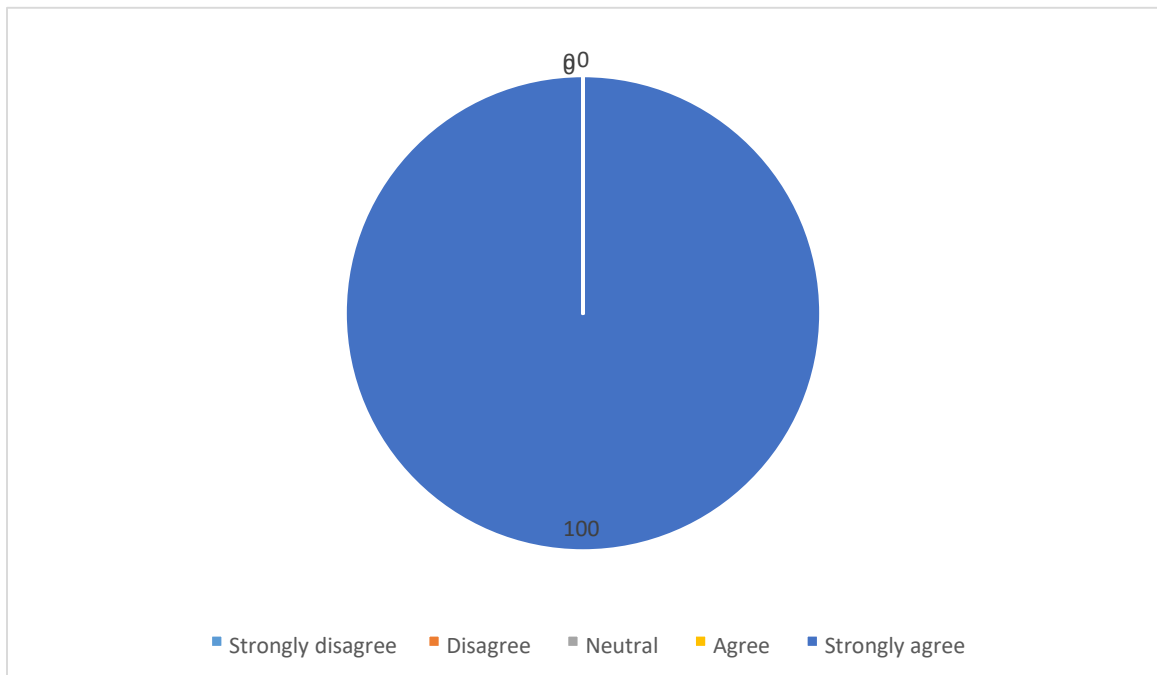


FIGURE 4.6.4 FIGURE REPRESENTING THAT THEY CONSIDER QUALITY PRODUCTS WITH HEALTH AND HYGIENE

Interpretation:

Here, we can see that the whole respondents are strongly agreeing that they consider the quality products with health and hygiene.

Table 4.6.5 Table representing the level of agreement that they feel the recommendations are useful.

Level of agreement	No: of respondents	Percentage
Strongly disagree	0	0
Disagree	10	8.33
Neutral	0	0
Agree	10	8.33
Strongly agree	100	83.33
Total	120	100

Source: primary data

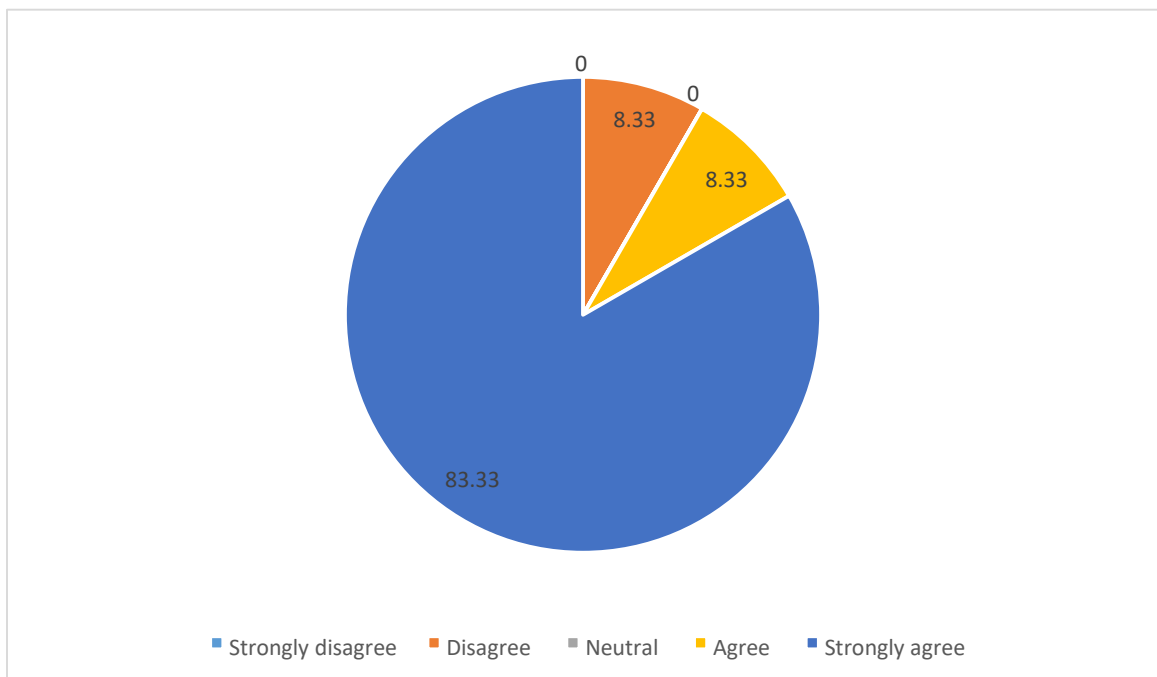


FIGURE 4.6.5 FIGURE REPRESENTING THAT THEY FEEL THAT THE RECOMMENDATIONS ARE USEFUL

Interpretation:

In this study, 83.33% believes that the recommendations are very useful for them.

Table 4.6.6 Table representing whether they likes to get extras

Level of agreement	No: of respondents	Percentage
Strongly disagree	0	0
Disagree	9	7.5
Neutral	0	0
Agree	10	8.33
Strongly agree	101	84.16
Total	120	100

Source: primary data

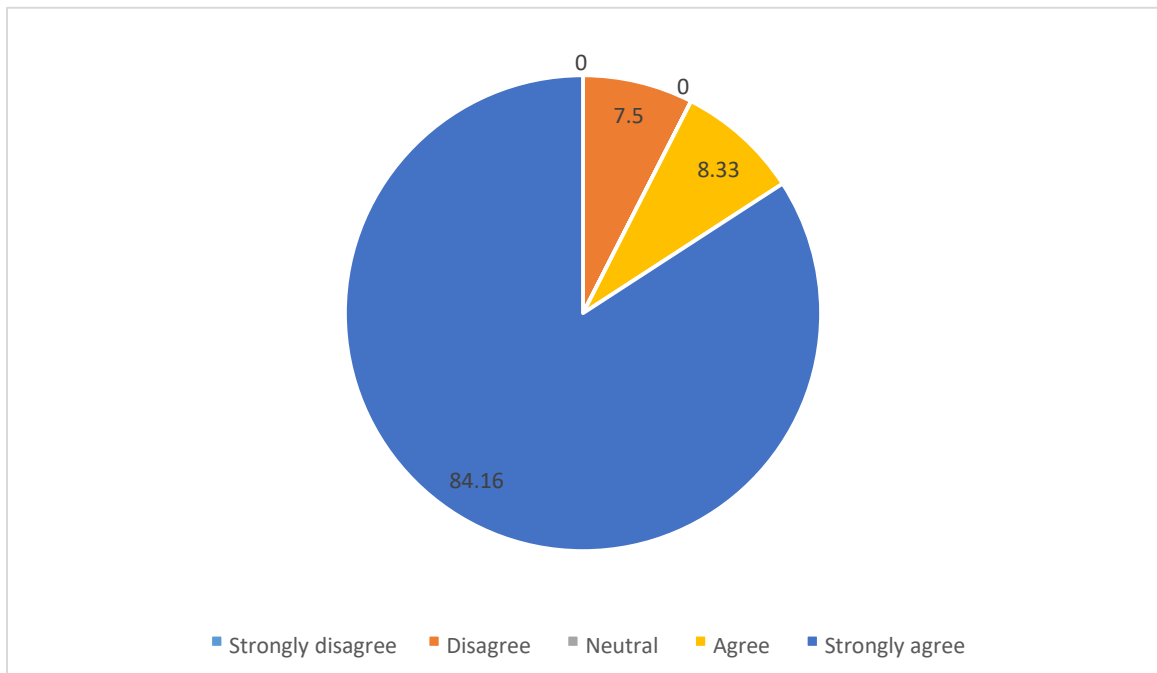


FIGURE 4.6.6 FIGURE REPRESENTING THAT THEY LIKE TO GET EXTRAS

Interpretation:

This study shows that around 84.16% of the respondents are strongly agreeing that they like to get the extras.

Table 4.6.7 Table representing if they like the brand that communicates well to the customers

Level of agreement	No: of respondents	Percentage
Strongly disagree	0	0
Disagree	0	0
Neutral	0	0
Agree	6	5
Strongly agree	114	95
Total	120	100

Source: primary data

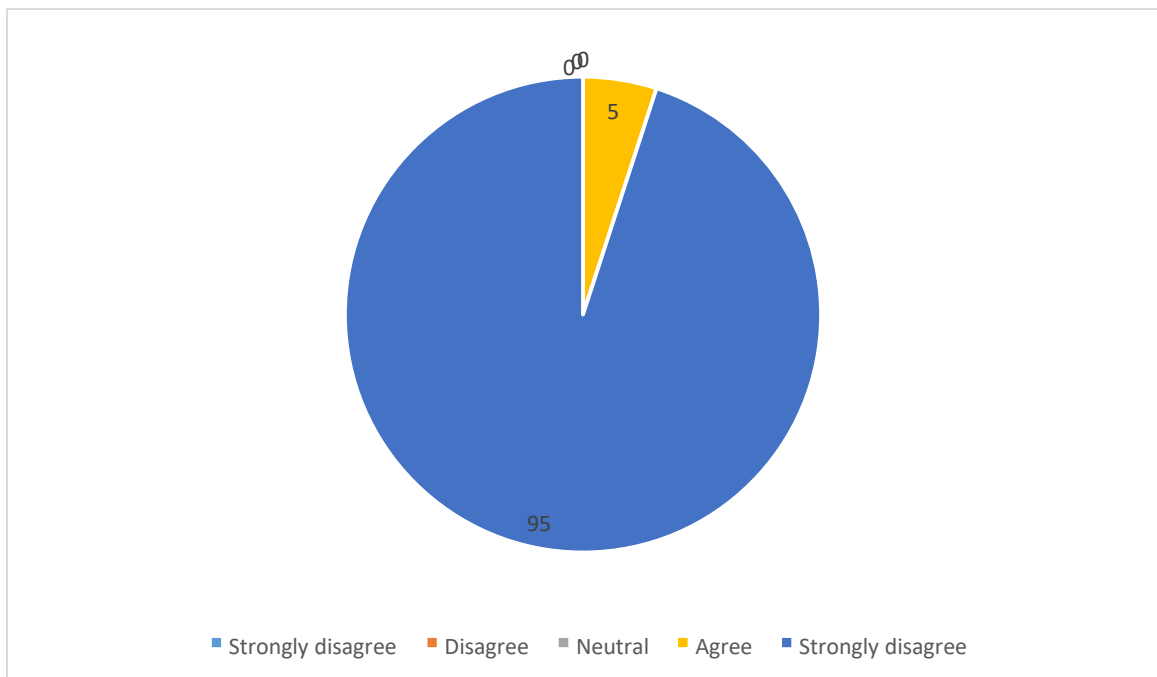


FIGURE 4.6.7 FIGURE REPRESENTING THAT THEY LIKE THE BRAND THAT COMMUNICATES WELL TO THE CUSTOMERS

Interpretation:

It is seen that 95% of the respondents are strongly agreeing with it

Table 4.6.8 Table representing if they spends more time in gathering the information

Level of agreement	No: of respondents	Percentage
Strongly disagree	0	0
Disagree	0	0
Neutral	27	22.5
Agree	71	59.16
Strongly agree	22	18.33
Total	120	100

Source: primary data

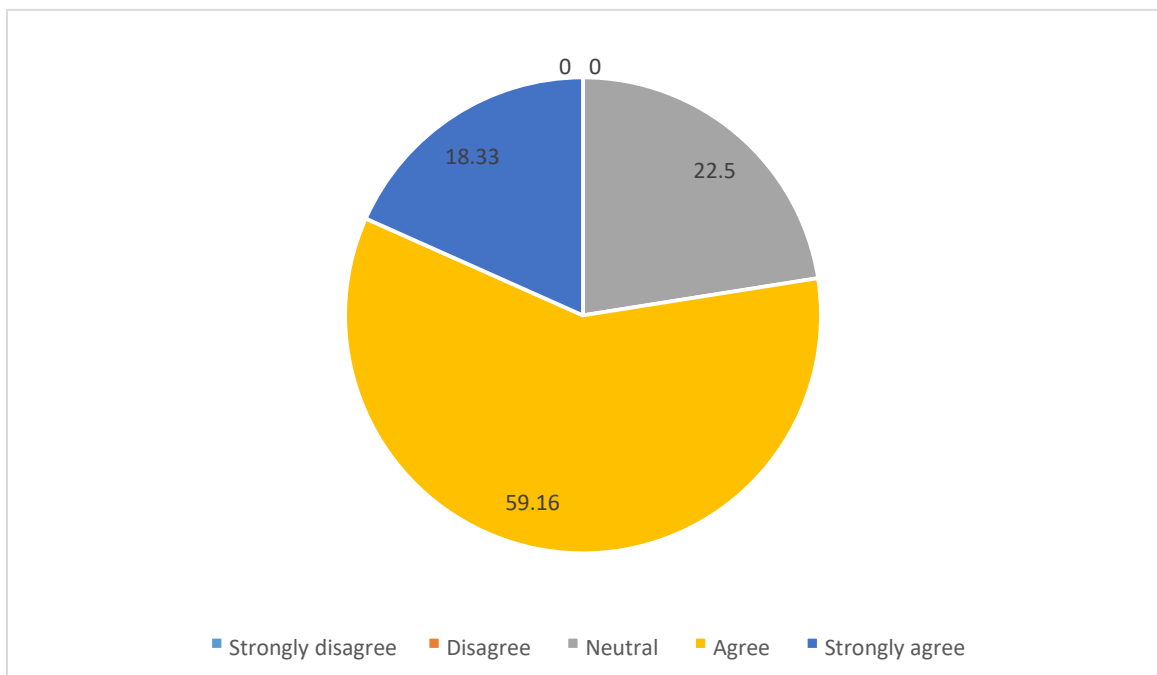


FIGURE 4.6.8 FIGURE REPRESENTING THAT THEY SPENDS MORE TIME IN GATHERING THE INFORMATION

Interpretation:

It is seen that around 59.16% of the respondents are agreeing with it.

Table 4.6.9 Table representing that they will keep buying the brand if they like it

Level of agreement	No: of respondents	Percentage
Strongly disagree	0	0
Disagree	0	0
Neutral	14	11.66
Agree	82	68.33
Strongly agree	24	20
Total	120	100

Source: primary data

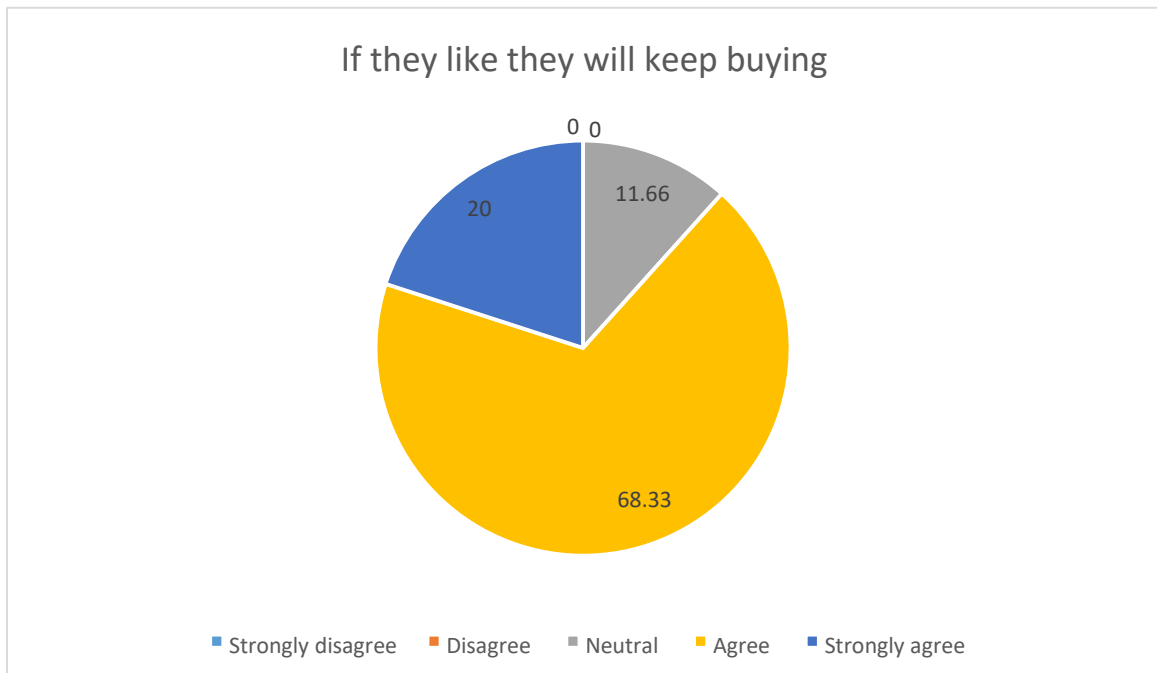


FIGURE 4.6.9 FIGURE REPRESENTING THAT THEY WILL KEEP BUYING IF THEY LIKE IT

Interpretation:

It is analysed that 68.33% of the respondents are agreeing with it.

Table 4.6.10 Table representing that they follows the trend

Level of agreement	No: of respondents	Percentage
Strongly disagree	20	16.66
Disagree	95	79.16
Neutral	5	4.16
Agree	0	0
Strongly agree	0	0
Total	120	100

Source: primary data

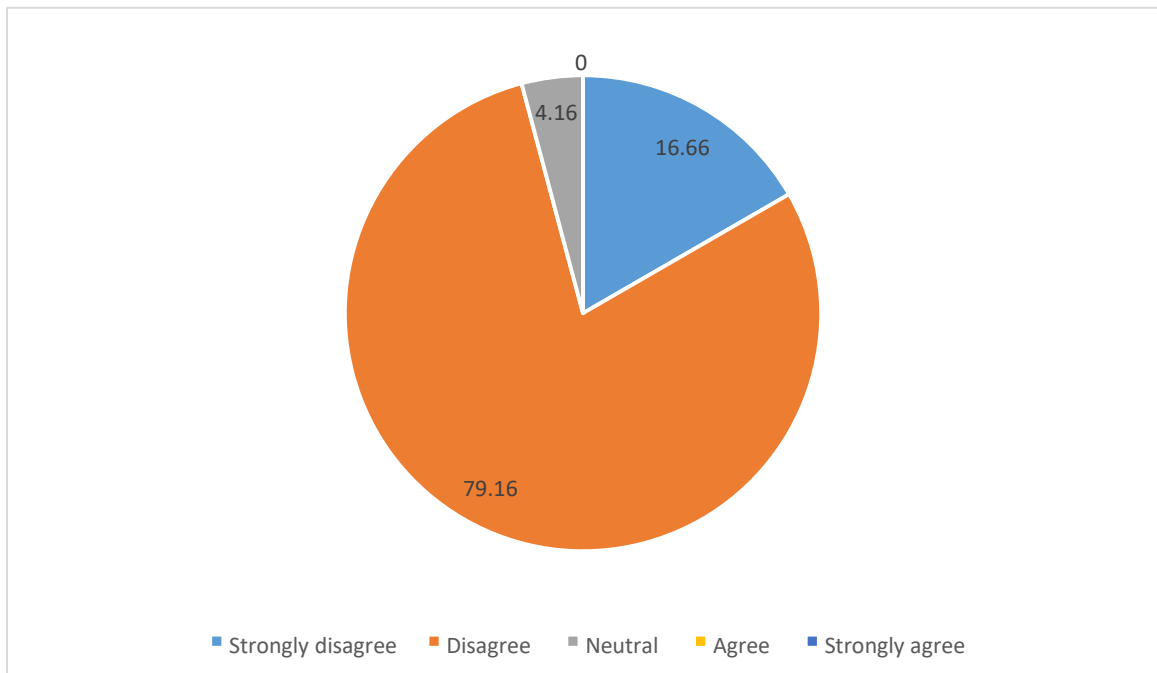


FIGURE 4.6.10 FIGURE REPRESENTING THAT THEY FOLLOWS THE TREND

Interpretation:

It is founded that the 79.16% of the respondents are disagreeing with it.

Table 4.6.11 Table representing that they likes to get at the cheapest price

Level of agreement	No: of respondents	Percentage
Strongly disagree	29	24.16
Disagree	81	67.5
Neutral	0	0
Agree	10	8.33
Strongly agree	0	0
Total	120	100

Source: primary data

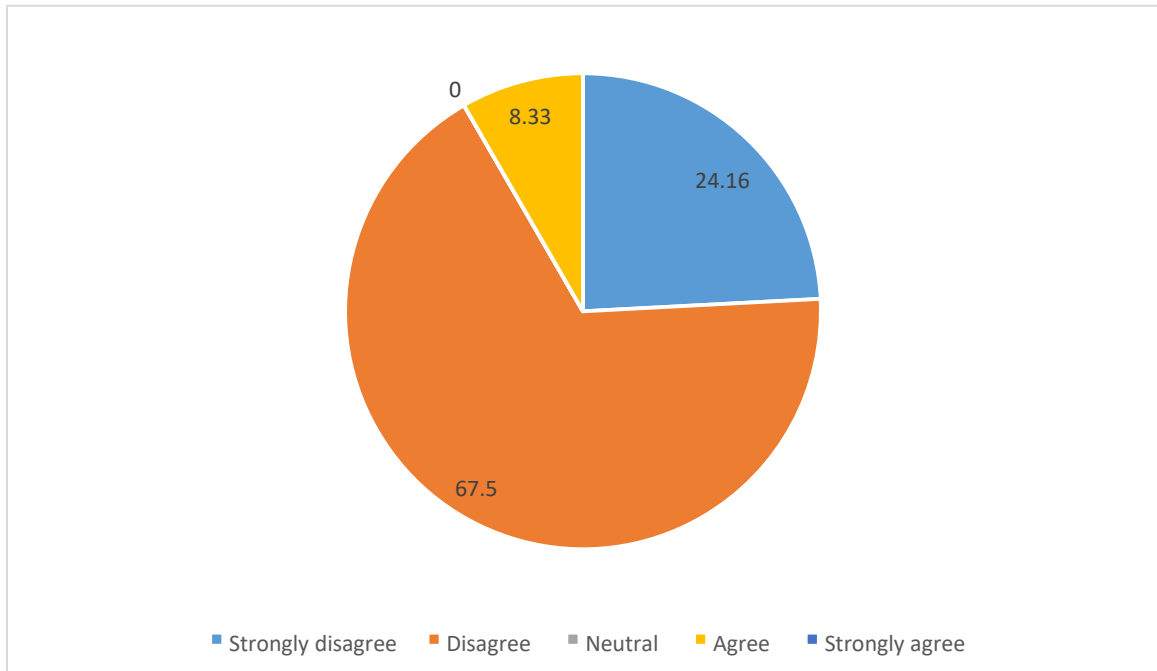


FIGURE 4.6.11 FIGURE REPRESENTING IF THEY LIKE TO GET AT THE CHEAPEST PRICE

Interpretation:

It is founded that 67.5% disagree with it.

Table 4.7 Table representing which is the most influencing factor.

Factor	No: of respondents	Percentage
Ads of the brands	23	19.16
Recommendations by friends and family	47	39.16
Features of the products experienced	5	4.16
Customer review	40	33.33
None of these	5	4.16
total	120	100

Source: primary Data



FIGURE 3.7 FIGURE REPRESENTING THE MOST INFLUENCING FACTOR DURING THEIR PURCHASE

Interpretation:

From this study, the most influencing factor is the recommendations of the friends and family. And the next factor is the customer review.

Table 4.8 Table representing whether they have switched from other brands

Options	No: of respondents	Percentage
Yes	80	66.66
No	40	33.33
Total	120	100

Source: primary data

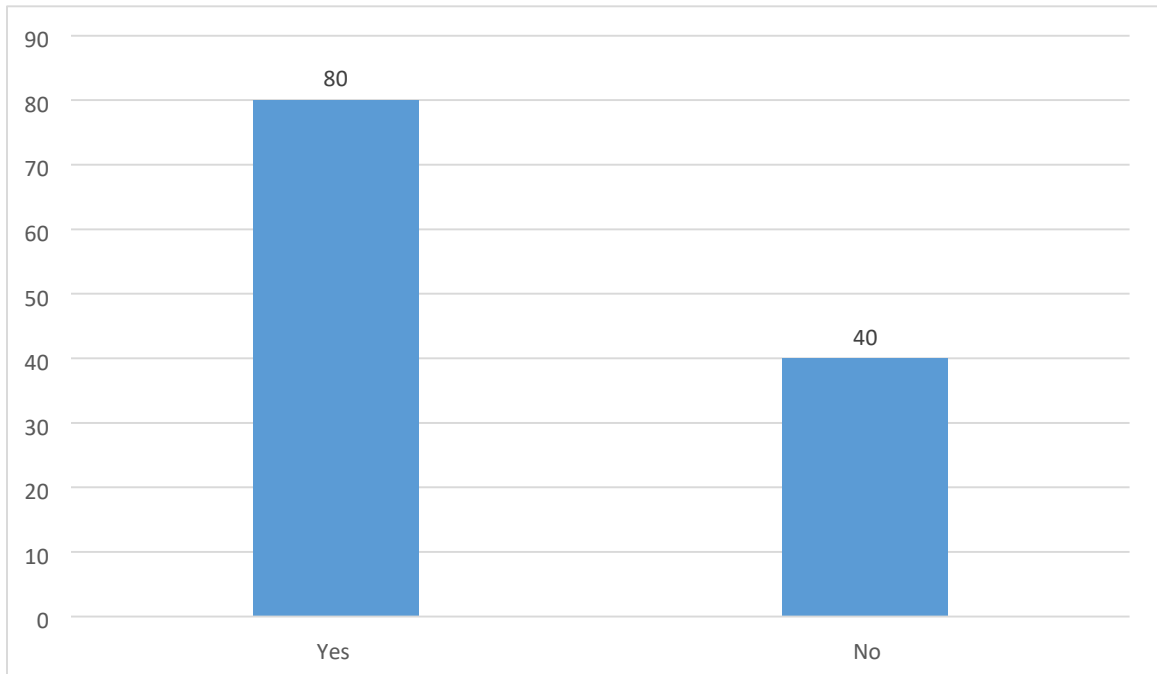


FIGURE 4.8 FIGURE REPRESENTING WHETHER THEY HAD SWITCHED FROM OTHER BRANDS

Interpretation:

Around 80% of the respondents had switched from other brands

Table 4.9 Table representing the reason for the switching

Reasons	No: of respondents	Percentage
Health issues	45	37.5
Increase of price	21	17.5
Less availability	9	7.5
Got another better choice	5	62.81
Total	80	100

Source: primary data

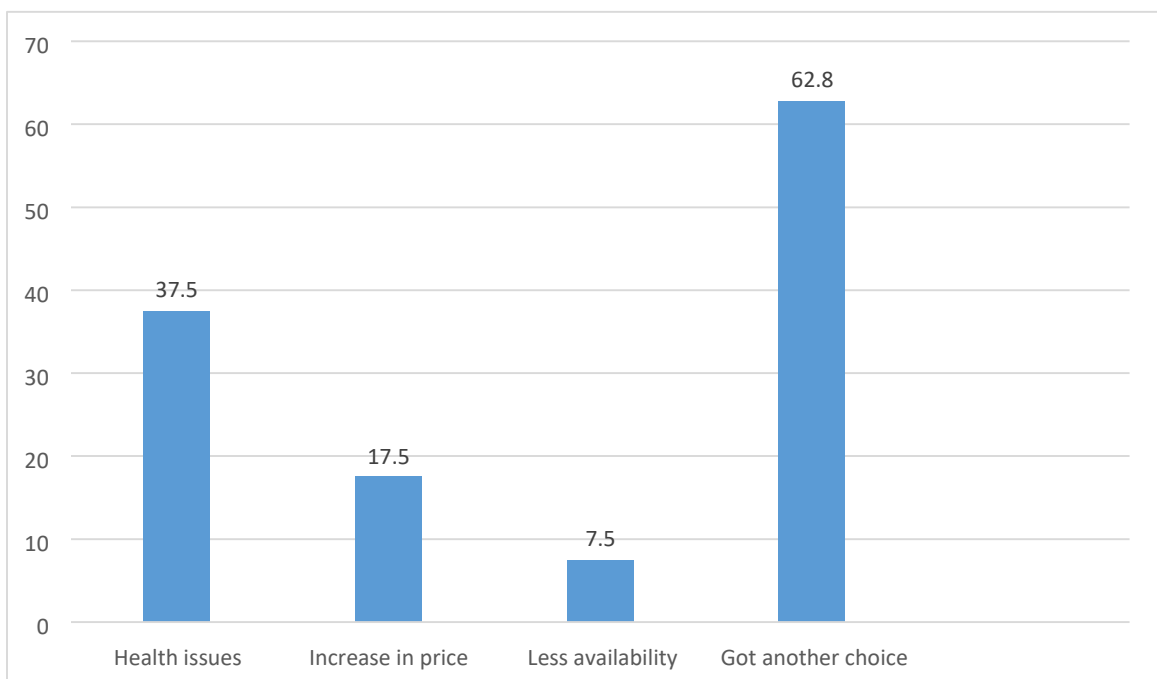


FIGURE 4.9 FIGURE REPRESENTING THE REASON FOR SWITCHING

Interpretation:

From the study conducted, it is showing that around 62.8% got another better choice and also around 37.5% respondents are facing with some kind of health issues.

Table 4.10 Table representing if they are still facing issues using sanitary pads

Options	No: of respondents	Percentage
Yes	60	50
No	60	50
Total	120	100

Source: primary data

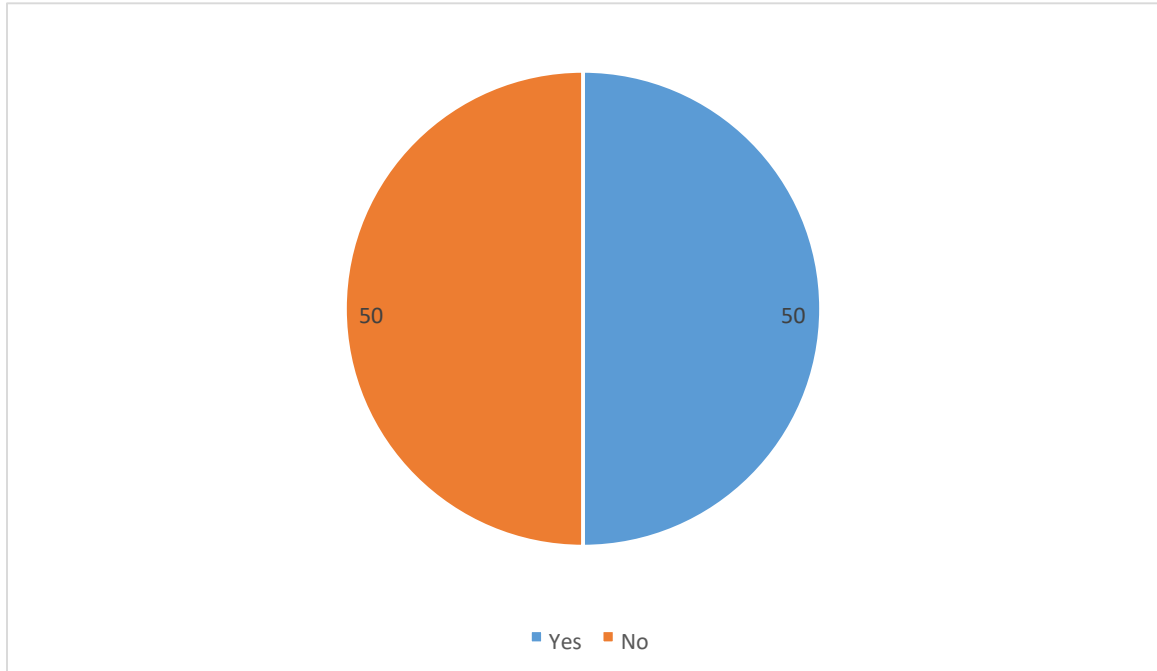


FIGURE 4.10 FIGURE REPRESENTING THE NO: OF RESPONDENTS THAT ARE STILL FACING ISSUES WITH SANITARY PADS

Interpretation:

It is founded that 50% of the respondents are still facing the issues using the sanitary pads.

Table 4.11 Table showing if they thought of switching to other product type

Options	No: of respondents	Percentage
Never	19	15.833
Rarely	27	22.5
Sometimes	39	32.5
Often	0	0
Always	35	29.16
Total	120	100

Source: primary data

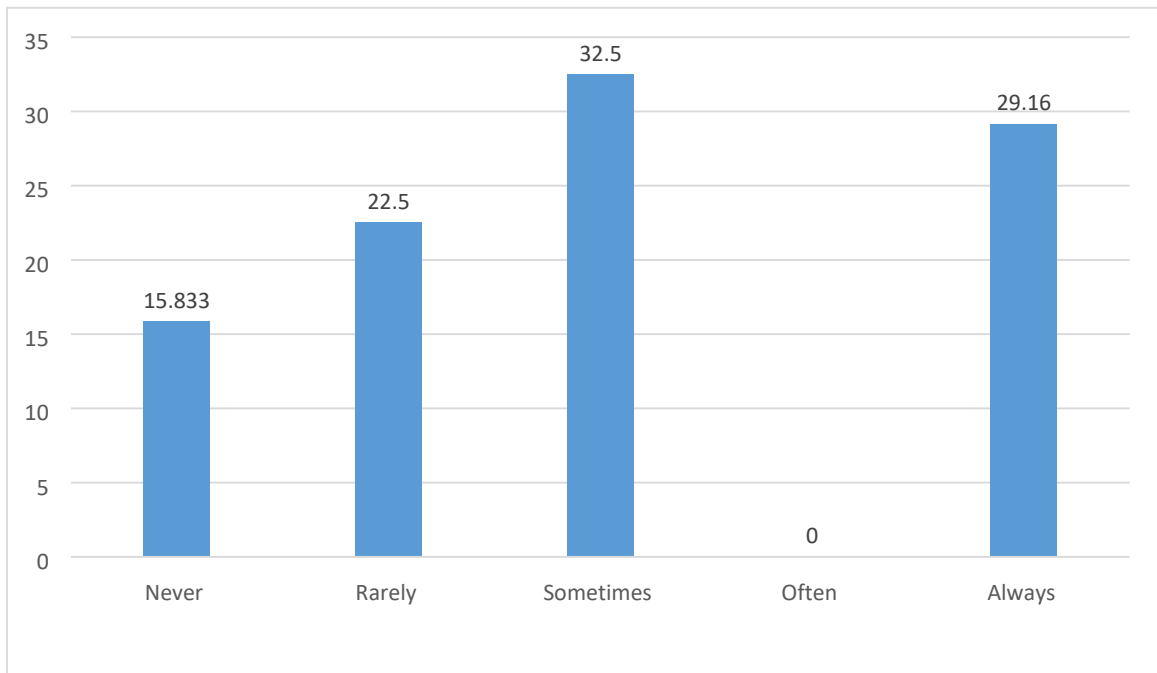


FIGURE 4.11 FIGURE SHOWING THE DEGREE TO WHICH THEY WISH TO SWITCH TO OTHER PRODUCT TYPE

Interpretation:

From the study, it is seen that only 15.833% of the respondents never felt that they should switch. Other than that 22.5% felt rarely to switch. Then 32.5% felt sometimes to switch and also 29.16% felt it always.

Table 4.12 Table representing the product type you will switch to if such a situation comes.

Options	No: of respondents	Percentage
Cloth pads	12	10
Menstrual cups	92	76.6
Tampons	16	13.33
others	0	0
total	120	100

Source: primary data

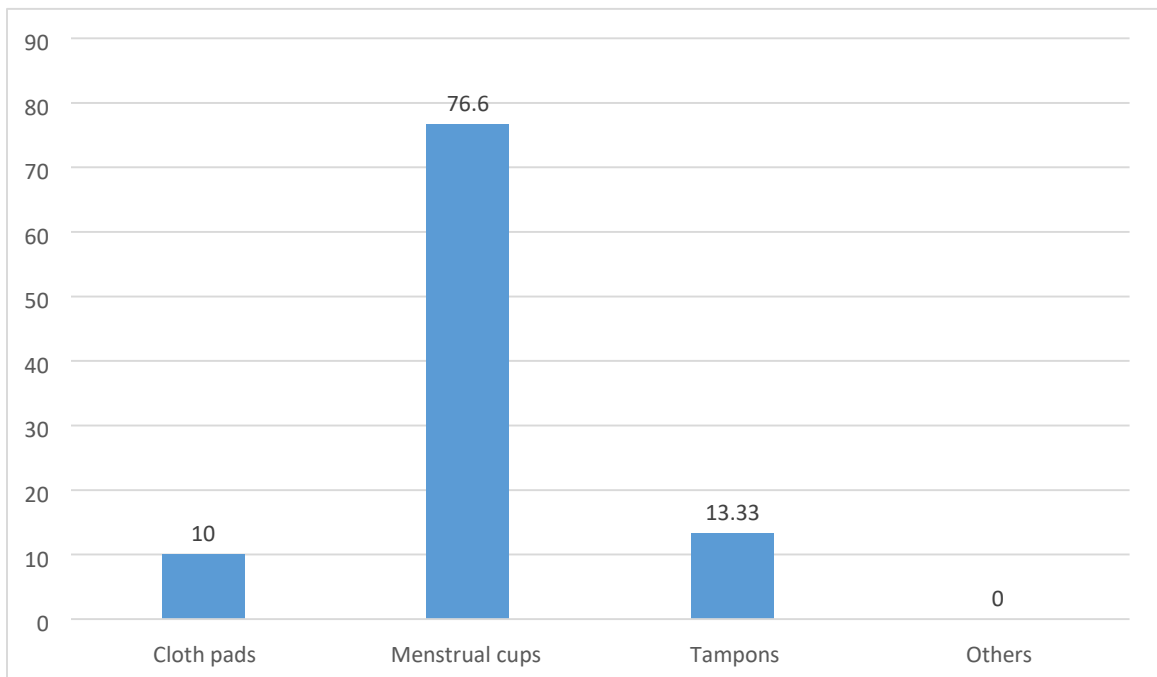


FIGURE 4.12 FIGURE SHOWING THE PRODUCT TYPE THEY WISH TO SWITCH

Interpretation:

According to this study, it is founded that more respondents wish to switch to the menstrual cups.

Table 4.13 Table representing whether they are facing any issues regarding the decomposition of these pads and wishes to have a sustainable and compostable versions of these pads

Options	No: of respondents	Percentage
Never	0	0
Rarely	22	18.33
Sometimes	72	60
Often	0	0
Always	26	21.66
Total	120	100

Source: primary data

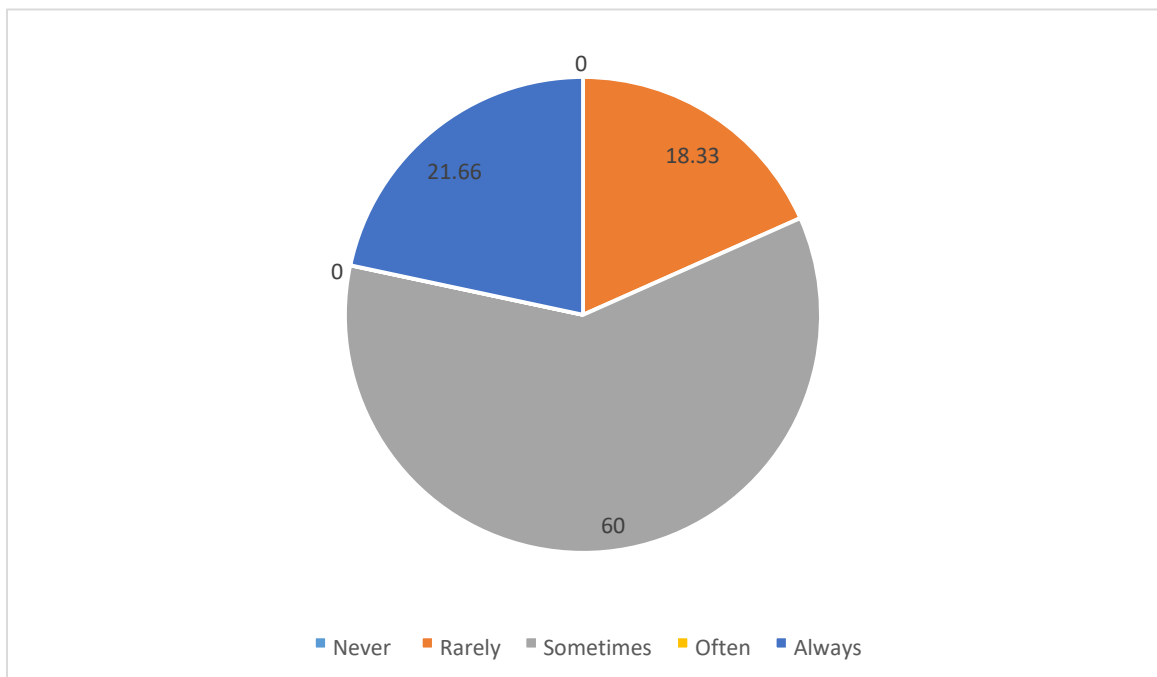


FIGURE 4.13 FIGURE REPRESENTING WHETHER THEY WISHES TO MOVE TO SUSTAINABLE AND COMPOSTABLE VERSIONS OF SANITARY PADS

Interpretation: From the graph, it is founded that more no: of respondents felt that they should move to other version of sanitary pads. More percentage is seen for the option of ‘sometimes’. It shows that 60% of the respondents sometimes felt so.

Table 4.14 Table representing if they are familiar with any such brands

Options	No: of respondents	Percentage
Not at all familiar	23	19.16
Slightly familiar	31	25.833
Moderately familiar	0	0
Very familiar	60	50
Extremely familiar	6	5
Total	120	100

Source: primary data

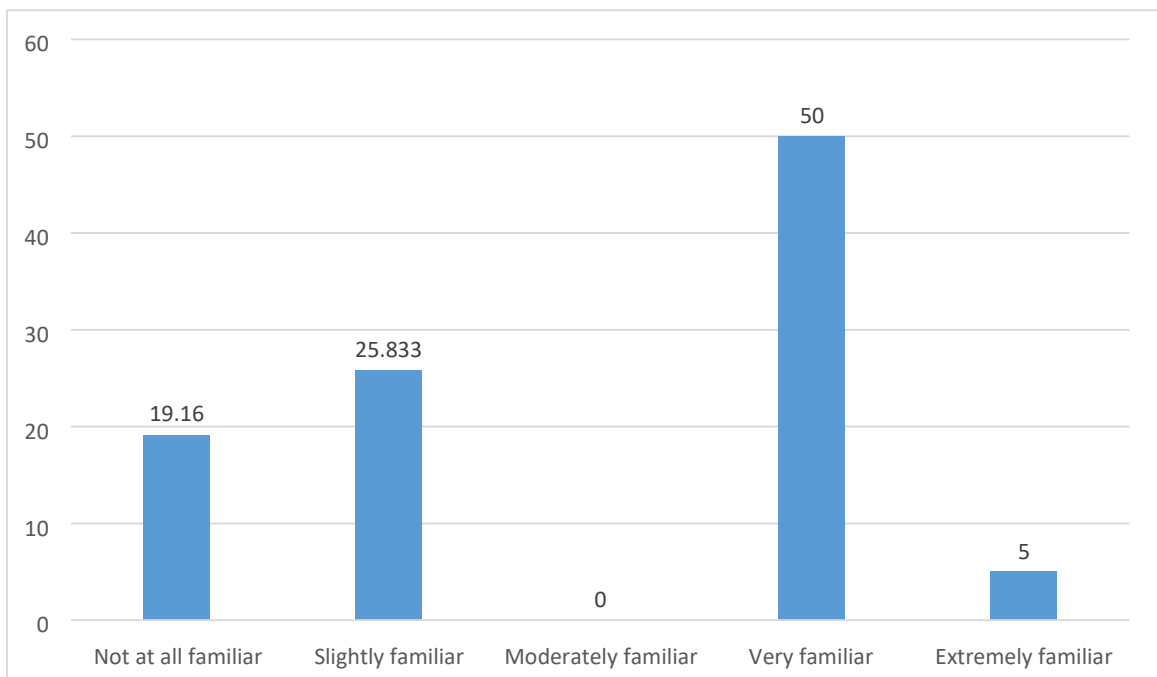


FIGURE 4.14 FIGURE REPRESENTING THE FAMILIARITY OF SUSTAINABLE COMPOSTABLE VERSIONS OF SANITARY PADS

Interpretation: It is analysed that about 97 respondents are familiar with different degree of familiarity of such brands that are sustainable and also compostable. About half of the total percentage of the respondents are very much familiar with such brands

Table 4.15 Table representing the names of such brands they are familiar with that are sustainable and compostable

Names	No: of respondents	Percentage
Saathi	34	28.33
PeeSafe	32	26.66
Sanion	6	5
Nua	25	20.833
Total	97	100

Source: primary data

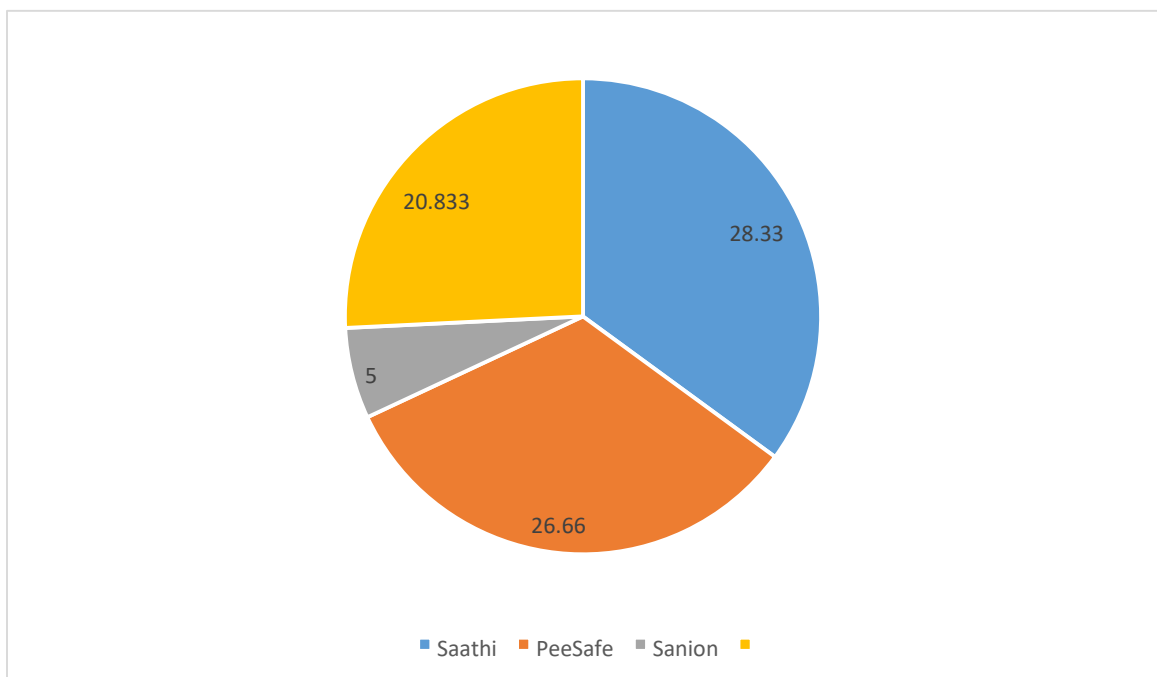


FIGURE 4.15 FIGURE REPRESENTING THE FAMILIAR BRANDS

Interpretation:

According to the analysis, Saathi and Nua have the highest respondents. And it is followed by the brand Nua. Saathi have the highest percentage of 28.33%. And the PeeSafe have the percentage of 26.66%

5.1 FINDINGS OF THE STUDY

As this study is been conducted among the women who had attained their menarche, we had also looked into their educational qualification as well as who the majority of the respondents are. Because these also plays an important role in the brand preference of these sanitary pads. Since it is also taken into the consideration we can see that as women attains more education and also if they have their own income also they will be more conscious about the menstrual hygiene and will also search for the best in the market. In the study we have more respondents who had their post-graduation. And also we have more students in this survey.

- The most of the respondents are using stayfree as their choice. And some have selected other than what mentioned in the list. Among that sirona is having the highest vote.
- Majority of the respondents are considering the absorbency of their sanitary pads they choose.
- 33.33% of them are always considering the size of the pads.
- Among the respondents they will consider the scent of the pads sometimes. They are always bothered about the comfort of usage of these sanitary pads.
- Around 25% of the respondents are never as well as rarely bothered about the no: of pads available in the packet.
- Majority of the respondents are rarely considering the packaging aspect of these sanitary pads.
- Majority of them are feeling that it is very important to look whether the pads are thick or thin pads.
- Around 58.33% of them feels that it is very important to give the importance to the pads with wings and leak protection. It clearly shows that they are very concerned about the leak protection.

A study on the brand preference and consumer behaviour on sanitary pads

- Majority of them is saying that it is very important to look for the antibacterial properties.
- And also the most of the respondents feels that it is extremely important to have the overnight pads.
- 57.5% of the respondents are saying that it is extremely important to have the respirable layers.
- Majority of them strongly agrees that they will buy those brand that makes them value for money. Also they are strongly agreeing that they usually buy during the promotional period.
- Half of the respondents says that they considers the well- known brands.
- Full respondents of the survey says that they considers the quality product with the health and hygiene.
- Nearly 83.33% of them are strongly agreeing that the recommendations are very useful for them.
- Majority of them strongly agrees that they like to get extras.
- 95% of them strongly agrees that they likes the brand that communicates well to the customers.
- They are also agreeing that they spends time in gathering information.
- In the survey it is seen that they are disagreeing that they follows the trend happening in the market.
- It is also evident that they are not wishing to get at the cheapest price.
- When looking into the most influencing factor for the purchase decision, it is seen that the recommendations from the friends and family is playing a major role.
- Most of them had previously switched from other brands and the main reason for that is the better choice that they got and which is also followed by the health issues.

A study on the brand preference and consumer behaviour on sanitary pads

- And still half percentage of the respondents are not satisfied with the product type that they are using. Most of them wishes to move towards the menstrual cups.
- Sometimes 60% of the respondents felt that they should have a sustainable and compostable version of sanitary pad. And for that they have the highest preference with Saathi brand.

So these are the findings analysed from the study conducted to find out the brand preference and the consumer behaviour on the sanitary pads.

5.2 SUGGESTIONS

After the study being conducted on the brand preference and the behaviour of women on the sanitary pads, it is clearly understood that the Sanion brand have to increase their popularity among the women. Because Sanion have their own best business practices and principles and also it is the best option for the women who are facing different types of issues as they are very much concerned in fulfilling the requirements of the customers. But still in this study it is seen that most of the respondents have little familiarity of this brand.

The company is making use of high quality materials which is the one factor that the customers are actually looking for. The company is looking forward to meet all the health requirements of the customers. As their products are dermatologically assured and not having any harmful ingredients which will be surely loved by the customers.

- So the company should try to enhance the brand awareness among the people for having increased popularity of the brand.
- Another way to get preferred is by increasing the customer engagement. Nowadays, more of them are spending much time online. So through social media, they can increase their engagement with them. Through their websites they can communicate with the customers and hence they can also make them know about the various benefits that they are providing through their pads.

Since more of the respondents are also saying that they loves such brand which communicates well with the customers, this will be very helpful.

- Make sure that the customers are satisfied and collect their feedback as it will help them to get recommended to the friends and family.
- As there is no advertisements for the Sanion brand, they can also think about it and invest in the advertisement for the brand which helps to position the brand in the customer's mind. It will also help to increase the awareness of this brand.
- Another important thing is that most of the respondents wishes to move towards the menstrual cups, so if possible they can also move towards the manufacturing of menstrual cups.
- Since their pads are not available through shops, they can also make arrangements to make these pads available through their websites and can also bring some amazing offers for the customers which is very helpful for them to increase their customer base.
- As it is mandatory for the schools and workplaces to install the pad vending machines, they can also collaborate with schools and different workplaces and could install the vending machines for the pads. By this they can increase the familiarity of the brand and also can contribute to the increased awareness on menstrual hygiene

5.3 CONCLUSION

The brand preference which is the topic under the study is reflecting the desire for using a company's products as well as the services. It will not get affected even if there are equally priced or are equally available in the market. There will be the desire to get that specific product even they have to pay more or even they have to give more effort. The company should be very much bothered about the brand preference. The reason for that is the brand preference will indicate the brand loyalty of the customers. It helps to identify whether their marketing efforts are successful. It also clearly indicates the strength of the brand under the study. The consumer behavior is very much useful in understanding the buying behavior of the customers.

So here, we had taken the sanitary pads for the study of the brand preference. And I had conducted the study at Wager International Pvt. Ltd. This is a well-reputed company at Kinfra Park, Koratty.

They have their own innovative techniques, modern infrastructure and high quality elements. It's a consumer-centric company. Hence they could deliver the best sanitary pad to the customers, as per the requirements of the customers. They are claiming that their pads are premium pads.

Hence, a study is conducted to find out the brand preference of sanitary pad. So we have analysed various factors to find out its impact on their purchase. And also find out the result for the study. Hence the result of this study is very much beneficial for this company as well as other companies too. So that they could increase their level of getting preferred by the customers. And accordingly they can somewhat predict how the customers are behaving and how they are taking the buying decisions.

I wish that the company will look for the better ways of establishment and also wishes to increase their customer base also.

