Brand preference(Whisper) - Study on Sanitary napkins

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Abstract

This survey is conducted to compare the attitude of people towards Whisper sanitary napkins. A sanitary napkin, sanitary towel, sanitary pad, menstrual pad, or pad is an absorbent item by women who are menstruating, bleeding after giving birth, recovering from gynaecological surgery, experiencing a miscarriage or abortion, or in any other situation where it is necessary to absorb a flow of blood from the vagina. The study shows us the dependability of choosing of sanitary napkin.

A menstrual pad is a type of feminine hygiene product that is worn externally, unlike tampons and menstrual cups which are worn inside the vagina. The frequency a woman will need to change her pad will vary depending on whether her menstrual flow is heavy or light.

The survey is conducted in Mumbai city through e-questionnaires. Data collected was analyzed using Excel based statistical tools.

Key words: Menstruation, Feminine Hygiene, Sanitary napkins

INTRODUCTION

The proportion of the world adolescents’ population is rising faster than that of other age groups. The onset of menstruation profoundly changes an adolescent pupil’s life. Young adolescent girls in schools need access to clean soft absorbent sanitary pads or products, as menstruation necessitates some form of sanitary protection. To meet this need, learning about perception and behaviour of adolescent’s on the use of sanitary protection is of pivotal significance to health education and their reproductive health, as attitude developed during this period is likely to be pursued to adult life and this trend may continue to their offspring. Pads come in different thickness and styles, depending on menstrual flow, and should be changed at least 3 - 4 hours regardless of the amount of staining for comfort and to prevent odour and infections. Unhygienic behavioural practice of not using sanitary pads during menstruation is a result of negative perception and behaviour thus endangering the reproductive health and wellbeing of these adolescent school girls especially in their early period of transition from childhood to adulthood. There is a limited availability of commercial sanitary pads and those that exist are financially out of reach for most women and girls. Clean clothing materials, toilet tissues, sanitary napkins, pads, tampons have been identified as materials used to manage menstruation. Women and girls constitute half of India’s
population. Yet, gender disparities remain a critical issue in India impacting women and girls’ education, health, and workforce participation. Data shows that girls are largely on par with boys up to adolescence, but with the onset of puberty, outcomes for girls begin to diverge and girls face increasing restrictions to their mobility and agency.

**Research objective**

This survey is conducted to compare the attitude of people towards Whisper sanitary napkins.

Proposed hypotheses:

H1: More than 32% of female use whisper.
H2: Average age of women who are willing to switch to Whisper at lower prices are more than 18 years.
H3: Purchasing sanitary pad is not independent on market.

**Literature review**

As per Alexandra Geertz There are over 355 million menstruating women and girls in India, but millions of women across the country still face significant barriers to a comfortable and dignified experience with menstrual hygiene management (MHM). A study found that 71% of girls in India report having no knowledge of menstruation before their first period. At menarche, schoolgirls in Jaipur, Rajasthan report their dominant feelings to be shock (25%), fear (30%), anxiety (69%), guilt (22%), and frustration (22%). Further, 70% of women in India say their family cannot afford to buy sanitary pads. And in 2012, 40% of all government schools lacked a functioning common toilet, and another 40% lacked a separate toilet for girls.

As per Adika There is a limited availability of commercial sanitary pads and those that exist are financially out of reach for most women and girls. Clean clothing materials, toilet tissues, sanitary napkins, pads, tampons have been identified as materials used to manage
menstruation The study attempts to determine the perception and behaviour of adolescent pupils on use of sanitary pads during menstruation; specifically to determine adolescent girls’ perception on use of sanitary pads during menstruation and also to assess their behaviour on use of sanitary pads for menstrual hygiene during menstruation.

Cooper and Koch reveals few sources of information as well as limited menstrual learning/training from schools, their mothers and other women. Results from this study revealed that mothers were cited as the primary source of information (39.3%) on use of sanitary pads, even though wrote that most mothers lacked the necessary skills to comfortably discuss such topics. It is the authors believe that source of information whether it is from mothers’ or others may influence their perception and behaviour on use of sanitary pads, as most teachings from mothers’ are fundamentally laid down cultural beliefs from ancestors even with regard to sanitary hygiene. Furthermore, the study showed that the source of information on use of sanitary pads were acquired also from mothers with 46.4% using two or more sanitary pads per day, and over 80% of the adolescent girls complaining of the cost of buying sanitary pads. Previous findings reveal that sanitary pads are not usually affordable for many adolescent girls of schooling age, and as such they use other materials and methods such as washing or staying away from school completely.

According to Shukla most girls are left to cope as best as they can with rags or other insufficient protection.

**Research methodology**

The research was started by collecting secondary data from various sources. The methodology used Survey method for the research work. The questionnaires are based on age. Our research is based on 60 respondents in Mumbai city. The research contains responses from different age groups. Measurement Technique used is: Excel based technique is used to test the hypothesis i.e. P-test, T-test and Chi- squared test.
Demographic

Age of respondents

Geographic

Purchasing place
Data analysis

Hypothesis 1: Z Data analysis

**HO:** \( P \geq 32\% \) of females uses whisper.

**HA:** \( P < 32\% \) of females uses whisper.

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<table>
<thead>
<tr>
<th>Brand</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cute carbo</td>
<td>1</td>
</tr>
<tr>
<td>Government pads</td>
<td>1</td>
</tr>
<tr>
<td>SHE comfort</td>
<td>8</td>
</tr>
<tr>
<td>SOFY</td>
<td>7</td>
</tr>
<tr>
<td>Stayfree</td>
<td>16</td>
</tr>
<tr>
<td>Whisper</td>
<td>20</td>
</tr>
<tr>
<td>WOW</td>
<td>7</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>60</strong></td>
</tr>
</tbody>
</table>

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**Observations:** We fail to reject the null less than 32\% of the female’s uses whisper

**Insights:** It could be because of the availability of other sanitary pads at lower prices.
Hypothesis 2: T test analysis

H_0: \mu \leq 18 \quad \text{Average age of women who are willing to switch to Whisper at lower prices are less than 18 years.}

H_a: \mu > 18 \quad \text{Average age of women who are willing to switch to Whisper at lower prices are more than 18 years.}

<table>
<thead>
<tr>
<th>AGE</th>
<th>Shifting to whisper</th>
<th>Grand Total</th>
<th>FREQUENCY</th>
<th>MID POINT</th>
<th>F*M</th>
<th>M-X'</th>
<th>(M-X')^2</th>
<th>F'(M-X')^2</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-18</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>16</td>
<td>155</td>
<td>-10</td>
<td>109</td>
<td>1,092</td>
</tr>
<tr>
<td>19-30</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>25</td>
<td>270</td>
<td>-1</td>
<td>2</td>
<td>23</td>
</tr>
<tr>
<td>31-45</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>38</td>
<td>380</td>
<td>12</td>
<td>145</td>
<td>1,452</td>
</tr>
<tr>
<td>Grand Total</td>
<td>31</td>
<td>31</td>
<td>31</td>
<td>78</td>
<td>805</td>
<td>0.15</td>
<td>257</td>
<td>2,567</td>
</tr>
</tbody>
</table>

\( n = 31 \)
\( N \quad H_0: \mu \leq 18 \)
\( A \quad H_a: \mu > 18 \)
\( T \quad \text{Right tail} \)
\( T \quad \text{T test} \)
\( A \quad 0.10 \)
\( P \quad 0.10 \)

\( C: \quad Z_{critical} = 1.31 \)
\( O: \quad Z_{observed} \)
\( x' = 26 \)
\( \mu = 18 \)
\( x' - \mu = 7.95 \)
\( s = 9.10 \)
\( sqrt(n) = 5.57 \)
\( n = 31 \)
\( s/sqrt(n) = 1.63 \)

\( Z_0 = 4.87 \)
\( D \quad Z_0 > Z_c \)
\( \text{Reject null} \)

Observations: We reject the null. Average age of women who are willing to switch to Whisper at lower prices are more than 18 years.

Insights: People who want Whisper, if they are getting at lower price then they are happy to switch from other brand.
Hypothesis 3: Chi-square analysis

**Ho**: Purchasing sanitary pad is independent on market.

**Ha**: Purchasing sanitary pad is not independent on market.

<table>
<thead>
<tr>
<th>Market</th>
<th>Respondents</th>
<th>OBSERVED</th>
<th>EXPECTED</th>
<th>(f0-fe)^2/fe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kirana store</td>
<td>22</td>
<td>22</td>
<td>11.8</td>
<td>8.82</td>
</tr>
<tr>
<td>Local chemist</td>
<td>13</td>
<td>13</td>
<td>11.8</td>
<td>0.12</td>
</tr>
<tr>
<td>Online</td>
<td>7</td>
<td>7</td>
<td>11.8</td>
<td>1.95</td>
</tr>
<tr>
<td>Others</td>
<td>5</td>
<td>5</td>
<td>11.8</td>
<td>3.92</td>
</tr>
<tr>
<td>Super market</td>
<td>12</td>
<td>12</td>
<td>11.8</td>
<td>0.003</td>
</tr>
<tr>
<td>Grand Total</td>
<td>59</td>
<td>59</td>
<td>59</td>
<td>14.81</td>
</tr>
</tbody>
</table>

\[ T_{CHI-SQUARED\ TEST} = 7.78 \]

\[ P < 0.01 \]

**Observations**: We reject the null purchasing sanitary pad is not independent on market.

**Insights**: People buy sanitary pads from different markets. It depends on the availability and price factor.
Conclusion

We conclude that during menstruation women should use sanitary pad. Women should not be shy while taking about their periods because it is very natural. Using sanitary pad is very hygienic. There are many women and girls in India who are dealing with menstrual infection. Girls should be educated enough by their teacher parents so, at the time of their periods they are well prepared and they know how to deal with it. In school they should be taught about the uses and importance of the sanitary pads.

Limitation of research

The study was conducted through e-questionnaire so only online user responses were part of the research and so offline user responses were not part of the research. There were no personal interviews conducted. Since we opted to survey a sample rather than the entire population, we had only limited responses. The survey is done in Mumbai city so the research findings cannot be applied.

References


http://www.indianmba.com/Faculty_Column/FC1537/fc1537.html

file:///C:/Users/sony/Desktop/Facts&Figures%201weekextra%20Engels.pdf


