



A study on consumer perception towards organic sanitary pads

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ABSTRACT

This study explores consumer comprehensions towards organic aseptic pads, fastening on crucial factors similar as mindfulness, health benefits, environmental impact, and pricing. The rising demand for sustainable products has encouraged the relinquishment of organic aseptic pads as a volition to conventional options that contain synthetic accoutrements and chemicals. The exploration employs a descriptive approach, using checks and questionnaires to gather data from 121 actors across different demographic backgrounds. Results indicate a high position of mindfulness (58.2) and relinquishment (95.9) of organic aseptic pads. still, pricing remains a challenge, with 56.6 perceiving these products as precious. The study also reveals that promotional conditioning relatively impacts copping opinions, and quality enterprises affect consumer prospects regarding comfort and leak forestallment. The findings punctuate the need for competitive pricing strategies, bettered mindfulness juggernauts, and enhanced product availability to encourage wider relinquishment of organic aseptic pads.

Keywords: *Organic sanitary pads, Consumer perception, Health benefits, Environmental sustainability, Marketing strategies, Pricing perception, Eco-friendly products.*

INTRODUCTION

Growing Mindfulness about health, environmental sustainability, and ethical consumption has started showing drastic changes in consumer geste in numerous diligences. One of the swift- growing requests relates to organic aseptic pads. Traditional aseptic products made from synthetic material and chemicals raised several questions about their impacts on women's health and the terrain. Organic aseptic pads, thus, crop as a safer volition that's also Eco-friendlier, made from natural and biodegradable accoutrements. This present study focuses on consumer perception related to organic aseptic pads in relation to aspects similar as mindfulness of the product, health benefits, and environmental impact on purchase guests. It's



veritably important for manufacturers and marketers to understand these comprehensions in order to develop a product that meets not only consumer requirements but also helps save the terrain. Since the demand for organic products is decreasingly growing, the present study will explore the arising trend and large motorists that impact consumer preference in this growing request.

REVIEW OF LITERATURE

The study by Soni et al. (2019) explores working women's perspectives on sustainable menstrual practices, focusing on awareness and use of eco-friendly products like menstrual cups and cloth pads. Through surveys and interviews with 250 women, the research finds that while many are aware of these products, only a few actively use them due to concerns about comfort, convenience, and social norms. The study calls for more awareness programs to encourage the adoption of sustainable menstrual practices.

Choudhary and Bhattacharjee (2018) analyze the environmental impact of sanitary napkin consumption and disposal. Surveying 400 women, the study finds a strong dependency on non-biodegradable napkins, with limited awareness of the associated environmental damage. It also highlights improper disposal methods as major contributors to pollution and advocates for greater promotion of biodegradable alternatives and better waste management systems.

Studies by Chauhan et al. (2021), Ram et al. (2020), and Mohite & Mohite (2016) examine menstrual product usage among various demographics. Chauhan's study identifies socioeconomic factors that influence sanitary napkin use among adolescents, showing higher adoption rates among wealthier, educated families.

Ram's research reveals that education, urban residence, and health information access increase disposable product usage, though rural, low-income women face affordability barriers. Mohite's study of adolescent girls in slums finds low awareness of hygiene practices, reliance on unhygienic methods, and inadequate access to sanitary products, recommending improved sanitation and education initiatives.



OBJECTIVES

- ❖ To assess the impact of health & safety claims associated with organic sanitary pads on purchase intent.
- ❖ To identify the relationship between pricing strategies (Premium vs Competitive) and consumer perception of the value offered by organic sanitary pads.
- ❖ To understand consumer expectations regarding organic sanitary pads.
- ❖ To analyse the Marketing Mix in shaping consumer perceptions of Organic Sanitary Pads.

METHODOLOGY

The exploration methodology involves collecting primary data through structured checks and questionnaires, fastening on women familiar with organic aseptic pads. This system allows for quantitative perceptivity into client preferences, with the questionnaire covering demographic details, comprehensions of organic pads, the influence of the marketing blend, and health benefit mindfulness.

The slice unit includes women from different backgrounds who have used or considered using organic pads, icing a varied representation. A sample size of 121 was chosen to balance feasibility and representativeness, aiming to give dependable perceptivity for statistical analysis. Using a simple arbitrary slice system, each party has an equal chance of selection, minimizing bias. The Cronbach's nascence for the scale is 0.716, indicating moderate internal thickness across 24 particulars, which is suitable for this exploratory study into consumer comprehensions of organic aseptic pads. farther scale refinement may ameliorate trustability but is presently acceptable for landing the construct's complexity.

ANALYSIS AND INTERPRETATION

The profile of the respondents for the research has been taken from various demographics such as age, student/employee, marital status, and annual income.



Table No: 1
DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S. No	Variable Name	Options	Frequency	Percentage
1	Age	below 20	4	3.6
		21-25	9	71.8
		26-35	18	16.4
		Above 35	79	8.2
2	Student/Employee	Student	51	41.8
		Business	26	21.3
		Employee	44	36.1
3	Marital Status	Single	71	58.2
		Married	50	41.0
4	Annual Income	100000-300000	60	70.5
		300000-500000	40	18.0
		Above 500000	20	11.5

INTERPRETATION

The age data reveals that the majority of respondents are younger adults, with 41.8% aged 21-25 and 27% aged 26-35. A smaller percentage of participants are over 35 (16.4%) or under 20 (13.9%). In terms of occupation, students are the largest group at 41.8%, followed by employees at 36.1% and business individuals at 21.3%, suggesting that most participants are either studying or working. Regarding marital status, 58.2% of respondents are single, and 41.0% are married, indicating that the sample leans towards unmarried individuals. The mean annual income, with a value of 1.78, suggests that respondents generally fall within a lower to middle-income range, depending on the specific scale used.



One - Way ANOVA

Table No: 2

AWARENESS OF ORGANIC PADS IN RESPONDENT'S AREA

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.255	2	.127	.570	.567
Within Groups	26.412	118	.224		
Total	26.667	120			

Null Hypothesis (H_0): There is no significant difference in awareness levels between the groups.

Alternative Hypothesis (H_1): There is a significant difference in awareness levels between the groups

INTERPRETATION

Since the significance value (Sig.) is 0.567, which is greater than 0.05, fail to reject the null hypothesis. Therefore, we conclude that there is no significant difference in awareness levels between the groups.



CORRELATION ANALYSIS

Table No: 3

AGE AND PERCEPTION OF HEALTH BENEFITS OF THE RESPONDENTS

Relationship between Age and perception of Health Benefits			
Age	Pearson Correlation	1	-.076
	Sig. (2-tailed)		.409
	N	121	121
Health Benefits	Pearson Correlation	-.076	1
	Sig. (2-tailed)	.409	
	N	121	121

Null Hypothesis (H₀): There is no significant relationship between age and perception of health benefits.

Alternative Hypothesis (H₁): There is a significant relationship between age and perception of health benefits.

INTERPRETATION

The p-value is 0.409, which is greater than the significance level of 0.05, fail to reject the null hypothesis. This means that there is no statistically significant relationship between “age” and perception of “health benefits”.



CHI – SQUARE ANALYSIS

Table No: 4

GEOGRAPHIC LOCATION & WILLINGNESS TO PURCHASE OF ORGANIC SANITARY PADS

Geographic Location	Ready to purchase the organic sanitary pads, if that have health benefits		Total
	Yes	No	
Urban Area	58	10	68
Rural Area Total	43	8	51
	101	18	119



Null Hypothesis (H₀): There is no significant association between geographic location and the willingness to purchase organic sanitary pads based on their health benefits.

Alternative Hypothesis (H₁): There is a significant association between geographic location and the willingness to purchase organic sanitary pads based on their health benefits.

INTERPRETATION

Since the p-value is 1.0, which is much greater than 0.05, fail to reject the null hypothesis. This means there is no significant association between geographic location (urban or rural) and willingness to purchase organic sanitary pads based on health benefits. Geographic location does not appear to influence the decision to purchase in this case.

CONCLUSION

The exploration concludes that while mindfulness of the health and environmental benefits of organic aseptic pads is growing, challenges like perceived high costs and lack of availability remain significant walls to wider relinquishment. The marketing blend, especially the product's perceived value and promotional sweats, plays a critical part in shaping consumer perception. The maturity of repliers expressed amenability to buy organic aseptic pads, handed they offer better value and align with consumer health and environmental enterprises. still, educational enterprise are essential to increase mindfulness, particularly in pastoral areas. The study highlights the need for brands to concentrate on affordability, effective communication of product benefits, and bettered distribution channels to meet consumer prospects and drive sustainable menstrual product relinquishment.

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