

CUSTOMER PERCEPTION TOWARDS

NON-SYSTHETIC SANITARY NAPKINS

(ORGANIC / COTTON / HEMP / BAMBOO PULP / WOOD PULP)

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To Cite this Article

Dr. Sudeshna T¹, Ms. Manopriyanka M²,” **CUSTOMER PERCEPTION TOWARDS**

NON-SYSTHETIC SANITARY NAPKINS (ORGANIC / COTTON / HEMP / BAMBOO PULP / WOOD PULP)” Musik In Bayern, Vol. 90, Issue 3, Mar 2025, pp15-34

Article Info

Received: 23—01-2025 Revised: 22-02-2025 Accepted: 07-03-2025 Published: 17-03-2025

Abstract

Non-synthetic sanitary napkins are made up of organic cotton, hemp, bamboo pulp, wood pulp etc. It is free from all harmful toxins and plastic. These sanitary napkins are a little higher on the price as compared to the ordinary napkins available in the market, because of their superior quality. Due to the lack of plastic or any other harmful chemicals in organic sanitary napkins. Non-synthetic napkins can be created from recycled paper pulp, organic cotton, organic bamboo, banana tree shoots, or organic rayon from eucalyptus trees, as an alternative to the many different types of polymers used in traditional napkins. Because these napkins don't contain any hazardous chemicals, they have less of an impact on the environment and pose less health risks to women who menstruate. This study aims to identify the buying perception of women towards sanitary napkins and to identify perception of women towards non-synthetic sanitary napkins.

Key Words: Non-synthetic napkins, Customers perception, Heath and hygiene

INTRODUCTION

Our ancestors had a much harder time dealing with their ‘that time of the month’. From wood pulp, to sand to pieces of wool. The sanitary pad has gone through several stages

of evolution before it became the familiar piece of sanitised textile. Usage of rags and pieces of cloth as pad by women dates back to ancient times. That's also why the phrase being "on the rag" is used as a euphemism for menstruation. One of the first few documented evidence of the usage of the rags during menstruation goes back to Ancient Greece. One of the first few documented evidence of the usage of rags during menstruation goes back to Hellenistic Greece in the 4th century AD. Once upon a time in China, several decades ago, women used sand-filled cloth as a sanitary pad. When the pad was wet, they would get rid of the sand and wash the cloth for future use during their period. Papyrus was used in Ancient Egypt after soaking in water. People began experimenting with different kind of menstrual products commercially as early as the 1850s.

This was a progression from cotton and flannel being pinned in the bloomers in the 1800s. The first echoes of sanitary napkins could be heard in all of these products. Attempts at commercializing them were also made in 1888 with a product called the Southall pad.

Similarly, Johnson & Johnson also developed something called Lister's Towel: Sanitary Towels for Ladies in the 1890s. However, they made their way to India a little later than its western counterparts. The closest prototype to contemporary sanitary napkins came in 1921 when Kotex napkins entered the US markets. This also became the first commercially available, disposable pad in mainstream, popular history. It owes its origin to the First World War when nurses realized that the super-absorbent bandages with a cotton-acrylic blend used for wounded soldiers, can also help them tackle their menstrual flow. The same material was later introduced as Kotex, named after its 'cotton-texture' or 'cot-tex'.

For the longest time, the retailing of the napkins was confined to upper-class women, as others couldn't afford them. Additionally, due to the taboo around periods, there were jars in which women could drop the money, and collect the napkins from a box without interacting with mostly-male shopkeepers. This was how things were in the US in the early 20th century. In 21st century women use a lot of menstrual products from different kinds of materials but still menstruation and menstruation products are considered as taboo in many places.

CUSTOMERS PERCEPTION

Consumer perception refers to the thoughts, emotions, and assumptions that consumers have about a brand. It is crucial for fostering customer retention and loyalty as well as brand recognition and reputation. Customers' opinions of a product have an impact on

customer acquisition, customer retention, and even a capacity to obtain finance. In other words, fostering a favourable consumer perception is essential for success.

Interactions between a firm and its customers, both direct and indirect, affect customer perception. Social media, online reviews, pricing, product quality, and influencers are just a few of the elements that have an impact on consumer perception. Several factors, such as the calibre of the product or service, the cost, and the experience of the client, are beyond one's control. However, other things, like reviews and social media posts, are out of one's control.

The entire process of customer perception starts when a consumer sees or gets information about a particular product. The customer collects information about a product and interprets the information to make a meaningful image of a particular product. Customers form an opinion of a product when they see commercials, promotions, customer reviews, social media comments, etc. related to the product. This procedure keeps going until the customer forms a perception of the product.

Consumer perception has a significant impact on purchasing behaviour. Thus, businesses go above and above to give their customers a positive and fulfilling experience. Businesses are willing to invest money and time to shape customer image and encourage profitable consumer behaviour. For businesses or brands, it is crucial since it reveals what prospective buyers think of them. It is crucial because if customers have a bad impression, no amount of brand or product improvement can increase sales. Companies must constantly be aware of how their customers view them in order to adjust their positioning or promotions and ensure that the brand's image and identity are consistent.

Furthermore, it is very important since consumer perceptions of businesses sometimes persist in their thoughts for a long time and perhaps even become permanent. The brand's future reach depends on the first customer' perceptions, thus they must be favourable. The bottom line is impacted by the brand's poor perception among all customers.

Factors Influencing Perception

COMPANY PROFILE: 93% of shoppers read online reviews before making a purchase. So, how potential buyers see your brand can be greatly influenced by the internet reviews you receive. Customers like to transact with businesses that share their beliefs. The clients' opinion of the brand is greatly influenced by the public company principles one uphold.

PRICE: Price is, of course, key in consumer decision-making but is not as important as you may think. And lower is not always better. You need to carefully price your products to reflect on how you want customers to perceive them.

DEMOGRAPHIC: Demographics also play a big part in customer behaviour. If consumers perceive that a company only caters to certain types of clientele and they're not in it they're unlikely to use that brand for fear of feeling out of place. This is why luxury brands are so selective about their customers.

BRAND: Branding is an incredibly powerful tool for influencing public perception. Colour, tone of voice, even store decoration and packaging can heavily influence how people perceive your brand.

ONLINE REVIEW: Customer reviews on the sites or elsewhere offer a great opportunity to influence customer perceptions. When people see resolving issues online, it helps to form a positive impression. The same goes for the content that people see about the brand on blogs and social media.

NON-SYNTHETIC SANITARY NAPKINS

Non-synthetic sanitary napkins are made up of organic cotton, hemp, bamboo pulp, wood pulp etc. It is free from all harmful toxins and plastic. These sanitary napkins are a little higher on the price as compared to the ordinary napkins available in the market, because of their superior quality. Due to the lack of plastic or any other harmful chemicals in organic sanitary napkins.

Non-synthetic napkins can be created from recycled paper pulp, organic cotton, organic bamboo, banana tree shoots, or organic rayon from eucalyptus trees, as an alternative to the many different types of polymers used in traditional napkins. Because these napkins don't contain any hazardous chemicals, they have less of an impact on the environment and pose less health risks to women who menstruate.

COTTON SANITARY NAPKINS:

These napkins are created from bamboo fibre and organic cotton to provide the best possible leakage prevention. These disposable napkins are individually wrapped and fragrance-free. They have no negative consequences and are innately soft and absorbent. Organic cotton napkins are preferable even in terms of cleanliness since they actively thwart bacterial and fungal growth brought on by too much moisture.

HEMP NAPKINS:

Hemp fibers have antibiotic and health care effects. The use of sanitary napkins made with hemp based fiber during menstruation can improve the vaginal microecosystem and reduce infections.

BAMBOO PUPL:

In Bamboo sanitary napkins, the core is made of bamboo fibre which is super absorbent and comfortable to ensure protection. Bamboo fibre offers up to 40% more absorption than cotton.

WOOD PULP:

Certain sanitary napkins contain wood pulp. Wood pulp goes through a bleaching procedure to make it whiter and lighter in colour so that dioxins can't be produced there. Including other natural brands, almost all sanitary napkins include wood pulp as their absorbent core. Wood pulp is a well-known irritant that comes from trees.

IMPORTANCE OF NON-SYNTHETIC NAPKINS

COMFORT:

The non-synthetic napkins are made with 100% natural products like hemp, wood pulp, bamboo pulp, or cotton, unlike regular napkins that constitute plastic, other polymers, and toxic chemical additives. Organic napkins are better than regular napkins. They're extremely comfortable and better for your health and the environment. Organic napkins are entirely biodegradable and contain no chemicals like dioxins, which are a by-product of bleaching.

BREATHABILITY:

Ordinary sanitary napkins contain a lot of plastic and might irritate skin and trigger allergic responses. Organic napkins have a comfortable organic cotton layer that lets your skin breathe and an absorbent cellulose core that locks away menstrual fluid to keep you dry.

FRAGRANCE AND FRESHNESS:

Traditional sanitary napkins typically have scent added to them to mask the smell of menstrual blood and give off a sensation of freshness. Another class of manmade substances, however, frequently aids in bacterial infections. Organic cotton napkins are absolutely safe for even the most sensitive skin types because they are

fragrant and perfume-free. Women feel fresher after using cotton napkins since they feel more comfortable and they get dry quickly.

TOXIC CHEMICALS:

The synthetic pad is generally bleached with toxic chemicals such as chlorine bleach. Such products have the potential to penetrate the skin and enter the body when used in or close to the vagina. There is no chance of vaginal exposure with organic sanitary pads because none of these potentially dangerous chemical components are used in their production.

ECO-FRIENDLY:

Non-synthetic sanitary napkins contain very little to no plastic, compared to the 90% plastic found in conventional sanitary napkins. These napkins have no extra aroma and are devoid of pollutants and chemicals. They are both safe for women and environmentally friendly because they break down considerably more quickly.

NEED FOR THE STUDY

The absorbent that Indian women use the most frequently is a sanitary napkin. As it is a non-biodegradable product, sanitary napkins prove to be a threat to the environment. According to studies, it takes around 500 years for a sanitary napkin to decompose. Using chlorine compounds that include dioxin, one of the most harmful carcinogens connected to an increased risk of endometriosis, decreased fertility, cervical cancer, UTI, etc., inorganic sanitary pads are made. Such products also worsen the existing environmental conditions regarding plastic waste disposal. Organic pads are made out of organic cotton. It is free from any dangerous pollutants and plastic. Due to their exceptional quality, these sanitary pads are somewhat more expensive than other pads sold in stores. I believe the study is necessary because knowing about non- synthetic sanitary napkins among women is must. It will contribute to a better understanding of the non- synthetic sanitary napkins and specifically the perception towards non-synthetic napkins among women. Many women from different age group, profession, life style, etc will be benefited from this research by understanding their perception and buying behaviour towards non-synthetic sanitary napkins. Many women will come to know about the various types of sanitary napkins available in the market.

OBJECTIVES OF THE STUDY

1. To identify the buying perception of women towards sanitary napkins.
2. To analyse price as a factor for purchase decision of sanitary napkins.
3. To identify perception of women towards non-synthetic sanitary napkins.

DATA COLLECTION

This study is done using primary data. Primary data is collected using questionnaire method. A structured questionnaire is used and distributed online to only female respondents. The questionnaire uses Multiple choice Questions and few descriptive questions from the consumers to understand their perception towards non-synthetic sanitary napkins.

The survey was done online with google forms. Samples were selected depending across different age group, income level, marital status, education level and occupation. The total sample included 80 women. Purposive sampling method was used for the study.

LIMITATIONS:

This research, however, is subject to several limitations. Such limitations are, that many people still see menstruation as taboo in our culture, there weren't enough responses for this survey to demonstrate the broader picture. The respondents are from Chennai city and a larger pool of responses may lead to more empirical conclusions.

REVIEW OF LITERATURE

J. Joseph, N. Elangovan and E. Sundaravel (January, 2022), on the topic 'Attitude of urban women towards sustainable sanitary products: A study in Bengaluru'. The objective of the study is to determine what prevents women from the urban Indian population from converting to these sustainable, safe alternatives that have been advised by healthcare professionals, to research the advantages of several eco-friendly sanitary product substitutes. This study focuses on menstruating women from the geographic region of urban Bengaluru falling under the age group of 15-55 years. In conclusion, the research states there are still many women in metropolitan Bengaluru who appear to be aware of the many sustainable products and their presence, the likelihood that they would make a purchase is minimal. The major factor that influences the buying intentions of Indian women is product awareness.

Park and Kyungim Kim (2022), on the topic 'Women's attitudes toward certification logos, labels, and advertisements for organic disposable sanitary pads: results from a multi-city crosssectional survey'. The present study examined whether a relationship could be found between these attitudes and OSPs purchasing behaviour. Korean adult women who had purchased OSPs participated in a self-reported online survey used for this study. The study

questionnaire was divided into four sections, covering the sociodemographic data of the respondents as well as the features of OSP purchasing behaviour and attitudes regarding OSP. The conclusion of the study states, high reliability was found for the certification logos, labels on the product packaging, and advertisements of OSPs. Respondents indicated that these had fairly positive effects on their decision-making regarding product reliability, product image, and their own purchasing behaviour. The aspects most frequently affected from the informants were safety to human health. The findings of this investigation make it very evident how crucial it is for OSP companies to use certification logos, labels, and promotions.

Manasanan Rujipanit (September 11, 2021), on the topic ‘A Study Of Factors That Influences Female In Purchasing Sanitary Napkin In Thailand’. The study is to investigate deep down the reason of female behind the purchasing decision. This thematic paper considers the factors as price consciousness, brand trust, user review and promotion. The study's findings indicated that the only factor influencing women to buy sanitary napkins is promotion.

Yemisrach Getie (June, 2021), on the topic ‘An assessment of factor’s influencing consumer Brand Preference and Brand Loyalty in The Case of Sanitary Napkin Pad Products among Bahir Dar University Female Students’. The sample taken for the study was 357 participants from 5000 female students in the Bahirdar University with 95.5% rate of response. This finding also indicates that the predictor variables Quality advertising, reference group, satisfaction, and brand image has statistically significant difference on Consumer brand preference brand loyalty but price, has significant difference only on brand loyalty.

Dr.M.Sumithra (January, 2021), on the topic ‘A Study On Customer Awareness Of Sanitary Napkins’. This study is based on menstrual issues that are a severe problem for women and mature young adults. The researcher says, the majority of problems with menstruation health are caused by poor sanitation and a lack of awareness. The objective of the study is to analyse the preference, reference and awareness of customers towards sanitary napkins.

The results of the survey indicate that choosing a sanitary napkin is largely a personal choice based on personal preferences and cultural acceptability.

Azita Mirzaie (2021), on the topic ‘Life cycle assessment of the unbleached bamboo sanitary pad’. A case study has been performed at the Hempur company in Stockholm, Sweden, to evaluate potential environmental impacts of a sanitary disposal pad made almost entirely of unbleached bamboo pulp and polylactic plastic (PLA). The study's objectives were

accomplished using a comparative life cycle assessment methodology to identify potential trade-offs between Hempur disposable sanitary pads and a conventional disposable sanitary pad consisting of non-biodegradable polymers and bleached wood pulp. Finally, this study suggests that other alternatives for PLA and use bamboo in the core part of Hempur sanitary pad should be considered and assessed. In this study, however, parts of the life cycle inventory process were omitted due to a lack of data on the materials and process method, which may affect the precision of the results

Dr.Manjeet Kaur, Dr. Neha Gadgil (2021), on the topic ‘A Pilot Survey Study of Menstrual Cycle Inapparently Healthy Females of Different Body Mass Index’. Lifestyle disorders are brought on by changes in eating and living behaviours. Women's menstrual cycles are most impacted by this. In addition, a sedentary lifestyle and a lack of regular exercise cause an elevated body mass index. So, the purpose of this study was to ascertain the relationship between the menstrual cycle and various body mass indices. An observational, cross-sectional interview-based pilot research was carried out on women between the ages of 18 and 30 who appeared to be in good health to ascertain the characteristics, nature, or control of the menstrual cycle. Six seemingly healthy female volunteers with BMIs ranging from 17 to 30 were questioned. As this was only a pilot research, conclusions cannot be drawn. Large sample size needs to be the subject of more research.

Sukran Kara(2021), on the topic ‘A Research Study about the Expectations from Sanitary Napkins, Current Problems and Design of a Functional Sanitary Napkin’. In this study, a detailed survey was conducted to 500 women living in different regions of Turkey. In the first parts of the survey, the expectations from sanitary napkins, perception of sanitary napkin performance characteristics and the problems in current sanitary napkins were questioned. In addition, some information to design a novel/functional sanitary napkin was collected. The researcher used percentage analysis for the study. The conclusion says, the most frequent problems in current pads were leakage, odour and the need of frequent changes. There were some statistically significant differences between the expectations, sanitary napkin selection factors and problems of the women depending on the age ranges.

Shekhar Chauhan, Pradeep Kumar, Strong Pillar Marbaniang, Shobhit Srivastava, Ratna Patel, Preeti Dhillon (2021), on the topic ‘Examining the predictors of use of sanitary napkins among adolescent girls: A multi-level approach’. The 14,625 teenage females in the

study's sample ranged in age from 10 to 19. Using a multi-stage systematic sampling strategy, the research sample was chosen. The determinants influencing sanitary napkin use at the individual and societal levels were found using multilevel logistic regression (MLR). The conclusion states, In order for teenage girls to reach their full potential and for the sake of public health, it is essential that they have access to sanitary menstrual management tools. There is a need for programmes to improve menstruation hygiene. Increasing females' access to school may also have measurable effects on menstrual hygiene.

ANALYSIS AND INTERPRETATION

GENERAL DEMOGRAPHICS

This survey is conducted amongst women whose responses are collected and analyzed. The respondents are classified on the basis of Age, Income, Marital status, Education and Occupation. The following table no: 1 states the classification of respondents based on Age, Income, Marital status, Education and Occupation.

TABLE NO: 1

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.No.	Demographic variables	Category	Frequency	Percentage (100 %)
1	Age	13-20	13	16.3
		20-27	38	47.5
		28-34	13	16.3
		35-41	8	10.0
		42 & above	8	10.0
2	Income level per month	Less than Rs 150 00	39	48.8
		Rs 15001- Rs 30000	20	25.0
		Rs 30001- Rs 60000	10	12.5
		More than Rs 60000	11	13.8
3	Marital status	Single	55	68.8
		Married	22	31.3

4	Educational level	Higher secondary	4	5.0
		Undergraduate	38	47.5
		Postgraduate	27	33.8
		Others	11	13.8
5	Occupation	Student	35	43.8
		Self employed	12	15.0
		Employed	24	30.0
		Others	9	11.3

Source : Primary Data**INTERPRETATION:**

From the above table it can be seen that, the percentage from all the statements of Age, the highest percentage is 20-27 with 47.5% and the lowest percentage is 35-41 and 42 & above with 10.0% each. With respect to income the highest percentage is Less than Rs. 15000 with 48.8% and the lowest percentage is Rs.30001- Rs 60000 with 12.5%. From all the statements of Marital status, the highest percentage is Single with 68.8% and the lowest percentage is Married with 31.3%. With respect to education the highest percentage is Undergraduate with 47.5% and the lowest percentage is Higher secondary with 5.0%.

SPECIFIC DEMOGRAPHIC**TABLE NO: 2****SPECIFIC DEMOGRAPHICS OF THE RESPONDENTS**

S.No.	Demographic variables	Category	Frequency	Percentage (100 %)
1	How long have you been consuming your current brand of sanitary napkin?	Less than 1 year	6	7.5
		1-3 years	10	12.5
		4-6 years	14	17.5
		More than 6 years	50	62.5
2	Are you aware of organic sanitary napkins available in market?	Yes	65	81.3
		No	15	18.8

3	Have you used organic sanitary napkin?	Yes	29	36.3
		No	51	63.8

Source : Primary Data**INTERPRETATION:**

From the above table it can be seen that, the percentage from the statement of “How long have you been consuming your current brand of sanitary napkin?” the highest percentage is More than 6 years with 62.5% and the lowest percentage is Less than 1 year with 7.5%. From the above table it can be seen that, the percentage from the statement of “Are you aware of organic sanitary napkins available in market?” the highest percentage is Yes with 81.3% and the lowest percentage is No with 18.8%. From the above table it can be seen that, the percentage from the statement of “Have you used organic sanitary napkin?” the highest percentage is No with 63.8% and the lowest percentage is Yes with 36.3%.

BUYING PERCEPTION**TABLE NO: 3****BUYING PERCEPTION – WEIGHTED MEAN AND STANDARD DEVIATION**

S.No.	Statements	Weighted Mean Scores	Standard deviation
1	I usually give Importance to health and hygiene while selecting my sanitary napkin	4.29	0.72
2	I spend a lot of time gathering information about the product before I purchase it	3.86	0.98

3	I usually buy wellknown brands when it comes to menstrual products	4.09	0.84
4	I feel comfortable buying the product when I have gotten others' user reviews	3.91	1.00
5	I tend to buy the product due to its advertisement via various media	3.36	1.19
6	Once I prefer some brand, I keep buying the product from this brand for a long period of time	4.09	0.98

Source : Primary Data

INTERPRETATION:

From the above table it can be seen that, the weighted mean scores from all the statements the highest weighted mean is 4.29 and the lowest weighted mean is 3.36. So, the statement indicates that the respondents have agreed to the statement measuring buying perception.

PRICE

It is measured using 5 statements on five point Likert scale ranging from “Strongly agree to Strongly disagree”

TABLE NO: 4

PRICE – WEIGHTED MEAN AND STANDARD DEVIATION

S.No.	Statements	Weighted Mean Scores	Standard deviation
1	I prefer to buy the product that gives value for my money	4.14	0.82

2	I believe price is the most determinant factor for purchasing my sanitary napkin	3.78	1.03
3	I am willing to buy my sanitary napkin only at affordable price	3.74	1.04
4	I tend to buy the product at a discount	3.38	1.13
5	I think the money saved by finding low prices is usually not worth the time and effort	3.49	1.14
6	I tend to buy sanitary napkins without caring about the price	3.73	1.07

Source : Primary Data

INTERPERTATION:

From the above table it can be seen that, the weighted mean scores from all the statements the highest weighted mean is 4.14 and the lowest weighted mean is 3.38. So, the statement indicates that the respondents have agreed to the statement measuring perception about price of sanitary napkins.

PERCEPTION TOWARDS NON-SYNTHETIC SANITARY NAPKINS

TABLE NO: 5
PERCEPTION TOWARDS NON-SYNTHETIC SANITARY NAPKINS– WEIGHTED MEAN AND STANDARD DEVIATION

S.No.	Statements	Weighted Mean Scores	Standard deviation

1	I will consider buying non-synthetic sanitary napkins	4.03	0.90
2	I think non-synthetic sanitary napkins have positive environmental effect than synthetic sanitary napkins	4.10	0.91
3	I believe there is easy availability of nonsynthetic sanitary napkins in the market	3.80	0.86
4	I prefer lower cost synthetic napkins over high-cost non-synthetic napkins	3.60	1.10
5	I prefer lower cost synthetic napkins over high-cost non-synthetic napkins	3.78	1.07
6	I am willing to purchase non-synthetic sanitary napkins than synthetic sanitary napkin	3.94	0.95

INTERPRETATION:

From the above table it can be seen that, the weighted mean scores from all the statements the highest weighted mean is 4.10 and the lowest weighted mean is 3.60. So, the statement indicates that the respondents have agreed to the statement measuring perception towards non-synthetic sanitary napkins.

OVERALL WEIGHTED MEAN SCORE TABLE NO: 3.3.4

SUMMARY OF THE FACTORS OF THE STUDY

S.No.	Factors	Overall Weighted Mean Scores
1	Buying perception	3.93
2	Price	3.71
3	Perception towards Non-synthetic sanitary napkins	3.87

INTERPRETATION:

From the above table depicts the summary of overall weighted mean scores of all the factors of the study. It can be seen that, all the factors of the study namely: buying perception, price, perception towards non-synthetic sanitary napkins have an overall weighted mean score of above 3 indicating that the respondents have moderately agreed to these three statements that measured the aforesaid factors.

FINDINGS BASED ON t-TEST

The second objective of the study was to analyse price as a factor for purchase decision of sanitary napkins based on marital status. The results for the second objective, based on t-test, are summarised as follows. There is no significant difference amongst the respondent with respect of all the three factors namely buying perception, price, perception towards nonsynthetic sanitary napkins on marital status. The perception of respondents remains unchanged for single and married women.

FNDINGS BASED ON ANOVA

The third objective of the study was to identify the perception of women towards non-synthetic sanitary napkins based on age, income, education and occupation. The results for the third objective, based on ANOVA, are summarised below.

There exist no significant difference amongst the respondents with respect to buying perception based on age, income, education and occupation.

There exist no significant difference amongst the respondents with respect price based on age, income, education and occupation.

There exist no significant difference amongst the respondents with respect to

perception towards non-synthetic sanitary napkins based on age, income, education and occupation.

Thus, the perception of the respondents on non-synthetic sanitary napkins, remains unchanged for the age group from 13 to 42 & above, any of the monthly income groups, education and occupation factors.

SCOPE FOR FUTURE RESEARCH

This study can be used as a base to identify buying behaviour of women towards non-synthetic sanitary napkins. A comparative study can be done with respect to perception of synthetic and non-synthetic sanitary napkins and Benefits of synthetic and non-synthetic sanitary napkins. The study can be lead to awareness of non-synthetic sanitary napkins among women.

IMPLICATIONS OF THE STUDY

This study aimed to bring an awareness and change in the perception of women towards non-synthetic sanitary napkins by examining the important factors for buying a sanitary napkin. In order to get environment friendly, a napkin should possess good amount of quality organic substances to let the skin breath, to feel comfortable and easily degradable. Different people have different preferences with respect to the price, brand etc. The manufacturer should be able to provide according to customer needs and satisfaction. A wide spread knowledge about non-synthetic sanitary napkins provided by the manufactures and Government which will increase the awareness amongst women.

CONCLUSION

Menstruation is a healthy and normal aspect of a woman's life. Each woman will have a unique viewpoint due to the differences in their bodies. The level of comfort that women feel using a sanitary napkin determines their preference. Others may not want to go from their comfort zone, while other people may be prepared to try different things and see which suits them best. No matter what influences women's choice of sanitary napkin, preventing the cycle from interfering with a healthy life should come first. The study is based on various factor like buying perception towards sanitary napkins, price, perception towards non-synthetic sanitary napkins made with substances like cotton, hemp, wood pulp, bamboo pulp etc. Based on information collected through form, I conclude that, the majority of respondents agreed that they planned to purchase sanitary napkins based on brand, familiarity, influence of advertisement and user reviews. Several respondents strongly agreed that once they develop a preference for a particular brand, they will stick with it for a considerable amount of time.

Reviews and advertisement influence are considered to be as important as promotion for perception by all respondents. Positive review can be established through positive product reinforcement, which results from continuous product improvement and awareness especially for sanitary napkins since it deals with health and hygiene. For sanitary napkins, the price have a great impact on buying perception. The respondents are ready to give the price the manufacturer fixes but only that sanitary napkin has value for the money. Most of the respondents agreed that they are willing to buy sanitary napkins at affordable price. If the brands perform similarly on the key criteria, consumers are more likely to favour cheaper products than more costly ones. The main objective of the study is to identify women's perception towards non-synthetic sanitary napkins. Many respondents agreed that they will consider buying non-synthetic sanitary napkins for the first time and they think non-synthetic sanitary napkins have positive environmental effect than synthetic napkins. Some of the respondents says they are willing to buy non-synthetic sanitary napkins over synthetic napkins. The respondents also believe that there is easy availability of synthetic sanitary as majority of respondents says they prefer synthetic napkins because they are easy availability in market which need to be changed. The non-synthetic sanitary napkins should also be available in the physical as well as online market for better change. I conclude that that selection of sanitary napkin is very much a personal decision based on user preferences and cultural acceptability but the proper awareness and availability of non-synthetic sanitary napkins are much needed in the society.

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