

Dissertation Presentation

For the partial fulfillment for the award for the degree

of

Masters of Business Administration (MBA)

in

Pharmaceutical Management

by

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Under the supervision and guidance of

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**A STUDY
ON
CONSUMER AWARENESS
AND
PURCHASE DECISIONS
OF FEMININE HYGIENE PRODUCTS**

Introduction

- **Female hygiene products are personal care products used at the time of menstruation, vaginal discharge, and other bodily functions associated with vulva or vagina.**
- **Some these products are reusable while others are disposable.**
- **Reusable products are:- Menstrual cups, menstrual cloth pads, period panties and sponges.**
- **Disposable products are:- Sanitary napkins, tampons, pantyliners.**
- **Every year, almost 60% of women in India are diagnosed with vaginal and urinary tract disorders and infections as a result of inadequate menstrual hygiene.**
- **The demand for feminine hygiene products has risen as a result of increased awareness about intimate cleanliness and a preference for menstruation products.**

Market Scenario of feminine hygiene product

During the forecast period of 2021-2026, the worldwide feminine hygiene market is expected to grow at a CAGR of 6.7 percent.

The projected period of 2020-2025, the Indian feminine hygiene market is expected to grow at a CAGR of 16.18 percent.

Procter & Gamble, Kimberly-Clark Corporation, Unicharm Corporation, and Johnson & Johnson are some of the leading global players in the market.

The demand for feminine hygiene products has risen as a result of increased awareness about intimate cleanliness and a preference for menstruation products.

Objective

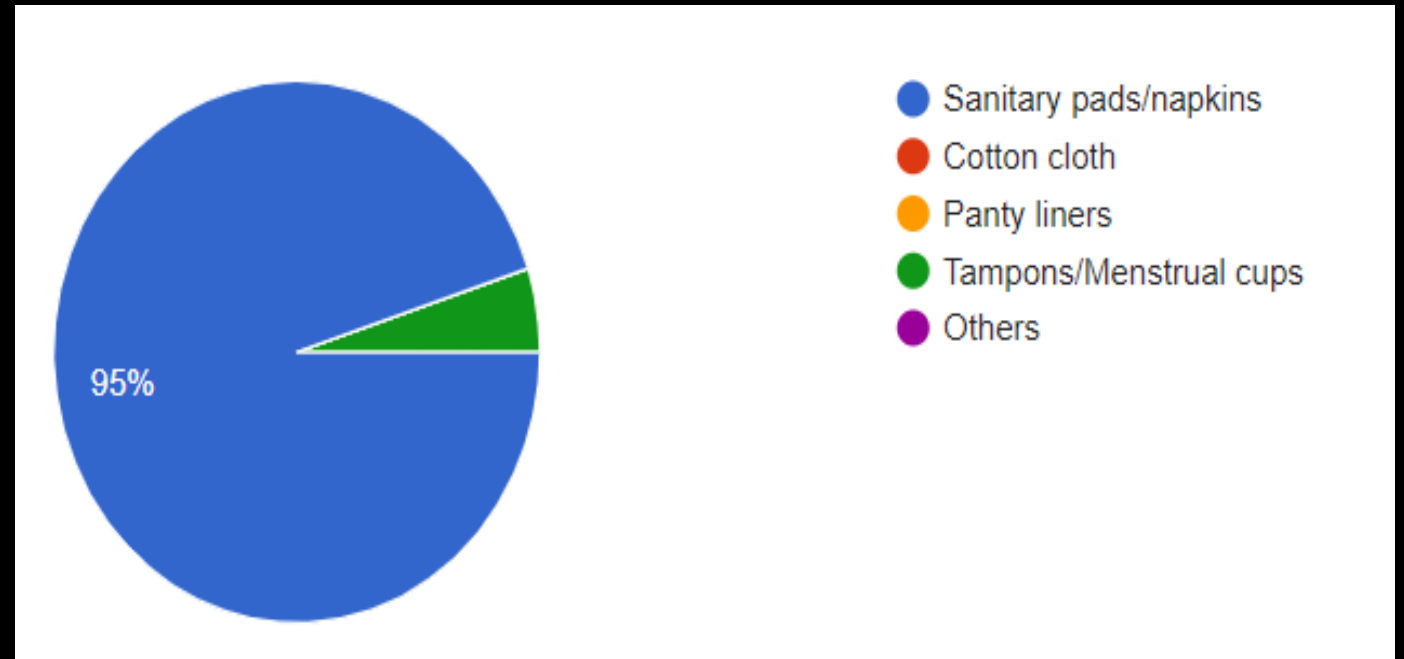
The research aimed to gather information outlining consumer preferences and consumer awareness on female hygiene products.

Methodology

- **The key tool for the assessment was a questionnaire. The draft of the questionnaire was based on readings, previous studies and professional literature.**
- **In the preparation of the tool, females (age 16-40 years) have been consulted and data was gathered. The google form questionnaire was shared via email and whatsapp.**
- **Sample size – 100 females**

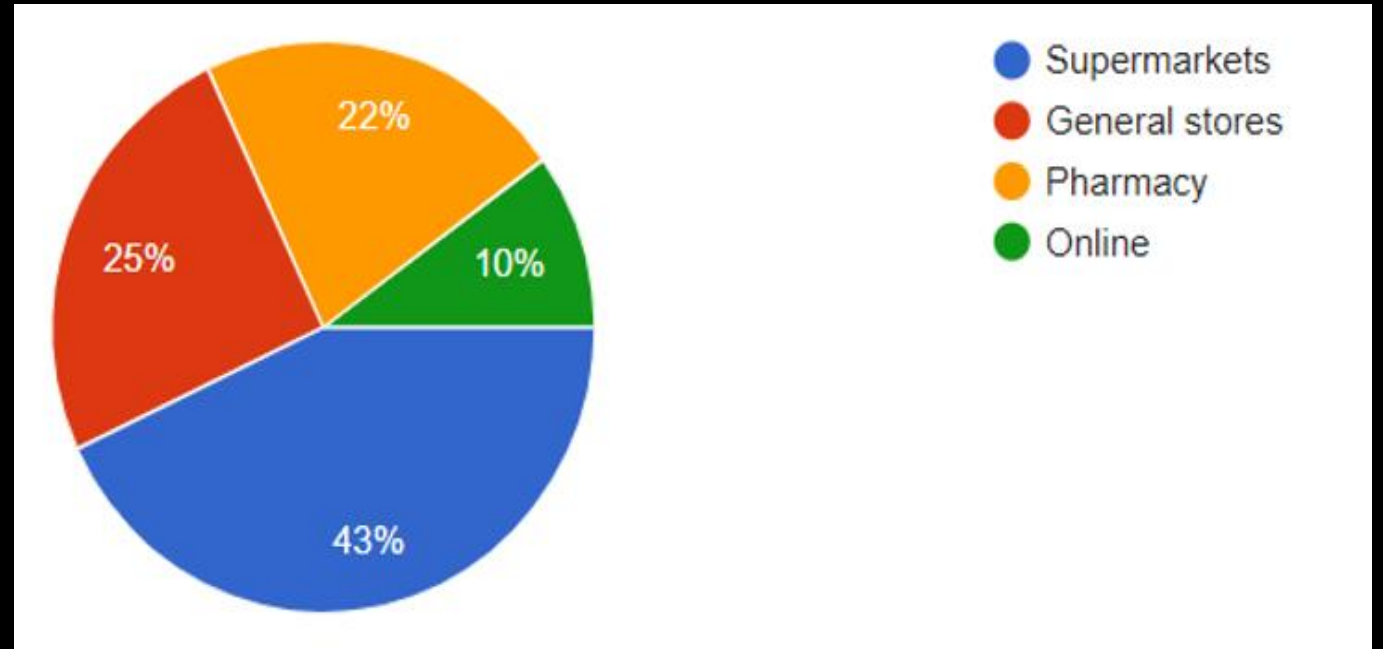
Classification of respondents based on the usage of feminine product during menstruation

- The majority of respondents i.e. 95% uses Sanitary pads/napkins,
- whereas, 5% of the female respondents, uses Tampons/Menstrual cups.
- There is no such result found for the usage of cotton cloths, Pantyliners, etc.



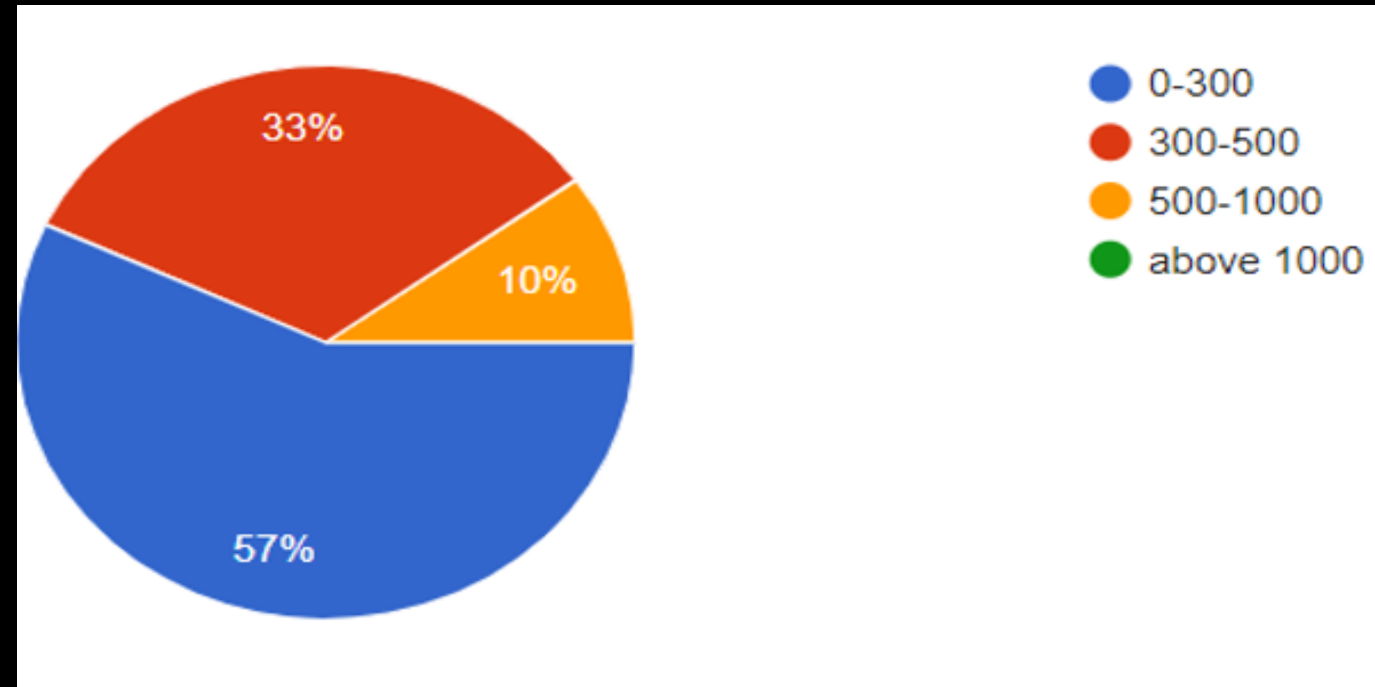
Classification of respondents based on the site of purchase

- **43% female respondents purchases feminine hygiene products from Supermarkets,**
- **whereas, 25% purchases it from General stores.**
- **About 22% acquires these products from Pharmacy shops**
- **And only 10% of the populations acquires it online.**



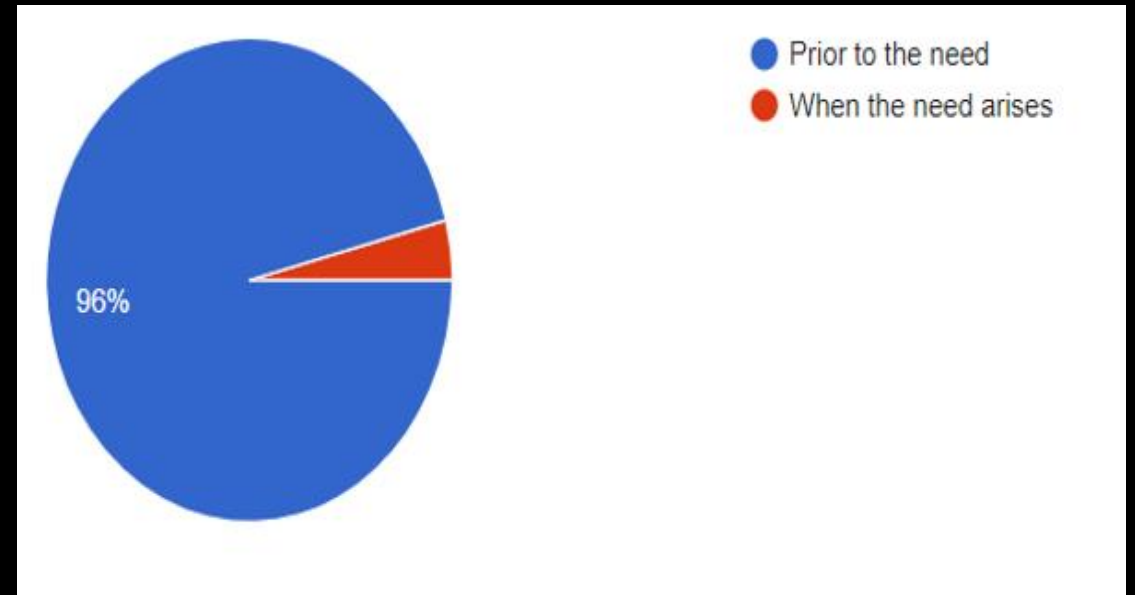
Classification of respondents based on the average monthly expenditure on buying these products

- **57% respondents purchases in the range of 0-300Rs.**
- **33% females purchase these products in the range of 300-500Rs.**
- **Whereas, 10% of females purchase these products in the range of 500-1000Rs.**
- **And there is no female respondent who purchases these products for more than 1000Rs. a month.**



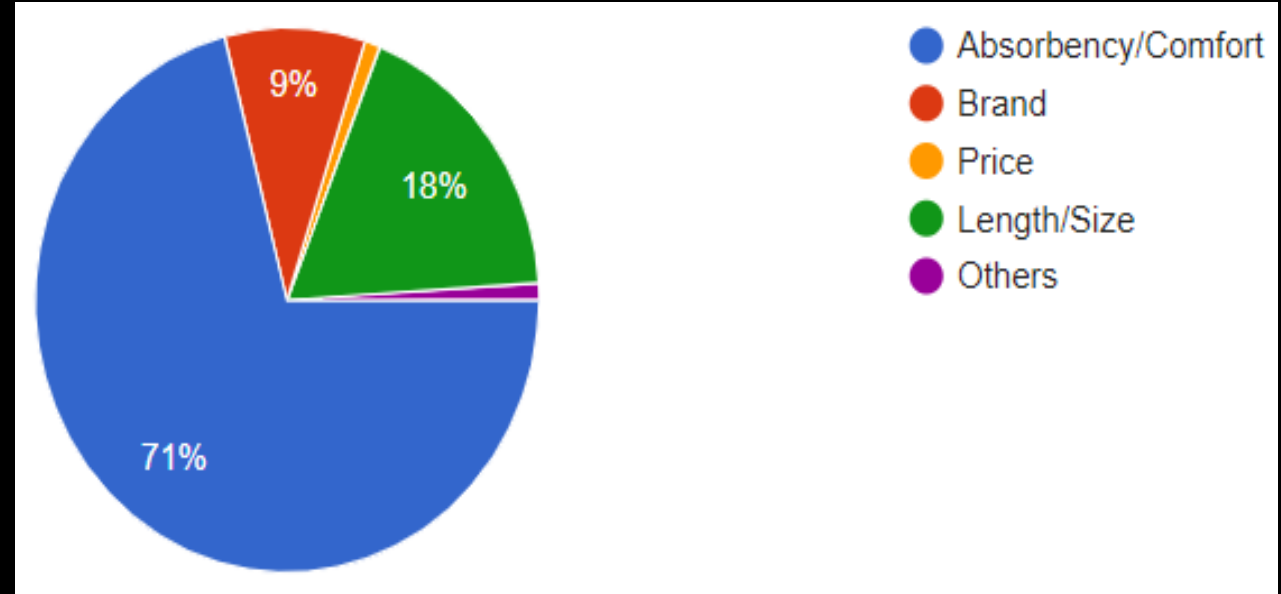
Classification of respondents based on the preference of purchase of these products

- 96% of female respondents purchases these products prior to the need,
- whereas, 4% of the female respondents purchases, when the need arises.



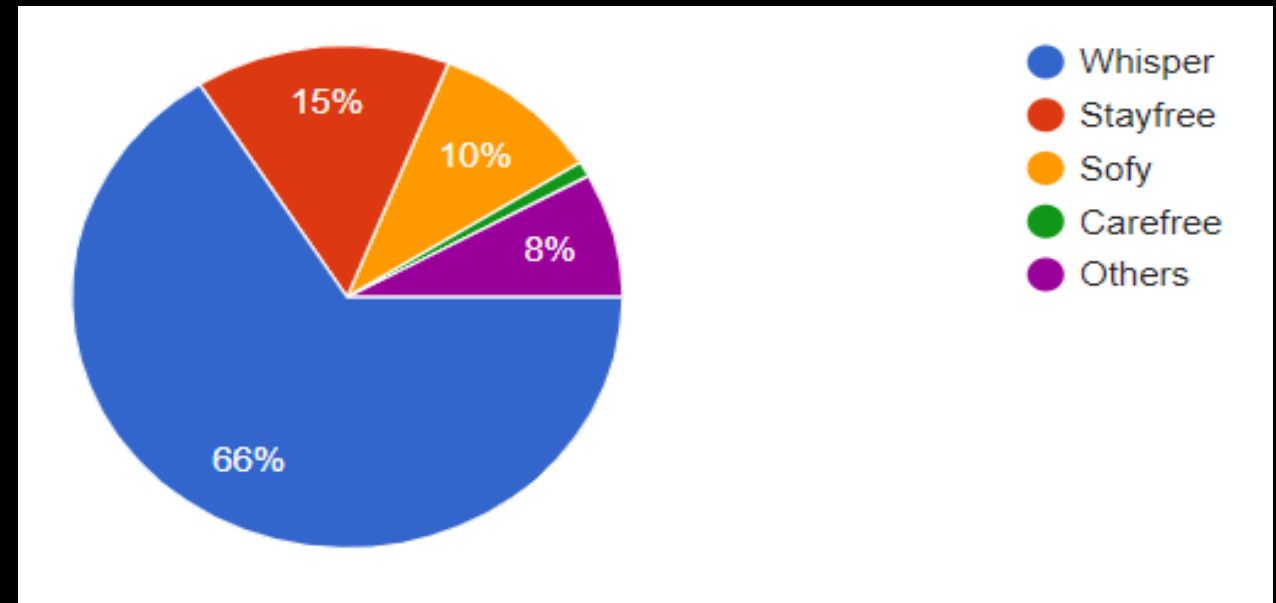
Classification of respondents based on the major attributes of purchase

- 71% female respondents prefer Absorbency/Comfort over any other attributes.
- Whereas, 18% respondents had gone for Length/size.
- 9% female respondents chose Brand
- And 2% respondents opted for other possible attributes.



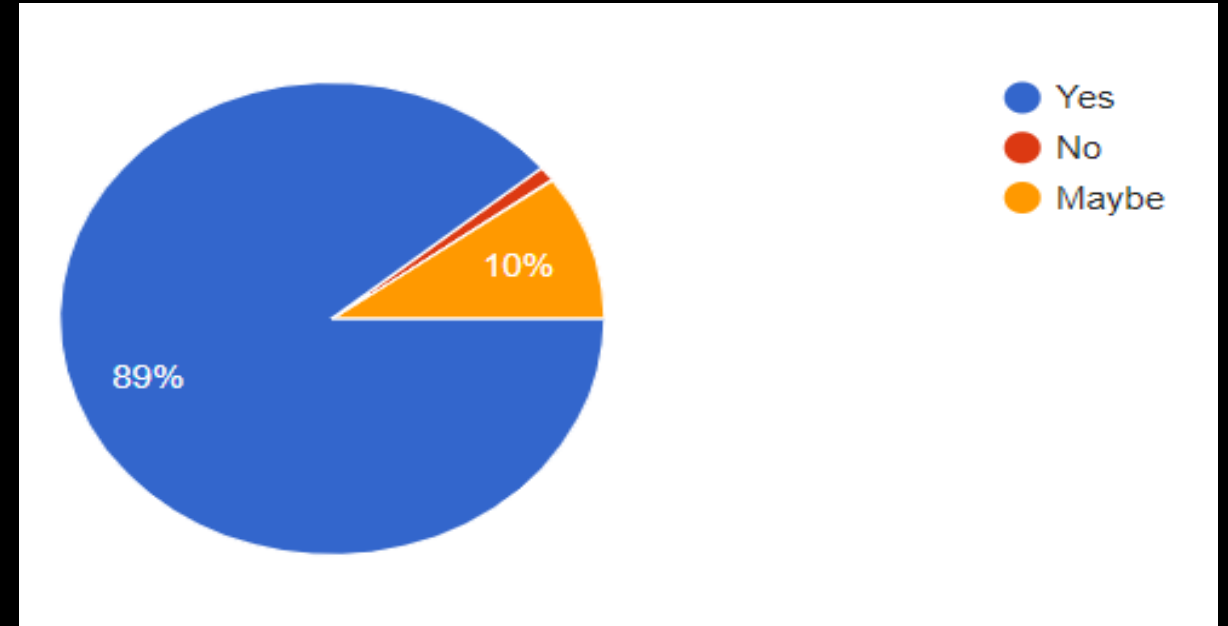
Classification of respondents based on Brand preferences

- **66% of the female respondents prefer Whisper over any brand,**
- **whereas, 15% respondents prefer Stayfree.**
- **10% respondents prefer Sofy,**
- **8% prefers some other brands and a low as 1% of the remaining females have opted for Carefree.**



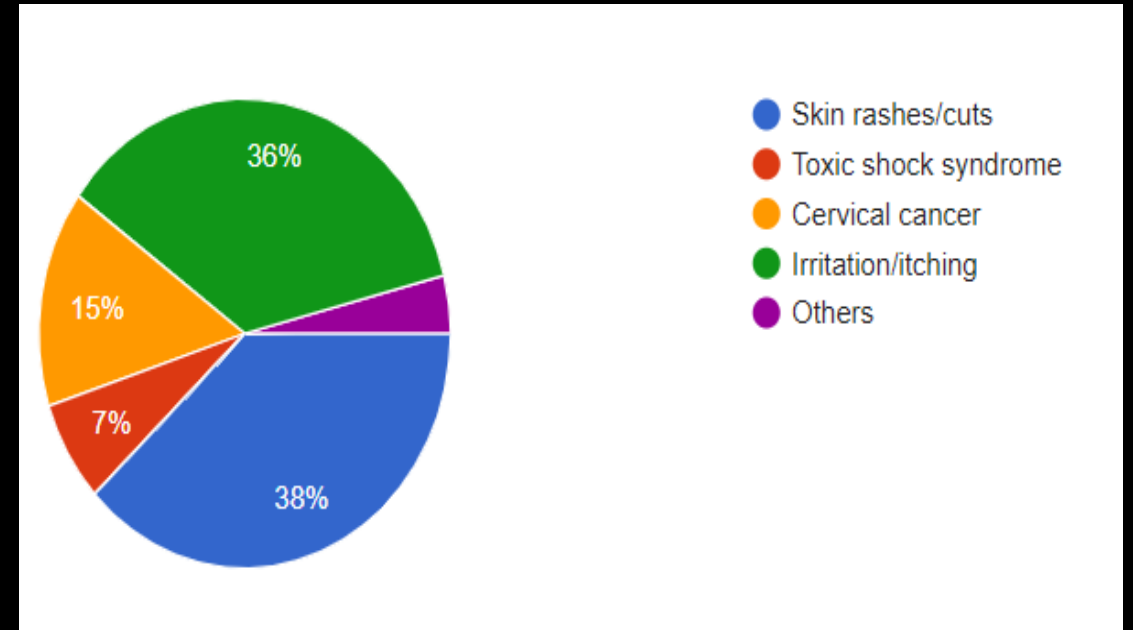
Classification of respondents based on the awareness of diseases on the usage and non-usage of these products

- **89% respondent are aware of the diseases caused by the usage and non-usage of these products.**
- **Whereas, 10% of the respondents may or may not be aware of the diseases caused,**
- **while, 1% is unaware.**



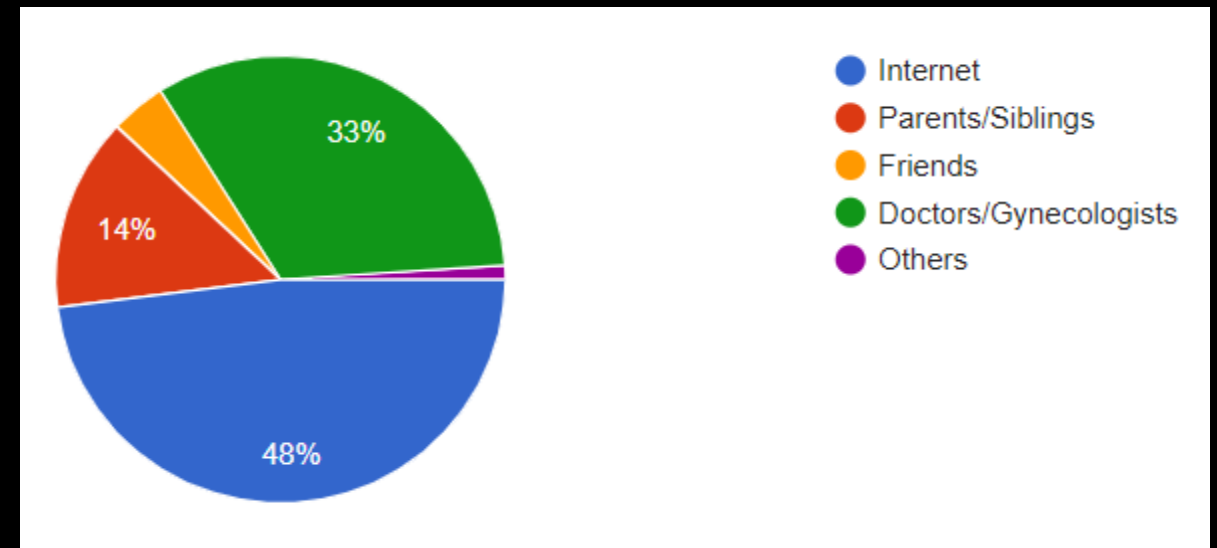
Classification of respondents based on the awareness of diseases which are associated with these products

- Over 38% of the respondents are aware of disease like skin rashes/cuts,
- whereas, 36% of the respondents are aware of irritation/itching.
- 15% of the respondents are aware of cervical cancer,
- 7% are aware of toxic shock syndrome.
- 4% of the respondents are aware of other diseases.



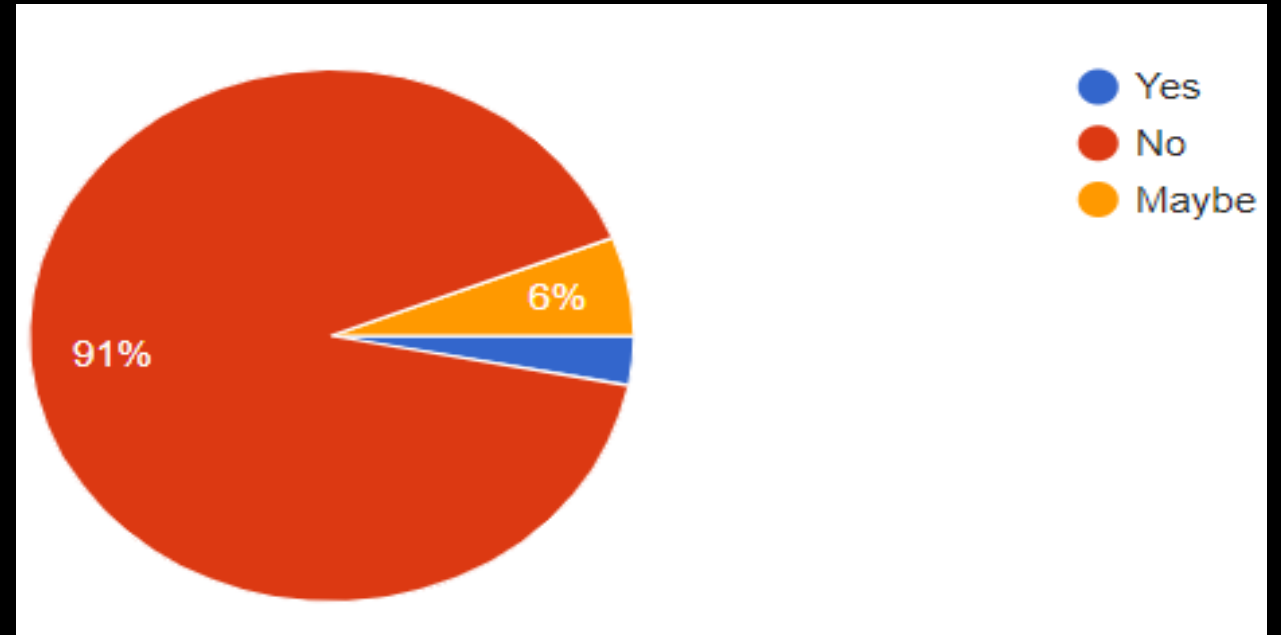
Classification of respondents based on reference of source of information and queries assessed regarding these products

- 48% female respondents gather information from internet,
- whereas, 33% respondents gather information from doctors/gynecologists.
- The source of information for 14% of female respondents is parents/siblings.
- 4% respondents gather information from friends.
- 1% falls in the category of others.



Classification of respondents based on whether their purchase decision is influenced by any celebrity endorsements

- 91% of female respondents are not influenced by any celebrity endorsements,
- whereas 6% may or may not be influenced by it
- And only 3% respondents are influenced by celebrity endorsements.



Key Findings

- **Whisper's sanitary pads/napkins is the choice of majority of female respondents.**
- **A high fraction of females prefer buying these products from supermarkets, in the range of 0-300Rs. and prior to the need.**
- **The most important factor of buying Sanitary pads/napkins is absorbency/comfort level.**
- **Most of the female respondents are aware of the diseases caused by the usage and non-usage of these products.**
- **A staggering 89% of the total female respondents confirmed on awareness of diseases caused by the usage and non-usage of sanitary pads/napkins includes skin rashes/cuts.**
- **The source of information to the majority of females is through internet, and their purchasing decisions are not influenced by any kind of celebrity endorsements.**

Results

- **The research proves that the key purchase decisions/preference while purchasing female hygiene products of most females are based on following points:**
 - **Place of Purchase- Supermarket.**
 - **Range of Purchase- 0 to Rs 300.**
 - **Preferred product- Sanitary pads/napkins.**
 - **Brand: Whisper.**
 - **Preference based on- absorbency/Comfort level.**
- **The research also exemplify that large number of female respondents are aware of the diseases caused by the usage and non-usage of Sanitary pads. The source of information and reference for most of the females is Internet and Celebrity endorsements plays no role during decision making.**

Thank you