



A Study on Awareness of Sanitary Napkins with Special Reference to Whisper Sanitary Napkin & NUA Sanitary Napkin.

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Abstract

The serious problem among young adults and women is menstrual problem. Most of the problems related to menstrual well-being stem from a lack of mindfulness and poor hygiene. Sanitary napkins are a pile of spongy material, as cotton, worn by women during the monthly cycle to absorb the uterine stream. The most common menstrual hygiene product in India is an expendable sterile napkin, which can impact the earth due to the massive amounts of plastic they contain. In India, using a sanitary napkin is affordable. A survey was conducted and the data was collected through the pre-designed and pre-tested questionnaires that used the perception of sanitary napkins, a total of 116 members were surveyed and aimed at consumer preferences and references and learning about the use of sanitary napkins of the 10-20, 20-30 age group, 30-40 and 40 and above, and it is concluded that sanitary napkin selection is very much a personal decision based on user preferences and cultural acceptance.

Keywords : Sanitary, Napkin, hygiene

INTRODUCTION

Menstruation is a normal physiological process that signals the beginning of reproductive life. It is so, but sometimes it is regarded as an impure phenomenon in Indian society due to cultural taboos and insufficient and incorrect information and causes unnecessary restrictions in the menstruating girls' day-to-day normal activities. As a cultural practice, information is passed from mother to daughter, which is often insufficient and sometimes even wrong. Girls also get information from their peers who don't know much better themselves. There is therefore a continuous information gap in this regard.

NUA Sanitary Pad & Whisper Sanitary Pad

WHISPER SANITARY PAD:

Whisper napkins are often equated with hygiene use. The pads are usually cellulose made from wood pulp, cotton, plastic. In addition, fragrance & anti-bacterial agents. A single sanitary napkin can be used only for 6 hours and it cannot be reusable. It is even available in sizes at an affordable price.

NUA SANITARY PAD:

NUA is a NO-1 organic sanitary napkins selling across the country which is 100% rash free, safe for skin, comfortable to use as it is thin and made up of pure cotton. There is no plastic and harmful fragrance used

in it. It can be customised according to our flow. It also comes with disposable covers, where pads can be disposed easily.

Objective of the Study

1. To create an awareness among the adults about the usage of sanitary napkins
2. To analyze the consumer preferences and references

Research Methodology

Data Collection :

For this research paper both primary and secondary data were used

Primary Data : Primary data is collected through questionnaire by circulating google form.

Secondary Data : Secondary is collected through websites, research articles etc.

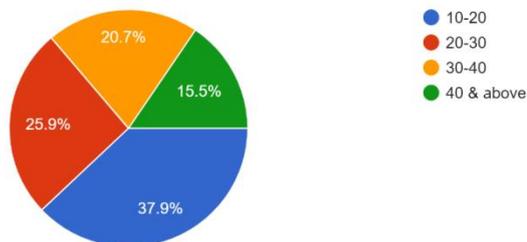
Data Analysis & Interpretation

Table 1: Age Group

	options	%	No. of Respondents
Age group	a) 10-20	37.9%	44
	b) 20-30	25.9%	30
	c) 30-40	20.7%	24
	d) 40 & above	15.5%	18

1) Which age group do you fall in?

116 responses



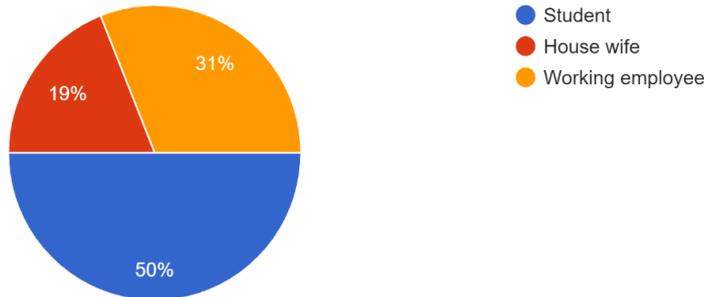
Interpretation: From the pie chart it is clear that the majority of participants are between 10-20 age group. With just huge difference between three group. Nearly they are the participants of age group between 20-30 and the least age group percentage is between 40 and above age group.

Table 2: Occupation

	Options	%	No. of Respondents
Occupation	a) Student	50%	58
	b) House Wife	19%	22
	c) Working Employee	31%	36

Occupation:

116 responses



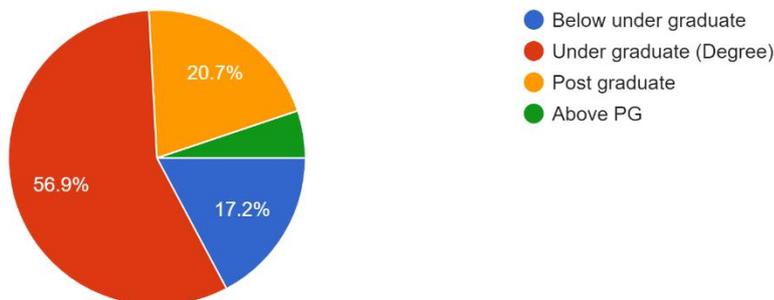
Interpretation: This pie chart shows the occupation of the people that were participants in the questionnaire. As you can see 50% were Students, 31% were Working Employee, 19% were House Wife’s.

Table: 3 Qualification

	Options	%	No. of Respondents
Qualifications	a)Below Under Graduate	17.2%	20
	b)Under Graduate	56.9%	66
	c)Post Graduate	20.7%	24
	d)Above PG	5.2%	6

Qualification:

116 responses



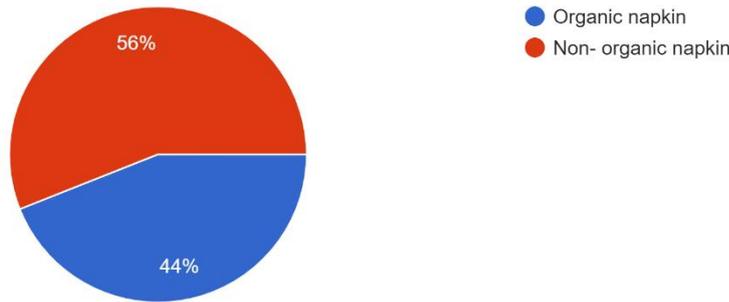
Interpretation: This pie chart shows the qualifications of the people. As you can see 17.2% were below under graduate, i.e., 20 respondents, 56.9% were under graduate, i.e.,66 respondents, 20.7% were post graduate, i.e., 24 respondents, and 5.2% were above PG, i.e., 6 respondents. By, looking at this pie chart we can tell that most of the response is from student’s community.

Table 4: What Sanitary Napkin do you use regularly?

	options	%	No. of Respondents
What sanitary napkin do you use regularly?	Organic sanitary pad	44%	51
	Non-Organic sanitary pad	56%	65

2) Which sanitary napkin do you use regularly?

116 responses



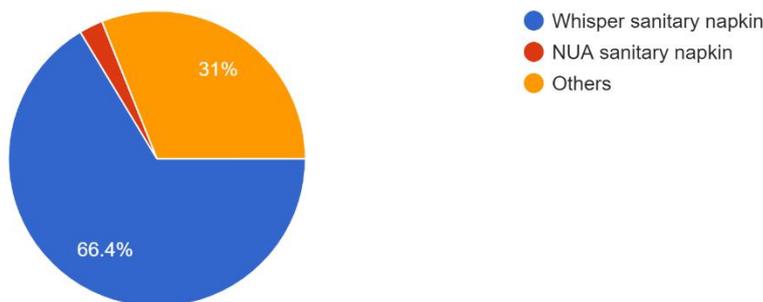
Interpretation: This chart layout shows that maximum number of women use non organic sanitary pads with 56% and the other 46% of the women use organic sanitary pads.

Table 5: Which sanitary pad brand do you use?

	Options	%	No. of Respondents
Which sanitary pad brand do you use?	Whisper sanitary pad	66.4%	77
	NUA sanitary pad	2.6%	36
	Others	31%	3

3) Which sanitary napkin brand do you use?

116 responses

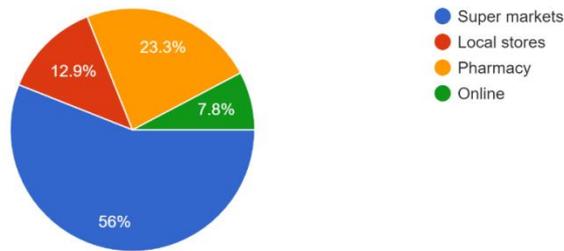


Interpretation: The above table shows the majority percentage of sanitary pad brand used by the people that were in the questionnaire. As you can see 66.4% i.e., 77 respondents use whisper sanitary pad, 2.6% i.e., 36 respondents use NUA sanitary pad and 31% i.e., 3 respondents use other brands.

Table 6: where do you purchase sanitary napkins?

	Options	%	No. of Respondents
Where do you purchase sanitary napkins?	Super markets	56%	65
	Local stores	12.9%	15
	Pharmacy	23.3%	27
	Online	7.8%	9

4) Where do you purchase Sanitary napkins?
116 responses

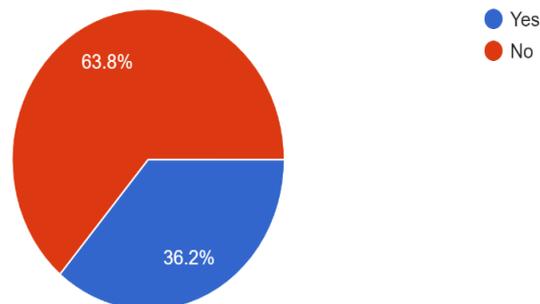


Interpretation: The above pie chart shows the percentage of various options the respondents purchase the sanitary napkins. As represented, 56% of women purchase sanitary napkin from super markets, 12.9% women purchase from local stores, whereas 23.3% women purchase from pharmacy and 7.8% women purchase through online.

Table 7: do you think sanitary napkins which you use are Bio-degradable?

	Options	%	No. of Respondents
Do you think sanitary napkins which you use are Bio-degradable?	Yes	36.2%	42
	No	63.8%	74

5) Do you think sanitary napkins which you use are bio-degradable?
116 responses



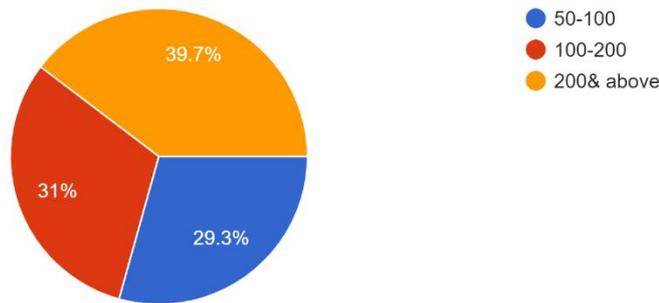
Interpretation: In the above pie chart it is very clear that most of the women use non- organic sanitary napkins which are non bio -degradable with 63.8%.

Table 8: How much money do you spend per month on sanitary napkin?

	Options	%	No. of Respondents
How much money do you spend per month on sanitary napkin?	50-100	29.3%	34
	100-200	31%	36
	200 and above	39.7%	46

6) How much money do you spend per month on sanitary napkin?

116 responses



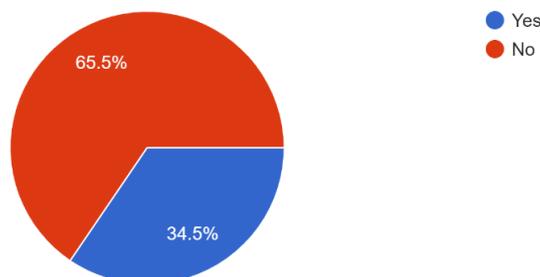
Interpretation: From the above pie chart shows the percentage of money spent by the respondents per month on requirement of sanitary napkins. As you can see, 29.3% i.e., 34 respondents spend 50-100 rupees on sanitary napkins per month, 31% i.e., 36 respondents spend 100-200 rupees on sanitary napkins per month and 39.7% i.e., 46 respondents spend more than 200 rupees on sanitary napkins per month.

Table 9: have you experienced any kind of skin allergies or rashes while using napkins?

	Options	%	No. of Respondents
Have you experienced any kind of skin allergies or rashes while using napkins	Yes	34.5%	40
	No	65.5%	76

7) Have you experienced any kind of skin allergies or rashes while using napkins?

116 responses



Interpretation: The above table shows the percentage of the respondents who, if any, had experienced skin allergies or rashes of any kind while using napkins. As you can see, 34.5% i.e., 40 respondents had experienced skin allergies or rashes while using napkins and 65.5% i.e., 76 respondents had not experienced any skin allergies or rashes while using napkins.

Conclusion: Our project is thus concluded as, the age group 40 and above, housewives may not be having the requirement and a huge lot of awareness respectively about either NUA or whisper. Again it is the student community in intermediate stream and under graduation group which is always a very active community when compared to the working class where many of them could be over 40 years. A large chunk of population are using inorganic sanitary pads over organic as again a proper knowledge is not there and price too matters. Whisper sanitary pads is more popular and a better advertised one when compared to NUA sanitary pads. Online is still not as popular as people purchasing from supermarkets. Most people have not experienced skin rashes and spend over Rs.200 a month as purchasing capacity is more when the product is better priced with best quality.

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