



A STUDY ON FACTORS AFFECTING CONSUMER BUYING BEHAVIOR TOWARDS SANITARY NAPKINS

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Abstract-*The purpose of this research is to identify the factors which affect consumer buying behavior of sanitary napkins in Haryana, which is located in the northern India. Consumer behavior has changed a lot in recent decades. Consumers today have a wide range of options for the same product and many other factors that influence their purchasing decisions. A sample of 120 female customers was used to accomplish this part of the study's goal. Questionnaires were utilized as a strategy for information assortment. The measurable device utilized in this study is SPSS. Exploratory factor analysis is used to identify the factors. Product features, price, and other factors, such as health and promotion were identified as influencing factors in this study. This study helps advertisers to promote various referral programs. It can likewise help others who are working in this industry.*

Keywords: *Consumer behavior, factors analysis, sanitary napkins*

1. INTRODUCTION

(Davis, 1976) Over the years, data devoted to consumer behavior has focused on the individual roles of business decision makers trying to characterize the behavior of people. After that, the decision of the whole family is taken into account, but there is always the assumption that in the responsibility for the decision may cover the members of the family. (Foxman, 1989), Families are viewed as a group it makes sense to determine who is responsible for all decisions made. Traditionally, the husband is considered to be the party with ultimate and sole responsibility for family decisions. However, data over the years has clearly shown that other family members are involved in such decisions. (Kotler, 2001) Consumers are individuals and households that purchase products for their own use. It frequently refers to two distinct categories of consumer entities: the household and individual consumer. Consumer buying behavior is the study that is used when a person or organizations decide to use or reject an item, management and thoughts or experiences to satisfy their needs and demands. (Solomon, 1993). Organizations study the behaving of purchasers to acquire data on how clients go with choice and pick their item. To achieve industrial success, businesses need to comprehend consumer behavior. Managers' comprehension of consumer behavior determines the relationship between successful marketing strategy and consumer behavior. (Furaiji, 2012) explained that marketing begins and ends with consumers, the focus of the marketing department is to comprehend the needs and demands of customers and turn them into superior products. Understanding way of behaving of buyers is crucial to the progress of business associations.

2. OBJECTIVES OF THE STUDY

- a) To know the consumers buying behavior towards sanitary napkins
- b) To identify the factors influencing buying behavior of consumers.

3. REVIEW OF RELATED LITERATURE

(Ramya and Ali, 2016) The purpose of this study is to investigate the interaction between online retail behavior and online consumer behavior. It was discovered that by creating interactive platforms, customers can directly communicate with the business and voice their complaints and



suggestions. It will assist the organization with getting figuring out the requirements and needs of the customers and change the item or administration in like manner to satisfy their needs. The principal issue emerges among particularity and social variables. There are numerous brands on the market, but no one chooses the best one. Predominantly there are four elements to which the buyer depends that are mental, social, financial and individual variables. According to the findings of this study, manufacturers need to focus on the aspects that meet the requirements of customers if they want their marketing campaigns to be successful. (Bhatia et.al.,2014)found that most women preferred thin sanitary napkins while the least amount of women preferred thick ones. Additionally, it was found that approximately 70% of women would accept sanitary napkins without wings. 90% of ladies using long sanitary napkins. The new odorless sanitary napkins actually pleased few women.(lea and Worley, 2005)When making a purchase, health is an important consideration. Organic products are popular among health-conscious consumers. Because of the most extreme utilization of web as well as of online entertainment shoppers are more mindful in regards to their wellbeing and security.(Brata et. al.,2017)As per the promoting blend model which was presented by Mc carthy back in 1964, item cost is most touchy part that produce the income while the other part create the expense. It also states that introducing, notifying, and recalling the product's advantages are a significant part of promotion's role in encouraging customers to buy the product. (Manesh, 2016), this study examines the factors that influence consumer purchasing decisions for sanitary napkins. Now there are many companies selling the same thing. Consumers have many choices, and many other factors can influence their purchasing decisions. According to the survey, there are four factors that influence customer behavior: price, quality, referrals from friends and family, business, advertising and packaging. They are also impressed by the fragrance of the pillow and the beauty of the box. (Nair, 2015) The main purpose of this study is to understand how consumers' perceptions ,knowledge and social influences affect consumers' willingness to purchase personal hygiene products. The findings show that consumers' intention purchase sanitary napkins is influenced by brand awareness and these ideas have a positive impact, thus challenging rural women's perceptions of hygiene. The relationship between attitude and purchase intention indicates that rural women in the selected sample are more motivated to use menstrual control strategies and to use hygiene to purchase products.(P prialatha, 2011) investigated how purchasing habits of rural consumers for personal care items are affected. The value of the personal care category in India was Rs. 54.6 billion. In India, the average person spends 8% of his salary on personal care items. According to the study; rural customers are more interested with the brand, quality, and benefits of the personal care goods they buy. In order to prevent the emergence of bogus brands in the market, marketers must also keep an eye on the purchasing habits of rural consumers through small local businesses.(Hustić & Gregurec , 2015)stated that prices are a primary focus for many businesses because they are simple to adjust. When compared to other aspects, it may require little time to adjust. However, even a modest price adjustment can have a significant and significant impact on customers' reactions—both positive and negative. There are a few explores which researched the impact of price consciousness on clients' buying choices. (Konuk, 2015) analyzed that price was the major factor that has positive affect on consumer buying behavior.(Saleki et al.2019)perceived that the charge awareness temperate the relationship among buying selection and purchase conduct. (Yusuf & Sunarsi,2020)aimed to find out the consequence on promotion of buying selection. The end result is showed that the promotion has a powerful impact on shopping choice. (Forbes and Vespoli, 2013) examined the positive effects of the recommendation on customers who make purchases of goods and services. The outcome demonstrates that the recommendation can influence customers purchasing decisions. (Sharma & Rehman, 2012) stated that whether the positive and negative data about the items and administration or brand that address on the web-based stage critically affects a client buying choice. This paper also suggests that the business gains advantage of the discount to force customers to recommend or express their opinion about their product on social media. The company's sales increase as a result of the favorable social media reviews.(Kim and Chao, 2019)On the off chance that you are inquired "which sanitary napkin you would like?" You will have a specific

brand name, unless your response is the cheapest napkin available. This is due to your knowledge of the product and experience with its support. Brand personality and brand picture likewise assume a significant part in item inclination. In most cases, consumers prefer well-known brands to unknown ones.

4. NEED OF THE STUDY

The behavior of consumers is always changing. People make decisions based on their preferences, brand loyalty, and prior experiences. Customers' choices also shift as a result of a change in one aspect. According to constant change in shopper passion market specialists need to move their system according to the requirements of the buyers. Because the consumer is the king of the market, it is necessary to investigate consumer behavior.

5. RESEARCH METHODOLOGY

The motivation behind this study is to understand the purchasing behavior of customers and furthermore distinguish the elements impacting the purchasing conduct of buyers. In this study, 120 questionnaires were used to collect a sample. The review was led in the Jind and Sonapat locale in Haryana and organized questionnaire was utilized to gather of information. This study used a questionnaire with closed-ended questions that were given to the respondents in person as the instrument for data collection. The majority of girls who went to college were chosen to collect data. In this study, convenience sampling was used as the sampling method. The SPSS was used to analyze the collected data and exploratory factor analysis used to identify the factors. The demographic data was analyzed using descriptive statistics like percentages and frequencies. To investigate the factors, the factor loading of 0.50 was taken into account.

6. DEMOGRAPHIC DATA

Table 1

	Frequency	Percentage
Age		
Up to 15 years	34	28.3
Above 15 to 25 years	62	51.7
Above 25 to 35 years	22	18.3
Above 45 years	1	0.8
Education		
Illiterate	9	7.5
Primary/Middle	12	10
High/Senior secondary	40	33.3
Graduation/Post graduation	55	45.8
Any other	4	3.3
Occupation		
Student	81	67.5
Homemaker	20	16.7
Serviceholder	14	11.7
Business woman	5	4.2
Any other	0	0
Family Income		
Upto 20000	41	34.2
Above 20000 to 40000	36	30
Above 40000 to 60000	21	17.5
Above 60000	22	18.3
Family Type		



Nuclear	56	46.7
Joint	63	52.5

Table 2
I prefer to use

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Whisper	16	13.3	13.3	13.3
Stayfree	17	14.2	14.2	27.5
Donot worry	11	9.2	9.2	36.7
Sofy	70	58.3	58.3	95.0
Any other	6	5.0	5.0	100.0
Total	120	100.0	100.0	

Based on the Table 2, a majority is a group of 70 respondents who prefer to purchase the Sanitary napkins under the brand of “Sofy”, which is 58.3% of all respondents. Stayfree is the second topbrand that 17 respondents prefer to purchase sanitary napkins, which is 14.2 overall. 13.3% is whisper brand which 16 respondents tend to purchase sanitary napkins. The percentage of donot worry is 9.2%.

Table 3
I prefer to buy sanitary napkin from

	Frequency	Percent	Valid Percent	Cumulative Percent
Super market	54	45.0	45.0	45.0
Local store	13	10.8	10.8	10.8
Pharmacy	34	28.3	28.3	28.3
Online	17	14.2	14.2	14.2
Others	1	8	8	8
Total	120	100.0	100.0	100.0

According to the Table 3, most respondents, which is 54 respondents, purchase the sanitary napkin from Super market. This group is 45% overall. 34 respondents are purchase from pharmacy which is 28.3%of total respondents.

Table 4
Who purchases sanitary napkins for you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Self	59	49.2	49.2	49.2
Mother	8	6.7	6.7	55.8
Friend	48	40.0	40.0	95.8
Siblings	2	1.7	1.7	97.5
Any other	3	2.5	2.5	100.0



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self	59	49.2	49.2	49.2
	Mother	8	6.7	6.7	55.8
	Friend	48	40.0	40.0	95.8
	Siblings	2	1.7	1.7	97.5
	Any other	3	2.5	2.5	100.0
	Total	120	100.0	100.0	

This table shows that mostly girls prefers to buy sanitary napkins by their own. Mothers have minimum role due to shame or taboos etc. But girls share their talks to their friends.

**Table 5:
KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.603
Bartlett's Test of Approx. Chi-Square	125.243
Sphericity Df	45
Sig.	.000

To test validity and adequacy of sampling Bartlett and KMO test is generally performed For KMO test the acceptable range is 0.5, in this study the value is .603 which is acceptable.

Total Variance Explained

Component	Initial Eigen values			Squared Loadings			Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.050	20.498	20.498	2.050	20.498	20.498	1.890	18.901	18.901
2	1.506	15.065	35.562	1.506	15.065	35.562	1.566	15.660	34.561
3	1.449	14.493	50.055	1.449	14.493	50.055	1.380	13.800	48.361
4	1.075	10.750	60.805	1.075	10.750	60.805	1.244	12.443	60.805
5	.832	8.316	69.121						
6	.763	7.626	76.746						
7	.697	6.968	83.714						
8	.583	5.828	89.542						
9	.570	5.697	95.239						
10	.476	4.761	100.000						

Rotated Component Matrix^a



	Component			
	1	2	3	4
I usually buy the good quality product which has health and hygiene guarantee		.668		
I believe that use of organic sanitary napkins reduces the risk of infections		.729		
I believe that sanitary napkins enables me to live healthy		.709		
I prefer to buy a product that comes with extras	.715			
I prefer to buy well known branded sanitary napkins	.700			
I prefer to buy sanitary napkins due to its higher absorption capacity			.828	
I feel sanitary napkin is rash free and anti-bacterial			.789	
Income is important for me while purchasing sanitary napkins				.835
I think that sanitary pad which I use offers value for money				.689
The open access to media has enhanced my knowledge towards sanitary napkins	.789			

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 5 iterations.

This table shows the extracted factors and the loading of variables on the factors. A higher value of 0.5 was chosen for factor loading. After performing the varimax rotation method four factors were

find out. Factor 1 include the 3 statements with factor loading range from 0.70 to 0.78. factor 2 comprise the 3 statements with factor loading range from 0.66 to 0.72. Factor 3 comprise of two items with factor loading range from 0.78 to 0.82. Factor 4 comprise of 2 items with range 0.68 to 0.83. Four new factors were successfully constructed by using factor analysis.

6. CONCLUSION

The purpose of this paper is to determine the factors that influence consumers' purchasing decisions. Principal component factoring with a varimax was used in this study. The ten statements that influence consumer purchasing behavior were reduced to the four factors. Health benefits, product promotion, economic factors, and product price appear to have an impact on consumers' purchasing decisions, according to this study. To achieve the first objective, the majority of respondents plan to purchase sanitary napkins from supermarkets, with Sofy being the most popular brand. In light of these research findings sanitary napkins appear to influence consumer purchasing behavior: health properties of sanitary napkins; consumers when buying a brand, consider health considerations, i.e. avoid discomfort and raise their self confidence. They also want to use a brand that feels comfortable which has no side effects. Product features; the study concluded that consumers buy a certain brands of sanitary napkins that comes with higher absorption capacity and having anti bacterial properties. Most respondent purchase the sanitary napkins during the promotion period. The last factor studied before buying the sanitary napkin is economic factor. Consumer selects that brand which is economically suitable.

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