

Consumer Buying Attitude Towards Bio-Degradable Napkins

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Abstract- This study investigates the consumer buying behavior and preferences towards biodegradable napkins in Coimbatore, India. With growing environmental concerns and increasing awareness of sustainable products, understanding consumer choices regarding eco-friendly alternatives like biodegradable napkins is crucial. Through surveys and interviews, this research aims to analyze factors influencing purchasing decisions, awareness levels, and the impact of marketing strategies on consumer choices. The findings will contribute to a better understanding of the market for biodegradable napkins in Coimbatore and offer insights for businesses and policymakers to promote sustainable consumer choices.

Keywords- Consumer buying behavior, biodegradable napkins, sustainability, Coimbatore, environmental awareness, marketing strategies.

I. INTRODUCTION

In recent years, attitudes toward menstruation in India have evolved, leading to updates in regulations, guidelines, and menstruation product options. Many women are now choosing eco-friendly options like reusable menstrual cups and cotton pads. However, there is ongoing debate about the sustainability of "biodegradable" sanitary napkins. To assess their environmental impact, it's crucial to consider factors such as manufacturing emissions, active lifespan, and waste management. Reusable products like menstrual cups and cloth pads generate less waste, emit fewer carbon emissions, and offer cost savings over time. These reusable options also outperform disposable napkins in terms of functionality, including leakage prevention, aesthetics, odor control, and comfort. Disposable sanitary napkins consist of various materials, with production speeds ranging from 500 to 1000 pieces per minute.

II. STATEMENT OF THE PROBLEM

This study explores the factors influencing consumers' decisions to purchase green products in Coimbatore. With environmental concerns on the rise, consumers are increasingly inclined to support eco-friendly

products that contribute to a sustainable environment and combat climate change. The research delves into demographics, green lifestyles, attitudes, and behavioral intentions in relation to low-involvement products, such as biodegradable napkins.

III. OBJECTIVES

- To provide a comprehensive analysis of the Indian feminine hygiene industry covering bio
- degradable napkins and pads
- To analyze the present as well as prospects of feminine hygiene products in India
- To analyze the consumer preference and references
- To create the awareness among the adults about the usage of bio-degradable napkins
- To analyze the various infections caused using bio-degradable napkins

IV. LIMITATIONS

- The Geographical scope of study is limited to Coimbatore city.
- The sample is confined to 150.
- The customer attitude may change in future.
- The study largely based on the perception of the respondents.
- The data collected through structured questionnaire and analyzed based on the information
- given by the respondents.
- Despite the facts that theories were approved by findings from survey and the research is able to provide the certain degree of new insights in relating to the current situation, limitations may still.

V. REVIEW OF LITERATURE

Achuthan 2021 This study examined that poor menstrual hygiene practice affect adolescent girls of developing countries towards achieving sustainable goals. The challenge is for both women and environment. In India 22% women live in rural areas. Due to poverty they use unhygienic practices. In

rural areas women dispose sanitary pads by burying or throwing in the garbage. In contact with soil disposable napkins kill the soil microorganisms and delay the decomposition, so recyclable sanitary pads are an option. The purpose of this paper was to accept reusability of sanitary pads or banana fiber pads. Banana fiber pads are degradable and reusable. It is the sustainable material for sanitary pads and it is an alternative of disposable sanitary pads.

Ms. Deepika lather and Dr. Ajmer singh 2021 The purpose of the study is to review the low cost, eco-friendly and reusable sanitary pads among adolescent Girls and women. The main problem of unawareness about the use of sanitary pads is especially in the rural areas. This study tries to explore the harmful effects of plastic sanitary pads on women health and environment. The study also describes the perception of women and their buying behavior of sanitary pads from the review of related Literature.

VI. SAMPLING TECHNIQUES

Sample size:

The 150 samples are decided to select in Coimbatore city.

Sampling Method:

Snow-ball sampling method.

Sources of data collection:

- Primary data
- Secondary data

VII. FINDINGS AND SUGGESTIONS

Simple percentage:

- Majority (56.7%) of the respondent are married.
- Majority (52.3%) of the respondent are rural areas.
- Majority (34.9 %) of the respondent are student.
- Majority (29.5%) of the respondent are earning 25001-35000.
- Majority (34.7%) of the respondent are prefer pack of 15.
- Majority (28%) of the respondent are changing 10 hours once.
- Majority (55%) of the respondent are moderate in menstrual in flow.
- Majority (49.3%) of the respondent are using with wings.

- Majority (39.3%) of the respondent spend Rs.100 per month.
- Majority (45.3%) of the respondent use medium in size of napkin.
- Majority (63.1%) of the respondent are allergic for the product

Ranking Analysis:

- It observed from ranking table that product which is mostly used by the respondents are ranked by them. Price is ranked as I, Leakage as ranked II, Size as ranked III, Comfort as ranked IV, Quality as ranked V, Quantity as ranked VI.

Chi-Square Analysis:

- There is no association between monthly income and number of pieces you prefer in a package
- There is association between occupation and factors you consider for buying bio- degradable napkins.

ANOVA

- That the difference between occupation and type of bio-napkin you prefer are statistically significant.
- That the difference between residential area and awareness about herbal coated napkins statistically significant.

INDEPENTEND SAMPLET-TEST

- That there is no significant difference between residential area and where you buy bio- degradable napkin.

VIII. SUGGESTION

- ❖ Efficient promotional activities to consumers to be taken up.
- ❖ Company should improve a quality and comfort of the bio-degradable napkins.
- ❖ Increase the pads in pack are improves the production efficient
- ❖ It is suggested that the company should increase the usage of internet to increase the production.
- ❖ The company should do more advertisement of the bio-degradable napkins.

IX. CONCLUSION

Nature has encompassed every solution within itself. With more and more use of natural fiber in hygiene product will make it ecofriendly. Use of natural fiber in sanitary pad will reduce the cost of the product will lower accessible to low-income group women. As the product is biodegradable, prevent non-biodegradable waste generation. We as a technologist have to find a sustainable way so that we endow a better world for next generation. Project Outcomes ultimately may become a part of Swach Baharat or Clean India Mission in Health care with eco-friendly materials.

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