Factors Women Consider While Purchasing Sanitary Napkins

Y.M.A.K. Yaparathne*

University of Kelaniya, Kelaniya, 11300, Sri Lanka
**yaparathnekumari@gmail.com*

Consumer behaviour has improved significantly over the past decade. With several brands selling the same product and many other factors influencing their sanitary napkin purchasing behaviour, consumers have a wide range of options in today's competitive environment. For the survival of man, various products have come into the market for personal convenience. Accordingly, with the advancement of the world regarding the monthly menstruation that women usually face, various products have come into the market to help women carry out their daily activities without any hindrance. Among them, there is still a high consumption to sanitary napkins in countries like Sri Lanka. However, due to the economic crisis that arose in Sri Lanka in the last season, the prices of many commodities were reported to have increased. This study focuses on two main research objectives: the factors influencing consumer choices when purchasing sanitary napkins and the impact of tax revisions on sales volume. The study collected data using a simple random sampling method from 100 women under the age of 40 residing in Radawana North, Malwana, and Kirindiwela, all falling under the jurisdiction of the Dompe Divisional Secretariat in the Gampaha District. Additionally, 24 shops selling sanitary napkins were selected as sample sources to further investigate these concerns. The questionnaire method and interviews have been used to collect data, and relevant data has been presented using tables and graphs and has also been analysed by factor analysis and chi-square test. Accordingly, it was found that quality, economic and community and social factors influence the purchase of sanitary napkins, but mainly economic factor influence. Accordingly, it is necessary to reduce the possibility of sanitary napkins, an essential product of women, becoming luxury goods and to improve related products.

Keywords: Consumer behaviour, Consumers, Menstruation, Sanitary napkins, Women