

**“A STUDY ON CUSTOMER SATISFACTION AND BUYING
BEHAVIOUR TOWARDS HERBAL NAPKIN”**

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ABSTRACT:

This study investigates the factors influencing customer satisfaction and buying behaviour towards herbal napkins, a burgeoning market in the feminine hygiene industry. A quantitative approach was employed, surveying a sample of women who use herbal napkins. The results reveal significant correlations between customer satisfaction and factors such as product quality, price, and environmental concerns. Additionally, the study identifies key demographic characteristics and psychographic factors that influence buying behaviour. The findings provide valuable insights for manufacturers and marketers seeking to develop effective

strategies for promoting herbal napkins and enhancing customer satisfaction. By exploring the nuances of customer behaviour in this niche market, this study contributes to the existing literature on consumer research and sustainable products.

INTRODUCTION:

Menstruation is a natural biological process experienced by women, characterized by the periodic shedding of the uterine lining, resulting in blood discharge. This cyclical process typically occurs every 28-35 days. Historically, women have employed various absorbent materials, including fabrics and leaves, to manage menstrual flow. The advent of sanitary napkins in the 19th century marked a significant shift away from traditional methods.

In densely populated developing nations, such as India, the demand for sanitary napkins has grown substantially, with the market valued at \$550 million in 2020. This market is projected to expand by 12.2% between 2021 and 2026. Commercially available sanitary napkins are predominantly composed of synthetic materials and superabsorbent polymers, which are non-biodegradable and contribute to environmental pollution due to inadequate disposal and waste management practices. Furthermore, these materials pose health risks.

As a sustainable alternative, herbal napkins have been developed to mitigate the health and environmental concerns associated with traditional sanitary napkins. This study aims to investigate customer awareness, satisfaction, and buying behaviour towards herbal napkins, providing valuable insights into the acceptance and adoption of this eco-friendly product.

STATEMENT OF THE PROBLEM:

In today's competitive market, companies strive to ensure customer satisfaction, fostering loyalty and driving business growth. However, understanding customer preferences and expectations remains a significant challenge. Consumer attitudes and preferences can shift rapidly, influenced by factors such as health and safety concerns.

The use of sanitary napkins, for instance, raises concerns due to the presence of harmful chemicals like Bisphenol A (BPA). Prolonged exposure to these chemicals has been linked to an increased risk of cancer and reproductive issues. Furthermore, the presence of pesticides

and herbicides in some sanitary products can lead to infections, itching, and other health problems, as these toxins can enter the bloodstream and reach internal organs.

OBJECTIVES:

- To measure the level of satisfaction.
- To identify the general perception towards herbal napkin.
- To understand the factors influencing the buying behaviour of herbal napkin.
- To analyse the consumer preference and reference.

RESEARCH METHODOLOGY:

Research methodology is the scientific and systematic process employed to carry out research studies. It includes the principles, procedures, and techniques utilized to gather, analyse, and interpret data to solve research problems or test hypotheses. This study employed a range of statistical analysis techniques to examine the customer satisfaction and buying Behaviour towards herbal napkin. The following methods were used:

- 1) Simple Percentage
- 2) Chi-Square Test
- 3) ANOVA

RESULTS AND FINDINGS:

AGE	FREQUENCY	PERCENTAGE
Upto 20 years	24	24.7
20 - 30	54	55.7
31 - 45	16	16.5
Above 45	3	3.1
TOTAL	97	100
OCCUPATION	FREQUENCY	PERCENTAGE

STUDENT	59	60.8
EMPLOYEE	15	15.3
PROFESSIONAL	11	11.3
PUBLIC	12	12.4
TOTAL	97	100

NO OF WOMEN IN THE FAMILY	FREQUENCY	PERCENTAGE
1	10	10.3
2	41	41.3
3	39	39.2
Above 4	7	7.2
TOTAL	97	100

INTERPRETATION:

AGE: The majority of respondents (55.7%) are Age of between 20 – 30 years

OCCUPATION: The majority of the respondents (60.8%) are students.

NO OF WOMEN IN YOUR FAMILY: The majority of the respondents (41.3%) have 2 women in their family.

AREA OF RESIDENCE: The sample is predominantly composed of rural (40.8%) and urban (44.9%) residents.

ANALYSIS:

1. THE TABLE SHOWING THE RESPONDENTS OVERALL EXPERIENCE ABOUT HERBAL NAPKIN

ANOVA

HOW WOULD YOU RATE YOUR OVERALL EXPERIENCE ABOUT HERBAL NAPKIN

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.529	3	.843	2.005	.119
Within Groups	39.100	93	.420		
Total	41.629	96			

INTERPRETATION:

The ANOVA results indicate that the overall experience with herbal napkins differs slightly among groups, but not significantly. The F-statistic of 2.005 has a p-value of 0.119, which is greater than the typical significance level of 0.05. This suggests that the differences in overall experience among the groups are not statistically significant. The mean square value of 0.843 indicates a moderate amount of variation between groups, while the within-group mean square of 0.420 suggests a relatively small amount of variation within groups. Overall, the results suggest that the overall experience with herbal napkins is relatively consistent across groups.

2. THE TABLE SHOWING THE RESPONDENTS HOW MUCH MONEY DO THEY SPEND PER MONTH

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
OCCUPATION * HOW MUCH MONEY DO YOU SPEND PER MONTH TO BUY HERBAL NAPKIN	97	100.0%	0	.0%	97	100.0%

OCCUPATION * HOW MUCH MONEY DO YOU SPEND PER MONTH TO BUY HERBAL NAPKIN Crosstabulation

Count						
		HOW MUCH MONEY DO YOU SPEND PER MONTH TO BUY HERBAL NAPKIN				
		200	300	400	More than 400	Total
OCCUPATIO N	Student	18	16	11	14	59
	Employee	6	5	3	1	15
	professiona l	2	6	3	0	11
	public	4	2	6	0	12
Total		30	29	23	15	97

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.348 ^a	9	.082
Likelihood Ratio	17.702	9	.039
Linear-by-Linear Association	.847	1	.358
N of Valid Cases	97		

a. 12 cells (75.0%) have expected count less than 5.

The minimum expected count is 1.70.

INTERPRETATION:

The crosstabulation analysis examines the relationship between occupation and monthly expenditure on herbal napkins. The results show a non-significant Pearson Chi-Square value ($p = 0.082$), indicating no significant association between occupation and expenditure. However, the Likelihood Ratio test reveals a significant result ($p = 0.039$), suggesting that occupation does have an impact on expenditure. The analysis also highlights that 75% of cells have expected counts less than 5, which may affect the reliability of the results. Overall, the findings suggest a possible link between occupation and expenditure on herbal napkins, but further investigation is needed to confirm this relationship.

Chi-Square Test Results:

Pearson Chi-Square Value = 15.348, $df = 9$, $p = 0.082$

The p-value (0.082) is greater than 0.05, suggesting that there is no statistically significant association between occupation and spending on herbal napkins at the 5% significance level.

Likelihood Ratio = 17.702, $df = 9$, $p = 0.039$

This test suggests a slightly stronger association ($p = 0.039$), which is significant at the 5% level.

Linear-by-Linear Association = 0.847, $p = 0.358$

3. THE TABLE SHOWING THE RESPONDENTS WHAT MAKES THEM TO BUY HERBAL NAPKIN

WHAT MAKES YOU TO BUY HERBAL NAPKIN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Quality	85	87.6	87.6	87.6
Quantity	6	6.2	6.2	93.8
Price	6	6.2	6.2	100.0
Total	97	100.0	100.0	

Source: Primary source

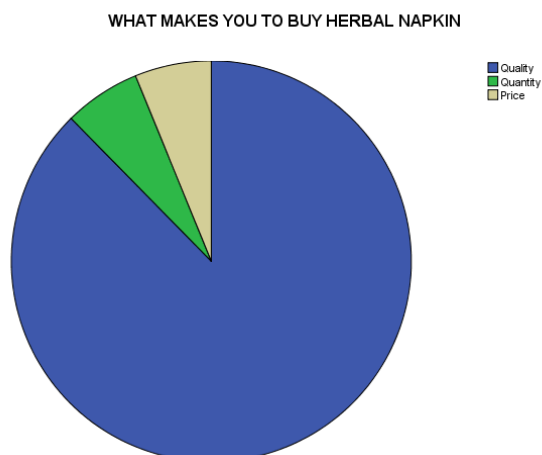
INTERPRETATION:

The results indicate that the primary factor influencing the purchase of herbal napkins is quality, with 87.6% of respondents citing it as the key reason. This suggests that consumers prioritize the effectiveness, safety, and performance of the product. In contrast, quantity and price are relatively less important factors, with only 6.2% of respondents mentioning each of these aspects. Overall, the findings emphasize the significance of quality in driving consumer purchasing decisions for herbal napkins.

INFERENCE:

It is concluded that, Majority (87.6%) of the respondents buy based on the quality.

CHART : Showing the respondents what makes them to buy herbal napkin



4. THE TABLE SHOWING THE RESPONDENTS WHERE DO THEY PURCHASE HERBAL NAPKIN

WHERE DO YOU PURCHASE HERBAL NAPKIN

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid super market	25	25.8	25.8	25.8
local market	8	8.2	8.2	34.0
pharmacy	15	15.5	15.5	49.5
online	49	50.5	50.5	100.0
Total	97	100.0	100.0	

Source: primary source

INTERPRETATION:

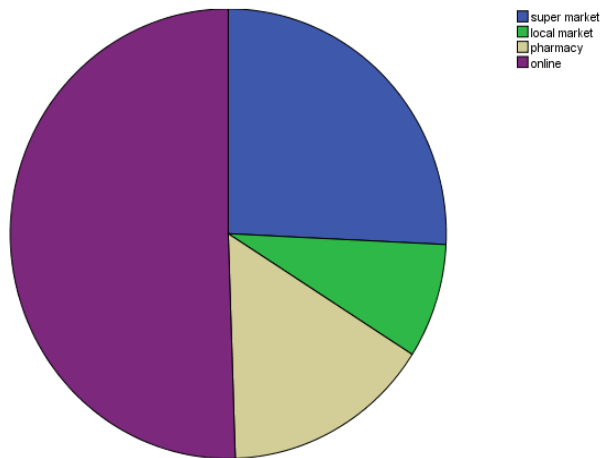
The results show that the majority of respondents (50.5%) purchase herbal napkins online, indicating a strong preference for e-commerce platforms. Supermarkets are the second most popular purchase location, accounting for 25.8% of respondents. Local markets and pharmacies trail behind, with 8.2% and 15.5% of respondents, respectively. This suggests that consumers are increasingly turning to online channels for convenience and accessibility when buying herbal napkins.

INFERENCE:

It is concluded that, Majority (50.5%) of the respondents buy in online

CHART : Showing the respondents where do they purchase herbal napkin

WHERE DO YOU PURCHASE HERBAL NAPKIN



RESULT AND FINDINGS

- The ANOVA results indicate no significant differences in overall experience with herbal napkins among groups ($p = 0.119$). This suggests consistent experiences across groups.
- The cross tabulation analysis reveals a significant association between occupation and expenditure on herbal napkins ($p = 0.039$). Students, employees, professionals, and public sector workers exhibit varying expenditure patterns
- Quality emerges as the primary factor influencing herbal napkin purchases, with 87.6% of respondents citing it as the key reason. Quantity and price are secondary considerations.
- Online platforms dominate herbal napkin purchases, with 50.5% of respondents preferring e-commerce. Supermarkets, local markets, and pharmacies trail behind.
- These findings provide insights into consumer behaviour, preferences, and purchase patterns, highlighting opportunities for herbal napkin manufacturers and marketers to tailor their strategies.

CONCLUSION:

This study provides valuable insights into customer satisfaction and buying behaviour towards herbal napkins. The findings suggest that quality, convenience, and online availability are key drivers of customer satisfaction and purchasing decisions. The research also highlights the significance of occupation and expenditure patterns in influencing buying behaviour. Overall,

the study contributes to the existing literature on consumer behaviour and provides actionable recommendations for herbal napkin manufacturers and marketers to enhance customer satisfaction and loyalty. By addressing the identified gaps and preferences, businesses can develop effective strategies to tap into the growing demand for herbal napkins and foster long-term customer relationships.

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