



ORIGINAL RESEARCH PAPER

Marketing

BUYING BEHAVIOUR OF FEMALE CUSTOMERS ON NUA SANITARY NAPKINS WITH SPECIAL REFERENCE TO COIMBATORE CITY

KEY WORDS:

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INTRODUCTION

Buying behaviour of an individual are defined as actions that are taken before buying the product or any service. There are many factors which affects the buying behavior such as cultural factors, social factors, personal factors and psychological factors. Customer satisfaction is the primary factor of the customer's buying behavior. This study focuses on the factors behind the buying behaviour of the customer when purchasing the Nua Women's sanitary pads as every mindset differs from one another which affects the company's sales.

STATEMENT OF THE PROBLEM

Customer survey is a procedure where the public report their feelings and product they prefer. What are the reasons that affects the purchase of Nua sanitary napkins? What are the features in Nua that increase the level of satisfaction? Does the new packing system of Nua attract the customers which had not done by any of the sanitary napkins company before? To find the following this study has been carried out.

OBJECTIVES OF THE STUDY

- To analyze the socio economic background of customers in Coimbatore city.
- To examine the factors influence to buy Nua sanitary napkins.

REVIEW OF LITERATURE

Abdel-Hady et al (2005) The use of sanitary napkins had been increased but not among the girls from rural and poor families. The people doesn't have an awareness on changing the napkins at the regular period of intervals. A supportive environment for the personal hygiene has to be provided at the home as well as at the school.

C. A. Mansah et al (2016) The purpose of this research is that what are the factors influence the consumer on the purchase of sanitary napkins and samples were taken from 500 respondents and found that the customers choose the sanitary pads on the basis of two factors, economic and health factors and the brands who concentrate in these factors attains more success.

Manasan Rujipanit (2021) This study aims on the factors that influence the buying behavior of customers on sanitary napkins in Thailand, and completed this research by collecting data from 242 respondents. Then identified that promotion of the brand is the only factor in purchasing the sanitary napkins.

SCOPE OF THE STUDY

A study purely based on the survey conducted only at Coimbatore city and collects information on the mindset which differs from one customer to another form the random areas at Coimbatore. This research covers the factors behind the buying behavior and the customers attitude towards Nua sanitary napkins and enables to understand the customer attitude towards buying as well as mindset behind it and the popularity of the products produced by Nua.

SAMPLE SIZE

In this study, the sample size is limited to 250 female customers.

AREA OF STUDY

The area of study limited to Coimbatore city which is known as Kovai, a city in India.

PERIOD OF STUDY

This study is confined among the limited period of 4 months December to March.

DATA COLLECTION

Primary data

Primary data can be defined as the data's collected from the source where the originally originates from and used for the research. This research contains the primary data where the questionnaire is collected from various areas of Coimbatore from the individuals.

Secondary data

Secondary data are defined as the data's which are collected by someone and used by the others. It also reduces spending time on the collection of data as the information is already collected. This research also contains the secondary data as the second chapter deals with review of literature.

LIMITATIONS OF THE STUDY

- This study is confined to Coimbatore city limit.
- The respondents to this study are limited.
- Consumer perceptions change from time to time.

DATA ANALYSIS

Factor	Options	No. of responden-sts	Percentage
Age	Below 18	15	6
	18-25	92	36.8
	25-35	86	34.4
	More than 35	57	22.8
Occupati-on	Student	81	32.4
	Business	43	17.2
	Govt /Private jobs	67	26.8
	Home makers	59	23.6
No of pads required	Minimum 10	76	30.4
	Minimum 12	152	60.8
	Minimum 15	22	8.8
Source of awareness	Relatives & friends	76	30.4
	Social media	115	46
	Advertisement	59	23.6
Usage period	Less than 6 months	28	11.2
	Less than 12 months	30	12
	1 yr- 2 yrs	112	44.5
	More than 2 yrs	80	32

Preference on others	Nutrition drink	43	17.2
	Cramp comfort	119	47.6
	Panty liners	32	12.8
	Only napkins	56	22.4
Rating	5/5	87	34.8
	4/5	110	44
	3/5	43	17.2
	Below 3/5	10	4
Most liked feature	Design	20	8
	Comfort	53	21.2
	Size variants	45	18
	Subscription plan	132	52
Buying behavior when price increases	Yes	121	48.4
	No	129	51.6
Enrollment in subscription plan	Yes	145	58
	No	56	22.4
	Paused the plan	49	19.6

types of flow faced by the women along with the disposable cover. With the help of research, we understand the importance of 4 P's of marketing mix (Product, Price, Promotion and Place) for the success of any business. So the company can find out the weak points where they lack and increase its markets share through rectifying mistakes.

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INTERPRETATION

This study reveals that most 36.8% of the respondents belongs to 18-25 age group and 32.4% of the respondents are students. Majority 60.8% require minimum 12 pads and most 44.5% use Nua more than 1 yrs and 44% people rate them 4/5. Majority respondents 52% like the subscription plan of Nua.

FINDINGS

1. The most of the respondents 36.8% are belong to 18-25 age group.
2. The majority 54.4% of the respondents family income is between 20000- 30000.
3. The majority 48.8% of the respondents prefer sanitary napkins.
4. The most 46% of the respondents known Nua from Social media.
5. The majority 50.4% of the respondents are rated 4 on 5 for the overall quality of Nua sanitary napkins.
6. The most 38.4% of the respondents recommend the Nua sanitary napkins.
7. The majority 52.8% of the respondents are loved the subscription plan feature in Nua sanitary napkins.
8. The majority 57.2% of the respondents agree that Nua subscription plan help in managing the mensuration cycle.

SUGGESTIONS

- Most of the customers feel that the cost of the sanitary napkins are high and not to be afforded on the monthly basis so the price can be reduced.
- As the advertisement of the Nua sanitary napkins are more often seen in social media, the local advertisement will attract and increase the more number of customer.
- Number of napkins is less as minimum 12 napkins are required in a menstruation.
- The availability of the sanitary napkins should also be in offline stores.
- The Plush brand resides behind the Nua sanitary napkins on the customer's preference therefore, the Nua sanitary napkins should be working on the quality, quantity, price, availability etc.

CONCLUSION

Buying behaviour of an individual depends on four factors such as cultural, social, personal and psychological factors. It may change when performance of the product doesn't meet the expectation of the customer. Nua aims to solve the problem faced by women by providing their customizing menstrual products and wonderful solutions like self heating patch for controlling the cramps faced by the women at their menstruation period. Then introduced the sanitary pads which can be customizable by the customers according to the