



AWARENESS AMONG RURAL WOMEN FOR SANITARY NAPKINS

Mukesh Ranga,  <https://orcid.org/0000-0002-3695-5023>

Professor, Institute of Business Management, CSJM University, Kanpur, India

Kanika,  <https://orcid.org/0000-0002-0129-0156>

Institute of Business Management, CSJM University, Kanpur, India

Corresponding author: Mukesh Ranga, professormukeshranga@gmail.com

Type of manuscript: research paper

Abstract: *Menstruation is a natural biological process through which every female has to go through during her life. It is part of reproduction of life. Most of the females menstruate two to seven days every month. Unawareness about menstruation creates the discrimination and misconception among the females mainly during teenage. Taboos, stigma and myths thwart adolescent girls and boys to gain knowledge about menstruation and take it as a positive part of life. 40 % of the world's population, or 3 billion people, do not have a handwashing facility with water and soap at home. 43 % of schools lacked a handwashing facility with water and soap affecting 818 million school-age children. As per World Bank indicator 65% of population is residing in rural areas of India. National Family Health Survey, India highlights that 41% of women with 10 or more years of schooling and in rural areas it is 33.7%. In India women are playing a vital role in rural economy but their contribution in agriculture and allied services is almost equal but it is unpaid and unaccounted only considered as their support in the family. Still there is gender inequality in rural areas; they have limited access in finance management, decisions related to education and healthcare issues. Most women are unskilled and no control on land and other productive assets of the family. Still traditions dominate in the issues related with women. In the present study awareness and behavioral pattern of rural women during menstruation is assessed in the study area. Structured questionnaire is used to get the response for awareness, availability, preference, purchase behavior of the women in the Bhogwar village of Uttar Pradesh. In the present study descriptive survey research design was applied and target respondents were selected through stratified random sampling. Consciousness among women on menstrual hygiene and uses of sanitary napkins is also explored. It is identified that the price plays a vital role in purchase behavior and maximum women are getting awareness through females of the family and school is major source of free napkins in study area.*

Keywords: rural area, market research, hygiene, rural female population, habits and needs.

JEL Classification: E60, F62, I18, O57

Received: 17 July 2022

Accepted: 18 August 2022

Published: 30 September 2022

Funding: There is no funding for this research.

Publisher: Sumy State University

Cite as: Ranga, M., & Kanika (2022). Awareness among Rural Women for Sanitary Napkins. Health Economics and Management Review, 3, 73-79. <https://doi.org/10.21272/hem.2022.3-07>

Introduction. Hygiene management during menstruation is helpful for women to accelerate motivation, self-management and enhancement in level of confidence in society with dignity and comfort. Less awareness about menstruation develop misconception among adolescents can cause them to miss out their normal childhood experiences and actions. Stigma, Taboos and myths prevent adolescent girls and boys from getting apposite awareness about maturation. The literacy among females about the sanitary napkins emerge from personal experience, awareness from relatives, friends, peer groups, clicks and in present social media is also playing an imperative role to educate them. But suitable guidance in the initial stage of menstruation is lacking in rural areas. Because of lack of knowledge females experience stress, shame and unnecessary barriers. Special attention is needed for managing menstrual period during early stage of starting. Literacy of menstrual cycle management helps adolescent to manage their future menstruation and save them from several physical, psychological and biological problems. Improper awareness and lack of facilities are also the reasons for dropout in some areas.



Copyright: © 2022 by the author. Licensee Sumy State University, Ukraine. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

In India 64% of population resides in rural areas and women play a vital role in rural economy but their contribution is unaccounted. They face discrimination during menstruation. In some of the areas the women are considered unclean during menstruation and debarred from some of holy rituals and day today activities at home. During the menstruation process females use sanitary napkins and unsanitary methods of managing menstruation. Locally prepared napkins, sanitary napkins and tampons are considered as hygienic methods of protection by major section of females. During menstrual period 12 to 20 pads are required. Availability, affordability, acceptability, and awareness play a vital role in usage of sanitary pads.

National Family Health Survey - 5 highlight that there is improvement in usage of hygiene methods during menstrual period. Literacy among females is also improved in India and Uttar-Pradesh. Eight states Bihar, Odisha, Madhya Pradesh, Tripura, Uttar Pradesh, Rajasthan, West Bengal and Jharkhand, reported an increase in the usage of menstrual products from NFHS-4 to NFHS-5. Bihar reported an impressive 90% growth, followed by Odisha 72% and Madhya Pradesh 61%. In contrast, the percentage decreased in Mizoram from 93.4% to 89.4%. Gujrat and Meghalaya are only two states with 65% of women using periods. Interestingly, Madhya Pradesh and Meghalaya are two of the three states with the lowest period-product use across India. The state with the lowest usage, Bihar, is not far down the list and reported around 20% between rural and urban areas. All UTs except Chandigarh show a different trend. Period-product use in the UTs was higher in rural areas than in urban areas, although the difference was minimal (0-5%).

Table 1. Ministry of Health and Family Welfare, National Family Health Survey – 5

	NFHS-5 (2019-21)			NFHS-4 (2015-16)
	Urban	Rural	Total	Total
Sex ratio of the total population (females per 1,000 males)	985	1,037	1020	991
Women age 20-24 years married before age 18 years (%)	14.7	27.0	23.3	26.8
Women age 15-24 years who use hygienic methods of protection during their menstrual period in India (%)	89.4	72.3	77.3	57.6
Women age 15-24 years who use hygienic methods of protection during their menstrual period in Uttar-Pradesh, India (%)	86.7	68.4	72.6	47.1
Women with 10 or more years of schooling (%)	56.3	33.7	41.0	35.7
Women with 10 or more years of schooling (%) In UP	51.9	35.0	39.3	32.9

Sources: developed by the authors on the basis of (NFHS, 2019).

Above data clearly specify the increase of se ration in rural area is comparatively better than urban area. In India and Uttar-Pradesh there is an increase in usage of hygiene methods of protection during menstrual period.

Several self-help groups are also working for the female hygiene during menstrual period. In the year 1987, May 28th was declared as International Day of Action for Women's Health or International Women's Health Day. Since then each year this day is celebrated by women's and health groups. The main objective of this day is to raise awareness on Sexual and Reproductive Health and Rights (SRHR).

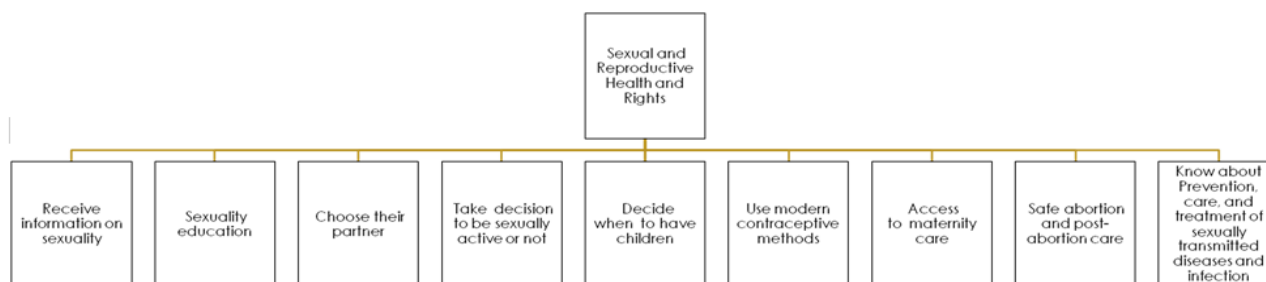


Figure 1. Sexual and Reproductive Health and Rights (SRHR)

Sources: developed by the authors.

Figure 1 show that Sexual and Reproductive Health and Rights (SRHR) strengthen the awareness of women towards sexuality, selection of partners, decision making for sexuality and child birth. They are also awarded bout contraceptive methods, maternity care, concern about safe abortion and sexuality transmitted diseases.

The Ministry of Health and Family Welfare has introduced a scheme for promotion of menstrual hygiene among adolescent girls in the age group of 10-19 year in rural areas.

Major objectives of Menstrual Hygiene Scheme (MHS):

- To increase awareness among adolescent girls on menstrual hygiene.
- To increase access to and use of high quality sanitary napkins to adolescent girls in rural areas.
- To ensure safe disposal of sanitary napkins in an environmentally friendly manner.

Components of the Program:

1. Community-based health education and outreach in the target population to promote menstrual health.
2. Ensuring regular availability of sanitary napkins to the adolescents.
3. Sourcing and procurement of sanitary napkins.
4. Training of ASHA in menstrual hygiene.
5. Behavioral change communication.
6. Safe disposal of sanitary napkins Main Provision Sanitary Napkin "Freedays" - At a subsidized rate of Rs 6 for a pack of 6 napkins. The ASHA will continue to be responsible for distribution, receiving an incentive Rs 1 per pack sold and a free pack of napkins every month for her own personal use.

Ministry of Health and Family welfare, Government of India introduced Rashtriya Kishor Swasthya Karyakram (RKSK) in 2014 to increase the awareness of adolescents for health issue with following major objectives:

1. Improve Nutrition.
2. Improve Sexual and Reproductive Health.
3. Enhance Mental Health.
4. Prevent Injuries and violence.
5. Prevent substance misuse.

Communication plays an important role in society. Dissemination of health programs increase the awareness among the rural people, particularly in marginalized section of society. Development communication which is mainly concerned with the role of communication in social change, often aims at sustainable development, empowerment of women, improvement of the marginalized and disadvantaged people and provision for their basic needs. Government take various steps to communicate the social welfare schemes among the people. India accounts for 27% of the world's cervical cancer deaths and the incidence rate indicates that it is almost twice the global average «with poor menstrual hygiene partly to blame».

Only 13% of the girls in India are aware of menstruation before menarche (UNICEF, 2011), which indicates the lack of empowerment and menstrual hygiene among the adolescent girls. 60% of them missed school on account of menstruation, 79% felt low in confidence, 44% were embarrassed and humiliated over restrictions followed during menstruation. It adversely impacts the women's education, equality and maternal health.

Literature Review. During daily life, women sit or sleep for certain time intervals and their sanitary napkins are exposed to compressional forces. If the sanitary napkin will squeeze and not recover, this can result with poor sensorial comfort and low formability. Also, wetting of sanitary napkins during usage can worsen the compressional properties (Kara, 2021).

The most important performance requirements from sanitary napkins were determined as absorptivity, leakage prevention, dry sense, soft surface and odor prevention. The most common problems of respondents were found to be wetness, leakage and need of frequent changes (Sukran, 2021).

There are various factors like brand image, price, quality etc, that can change one's taste or preference which in turn cause people to buy more or less of a product (Krithika & Alex, 2019).

It won't be wrong to say that menstrual hygiene products are necessity for women and they must be aware of such products available in the market for their own health but we can't deny the fact that these products are harmful for the environment (Choudhary and Bhattacharjee, 2018).

Social and electronic media also play an important role to make the girls and women aware about the latest menstrual products, different manufacturers, government policies, and so forth (Kaur et al., 2018).

Traditional beliefs regarding menstruation still persist and menstrual hygiene among the adolescents was found to be unsatisfactory (Kamath et al., 2013).

In rural areas, mostly women use reusable and non-commercial sanitary materials like reusable pads or cloths. Thus, they generate lesser amount of menstrual waste as compared to women in urban areas who rely on commercial disposable pads. The menstrual material was disposed of according to the type of product used, cultural beliefs, and location of disposal. In slum areas, women dispose their menstrual waste into pit latrines as burning and burial were difficult due to limited privacy space (Garg et al., 2001).

Menstruation wastes are the wastes that are generated by a female in her reproductive years. These wastes are produced during menstruation commonly known as menses, periods, or monthly bleeding cycle (Swenson and Havens, 1987).

Low level of knowledge about menstruation, poor menstrual hygiene was found. There is a different type of misconception, myths, restriction and lack of menstruation related knowledge (Bachloo et al., 2016).

This study reveals that the age of the menstruating girls ranged from 12-17 years, with the maximum number of girls being between 13-14 years of age (Thakre et al., 2011). Another researcher reported that the age of the menstruating girls ranged from 12-17 years, with the maximum number of girls being between 13-15 years of age (Ghattargi and Deo, 2005).

The opinion of every woman will be different from the other because each woman has a different body: short, tall, big pelvis, small pelvis, age, puberty, mother of three or progressing to menopause, on birth control and... a different period! Preference on a sanitary napkin is based on how comfortable you are with it. Some may be willing to experiment with new products and find out which suits them best where as some may not want to leave their comfort zone (Krithika and Alex, 2019).

Muvea (2011) studies conducted in Kenya have shown that menstruation causes adolescent school girls to lose an average of 3.5million learning days per month.

Majority of the girls do not fully participate in school during their periods, and it is because they fear that the boys will laugh at them if they have messed themselves. They complained the pad was not comfortable and so did not feel confident to participate (Alice et al., 2019). A phenomenological approach showed that menarche and menstrual attitudes among Taiwanese adolescents were comprised in 4 dimensions: self-perception, information, and cultural practices with regard to menarche; physiological symptoms and psychological reactions during menstruation; coping mechanisms during menarche and menstruation; and methods for coping and cultural practices for menstruation (Liu et al., 2021).

The onset of menstruation means a new phase – and new vulnerabilities – in the lives of adolescents. Yet, many adolescent girls face stigma, harassment and social exclusion during menstruation. Transgender men and non-binary persons also face discrimination due to their gender identity, depriving them of access to the materials and facilities they need (UNICEF, n.d.).

Every girl should be conscious of the fact that a healthy menstrual cycle happens once in 21-35 days. But many girls do not have the habit of tracking their monthly menstrual cycle, which is important for any gynecological related issues. In the studies of Kamath et al. (2013) and Sapkota et al. (2013) it was deduced that a majority of the respondents are aware of the normal duration of the menstrual cycle and the process of menstruation.

There are several issues associated with female menstruation. Sensitization towards menstrual hygiene is increasing. With increasing literacy the females are able to tackle this situation effectively. Several governments are making various schemes for menstrual hygiene. During information age several options are available for female to get the awareness about hygiene. Social media is also playing a vital role in disseminating the awareness among females for hygiene literacy, precautions, tools and techniques to manage menstruation. Still there is lack of awareness among the females particularly in rural areas of developing countries. There is need to study the problems faced by rural women during menstruation so that marketer and government can prepare suitable planning for awareness and happiness of women during menstruation.

The overall objectives of this study are:

- 1) to generate information and data related to behavioral pattern of rural women during menstruation.
- 2) to assess awareness among rural women regarding menstrual hygiene
- 3) to identify consciousness among women on menstrual hygiene and uses of sanitary napkins

As per 2011 census population of Bhogwar village is 2785 out of which 1515 are males and 1270 are females. Literacy rate of bhogwar village is 63.81% out of which 73.33% males and 52.44% females are literate. There are about 414 houses in bhogwar village. Present study is conducted in Bhogwar village of Uttar Pradesh during March to May 2022. Primary data is collected from 100 females of Bhogwar village representing age from 13 to 44. Age is a demographic factor but it has a vital role in assessment of the behavior towards menstrual hygiene. Distribution of age of the respondents is in three age segment. Structured questionnaire is used to get the response for awareness, availability, preference, purchase behavior of the women in the area. In the present study descriptive survey research design was applied and target respondents were selected carefully and stratified random sampling was selected to accomplish the representation of whole population.

Results. Table 2 from the above data it is inferred that 54% of the respondents belonging to (13 to 23) age group, 30% respondents belonging to (24 to 34) age group and 16% respondents (women) are belonging to (34 to 44) age group. It is analyzed that 42 % of girls get awareness about menstruation hygiene from mother, 18 % from sister/sister-in-law, 12% from grandmother and 8% from media/social media.

Table-3 depicts that 85% women are aware about the availability of sanitary napkin in the village, 10% shows unavailability and 5% are unaware. Only 12% women purchase sanitary napkins according to their preference.

Table 2. Mensuration hygiene awareness sources

Age	%	Awareness about menstruation hygiene	%
13 to 23	54	Mother	42
24 to 34	30	Sister/sister-in-law	18
34 to 44	16	Grandmother	12
	100	Male member	0
		Media/Social Media	8

Sources: developed by the authors.

Table 3. Availability and preference.

	Yes	No	Unaware
Sanitary napkins available in your area?	85	10	5
Are you unable to buy sanitary napkins according to your preference?	12	88	0

Sources: developed by the authors.

In table 4, it is identified that price plays a major role in purchase of sanitary napkin. 62% women prefer sanitary napkin on basis of price, 10% have brand preference, 14% consider comfort and 16% purchase on basis of availability.

Table 4. Factor influencing purchase behavior

Factor	%
Brand	10
Price	62
Comfort	14
Availability	16

Sources: developed by the authors.

Table 5, inferences that 54% female purchase sanitary napkins as and when required, 20% purchase twice in a month, 22 % once in a month and 4% were unaware about purchase gap.

Table 5. Duration of purchase

Duration	Purchase
once in a month	22
twice in a month	20
when required	54
none of the above	4

Sources: developed by the authors.

In table 6, from data it is inferred that 46% the respondent's respond Self purchase, 20% respondents get through mother/mother-in-law, 8% respondents respond sister/sister-in-law, 12% respondents get it purchased through male member and 14% respondents were not using sanitary napkins.

Table 6. Purchase of sanitary napkins

Purchaser	%
self	46
Mother/mother-in-law	20
Sister/sister-in-law	8
Any male member	12
I am not using sanitary napkins	14

Sources: developed by the authors.

Table 7 depicts that 40% of females are ready to purchase a pack of sanitary napkin in 10-15 rupees, 38 % are ready to purchase between 15-10 rupees, 15% are interested between 20-25 rupees and 7% are ready to purchase more the 25 rupees.

Table 7. Bundle Price (5 per pack) preference for purchasing sanitary napkin.

Price	%
10 to 15	40
15 to 20	38
20 to 25	15
25 to above	7

Sources: developed by the authors.

Table 8. Availability of free napkins

Area	%
Panchayat Bhawan	0
Aanganbadi	0
School	98
All of the above	0
None of the above	2

Sources: developed by the authors.

From the above data it is inferred that 98% the respondents confirmed the availability of free napkins in school and 2% responded none of the above. It shows that the women are aware about the government's free napkin scheme.

Conclusion. Findings of the study illustrate that females are preferred by rural women to get the awareness about menstruation and they are also major preference to get the awareness about the hygiene benefits and product used for the menstrual hygiene. Price is the major factor for purchasing sanitary napkins, brand awareness is lacking in rural area. Still due to income purchase of the sanitary napkins is done majorly as and when required. Due to low affordability, maximum females are ready to purchase sanitary napkins in pack at lower price. Females in school are aware about the free availability of napkins in the schools.

Table 9. 4 A's concept in the context of menstruation and sanitary napkins

Component	Actions to be taken
Awareness	The adolescents and teenage females need to be educated about pros and cons of menstruation hygiene as well as products benefits, usage pattern, benefits of using pads etc.
Accessibility	Sanitary pads and other menstrual products need to be available in rural areas so that the females can get it easily
Acceptability	Awareness programs should be from likable source of rural females to enhance their functional and psychological acceptability
Affordability	Free napkins are available for adolescent girls only. Due to low affordability rural women avoid to use it hence sanitary pads need to be in affordable price for the rural females.

The adolescents and teenage females need to be erudite about the facts related to menstruation. They should be awakened about physiological and physical implications of menstruation. They need to be educated about proper hygienic practices during menstrual cycle. It is also required to bring them out of traditional beliefs, taboos, misconceptions, and restrictions. This can be achieved with the help of faculty members, local nurses, anganwadi workers and related issues need to be added education curriculum. Media and focused group discussions should also be promoted.

Government's schemes like free sanitary napkins in schools are creating awareness among the female. With help of local hospitals, anganwadi workers, local schools and colleges the Gram Panchayats can frame the programs for creating menstruation hygiene awareness among females. In awareness programs the emphasis should be towards reducing gender inequality, discriminating social norms, cultural taboos, importance and impacts of menstrual health and hygiene needs.

Conflicts of Interest: Authors declare no conflict of interest.

Data Availability Statement: Not applicable.

Informed Consent Statement: Not applicable.

References

- Alice, W., Nyamwaya, C., & Njoroge, K. (2019). Effects of Inaccessibility of Sanitary pads on Academic Performance of Girls in Primary Schools in Njoro Sub-County. *Editon Consortium Journal of Curriculum and Educational Studies*, 1(3), 84-93. [\[Google Scholar\]](#) [\[CrossRef\]](#)
- Bachloo, T., Kumar, R., Goyal, A., Singh, P., Yadav, S. S., Bhardwaj, A., & Mittal, A. (2016). A study on perception and practice of menstruation among school going adolescent girls in district Ambala Haryana, India. *Int J Community Med Public Health*, 3(4), 931-7. [\[Google Scholar\]](#)
- Choudhary, J., & Bhattacharjee, D. M. (2018). A Study on Consumption Pattern of Sanitary Napkin and Environment Degradation. [\[Google Scholar\]](#)
- Garg, S., Sharma, N., & Sahay, R. (2001). Socio-cultural aspects of menstruation in an urban slum in Delhi, India. *Reproductive health matters*, 9(17), 16-25. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Ghattargi, C. H., & Deo, D. S. (2005). Preparation and practices regarding menstruation: a comparative study in rural and urban adolescent girls. *Indian J Comm Med*, 30, 10-14. [\[Google Scholar\]](#)

Kamath, R., Ghosh, D., Lena, A., & Chandrasekaran, V. (2013). A study on knowledge and practices regarding menstrual hygiene among rural and urban adolescent girls in Udipi Taluk, Manipal, India. *Global Journal of medicine and public health*, 2(4)

Kara, S. (2021). Effects of wetting and compression/recovering time on the compressional behaviour of sanitary napkin layers. *Industria Textila*, 72(4), 368-377. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Kaur, R., Kaur, K., & Kaur, R. (2018). Menstrual hygiene, management, and waste disposal: practices and challenges faced by girls/women of developing countries. *Journal of environmental and public health*, 2018. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Krithika, J., & Alex, A. B. (2019). Women's Product Preference with Reference to Sanitary Napkins. *IOSR Journal of Business and Management*, 21(2), 01-04. [\[Google Scholar\]](#)

Liu, H. L., Chen, K. H., & Peng, N. H. (2012). Cultural practices relating to menarche and menstruation among adolescent girls in Taiwan—Qualitative investigation. *Journal of Pediatric and Adolescent Gynecology*, 25(1), 43-47. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Muvea, F. (2011). Menstruation a hindrance to girls education in Kenya. *Ezine Articles*.

NFHS. (2019). Indian fact sheet. Retrieved from [\[Link\]](#)

Sapkota, D., Sharma, D., Pokharel, H. P., Budhathoki, S. S., & Khanal, V. K. (2013). Knowledge and practices regarding menstruation among school going adolescents of rural Nepal. *Journal of Kathmandu medical college*, 2(3), 122-128. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Singh, S. (2021). NFHS-5 Data Shows Varying Usage Of Period Products In Different States. Retrieved from [\[Link\]](#)

Sukran, K. A. R. A. (2021). A Research Study about the Expectations from Sanitary Napkins, Current Problems and Design of a Functional Sanitary Napkin. *Erciyes Üniversitesi Fen Bilimleri Enstitüsü Fen Bilimleri Dergisi*, 37(1), 74-90. [\[Google Scholar\]](#)

Swenson, I., & Havens, B. (1987). Menarche and menstruation: a review of the literature. *Journal of community health nursing*, 4(4), 199-210. [\[Google Scholar\]](#) [\[CrossRef\]](#)

Thakre, S. B., Thakre, S. S., Reddy, M., Rathi, N., Pathak, K., & Ughade, S. (2011). Menstrual hygiene: knowledge and practice among adolescent school girls of Saoner, Nagpur district. *J Clin Diagn Res*, 5(5), 1027-33. [\[Google Scholar\]](#)

UNICEF (n.d.). Menstrual hygiene- Gender inequality, cultural taboos and poverty can cause menstrual health needs to go unmet accessed through. Retrieved from [\[Link\]](#)

UNICEF .(2018). FAST FACTS: Nine things you didn't know about menstruation. Retrieved from [\[Link\]](#)

Мукеш Ранга, професор, Інститут управління бізнесом, Університет CSJM, Індія

Каніка, Інститут управління бізнесом, Університет CSJM, Канпур, Індія

Обізнаність жінок, що проживають у сільській місцевості, щодо застосування гігієнічних прокладок

Менструація є природним біологічним процесом, через який кожна жінка повинна пройти протягом свого життя. Автори статті зазначають, що необізнаність про менструацію створює дискримінацію та неправильне уявлення серед жінок, головним чином у підлітковому віці. Табу та міфи заважають дівчатам і хлопцям-підліткам отримати знання про менструацію та сприймати її як позитивну частину життя. Близько 40% населення світу, або 3 мільярди людей, не мають вдома засобів для миття рук з водою та милом. У 43% шкіл не було засобів для миття рук з водою та милом, що вплинуло на 818 мільйонів дітей шкільного віку. Національні дослідження здоров'я сім'ї в Індії показують, що 41% жінок мають 10 або більше років навчання, а в сільській місцевості – 33,7%. В Індії жінки відіграють життєво важливу роль у сільській економіці, але їхній внесок у сільське господарство та пов'язані з ним послуги є майже рівними, але він неоплачуваний і не враховується лише як їхня підтримка в сім'ї. Усе ще існує гендерна нерівність у сільській місцевості. Жінки мають обмежений доступ до управління фінансами, рішень, пов'язаних з питаннями освіти та охорони здоров'я. Більшість жінок є некваліфікованими та не мають контролю над землею та іншими продуктивними активами сім'ї. У питаннях, пов'язаних з жінками, все ж домінують традиції. У статті оцінюється обізнаність і модель поведінки сільських жінок під час менструації на території дослідження. Була використана структурована анкета для отримання відповідей щодо обізнаності, доступності, переваг, купівельної поведінки жінок у селі Бхогвар, штат Уттар-Прадеш. У цьому дослідженні було застосовано дизайн описового опитування, а цільові респонденти були відібрані шляхом стратифікованої випадкової вибірки. Також досліджується свідомість жінок щодо менструальної гігієни та використання гігієнічних прокладок. Виявлено, що ціна відіграє важливу роль у купівельній поведінці, і більшість жінок дізнаються через жінок про сім'ю, а школа є основним джерелом безкоштовних серветок у досліджуваному регіоні.

Ключові слова: сільська місцевість, дослідження ринку, гігієна, жіноче населення сільської місцевості, звички та потреби.