

International Research Journal of Management Science & Technology



ISSN 2250 – 1959(Online)
2348 – 9367 (Print)

An Internationally Indexed Peer Reviewed & Refereed Journal

www.IRJMST.com
www.isarasolutions.com

Published by iSaRa Solutions

“User Experience of Feminine Products Usage”

Drishti Kohli

M.A Public Policy and Governance 2021-2023
Amity University, Noida

Rationale Behind Choosing The Topic

Earlier, females did not get enough consumer options but lately, there has been a boom in feminine products in markets and consumers are confused because of the variety. Earlier the idea was to be inclusive but now consumer expects not just inclusion but also safety in the products.

The world has been facing a lot of crisis, especially in India, given the poverty and per capita income, consumers’ purchasing power is pretty tight. Bounded rationality is not restricted to just getting the hands on products but also in understanding the effects of the products.

As a matter of fact, in the case of India there is a bleak space which takes care of the safety of feminine products. Every other day there is a news flash ‘sanitary pads are causing cancer’, the question is

- 1- Whose fault is this that we’re provided with cancerous products?
- 2- What government is doing ?
- 3- What Indian Government is doing?

Being a social taboo, it’s hard to talk about it anyway so making policies, educating people on precautions is a tough job yet this issue is as important as any other.

Studying the expectations of females regarding feminine products on the market is essential for several reasons:

- Meeting the Needs of Women
- Identifying Gaps in the Market
- Addressing Health Concerns
- Promoting Gender Equality

Studying the expectations of females regarding feminine products on the market is crucial for meeting the needs of women, identifying gaps in the market, addressing health concerns, and promoting gender equality. By understanding the expectations of women, companies and policymakers can develop products that are safer, more effective, and more accessible, leading to greater customer satisfaction and improved health outcomes for women.

This paper analyses :

- What is the user experience regarding the female products?
- What are the expectations of consumers regarding the products offered?
- What has been done to make sure that female products are safe?

In simple terms, everybody knows that female products cannot be ignored or prohibited since they are essential. Not just sanitary products but also beauty products are equally important. India is about culture and culture puts women on epitome of beauty temple. So cutting beauty products are also not possible.

With the news of alarming effects of feminine products, this paper studies how consumer reacts and reconsider their choices. It’s necessary that the consumers are provided with safe products and it is important to conduct a research on what policies are made to protect the consumers.

In addition, the paper explores what are the hindrances which led to the supply of unsafe products in the market.

In the end , this paper suggests that what can be done to improve the user experience.

Abstract

Feminine products empower women but remain among the most challenging development issues today. Not only do deep-rooted taboos, myths, and misinformation create the illusion that feminine products are inherently shameful, gross, and weird, but in countries like India, women, and girls often lack access to hygienic sanitary materials, basic facilities necessary for good menstrual hygiene management and get exposed to harmful chemicals.

Chemicals of emerging concern (CECs) are frequently used in cosmetic formulations and can potentially reach the environment at concentrations that may harm. Skincare products had the highest quantities of CECs, with titanium dioxide and zinc oxide nano-materials being dominant potential contaminants. Companies take unfair advantage of feminine goods receiving scant attention and being poorly examined. This leaves a vulnerability for investigation considering that it is surrounded by ingrained stigma and taboos.

Feminine product awareness and disposal practices are the focus of this exploratory descriptive study. I've used primary data from a sample of 100 women (through a questionnaire), from India.

Qualitative and quantitative analyses will be used. It was found that disposal varied from person to person and most of them were not even aware if their products were environmentally friendly or not.

This paper represents a relevant and critical issue, not only for women's health, equality, and dignity but also for possible associated environmental concerns. This work highlights the necessity and urgency to face feminine product problems.

Keywords - Feminine Products, Safety, User Experience, Environmental Damage, Cancer, Government, Innovation

JEL Classification – H4, L1, L5, L6, O2

Introduction

User experience of feminine products is an important aspect that influences the usage, satisfaction, and overall well-being of females. Feminine products include a wide range of items such as sanitary pads, tampons, menstrual cups, period underwear, and other products used during menstruation. The user experience of these products is affected by various factors such as the design, comfort, absorbency, odor control, leakage protection, sustainability, and affordability of the products.

If consumers are paying the full amount of a product especially a feminine necessity product then why is it Cancerous? Do we have regulatory organizations that keep a check for such issues? A lot of question comes to our mind as a consumer. This paper will unravel all the questions, experience and expectations of a consumer regarding female products.

According to Jaydeep Mandal, founder of Aakar Innovations, a hybrid social company that makes it possible for women to create sanitary napkins in their surroundings, the research ought to have been conducted much sooner due to an increase in sanitary goods in India.

He classified several of them as "fake." "Every single month, fresh companies appear on Amazon that claim numerous advantages that neither of them truly have," he explained. He said that the Indian government established the Bureau of Indian Standards (BIS), which stipulates two things: the biodegradability standard (which has an association with ecological sustainability but has zero to do with health) along with health requirements. (a part of it is covered under cytotoxic testing.)

Mandal stated that BIS made cytotoxic testing (a test that certifies that product is safe in terms of human consumption) mandatory for manufacturers, however under multiple pressures from various international corporations, it was later rendered optional.

According to the social businessperson, not all individuals in the business is capable of passing cytotoxic testing. The vast majority of manufacturers avoid screening. In reality, the top products

regularly employed in India, as revealed in the Toxic Lines research, do not undergo this type of testing.

Objective

The objective of this dissertation is to analyze the User Experience of Feminine Products which includes beauty and sanitary products and answer the research questions.

There are three primary objective of the study -

- To investigate how is the user experience (Indian) regarding the female products?
- To evaluate what expectations consumers have regarding the feminine products in the market.
- To find out what has been done to make sure that female products are safe given that these products are essential for a woman.

Research Questions

Q1- What is the user experience regarding the feminine products ?

Q2- What expectations consumers have regarding the feminine products in the market?

Q3- What has been done to make sure that female products are safe?

Research Methodology

Primary data has been used to study the behavior and experience of consumer regarding feminine products. The research considered the beauty and sanitation industry especially for women as one sector as a whole were studied. According to reputable news sources, the taken variable was the price of the product and the behavior of consumers, since the safety was not assured in any feminine products so it will not be considered a variable.

Respondents :

A questionnaire containing qualitative and quantitative questions regarding consumer behavior was completed by women residing in urban areas especially Delhi . (n=100)

The study has been divided into three phases.

- The first phase was the research on why Indian feminine products are cancerous and what government is doing to prevent float of these products.
- The second phase was to analyze the collected primary data and understand consumer behavior.
- The third phase consist of suggestions to enhance the user experience of feminine products.

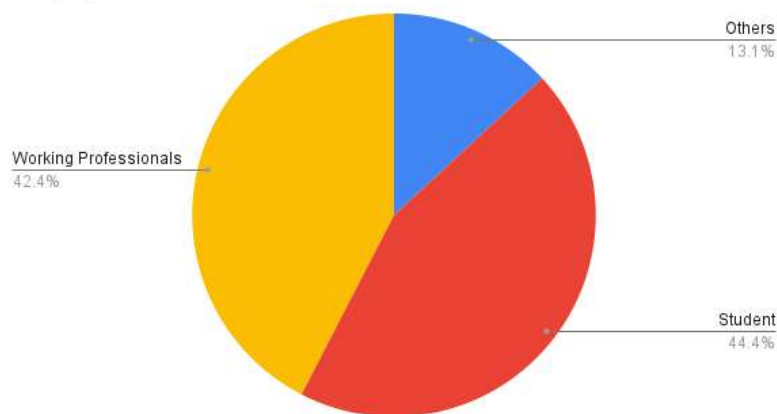
The comprehensive investigation was performed through the questionnaire of 100 women, 25 research articles and 25 news stories.

Data analysis was also conducted to understand the consumer behavior.

Finding of the Study

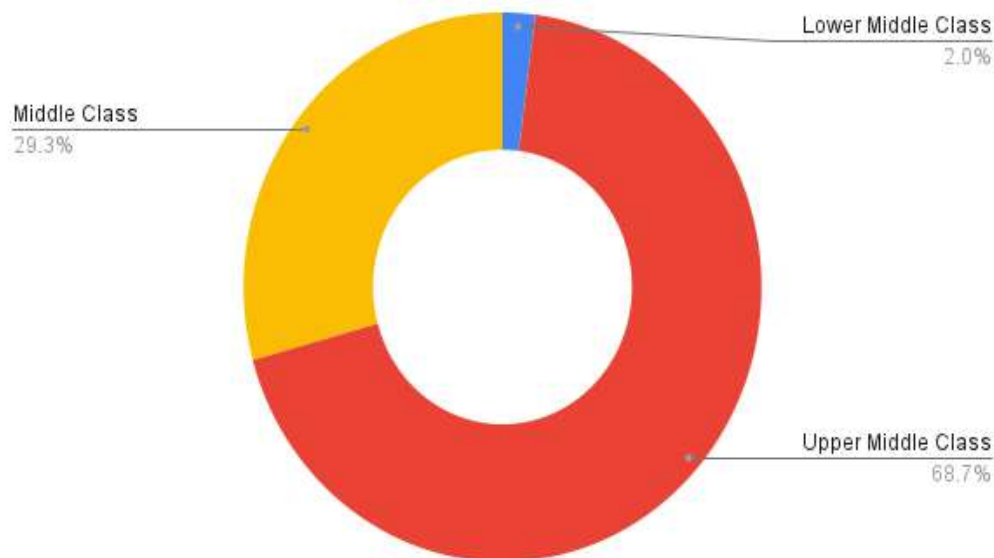
An overview of the survey population and the results of the survey.

Employment Status



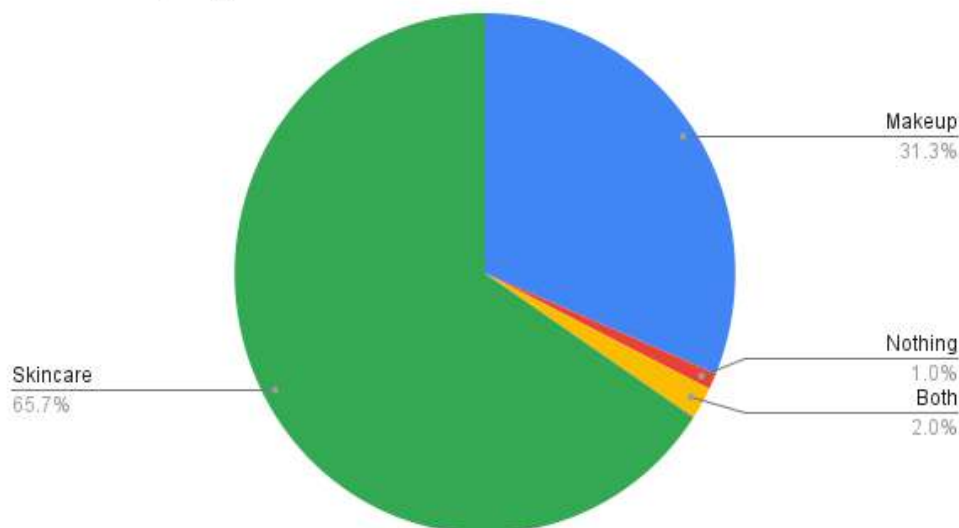
Interpretation : According to the survey, 44.4% of 100 females are students, 42.4% are working professionals, and 13.1% are from other categories. Respondents hail as females primarily from Delhi, with matriculate or higher educational backgrounds.

Income Status



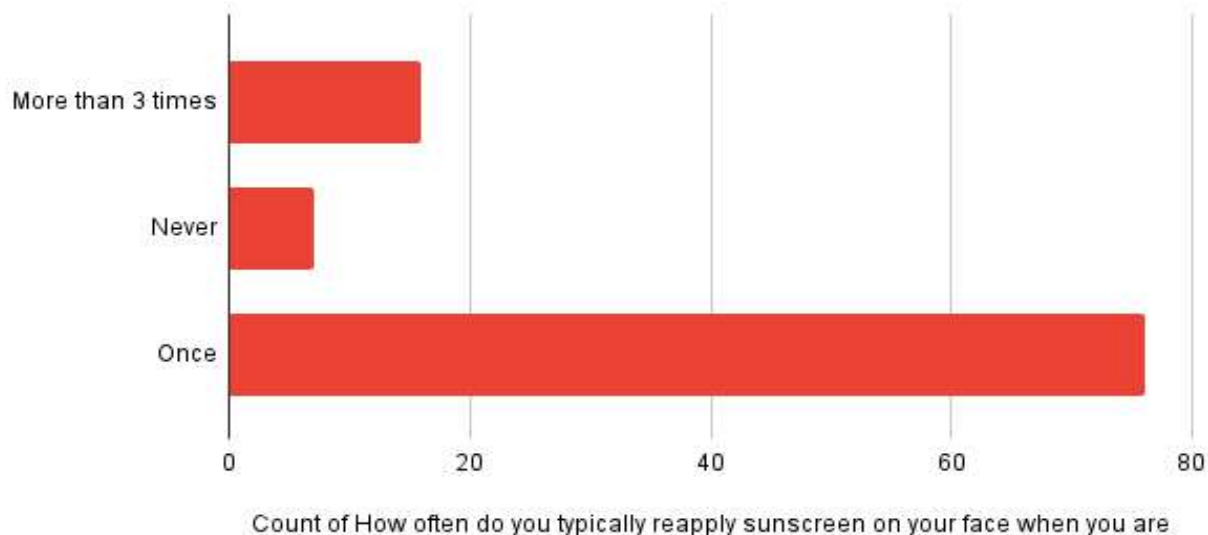
Interpretation : To ensure the inclusion of diverse income groups, individuals from all income levels were surveyed. According to the data, 68.7% are from the upper middle class, 29.3% are from the middle class, and 2.0% are from the lower middle class.

What do you prefer more?



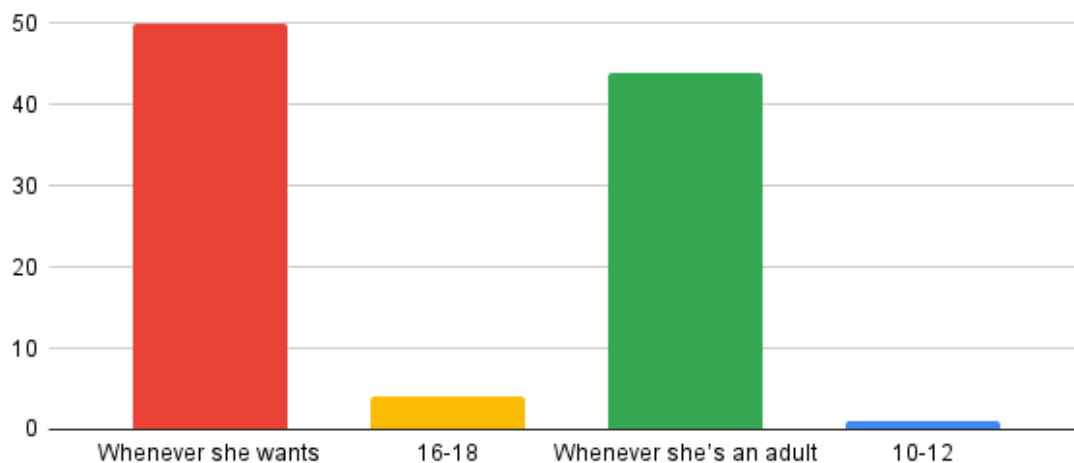
Interpretation : It is apparent that people are becoming more health and skin conscious these days. Nowadays, the emphasis is on skincare and treating the body rather than false beauty. It is evident from the statistics that 65.7% of people prefer skincare, 31.3% prefer makeup, 2% prefer both skincare and makeup, and 1% prefer none at all.

How often do you typically reapply sunscreen on your face when you are outdoors?



Interpretation : 16% of respondents use sunscreen three times per day, 77% use it once per day, and 7% do not use it at all. Based on these facts, it is fair to conclude that there is an asymmetry of knowledge in the market. People acknowledge that sunscreen is beneficial to their welfare, but they are unaware that it must be reapplied.

At what age do you feel it's appropriate for a young girl to start wearing makeup?



Count of At what age do you feel it's appropriate for a young girl to start wearing makeup?

Interpretation : 50.5% of responders chose the option A, 44.4% chose option C, 4% chose option B and 1% chose option D.

In response to this question, the majority of responders encouraged girls to use makeup and mentioned that cosmetics stimulate creativity, so why limit it by age?

Others pointed out that **makeup is simply chemically made** and is bad for the skin, thus it should only be used when absolutely required. They wear cosmetics on a daily basis but do not encourage anyone.

Makeup users are accustomed to appearing flawless; they use it to conceal their vulnerabilities. If new user is drawn to makeup, it will be difficult for them to live without it. One cannot abandon makeup later, for the sake of self-validation, as this can lead to health issues in the future.

COUNTA	Do you enjoy wearing makeup or do you wear it as a social obligation?			
Employment Status	No	Only because of social obligations	Sometimes	Yes
Others		12		1
Student	1	31	1	11
Working Professionals	7	22		13

Interpretation : The majority of responders apply makeup as a social obligation. If women are allowed to have the liberty and trust to be themselves, they are unlikely to use cosmetics.

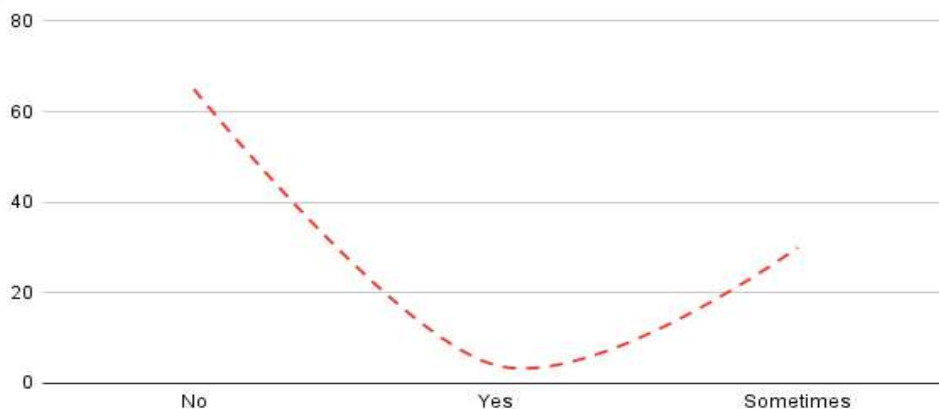
Many youtubers and influencers mentioned in their videos that ‘it’s very satisfying to take off their makeup.’

COUNTA	What motivates your purchasing process in terms of cosmetics?			
Do you check ingredients list for feminine products?	Advertisement	Discount	Latest Trend	Need for product
Maybe		7		2
No	26		20	3
Yes	14	25	1	1

Interpretation : The following statistic demonstrates that -

- A strong commercial can overwhelm the idea of reviewing the ingredient list, yet 14% will still look to see what substances are included.
- If a good offer is available, 15% will still check the ingredient list, whereas 7% will not.
- People are influenced by trends in such a way that 20% of respondents would choose to overlook the ingredient list of the products they buy, while just 1% would check.
- If users require a product, they may not always inspect the ingredient list.

How much you believe in promised effects of cosmetic products?

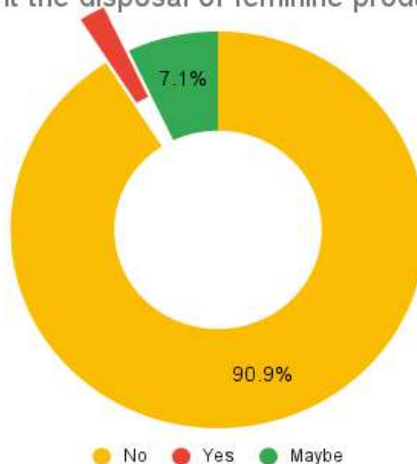


Interpretation : 65% of the respondents do not believe in the promised effects of cosmetic products while 30% are skeptical about the after effects and rest 5% clearly does not believe in it.

COUNTA	<i>News of feminine products being cancerous , does that concern you?</i>	
<i>Are you willing to pay more for complete vegan products?</i>	No	Yes
No	1	64
Sometimes		30
Yes	1	3

Interpretation : Many respondents were concerned that feminine products were hazardous. The majority of women do not wish to spend more on vegan items because they believe that the costs are already high and they should be able to obtain safer products for the price.

Were you taught the disposal of feminine products ?



Interpretation : Those who chose 'Yes' were only taught how to dispose of sanitary pads, not cosmetics. Because periods are considered taboo, these people were taught how to 'hide & toss' sanitary napkins. Disposal of sanitary napkins and makeup are equally deadly if not handled appropriately.

Discussions

From the following data collected, it can be concluded that feminine product users are health conscious regardless of their age, income group and education. Where some respondents follow the social reasoning while others came up with more scientific facts. There is a demand for clean products but since there is no proper rules and regulations to ensure safety in feminine products, companies pump even hazardous products without any issue.

Research Question 1 : What is the user experience (Indian) regarding the female products?

Findings : The female user experience in terms of female products in the Indian market is mixed. While there are many options available for women, there are also several challenges that women face when it comes to accessing safe, effective, and affordable products.

One of the biggest challenges that women face is the availability of safe and affordable products. While there are many brands and products available in the Indian market, not all of them are safe for use. Many conventional cosmetics and sanitary napkins contain harmful chemicals that can have adverse health effects on women.

Additionally, natural and organic products may be more expensive or harder to find, making them inaccessible to many women, especially those from low-income backgrounds.

Another challenge that women face is the lack of transparency and regulation in the Indian market. While there are regulations in place for cosmetics and sanitary napkins, not all products are rigorously tested or labeled accurately.

This lack of transparency can make it difficult for women to make informed decisions about their health and well-being.

Additionally, cultural norms and taboos surrounding menstruation can make it difficult for women to access safe and affordable sanitary products. Many women are unable to talk openly about menstruation, which can make it challenging to access the resources and information they need to make informed decisions about their menstrual health.

On the positive side, there has been a growing awareness of the importance of safe and natural products in recent years. Many companies have started to offer natural and organic alternatives to conventional products, and there has been a push for increased regulation and transparency in the market.

In conclusion, while there are many options available for women in the Indian market, there are also several challenges that women face when it comes to accessing safe, effective, and affordable products. It is crucial for policymakers, companies, and society as a whole to work towards creating a more transparent and accessible market for female products, one that prioritizes the health and well-being of women.

Research Question 2 : What are the expectations of consumers regarding the products offered?

Findings : Females have a wide range of expectations when it comes to feminine products on the market. Some of the most common expectations include:

1. Safety: Women expect feminine products to be safe for use and free from harmful chemicals that can cause health issues
2. Comfort: Feminine products should be comfortable to wear and not cause any irritation or discomfort during use.
3. Effectiveness: Women expect feminine products to be effective in their intended purpose, whether it be absorbing menstrual flow or keeping the skin clean and healthy.
4. Affordability: Feminine products should be affordable and accessible to all women, regardless of their economic background.

5. Convenience: Women expect feminine products to be easily available and convenient to use. Products that are difficult to find or use may not be as popular or practical for women.
6. Sustainability: Many women also expect feminine products to be sustainable and environmentally friendly.
7. Innovation: Women expect feminine products to keep up with the latest advancements and innovations in technology and design, providing new and improved options for them to choose from.

In conclusion, women have high expectations when it comes to feminine products, including safety, comfort, effectiveness, affordability, convenience, sustainability, and innovation. Companies and policymakers should work to meet these expectations by providing women with safe, effective, and accessible products that are environmentally friendly and designed with the needs of women in mind

Research Question 3 : What has been done to make sure that female products are safe?

Findings : The Indian government has taken several initiatives to ensure the safety of cosmetics and promote the use of chemical-free products in the country.

One of the significant steps taken by the Indian government is the enactment of the Drugs and Cosmetics Act, 1940, and the Rules, 1945. These regulations govern the manufacture, sale, and distribution of cosmetics in India and set forth guidelines for the use of safe and approved ingredients in cosmetic products. The act also includes provisions for the testing and labeling of cosmetics to ensure that they are safe for use.

Additionally, the Bureau of Indian Standards (BIS) has developed voluntary standards for cosmetic products to ensure that they meet specific safety and quality requirements. These standards cover various aspects of cosmetics, including labeling, packaging, and the use of ingredients.

The Indian government has also introduced several initiatives to promote the use of natural and chemical-free cosmetics in the country. The Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) has launched the Ayurvedic Standard Mark, which certifies the authenticity of Ayurvedic products and ensures that they are free of harmful chemicals.

Furthermore, the Ministry of Chemicals and Fertilizers has launched the 'Pradhan Mantri Bhartiya Janaushadhi Pariyojana' (PMBJP) to promote the use of generic medicines and other healthcare products, including natural and herbal cosmetics. The PMBJP aims to make quality healthcare products accessible and affordable to all, including low-income groups and rural communities.

In conclusion, the Indian government has taken several steps to ensure the safety of cosmetics and promote the use of chemical-free products in the country. However, there is still much work to be done to ensure that all cosmetics sold in the Indian market meet high safety and quality standards. Therefore, it is essential for consumers to be aware of the potential risks associated with the use of chemical cosmetics and choose natural and chemical-free alternatives whenever possible.

Future Scope & Limitations

Future Scope

The future scope of research into chemical-free cosmetics and sanitary napkins is vast, with many opportunities for exploration and innovation. Some potential areas of research include:

1. Developing new, natural ingredients: There is a need for more research into natural ingredients that can replace the harmful chemicals used in conventional cosmetics and sanitary napkins. This could include exploring the use of plant-based materials, natural dyes, and other non-toxic substances.
2. Improving product performance: Chemical-free cosmetics and sanitary napkins may not always perform as well as their conventional counterparts. Research can focus on improving the performance of these products while still maintaining their chemical-free status.

3. Assessing health impacts: More research is needed to better understand the health impacts of using chemical-free cosmetics and sanitary napkins. This includes studies on the long-term effects of exposure to natural ingredients and materials used in these products.
4. Exploring new production methods: Research can explore new production methods for chemical-free cosmetics and sanitary napkins, including 3D printing and other emerging technologies.
5. Developing sustainable packaging: The use of sustainable packaging materials can further reduce the environmental impact of chemical-free cosmetics and sanitary napkins. Research can focus on developing new, eco-friendly packaging materials that are both functional and aesthetically pleasing.
6. Understanding consumer behavior: More research is needed to better understand consumer behavior around chemical-free cosmetics and sanitary napkins. This includes studies on consumer attitudes, preferences, and purchasing habits.

The future scope of research into chemical-free cosmetics and sanitary napkins is wide-ranging, with many opportunities for innovation and improvement. Continued research and development in this area can lead to safer, more effective, and environmentally-friendly products that meet the needs and expectations of women.

Limitations

Research into chemical-free cosmetics and sanitary napkins can face several limitations. Here are a few potential limitations to consider:

- Lack of standardized definitions
- Limited availability of products
- Limited long-term data
- Potential for bias
- Limited research on alternative materials

In conclusion, while research into chemical-free cosmetics and sanitary napkins is important, there are several potential limitations that should be considered when interpreting findings. By being aware of these limitations, researchers and consumers can make more informed decisions about the safety and effectiveness of these products.

Conclusion

User experience of cosmetics is an essential factor that influences the purchasing decisions, satisfaction, and overall well-being of the users. Cosmetics include a wide range of personal care products such as skincare, makeup, haircare, and fragrances. The user experience of these products is affected by various factors such as the effectiveness, safety, packaging, texture, scent, color, and application of the products.

The effectiveness of cosmetics plays a critical role in user experience. The products should be able to deliver the promised benefits, such as moisturizing, anti-aging, or acne-fighting, and should show visible results over time. The products should also be safe and should not cause any adverse reactions or skin irritation.

Texture, scent, and color are also essential factors that affect the user experience of cosmetics. The texture of the products should be pleasant to apply and should absorb well into the skin or hair without leaving any residue or stickiness.

User experience plays a critical role in the selection and usage of cosmetics. The design of feminine products plays a crucial role in user experience. The products should be easy to use, fit comfortably, and provide adequate coverage and protection.

The products should be designed with effectiveness, safety, packaging, texture, scent, color, and application in mind to ensure that users have a positive experience while using them. It is important for manufacturers and policymakers to consider these factors when designing and regulating cosmetics to meet the needs and expectations of users.

The Indian market for feminine products does have a significant number of chemical-infused products. While there are also options available for chemical-free products, they may be less readily available and may not be as well-known as their chemical-laden counterparts. In addition, many women may not be aware of the potential health and environmental risks associated with conventional feminine products, and may not be actively seeking out chemical-free alternatives.

In recent years, there has been a growing awareness of the need for chemical-free feminine products in India, and several new brands have emerged that offer natural and organic options. However, these products are still relatively new to the market and may not yet have the same level of visibility or availability as conventional products.

Furthermore, some of the major international brands that dominate the Indian market for feminine products are known to use potentially harmful chemicals in their products. This has led to calls for greater regulation and transparency in the industry, as well as increased consumer awareness and demand for safer and healthier products.

Overall, while there are options available for chemical-free feminine products in the Indian market, there is still a long way to go to ensure that all women have access to safe, healthy, and environmentally-friendly options

Bibliography

Andrabi, K. (2022, December 4). Are Sanitary Napkins Dangerous? Well, India Has No Guidelines For Use Of Chemicals. *BOOM Reports* .

Cap, C. (2021, September 12). Johnson & Johnson and a New War on Consumer Protection. *The New Yorker* .

CENTRAL POLLUTION CONTROL BOARD , Ministry of Environment, Forest & Climate Change, Govt. of India . (2016). Provisions of Sanitary Wastes in Solid Waste Management Rules (SWM),. *GUIDELINES FOR MANAGEMENT OF SANITARY WASTE* .

Datta, D. (2010). *Beauty is injurious to health*. India Today.

Dr. Sangeeta Gomes. (2021). *A gynaecologist explains why you need to switch to a menstrual cup NOW*. Health Shots.

Economic Times. (2022, January 21). Low R&D spend one of the reasons why India lags behind China, US in patents: Economic Survey.

Ewa Konduracka, K. K. (2014). Relationship between everyday use cosmetics and female breast cancer. *PubMed* .

Kumar, S. (2020, November 11). Menstrual health in India needs more than just distribution of low cost sanitary pads. *Observer Research Foundation* .

Malaviya, S. (2019). The mammoth task of managing menstrual waste in India. *Down to Earth* .

Michelson, A. (2021, June 15). Waterproof mascara and liquid lipsticks and foundation may contain cancer-linked 'forever chemicals': study. *INSIDER* .

Oxigen. (n.d.). Women Hygiene Drive. *CSR Awareness Programs* .

SenGupta, A. (2022, 11 24). High amounts of cancer, diabetes-causing chemicals found in sanitary pads in India: Study. *MoneyControl* .

Times of India. (2021, March 8). Can sanitary napkins cause cancer? *Health & Fitness* .

TOXIC LINKS. (2022). *Wrapped in Secrecy: Toxic Chemicals in Menstrual Products*. Rural India Online.

Vasundhare, V. (2022). *Menstrual cups, cloth napkins - safer alternatives to 'cancer-causing sanitary pads'*. Times Now.



EARN YOUR MBA

WWW.IIMPS.IN



Accreditation & Ranking



UGC / NCTE Approved.

INFO@IIMPS.IN

☎ 011-41005174

R
S
E
A
R
C
H
G
A
T
E
W
A
Y

STOP PLAGIARISM



Arogyam Ayurveda
Holistic Healing through herbs



A
R
O
G
Y
A
M
O
N
L
I
N
E

PARIVARTAN PSYCHOLOGY CENTER



COLOR PSYCHOLOGY : HOW COLOR AFFECT YOUR CHILD



- BLUE** Calms your Child's Mind & Body
- YELLOW** Promotes Concentration, Stimulates the Memory
- PINK** Evokes Empathy, makes your Child Calm
- RED** Excites and energizes your Child's body
- GREEN** Improves Reading speed and Comprehension

www.parivartan4u.com



Confuse about your children's future?

भारतीय भाषा, शिक्षा, साहित्य एवं शोध

ISSN 2321 – 9726

WWW.BHARTIYASHODH.COM



**INTERNATIONAL RESEARCH JOURNAL OF
MANAGEMENT SCIENCE & TECHNOLOGY**

ISSN – 2250 – 1959 (O) 2348 – 9367 (P)

WWW.IRJMS.T.COM



**INTERNATIONAL RESEARCH JOURNAL OF
COMMERCE, ARTS AND SCIENCE**

ISSN 2319 – 9202

WWW.CASIRJ.COM



**INTERNATIONAL RESEARCH JOURNAL OF
MANAGEMENT SOCIOLOGY & HUMANITIES**

ISSN 2277 – 9809 (O) 2348 - 9359 (P)

WWW.IRJMSH.COM



**INTERNATIONAL RESEARCH JOURNAL OF SCIENCE
ENGINEERING AND TECHNOLOGY**

ISSN 2454-3195 (online)

WWW.RJSET.COM



**INTEGRATED RESEARCH JOURNAL OF
MANAGEMENT, SCIENCE AND INNOVATION**

ISSN 2582-5445

WWW.IRJMSI.COM



**JOURNAL OF LEGAL STUDIES, POLITICS
AND ECONOMICS RESEARCH**

WWW.JLPER.COM

JLPE