

## **The Potency of Advertisements in Creating Awareness of Using Menstrual Cups**

**By**

**Dr.Kavithamma P**

Assistant professor, Department of Commerce, Tumkur University

### **Abstract**

Advertisements are the best way to communicate and educate people. And advertisements are essential in creating awareness of a particular product or service, so advertisements can be called a media of educational communication. In our country, many menstruation product companies are using different media advertisements to promote their products. But unfortunately, in total, the maximum number of ads are for sanitiser(plastic) pads rather than any other products like menstrual cups, reusable pads, Tampons, period underwear etc. This study explores the efficacy of advertisements in raising awareness and fostering the adoption of menstrual cups as a modern alternative to conventional menstrual hygiene products. Menstrual cups have gained attention for their sustainable, cost-effective, and health-conscious attributes. However, their adoption is often hindered by cultural taboos, lack of information, and social stigma. Advertisements hold the potential to address these challenges by providing informative content, normalising discussions around menstruation, and showcasing the advantages of menstrual cups. This study delves into the multifaceted impact of advertisements on shaping perceptions and behaviours related to menstrual cup usage.

**Keywords** Menstrual cup, Menstrual hygiene management, media of education, India.

### **Introduction**

In contemporary society, advertising has become a powerful tool for influencing consumer behaviour and shaping public perceptions about various products and concepts. One area where advertising has increasingly played a crucial role is in creating awareness and promoting the use of a menstrual cup. The menstrual cup, an innovative alternative to traditional sanitary products, offers numerous benefits in terms of sustainability, cost-effectiveness, and convenience. The potency of advertisements in creating awareness and encouraging the adoption of menstrual cups cannot be overstated, as they have the ability to challenge cultural taboos, educate consumers, and promote a positive shift towards more sustainable menstrual hygiene practices. Advertisements have the power to break this taboo by presenting menstrual cups as a legitimate and practical option. Through strategic messaging and imagery, advertisements can convey the message that menstrual cups are a natural and responsible choice, thereby challenging prevailing notions of shame and secrecy associated with menstruation. Menstrual cups are often marketed as eco-friendly alternatives due to their reusability and reduced waste production. Advertisements can spotlight this aspect by showcasing the positive environmental footprint of menstrual cups. Through visual comparisons, statistics and endorsement by environmental advocates, advertisements can influence consumers to view menstrual cups as a responsible choice aligned with their sustainability values. The potency of advertisements in creating awareness of using menstrual cups is substantial. By challenging cultural taboos, educating consumers, promoting sustainability, and addressing cost effectiveness, advertisements can foster a more inclusive and informed conversation around menstrual hygiene. persuasive influence of advertisements can drive a shift towards embarrassing menstrual cups as a practical, sustainable, and

**Published/ publié in *Res Militaris* (resmilitaris.net), vol.12, n°5, December Issue 2022**

responsible choice, ultimately contributing to improved menstrual health practices and a more environmentally conscious society.

## Review Of Literature

**Adori Medhi, Sakshi Nigam, Ojas Pendharka, Aditya Hedge and Rupali Borkar (2019);** “Menstrual Cups: The Sustainable Future for Women Hygiene in India”, In their study, the authors focus on the acceptability, affordability, accessibility and awareness of Menstrual Cups amongst Indian women in the menstruating age. An assessment of the Knowledge, Aptitude, Practice and Behaviour (KAPB) of Menstrual Cups was done. The sampled data received from various parts of the country, after exclusions, included 397 responses. The average age of the respondents was 24 years and most of them were students and were from urban dwellings. From the results, it was inferred that menstrual cups users were in favour of their experiences with 79% reporting menstrual cups to be comfortable and 82% of the users found menstrual cups to be cheaper compared to other menstrual products, 61% of the users reported menstrual cups to be easy to adapt. But the reasons for the non-usage of menstrual cups were mostly comfort (32%), limited knowledge (25%) and accessibility (15%). Homemakers scored high on Practice and Behaviour questions while Business women scored high on Knowledge and Aptitude questions. The conclusion of the authors was both users and non-users recommended conducting awareness drives in the form of seminars focusing on clarifying myths and taboos related to menstrual cups. A change in favour of menstrual cups could be made possible by targeted pricing and advertising.

**Kripalini Patel, Subhralaxmi Dwivedy, Nishisipa Panda, Swagatika Swain, Sanghamitra Pati and Subrata Kumar Palo (2023):** Their study intends to explore the experiences and challenges encountered by the MC users. The authors used a qualitative explorative study among 26 MC users that was carried out telephonically using an In-Depth Interview Guide (IDI). The interviews were audio-recorded followed by transcription and translation. Data were analysed using the thematic analysis method. MAXQDA (VERBI Software, Berlin, Germany) software was used for analysis. The conclusion of the paper was MC is an effective and convenient period product that has the potential to be an alternate method for MHM. However, it needs more awareness, and promotion for wider use leveraging existing platforms. Future research is recommended to study the socio-cultural aspect of the acceptability of MC in rural India.

**Hennegan, J., Shannon, A.K., Rubli, J., & Schwab, K.J(2019):**” Women's and girls' experiences of menstruation in low and middle-income countries” A systematic review and qualitative meta-synthesis. This systematic review examines qualitative studies on menstrual experiences. while not solely focused on advertisements. It highlights how effective awareness campaigns, including those through media and advertising, can positively influence perceptions and practices related to menstrual hygiene.

## Objectives

1. To understand the most used media of advertisements for menstrual cups.
2. To examine the perceptions, attitudes and misconceptions surrounding menstrual cups and their adoption.
3. To devise suitable measures to improve the content of advertisements to enhance the awareness of using menstrual cups.

## Methodology

This research follows a Descriptive and Empirical Research Design. It uses both primary and secondary data. Primary data is collected from respondents using structured questionnaires. The quota and convenience Sampling techniques are used to collect primary data from the respondents. This study collected responses from 42 women in Tumkur Urban District who belonged to different age groups. The dependent variable used in the study was advertisements and awareness of using the menstrual cups was the independent variable. The potency of advertisements in creating awareness was measured using a Likert-type scale. Further, the collected data are analysed using the Chi-square test.

## Hypotheses

- H<sub>0</sub>1: There is no significant relationship between media advertisements and awareness of using menstrual cups.  
H<sub>1</sub>1: There is a significant relationship between media advertisements and awareness of using menstrual cups.  
H<sub>0</sub>2: There is no impact on the content of advertisements and perception towards the use of menstrual cups.  
H<sub>1</sub>2: There is an impact on the content of advertisements and perception towards the use of menstrual cups.

## Analysis

Based on the results of the questionnaires a complete summary of data analysis is as below

**Table 1:** Table showing the number of respondents towards their awareness of using menstrual cups based on media exposure (Observed Values - O<sub>i</sub>)

Awareness	Television	Social-Media	Print Media	Total
Aware	7	12	6	25
Not Aware	8	8	4	17
Total	12	20	10	42

Source: Derived from Questionnaire

**Table 2:** Table showing Expected Values for the observed values (E<sub>i</sub>)

Awareness	Television	Social-Media	Print Media	Total
Aware	7.5	11.9	5.95	25
Not Aware	4.85	8.1	4.05	17
Total	12	20	10	42

Source: Researcher's Calculation based on Observed Values

$$\chi^2 = \sum \frac{(\text{Observed Values} - \text{Expected Values})^2}{\text{Expected Values}}$$

$$\chi^2 = 2.052$$

$$df = 2$$

$$\text{Critical value} = 5.991$$

P-Value=0.726

Since  $\chi^2 < p$ -value, the null hypothesis is accepted and the alternative can be rejected. Hence, there is no significant relationship between media advertisements and awareness of using menstrual cups.

**Table 1:** Table showing the number of respondents towards the content of advertisements and perception towards the using menstrual cups. (Observed Values -  $O_i$ )

Media Exposure	Positive	Neutral	Negative	Total
Visual	12	0	1	13
Informative	9	1	0	10
Emotional	19	0	0	19
Total	40	1	1	42

Source: Derived from Questionnaire

**Table 2:** Table showing Expected Values for the observed values ( $E_i$ )

Awareness	Positive	Neutral	Negative	Total
Visual	12.38	0.31	0.31	13
Informative	9.53	0.23	0.24	10
Emotional	18.1	0.45	0.45	19
Total	40	1	1	42

Source: Researcher's Calculation based on Observed Values

$$\chi^2 = \sum \frac{(\text{Observed Values} - \text{Expected Values})^2}{\text{Expected Values}}$$

$$\chi^2 = 5.649$$

$$Df = 2$$

$$P\text{-Value} = 0.2268$$

Since  $\chi^2 < p$ -value, the null hypothesis is rejected and the alternative can be accepted. Hence, there is an impact of the content of advertisements and perception towards the using menstrual cups.

## Findings

With a thorough analysis, the following findings were drawn:

1. The usage of Menstrual cups is most useful to all women. Because Menstrual cups have gained attention for their sustainable, cost-effective, and health-conscious attributes.
2. As we know, advertisements, Play a significant role in educating people, likewise, effective advertisements give educative information about the use of menstrual cups.
3. Our study proved that there is evidence to suggest that there is a positive relationship between media advertisements and awareness of using menstrual cups.
4. The participants exposed to informative and positive content had significantly more positive perceptions compared to those exposed to neutral and traditional content.

5. To assess the impact of educating and creating awareness among women on Menstrual Cups as a healthy, safe, easy-to-use and affordable menstrual hygiene product with the support of medical professionals.

## **Suggestions**

1. Based on the results of the study, there is no impact of media of advertisements in creating awareness of the use the menstrual cups. So marketers should pay much more attention to the use of effective media advertisements.
2. There is a little more requirement for informative content in advertisements to get a positive perception of the use of menstrual cups.
3. While preferred communication channels don't appear to significantly influence in the use of menstrual cups, marketers should still consider aligning channels with the content they deliver. Understanding how certain platforms resonate with different types of advertising campaigns can optimize message delivery and prove to use of Menstrual cups.

## **Conclusion**

The using of menstrual cups is most important and useful to all women. Because Menstrual cups have gained attention for their sustainable, cost-effective, and health-conscious attributes. Our study proved that media of advertisements are required to give more information to use the of menstrual cups. And the content of the advertisements is also most important to prove the use of MC. And Creating additional awareness is extremely important for the usage of M-Cups. This is mainly because insertion products are culturally new, and do not have the right vocabulary, context or narrative for conveying the same. However, it needs more awareness, and promotion for wider use leveraging existing platforms. The evidence generated from this study will aid policymakers and healthcare professionals in learning more about the potential advantages and disadvantages of using an MC, hence creating awareness among women for a better reproductive health outcome. Future research is recommended to study the sociocultural aspect of the acceptability of MC in rural India

## **References**

- Medhi, A., Nigam, S., Pendharkar, O., Hegde, A., & Borkar, R. (2021). Menstrual cups: the sustainable future for women hygiene in India.
- Patel, K., Dwivedy, S., Panda, N., Swain, S., Pati, S., & Palo, S. K. (2023). Is a menstrual cup a sustainable and safe alternative in menstrual hygiene management? A qualitative exploratory study based on user experience in India. *Clinical Epidemiology and Global Health*, 20, 101212.
- Hennegan, J., Shannon, A. K., Rubli, J., Schwab, K. J., & Melendez-Torres, G. J. (2019). Women's and girls' experiences of menstruation in low-and middle-income countries: A systematic review and qualitative meta-synthesis. *PLoS medicine*, 16(5), e1002803.
- Kothari, C. R. (2004). *Research Methodology: Methods and Techniques*. New Age International Publishers.
- Yogesh, Kumar. Singh (2006). *Fundamentals of Research Methodology and Statistics*. New Age International Publishers.
- Andy, Field. (2009), *Discovering Statistics using SPSS: And Sex and Drugs and Rock 'n' Roll*. SAGE