CHAPTER 4
SIMULATION, RESULTS
AND ANALYSIS
CHAPTER 4
SIMULATION, RESULTS AND ANALYSIS

4.1 FRAMEWORK
Mendua is a village in outer suburbs of Bhopal district and is a very small village of around 3000 people. There is one Aanganwaadi and one primary school where children go to study and females frequently visit the place. This place was chosen by the researcher as it was within reach on a daily basis and it sufficed the definition of a rural area. The researcher found that the napkins were not available in any of the shops and it was an ideal place to do his research.

Sample : Rural females between age group 15-45 were chosen at random in Mendua village, during a health camp organized by AISECT University.
Sample size : 500
Objective : To find out the reason for non usage of sanitary napkins amongst rural females.
Parameters : Affordability, Accessibility, Awareness

4.2 DATA COLLECTION
The village Mendua was chosen by “UTHAAN” an initiative by AISECT University for the upliftment of the weaker section of the society to organize a health camp and create awareness. The university was very kind in allowing the researcher to collect data from the turnout as it was all females which was the researcher’s key sample. The researcher was able to collect a data of 500 females varying from a wide range of age groups from adolescent girls to mature women making it a rich sample. Majority of the females were in 26-35 age bracket though
but still the entire sample was a mix of all age groups who come under the menstruation bracket.

4.3 DATA ANALYSIS

Q.1 Age (in years)

Figure 4.1

AGE

Figure 4.2

AGE
Table 4.1

<table>
<thead>
<tr>
<th>age</th>
<th>Frequency</th>
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<th>Valid Percent</th>
<th>Cumulative Percent</th>
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<td>20.2</td>
<td>20.2</td>
</tr>
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<td>26-35</td>
<td>204</td>
<td>40.8</td>
<td>40.8</td>
<td>61.0</td>
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<tr>
<td>35 &amp; above</td>
<td>195</td>
<td>39.0</td>
<td>39.0</td>
<td>100.0</td>
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<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
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</table>

It was a mix of the target age groups as females turned up in big numbers for the health camp. Clearly, they had lots of questions in mind regarding their health but were not able to ask anybody, but this camp gave them a platform to clear their doubts with the eminent doctors from various fields who graced the camp with their presence.
Q.2 Have you heard of sanitary napkins/pads?
   (a) Yes (b) no

Figure 4.3
HEARD

Figure 4.4
HEARD OF NAPKINS

Heard of Napkins
A Sustainable business model for manufacturing and supply of low cost sanitary napkins for rural areas of India with special reference to Raisen district.

Table 4.2

<table>
<thead>
<tr>
<th>Heard of napkins</th>
<th>Frequency</th>
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<th>Cumulative Percent</th>
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<td>364</td>
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</table>

To an utter surprise, about two thirds of women never heard of sanitary napkins before. They were found to be asking each other about the napkins. The remaining one third who knew about napkins were also not very confident as to how it was used. This clearly goes to show that the awareness regarding the sanitary napkins was very less amongst those women.
Q.3 What do you use during your menstrual periods?

(a) Cloth  (b) Cotton  (c) Others

Figure 4.5

What do you use other than napkins

Figure 4.6

What do you use other than Napkins
Most of the women used cloth as a means of menstrual protection and it was reused again and again. About one fourth preferred cotton and very few females used ash. Females using used cloth were unaware that it may lead to infections and diseases who when told about the napkins were instantly interested in using it.

**Table 4.3**

*what do you use other than napkins*

<table>
<thead>
<tr>
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<td>410</td>
<td>82.0</td>
<td>82.0</td>
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<td></td>
<td>cotton</td>
<td>80</td>
<td>16.0</td>
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<td></td>
<td>others</td>
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<td></td>
<td>500</td>
<td>100.0</td>
<td>100.0</td>
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</table>
Q.4 Have you ever purchased a sanitary napkin?

(a) Yes  (b) No

Figure 4.7
PURCHASED

Figure 4.8
Ever purchased a Napkin
Table 4.4

<table>
<thead>
<tr>
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<th>Frequency</th>
<th>Percent</th>
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<th>Cumulative Percent</th>
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<td>100.0</td>
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</tr>
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</table>
A Sustainable business model for manufacturing and supply of low cost sanitary napkins for rural areas of India with special reference to Raisen district.

Q.5 What was the price of that napkin?

(a) 0-10 INR  
(b) 10-20 INR

(c) 20-30INR  
(d) 30 and above

Ans:

(a) 0-10INR---- 0  
(b) 10-20INR---- 0

(c) 10-20INR----- 18%  
(d) 30 and above---0

Table 4.5  
what was the price of that napkin

<table>
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<th>Price Range</th>
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<td>100.0</td>
<td></td>
</tr>
<tr>
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<td>1</td>
<td>.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Figure 4.9  
What was the price of Napkins
Only 18% females had purchased the napkin and the price range was between INR 10-20. In this price range only one brand is offered which is Stayfree and it costs INR 18 for a packet of eight napkins.

Q.6 If you get six napkins at the cost of INR 12, will you prefer to use it?
(a) Yes (b) No (c) Not sure

Figure 4.10
6 napkins for INR 12

Figure 4.11
If you get 6 napkins for 12 rs will you buy
Table 4.6

if you get 6 napkins for 12 rs will you buy

<table>
<thead>
<tr>
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<th>Frequency</th>
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<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
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<td>11.6</td>
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<td></td>
<td>Not sure</td>
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<td>9.8</td>
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</tbody>
</table>

When asked their preference if sanitary napkins were provided to them at a cheaper cost, would they buy it? To which about two third of the sample readily agreed to it. Also, free samples of low cost sanitary napkins were then given to them on the spot and its usage and disposal was told to them by the lady doctors present there.
Q.7 Do you feel that you might face some resistance from your family if you decide to use sanitary napkins?

(a) Yes  (b) No  (c) not sure

Figure 4.12
Problems at home

Figure 4.13
Will you face problems at home when you starting using napkins
Table 4.7

will you face problems at home if you start using napkins

<table>
<thead>
<tr>
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<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
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</tr>
</thead>
<tbody>
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<td></td>
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<td></td>
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<td>13.2</td>
<td>13.2</td>
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<td>73.2</td>
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<tr>
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</tbody>
</table>

Some middle aged women were a little reluctant to use the product as they were not sure as to how their in-laws and husband would react to them using sanitary napkins instead of conventional methods being used by them. Most of the apprehensiveness was regarding the reaction of their mother in law as most rural families are joint families and the mother in law is the key deciding factor in these issues. But most females were comfortable regarding the reaction of their mother in laws.
Q.8  Would you like your daughter to use sanitary napkins?
(a) Yes        (b) No        (c) daughter’s decision

**Figure 4.14**

**Will ask daughter to use napkins?**

**Figure 4.15**

**Will you ask your daughter to use napkins?**
Table 4.8

will you ask your daughter to use napkins

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>
Q.9  Are sanitary napkins available in your locality/village?
(a) Yes  (b) don’t know/never asked

Figure 4.16
Are napkins available in your village?

Figure 4.17
Are napkins available in your village
Table 4.9

<table>
<thead>
<tr>
<th>are napkins available in your village</th>
<th>Frequency</th>
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<th>Valid Percent</th>
<th>Cumulative Percent</th>
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</thead>
<tbody>
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<td>139</td>
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<td>27.8</td>
<td>27.8</td>
</tr>
<tr>
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<tr>
<td>Total</td>
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<td>100.0</td>
<td></td>
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</table>

Most of the females wanted their daughters to use the napkins but did not know whether it is available or not at the local shop. One of the prime reasons being the local shopkeepers are mostly male and it is considered to be a big “taboo” to ask for a packet of sanitary napkins from a male shopkeeper in rural India.
Q.10 If available, would you be reluctant to buy napkins from a male shopkeeper?

(a) Yes  
(b) No  
(c) can’t say

**Figure 4.18**

![Reluctant to buy from a male shopkeeper](image)

**Figure 4.19**

![Are you reluctant to buy napkins from a male shopkeeper](image)
Table 4.10
are you reluctant to buy napkins from a male shopkeeper

<table>
<thead>
<tr>
<th></th>
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<tr>
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This is one of the prime reasons for the non usage of sanitary napkins in rural areas.
Q.11 Do you wear undergarments?

(a) Yes  (b) No / didn’t answer

Figure 4.20

Do you wear undergarments

Figure 4.21

Do you wear undergarments
Table 4.11

do you wear undergarments

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
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This question was important because in rural India, females generally do not wear undergarments, which becomes important in reference to this research because one cannot wear a sanitary napkin without an undergarment. As expected around one third of the sample responded negatively to the question. Hence, one can understand from where one has to start.
Q.12 After knowing about the use of sanitary napkins, are you motivated to use it?
(a) Yes  (b) No

**Figure 4.22**
Are you inspired to use napkins

![Bar chart showing the distribution of responses to the question: Are you inspired to use napkins?](chart1)

**Figure 4.23**

![Pie chart showing the distribution of responses to the question: Are you motivated to use napkins?](chart2)
Table 4.12

<table>
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<tr>
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4.4 SIMULATION

The data collected from the sample was then analyzed on SPSS platform and following are the results

Table 4.13

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### 4.5 ANALYSIS

**Table 4.14**

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<td><strong>AWARENESS</strong></td>
<td>60.552&lt;sup&gt;a&lt;/sup&gt;</td>
<td>1</td>
<td>.000</td>
</tr>
</tbody>
</table>

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 250.0.
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 166.7.
c. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 249.5.
The results show that the **Expected Count** frequency in each of the 11 cells generated by the factorial combination of affordability, accessibility and awareness is greater than 5. This means that the analysis has not violated a main assumption underlying the chi-square test.

Having a look at chi-squared test performed on the nominal data, it becomes clear that the p- values of all the variables is less than 0.001 i.e p<0.001, hence it does not clearly approves or rejects the null hypothesis. By averaging chi-square values for each variable we get (affordability = 277, awareness = 311 and accessibility = 447) it becomes apparent that affordability is the major factor of non-usage of sanitary napkins in rural areas of Bhopal district because the lesser the chi-square values the more likely the sample confirms the expected frequencies.

Looking at the descriptive statistics, the standard deviation of affordability is the highest (1.21102) suggesting that the sample size differs in their opinion from the null hypothesis.

**4.6 OUTCOME**

**Hence it is concluded from the above outcomes that null hypothesis is rejected and alternate hypothesis is accepted.**

Though it has been established that affordability is the major factor of non usage of sanitary napkins amongst rural females, but still the issue of affordability is a dubious one since it changes with little variations in demographics. It would be naïve to state that even if the price of the napkins is very less, the rural females will buy it nevertheless. Hence there needs to be a parameter where one can understand whether a particular packet of napkin is affordable or not.
4.7 THE AFFORDABILITY CURVE

The rural females when asked about the amount of money they will be willing to spend on a packet of napkins, it was found that until INR 12 they were quite comfortable and after that the unwillingness to buy rose exponentially. Hence it can best be explained by plotting an exponential curve where x-axis will denote the price of a packet of six napkins and y-axis will represent the number of females who are unwilling to use the napkin with increasing price. The sample size was that of 500 females.

<table>
<thead>
<tr>
<th>X (Price)</th>
<th>2</th>
<th>4</th>
<th>6</th>
<th>8</th>
<th>10</th>
<th>12</th>
<th>14</th>
<th>16</th>
<th>18</th>
<th>20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y (Non-usage)</td>
<td>25</td>
<td>32</td>
<td>54</td>
<td>72</td>
<td>88</td>
<td>112</td>
<td>150</td>
<td>250</td>
<td>400</td>
<td>500</td>
</tr>
</tbody>
</table>

Figure 4.24
From the above curve it is clear that if the value of the napkin packet is not more than INR 12, the non usage of napkins will not increase much as more and more females will be willing to buy that product. But if the price is doubled for a packet of six napkins, it will have an exponential impact on non usage of sanitary napkins.

By looking at the bar graphs and frequencies it is apparent that rural females will not buy napkins from male shopkeepers but will readily purchase it from a female worker in aanganwaadi. Also affordability becomes secondary when accessibility is in question as napkins need to be accessible to the rural female first and then will come the purchasing power.

4.6 CONCLUSION
Contrary to the general belief, rural females are quite ignorant to sanitary napkins. Those who know about it are not able to purchase it from the local shopkeeper. The females are ready to shell out anywhere between 8-12 INR a month for menstrual hygiene but accessibility becomes a big problem. Not being able to buy from a male shopkeeper is also a big problem. Not wearing undergarments also adds to the increase in non usage of sanitary napkins. Hence, apart from affordability which is the key factor for non usage, awareness and accessibility constitute in a big way to the perceived reluctance shown by rural females towards sanitary napkins. The next step is to find a solution to the above problem.