ROLE OF SOCIAL MEDIA PLATFORMS ON WOMEN PURCHASE INTENTION TOWARDS ECO-FRIENDLY SANITARY PRODUCTS

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ABSTRACT

All over the world the consumer's interest was increasing towards the protection of the surroundings. The landscape of eco-friendly sanitary products has changed astronomically in the last few years. Startup culture and the increased accessibility of social media platforms allow creative entrepreneurs to not only de-stigmatize eco-friendly sanitary products and solve core problems relating to the environment, sustainability & comfort, but also to completely rebrand the period market. These emerging brands are eco-friendly, trend-led, stylish, and aspirational, with marketing campaigns that appeal to enlightened and develop purchase intentions in contemporary women and girls. Thus this study will have investigated the impact of social media marketing on the purchase intentions of females regarding eco-friendly menstrual products and focus on the factors affecting the social media marketing as well as purchase intentions by exploring the differences dimensions in terms of eco-friendly menstrual products.

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Keywords: *Eco-Friendly Menstrual Products, Social Media, Purchase Intention.*
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Introduction

The landscape of eco-friendly sanitary products has changed astronomically in the last few years. A decade ago, mainstream brands would have gone unrestricted, and the design of their products, branding, and packaging reflected this, with a standardized, medical-inspired style dominating supermarket shelves. Startup culture and the increased accessibility of social media platforms allow creative entrepreneurs to not only de-stigmatize eco-friendly sanitary products and solve core problems relating to the environment, sustainability & comfort, but also to completely rebrand the period market. These emerging brands are eco-friendly, trend-led, stylish, and aspirational, with marketing campaigns that appeal to enlightened and develop purchase intentions in contemporary women and girls. The effect is global, and with such a huge market audience it seems likely that this sector will grow and diversify further **(Zhao, et al., 2019)**

Even though more than a quarter of the world's population experiences monthly periods, the quality of menstrual products and their marketing of them has been seriously lacking until very recently. To increase the desirability, visibility and purchase of these eco-friendly products, designers have radically reshaped the template for branding and packaging **(Akar & Dalgic, 2018).** From using cutting-edge graphics and typography to crafting stylish yet discreet carriers and boxes, these products are proposed to be shown and shared, not shamefully concealed. With many consumers now actively sharing their period kits on social media platforms& social media sites, it's clear that a new age has dawned on the branding of eco-friendly sanitary products. Advertising-these products on social media platforms have changed dramatically with the wide use of the internet and e-commerce. Perhaps unsurprisingly, the sanitation sector was relatively late to the table (**Kim, Shin, & Kim, 2021**).

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The differentiating properties of these Insta-friendly kits, tampons, and cups, such as organic, bio-degradable materials or reusability, are showcased and celebrated. Dame's slogan "Bleed Red Think Green" reflects the stylish design of its dark-green reusable tampon applicator. The differentiating properties of these Insta-friendly kits, tampons, and cups, such as organic, bio-degradable materials or reusability, are showcased and celebrated and put an impact on the purchase intentions among females **(Fussell, 2020).**

Different Channels for Digital Media & Social Media Marketing

Social media marketing consists of a variety of channels. These channels work through electronic equipment such as computers, mobile, WebTV, etc.

- **Website:** The website is an electronic home address of the organization where various web pages containing information about the business are put together. Checking and referring to the website of the brands is the most beginning step for the customers to collect authentic data about the products.

- **Online Promotion:** Online Promotion can be described as the conduction of advertising through internet-based methods such as social media, mobile marketing, content marketing, etc. They can put e poster, jingle, video, or text on those online web pages whichis mostly found interested by the young crowd. Youth normally get attracted to social media and those web pages which contain entertainment, fashion, sports, knowledge, and similar materials.

- **Social Media (**Approx. 15000 million users as per Kepios analysis – Oct 2019):Social Media is the biggest channel of digital marketing in the current period. Social media is a computer-oriented platform that provides the facility to talk, exchange ideas, sending and receiving of audio & video images. Facebook, Linked In, Twitter, Instagram, and YouTube are the most using applications of social media. Youth can be easily hit with the advertisements placed on such platforms since they spend a good amount of their time on these locations.

- **E-mail promotion** (Approx. 44% ROI, 95% companies as users)**:** Brands both well established and young can utilize e-mail promotion channels for reaching the current or future client. E-mail marketing can be a good tactic for personalizing the campaign leading to earning customers' loyalty and trust. This can be considered as the most economical way of exercising 'marketing practices'.

- **SMS/Whatsapp** (1600 million users of WhatsApp as per Kepios analysis – Oct 2019) To send instant short messages, the organization undertakes the SMS & MMS digital marketing tool under mobile marketing. These short messages spread awareness and create curiosity among the receivers. This service is also utilized for basic day-to-day business tasks such as sending and receiving alerts, confirmation, rejection, etc (**Kizgin, et al., 2018**).

- **Affiliate Marketing:** Affiliate marketing is relatively a new tool in digital marketing in which individual works as an affiliated partner of the organization. This affiliate manages his/her agency and tries to tap the untapped market to provide leads for conversion to the core marketing team of the parent organization. The affiliates are very useful for personalized and penetrated efforts (**Kizgin, et al.,2021**).

- **SEO –** Search Engine Optimization (77,000 searches per second)**:** SEO is a technique to enhance the website visibility in the search result. The search engine has the acceptability to show the most probable website/webpage, a user is looking for. The most searched websites (similar type) appear on the top while a user is typing the address/name of his/her targeted website/webpage. This tool is very useful for easily getting to the targeted website (**Katta,& Patro, 2021).**

- **Chatbots** (78% gets a response within 5 minutes, drift.com)**:** Chatbots is a small window mostly placed on the home webpage of the website. It works on the theory of 'artificial intelligence' where general queries of the visitors can be handled through a pool of pre-defined most suitable answers, automatically. It also stores the vital information of the visitors for the future engagement plan.

The discussion highlighted that there is a need to identify different aspects which need to be identified while developing an effective social marketing strategy for eco-friendly sanitary products which can further impact the purchase intentions of female buyers.

Objective of the Study

- To study the available literature on the related to eco-friendly sanitary products among females

Review of Literature

- **Studies Relating to Social Media and Customer Purchase Intentions**

Soegoto & Utomo (2019) describe social media networks and other forms of digital media as "one of the most commonly used methods of contact between individuals and the broader community." "The purpose of this thesis is to probe the realm of social media marketing interaction". Using a descriptive method, this research provides a comprehensive account of the state of the numerous variables examined. The data suggests that social media marketing channels, particularly Instagram marketing, can pique consumers' interest in the brands and items they follow. Using Instagram as an example, this study investigates the platform's marketing strategies and concludes that it's a good place for businesspeople to connect. The real-time advantages of this advertising tactic make it ideal for encouraging consumers to start up new businesses on the internet, and it also gives online retailers more control over their operations.

According to **Tanha's (2018)** findings, the 21st century has changed the way businesses and consumers interact by providing access to a plethora of new opportunities. The rise of social media has been one of the most consequential trends of the past several years. The author elaborated on how incorporating the latest digital marketing trend into traditional IMC strategies benefited from social media. When consumers have a positive experience with a brand thanks to the business's regular communication via social media platforms, they spread the positive word of mouth and promote brand loyalty within their online networks of peers. This article explains how businesses may utilise brand storytelling to connect their products with their customers on a deeper level using social media. When consumers connect with a company across many digital channels, either through their profiles or their genuine enthusiasm for the product, they expand their online personas. Small events are no longer restricted to their immediate vicinity, but can instead reach thousands of individuals all over the world in a matter of seconds, causing a seismic upheaval in the marketing landscape. The author has consequently devised an eight-step process for social media marketing to help businesses guarantee client interaction and an efficient digital advertisement.

- **Studies on Attitude towards Green Products**

Environmental and green product views were contrasted by **Chen and Chai (2018**), and the relationship between climate and green products was investigated. The independent T-test poll revealed significant differences in how people felt about having a part in environmental protection and how they felt about purchasing environmentally friendly products.

According to **Young. W. (2010),** the value/actual gap between customers of technological items in the United Kingdom can be closed through incentivizing behaviour change and providing more transparent information about the product's environmental impact. In today's fast-paced world, becoming green is easy because there is plenty of time and space to do it.

According to **Kumar. (2011),** a severe climate threat has prompted a cultural change away from wasteful consumption and toward more environmentally responsible practises. Marketing theory holds that consumers have the ultimate say in the marketplace, thus businesses must reevaluate and adjust their product lines and promotional strategies to ensure that their offerings have as little of an adverse impact as possible. Consumers' growing interest in environmental issues over the past two decades means that businesses must embrace green practises if they hope to remain competitive. This will be pricey in the near future, but it will be worthwhile in the long term.

- **Studies on Consumer Purchase Intention towards Green Products**

In their study on consumers' green purchasing habits, **D'Souza, Taghian, and Khosla (2007)** looked at how factors including cost and efficiency affected consumers' decisions to buy. In order to gain a competitive edge for the commodity in terms of quality and price, and to satisfy customer needs by actually being regarded as socially aware and successfully accepted by consumers, this research motivates the business to build and schedule a profile of the green market focused on demographics.

Consumers' propensity to buy environmentally friendly products was investigated by **Mahesh and Ganapathi (2012)**, who looked at how demographics, values, and attitudes play a role. The findings show that external determinants like educational attainment and monthly income greatly affect the intention to buy environmentally friendly products.

Consumers' favourable attitudes and demographic characteristics can impact green marketing strategies of food providers, according to research by **Zakersalehi and Zakersalehi (2012),** who researched consumer attitudes and buy intentions regarding green packaged food.

- **Studies on Attitude and Purchase Intention towards Green Products**

The disclosure of environmental information is more successful when applied to consumable products, as noted by **Norm Borin, Douglas E. Cerf, and R.Krishnan (2011).** It was also noted that until it becomes mandatory for green products to mention why their ingredients do not harm the environment, and for non-green products to mention the harmful effects they can cause, consumers' perception of product quality, value, and purchase intention will remain the same for both types of products. Once it's the law, shoppers will naturally gravitate toward eco-friendly options.

Salve (2021) found that firms are using green marketing to save the planet because of consumers' changing perspectives and rising environmental worries. They may set themselves apart from competitors, increase profits, and boost shareholder value by embracing green marketing. Many companies have begun labelling their goods with phrases like "environmentally friendly," "recyclable," and "biodegradable" in an effort to attract these customers.

According to **Mohanasundaram (2012),** "green marketing" refers to efforts made to appeal to customers who are concerned about protecting the environment. Recent shifts in public consciousness and behaviour about environmental deterioration have produced significant results. The company's perspective on its products and manufacturing process has shifted as a result of this worry. They want to find solutions to environmental problems while also increasing output.

Charien and Jacob (2012) investigated the effect of environmental advertising on consumers' awareness and subsequent eco-friendly purchasing decisions. Businesses should not only implement green practises as a result of legislative criteria, but also understand elements which encourage consumers to a green lifestyle, as demonstrated by this study.

Bhatia and Jain (2013) drew attention to customers' favourable views of environmentally friendly marketing strategies and goods. While the study's respondents were cognizant of the existence of green practises, they were unaware of the efforts made by corporations and governments to spread them. Marketers would be wise to make an effort to communicate the benefits of these products and make them readily available, as consumers have shown their concern and willingness towards green purchasing, as well as their awareness of green products, the availability of green products, and the impact of prices on their purchase decisions.

Tejashwari (2016) looked at how companies are adapting to consumers' shifting preferences, and how some of them are using the green industry's untapped potential to gain an edge in a crowded marketplace.

- **Impact of Ewom, Activity and Trust on Customer Behavior and Purchase Intentions**

The study "Examining eWOM Credibility - Consumer Purchase Intention Relationship in Facebook: A Mediation Analysis" was conducted by **Sambashiva and Bramhani (2019).** Researchers looked at how consumers' faith in online word of mouth influences their intent to buy, with seller confidence and brand perception serving as intermediaries. Data were gathered through the use of a self-administered questionnaire and a cross-sectional research design. Primary data were gathered from 393 Amazon.com customers who made purchases of electronic goods. Based on the findings of Structural Equation Modeling (SEM), it can be seen that e-word-of-mouth has a positive effect on consumers' propensity to make a purchase. Additionally, a mediating effect of trust in the seller and brand image of consumer electronic devices is observed.

The "Influence of Electronic Word of Mouth on Purchase Intention of Fashion Products on Social Networking Websites" was studied by **Saleem and Ellahi (2017).** The impact of electronic word of mouth on consumers' propensity to buy apparel and accessories was examined. Judgmental sampling was used to choose the sample of 503 Facebook users that participated in the study. Path analysis was done to verify the hypotheses. Based on the findings, it was determined that "consumers are more likely to express an interest in making a purchase of a fashion product" if the brand can demonstrate credibility, expertise, homophily, informational influence, and a high level of involvement in the fashion industry through electronic word of mouth.

In their 2018 study, "Impact of Tie strength, Homophily, Trust, Normative, and Informative Influence on Opinion Seeking, Giving, and Passing," Suhan and Sandeep looked at these factors. The research set out to measure how strongly social networking sites are influenced by word of mouth. We

used Google forms to obtain primary data from 171 participants. Using PLS Structural Equation modelling, we checked if our presuppositions about exogenous constructions and perspectives held up (SEM). The research showed that there was a moderately favourable correlation between the exogenous constructs studied (tie strength, homophily, trust, informative influence, and opinion). An interesting fact is that there is a positive correlation between normative impact and opinion.

- **Studies Related With "Impact of Social Media Marketing on Women Purchase Intentions" Towards Eco-Friendly Sanitary Products**

Vijayanand, (2021) It's clear from the data that customers' faith in brands and the effect of social media on their purchasing decisions are both important factors. Customers on social media are more likely to make a purchase if they had a positive experience with the site. According to the data, "the impact of social media marketing on consumers' propensity to make purchases via social networking sites is greater than the impact of consumers' trust in such sites".

With respect, **Madeeha Irshad Mohamad Mr. Shakil Ahmad (2019),** Thanks to social media and other forms of online networking, people are no longer limited by distance or time zones in their ability to communicate with one another. Due to the widespread use of social media, marketers have begun to sell their products through this channel as well. However, one of the biggest challenges these businesses have is understanding how consumers will react to this form of advertising.

Ying Sun, Shanyong Wang, (2019), Attitudes, subjective norms, and perceived behavioural control all positively impact consumers' intents to purchase environmentally friendly products, whereas price consciousness has a negative impact. When compared to their elders, younger generations are more likely to be optimistic about purchasing green products and to become lifelong customers of the green market.

Da Silva, A. R. T. (2020), There is a lack of education about the availability of environmentally friendly toiletries among the general public. Lack of knowledge, especially concerning the widespread usage of plastic in manufactured goods. Compared to non-organic disposables, organic options may be less common for a number of reasons, including higher prices and a smaller supply.

In this study, **Sohaib (2018)** proposed the idea that customers making purchases online might consult an online e-WOM source to learn about a brand by reading ratings and reviews written by other customers. Information from e-WOM sources is becoming more widely available on the Internet, allowing customers to quickly and readily acquire data on brands that may influence their decisions to make purchases online. Incorporating e-WOM sources into the decision-making process can give buyers confidence in their final selection. Users' opinions on a brand's reliability, for instance, may sway buyers to buy that brand. In a similar vein, if a consumer buys a product from a given company and finds that it meets their needs, they may go on to suggest that brand or product to other consumers via e-WOM channels.

Sheth and Kim (2017) discuss how customers' more aggressive behaviour is altering the media and marketing landscape as they move in on traditional brands' traditional marketing territories. Consumers are now perceived to be actively contributing to marketing content thanks to the widespread use of social media. This means businesses need to learn more about customer habits in order to leverage social media to everyone's advantage. The ways in which consumers use the internet are rapidly evolving.

Nick Hajli (2015) pointing to the importance of trust in shaping consumers' opinions and decisions. Trust mechanisms in e-commerce and social commerce are aided by networking on social media platforms. The findings indicate that trust, which is boosted through social media, greatly increases consumers' propensity to make a purchase. Consumers contribute to businesses by jointly creating value via conversation.

He has developed a model to study the impacts of perceived value, perceived quality, perceived risk, and shop image on purchase intention in the clothes category **(Mubarak, 2020).**

According to **Berthon (2008),** just a small percentage of consumers create the vast majority of user-generated content due to variations in interest and resources. Therefore, social media participation may not be as widespread as academics and practitioners would want. Because of this, further study is required to determine the many stages of activity and the causes for them.

The perceived cost is something that **Chandrashekaran and Grewal (2006)** explored in their study. People who place greater importance on product quality than on cost are less inclined to buy store brands. A low price will be interpreted as a sign of low quality.

According to **Walker's (2006)** research, the real cost is often far higher than the one people imagine. He argues that private labels can be substituted for factory brands because they are typically more affordable. Consumers' preference for private brands has been hypothesised to be largely motivated by the lower prices they can find there.

The purpose of this article is to analyse how factors such consumer health and environmental consciousness, brand availability, and price point affect people's propensity to buy organic beauty products. A total of 166 young working women were included in the sample. In addition, factor analysis is utilised to verify the validity of the conceptual model, and the PLS algorithm is employed to build the model. The study found that the shopping decisions of young, working women were significantly influenced by their concern for the environment and their health. The study's findings could be useful for companies in the organic personal care or cosmetic industry because they provide insight into the mindset of the market's primary demographic. The findings of this study offer important guidance for implementing social media advertising campaigns. Possible theoretical and real-world applications are examined (**Kumar, Gupta, mishra, Vaibhav & Tewary, 2021**).

Indian consumer awareness of environmental issues and interest in eco-friendly goods was highlighted by **Vishwanath (2012).** The attitudes of respondents regarding environmentally friendly goods are studied using a qualitative approach. Roorkee, a town in the Haridwar region of Uttarakhand, India, provides the respondents. All respondents understood the need to recycle and were familiar with the concept of environmental issues such as air and water pollution, according to the survey. Each responder has been exposed to environmental advertising and messaging from government agencies, NGOs, and businesses. The study found that respondents had a hard time locating green product dealers in their local markets. Furthermore, the study found that very few brands were available in the eco-friendly product market, and that none of the major purchaser durables brands manufactured solar appliances, leaving consumers wary of purchasing these products.

Conclusion

According to the literature E word of mouth is one of the significant factors which aids in the easy and quick marketing of the products and also impact consumer trust towards purchase of products specifically new and innovative products. As a result of e word of mouth and trust there can be a significant impact on buying behaviour as well as the attitudes toward different eco-friendly menstrual products, this study was clustering based age and profession of females with an aim, women should be provided with more education on the correct knowledge about these eco-friendly sanitary products and their proper use with the help of different social media channels and strategies.

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