

## Perception of the Buying Choice of Sanitary Towels among Female Students of Caleb University, Lagos

Omolara Akin-Odukoya<sup>1</sup>, Joshua Kayode Okunade<sup>2</sup>, Emme Akande<sup>3</sup>, Chukwuemeka Serah<sup>4</sup>

<sup>1,2,3,4</sup>Department of Mass Communication, Caleb University, Imota, Lagos

### Abstract

*This study examines the factors influencing the purchasing decisions of sanitary towels among female students at Caleb University. The research aims to identify key determinants such as price, brand preference, product quality, availability, and packaging that impact the students' choices. Data will be gathered through surveys and interviews with a diverse group of female students from different academic levels. The findings provide valuable insights into the consumer behavior of this demographic, helping to tailor more effective marketing strategies for sanitary towel brands. The research explores the role of peer influence, advertising, and personal experiences in shaping brand loyalty among the students. By understanding these elements, the study seeks to offer recommendations to manufacturers and retailers on how to improve product offerings and marketing tactics to better meet the needs of female students at Caleb University. The results of this study will contribute to a broader understanding of consumer preferences in the personal hygiene sector, particularly within the context of a young, educated female population.*

buying; choice; female; perception; sanitary towels



### I. Introduction

According to Hile et al., (2023) perception is the process of becoming aware of situations, of adding meaningful associations to sensations. Abba et al., (2021) said perception can be defined as “the process of receiving, selecting, organizing, interpreting, checking, and reacting to sensory stimuli or data. Menstruation is a normal biological process and a key sign of reproductive health, yet in many cultures it is treated as something negative, shameful or dirty. The continued silence around menstruation combined with limited access to information at home and in school's results in millions of women and girls having very little knowledge about what is happening to their bodies when they menstruate and how to deal with it. Globally, about 52% of the female population are at reproductive age and commence menstruation between the ages of 10 and 19 (WHO, 2020).

According to Idoko et al. (2022, p. 293), young people are the population between the ages of 10 and 24 years. According to the World Health Organization (WHO) definition and United Nations defines youth as those between the age range of 15 and 24 years while the Nigerian Youth Policy 2009, described youths as those within the ages 18 and 35 years. Personal values and principles are mostly developed and shaped at this stage, the knowledge of menstrual hygiene would affect health and social situation of young people (Aondover et al., 2022).

Airaoje et al., (2023) concurred that challenges faced by adolescent girls in low-and middle income countries in relation to effective menstrual hygiene management include lack of access to clean, effective absorbents; inadequate facilities to change, clean and

dispose absorbents; lack of access to soap and water; and lack of privacy. In the absence of suitable and affordable menstrual care products, some women and girls resort to using unhygienic and inappropriate products such as newspapers, old rags, dried leaves, or socks to collect menstrual blood and manage their products.

Aondover et al., (2023) stated that in the time past, it is not uncommon to find women who use rags to stay clean but today majority of females of menstruating age use sanitary pads to stay clean, especially ladies in the urban centres and particularly among girls of school age. As a response to this development, there are many brands of sanitary brands by different manufacturers out there in the Nigerian market. Each of these manufacturers, in response to stiff competition, most times relies on advertisement and other promotional activities to position their brand effectively in the minds of the consumers.

Idris and Msughter (2022) observed that the buying behaviour of consumers has long affected the way products are patronized, why some products are favoured above others and why others have been neglected due to the feeling of consumers towards them. Many girls in Nigeria face menarche between ages of twelve to fourteen even sometime before that but during these days they feel uncomfortable, pain, shame and sometime the reason might be unavailability or lack of knowledge of proper menstrual products.

Maikaba and Msughter (2019) ascertain that in facing business competition, one aspect that can become a competitive advantage for a company is how they manage purchase decisions carried out by consumers. Fully understanding the consumer purchasing decision process is a challenging task. When consumers choose a product, they consider various factors related to it, such as appearance, color, size, packaging, and other elements. Apart from that, they also consider abstract aspects such as price, service, and product quality.

Abohet al. in Mojaye and Aondover (2022) stated that today, sanitary napkins are available in a wide variety of designs that not only consider women's comfort but also style and fashion sensibilities. The pads also come in individual wrappers so they are easy to carry and can be wrapped when soiled before disposal in appropriate trash cans to ensure proper sanitation.

Idoko et al., (2022) said that during menstruation, women use different menstrual products to absorb menstrual blood and prevent outflow. The use of menstrual products can be traced back to ancient times, when women used leaves, hay, and bark, which are easy to clean, to carry menstrual blood due to poor living conditions. However, women in different countries dealt with menstrual blood in different ways, including the use of wool, folded paper, and papyrus. With the progress of social civilization, textiles have been widely used by contemporary people since their occurrence.

Patil and Pujari (2023, p. 199) state that product quality plays a very important role in influencing consumers to be brand loyal customers. Consumers preferred brand name, product quality price, promotion, store environment and service quality are related factors attributable to brand loyalty. All these factors showed a positive relationship with brand loyalty. According to Msughter and Aondover(2023) reported that the effective modification of perception on menstruation is a major prerequisite towards effecting the necessary behavioral change on menstrual behavior for the use of sanitary pads during menstruation.

The buying choice of sanitary towels among female students is influenced by various factors including brand preference, price sensitivity, availability, perceived quality, and cultural perceptions. Despite the importance of sanitary towels for menstrual hygiene, there is limited research on how female students at Caleb University perceive and choose among

the different available options. This lack of understanding can result in inadequate product offerings and marketing strategies that fail to meet the needs and preferences of this demographic. The specific problem this study aims to address is the gap in knowledge regarding the key factors that influence the buying decisions of female students at Caleb University when it comes to sanitary towels. By exploring these factors, the study seeks to provide insights that can help manufacturers, retailers, and policymakers better cater to the menstrual hygiene needs of this group.

### **1.1 Objectives of the Study**

The aim of this study is to examine perception on the buying choice of Always and Virony sanitary towels among female student in Caleb University. To achieve this broad aim, the following specific objectives are set:

1. To find out the perception of Caleb university female students buying choice of sanitary towel.
2. To ascertain the attitudes of female students towards the buying choice of sanitary towels among female students in Caleb University.
3. To understand the preferences behind the selection of Always and Virony sanitary towels among female students in Caleb University.

## **II. Review of Literature**

### **2.1 Evolution of Sanitary Towel**

In the late 19th and early 20th centuries, women used an odd contraption called the Hoosier sanitary belt, which consisted of washable pads attached to a belt around the waist. In 1888, the first commercially available disposable menstrual pads, known as Lister's towels, were developed by Johnson & Johnson. Around the same time, hospitals began using wood pulp bandages as disposable pads, which were later used by Kotex to create their own sanitary napkins. By the 1980s, the Hoosier belt had been replaced by pads with an adhesive strip to attach them to the underwear (Msughter & Idris, 2023).

Today, sanitary napkins are the most widely used method for managing menstrual blood flow. They are straightforward, easy to use, and readily available. Modern sanitary napkins are made of materials like rayon, bleached materials, cellulose gel, and odor neutralizers. The market has seen an influx of various sanitary napkin brands, giving consumers a wide range of choices. Consumer perceptions and preferences play a crucial role in the acceptance or rejection of these products, influenced by factors like product features, reference groups, family, personal factors, lifestyle, price, availability, comfort, odor, advertising, customer loyalty, materials, awareness, and brand image (Obasi & Aondover, 2023).

The menstrual cycle is a natural, self-regulating process in the female body, which involves physiological and hormonal changes over a 24-42 day period. This cycle begins at puberty, with the onset of menarche, and continues until menopause, which typically occurs between the ages of 40 and 60. Many women experience physical and mental discomfort during their menstrual cycles, known as premenstrual syndrome (PMS). Regardless of these challenges, every woman deserves a comfortable and reliable sanitary napkin to manage their menstrual needs. According to Onyejelem and Aondover(2024a) assert that throughout history and even in some modern cultures, having a period has been considered somewhat of a shadow of shame that is cast over all women each month, forcing them to deal with it themselves and not openly discuss the topic.

## 2.2 The effectiveness of marketing strategies and how they influence consumer perception and purchasing

Onyejelem and Aondover (2024b) states that standard ads in mass marketing communication, such as newspapers, magazines, and television, on the other hand, aim to reach a wider audience in the hopes of reaching the same people who are already interested. As a consequence of increased stimulation bombardment, people are more diligent and adept at allocating exposure to details; as a result, marketers must recognize the variables that appeal to particular consumers' desires, and explore ways to speak to customers individually or in smaller groups.

Jeganathan and Aileen (2019) concord that marketing strategies include elements of an integrated marketing mix that is a product, price, distribution channels/ location and promotion that develop along with company activities and changes in the marketing environment, as well as changes in consumer behavior. Consumption behavior referred to here of course consumption behavior that will bring revenue to the company. A marketing strategy is a set of goals and objectives, policies and rules that guide a company's marketing efforts at all times, at every level and its credentials and responsibilities, in particular, the company's response, environment and ever-changing competitive conditions.

Purchasing behaviour describes how consumers make purchasing decisions and how they use and manage their purchases of goods or services. This consumption behaviour is dynamic, changing and moving all the time, which implies that generalizations of consumption behaviour are generally limited to a given period. Consumer behaviour is defined as actions directly related to the acquisition, consumption and disposal of products and services, including the decision-making process before and after those actions. Buying behaviour is influenced by many factors, including product, price, location and promotion of purchase (Usman et al., 2022).

Oreoluwa et al., (2024) assert that one of the main principles of marketing communication today is synergy and interaction. When creating and implementing a marketing mix, it is very important that the tools work consistently, synergistically and interactively. In the practice of marketing communication, these instruments should be as closely as possible linked to achievement of all synergies and, inter alia, to the purpose of saving funds.

According to Vitalis et al., (2023) marketing communication is evolving and has so far gone through three stages - traditional, tradigital and currently is undergoing a socio-media stage. These stages depend on the overall nature of marketing in a given period. As the amount of the time consumers spend on the internet grows each year, it is possible to identify the impact of digital technologies and online communication on their behaviour. The stated fact relates mainly to purchasing consumer goods, in which consumers consider online communication as the most trusted communication channel. The second factor implies that the standard communication channel, through advertising in mass media, is still up to date and consumers trust it. The third factor identifies the significant impact of reference groups on shopping behaviour.

When purchasing everyday goods (especially goods of ecological nature), the consumer searches for references that relate to the satisfaction parameter in alleviating post-purchase dissonance. Changes in marketing communication, which are also caused by technological progress, take a significant part in forming consumer behaviour. It is undisputable that continuity of changes provokes new alternations not only in marketing, but also in purchasing and decision-making processes. In our times, consumers are hard to



please, demanding from the brands to be constantly innovated and be exposed to creative communication (Msughter & Aondover, 2023).

Msughter et al., (2023) make it clear that consumer behaviour reflects how human being intends to make decisions based on the various resources they have, such as time, effort, money and etc. According to Aondover et al., (2022) consumer behaviour is defined as a term relating to the attitudes made by individuals or groups in making decisions about and benefiting services, ideas and products and even experiences. It is clear that shopping habits of the people has a significant impact on the economy of a country. Companies formulate marketing strategies to cover needs and wants of these people

Msughter et al., (2022) also defines consumer behaviour as a synthesis of purchasing and using items or services. Need recognition, information search, pre-purchase evaluation, purchasing, consuming and post consumption review and divest are the seven steps of consumer purchasing decision making process. People prefer branded products and perceive that higher prices are the symbol of higher quality and hence higher prices represent branded products in higher quality. On the other hand, status indicator can be defined by brand choice. If the brand is managed well, then customers' perception for the brand, brand value and brand loyalty will be more stronger.

Brand Perception is a simple psychological factor that influences consumer behavior by playing a role in the purchase decision process. Consumers, not brands, control how people perceive brands. Whatever people are saying and thinking about your brand, regardless of your messaging, is your brand. A powerful brand wins over the prefrontal (Nnennaya (2021) if the decision is to buy, then the consumer must take a decision regarding the brand, price, seller, quantity, time and manner of payment purchase. The decision was not glued to be done through the order process as above, and not all products require the decision process. Example is everyday consumer goods such as food does not need to plan and purchase consideration.

After purchasing a product, consumers will experience the satisfaction or dissatisfaction, this will affect the action after the purchase. If consumers gain the satisfaction of consumer attitudes toward the product becoming stronger or vice versa. The marketer can do something of consumers are satisfied for example by advertising that describes the feeling satisfied someone who has to choose one brand or shopping in certain location for dissatisfied customer, marketers can minimize dissatisfaction with the way the buyer to collect suggestions for product improvements, as well as additional services to consumers and so on.

### **2.3 The Concept of Consumer Perception**

Orji et al., (2023) observed that the term "perception" can be defined as the ability to derive meaning. Derived from the word "perceive", it refers to the ability of giving meaning to whatever is sensed by our sense organs. Orji et al., (2023) assert that perception is much broader in scope. It is complex process by which a person organizes facts around the stimuli and gives meaning to it. The perceptual process depicts a complex and dynamic interplay of three processes, viz., selection, organization and interpretation. The person selects the stimuli and organizes and interprets the input received from the sense organs, so as to give a meaning to the stimuli. Thus, for example, as a person is caught by a new packaging of a familiar brand, he picks up other stimuli on the package through his senses, as well as organizes other facts from internal (memory) and external sources (dealer, packaging) etc, so as to conclude that the package is new but the brand is old and familiar. Singh in Hile et al., (2023) defines perception the process by which an individual select, organizes, and interprets information inputs to create a meaningful pictures of the world.

Perception depends not only on the physical production. Hence their attitude perception and taste towards specify product do effect a company image thus making study of consumer perception is necessary for any kind of consumer research project.

Satir in Airaojeet al., (2023) state that consumers have tendency to prefer brands that are recognised for their sustainability activities. Perceptions of sustainability include perceptions of brand efforts, losses and gains in sustainability efforts. When green products arouse high trust and positive brand attitudes, consumers have tendency to form positive purchase intentions because they think that the products meet their environmental needs. Yu (2023, p. 63) states that consumer perception is an organism that symbolizes an individual's perceived image of any product or service, and observations may be influenced by various factors. For example, store pictures can affect consumers' choice of shopping store and loyalty to the store.

A customer's perception of a store is strongly shaped by its physical characteristics, such as the store's size, location, and overall atmosphere. There is significant opportunity for research in this area, as both the consumer and the store face challenges. A newly constructed store may struggle to attract customers due to a lack of established image, and the conversion rate from discovery to purchase may be lower than projected, leading to inefficient production.

Beyond the product quality and brand's communication and support, factors within the consumers themselves also influence their purchase inclination. Analyzing trends in consumer perception across market segments can help businesses guide and develop customer awareness. The relationship between perception and a brand's product attributes has important strategic implications for companies.

#### Consumer Buying Behavior

Rahman et al., (2022) concurred that, customer conduct isn't basic in any way, however it is exceptionally fundamental to get it. Purchaser conduct may differ every now and then. The three primary components affecting the purchaser conduct are the mental, the individual and the social. Consumer behaviour involves a lot of activities. Each consumer has thoughts, feelings, plans and several buy decisions. A person who only pays attention to purchase activities, ignored much of the activities associated with it. While marketers have explore a wide range of activities, including thinking about consumer product information, according to the advertising, purchase and re-refer the application to the satisfaction of the consumer.

Other possible factors which might influence consumers' intention are personal motivation, attitude, values, needs, personality characteristics, socioeconomic, cultural background, age, sex, professional status, and social influence exerted by family, friends' colleagues, and society as a whole. Orji et al (2023, p. 113) The buying behaviour of consumers has long affected the way products are patronized, why some products are favoured above others and why others have been neglected due to the feeling of consumers towards them. Many girls in Nigeria face menarche between ages of twelve to fourteen even sometime before that but during these days they feel uncomfortable, pain, shame and sometime the reason might be unavailability or lack of knowledge of proper menstrual products for leak proof periods like Molped Sanitary wares.

Consumer behaviour as described by Orji et al., (2023) is the study of a person, group of people and organisation which also involves their buying behaviour, use and discarding of products and services, the emotional and mental stages of the consumers etc. The concept of consumer buying behaviour is an amalgamation of the words 'consumer' and 'buying behaviour'. Orji (2017) defines a consumer as "a person who buys goods or services for their ultimate use." The definition gives an insightful element that reveals that

a consumer does not only buy goods or services but also makes use of these goods or services for their gain.

Consumer buying behavior for sanitary pads is influenced by several key factors. Firstly, consumers evaluate the product's ability to provide effective protection and comfort during menstruation, considering absorbency, leakage prevention, and overall comfort. Brand reputation and trust also play a major role, as consumers often prefer well-known brands with a proven track record of quality and reliability. Marketing efforts like advertising campaigns and endorsements can further shape brand perception and purchasing decisions. Price is another critical factor, as some consumers prioritize quality over cost, while others opt for more affordable options. Promotions, discounts, and bulk deals can also sway purchase decisions and foster brand loyalty.

According to Tuti and Sulistia (2022) consumer behavior involves studying how people buy, what they buy, when they buy and why they buy. When a consumer wanted to make the purchase decision, they pass through recognition, search information, evaluation and purchase feedback. At last the consumer will choose a product or brand to consume from various choices in the market. However, these factors affecting the buying behavior of consumers vary due to diverse environmental factors and individual determinants. Consumer buying behavior is influenced by two major factors; these factors are individual and environmental. The major categories of individual factors affecting consumer behavior are demographics, knowledge, and perception, learning motivation, personality, beliefs and life styles. The second category of factors is environmental factors which include items outside of the individual that affect the consumers' decision making process. These factors include cultural, social class, reference group, family and household.

## **2.4 Theoretical Framework**

This study employed Brand loyalty Theory. The concept of brand loyalty has been explored by various scholars in marketing, and it does not have a single originator. However, Aaker and Jacoby are two prominent researchers who have significantly contributed to the development of brand loyalty theory. While various scholars have contributed to the development of brand loyalty theory, Aaker's work on brand equity and Berry and Parasuraman's research on service quality have played pivotal roles in shaping contemporary discussions on the subject. Brand loyalty is a consumer's desire to purchase a specific brand in a product category. It occurs when customers believe that the brand provides the appropriate product features, images or degree of quality at the right price. This impression may convert into repeat purchase leading in loyalty. Brand Loyalty is thus linked to a customer's choice and connection to a brand. Define brand loyalty as the measure of connection that a customer feels towards a brand. Brand loyalty according to him indicates how likely a customer will be to switched brands when that brand makes a product modification either in pricing or product attributes. Aaker says that the core of a brand's equity is built on consumer loyalty. Therefore if consumers purchase with regard to features, affordability and convenience with little attention to the brand name, there is possibly little equity.

Hussein et al. studied about the Purpose of this research seeks to examine direct and indirect impacts of brand experience on brand loyalty and to explore the moderating influence of brand of origin in the setting of Indonesian casual dining restaurant. This study examined the direct impact of brand experience on brand loyalty and also the indirect effect via customer satisfaction. This research introduced the concept of brand of origin as a variable regulating the impact of brand experience on consumer satisfaction and brand loyalty. Brand image refers to consumers' cultivated perceptions of products and

advertisements that are developed based on concepts devised by marketers. Further, consumers will develop attitudes toward a brand through their experience with its products/services and advertising, and an image will be formed as brand knowledge. Brand concept refers to brand-unique abstract meanings that typically originate from a firm's efforts to differentiate itself from its competitors.

Building strong customer relationships and loyalty is increasingly important for companies in today's rapidly changing marketing environment. Developing sustained brand loyalty has attained such a staggering attention because it helps firms in developing advantages that are viable in the markets. It has been observed that the attainment of brand loyalty is based on programs related to the corporate marketing. Typically, brand loyalty is reflected in how customers evaluate the company's outlook towards the product evaluation and consumer-brand relations. Certain studies have argued that companies should give their brand message while considering social and environmental problems, and sell their products to consumers.

According to Tuti and Sulistia (2022, p. 3), brand loyalty is seen as a positive response after a customer makes a purchase and feels happy and satisfied with the quality of benefits of a product and the benefits provided by the brand. This brand loyalty occurs after consumers get satisfied with the products and services given by a brand, and they trust the brand so that it is hoped that customers will make repeat purchases, and customers will think again and will not even switch to another brand. Previous research has found that customer engagement influenced customer satisfaction and brand trust positively but had no effect on brand loyalty. Hwang et al. unveiled that customer satisfaction and trust affected customer behavior in terms of loyalty; customer engagement was found to be positively associated with customer trustworthiness. Meanwhile, others uncovered that brand attitudes affected brand loyalty negatively. Therefore, the objective of this study is to investigate the influence of customer engagement through customer satisfaction and brand trust on brand loyalty.

The brand loyalty theory encompasses several strengths that make it a valuable framework in the field of marketing. One key strength lies in its ability to explain and predict consumer behavior over time. Brand loyalty theory posits that consumers who are loyal to a brand are more likely to make repeat purchases and resist switching to competing brands. This predictive aspect is supported by empirical research, including studies that have examined the relationship between brand loyalty and consumer buying behaviour.

Despite its strengths, the brand loyalty theory also faces certain weaknesses that warrant consideration. One notable limitation is the evolving nature of consumer behavior and market dynamics, which the theory may struggle to fully capture. In today's dynamic marketplace, characterized by rapid technological advancements and changing consumer preferences, the traditional view of brand loyalty as a stable and enduring construct may be challenged. Consumer loyalty is increasingly influenced by factors such as experiential marketing, social media interactions, and evolving brand perceptions, which may not align with the traditional conceptualization of brand loyalty.

The theory tends to assume a linear relationship between customer satisfaction and loyalty, overlooking instances where consumers may exhibit repeat purchases without necessarily being loyal. Some consumers may engage in repeat buying due to convenience or habit rather than a deep-seated commitment to the brand, leading to a potential overestimation of true brand loyalty. The concept of brand loyalty can be context-dependent, varying across cultures and product categories. Cultural differences and product-specific considerations may impact the generalizability of brand loyalty theory across diverse markets.



While brand loyalty theory has proven influential, it is not without criticism. One notable critique is the evolving nature of consumer behavior and the increasing prevalence of brand switching in contemporary markets. The dynamic and competitive landscape, along with the rise of e-commerce, has led some researchers to question the enduring nature of brand loyalty as initially conceptualized. The argument posits that in the face of abundant choices and easy access to information, consumers may be more willing to explore and switch brands, challenging the traditional assumptions of steadfast loyalty.

Some people say that the theory of brand loyalty oversimplifies the things that affect how consumers make choices. The idea of emotional connection and positive feelings towards a brand may not fully capture the complex process of decision-making. It can ignore the specific situations and contexts that can influence which brand a consumer chooses. Other critics point out that just using numbers to measure brand loyalty has limits. They say we need to also look at the deeper, more qualitative aspects of the relationship between consumers and brands to really understand it.

### III. Research Method

For this study, the researchers have chosen a quantitative, positivist approach that focuses on gathering numerical data and using statistical analysis to explore relationships between variables. According to Creswell and Hirose (2019), survey research is a quantitative approach to social science research. The female students in Caleb University, Lagos state make up the population of this study. According to the statistics gotten from Caleb University's school secretary, the population of female students in 2024 is 2,272. In this study, the sampling technique used is the stratified random sampling. By using this established statistical method, the researchers can ensure the sample is representative of the broader population they are interested in investigating. Below is the mathematical illustration for the Taro Yamane method:

$$n = \frac{N}{1+N(e)^2}$$

Where: n signifies the sample size

N signifies the population under study

e signifies the margin error (it could be 0.10, 0.05 or 0.01)

Population under study (N) = 2,272

Let margin error (e) = 0.05

Sample size = ?

$$\frac{N}{1+N(e)^2} = \frac{2,272}{1+2,272(0.05)^2}$$

Sample size = 340.12

## IV. Result and Discussion

**Table 1.** Influences of buying choice of Always and Virony sanitary towels

Variables	Frequency	Percentage(%)
Price	178	52.4%
Quality	113	33.2%
Brand Reputation	49	14.4%
Total	340	100%

*Source: Field Survey, 2024*

This table showcased that price influences most of the respondents buying choice with a percentage of 52.4%, 33.2% and 14.4% respectively.

**Table 2.** Attitude towards buying Virony sanitary towels

Variables	Frequency	Percentage (%)
Very Positive	157	46.2%
Somewhat Positive	133	39.1%
Neutral	50	14.7%
Total	340	100%

*Source: Field Survey, 2024*

The table above shows that most of the students' attitude towards buying Virony sanitary towels is very positive and this is with a percentage of 46.2%, 39.1% and 14.7% respectively.

**Table 3.** Perception of Virony sanitary towels

Variables	Frequency	Percentage(%)
Highly Positive	144	42.4%
Somewhat Positive	137	40.3%
Neutral	59	17.4%
Total	340	100%

*Source: Field Survey, 2024*

This table clarifies that most of the students' perception of Virony sanitary towels is highly positive and this is showcased with a percentage of 42.4%, 40.3%, and 17.4% respectively.

**Table 4.** Perception of Always sanitary towels

Variables	Frequency	Percentage (%)
Somewhat positive	149	43.7%
Highly positive	138	40.5%
Neutral	54	15.8%
Total	340	100%

*Source: Field Survey, 2024*

This table shows that most students are somewhat positive in their perception of Always sanitary towels. This is explained with a percentage of 43.7%, 40.5% and 15.8 respectively.

**Table 5.** Attitude towards buying Always sanitary towels

<b>Variables</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Somewhat positive	158	46.5%
Very positive	137	40.3%
Neutral	45	13.2%
Total	340	100%

*Source: Field survey, 2024*

The table above shows that most of the respondents' attitude towards buying Always sanitary towels was somewhat positive with a percentage of 46.5%, 40.3% and 13.2% respectively.

**Table 6.** The quality of Always and Virony sanitary towels

<b>Variables</b>	<b>Frequency</b>	<b>Percentage(%)</b>
Excellent	211	62.1%
Good	92	27.1%
Fair	83	6.5%
Poor	22	4.4%
Total	340	100%

*Source: Field survey, 2024*

This table clarifies that most of the respondents that the quality of Always and Virony sanitary towels is excellent. This is showcased with a percentage of 62.1%, 27.1%, 6.5% and 4.4% respectively.

**Table 7.** Always and Virony sanitary towels are effective in meeting your needs

<b>Variables</b>	<b>Frequency</b>	<b>Percentage(%)</b>
Strongly agree	172	50.6%
Agree	114	33.5%
Strongly disagree	36	10.6%
Disagree	18	5.3%
Total	340	100%

*Source: Field survey, 2024*

The table above shows that many of the respondents strongly agreed to Always and Virony sanitary towels effectively meeting their needs, followed by the respondents who agreed, strongly disagreed and disagreed. This is explained with a percentage of 50.6%, 33.5%, 10.6% and 5.3% respectively.

**Table 8.** Trust about the brand image of Always and Virony sanitary towels

<b>Variables</b>	<b>Frequency</b>	<b>Percentage(%)</b>
Strongly agree	168	49.4%
Agree	116	34.1%
Strongly disagree	43	12.6%
Disagree	13	3.8%
Total	340	100%

Source: Field survey, 2024

The table above showcases that many of the respondents strongly agreed to trust the brand image of Always and Virony sanitary towels, followed by those who agreed. This is represented with a percentage of 49.4%, 34.1%, 12.6%, and 3.8 respectively.

**Table 9.** The features of Always and Virony sanitary towels appealing

<b>Variables</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Strongly agree	156	45.9%
Agree	126	37.1%
Strongly disagree	50	14.7%
Disagree	8	2.4%
Total	340	100%

Source: Field survey, 2024

This table shows that many of the respondents strongly agreed to finding the features of Always and Virony sanitary towels appealing, followed by those who agreed, strongly disagreed, and disagreed. This is explained with a percentage of 45.9%, 37.1%, 14.7% and 2.4% respectively.

**Table 10.** Factor that influence your decision to purchase Always or Virony sanitary towels

<b>Variables</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Strongly agree	150	44.1%
Agree	116	34.1%
Strongly disagree	55	16.2%
Disagree	19	5.6%
Total	340	100%

Source: Field survey, 2024

This table clarifies that most of the respondents strongly agreed that the factor of price influences their decision to purchase Always or Virony sanitary towels and this is with a percentage of 44.1%, 34.1, 16.2% and 5.6% respectively.

**Table 11.** Always and Virony sanitary towels are reliable

<b>Variables</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Strongly agree	152	44.7%
Agree	126	37.6%

Strongly disagree	38	11.2%
Disagree	22	6.5%
Total	340	100%

Source: Field survey, 2024

The table above shows that many of the respondents strongly agreed to believe that Always and Virony sanitary towels are reliable. This can be showcased with a percentage of 44.7%, 37.6%, 11.2% and 6.5% respectively.

**Table 12.** Most prefer sanitary towel

Variables	Frequency	Percentage (%)
Always	165	50.6%
Virony	172	48.5%
Molped	2	0.6%
Any one	1	0.3%
Total	340	100%

Source: Field survey, 2024

The table above shows that many of the respondents use the Always sanitary towel followed by Virony, Molped, and others. This is with a percentage of 50.6%, 48.5%, 0.6% and 0.3% respectively.

**Table 13.** Can you recommend Always and Virony sanitary towels

Variables	Frequency	Percentage (%)
Strongly agree	161	47.4%
Agree	118	34.7%
Strongly disagree	46	13.6%
Disagree	15	4.4%
Total	340	100%

Source: Field survey, 2024

This table shows that most respondents strongly agreed that they can recommend Always and Virony sanitary towels, followed by those who agreed, strongly disagreed, and disagreed. This is represented with a percentage of 47.4%, 34.7%, 13.6% and 4.4% respectively.

#### 4.1 Discussion of Findings

The data collected from the survey on “Perception of Females on the Buying Choice of Sanitary Towels among Female Students in Caleb University: A Case Study of Always and Virony” will be discussed explicitly. The researcher will discuss the three research questions that were used in the study. Research question one was to examine the perception of the buying choice of Always and Virony sanitary towels among female students in Caleb University and this can corroborate to what Orji et al.(2023, p. 113) said. The study says that, the buying behavior of consumers has long affected the way products are patronized, why some products are favored above others and why others have been neglected due to the feeling of consumers towards them. The data collected shows individuals on their perception on their buying choice of sanitary towels.



Research question two was to ascertain the attitude of female students towards the buying choice of Always and Virony of sanitary towels among female students in Caleb University. This corroborates what Adinma (2008) said, the study says that Nigerian adolescent girls, reported that the effective modification of perception on menstruation is a major prerequisite towards effecting the necessary behavioral change on menstrual behavior for the use of sanitary pads during menstruation. The researcher asked the respondents questions like if they can recommend Always and Virony sanitary towels to others and if the respondents trust the brand image of Always and Virony sanitary towels. Many of the respondents strongly agreed to the questions.

Research question three was to specify the preferences behind the selection of Always and Virony sanitary towels among female students in Caleb University. The researchers asked the respondents questions like, do the price factor influence their decisions to purchase Always and Virony sanitary towels, if they find the features of Always and Virony sanitary towels appealing. Many of the respondents strongly agreed to these questions. Also, this supports what Patil and Pujari (2023, p. 199) said, the study states that product quality plays a very important role in influencing consumers to be brand loyal customers. Consumers preferred brand name, product quality price, promotion, store environment and service quality are related factors attributable to brand loyalty.

## V. Conclusion

This study found that how women perceive sanitary pads is very important in their buying decisions. Their attitudes and choices are influenced by factors like price, product features, and brand image. The key factors that impact women's pad buying decisions include things like quality, price, availability, advertising, and special offers. Their student budgets and financial constraints also influence what pads they choose to buy. The conclusion may also look at how aware students are about health and hygiene when it comes to using proper sanitary products, and how that affects their decisions. It could also discuss how cultural, social, and family influences play a role in what pads women students decide to purchase.

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