

**THE EFFECT OF MOTIVATION TOWARDS ENVIRONMENTAL PROTECTION ON
MENSTRUAL HYGIENE: A STUDY ON REUSABLE AND DISPOSABLE METHODS**

MARIANA MAGALHÃES MACIEL MENDES

ESCOLA DE ADMINISTRAÇÃO DE EMPRESAS DE SÃO PAULO (FGV-EAESP)

ALICE BAGNATO ZALAF

ESCOLA DE ADMINISTRAÇÃO DE EMPRESAS DE SÃO PAULO DA FUNDAÇÃO GETÚLIO VARGAS

CARLOS EDUARDO LOURENÇO

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Introdução

The most common options of Menstrual Hygiene Management Methods are pads and tampons. Conversely, there is a growing visibility of reusable products, such as menstrual cups, absorbent underwear and cloth pads due to the environmental impact (UNEP, 2021). Reusable MHM are an alternative to deal with waste and pollution caused by non-degradable materials. However, there are barriers to the consumption of reusable MHM: high initial investment (Zero Waste Scotland, 2019) and misinformation regarding the reusable methods, which impacts on how women perceive the feel of security of this alternative.

Problema de Pesquisa e Objetivo

This paper aims to understand quantitatively which factors lead to the use of Menstrual Hygiene Methods and the intention to adopt Reusable Menstrual Hygiene Methods, assessing how sustainability considerations affect such decisions.

Fundamentação Teórica

The Theory of Planned Behaviour suggests that a behavioral intention is inferred based on attitudes towards this intention, subjective norms and perceived behavioral control. Subjective norms are related to the social factor, to how pressured an individual is to behave. Attitude towards the behavior refers to the evaluation regarding the behavior. Regarding sustainable attitude, the driver for it is for those who identify themselves with this agenda (Mundim et al., 2021). Perceived behavioral control is how easy one thinks it is to behave (Ajzen, 1991).

Metodologia

A questionnaire divided in three parts: filtering and segmentation questions; relevant drivers when choosing a MHM; and TBP constructs. Each variable was measured using a 7-point Likert scale. An online consumer panel (MindMiners.com) stratified the Brazilian population, reflecting the adequate number of respondents in different social classes, age groups (from 18 to 55 years old) and regions, collecting 510 responses. We assessed the data for straight-liners and logical issues, removing 71 responses. The final database included 439 answers (submitted to data analysis after adequacy check).

Análise dos Resultados

The respondents have greater familiarity with disposable than RMHM. The most relevant items (drivers of choice) when opting for a MHM were physical comfort throughout the day, feeling of security and ease of use. Only the variables AB ($\beta = 0.160$, $t = 2.858$, $p = 0.004$), SN ($\beta = 0.295$, $t = 5.870$, $p < 0.001$), PBC ($\beta = 0.223$, $t = 3.806$, $p < 0.001$) and Age ($\beta = -0.173$, $t = 4.394$, $p < 0.001$) were significant predictors in the general model. The construct ASB was not statistically significant here.

Conclusão

The positive relationship between TPB's variables (PBC, AB and SN) with purchase intention of RMHM was confirmed. The income factor also proved to interfere in the PBC generating a lower purchase intention. People with lower attitudes towards menstruation proved to have a more negative attitude towards the behavior. Attitude towards sustainable behavior in general was not confirmed, so sustainability factors cannot account for the decision to use RMHM.

Referências Bibliográficas

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