

# The Effect of Motivation Towards Environmental Protection on Menstrual Hygiene: A Study on Reusable and Disposable Methods

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## **Abstract**

We discussed the effect of motivation towards environmental protection on menstrual hygiene methods (MHM). Based on 439 responses, we aimed to understand psychological and demographic factors related to intentions and purchase habits of disposable (e.g., pads, tampons) and reusable (e.g., cloth pads, menstrual cups, absorbent underwear) especially when it comes to sustainable solutions. Using the Theory of Planned Behaviour, we identified consumers' profile for reusable MHMs (RMHM). Safety, comfort, and ease of use of the method are the main drivers for MHMs consumption and sustainability concerns affects the purchase of MHMs. Using multivariate regression, we confirmed awareness, easy of use, social normative, positive attitude towards MHM and menstruation itself affect RMHM consumption. Surprisingly, motivation for sustainability was not significant. This study brings empirical evidence for the void on awareness about RMHM to increase safety and health benefits and decrease waste.

**Subject Areas:** *Attitude, Consumer Behaviour*

**Track:** Social Responsibility & Ethics