



BACHELOR IN MARKETING (HONS) (BM240)
FACTORS AFFECTING BRAND AWARENESS OF
FEMININE HYGIENE PRODUCTS FOR LIBRESSE AMONG
UITM PUNCAK ALAM STUDENTS

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LETTER OF TRANSMITTAL

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "Factors Affecting Brand Awareness on Feminine Hygiene Products For Libresse Among UITM Puncak Alam Students" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

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ABSTRACT

Sanitary pads, tampons, feminine wash and wipes are some examples of feminine hygiene products. All females between the age of ten and fifty use some form of pads to prevent any leakages due to their monthly period. There have been increasing cases of diseases contacted by females when they are not taking proper care of their private parts. The disease occurred partly due to using unhygienic female products such as low-quality sanitary pads, tampons, wipes and feminine wash. As there are many brands of feminine hygiene product to choose from, each of the brands will have their own loyal customers. It is believed that many brands have marketed their feminine hygiene products in order to break the taboos and stereotypes about period. The purpose of this study is to investigate the factors that affect the brand awareness of customers on feminine hygiene products (Libresse). The methods used are reliability analysis, Pearson correlation coefficient and regression analysis. There are (four) 4 independent variables and one (1) dependent are tested which are distribution, price, advertising, brand activation and brand awareness. Fifty respondents participated in this study and the researcher used convenience sampling as a sampling technique. The findings indicate price and advertising as significant towards the dependent variable.

Keywords: Feminine hygiene products, brand awareness, roadshows

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CHAPTER 1: INTRODUCTION

1.1 BACKGROUND OF STUDY

All females between the age of ten and fifty use some form of pads to prevent any leakages due to their monthly period. Most Malaysian females will use sanitary pads instead of tampons during their monthly period. Girls that have started having their period will use sanitary pads as recommended and used by their mothers. There are different types of sanitary pads material such as made of cloth that is washable or cotton which can be used only once. Most people preferred sanitary pads than cloth pad as they can just throw it away after using it. Some prefer the cloth type as it is safer and can save money as it can lasts up to 3 years, but it is more expensive.

There are a wide variety of sanitary pad brands that can be bought easily at the supermarkets, grocery stores, convenience stores and pharmacies. Among the popular brands are such as Libresse, Kotex, Whisper, Sofy, Laurier and Intimate. Each brand will have their own Unique Selling Proposition for them to provide the best sanitary pads for women. Unfortunately, with the large number of females using feminine products during their period, there have been increasing cases of diseases contacted by females when they are not taking proper care of their private parts. The disease occurred partly due to using unhygienic female products such as low-quality sanitary pads, tampons, wipes and feminine wash. Every sanitary pad is shaped based on a female's body curve as it can absorb heavy flow of liquid during the monthly period. For example, Libresse provides a range of pads with their own uniqueness as each pad is shaped so that it fits women's curves. Most pads' shape is based on women's body curve and it has shown that it helps to absorb blood better. In addition, marketers and innovators will keep on coming up with different ideas just to catch the customer's attention and fulfil the needs and wants of the customers. For example, pads that have fragrance can control the odour for users who might have concerns about the unpleasant smell of blood.