

Continental Clothing

**ENDLINE ANALYSIS- PRODUCT USER TRIAL WITH THE FACTORY WORKERS IN
TIRUPUR, TAMIL NADU**

Nov 2019

eco ♻️ femme

Summary

The endline analysis is based on the data collected by the Eco Femme team in November with 16 participants. This is following on from baseline data collected in July 2019.

The data will be used to inform decision making based on whether sufficient interest in cloth washable pads justifies introducing the reusable cloth washable pad to the other women in the factory.

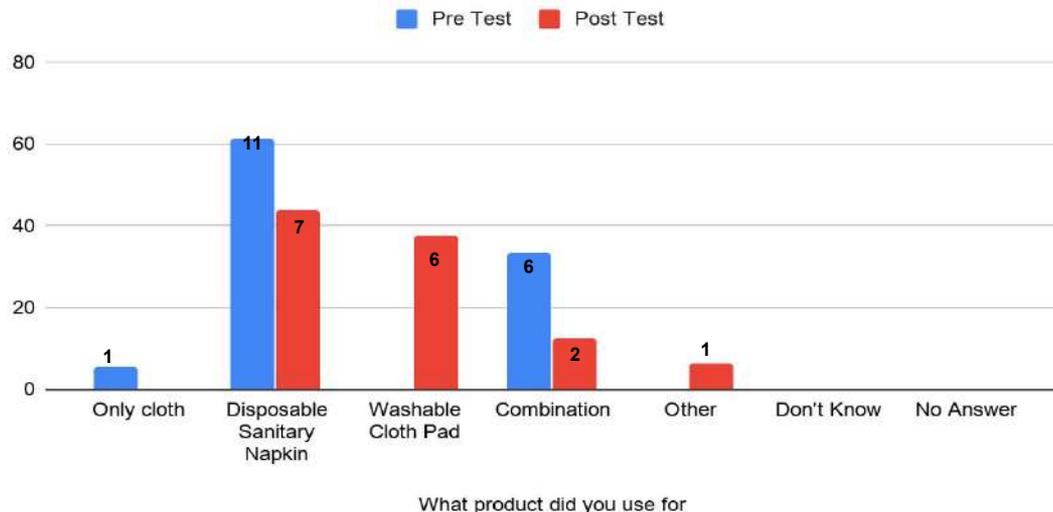
Out of the 18 participants that completed the pretest, 16 participants took part in the post-test. During the project, one of the participants could not use the pads as she was out of the town for personal reasons, and another one migrated and opted out of the post-survey. Hence their data was not recorded in the post-test survey.

Participants Age Range



What product did you use for your last period?

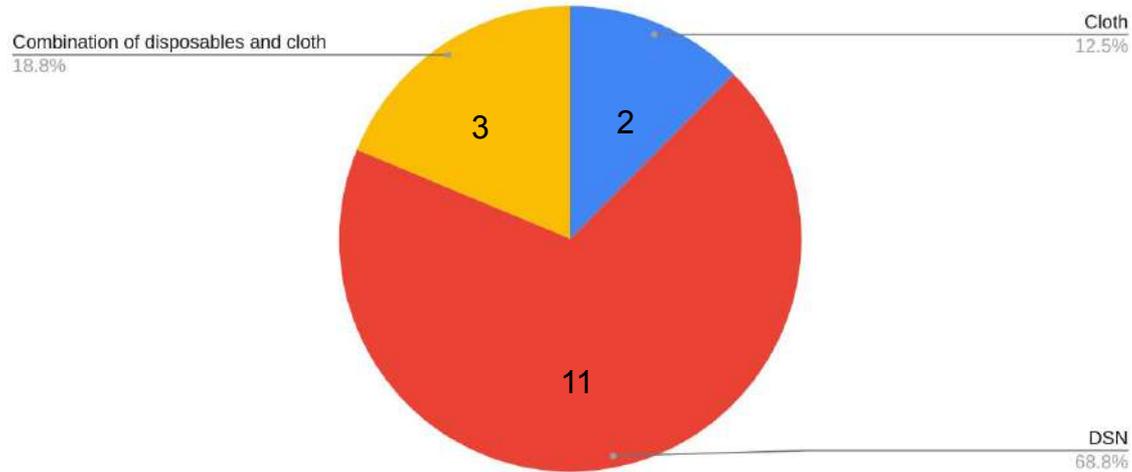
Pre Test and Post Test



'Other' category respondent specified that she used menstrual cup for her last cycle. The data reveals that half of the women used disposables during their last menstrual cycle. Additional insights gathered during the final interview revealed that the respondents are more likely to use disposable pads during festive occasions or when they were travelling away from home.

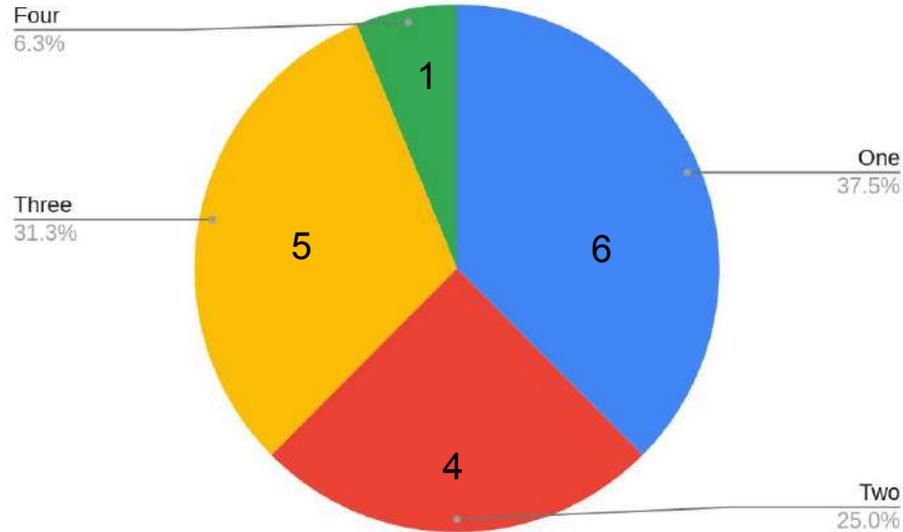
*number of participants who used each product are represented on each bar

What product did you use (or still continue to use) before being introduced to cloth pads?



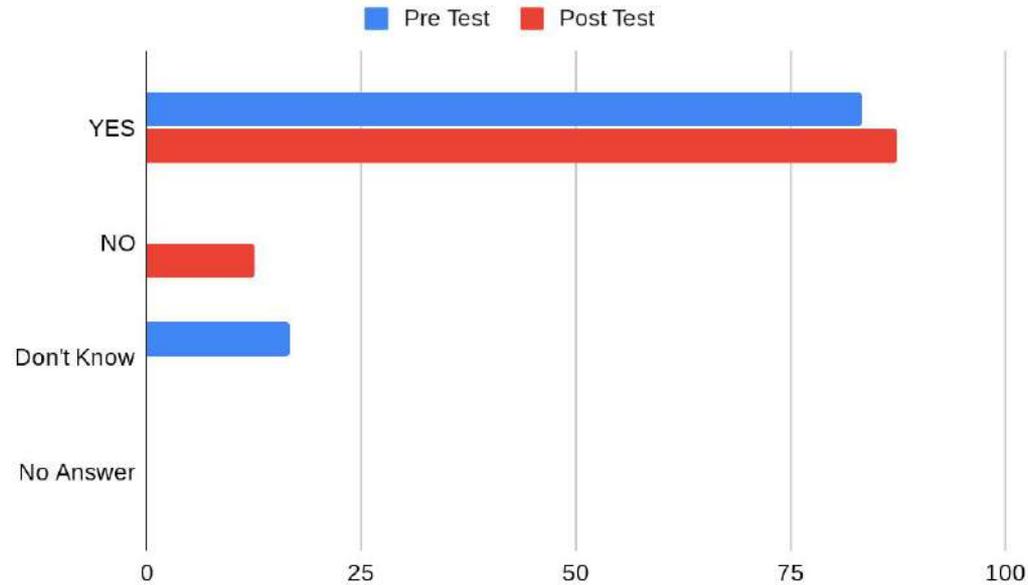
DSN : disposable sanitary napkin

How many monthly cycles have you used Eco Femme cloth pads for?

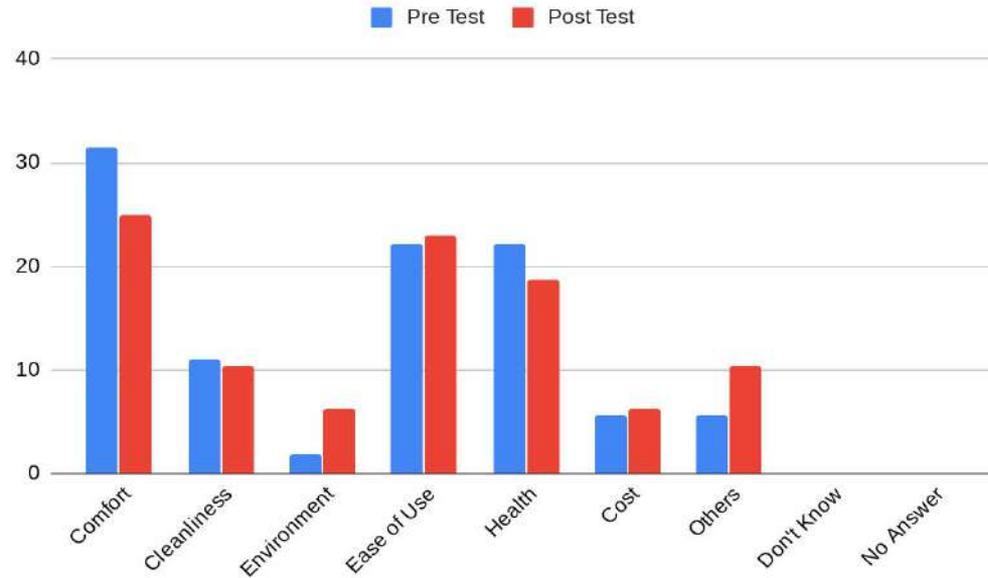


Many women were travelling during the pilot period due to festive occasions, and did not use the cloth pads during all the cycles. All women used the cloth pads at least for 1 cycle and 10 used for more than 1 cycle

Are you satisfied with the menstrual hygiene products you are currently using?

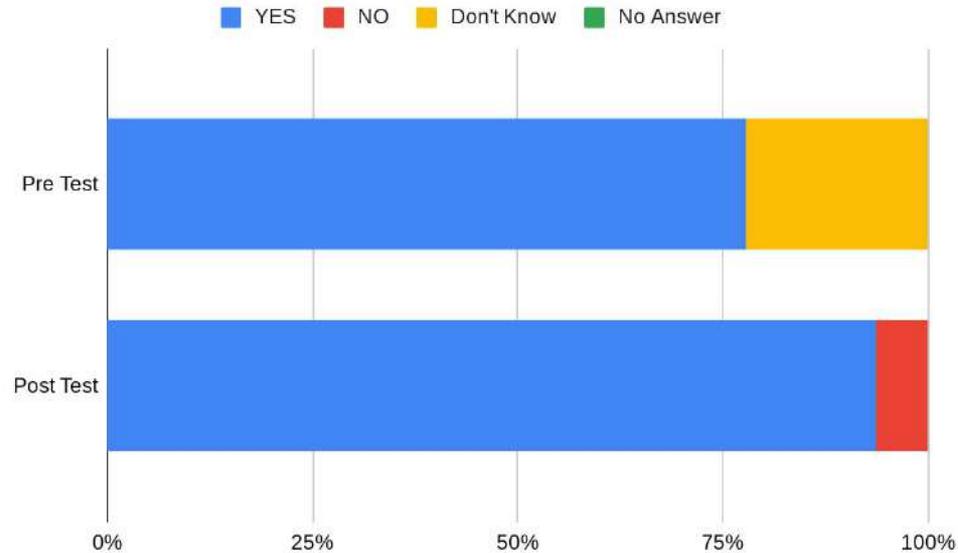


What is most important to you in choosing a menstrual hygiene product?



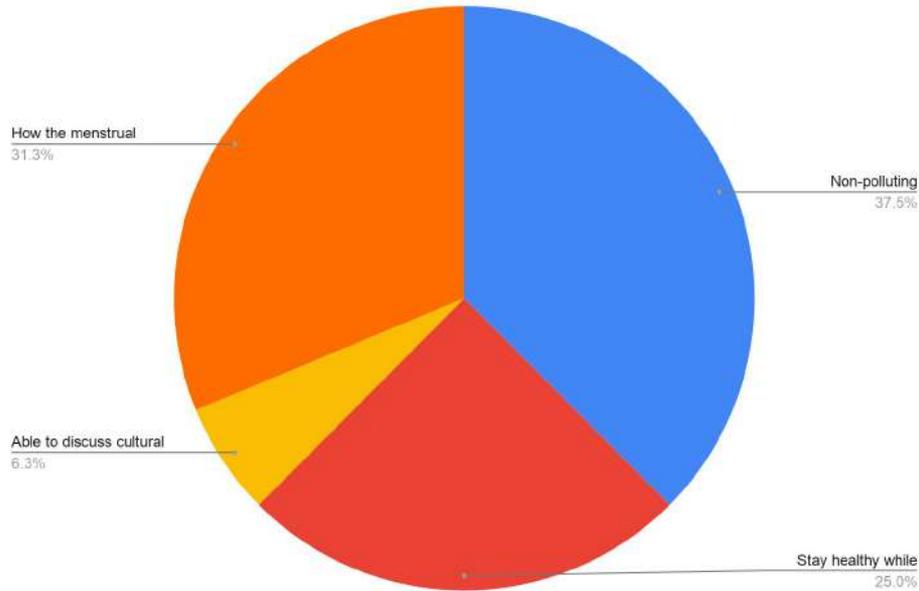
'Other' category specified that being able to use during the the night for more hours(1), Easy disposal(4)
In the post test, there is a positive increase in the 'Environment factor' among the respondents in choosing the menstrual hygiene product.

Do you feel comfortable talking about menstruation?



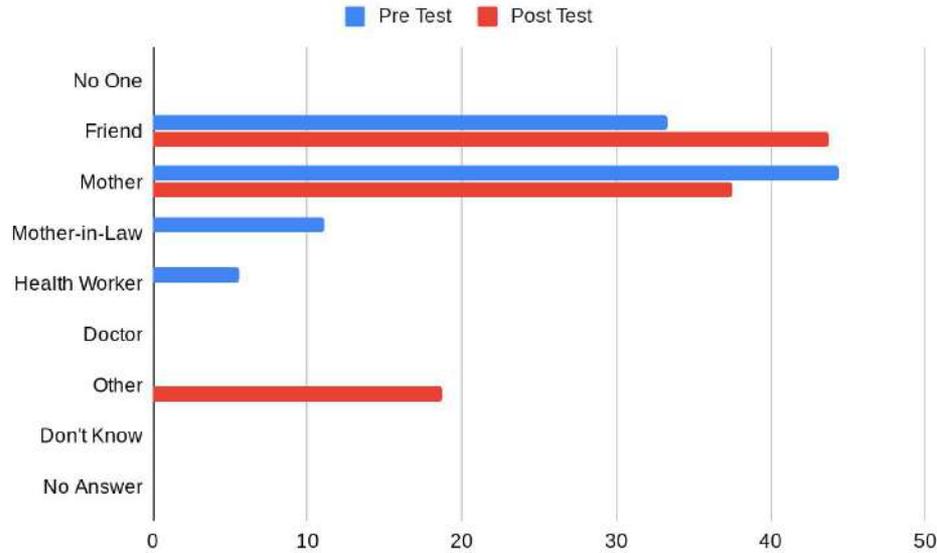
In the endline survey, there was some increase in the number of women who felt comfortable to discuss menstruation compared to the baseline survey.

What did you most appreciate learning in the education session?



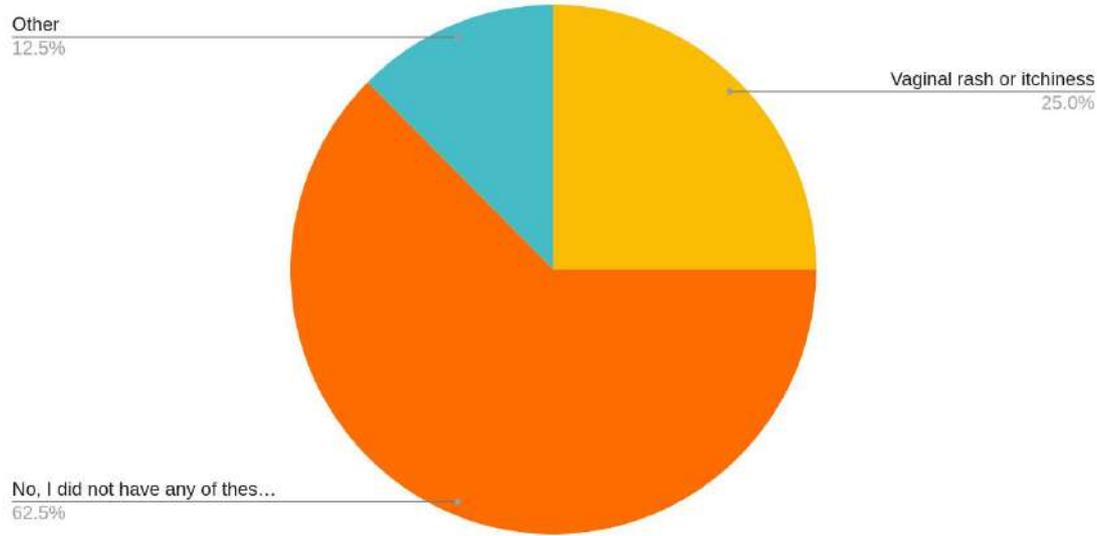
Most of the respondents have mentioned that they appreciated learning about non-polluting menstrual products(37.5%), Menstrual cycle & how it works (31.3%), and about staying healthy while menstruating (25%).

If you have questions about menstruation and reproductive health, who do you ask first?



'Other' category have specified that they would ask their Husband, if they have any questions regarding menstruation and reproductive health, as they stay as a nuclear family and have migrated to Tirupur for work.

In the one year, prior to using cloth pads have you experienced any of the following symptoms?



'Other' category have specified that they experienced stomach pain(2)

Since starting to use the cloth pads have you experienced any of the following symptoms?

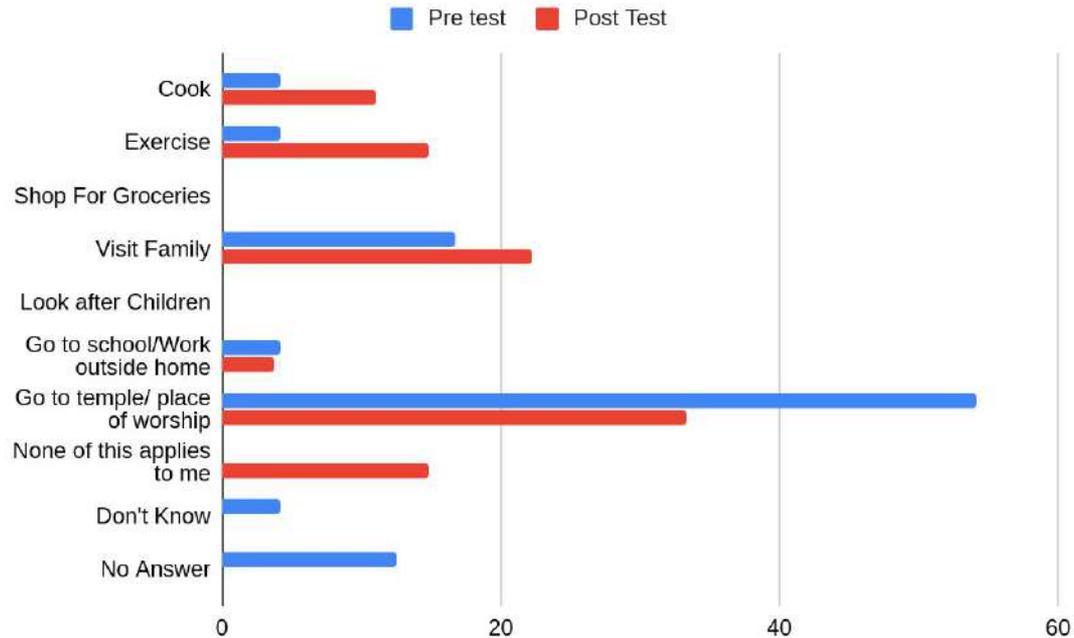
No, I did not have any o...



16

The use of cloth pads among the participants appears to have resulted in reduced allergic reactions compared to pre test where 25% women reported rashes and allergic reactions

Do you NOT do any of the following activities during menstruation?



Which model of cloth pads did you buy/receive from SHG/organisation/individual?

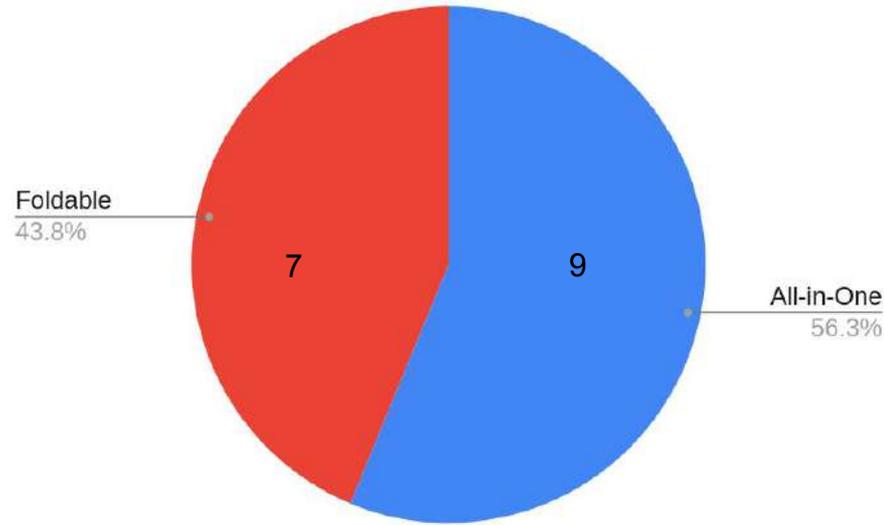
Both All in one and fold...



16

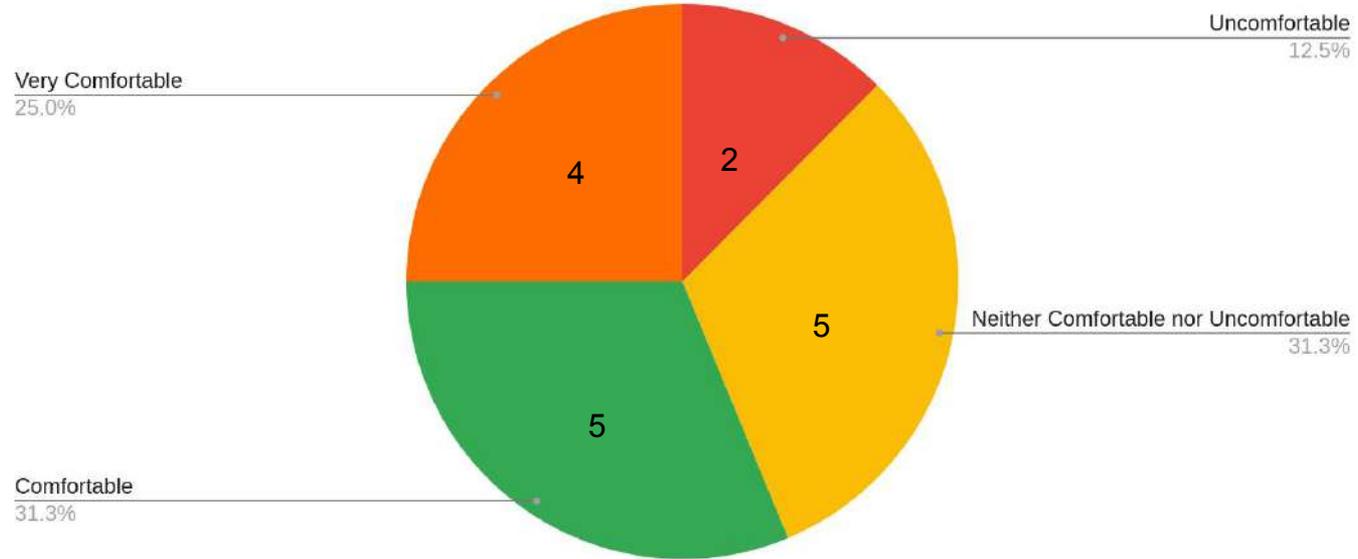
All the participants correctly indicated that they received both the models.

Which model did you prefer?

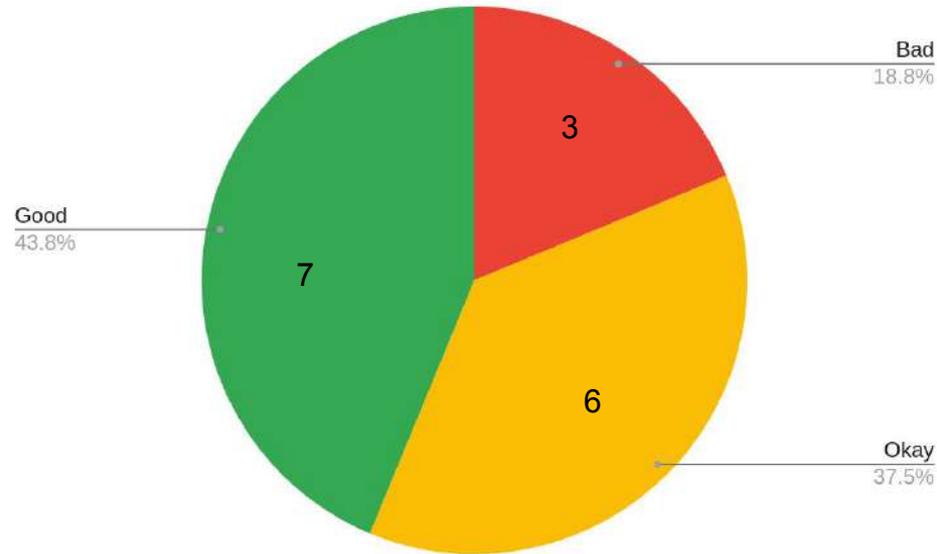


During the interviews, most respondents reported using the All In one model pad for the first two months, though they specified an interest towards foldable as well.

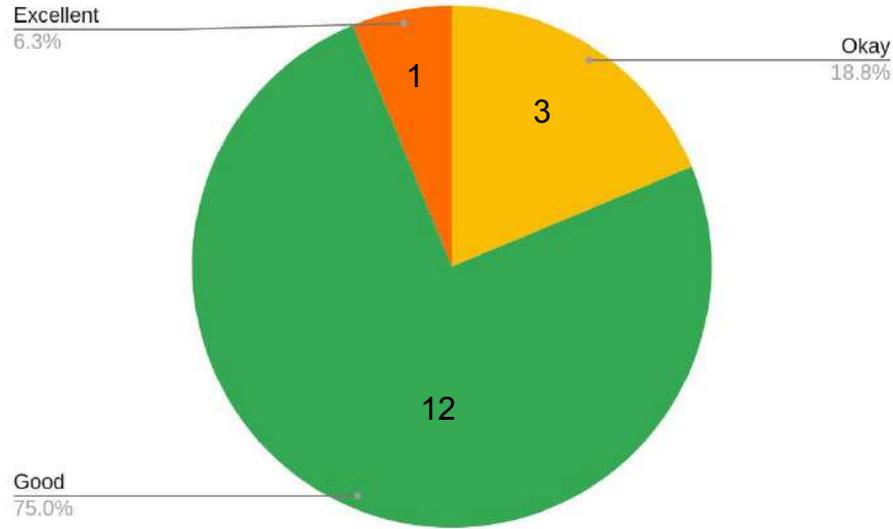
How comfortable are the Eco Femme pads?



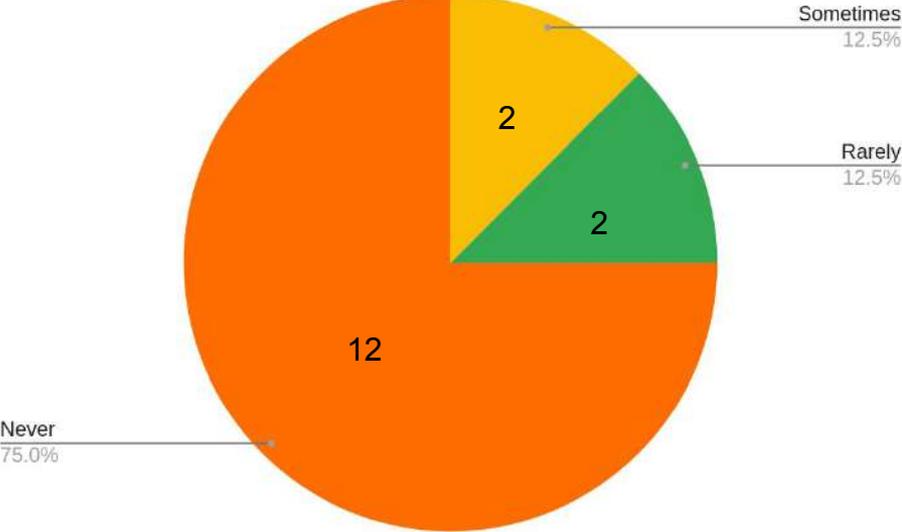
How do the Eco Femme pads look after they have been used and washed?



How effective are Eco Femme pads at absorbing the flow?

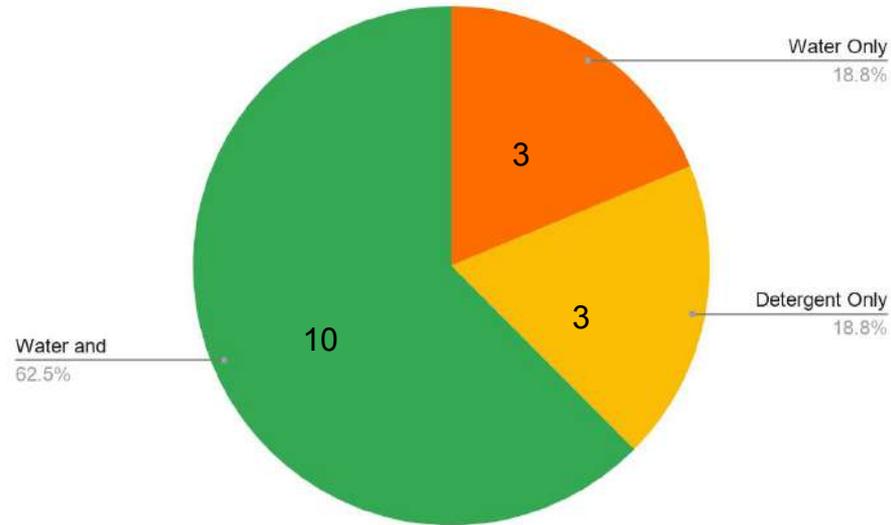


How effective are the Eco Femme pads at preventing leaks?

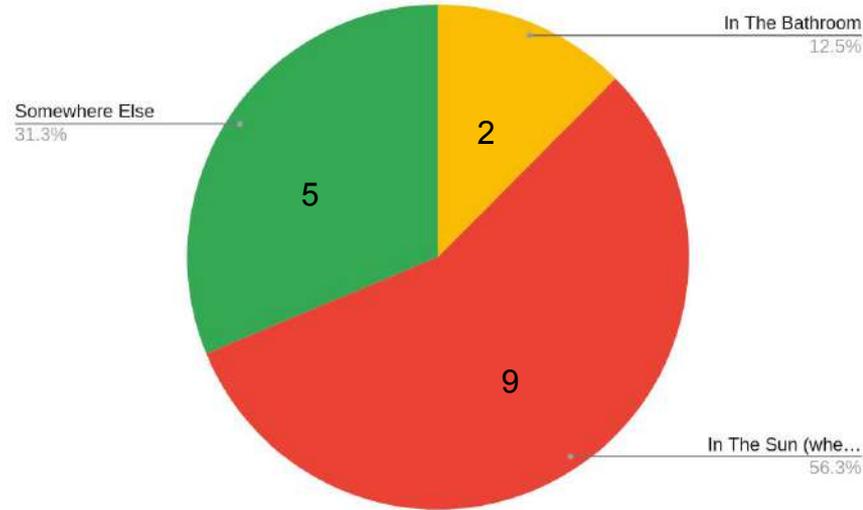


How do you wash your Eco Femme pad?

(multiple responses possible)

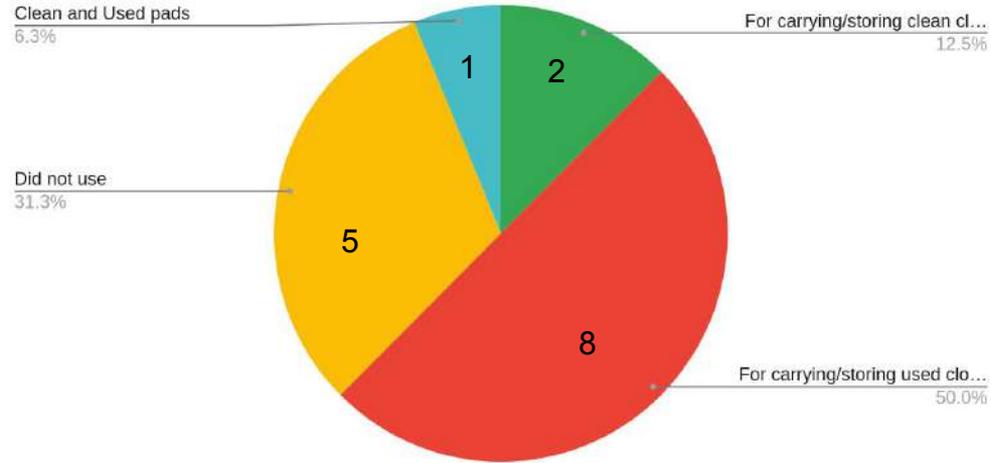


Where do you dry your Eco Femme pad?

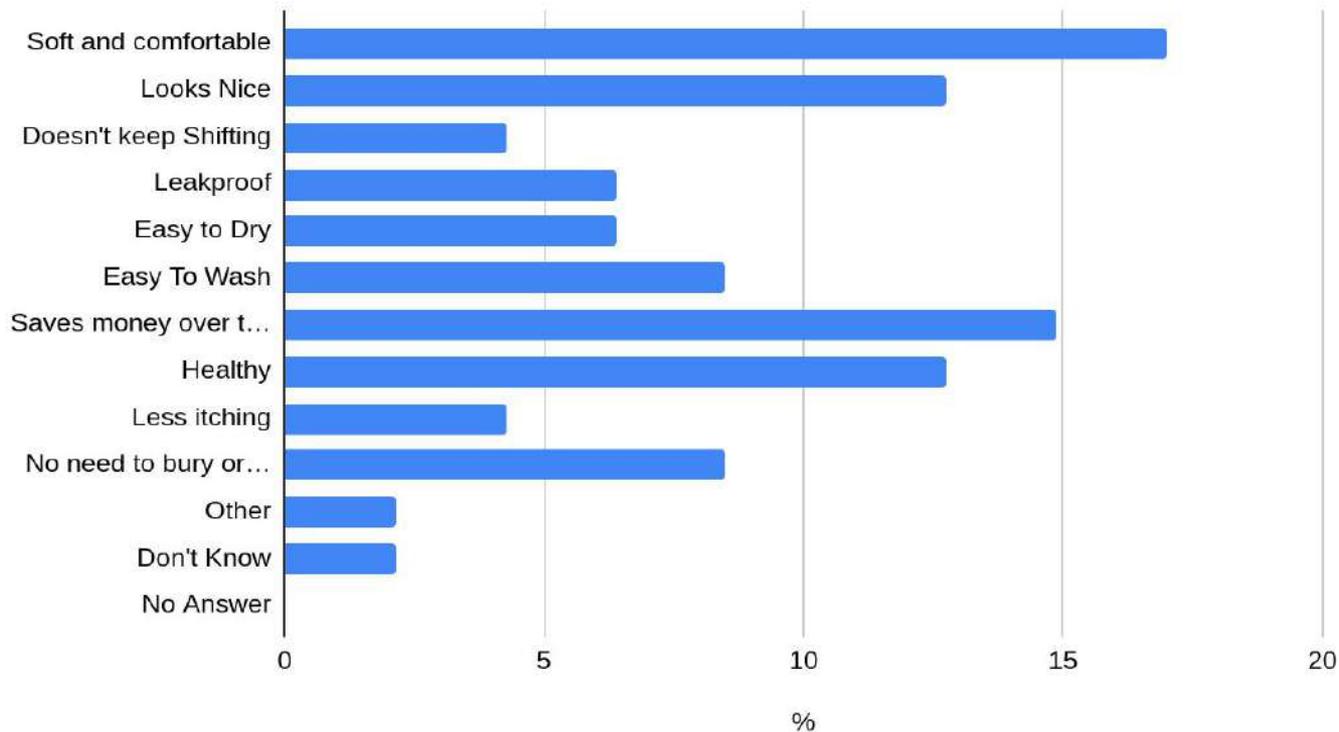


'Somewhere else' category have specified that they dry their pads outside/ behind the house where no one can see(5). They have also specified that they either place it on the wall or on top of the roof with a stone on it.

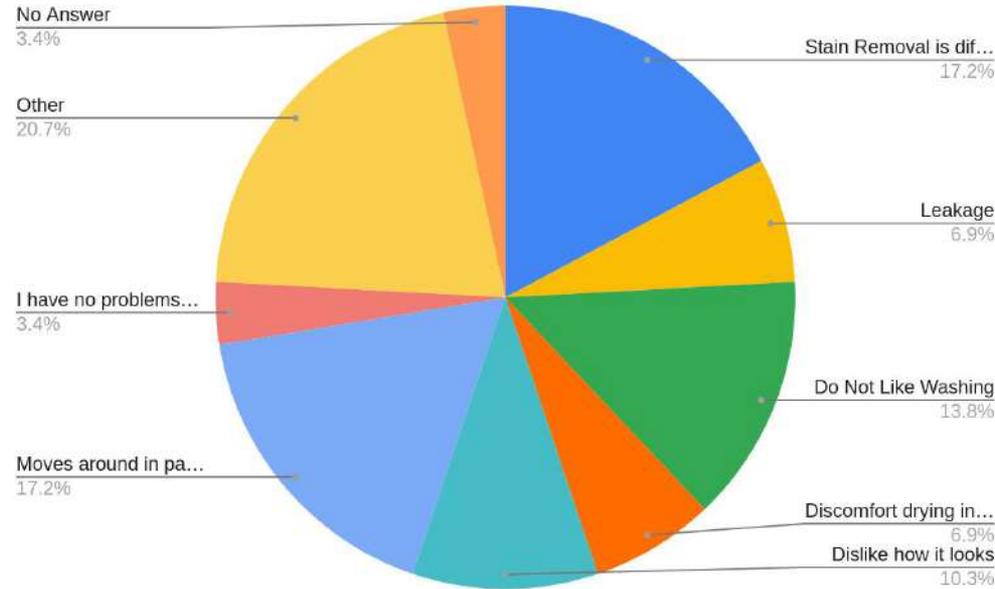
What did you use the storage pouch for?



What do you most like about the Eco Femme pads?



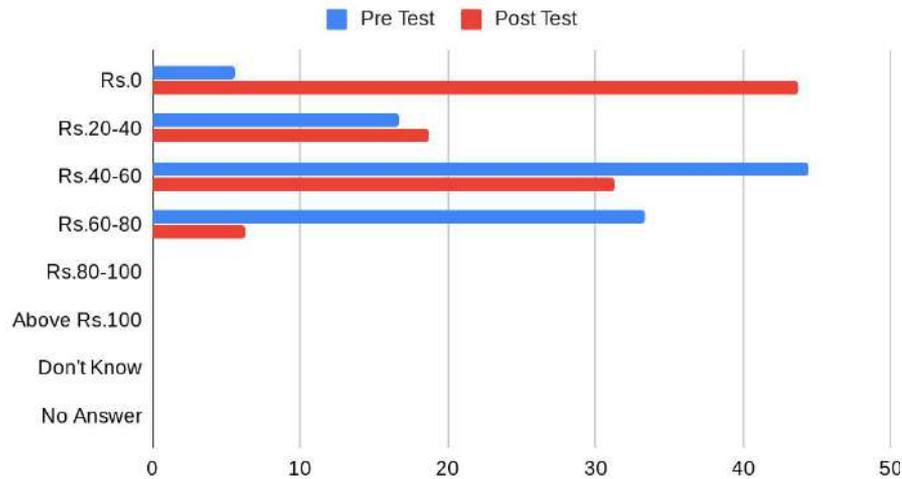
What do you NOT like about the Eco Femme pads?



The 'Other' category have specified they were uncomfortable in drying the pads in the public area (1), AIO pads do not stay flat (getting folded in the middle area) while using it during the first two months (5)

How much did you spend on your personal menstrual hygiene products last month? (approximately)

Monthly Expenditure

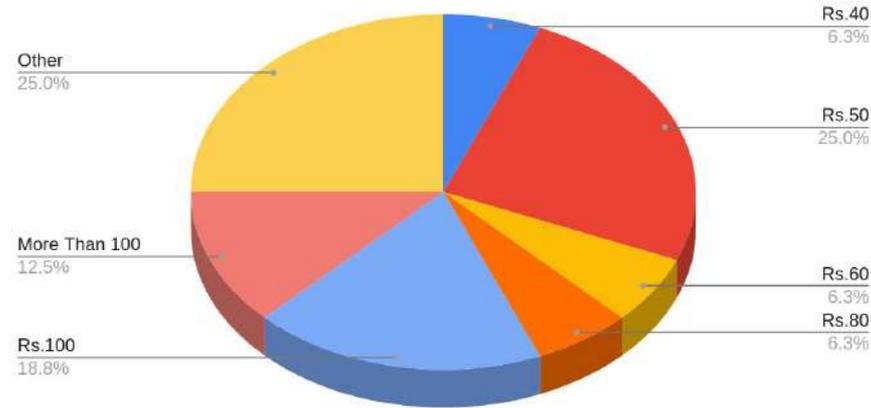


After using the Eco Femme pads, do you think you will save money?



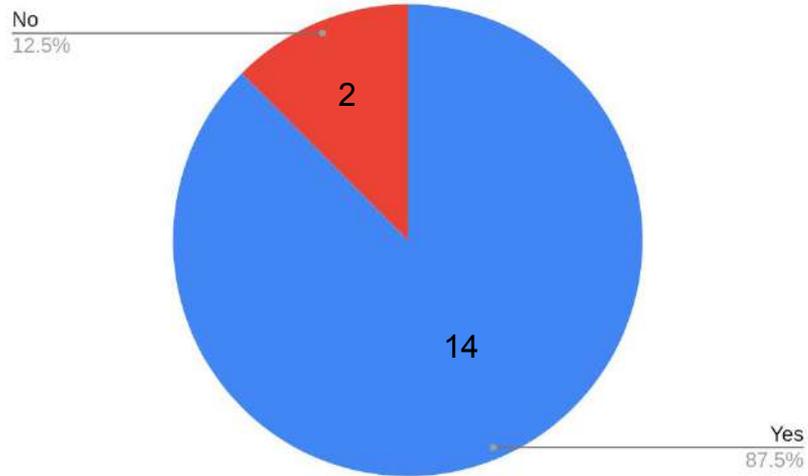
All women recognised a potential cost saving associated with using cloth pads

What is the highest amount you are willing to pay for a single Eco Femme pad?

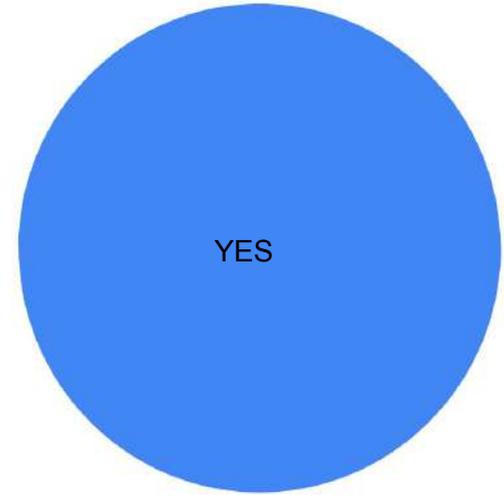


'Others' have specified the willingness to pay Rs.150(1), Rs.30(3). The price range women are willing to pay is therefore highly variable - from Rs.30 - Rs.150/pad

Will you use Eco Femme cloth pads in future?



Would you recommend Eco Femme pads to another woman or girl?

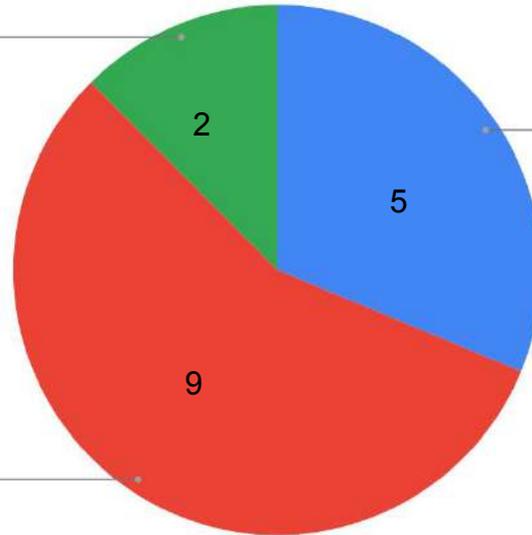


All women reported feeling the product should be recommended to others

Will you use cloth pads only, or cloth pads in combination with other products?

Usage Specifics

No Answer
12.5%

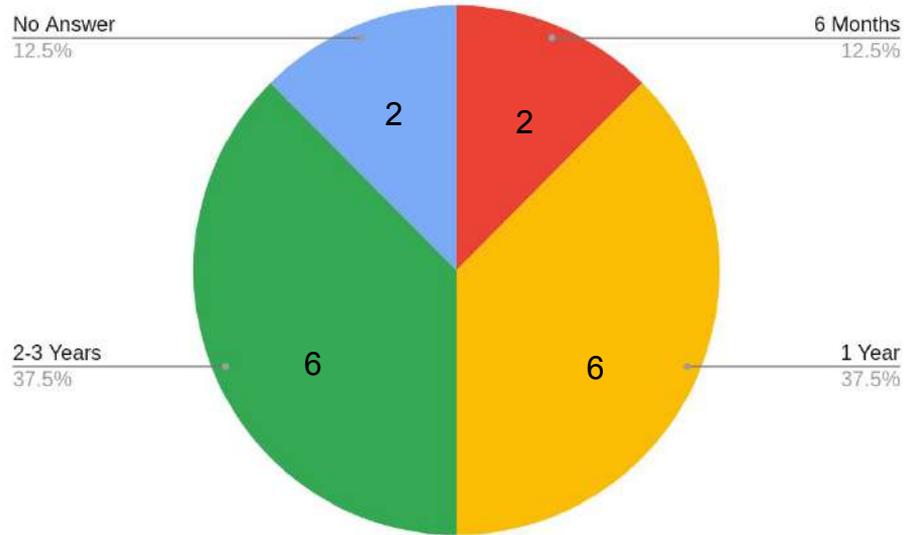


Eco Femme Pads only
31.3%

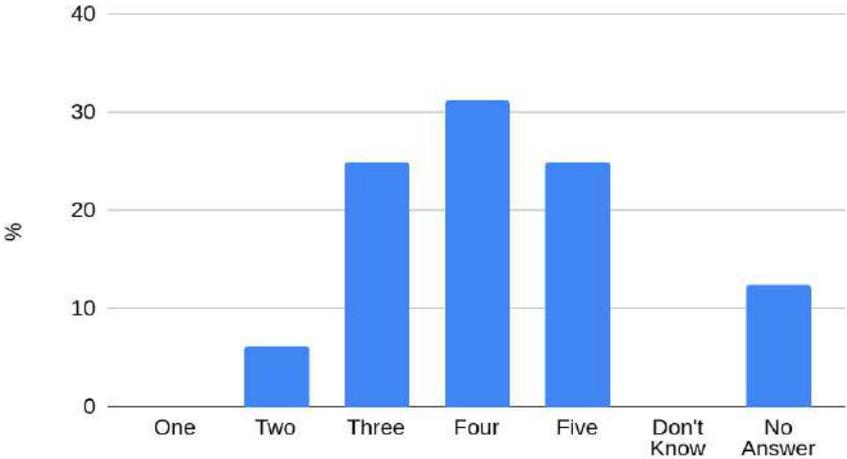
Mix of Eco Femme a...
56.3%

It is not uncommon for women to use cloth pads combined with disposable pads usually for reasons of convenience during travel or heavy flow times

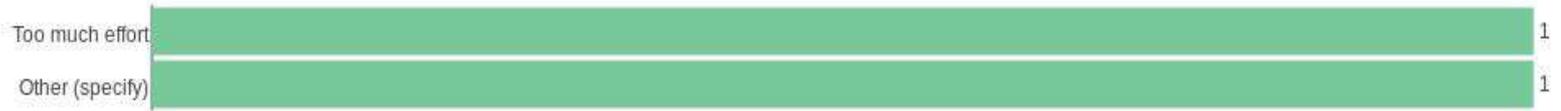
How long do you think the cloth pads can last before replacement?



If you fully switch to using cloth pads, what would be your preferred number of pads that would be enough for 1 cycle?



If you do not intend to continue to use the cloth pads, why not?



Only 2 participants indicated they would be unwilling to use in future. The person who wrote 'Other' specified that she was uncomfortable to dry the pad in the public area.

SUMMARY

The endline data collected through the survey are summarised here in comparison with the baseline.

- **Ease to speak:** In the baseline, 77.8% of the women have said that they are comfortable talking about menstruation; whereas in the endline, 93.8% have reported that they are comfortable speaking about menstruation. This suggests that the increase in the comfort level to speak about menstruation may have resulted from engaging in the pilot process including educational session.
- **Did women actually try the cloth pad?** All the women tried the cloth pads at least once. In the baseline 11 participants were using the disposable and 1 participant only used only cloth while 6 participants reported using a combination of these both. By the endline 7 participants were using the disposables and 6 participants reported using the cloth pads exclusively. 1 participant used a menstrual cup. In probing during interview to understand why some women did not fully adopt to cloth pads, we learned that there were 2 main reasons: travel when women tend to prefer to use disposable pads and a few reported difficulties in drying the 'All In One' cloth pads in their area. Most of them stayed in a rental house and did not have the space to dry the pads in the public area, hence preferred using the disposables.
- **Satisfaction in current product:** In the endline, all the participants who used the cloth pads during the pilot study reported that they are satisfied with their current product.
- **Engaging in activities:** For baseline and endline, the kind of activities women were engaged in remained relatively the same. There was a positive increase in the recognition of environment as being an important factor when considering menstrual products at endline
- **Spending:** In the baseline, 94.37% of the women said that they were spending Rs.20-80 every month on their menstrual products, whereas in the endline, spending was reduced - pads were freely provided so this is to be expected

Experience with the cloth pads: the overall experience with the cloth pads was largely positive and the product performed well for them in terms of comfort, absorbency, leak proofing and overall appearance.

- **Health:** From the baseline and endline data, the use of cloth pads among the participants have resulted in reduced allergic reactions which is a positive result. (12 & 13)
- **Willingness to use:** In the endline data collected, 87.5% of the women have shown the willingness to use the cloth pads in the future.
- **Willingness to pay:** In the endline, 62.7% of the women have reported that they are willing to pay between 40-100.rs for a single cloth pad.
- **Willingness to recommend:** 100% of the women said that they would recommend the cloth pad to another women or girl.

Did women try the menstrual cups? After the educational session, the women were offered to try the cups if they were interested in using it. Two women have shown the interest to try the cups and give feedback based on the user experience. The insights gathered during the endline were captured during the informal conversations. The women liked the factor that the cup can be used for long hours while travelling and at work, though initially they kept removing it every 3-4 hours to get used to the habit of inserting the cup and removing it safely. She has started talking to other coworkers and engaging in conversations about her cup usage and also have shown the interest to recommend it to others in her village.

Limitations

- There was some attrition in number of participants hence sample quite small.

- At the endline analysis, we learned that some participants used only the 'All In One' model whereas all the participants were given both the models to use. This seemed to present specific challenges around drying though for some women who were concerned that the all in one pads looked conspicuous hence they were reluctant to dry it in the sun directly where it could be seen by others. The interest to try the foldable model was only generated during endline survey/interview.

Recommendations..

- There are clear indications that most women like the cloth pads indicated by their willingness to continue to use and recommend to others.
- 100% adoption of cloth pads and complete elimination of DSN is an unlikely outcome. It is reasonable to expect that many women may continue to use a combination of disposable pads and cloth pads.
- Probes around willingness to pay show that most women were positively inclined to pay at least a subsidized price for the pads. We would recommend that cloth pads be made available for a selling price of Rs.60 as it seems quite likely that many women would be willing to pay this amount. It would be worthwhile trying to sell the pads at this rate - Eco femme could provide them for Rs.55 including transport and Rs.5 could be retained as a retailer margin for a women who might be ready to take up distribution. This can be explored
- Going forward, it would be very helpful to find a staff member from the organization and/or a woman who has used the cloth pad and feels motivated to share this with others who could take the lead to:
 - Provide the employees with ongoing support for education on menstrual hygiene.
 - To also encourage and help them with the transition to cloth pads and, answer questions and take care for logistics related to supply.