



# MODEL CONSUMER BEHAVIOUR FEMININE HYGIENE

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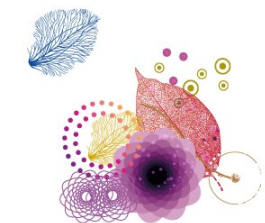
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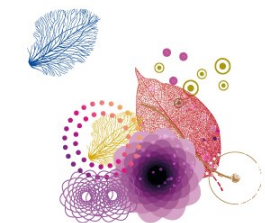




# CULTURE



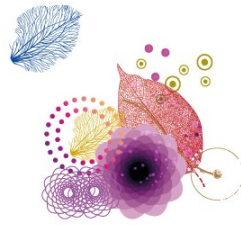
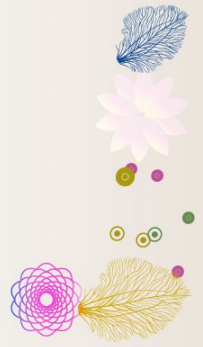
- ✓ The culture itself affects the life of people in the community.
- ✓ Cultural patterns strongly intertwine with taboos and attitude towards menstruation
- ✓ Behaviour of women and their attitude towards menstruation are connected with cultural patterns in form of »unwritten« codes of behaviour





# ETHICAL CONSUMERISM


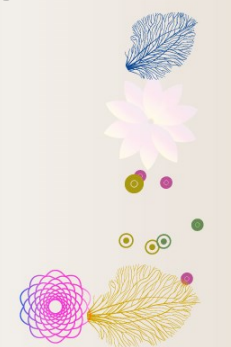


- 1) ***a positive shopping***, favouring ethical products ( purchase organic food products or animal-friendly, FT),
  - 2) ***a negative buy***, which means avoiding the products, with which we do not agree (eggs from caged hens, or cars with high CO2 emissions),
  - 3) ***shopping based on corporate policy as a whole*** (boycotts of "Nestle" and buying "Body Shop" products),
  - 4) the fourth transparent approach is a ***combination of the previous three*** and means that the consumer is looking for companies and products together and evaluate what is the most ethical brand.
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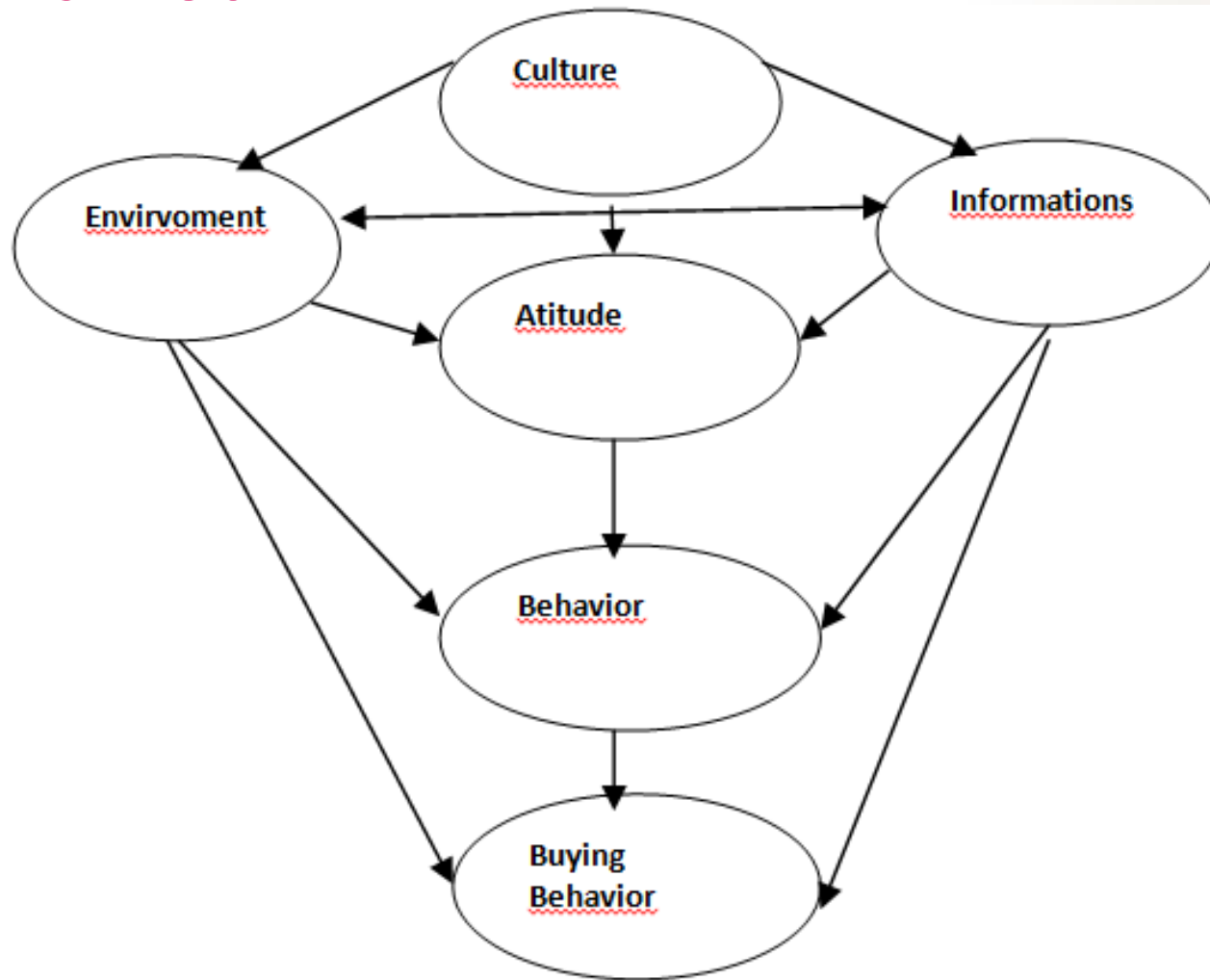


# Models of ethical consumer behaviour



- Shaw and Clark (1999) suggested a conceptual model where the factors affecting beliefs play the key role.
  - The core of the above stated models also includes the sequential logic – »beliefs – positions – behaviour«. Transfer of information about moral questions and/or dilemmas affects the beliefs, positions and behaviour of the consumer.
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# Basic model of female consumer behaviour





# DATA COLLECTIONS



- Population of female students was chosen for two reasons:
- 1) we were interested in the trends of behaviour of young women;
- 2) we estimated that the life style and standard of female students is similar in all countries, regardless of the cultural differences between countries.





# SAMPLE (1081 women)



Country	Tertiary education female students	Number of units in the research sample	‰ - units of the research sample depending on the population
Great Britain	220,000	232	1.1
Germany	1, 245, 241	210	0. 2
Slovenia	52,336	399	7.6
Sweden	160,000	240	1.5

Source: Office for National Statistics; Destatis Statistisches Bundesamt; Statistični urad Republike Slovenije; Uka Universitet Kensors Ämbetet, 2015







# METHODS





- Barlett's test
- Kaiser Meyer Olkin Measure
- Factor analysis with the method of maximum likelihood (ML)

KMO and Bartlett's Test		KULTURA	INFORMACIJE	OKOLJE	VEDENJE
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,758	,765	,711	,740
Bartlett's Test of Sphericity	Approx. Chi-Square	2180,917	1229,159	948,172	1142,055
	df	3	6	6	6
	Sig.	0,000	,000	,000	,000

Source: Rihtaršič, own research 2014

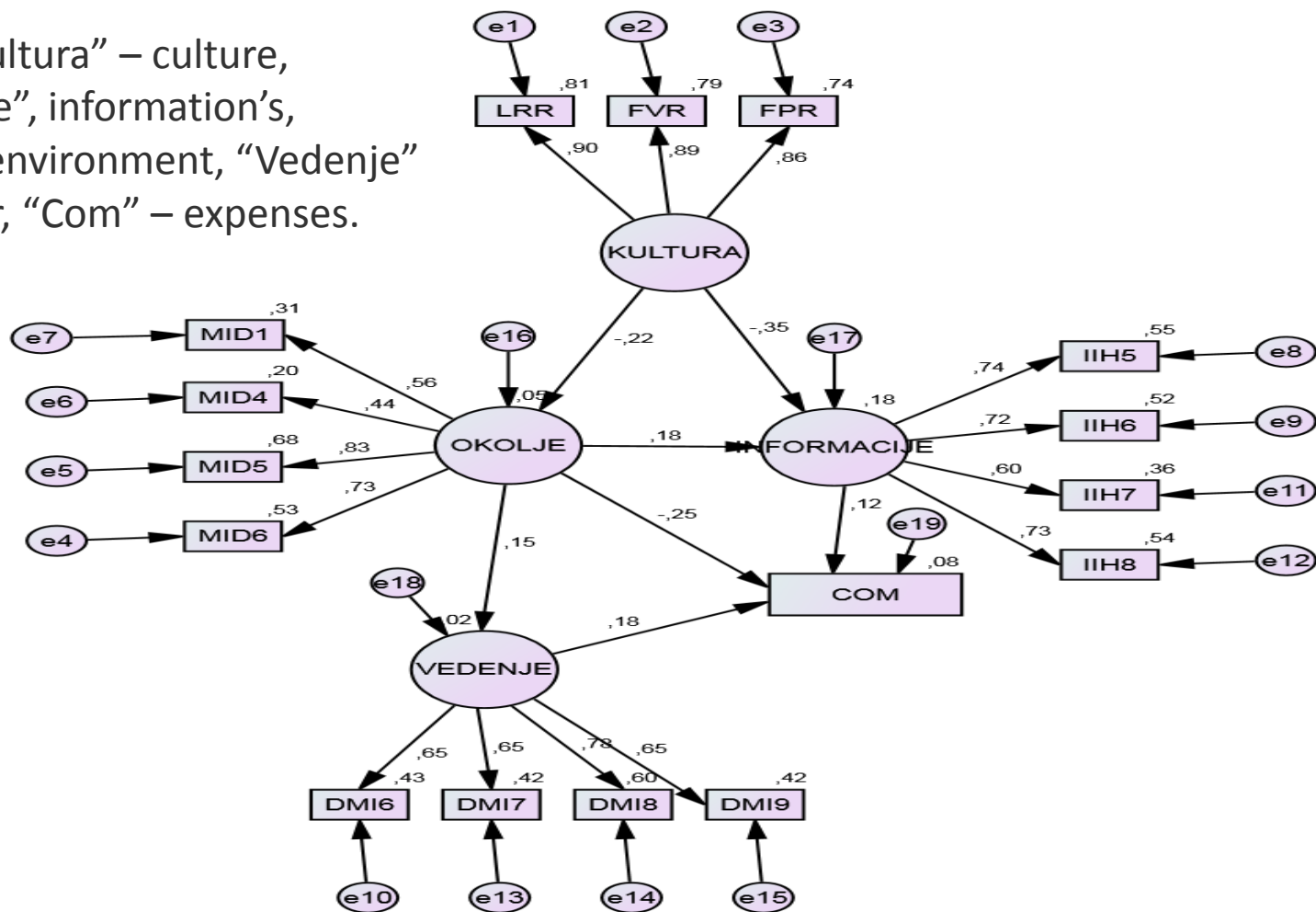
Legend: "Kultura" - culture, "Informacije", information's, "Okolje" - environment, "Vedenje" - behaviour.







# Structural model of consumer behaviour

Legend: “Kultura” – culture,  
 “Informacije”, information’s,  
 “Okolje” – environment, “Vedenje”  
 – behaviour, “Com” – expenses.





# Conclusions

- The common model confirmed our assumptions (established on the basis of the insight into the theoretical background of the observed phenomenon) that the culture has negative affect both on the environment and information.
  - Environment affects information. The environment directly and indirectly affects consumer behaviour.
  - Effect on information is still weak because certain information remain taboo and because the environment only affects them in a very limited manner.
  - Influence of the environment on behaviour is also weak. Direct effect of the environment on consumer behaviour is negative.
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