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Television Advertisement as a Tool of Menstrual Hygiene Management: A Study on College Girls' in Barishal City

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Abstract- Menstruation is a sensitive issue in socio-cultural settings, still now discussing about it publicly is treated as secrecy and embarrassment, and introduced it as unclean to girls. Part of purity, girls, are not allowed to perform religious prayer or worship, including touching books, material, and even visiting places associated with religious beliefs. But now, in a greater extent, television advertisement as an agent of socialization, socialize to girls and women by conveying information and promoting awareness about menstruation and hygiene management; including using a sanitary napkin, how to use and duration of carrying a pad, and so on by breaking down menstrual taboos to normalize it to all. The objective of this research is to explore the way menstruation, and hygiene-related information is presented on television advertisement; how contextual factors contribute to maintaining menstrual hygiene; and to overcome hygiene-related problems that are encountered by college girls during menstruation. As the study is descriptive, here an amalgamation of quantitative and qualitative methods applied to address research objectives.

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Television Advertisement as a Tool of Menstrual Hygiene Management: A Study on College Girls' in Barishal City

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Abstract- Menstruation is a sensitive issue in socio-cultural settings, still now discussing about it publicly is treated as secrecy and embarrassment, and introduced it as unclean to girls. Part of purity, girls, are not allowed to perform religious prayer or worship, including touching books, material, and even visiting places associated with religious beliefs. But now, in a greater extent, television advertisement as an agent of socialization, socialize to girls and women by conveying information and promoting awareness about menstruation and hygiene management; including using a sanitary napkin, how to use and duration of carrying a pad, and so on by breaking down menstrual taboos to normalize it to all. The objective of this research is to explore the way menstruation, and hygiene-related information is presented on television advertisement; how contextual factors contribute to maintaining menstrual hygiene; and to overcome hygiene-related problems that are encountered by college girls during menstruation. As the study is descriptive, here an amalgamation of quantitative and qualitative methods applied to address research objectives. In this research, 144 college girls participated as a sample survey; they were selected by purposive sampling, and face to face interview was followed as a data collection technique in the survey method. Similarly, two focus group discussions (FGDs) were also arranged in using a checklist as the qualitative part. Barishal, a city selected as study area and respondents were participated from four colleges as first and second-year student in respectively, with equal proportion. The result shows, the menstruating girls mostly are guided by their mothers' knowledge (n=139, 96.5%) in using of menstrual absorbents as well as hygiene management primarily; followed by television advertisement as source of informant, sanitary pad users (n=76, 52.8); in total, all respondents use a sanitary pad (n=132, 91.7%) except few; and confirming 'high' in the maintenance of menstrual hygiene (n=71, 49.3%) have been addressed by respondents. The urban respondent's still have faced hygiene-related problems in access to safe absorbent due to sudden menstrual bleeding and no stock of sanitary pad as well; carried a pad for more than 12 hours, no privacy to change the sanitary pad or cloth; inadequate washroom and toilet facilities and so on. All possible menstrual information and attempt to break down in related to taboos are presented by television in a diverse way, nevertheless girls feel discomfort such as shame, jump channels, and so on while watching pad related advertisements freely with family except few respondents (n=33, 22.9%). Meanwhile, considering menstrual issues as a normal and natural biological parts of the female body, discuss the secret issues openly addressed by nearly half of the respondents (n=64, 44.4%). However, overall, here reflects no significant difference that exists between first-year and second-year college students.

Keywords: menstruation, menstrual issues, menstrual hygiene management, hygiene related problems, television advertisements (TV), menstrual taboos, college girl.

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I. Introduction

Part of human existence, menstruation is considered an integral and fundamental issue to girl's and women's dignity and well-being of life; where every girl and woman has a right to get adequate sanitation and reproductive health services to ensure basic menstrual hygiene (House, et al., 2012; Sommer, M. 2012). In women's reproductive health, menarche is an indicator where every girl enters in between at their ages 10-14 usually. Menarche is known as the first menstrual cycle that regularly happens with the discharges of blood from the uterus through the vagina every month until women reach menopause (Karki, et al., 2017). Usually, an entry of girl into womanhood starts with the sign of menstruation, then considered as sexually active and reproductive as well (Kuhlmann, et al., 2017); and throughout these process, girls gradually realize a better understanding about their body and health significantly (Karki, et al., 2017). According to UNICEF (2012) and WHO (2014) defined menstrual hygiene management as using clean menstrual materials to absorb blood with having access to change in privacy; washing the body in applying soaps and water as required, and the available access to dispose of used absorbents properly as well (Sommer, et al., 2015; cited in Geethu, C. et al., 2016; Keith, et al., 2016).

As part of taboo 'menstruation' is ignored for a long time (Geertz, 2016) by the water, sanitation, and hygiene (Wash) sector to a great extent, but at now the issue is treated as the matter of concern alike (House, et al., 2012). To eliminate menstrual taboos, and provide awareness information publicly as well as increase the significance of menstrual hygiene management, the 28 May, 2014 declared as 'Menstrual Hygiene Day' (Joshi, et al. 2015). Here is placed importance on 'women in the centre'; the attempt came out as a slogan in 2014 that is "Let's start the conversation about menstruation" (Snel, et al., 2014).

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Still, in society, menstruation is introduced to girls as dirty, unclean, and curse (PATH, 2017), where secrecy and superstitions have followed that lead to be in danger of girl's reproductive health (Johnson, et al., 2016). In socio-cultural settings, taboo and stigmatized attitude regarding the discussion of menstrual issues publicly produce embarrassment and shyness (Sudeshna, et al., 2012; Ministry of Dirking Water and Sanitation Government of India, 2015) that keep isolated girls from proper awareness about hygiene maintenance; availability and affordability of hygiene products (PATH, 2017), including lack of privacy of sanitation and toilet, even in disposal of menstrual absorbents (Cox's Bazar WASH Sector, 2020) as well other functions of family and society, too. Here, the girl's first reaction regarding menstruation to hygiene management have connected with the source of informant's knowledge, experience, and beliefs, mostly mother (Johnson, et al., 2016) as primarily that determine in what way girls maintain menstrual hygiene or not. Girls, who are in general, followed the practice of menstrual hygiene in a proper way as they have preparation about menarche instructed by mother's awareness regarding health education; the way girls use a sanitary pad, the cleanliness of genital using water (R, Khatuja, 2019); and in overall hygiene management (Santina, et al., 2013; Tundia, et al., 2014). As per the rule of religion, there are highly practiced restrictions on touching books, materials; visiting the religious place, including mandatory duties of daily rituals (R, Khatuja, 2019) that have considered part of cultural sensitivity and purity in Bangladesh. In contrast, girls and women are applied these during menstruation as well.

In terms of established norms, values, and socio-economic condition, the practice of menstrual absorbents use, and hygiene management vary in girls and women (Muhit, et al., 2013). Still, the same is true through achieved knowledge by multi-dimensional sources such as mass media, bill-board, doctor's suggestion, and availability of timely and accurate knowledge through the book, youtube, write up as well. Likewise, taboo related social norms in India have been encountered and reduced by the presence of mass media (Geertz, 2016). As the platform of media has made it easy to convey accurate and timely information about menstrual hygiene management (MHM) to girls and women; and normalize 'menstruation' to all by making it a public priority in a balanced way (PATH, 2017). As part of the goals of sustainable development, a target of United Nations is by 2030, it is imperative to ensure and achieve available access to adequate menstrual hygiene information for all, especially to girls and women (Keith, et al., 2016; Tiwary, D. A. R.2018; and Deshpande, et al., 2019). For men in society, it is also significant to know about menstruation as a normal and natural biological process and every girl and woman who are in what circumstance going through with it every month.

II. Research Objectives

This research was conducted to generate knowledge on gender-specific awareness, dissemination of information among college girls regarding menstrual hygiene management associated with pad related television advertisements. The present study has the following specific objectives:

i. To understand how the way menstrual hygiene related information is presented on television advertisement.
ii. To identify the contextual factors that lead to maintain menstrual hygiene.
iii. To find out how television advertisements contribute overcoming hygiene-related problems experienced by menstruating college girl.

However, it is necessary to understand and explain the issues are associated with menstrual hygiene practice of college girls in the context of information and clear messages about the sanitary pad that presented by advertisements on television.

III. Methodology

A descriptive research design is followed to meet the research problem, and the mixed methodology was utilized in the research in collecting and analyzing the data. The study involved a descriptive analysis which included both survey method and two focus group discussions (FGDs), which have been done in line to get a holistic picture by indicating the observed data. In survey method semi-structured questionnaire has been conducted in gathering in-depth information about menstrual issues and hygiene management where face to face interview was applied as a data collection technique. For the study requirement, FGDs are arranged using check-list to get answers regarding questions. Nevertheless, necessary data and information have been collected from secondary sources as well. Different books, articles, research papers, research seminars, and related websites concerning the issues have been followed and reviewed. Respondents participated from four higher secondary educational institutions, namely Barishal Model School and College, Barishal Govt. Mohila College, B.T.H. Manik Mia Mohila College, and Govt. Syed Hatem Ali College of Barishal city, south-central part of Bangladesh has been selected purposively where the total sample size is 144. In this study, an equal proportion of sample (n=36) from each institution has been selected to indicate the difference of opinions between first and second-year college girls through purposive sampling that is one kind of non-probability sampling. Meanwhile, 12 respondents' have participated

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in each FGD respectively, where one FGD is conducted to understand overall hygiene issues from first year girls and another is applied for second-year girls. Steps were taken to ensure that ethical standards are maintained at every stage as it is a sensitive issue. College girls have been interviewed in several locations maintaining their confidentiality, including verbal consent from them to get data from the participants. As respondents were assured that the collected information and respondents details are never be disclosed to anyone except research purpose.

IV. Theoretical Framework

To integrate and co-ordinate the parts of society, information sharing plays a crucial role (Giddens, et al., 2013). According to Use and Gratification Theory (UGT), actors use the information to maintain the functions of the society as well as information to help gratified their needs and satisfaction. From this standpoint, UGT explains the functional action of society. Moreover, mass media, as an agent of socialization, provide collective experience and keep social cohesion among all the actors of the society (Schaefer, Richard T. 2007). In the research, two motives of Use and Gratification Theory (UGT) explain the role of television advertisements in the use of sanitary pads, increase awareness among college girl's about menstrual knowledge, hygiene management as well. Here, female as the audience are aware about the use of sanitary napkin what they need to maintain menstrual hygiene by the presentation of media motives; and the prime source of using the sanitary pad in college girls through the influence of television advertisement, addressed by more than half of the respondents in this study. The second one indicates that the audience can determine the value of media content differently which is deeply rooted in the menstrual experience of college girl's through the use of sanitary pad in this research.

V. Data Analysis and Result Discussion

To explain college girl's menstrual hygiene management, it is primarily imperative to indicate respondents' detailed personal profiles about information and awareness presented by television advertisements. As collected data was analyzed on respondents' source of knowledge regarding menstrual issues, informant's suggestion to cope up with the first menarche, regular activities, hygiene maintenance, it also depicts how respondents' overcome the hygiene-related problem through the use of sanitary napkin as well as break down of menstrual taboos by all possible awareness presented by advertisement. Here, are the findings of the study.

Table 01.1: Socio-demographic Characteristics of Respondents

Determinants	Responses	Education (College Girls)		Total	
		First Year (n)	Second Year(n)	Count(N)	Percentage (%)
Age	15 years old	5	0	5	3.5
	16 years old	53	0	53	36.8
	17 years old	14	64	78	54.2
	18 years old	0	8	8	5.6
Total		72	72	144	100.0
Religious status	Muslim	66	62	128	88.9
	Hindu	6	10	16	11.1
Total		72	72	144	100.0
Monthly Income Of Family	Less than Tk. 10,000	7	1	8	5.6
	Tk. 10,000-20,000	7	15	22	15.3
	Tk. 21,000-30,000	30	30	60	41.7
	Tk. 31,000-40,000	22	20	42	29.2
	More than Tk. 40,000	6	6	12	8.3
Total		72	72	144	100.0

Source: Field Survey, 2020.

The given table 01.1 reveals data on socio-demographic characteristics of the respondents explained into two education groups. In the age category, the great proportion of the respondents (n=78, 54.2%) who are 17 years old, here second-year college girl make up 64 and first-year just 14. On the other hand, a considerable proportion of the respondents have come from the intermediate first-year (n=53, 36.8%) who are aged 16 years old, followed by 18 years old (n=8, 5.6%); and 15 years old (n=5, 3.5%). To indicate the difference in menstrual knowledge and hygiene management, an equal proportion (n=36, 25.0%) of the respondents has taken from four intuitions of the Barishal city area. As presented, the sample is not homogenous concerning religion, the great difference is in between the two religions; Muslim covers 128 and Hindu only 16. According to income, a highest proportion (n=60, 41.7%) is found in between Tk. 21,000-30,000 addressed by respondents regarding family monthly income, followed by in between Tk.

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31,000-40,000 (n=42, 29.2%); in between Tk. 10,000-20,000 (n=22, 15.3%); more than Tk. 40,000 (n=12, 8.3%) and less than Tk. 10,000 (n=8, 5.6%).

Table 01.2: Respondent's First Menstrual Experience, Source of Informant and Suggestions to Cope up about Menstruation and Menstrual Hygiene.

Determinants	Responses	Education (College Girls)		Total	
		First Year (n)	Second Year (n)	Count (N)	Percentage (%)
Year in age respondent's first menarche	11 years old	3	4	7	4.9
	12 years old	24	27	51	35.4
	13 years old	34	32	66	45.8
	14 years old	11	9	20	13.9
Total		72	72	144	100.0
Respondent's first sharing person about menarche	Mother	70	69	139	96.5
	Sister	1	2	3	2.1
	Aunt	0	1	2	0.7
	Friends	1	0	2	0.7
Total		72	72	144	100.0
Informant's suggestions to maintain menstrual hygiene	To use safe and clean cloth	7	4	11	7.6
	To use napkin from clinic	1	0	1	0.7
	To use sanitary napkin	64	68	132	91.7
Total		72	72	144	100.0

Source: Field Survey, 2020.

Here, when asked about the exact year in age girls firstly experience menarche, age is not homogenous due to the hormonal and physical growth of girls that is explained in table 01.2. Out of 144 college girls interviewed, 66 are aged at 13 years old, and 12 years age group consists 51 (35.4%), similarly 14 years age group covers 20 (13.9%), and a small number (n=7, 4.9%) belongs to the 11 years age group. As observed that college girls have chosen their comfort zone to share very private issues about menstruation with 'Mother' addressed by almost all proportion of the respondents (n=139, 96.5%); followed by 'Sisters' (n=3, 2.1%); 'Aunt' (n=2, 0.7); and 'Friends' (n=2, 0.7%), here no overall increase or decrease found in between first-year and second-year students. When a girl firstly experiences a new change in her body, then shares with a very close person and tries to find out the way how to cope up with the first menstruation with the suggestions of the mother, sister, and so on. Likewise, the use of sanitary napkin indicator, too (n=132, 91.7%) represents the highest level of proportion, reported by respondents that they have sought and got suggestions to make sure menstrual hygiene by using sanitary napkin; but in case of safe and clean cloth (n=11, 7.6%), also a slight difference in between two groups of education; and use of napkin from the clinic (n=1) only found in first-year girl.

Table 01. 3: Type of Menstrual Absorbents Used by Respondents

Responses	Education (College Girls)		Total	
	First Year (n)	Second Year (n)	Count (N)	Percentage (%)
Sanitary pad	65	67	132	91.7
Sometimes sanitary pad and cloth	6	5	11	7.6
Clean cloth	1	0	1	0.7
Total	72	72	144	100.0

Source: Field Survey, 2020.

As part of awareness, comfort, and risk-free of diseases, almost all college girls (n=132) use the sanitary pad in maintaining menstrual hygiene and well-being of health that is also relevant to qualitative data. In every indicator that have mentioned in the table 01.3, no overall increase or decrease shows in both groups of respondents. Likewise, the practice of sometimes sanitary pad and cloth (n=11, 7.6%) as menstrual absorbent, college girls use; and only first-year girl use a clean cloth (n=1) observed in the study.

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Table 01. 4: Respondent's Source of Information/ Informant about to Use Sanitary Pad

Responses	Education (College Girls)		Total	
	First Year (n)	Second Year (n)	Count (N)	Percentage (%)
Watching pad related TV advertisements	33	43	76	52.8
Menstrual awareness campaign at school/college	5	2	7	4.9
Learning from uses instruction that is rooted in cover packet of sanitary napkin	3	3	6	4.2
Learning from family	30	23	53	36.8
Learning from friends	1	1	2	1.4
Total	72	72	144	100.0

Source: Field Survey, 2020.

The supplied table 01.4 indicates the source of knowledge about to use of sanitary napkin and the respondents (n=76, 52.8%) reported they have known through watching television advertisements where intermediate second-year students have the higher proportion (n=43) than first-year students (n=33). As the family is a primary informant about menstrual knowledge, a large number of respondents (n=53, 36.8%) have been informed by family the rules to use sanitary pad; and the reverse is true for menstrual awareness campaign at school or college (n=7, 4.9%) with a small difference in both two groups of respondents. To a small extent, here, an equal proportion exists in between two respondents category, who have learned from uses instruction that is rooted in the cover packet of sanitary napkin (n=6, 4.2%); and learning from friends (n=2, 1.4%), reported by respondents. In two FGDs, mother as a primary informer introduced and inspired to use the sanitary pad among their girls. Similarly, it is also true to aware of hygiene issues during menstruation through television advertisement is done with no difference in the distribution of both groups of girls.

Table 01. 5: Respondent's Maintenance of Hygiene in Uses of Sanitary Pad by following Television (TV) Advertisements.

Responses	Education (College Girls)		Total	
	First Year (n)	Second Year (n)	Count (N)	Percentage (%)
Use a pad with underwear	13	19	32	22.2
Change a pad after six hours	31	29	60	41.7
Change a pad after twelve hours	2	0	2	1.4
Never use a used pad	8	7	15	10.4
Use pad whenever you need	17	17	34	23.6
Others	1	0	1	0.7
Total	72	72	144	100.0

Source: Field Survey, 2020.

As observed in table 01.5, here, a glance at seven options of using sanitary napkin with hygiene reflects no significant difference that exists between first-year and second-year college students. Instructed by television advertisements, respondents have inspired to maintain hygiene in uses of sanitary pad such as 'use pad whenever you need' (n=34, 23.6%) where the proportion of both groups shows the same outcome. However, a large number of respondents (n=60, 41.7%) opined that they change a pad after six hours where there is a slight difference in between two education groups; followed by using a pad with underwear (n=32, 22.2%); and never use a used pad (n=5. 10.4%) is also relevant who participated in FGDs with no overall decrease and increase between first-year and second-year students. On the other hand, only second-year college students have confirmed they change a pad after twelve hours (n= 2); and others (n=1, 0.7%) found in the study.

Table 01. 6: Measurement of Menstrual Hygiene by Using Sanitary Pad among Respondent's through Pad related TV Advertisements.

Question	Responses	Education (College Girls)		Total	
		First Year (n)	Second Year (n)	Count (N)	Percentage (%)
In uses of sanitary napkin, then what type of extent do you maintain your menstrual hygiene?	High	37	34	71	49.3
	Medium	24	30	54	37.5
	Little	1	0	1	0.7
	Not sure	10	8	18	12.5
Total		72	72	144	100.0

Source: Field Survey, 2020.

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To a greater extent, nearly half of the respondents (n=71, 49.3%) have addressed about the maintenance of menstrual hygiene by using a sanitary napkin, confirming 'high' reflects a little difference between first-year and second-year college students. Likewise, the medium indicator (n=54, 37.5%), too, have reflected a slight difference in the proportion of respondents where second-year makes up 30 and first-year just 24. Though television advertisements on sanitary napkin have expanded and broadened up the knowledge and awareness about menstrual issues and hygiene management in the uses of a pad, nevertheless a considerable percentage of the respondents (n=18, 12.5%) claimed they are 'not sure' with a little difference that exist in between the two groups. Unlike second-year girls, respondents who are at first- year confirmed, they are not sure in the maintenance of menstrual hygiene, reported by girls in FGDs.

Table 01. 7: Respondent's Motivation to Perform Daily Activities during Menstruation by Watching Pad related TV Advertisements.

Responses	Education (College Girls)		Total	
	First Year (n)	Second Year (n)	Count (N)	Percentage (%)
Normal part of life and aware of menstrual hygiene	30	33	63	43.8
Performing all tasks and seek suggestion from friends, doctors as well if any problem	0	3	3	2.1
Carrying sanitary pads in bags and change that whenever they need	3	0	3	2.1
Drinking more water and urinate regularly at college	3	0	3	2.1
Have nutritious food and concentrate academic issues like non menstrual days	36	36	72	50.0
Total	72	72	144	100.0

Source: Field Survey, 2020.

As table 01.7 shows, information on respondents' activities in menstrual days motivated by watching television advertisements on a sanitary napkin, along with awareness among college girls. In the study, half of the percentage of respondents (n=72, 50.0%)) have taken nutritious food and concentrated academic issues like non menstrual days with an equal proportion of respondents in each group of education. Here, another indicator is a 'normal part of life and aware of menstrual hygiene' mentioned by a considerable proportion of the respondents (n=63, 43.8%), here, the slight difference is found in between the intermediate first and second-years respondents. At the same time, 'carrying sanitary pads in bag and change that whenever girls need' covers 2.1%; followed by 'inspire to drink more water and urinate regularly at college' covers 2.1% in first-year respondents, whereas the indicator 'inspire to do all task and seek suggestion from friends, doctors as well if any problem' got the same percentage (2.1%) in second-year female, addressed by respondents. In qualitative data, all most respondents are aware of carrying sanitary napkin at bags, urinate college whenever they need but not conscious about taking nutritious food both the first and the second-year respondents.

Table 01. 8: Kind of Extent, Menstrual Hygiene related Problems Experienced by Respondents during Menstruation.

Responses	Education (College Girls)		Total	
	First Year (n)	Second Year (n)	Count (N)	Percentage (%)
Sudden menstrual bleeding and no stock of sanitary napkins at home, then use old cloth	19	23	42	29.2
To dry menstrual underwear in sunlight at corridor	8	8	16	11.1
To dispose menstrual pads	14	8	22	15.3
Lingering to change pad at night due to Idleness and not wash vagina safely	11	12	23	16.0
Wearing pad more than 12 hours lack of sanitary napkins	2	3	5	3.5
Insufficient washroom and toilet facilities	13	16	29	20.1
No adequate privacy to change menstrual absorbents at home	5	2	7	4.9
Total	72	72	144	100.0

Source: Field Survey, 2020.

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To a greater extent, a remarkable proportion of respondents (n=42, 29.2%) have experienced menstrual hygiene-related problems as an outcome of sudden menstrual bleeding where intermediate second-years students make up 23 and first-year students just 19. The reverse is true for disposing of menstrual pads (n=22, 15.3%) with the difference in between the two groups. As observed in table 01.8, respondents have addressed about insufficient washroom and toilet facilities (n= 29, 20.1%); followed by lingering to change pad at night due to idleness and not wash vagina safely (n=23, 16%); to dry menstrual underwear under sunlight at corridor (n=16, 11.1%); no adequate privacy to change menstrual absorbents at home (n=7, 4.9%); and carrying a pad more than 12 hours lack of sanitary napkins (n=5, 3.5%) with slight difference is found between the two group of respondents. In FGDs, a small proportion of difference exists between first and second-year girls in disposing of menstrual absorbents.

The given table 01.9 furnishes data on reasons of considering sanitary pad as the best absorber and protector as well to do any act in menstrual days explained comparatively in between the two groups of education. In almost every indicator, here, exists a significant difference between intermediate first and second-year respondents in the study.

Table 01. 9: Respondent's Realization about Sanitary Pad as Best Protector to Do Regular Functions in Menstrual Days.

Responses	Education (College Girls)		Total	
	First Year (n)	Second Year (n)	Count (N)	Percentage (%)
To feel dry	2	2	4	2.8
To feel comfortable	5	11	16	11.1
Easy movement	5	2	7	4.9
More hygiene/ bacteria-free	5	3	8	5.6
Comfortable and risk-free	55	54	109	75.7
Total	72	72	144	100.0

Source: Field Survey, 2020.

In the case of the sanitary pad as comfortable and risk-free, the higher proportion of respondents (n=109, 75.7%) have addressed it, followed by 'To feel comfortable' (n=16, 11.1%) where the second-year students make up 11 and first-year just 5. In the two indicators, more hygiene and bacteria-free, a slight difference is in a small number of respondents (n=8, 5.7%) found in that; followed by easy movement (n=7, 4.9%); and feel dry (n=4, 2.8%) with no overall decrease or increase in between the two groups. Respondents who participated in FGDs, they use the sanitary pad in terms of considering easily movement, odor control napkin, no risk of disease, and as comfortable as well with little difference in between two groups of respondents.

Table 01.10: Respondent's Reaction in Watching Pad related Advertisements with Family Members.

Responses	Education (College Girls)		Total	
	First Year (n)	Second Year (n)	Count (N)	Percentage (%)
Watch advertisement freely	16	17	33	22.9
Feel shame/do down head with shame	1	2	3	2.1
Jumping channel	3	0	3	2.1
Talk in another issue	2	4	6	4.2
Leave the place	3	4	7	4.9
No comment	47	45	92	63.9
Total	72	72	144	100.0

Source: Field Survey, 2020.

It is known to all, sanitary napkin related advertisements always present women's comfort in the uses of sanitary pad and knowledge about hygiene management, mostly break down all possible menstrual taboos in a diverse way. A remarkable proportion of respondents (n=92, 63.9%) have mentioned 'no comment' in contrast, the indicator 'watch advertisement freely' got the moderate proportion (n=33, 22.9%) of this type with no mentionable difference in between the two groups. With family members, respondent's reaction while watching pad related advertisements in television indicate 'leave the place' (n= 7, 4.9%); followed by a talk in another issue (n=6, 4.2%); feel shame or do down heads (n=3, 2.1%) with a slightly difference in between the two groups. Another indicator is the jumping channel (n=3, 2.1%) whenever pad related advertisement is presented on television, mentioned by only three first-year

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respondents in the study. In FGDs, staying in silent while showing pad related advertisements in television with male family members, but never feel shame addressed by 11 first-year college girls, and the same is true for second-year girls.

Table 01.11: The Way Respondent's Realize and Aware about All possible Menstrual Hygiene and Break down of Menstrual Taboos presented by Pad related TV Advertisements.

Responses	Education (College Girls)		Total	
	First Year (n)	Second Year (n)	Count (N)	Percentage (%)
Aware about wellbeing of female health	7	5	12	8.3
Free suggestions about hygiene	5	4	9	6.3
Aware of going to college and do easy movement with daily activities.	4	8	12	8.3
Inspire to do well in academic performance and participation in cultural activities.	12	11	23	16.0
Aware to stay clean and use sanitary pad safely	13	11	24	16.7
Discuss the secret issue in openly and inspire to break down all menstrual taboos	31	33	64	44.4
Total	72	72	144	100.0

Source: Field Survey, 2020.

The table 01.11 furnishes data on all possible menstrual awareness and hygiene-related information presented by television advertisements in six categories according to the opinion of intermediate first and second-year girls. As observed, the indicators for menstrual issues and hygiene awareness in the two mentioned students group indicate a slightly difference. However, the remarkable proportion of respondents (n=64, 44.4%) have addressed about 'inspire to break down all menstrual taboos through the discussion of the secret issue in openly' where intermediate second-year students make up 33 and first-year make up 31. Likewise, awareness presented by television advertisements regarding menstrual hygiene, a considerable percentage of the respondents (n=24, 16.7%) have reported 'to stay clean and use sanitary pad safely', followed by 'inspire to do well in academic performance and participation in cultural activities' (n=23, 16.0%); 'aware about wellbeing of female health' (n=12, 8.3%); 'aware of going to college and inspire to do easy movement' (n=12, 8.3%); and 'free suggestions about hygiene' (n=9, 6.3%) with no overall decrease and increase in between two category of girls. Meanwhile, opinions of participants from FGDs, they share the private issues frankly with only close friends but fail to breakdown menstrual taboos mostly, reported by 8 second-year respondents out of 12, and first-year girls, they are more concerned about cleanness, academic performance during menstruation.

VI. Conclusion

It is apparent from the investigation that most of the respondents use the sanitary pad as they have access to afford due to moderate socio-economic conditions where no significant difference is between first and second-year girls. Likewise, an attempt to normalize 'menstruation' by conveying all possible information and clear messages about hygiene management in the use of sanitary napkin, instructions to carry a pad in a specific duration, even disposal of absorbents to all by television advertisement largely, but still it remains to girl's as part of secrecy, shame even talk about it openly, addressed by respondents. To a greater extent, nearly half of the respondents have addressed about the maintenance of menstrual hygiene by using the sanitary pad, confirming 'high' that reflects a little difference between first-year and second-year college students. In this research, the use of cotton as the outcome of sudden menstrual bleeding, insufficient washroom and toilet facilities, no privacy to change menstrual absorbents, restriction to dry menstrual cloth in sunlight or the corridor, carrying a pad for more than 12 hours; and other's hygiene-related problems almost all respondents have experienced. Although girls choose and use the sanitary napkin as comfortable and risk- free from disease perspective, but now considering menstruation for girls, and women as the normal and natural process, nearly half of the respondents have addressed about break down of possible menstrual taboos by talking the private issue openly. In every sector, there is no mentionable increase and decrease that exists between the two groups of respondents.

As the view of the findings stated above, it demands immediate need to address for their proper sanitation and hygiene problems and suggest intervention program on the bodies in every sector that can create awareness about menstrual hygiene management to all by eliminating existing taboos.

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