

Representation, Empowerment and Emotional Appeals in Sanitary Napkin Advertising: A PRISMA-Based Systematic Literature Review

Ms. Sejal Vaghela¹, Dr. Nidhi Yadav²

¹Research Scholar, MBA Department, Rajju Shroff ROFEL University (RSRU), Vapi, Gujarat, India.

²Associate Professor, MBA Department, Rajju Shroff ROFEL University (RSRU), Vapi, Gujarat, India.

ABSTRACT

The sanitary napkin industry has increasingly adopted emotional marketing strategies that extend beyond product functionality to address themes of empowerment, confidence, femininity, and social inclusion. Simultaneously, menstrual hygiene advertising has evolved from portraying menstruation as a hidden and stigmatized phenomenon to presenting narratives centered on confidence, freedom, and self-expression. Despite the growing body of literature on menstrual product advertising, research findings remain fragmented across themes of representation, stigma, consumer perception, and emotional appeals. Therefore, this study conducts a Systematic Literature Review (SLR) using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework to synthesize existing knowledge on representation, empowerment, and emotional appeals in sanitary napkin advertising.

A total of 18 relevant studies published between 2013 and 2025 were reviewed and analyzed. The findings reveal four dominant themes: (1) emotional marketing strategies in sanitary napkin advertising, (2) menstrual representation and media narratives, (3) women's self-perception, confidence, and femininity, and (4) consumer perception and product adoption. The review indicates that contemporary advertisements increasingly employ empowerment-oriented messages; however, many continue to reinforce idealized representations of femininity and social norms. The findings further suggest that emotional appeals such as confidence, protection, freedom, and self-expression significantly influence consumer attitudes toward menstrual hygiene products.

The review identifies a significant research gap regarding the empirical examination of how emotional marketing influences women's self-perception, confidence, and femininity, particularly within emerging economies and regional contexts. The study contributes to the literature by providing a consolidated understanding of emotional marketing practices in sanitary napkin advertising and proposing directions for future research.

Keywords: Emotional Marketing, Sanitary Napkin Advertising, Menstrual Representation, Empowerment, Women's Confidence, Femininity, Consumer Perception, PRISMA, Systematic Literature Review.

1. INTRODUCTION

Advertising has evolved from merely communicating product features to creating meaningful emotional connections with consumers. In contemporary marketing environments, emotional appeals are

increasingly used to influence consumer attitudes, preferences, and purchase decisions. Emotional marketing focuses on establishing psychological bonds between consumers and brands by appealing to feelings such as confidence, happiness, security, empowerment, and self-esteem. Such approaches have become particularly relevant in categories where products are closely associated with personal identity, health, and social experiences. (Malefyt & McCabe, 2016; A. Shukla et al., 2019)

One such category is menstrual hygiene products. Menstruation is a natural biological process experienced by millions of women worldwide; however, it has historically been surrounded by stigma, silence, and cultural taboos. For decades, sanitary napkin advertisements portrayed menstruation through indirect symbols, euphemisms, and narratives centered on secrecy, cleanliness, and concealment. Advertisements frequently emphasized the need to hide menstruation and maintain normalcy during menstrual periods, reinforcing societal expectations regarding femininity and appropriate female behavior. (Mahajan, 2019; Tomlinson, 2025)

Over the past decade, significant transformations have occurred in the communication strategies adopted by menstrual hygiene brands. Contemporary advertisements increasingly focus on themes such as empowerment, confidence, body positivity, freedom, and self-expression. Campaigns by brands such as Whisper and Stayfree have attempted to challenge traditional menstrual taboos by encouraging open conversations about menstruation and promoting positive perceptions of women's bodies and identities (S. Shukla & Sanjeev, 2024). These campaigns reflect a broader shift toward emotional branding, where advertisements seek to create emotional resonance rather than merely promote functional product benefits. (Amritha Balakrishnan & K. Karthik, 2026; Dr. Geetha & Research Scholar, Nitte Institution of Communication, Mangaluru (Karnataka), India., 2025)

The growing use of empowerment-based messaging has attracted considerable academic attention. Researchers have examined how sanitary napkin advertisements represent menstruation, construct meanings around femininity, address menstrual stigma, and influence consumer perceptions (Hughes, 2025). Studies have explored themes including menstrual representation in media, emotional advertising appeals, women's confidence and self-perception, social marketing initiatives, consumer attitudes, and product adoption behaviors. While these studies provide valuable insights, the literature remains fragmented across different disciplines including marketing, media studies, gender studies, public health, and consumer behavior. (A. Singh & Sinha, 2013)

Moreover, although empowerment narratives have become increasingly visible in menstrual product advertising, questions remain regarding their effectiveness and authenticity. Some scholars argue that advertisements contribute to the normalization of menstruation and the empowerment of women, whereas others suggest that empowerment messages are frequently commercialized and employed primarily as marketing tools. Similarly, while emotional appeals such as confidence, protection, freedom, and self-expression are widely used, limited research has synthesized how these appeals collectively shape women's perceptions of themselves and menstrual experiences. (Achuthan et al., 2021; Riya Saini, Dr. Anvesha Sharma, 2024)

Given these developments, there is a need for a systematic review that integrates findings from existing studies and provides a comprehensive understanding of representation, empowerment, and emotional appeals in sanitary napkin advertising. A systematic review can help identify dominant themes, theoretical perspectives, methodological approaches, and research gaps while establishing a foundation for future empirical investigations. (Dr. Geetha & Research Scholar, Nitte Institution of Communication, Mangaluru (Karnataka), India., 2025; Ranjana Kumari, & Dr. Neelam, n.d.)

Accordingly, this study employs the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework to review and synthesize 18 selected studies published between 2013 and 2025. The review focuses on understanding how menstruation and women are represented in sanitary napkin advertisements, how emotional marketing strategies are employed, and how these strategies influence consumer perceptions, confidence, and femininity.

2. RESEARCH OBJECTIVES

The objectives of the study are:

To systematically review existing literature on sanitary napkin advertising using the PRISMA framework.

1. To examine the representation of menstruation and women in sanitary napkin advertisements.
2. To identify the emotional appeals used in sanitary napkin advertising campaigns.
3. To analyse the role of empowerment narratives in shaping women's confidence, self-perception, and femininity.
4. To evaluate the influence of advertising messages on consumer perception and product acceptance.
5. To identify research gaps and future research directions in the field of emotional marketing and menstrual hygiene advertising.

3. RESEARCH QUESTIONS

Q1: How are menstruation and women represented in sanitary napkin advertisements?

Q2: What emotional appeals are most commonly used in sanitary napkin advertising?

Q3: How do empowerment-oriented advertising messages influence women's confidence, self-perception, and femininity?

Q4: What role does emotional marketing play in shaping consumer perceptions and attitudes toward sanitary napkin brands?

Q5: What research gaps exist within the current literature on sanitary napkin advertising and emotional marketing?

4. RESEARCH METHODOLOGY

4.1 Research Design

This study employed a Systematic Literature Review (SLR) approach to synthesize existing research on representation, empowerment, and emotional appeals in sanitary napkin advertising. The review was conducted following the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines, which provide a transparent and structured framework for identifying, screening, evaluating, and synthesizing relevant literature. The PRISMA framework was selected because of its widespread acceptance in academic research and its ability to enhance the rigor, transparency, and replicability of systematic reviews.

The primary objective of this review was to consolidate fragmented literature relating to emotional marketing, menstrual representation, empowerment narratives, women's confidence, self-perception, femininity, and consumer attitudes toward sanitary napkin advertising.

4.2 Search Strategy

A comprehensive literature search was conducted across multiple academic databases to identify relevant studies. The databases included Scopus, Web of Science, SpringerLink, Taylor & Francis, Sage Journals, Elsevier ScienceDirect, and Google Scholar. These databases were selected due to their extensive

coverage of marketing, communication, consumer behaviour, media studies, public health, and gender studies literature.

The search process utilized combinations of keywords and Boolean operators to maximize the retrieval of relevant studies. The major search terms included:

- “Sanitary napkin advertising”
- “Menstrual product advertising”
- “Emotional marketing”
- “Emotional appeals”
- “Menstrual representation”
- “Women empowerment”
- “Women's confidence”
- “Femininity”
- “Consumer perception”
- “Menstrual stigma”
- “Menstrual hygiene marketing”

Boolean operators such as AND and OR were used to refine the search results and ensure comprehensive coverage of the research topic.

4.3 Inclusion and Exclusion Criteria

To ensure consistency and relevance, predefined inclusion and exclusion criteria were established.

Inclusion Criteria

Studies were included if they:

- Were published between 2013 and 2025.
- Were published in peer-reviewed journals, conference proceedings, or academic books.
- Were written in English.
- Focused on sanitary napkin advertising, menstrual product marketing, emotional marketing, menstrual representation, empowerment, women's confidence, femininity, or consumer perception.
- Provided empirical, conceptual, or theoretical insights relevant to the objectives of the review.

Exclusion Criteria

Studies were excluded if they:

- Focused solely on medical, biological, or clinical aspects of menstruation.
- Did not address advertising, marketing communication, media representation, or consumer behavior.
- Were duplicate records.
- Were non-English publications.
- Did not provide sufficient information relevant to the scope of the review.

4.4 Screening and Selection Process

The selection of studies followed the four stages of the PRISMA framework: Identification, Screening, Eligibility, and Inclusion.

During the identification stage, 145 records were retrieved from the selected databases. After removing 27 duplicate records, 118 studies remained for preliminary screening. The titles, abstracts, and keywords of these studies were reviewed to assess their relevance to the research objectives.

Following the screening process, 76 studies were excluded because they did not meet the inclusion criteria. The remaining 42 studies underwent full-text assessment for eligibility. During this stage, 24 studies were

excluded due to insufficient relevance, lack of focus on advertising and emotional marketing, or inadequate methodological information.

Consequently, 18 studies satisfied all eligibility requirements and were included in the final qualitative synthesis.

4.5 PRISMA Flow Process

The study selection process can be summarized as follows:

PRISMA Stage	Number of Records
Records identified through database searching	145
Duplicate records removed	27
Records screened	118
Records excluded during screening	76
Full-text articles assessed for eligibility	42
Full-text articles excluded	24
Studies included in final review	18

4.6 PRISMA 2020 Flow Diagram for Study Selection

Figure 1 illustrates the PRISMA 2020 flow diagram showing the identification, screening, eligibility assessment, and final inclusion of studies in the systematic literature review.

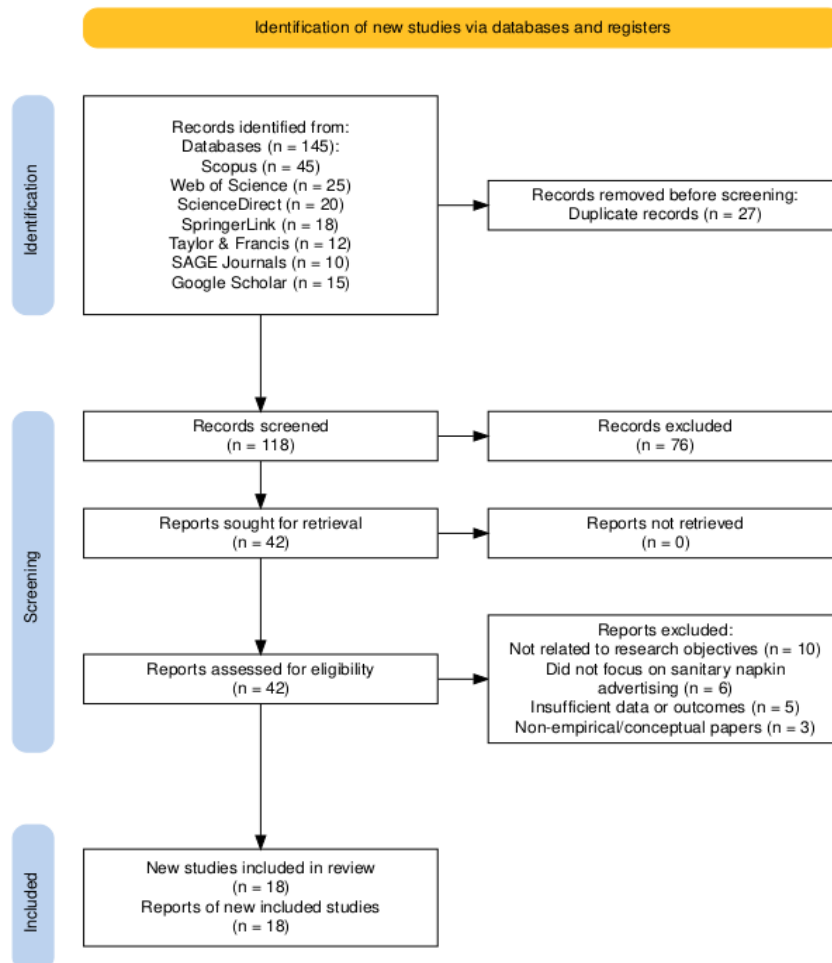


Figure 1. PRISMA 2020 Flow Diagram for Study Selection

Source: Developed by the authors based on the PRISMA 2020 Statement.

4.7 Data Extraction

A structured data extraction matrix was developed to systematically collect information from each included study. The extracted information comprised:

- Author(s) and year of publication
- Research objectives
- Research methodology
- Sample characteristics
- Key findings
- Major themes
- Research gaps
- Relevance to emotional marketing and sanitary napkin advertising

The extracted data facilitated comparison across studies and enabled the identification of recurring themes and patterns.

Table 1. Characteristics of Included Studies

Sr. No.	Author(s)	Year	Methodology	Key Findings	Theme
1	Singh & Sinha	2013	Evaluation Study	Social marketing initiatives improved menstrual hygiene awareness and sanitary napkin adoption among adolescent girls.	Consumer Perception & Product Adoption
2	Singh & Singh	2014	Survey Research	Confidence, comfort, and convenience significantly influenced consumer attitudes toward sanitary napkin usage.	Women's Confidence
3	Malefy & McCabe	2016	Qualitative Analysis	Advertising portrays sanitary napkins as symbols of protection, confidence, and social participation.	Emotional Marketing
4	Mahajan	2019	Conceptual Study	Menstrual health communication and informed choice play a critical role in women's empowerment.	Menstrual Representation
5	Cha & Park	2019	Consumer Behavior Study	Consumer preferences and segmentation influence product acceptance and purchase decisions.	Consumer Perception
6	Shukla et al.	2019	Advertising Analytics Study	Emotional content in advertisements significantly affects consumer engagement and response.	Emotional Marketing

7	Achuthan et al.	2021	Feasibility & Acceptability Study	Menstrual products influence user comfort, acceptance, and confidence.	Consumer Perception
8	Choi et al.	2021	Cross-sectional Survey	Women's perceptions of menstrual products affect product selection and usage patterns.	Consumer Perception
9	Kumari & Neelam	2023	Conceptual Study	Self-perception and identity are influenced by social and psychological factors.	Self-Perception & Femininity
10	Khan & Akhi	2024	Content Analysis	Sanitary pad advertisements often underrepresent marginalized and lower-income women.	Menstrual Representation
11	Smriti Shukla & Rinku Sanjeev	2024	Consumer Study	Product adoption is influenced by awareness, trust, and perceived benefits.	Product Adoption
12	Balakrishnan & Karthik	2025	Discourse Analysis	Contemporary advertisements increasingly employ empowerment-oriented narratives.	Menstrual Representation
13	Geetha & Madtha	2025	Content Analysis	Indian television advertisements challenge menstrual stigma through positive representation.	Menstrual Representation
14	Hammad et al.	2025	Cross-sectional Study	Menstrual perceptions influence product accessibility and consumer attitudes.	Consumer Perception
15	Jayakumar & Arora	2025	Case Study	Marketing strategies addressing stigma improve consumer acceptance and brand trust.	Product Adoption
16	Tomlinson	2025	Media Analysis	Media representation contributes to reducing menstrual stigma and promoting inclusivity.	Menstrual Representation
17	Hughes et al.*	2025	Qualitative Study	Empowerment-focused messaging promotes positive perceptions of menstruation.	Empowerment
18	Riya Saini & Dr. Anvesha Sharma	2025	Literature-Based Study	Emotional appeals influence consumer attitudes,	Emotional Marketing

				confidence, and purchase intention.	
--	--	--	--	-------------------------------------	--

Source: Developed by the author based on the systematic review of 18 included studies.

5. DATA ANALYSIS

The selected studies were analysed using thematic analysis. This approach allowed the researchers to identify common themes, relationships, and trends across the literature. Four major themes emerged from the analysis:

Theme 1: Representation of Menstruation in Advertising

This theme focused on how menstruation, women, and menstrual experiences are portrayed in sanitary napkin advertisements, including issues related to stigma, visibility, and social narratives.(Amritha Balakrishnan & K. Karthik, 2026; Tomlinson, 2025)

Theme 2: Emotional Marketing and Advertising Appeals

This theme examined the emotional strategies used by advertisers, including appeals related to confidence, freedom, protection, empowerment, security, and self-expression. (Malefyt & McCabe, 2016; A. Shukla et al., 2019)

Theme 3: Women's Self-Perception, Confidence, and Femininity

This theme explored the influence of advertising messages on women's identity, self-image, confidence, body perception, and constructions of femininity.(Ranjana Kumari, & Dr. Neelam, n.d.; M. P. Singh & Singh, 2014)

Theme 4: Consumer Perception and Product Adoption

This theme investigated consumer attitudes, product acceptance, purchase intentions, brand perceptions, and behavioral outcomes associated with sanitary napkin advertising.(Cha & Park, 2019; Jayakumar & Arora, 2025)

The thematic synthesis enabled a comprehensive understanding of the existing body of knowledge while identifying research gaps and opportunities for future investigation.

6. DISCUSSION

The findings of this systematic literature review reveal that sanitary napkin advertising has undergone a substantial transformation over the past decade. Earlier advertisements predominantly focused on product functionality, hygiene, cleanliness, and concealment of menstruation. However, contemporary advertising campaigns increasingly employ emotional marketing strategies that position menstrual products as symbols of empowerment, confidence, freedom, and self-expression(Amritha Balakrishnan & K. Karthik, 2026; Dr. Geetha & Research Scholar, Nitte Institution of Communication, Mangaluru (Karnataka), India., 2025; Mahajan, 2019)

One of the most prominent findings is the shift from secrecy-oriented narratives to empowerment-oriented communication. Studies such as Hughes (2025), Geetha and Madtha (2025), and Tomlinson (2025) demonstrate that modern advertisements increasingly challenge menstrual stigma and encourage open discussions about menstruation. This shift reflects broader societal changes in attitudes toward women's health and gender equality. (Amritha Balakrishnan & K. Karthik, 2026; Dr. Geetha & Research Scholar, Nitte Institution of Communication, Mangaluru (Karnataka), India., 2025; Tomlinson, 2025)

The review also indicates that emotional appeals have become central to sanitary napkin advertising. Advertisements frequently associate product usage with confidence, protection, security, freedom, and

personal empowerment. Malefyt and McCabe (2016) highlighted that the concept of “protection” functions not only as a product attribute but also as an emotional promise that enables women to participate confidently in social, educational, and professional activities. Similarly, Singh and Singh (2014) found that confidence and comfort are among the most influential psychological benefits associated with sanitary napkin usage. (Malefyt & McCabe, 2016; A. Shukla et al., 2019; A. Singh & Sinha, 2013)

Another important finding concerns the representation of femininity and identity. Many advertisements portray women as active, ambitious, confident, and socially successful individuals. While such portrayals can positively influence self-perception, several studies argue that these representations often remain idealized and exclusionary. Khan and Akhi (2024) and Balakrishnan and Karthik (2025) noted that advertisements frequently focus on urban, educated, and middle-class women while underrepresenting marginalized groups, thereby limiting inclusivity. (Achuthan et al., 2021; Amritha Balakrishnan & K. Karthik, 2026; Khan & Akhi, 2024)

The review further demonstrates that emotional marketing significantly influences consumer perception and product acceptance. Consumers increasingly respond to symbolic and emotional benefits rather than solely functional attributes. Emotional narratives contribute to positive brand associations, trust, and product preference. (Cha & Park, 2019; Choi et al., 2021; Jayakumar & Arora, 2025) However, existing studies have largely focused on content analysis and representation rather than measuring the direct influence of emotional marketing on women's confidence, self-perception, and femininity. (Malefyt & McCabe, 2016; Ranjana Kumari, & Dr. Neelam, n.d.)

Overall, the literature suggests that sanitary napkin advertising functions as both a marketing tool and a social communication mechanism. While advertisements contribute to reducing menstrual stigma and promoting empowerment, they simultaneously shape societal expectations regarding femininity, identity, and acceptable representations of womanhood. (Amritha Balakrishnan & K. Karthik, 2026; Tomlinson, 2025)

7. RESEARCH GAPS

The systematic review identified several important research gaps within the existing literature.

First, most studies focus on the content and representation of sanitary napkin advertisements rather than examining their psychological outcomes. Limited empirical evidence exists regarding how emotional marketing influences women's self-perception, confidence, and femininity. (Amritha Balakrishnan & K. Karthik, 2026; Malefyt & McCabe, 2016; Tomlinson, 2025)

Second, the majority of studies employ qualitative methodologies such as content analysis, discourse analysis, and case studies. There is a lack of quantitative investigations measuring the relationship between emotional advertising appeals and consumer behavior. (Cha & Park, 2019; Jayakumar & Arora, 2025; M. P. Singh & Singh, 2014)

Third, existing research is concentrated in developed countries or urban settings. Studies examining emotional marketing and menstrual advertising within regional and culturally diverse contexts remain limited. (Hammad et al., 2025; Khan & Akhi, 2024; Mahajan, 2019)

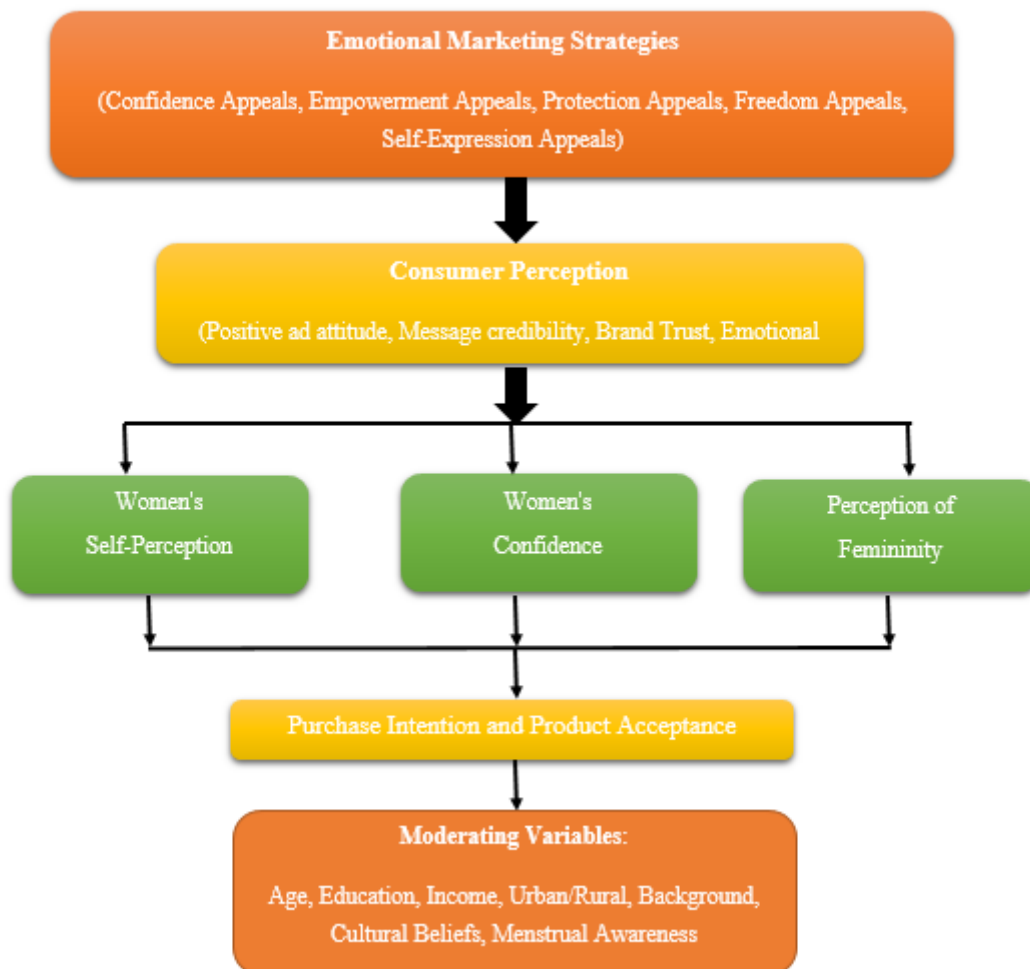
Fourth, there is insufficient research investigating the mediating role of confidence, self-esteem, and identity in the relationship between advertising exposure and consumer responses. (Choi et al., 2021; Dr. Geetha & Research Scholar, Nitte Institution of Communication, Mangaluru (Karnataka), India., 2025; A. Singh & Sinha, 2013)

Fifth, the literature provides limited evidence regarding the long-term effectiveness of empowerment-based advertising campaigns in shaping consumer attitudes and behavioral intentions. (Amritha Balakrishnan & K. Karthik, 2026; Dr. Geetha & Research Scholar, Nitte Institution of Communication, Mangaluru (Karnataka), India., 2025; Malefyt & McCabe, 2016)

Finally, research focusing on emerging markets such as India, particularly regional contexts such as South Gujarat, remains scarce. This gap highlights the need for empirical studies that explore how emotional marketing influences women across different cultural, educational, and socioeconomic backgrounds. (Choi et al., 2021; Hammad et al., 2025; Mahajan, 2019)

8. PROPOSED CONCEPTUAL FRAMEWORK

Based on the findings of the review, a conceptual framework is proposed to explain the relationship between emotional marketing and women's psychological and behavioral outcomes.



The framework proposes that emotional marketing strategies influence consumer perception, which subsequently affects women's self-perception, confidence, and femininity. These psychological outcomes ultimately contribute to product acceptance and purchase intention.

9. FUTURE RESEARCH DIRECTIONS

Future studies should focus on empirically testing the proposed conceptual framework using quantitative research methods such as surveys and structural equation modelling.

Researchers should investigate the direct relationship between emotional advertising appeals and women's self-perception, confidence, and femininity across different demographic groups.

Comparative studies examining urban and rural consumers would provide valuable insights into the cultural and socioeconomic factors influencing responses to menstrual advertising.

Future research should also explore the effectiveness of specific emotional appeals, such as empowerment, protection, freedom, and confidence, in shaping consumer attitudes and purchase intentions.

Longitudinal studies are needed to understand the long-term influence of empowerment-based advertising campaigns on women's perceptions and behavioural outcomes.

Researchers should additionally examine the role of digital and social media platforms in disseminating emotional marketing messages related to menstrual hygiene products.

Finally, future studies should adopt more inclusive perspectives by examining the experiences and representations of diverse groups of women, including marginalized and underrepresented populations.

10. CONCLUSION

This systematic literature review synthesized findings from 18 studies published between 2013 and 2025 to examine representation, empowerment, and emotional appeals in sanitary napkin advertising. The review identified four major themes: representation of menstruation in advertising, emotional marketing strategies, women's self-perception and confidence, and consumer perception and product adoption.

The findings indicate that contemporary sanitary napkin advertising increasingly relies on emotional appeals such as confidence, empowerment, protection, freedom, and self-expression. These appeals extend beyond product functionality and seek to establish meaningful emotional connections with consumers. At the same time, advertisements contribute to shaping perceptions of femininity, identity, and women's social roles.

Although existing studies provide substantial insights into advertising representation and emotional communication, limited research has examined how these marketing strategies influence women's self-perception, confidence, and femininity. The review therefore highlights the need for further empirical investigation, particularly within emerging and culturally diverse contexts.

The study contributes to the literature by consolidating fragmented research across marketing, communication, gender studies, and consumer behaviour. Furthermore, the proposed conceptual framework offers a foundation for future empirical studies investigating the psychological and behavioural effects of emotional marketing in sanitary napkin advertising.

REFERENCES:

1. Achuthan, K., Muthupalani, S., Kolil, V. K., Bist, A., Sreesuthan, K., & Sreedevi, A. (2021). A novel banana fiber pad for menstrual hygiene in India: A feasibility and acceptability study. *BMC Women's Health*, 21(1), 129. <https://doi.org/10.1186/s12905-021-01265-w>
2. Amritha Balakrishnan & K. Karthik. (2026). The Period Paradox: Evaluating Contemporary Indian Advertisements for Menstrual Pads. *Samyukta: A Journal of Gender and Culture*, 11(1). <https://doi.org/10.53007/SJGC.2025.V10.I2.271>
3. Cha, Y. U., & Park, M. J. (2019). Consumer preference and market segmentation strategy in the fast moving consumer goods industry: The case of women's disposable sanitary pads. *Sustainable Production and Consumption*, 19, 130–140. <https://doi.org/10.1016/j.spc.2019.04.002>

4. Choi, H., Lim, N.-K., Jung, H., Kim, O., & Park, H.-Y. (2021). Use of Menstrual Sanitary Products in Women of Reproductive Age: Korea Nurses' Health Study. *Osong Public Health and Research Perspectives*, 12(1), 20–28. <https://doi.org/10.24171/j.phrp.2021.12.1.04>
5. Dr. Geetha & Research Scholar, Nitte Institution of Communication, Mangaluru (Karnataka), India. (2025). Imagining the Invisible: Menstrual Representations in Indian Television Advertising. *Indian Journal of Mass Communication and Journalism*, 5(1), 1–7. <https://doi.org/10.54105/ijmcj.D1133.05010925>
6. Hammad, T., Alsaffar, M., Taosin Ashin, N., Rashid, K., Gangat, A., & Sreedharan, J. (2025). “Menstrual hygiene perceptions and need for free sanitary products: A cross-sectional study in a UAE university setting.” *BMC Public Health*, 25(1), 3126. <https://doi.org/10.1186/s12889-025-23929-0>
7. Hughes, B. (2025). Conceptual Framings of Menstruation in 20th-Century British Menstrual Product Advertising: Visible Stigma, Invisible Bleeding. *Women's Reproductive Health*, 12(2), 473–506. <https://doi.org/10.1080/23293691.2025.2472152>
8. Jayakumar, T., & Arora, S. V. (2025). Marketing the Unmentionable by Tackling Stigma in Menstrual Cup Adoption: A Case Study of Sirona Hygiene Private Ltd. *South Asian Journal of Management*, 32(2), 213–230. <https://doi.org/10.62206/sajm.32.2.2025.213-230>
9. Khan, R. R., & Akhi, R. J. (2024). Pads for the Patricians: An Analysis of the Sanitary Pads Advertisement in Bangladesh and Its' Bigotry Representation of Poor Women. *Social Science Review*, 40(2), 127–142. <https://doi.org/10.3329/ssr.v40i2.72202>
10. Mahajan, T. (2019). Imperfect Information in Menstrual Health and the Role of Informed Choice. *Indian Journal of Gender Studies*, 26(1–2), 59–78. <https://doi.org/10.1177/0971521518811169>
11. Malefyt, T. D. W., & McCabe, M. (2016). Women's bodies, menstruation and marketing “protection:” interpreting a paradox of gendered discourses in consumer practices and advertising campaigns. *Consumption Markets & Culture*, 19(6), 555–575. <https://doi.org/10.1080/10253866.2015.1095741>
12. Ranjana Kumari, & Dr. Neelam. (n.d.). Identity And Self-Perception. *International Journal of Scientific Research in Science and Technology*. <https://doi.org/10.32628/IJSRST>
13. Riya Saini, Dr. Anvesha Sharma. (2024). Looking Beyond Conventional Advertising Platforms: Exploring Interactive Marketing for Menstrual Brands on Social Media. *EVOLUTIONARY STUDIES IN IMAGINATIVE CULTURE*, 271–288. <https://doi.org/10.70082/esiculture.vi.2725>
14. Shukla, A., Gullapuram, S. S., Katti, H., Kankanhalli, M., Winkler, S., & Subramanian, R. (2019). *Recognition of Advertisement Emotions with Application to Computational Advertising* (Version 1). arXiv. <https://doi.org/10.48550/ARXIV.1904.01778>
15. Shukla, S., & Sanjeev, R. (2024). How to promote women's shift towards reusable feminine hygiene products: The application of push-pull-mooring model. *Journal of Cleaner Production*, 482, 144223. <https://doi.org/10.1016/j.jclepro.2024.144223>
16. Singh, A., & Sinha, S. (2013). Adolescent Health-Tackling Menstrual Hygiene Issue through Social Marketing of Sanitary Napkins Scheme: An Evaluation Study from Haryana. *Journal of Postgraduate Medicine, Education and Research*, 47(3), 127–130. <https://doi.org/10.5005/jp-journals-10028-1069>
17. Singh, M. P., & Singh, L. (2014). Confidence and Life Style: A Study of Consumer Attitude towards the Use of Sanitary Napkins. *Adhyayan: A Journal of Management Sciences*, 4(2). <https://doi.org/10.21567/adhyayan.v4i2.10208>

18. Tomlinson, M. K. (2025). *The Menstrual Movement in the Media: Reducing stigma and tackling social inequalities*. Springer Nature Switzerland. <https://doi.org/10.1007/978-3-031-72195-3>