

Behavior Observation and Decision-Making in the Face of Climate Change

NIDHI BHATIA DOCTORAL SCHOLAR, PROF BISWAJITA PARIDA
DMS INDIAN INSTITUTE OF TECHNOLOGY IIT DELHI

SUMMARY

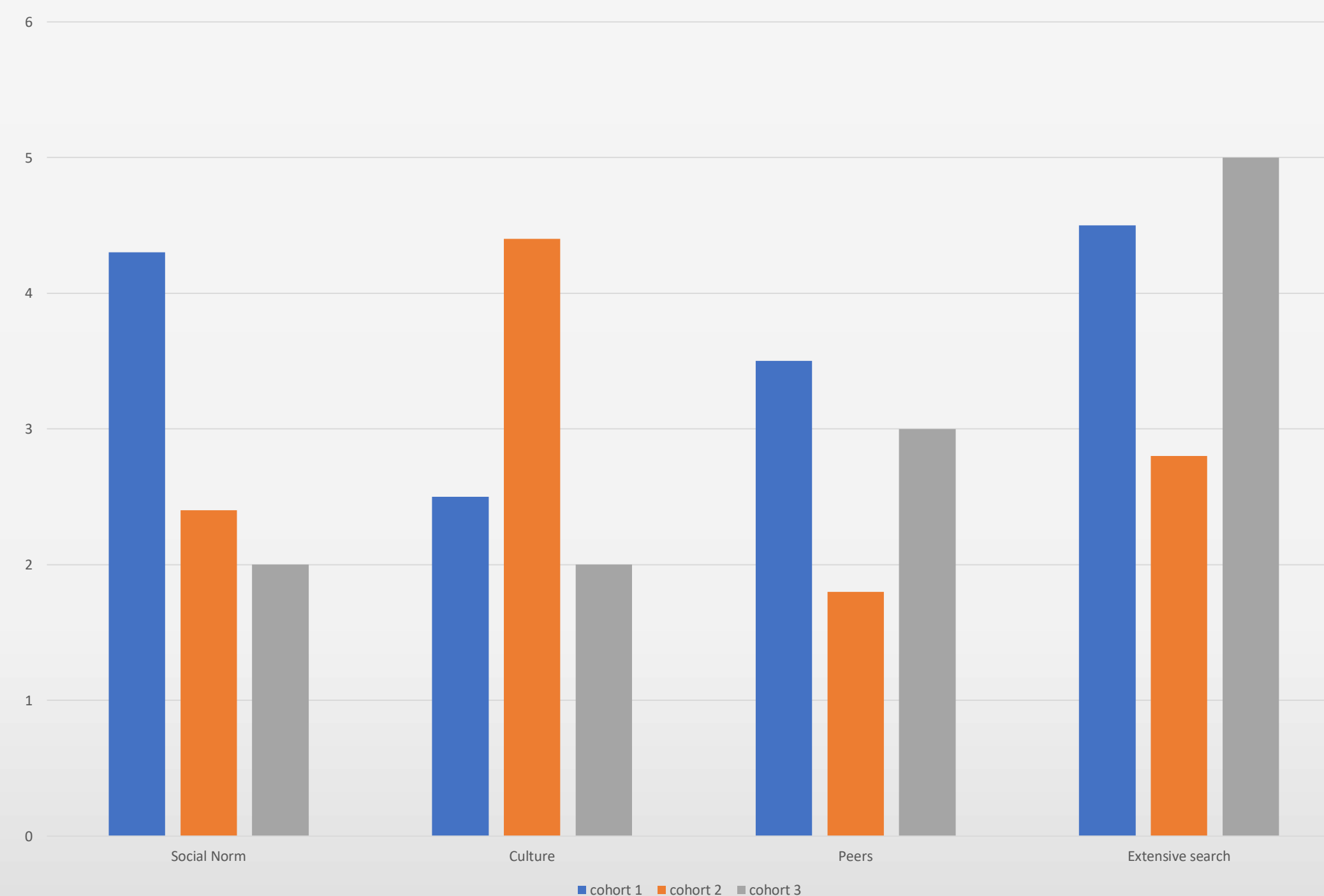
This study examines many modern theoretical frameworks about culture, menstruation taboos, and consumer behavior in climate change scenarios. A quantitative research study was conducted in the Northern Region of India, where temperatures can soar up to 50 degrees Celsius and heat waves can substantially influence. The research comprised a sample of 100 female students and sought to investigate the impact of cultural and social factors on the purchasing behavior of women when buying feminine hygiene products India was selected because of its extensive variety of cultures, religions, and consumer behaviors. Following a survey, we performed three experimental research using female applicants recruited from Hindu homes. These families are known for adhering to societal norms that strongly regulate the stigma around menstruation for long durations. This was conducted to comprehend their awareness of climate change, sustainable menstrual products' availability, and how consumers adjust their conduct in reaction to the prevailing cultural standards.

Using the obtained data, we developed a comprehensive model representing the structural aspects of female consumer behavior in the chosen nations. This research studies the decision-making and purchase of menstrual products as convenient to climate or under cultural influence.

Keywords: Menstrual Products, Choice of products, Climate change, behavioral change

OVERVIEW OF STUDIES

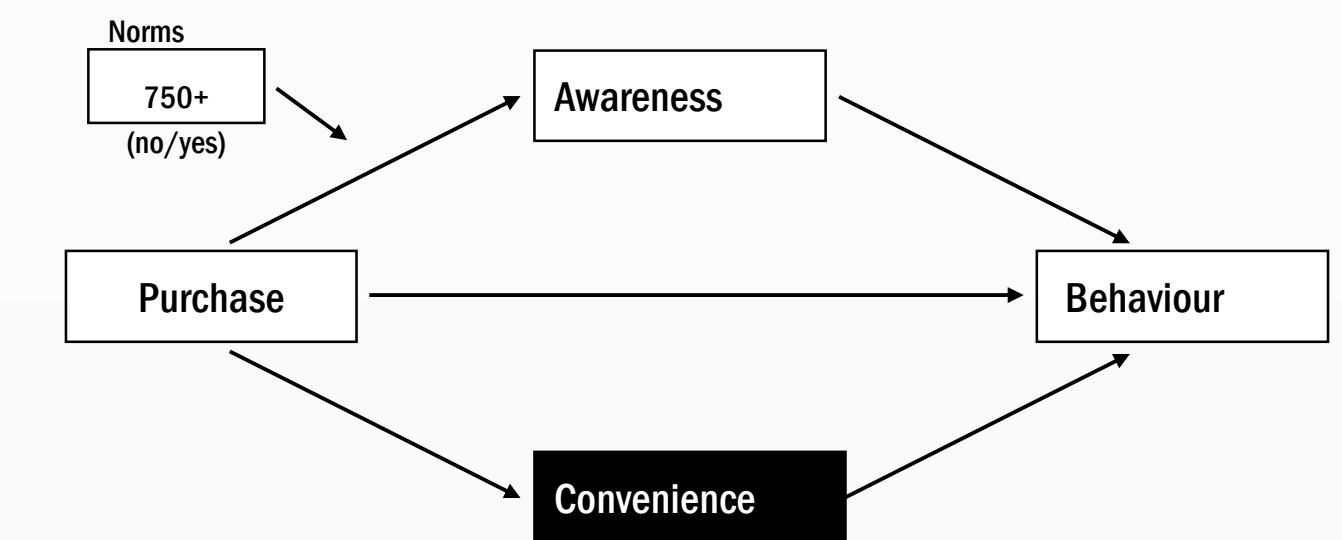
Sample Survey



METHODS (STUDY 2)



MECHANISM (STUDY 2)



Moderated mediation analysis
(baseline: numeric aggregation)

PLS-SEM ANALYSIS RESULT

I buy I follow my religion

Cohort 1 not willing to change

I buy I value my culture

I buy I seek advice from my mother

Cohort 2 seeking advice from family

I buy I see my friends

Cohort 3 is willing to change after seeing friends and a social circle

I buy I search my internet

Cohort 3 is willing to change after seeing friends and a social circle

Awareness versus Convenience

Climate awareness is more important versus using my sanitary pad conveniently.

Menstrual product choice versus Culture

Climate change like temperature changes is happening but my culture is forbidden my menstrual choices

Knowledge versus Behaviour Change

Knowledge of the urgency of climate change switched my behaviour change