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| Title | The Role of Media in Creating Social Awareness about the Female Hygiene Practices during Menstruation Cycle in Bangladesh |
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| Abstract |
| This paper has endeavored to find out the role of media to create awareness regarding female hygiene practices during menstruation cycle from the perspectives of females residing in both rural and urban areas of Bangladesh. Based on a review of the previous relevant literature, a 5-point Likert scale questionnaire was developed and used to conduct the survey among 200 respondents from four rural and urban areas of Bangladesh to collect primary data for realizing the objectives of this research. The research is descriptive in the manner that attempted to realize its key objective by conducting a comparative analysis of the data collected from the rural and urban respondents. By undertaking descriptive (mean) and enter-method regression analysis using SPSS 24.0, the findings from rural and urban respondents have been analyzed separately to identify the key modes of media playing crucial roles for creating awareness on female hygiene practices. However, after analyzing the secondary and primary data, this study has suggested some ways to effectively utilize the significant modes of media – highlighted by both previous relevant literature and the respondents of this research – to enhance greater awareness on the topic of the study. Along with suggestions to take extensive actions to educate Bangladeshi females and eradicate social stigmas regarding menstruation cycle, this research has also suggested some other methods to encourage female hygiene practices. Some of the suggestions are, emphasizing more on the conventional media platforms to promote female hygiene practices, focusing on improving the brand image of female hygiene products to ensure their trustworthiness to the consumers, enhancing the marketing and distribution channels and reducing prices of female hygiene products, arranging events like “Uthan Baithak” (focus group discussions in the open space of houses) in rural areas and increasing promotional activities in social and digital media platforms across Bangladesh. |
| Sustainable Development Goal(s) (SDG) |
| Goal 3: Good Health and Well-Being  Goal 12: Responsible Consumption and Production |