

# A Study of Shopper Marketing Strategies in the Feminine Care Industry from the Perspective of Consumers' Fundamental Motivations —Case of Always Sanitary Pads

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## ABSTRACT

This study uses the method of an online questionnaire in quantitative research, and the questionnaire was based on Neels and her colleagues (2016). All the research processes were conducted by Qualtrics (an online questionnaire tool). As a result, the research showed that most consumers choose feminine care products for the fundamental motivations of Disease avoidance and Group affiliation. This research would also advise shopper marketing strategies in the feminine care industry based on these two motivations. This study fills the research gap of the motivation theory in feminine care and enriches the practical experience of the fundamental motivation theory.

**Keywords:** Fundamental motivation, Shopper marketing, Disease avoidance, Group affiliation, Feminine care

## 1. INTRODUCTION

### 1.1. Background

#### 1.1.1 Brand Introduction

In addition to being known as menstruation towels or sanitary napkins, sanitary pads are comprised of absorbent fabrics that are used to collect menstrual blood. Typically, they are constructed from many layers of quilted cotton fabric or other very absorbent polymers and plastics. A range of shapes and sizes, as well as different degrees of absorption, are now available. Sanitary pads are becoming more popular worldwide as women's access to feminine hygiene products becomes more widespread.

The brand that this research will be discussing in this report is "Always," which is an American brand that distributes feminine hygiene products and is the sister brand of Procter & Gamble (NYSE: PG) (P&G). The "Always Infinity Flex Foam" Pads (also known as "Always" IFF Pads) are the product I investigated.

"Always" IFF Pads (Figure 1), which will be introduced to the market for the first time in September

2020, are a groundbreaking addition to the "Always" brand of sanitary pads. They are well-known for the benefits of "Zero Feel, Zero Leaks" in their products [1].

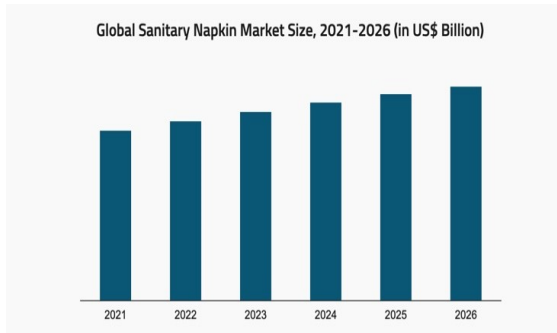


Figure 1 "Always" IFF Pad and its advertisement

#### 1.1.2 Market trend

According to a data analysis published by IMARC (a data report website based in the United States), the worldwide sanitary pad industry will increase modestly over the next five years (Figure 2) [2]. Because of personal health and comfort concerns, consumers' desire for sanitary pads has shown an increasing need for sanitary pads. Sanitary pads Consumers are becoming more conscious of maintaining excellent feminine hygiene during menstruation. As a result, sanitary pads

that are considered high quality in terms of meeting the individual requirements of users are becoming more popular.



**Figure 2** Global Sanitary Napkin Market Size, 2021-2026 (in US\$ Billion)

(Source: www. imarcgroup.com)

According to a data study provided by Technavio (a business research website based in the United States), sales via online platforms have surged dramatically over the previous two years, after the commencement of the worldwide new coronavirus (COVID-19) pandemic (Figure 3) [3]. As a result, it's critical to watch for promotional opportunities on online sales platforms. In a subsequent section, this research will provide suggestions for merging online and offline promotions in shopper marketing campaigns.



**Figure 3** Sales via online platforms after the (COVID-19) pandemic

(Source: www.technavio.com)

## 1.2. Literature Review

### 1.2.1 Shopper Marketing

Shopper marketing strategies include developing and implementing all marketing activities that influence shoppers throughout the path-to-purchase process, including the initial emergence of the motivation to shop, purchase, consumption, repurchase, and recommendation [4]. Ultimately, shopper marketing aims to provide a solution that benefits the shopper, the store, and the manufacturer. Shopper marketing has evolved as an important management practice among

manufacturers and retailers, who enthusiastically adopt advances in the many components of shopper marketing as they are introduced to the market [5].

Shopper marketing is a strategy that focuses on stimulating consumers' senses as they shop in-store, prompting them to purchase a specific product [6]. It is vital to understand the elements that influence how customers participate in in-store decision-making, especially given the significance of marketing activities at the point of purchase [7]. These influencing elements are mostly from the fundamental motives.

### 1.2.2 Framework of Fundamental Motives

Consumers' motivations for purchasing "Always" IFF Pads were investigated via the use of a questionnaire constructed based on the "Fundamental Motives" framework established by Neel and colleagues in 2016. The results of the study were presented in a report.

A three-stage development process was followed in the creation of the "Fundamental Motives" framework.

When Maslow was initially published in 1943, he stated that human needs might be divided into five fundamental hierarchies of requirements, which are as follows: physiological needs; a need for safety; a need for love; a need for acceptance; and a need for self-actualization (Figure 4) [8]. When studying how humans intrinsically participate in behavioral motivation, Maslow's hierarchy of needs is employed, and this hierarchy serves as a primary source for understanding and developing a current understanding of how effort and motivation correlate in the context of human behavior, among other things.

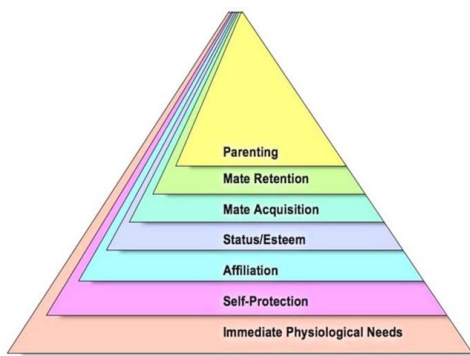


**Figure 4** Maslow's hierarchy of needs

Over many decades, Maslow refined his theory, which was founded on the notion of a hierarchy of needs (Maslow, 1943, 1962, 1987). To clarify his prior definition of the hierarchy's structure, Maslow (1987) said that the order in the hierarchy "is not nearly as strict" as he may have inferred in his earlier account. According to Maslow, the hierarchy of needs may change depending on external conditions or individual variances. His observations include that some people value their self-

esteem more than they do their desire for love, among other things. Others may find that the urge for creative satisfaction outweighs even their most fundamental need. Maslow (1987) also emphasized that most action is multi-motivated and that "any conduct tends to be driven by many or all of the fundamental wants at the same time rather than by simply one of them" [9].

Using Maslow's hierarchy of needs as a foundation, Kenrick and his colleagues (2010) made modifications to Maslow's theory and reformulated it into seven levels of the pyramid, which are as follows: Immediate Physiological Needs, Self-Protection, Affiliation, Status/Esteem (including self-esteem), Mate Acquisition, Mate Retention, and Parenting (Figure 5) [10]. It may be misunderstood here that Parenting refers to the basic motives of being a parent, such as giving your child a better education, etc. Each was formed from adaptive incentives rather than a hierarchical structure. The arrangement represents the chronological sequence in which systems evolve, beginning with birth and progressing through the teenage and adult phases of one's life to the present day. Following that, all of the systems presented are interactive and do not have a hierarchical structure.



**Figure 5** Modifications to Maslow's theory

The revisions made by Neel and her colleagues (2016), on the other hand, expand Kenrick's ideas. They revised the pyramid, which now has seven layers, including Self-Protection, Disease Avoidance, Affiliation, Status, Mate-Seeking, Mate-Retention, and Kin Care, and seven tiers of disease prevention [11]. Their research applies a biologically based basic social motivation framework, which assumes that human motivational systems are functionally shaped to manage the main costs and benefits of social life, to understand individual differences in social motivation. The basic social motivation approach provides a generative framework for considering the meaning and impact of individual differences in social motivation [12]. They treat biological features of human behavior as givens, concentrating on the social animal component of human behavior as a whole. Social factors are considered the most predictive of outcomes [13]. So, this theory she presents is particularly well suited to analyzing customer

motivation in shopper marketing. Furthermore, the questionnaire that was employed for this study was based on their previous work (Appendix 1). Several improvements have been implemented, which this research will discuss in further detail later in this report.

**1.3. Research gap**

In the previous papers, though many studies were showing the connections between shopper marketing and fundamental motivations, there was rarely research about the specific industries. This study focuses on the industry of feminine care, and the result would give some useful advice for the marketing manager in this industry.

**1.4. Research objective**

This study feels it is critical to understand the motives of customers when they buy certain items to grab a larger market share and increase sales. Understanding the factors that influence consumer decision-making will enable us to identify roadblocks that must be addressed to maintain market dominance in the long run. This was accomplished via a customer survey to determine the precise components that influence the decision-making process. This study then utilized this information to develop suggestions focused on learning from these areas to assure consumer happiness with the product.

**2. METHODOLOGY**

**2.1. Data collection and analysis**

When doing this study, this research used a quantitative data collection technique. It employed an online questionnaire (Appendix 1) to gather data via Qualtrics, an online survey platform, to collect the information. A major advantage of using the online method was that it was a quick and convenient way to collect data. All of the steps (including questionnaire design, distribution, data collection, and analysis) were completed automatically and online. The other advantage was that the method was cost-effective and efficient. In addition, because of the automated component of the data gathering process, the data will be more accurate as a result of the reduction in human error associated with employing this approach for data collection

In terms of the sample, this research submitted the questionnaire to 100 applicants, and the response volume (the number of legitimate replies) was 98 percent of the total. The questionnaire was completed by all of the applicants who responded to postings on social media (45 candidates) and university forums (55 candidates).

Because the reasons for purchasing sanitary pads may fluctuate depending on one's age group, this research conducted a pre-test to determine which applicants belonged to which age group, and then selected 100

candidates from a pool of 156 candidates to ensure that the survey findings were more credible. This research sorted the data from individuals who identified as biologically female into five physiological phases and randomly picked the same number of participants for each stage. The five phases were as follows: 12-16 (menarche), 16-25, 25-40, 40-55, and 55-65 (menarche and subsequent periods) (menopause).

Next, before the formal questions (Appendix 6) began in the questionnaire, this research added three questions to increase the impact of the survey due to the increased specificity of information gathered:

- 1) How often do you purchase "Always" IFF Pads?  
(A. Occasional, B. Regular, C. "Hot fans")
- 2) Are you single?  
(A. Yes, B. No)
- 3) Do you have children?  
(A. Yes, B. No)

First and foremost, this research wanted to know how often this brand was purchased to assess how much attention the customer paid to the brand itself when purchasing. In order to do this, this research split the frequency of purchases into three categories: "occasional," "regular," and "hot fans." The second and third questions asked about the customer's relationship status, with the options of "single or not" and "have children or not" being shown to the consumer. Because there are several formal questions about relationship status and children in the later sections of the questionnaire, this research needed to triage the questions at the beginning to avoid consumers who did not have spouses or children, who would be unable to answer later questions. This research also needed to triage the questions at the beginning to prevent data errors. Candidates who did not have a husband or children were able to avoid the questions about their spouse and children since they were included specifically for this purpose in the questionnaire design. In addition, while doing the data analysis, this research computes the scores for each of these questions independently (the scores are averaged and divided by the number of Candidates who answered the question).

According to Neel's Fundamental Motivation Theory, the formal questions were separated into seven sections, with each component consisting of around ten questions (see below) (Appendix 1). The surveys were delivered to applicants through email, and the responses were gathered automatically by the Qualtrics software system. When all of the submissions were finished, reports were created.

When all of the information was gathered, I thoroughly analyzed the data and presented the results in a chart (Table 1). The average values for each of the

seven parts of the questionnaire are summarized in the data in the following table. Using average values for each of the questionnaire components is justified by the need to explain to consumers as objectively as possible the amount to which each parameter is important in affecting their decision-making processes.

## **2.2. Ethical Problems and Risks**

The survey was designed with consideration for the ethical issues and risks that this process may present, and this research made certain that elements such as data privacy of those participating were protected in the following ways: ensuring that information was submitted voluntarily and with informed consent; protecting the confidentiality of information shared within the survey by making data collection as anonymous as possible; and making sure that information was collected in a way that was as anonymous as possible.

First and foremost, as previously said, I made certain that all participants agreed to participate in this data-gathering exercise of their own will. When it came to recruiting volunteers for this experiment, this research personally made certain that it was communicated to all potential participants. They were free to choose whether or not to participate. And they were free to withdraw from the research at any time without providing a reason for their decision.

This research also made certain that all applicants had given informed permission before taking part in the survey, which was the second step. It was essential to complete an electronic version of the informed consent form before answering any questions in the questionnaire, which I set up before the beginning of the questionnaire. All candidates may only begin officially completing the questionnaire once they have read and agreed to all of the terms and conditions and signed the relevant section of the application form, indicating their formal approval.

It is critical to secure the anonymity of people who participate to maintain the confidentiality of the information they contribute and to share data only in a manner that prioritizes the sensitivity of the information they provide. During the survey, this research did not gather any personally identifying information from the participants, such as their names, phone numbers, email addresses, or IP addresses, physical attributes, photographs, or videos. As is always the case, this research believes it is critical to gather just the information you need to perform your study. Since there was no foundation for collecting the data above categories, this research chose not to do so. This research has kept the results of the poll secret to protect the privacy of all participants. All of the stages were completed on a computer, and the data gathering and processing were completed entirely by myself.

### 3. RESULT

The table shows that the two most important fundamental reasons, "Disease Avoidance" and "Group Affiliation," get the highest ratings. As a result, this research analyzed customers' unconscious purchasing motives when shopping based on these two fundamental motivations and offered my suggestions in the following section as a result of my findings.

**Table 1** The research result (N=98)

Self-protecti on 4.6	Disease Avoida nce 5.8	Affiliatio n 4.7	Status 3.5	Mate- Seeking 4.3	Mate- Retenti on 3.6	Kin Care 3.5
		Group 5.6			General 3.7	Family 3.8
		Exclusio n 4.1			Breakup 3.5	Childre n 3.2
		Indepe ndence 4.3				

#### 3.1. Disease Avoidance

When we talk about "Disease Avoidance," we refer to individuals' inclination to avoid things that make them ill and to engage in activities that make them healthy instead. When it comes to purchasing sanitary pads, the product's health benefits are unquestionably one of the essential considerations for customers. In the case of sanitary pads, the capacity to absorb blood and the skin friendliness of the product are the primary indicators of health advantages. In order to prevent infections, consumers are primarily interested in these two metrics of health while buying sanitary pads. "Always" IFF Pads perform well in both of the areas that are renowned as "Zero Feel, Zero Leaks," which is something that just a few sanitary pads on the market are capable of. As a result, it is critical to educate customers about the health benefits of "Always" IFF Pads when they are out shopping for them.

Blood flow is especially strong during the first three days of a woman's menstrual cycle. If the blood is not well absorbed, it will initially seep out and create humiliation by staining her clothing, as seen in the illustration. Furthermore, when unabsorbed menstrual blood comes into touch with the air, it may proliferate germs, resulting in gynecological illnesses in women, such as vaginal infections. "Always" IFF Pads are made of an ultra-thin elastic foam material with specific absorbent perforations that enable them to stay light and dry while providing the maximum amount of absorption possible. According to official statistics, following the

findings of a study conducted by the "Always" Research and Development Office, "Always" IFF Pads may be continuously absorbed for up to 10 hours during a woman's heaviest days of menstruation.

Skin irritation caused by abrasive and unsanitary sanitary pads may occur in women's vulva skin, which is very delicate and fragile in nature. As a result, the skin-friendliness of sanitary pads is very crucial for the health of women. The Skin Health Alliance, an independent group, organized by doctors and scientists, has dermatologically evaluated and validated the "Always" IFF Pads as skin-friendly products. Furthermore, "Always" IFF Pads are the most often prescribed menstruation pads by Obstetricians and Gynecologists in the United States.

#### 3.2 Group Affiliation

According to the concept of "Group Affiliation," individuals are more likely to remain in groups and are emotionally driven to care for those in their group. Because women account for the vast majority of sanitary napkin consumers, the female population is an excellent "Group" to begin with. Promoting the product with a charitable approach to urge people to care for other ladies is an excellent strategy.

### 4. DISCUSSION

In this section, this research will present the recommendations developed based on data collection and analyses conducted of shopper marketing to promote "Always" IFF Pads sales. In response to the fundamental motivations of Disease Avoidance and Group Affiliation and the basic motives of Disease Avoidance and Group Affiliation.

#### 4.1. Disease Avoidance

##### 4.1.1 "Try it"

"Try it out" is a product trial promotion that runs for two weeks. The "Always" IFF Pads are available for pick up in physical retail stores for a one-week trial period, or they may be ordered via internet purchasing sites. They are not required to pay any money to get the items; all they need to do is submit a review of their experience after using the products for a week. Reviews from offline customers may be displayed on a separate board adjacent to the "Always" IFF Pads racks in brick-and-mortar stores. There will also be a section devoted to online customer reviews on the online website, which will be updated regularly. Product trials will be a fantastic technique to highlight the benefits of a product while also demonstrating them.

There are several restrictions to this campaign. In order to minimize revenue loss, each participating customer will only be allowed to acquire a set of

"Always" IFF Pads once for the course of the campaign. The cashiers at offline retail stores will take down their phone numbers when they collect the trial items to prevent repeat collections. This may be accomplished by restricting one collection to a single payment account on the online website.

The "Try it out" campaign will result in a certain amount of revenue loss for the business; however, the income generated by publicity, customer happiness, and the subsequent trust developed will guarantee that the revenue loss is made up for and, in some cases, increased. After all, "practice makes perfect," and there's no better way to ensure a product is fit for purpose than by putting it through its paces yourself before deciding whether to purchase it. IFF Pads "Always" get great feedback from customers when shopping, such as "this sanitary pad keeps me dry all day," "it is soft to the touch, like a baby's skin," and "it is soft to the touch, like a baby's skin." IFF Pads "Always" will have a greater chance of being chosen by consumers because of the health advantages they provide.

#### 4.1.2 "Use it"

In contrast to the "Try it out" promotion, the "Use it" campaign includes customers utilizing the items directly at-store. As a result, it is only available in offline retail establishments. Consumers who are unable to participate in the "Try it out" campaign (for example, because they are not menstruating during the "Try it out" campaign) may nevertheless get a feel for the goods via this campaign.

It is possible to split the "Use it" campaign into two groups based on the number of customers present in the store at any one moment. There will be a special display in the store, and when the number of customers in the shop is very high, employees will show how to utilize the items on the spot. The staff will take out red ink that has been produced and pour it on "Always" IFF Pads to replicate the usage of the product by ladies who are on their period.

In order to further explain the absorbent features of "Always" IFF Pads, staff members may also display other kinds of sanitary pads as a contrast to the Always brand. For ethical reasons (we cannot denigrate other products directly in front of customers), this other brand of the sanitary pad will, of course, be utilized in such a manner that it is not immediately apparent to the watching public whose particular brand it is.

A sanitary pad that has been saturated in blood will be attached to a balloon and shaken forcefully to better imitate the product's real everyday usage by women, according to the test team. As a result, the "Always" IFF Pads demonstrate that they do not leak even on the heaviest days of menstruation, allowing users to have the same soothing experience as they would on a typical day

of the month.

As part of the presentation, the staff may also discuss the reasons for the distinctive advantages of "Always" IFF Pads, which include the use of high-tech materials and a specific design for the absorbent opening to increase customer confidence in the product's health-promoting properties.

When the store is less packed, customers may see the wicking process of the "Always" IFF Pads for themselves at the display counter.

The purpose of this portion of the campaign will be to guarantee that while contemplating the usage of the product, there is a subjective experience that is favorable for the consumer to have. Seeing and experiencing something for oneself is significantly more persuasive than hearing what others say about it. When customers shop, the "Use it" campaign allows them to see and feel the advantages of "Always" IFF Pads in a more engaging manner, increasing their likelihood of purchasing the product.

#### 4.1.3 "Display it"

Due to funding constraints, the "Try it" campaign will be limited to a maximum of two weeks in duration. It will also be tough to maintain the "Use It" campaign long-term due to the significant quantity of labor and space it consumes. The "Always" IFF Pads campaign, on the other hand, must be sustained over time to be successful in the long run. As a result, to demonstrate to customers the advantages of the "Always" IFF Pads while shopping, a product introduction video would be the most effective promotional tool, as it would be inexpensive to produce and could be shown continuously.

The video may be animated to promote the product better, making it more aesthetically attractive to the viewer. The video's introduction to "Always" IFF Pads must be clear and succinct, and as a result, it should be no more than 2 minutes in length. This amount of time is just enough time for the consumer to decide at the front of the shelf before the next client comes in. The health advantages of "Always" IFF Pads, which include the capacity to absorb a large amount of blood while remaining dry, are the primary emphasis of the commercial presentation. The health authority accreditation, which has been authorized by the Skin Health Alliance as skin-friendly and recommended by the American Obstetricians and Gynecologists as a #1 pad, would also be more compelling in this case. Furthermore, it will be a good idea to provide facts to back your claim since precise figures will lend credibility to your claim, such as "it took us 300 trials to produce the materials."

IFF Pads may be sold in offline retail stores with a little player put on the counter next to them, continuously

playing this video. This movie may be seen on the buying page of "Always" IFF Pads, available on online shopping sites.

**4.1.4 "See it"**

Compared to other shopper marketing tactics, changing the merchandising at a store is perhaps the most straightforward approach to selling a product. Shopping is highly influenced by "first impressions," and customers are particularly inclined to purchase products that they notice and like at first sight.

To address customers' most important potential incentive when buying sanitary pads, which is disease prevention, it is crucial to display "Always" IFF Pads in a prominent location and convey the health advantages of using them regularly.

Store shelves with "Always" IFF Pads, conspicuously displayed with the phrase "Zero Feels, Zero Leaks" and the logo of a third-party health authority, as seen in the poster I created, may be found in offline stores (Figure 6). If possible, the "Always" IFF Pads should be put on shelves that are located in more visible areas, such as near the check-out counter, in the window, at the entrance to the store, and so on.

The "Always" IFF Pads posters may be shown on the homepages of shopping websites, as well as in the "Best Sellers" and "Recommendation" categories, which are the most popular with customers when it comes to online buying.



**Figure 6** The mock poster for promoting disease avoidance

**4.2. Group Affiliation**

**4.2.1 "Help them"**

The lack of availability to feminine hygiene products and unique societal constraints such as poverty, a lack of awareness about sanitary products, and a lack of clinics in rural areas throughout the nation prevent many women

in India from using sanitary pads during their periods. Women in remote communities or those who, for whatever reason, are unable to access sanitary products are frequently forced to use makeshift sanitary towels. It is made from materials such as clothes, leaves, and other potentially hazardous materials frequently re-used due to the scarcity of sanitary products. As a result, there is a relatively high frequency of gynecological issues among women in India today.

As part of its strategy to market the product as one with which women can empathize and who makes them feel connected to the worldwide female community, "Always" might establish an "Always Love Pads Foundation" to raise funds and awareness for the product. If a customer purchases one product from "Always," the company will give one penny to the organization.

In order to trigger customers' unconscious motive of group connection when purchasing, posters for this campaign would be widely placed in physical retail stores and on internet shopping websites. I created a simulation for you (Figure 7).



**Figure 7** The mock poster for promoting group affiliation

**5. CONCLUSION**

This study uses the framework of Neels motivation theory to conduct the research of "Always" IFF Pads and gives the shopper marketing advice for the feminine care industry brands.

This study fills the research gap of the motivation theory in the area of feminine care enriches the practical experience of the fundamental motivation theory.

However, this research still has some limitations. For example, the sample of the research is too small. Also, the product is single, just the "Always" IFF Pads, couldn't

behalf all the products in the feminine care industry. In this way, when drawing on the recommendations made in this study, it is important to take into account the actual situation of the brand and not to apply them directly.

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Appendix  
The Fundamental Social Motives Inventory

Instructions

We are interested in whether the following statements are true of you at this point in your life. Please answer how well the questions apply to you in general now, not whether these have been true of you in the past or may be true in the future. For each question, think about the extent to which you agree or disagree with the statement. (1 = strongly disagree, 7 = strongly agree)  
(Note: Mate Retention scales are only administered to those in a relationship; Kin Care [Child] is only administered to parents. Order of all items is randomized uniquely for each participant.)

Self-Protection

1. I think a lot about how to stay safe from dangerous people.
2. I am motivated to keep myself safe from others.
3. I do not worry about keeping myself safe from others. (R)
4. I worry about dangerous people.
5. I think about how to protect myself from dangerous people
6. I am motivated to protect myself from dangerous others.

Disease Avoidance

7. I avoid places and people that might carry diseases.
8. I avoid people who might have a contagious illness.
9. I worry about catching colds and flu from too much contact with other people.
10. I do not worry very much about getting germs from others. (R)
11. When someone near me is sick, it doesn't bother me very much. (R)
12. I don't mind being around people who are sick. (R)

Affiliation (Group)

13. Being part of a group is important to me.
14. I enjoy working with a group to accomplish a goal.
15. I like being part of a team.
16. Working in a group is usually more trouble than it's worth. (R)
17. When I'm in a group, I do things to help the group stay together.
18. Getting along with the people around me is a high priority.

Affiliation (Exclusion Concern)

19. I would be extremely hurt if a friend excluded me.
20. It would be a big deal to me if a group excluded me.
21. It bothers me when groups of people I know do things without me.
22. I worry about being rejected.
23. I often wonder whether I am being excluded.
24. I often think about whether other people accept me.

Affiliation (Independence)

25. I would prefer to spend time alone than to be surrounded by other people.
26. I like to be alone even if I might lose some friends because of it.
27. Being apart from my friends for long periods of time does not bother me.
28. I don't mind being by myself for long periods of time.
29. Having time alone is extremely important to me.
30. I like to be by myself.

(Appendix continues)

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Status

31. It's important to me that other people look up to me.
32. I want to be in a position of leadership.
33. It's important to me that others respect my rank or position.
34. I do things to ensure that I don't lose the status I have.
35. I do not like being at the bottom of a hierarchy.
36. I do not worry very much about losing status. (R)

Mate Seeking

37. I spend a lot of time thinking about ways to meet possible dating partners.
38. I am interested in finding a new romantic/sexual partner.
39. I am not interested in meeting people to flirt with or date. (R)
40. Starting a new romantic/sexual relationship is not a high priority for me. (R)
41. I rarely think about finding a romantic or sexual partner. (R)
42. I would like to find a new romantic/sexual partner soon.

Mate Retention (General)

43. It is important to me that my partner is sexually loyal to me.
44. It is important to me that my partner is emotionally loyal to me.
45. I do not spend much time and energy doing things to keep my partner invested in our relationship. (R)
46. It would not be that big a deal to me if my partner and I broke up. (R)
47. If others were romantically interested in my partner, it would not bother me very much. (R)
48. If my partner were to have romantic or sexual relationships with others, that would be OK with me. (R)

Mate Retention (Breakup Concern)

49. I often think about whether my partner will leave me.
50. I worry about others stealing my romantic/sexual partner.
51. I worry that my romantic/sexual partner might leave me.
52. I wonder if my partner will leave me for someone else.
53. I worry that other people are interested in my romantic/sexual partner.
54. I am worried that my partner and I might break up.

Kin Care (Family)

55. Caring for family members is important to me.
56. Having close ties to my family is not very important to me. (R)
57. I am not very interested in helping my family members. (R)
58. I would rather not spend time with family members. (R)
59. Being close to my family members is extremely important to me.
60. It is extremely important to me to have good relationships with my family members.

Kin Care (Children)

61. I help take care of my children.
62. I like to spend time with my children.
63. Taking care of my children is not a high priority for me right now. (R)
64. I often think about how I could stop bad things from happening to my children.
65. I rarely think about protecting my children. (R)
66. Providing for my children is important to me.

Received December 28, 2014  
Revision received July 8, 2015  
Accepted July 14, 2015 ■

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