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## SOCIO-CULTURAL VARIATIONS IN CONSUMER PREFERENCES ON SEXUAL WELLNESS PRODUCTS IN URBAN AND RURAL COMMUNITIES: A COMPREHENSIVE ANALYSIS

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### Abstract

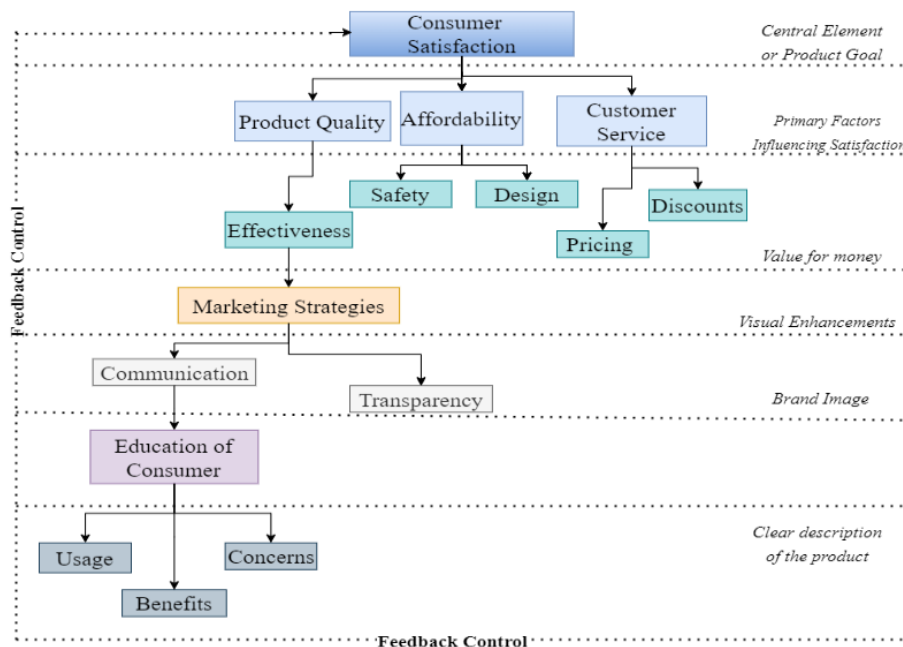
This study scrutinizes the multifaceted dimensions of sexual wellness, encompassing physical, mental, and social well-being within the sexual paradigm. It investigates the impact of sexual wellness products (SWP) on consumer behaviour, emphasizing divergences in buying patterns between rural and urban societies. Employing the Theory of Planned Behaviour, the study integrates attitudes, subjective norms, perceived behavioural control, and interactive intention to elucidate their collective influence on SWP and utilizing quantitative method. The findings reveal a positive relationship between attitudes and behavioural intentions on SWP, with subjective norms contributing notably to behavioural intentions. The research compares rural and urban consumers having a sample size of 546, that employs a comprehensive structural equation model, revealing intricate interrelationships ( $\chi^2 = 1852.68$ ,  $\chi^2/df = 2.85$ , CFI = 0.94, GFI = 0.91, TLI = 0.93, RMSEA = 0.078) among various attributes in the sexual wellness product domain, shaping mathematical patterns in consumer behaviour and perceptions. These insights offer actionable guidance for marketers and policymakers to tailor strategies to the distinct characteristics of diverse consumer segments. Urban-rural distinctions in socio-cultural values, access, economic factors, education, and community influences emerge as pivotal drivers shaping consumer behaviour and feelings. Urban environments show greater openness and accessibility, while rural settings, rooted in tradition, face limitations, emphasizing the need for tailored marketing strategies and public health interventions. This study bridges the gap between marketing, public health, and socio-cultural dynamics, offering a data-driven approach to understanding and addressing consumer behavior in the sexual wellness market. It provides theoretical advancements, empirical insights, and practical applications that collectively enhance both academic discourse and real-world strategy development in the field.

**Keywords:** TPB, SWP, Urban-Rural Consumer Behavior, Socio Cultural

Socio-Cultural Variations ...

## INTRODUCTION

The landscape of sexual wellness has undergone a profound transformation in recent years, with a burgeoning market offering an array of products designed to enhance intimate experiences and promote sexual health. From contraceptives to adult toys, the availability and acceptance of sexual wellness products have grown, challenging traditional societal norms and reshaping consumer behaviors. This paper examines the involved dynamic range of consumer behavior and perception surrounding sexual wellness products, focusing on the nuanced differences between rural and urban societies. The marketing of sexual wellness products has evolved, emphasizing their role in enhancing sexual health and overall well-being. This shift in marketing strategies reflects a broader understanding of these products beyond mere pleasure, recognizing their potential positive impact on individuals' physical, mental, and social dimensions of sexual health [1]. The study explores how these products impact attitudes and choices, reflecting changing societal norms and an increased awareness of the importance of sexual well-being in both urban and rural settings.



**Figure 1**  
**Consumer Satisfaction Framework in the Sexual Product Market Influencing Factors and Interconnections**

Sexual wellness products aim to promote safe and enjoyable sexual experiences, offering access to information, education, and care in the realm of sexual health. These products strive to ensure that intimate encounters are both pleasurable and secure, free from coercion, discrimination, unplanned pregnancy, and violence [2]. The diverse types of sexual wellness products have been effectively categorized in Table 1 along with brief market insights for better clarity and understanding. By shedding light on the intricate interplay of socio-cultural, economic, and educational factors, this research aims to provide valuable insights for marketers, policymakers, and healthcare professionals to develop more inclusive and effective approaches to sexual wellness that cater to the diverse needs of our society.

**Table 1**  
**Diverse Categories, Examples, and Market Trends of Sexual Wellness Products [3]**

Product Type	Examples of Products	Market Trends
Contraceptives	Birth control pills, condoms, intrauterine devices (IUDs)	Growing demand for non-hormonal and sustainable options
Exotic Lingerie and Apparel	Lingerie sets, role-play costumes	Increasing popularity driven by body positivity trends
Sex Toys	Vibrators, dildos, anal toys	Rapid market growth, innovations in technology
Lubricants	Water-based, silicone-based, flavored lubes	Rising awareness of sexual comfort and pleasure
Delay Sprays	Products to prolong ejaculation	Growing interest in enhancing sexual performance
Condoms	Latex, non-latex, flavored condoms	Emphasis on sexual health, diversification of options
Pregnancy Testing Kit	Home pregnancy test kits	Advancements in accuracy and convenience
Menstrual Cups	Reusable silicone cups for menstrual care	Shift towards eco-friendly and cost-effective options
Dental Dams	Latex or polyurethane sheets for oral sex protection	Increasing awareness of safe oral sex practices

## RESEARCH METHOD

### Sexual Wellness Market in India

The Indian sexual wellness market, worth \$1,153.5 million in 2020, is projected to grow at a Compound Annual Growth Rate (CAGR) of 5.8% from 2021 to 2030, reaching a value of \$2,095.4 million by 2030. [3]. The primary driver for the sexual wellness market in

**Socio-Cultural Variations ...**

India is the online retail platform. Many manufacturing companies in this sector run web-based retail stores, allowing users access to product information, launches, features, demos, prices, and other relevant details [3]. The surge in online shopping is attributed to the availability of diverse product options and price comparisons, which is helpful for retailers due to zero expenditures on physical outlets. The preference for online shopping has increased as consumers can read reviews, compare stores and products, and verify prices from different sellers. The COVID-19 pandemic further accelerated online sales growth in India, fuelling the expansion of the sexual wellness market [3-5].

The sex toys category dominated the market in 2020 and is projected to have the greatest compound annual growth rate (CAGR) during the forecast period [2]. This is attributed to the growing interest among millennials in sexual activities, influenced by social media, pornography, and sex movies. Among end users, the men's segment dominates, with products such as sex toys, male condoms, lubricants, and delay sprays. Innovations in male onanists and appearing awareness of sexual health contribute to the growth of sexual wellness products among humanity [3]. The expansion of the sexual wellness market in India is propelled by the rising acceptance of sexual autonomy among the younger population and the increasing recognition of the importance of sexual health. [4]. The market is experiencing a notable surge in demand for innovative products, including sex toys, stimulated by the growing representation of sexuality and adult content on digital, social media, and OTT platforms [4-5]. These trends collectively contribute to the vibrancy and expansion of the sexual wellness market in India.

### **Brand Awareness and Sexual Product**

Consumer recognition of a company's products and services pertains to the likelihood that they are informed about their existence and accessibility. The recognition of a brand holds considerable influence over consumers' decisions when purchasing a product or service [6]. It can impact their perceived risk assessment and level of confidence in the buying decision by their familiarity with the brand and its distinctive qualities.

The sexual wellness industry faces challenges like social taboos and lack of education, which need to be addressed for industry growth. Brand awareness impacts sales by



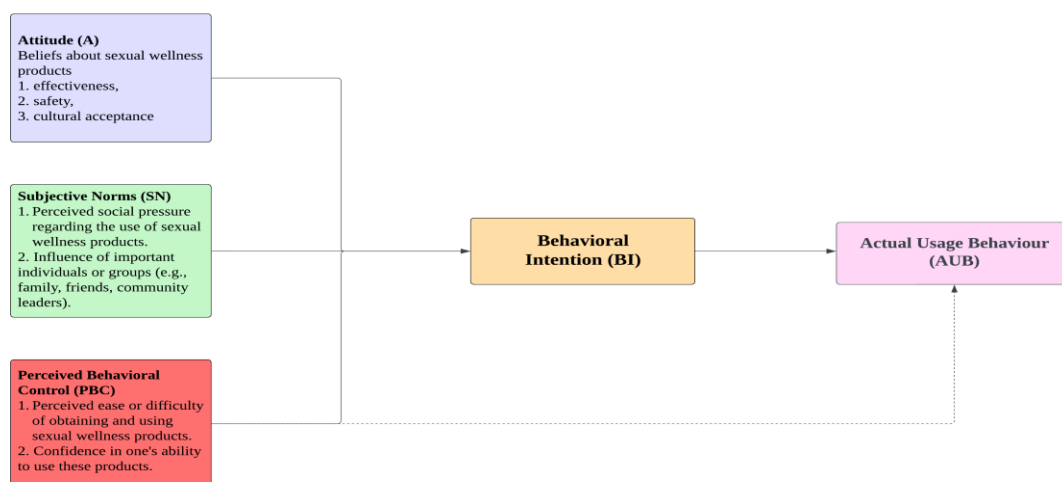
influencing consumer choices and building trust [6]. Cultivating brand awareness shows credibility, trust, and familiarity among consumers, influencing their decision-making [7].

### Social Media Impact

Social media platforms have revolutionized the way sexual products are marketed and purchased, offering a discreet and convenient channel for consumers. Online retailers leverage targeted ads and personalized recommendations to ensure privacy and discretion [8]. This aspect of social media contributes to consumers' comfort and confidence when engaging with sexual product companies. It has played a vital role in breaking down societal taboos surrounding sexual products. It has created a space for open discussions about sexual wellness, pleasure, and empowerment [9].

### Research Hypothesis

The study of consumer behavior in the context of sexual wellness products draws upon various theoretical frameworks that provide insights into the factors influencing individual choices and societal norms. One prominent theoretical perspective is that According to the Theory of Planned Behaviour [10], an individual's attitude towards a particular behavior, subjective norms, and perceived behavioral control all influence their intention to engage in that behavior.



**Figure 2**  
**Theoretical Framework of the Theory of Planned Behavior Applied to Consumer Decision-Making in the Sexual Wellness Product Market**

Socio-Cultural Variations ...

This framework facilitates a systematic exploration of how these factors interplay, offering valuable insights into the nuanced motivations influencing the adoption or rejection of sexual wellness products. Applied across diverse socio-economic contexts, TPB contributes to targeted consumer behavior analysis, shedding light on the complex interplay between individual attitudes, societal norms, and the practical aspects influencing the consumption of sexual wellness products.

### **Attitudes (Att)**

The term "attitude" refers to the extent to which an individual holds a positive or negative evaluation of a particular behavior. [10]. It is a medium that influences individuals' responses and behaviors [11]. It is a mental state of readiness shaped by individuals' experiences and evaluations, exerting a specific influence on their responses to sexual wellness products [12].

As one of the primary factors of intention in the Theory of Planned Behaviour (TPB), attitude toward sexual health goods indicates how positively or negatively people perceive utilizing these items [13]. Individuals may weigh the potential benefits, such as improved relationships or personal satisfaction, against perceived risks or societal stigmas attached to the use of these products [14]. Positive attitudes may stem from perceptions of enhanced intimacy, improved well-being, or a desire for experimentation and pleasure. On the other hand, negative attitudes may be influenced by cultural taboos, societal judgments, or personal discomfort associated with using such products [15]. Our literature review predicts that attitude positively influences purchase intentions for sexual wellness products. Thus, we propose that:

*H1: Urban consumers will exhibit more positive attitudes towards sexual wellness products compared to rural consumers, driven by factors such as modernization, exposure to global trends, and a more liberal cultural outlook.*

*H2: Positive attitudes towards sexual wellness products in both urban and rural areas will positively correlate to the use of these products.*

### **Subjective Norm (SN)**

A positive correlation has been found between behavioral intention and subjective norm [21]. Subjective norm is defined as the perceived social pressure that influences an





individual's decision to engage in or refrain from a specific behavior [10], [16], purchase organic food [17], return to a green hotel [19], and environmentally conscious consumption [20, 21].

Subjective norms may be described as the social pressure to do or not execute conduct [10]. It expresses a person's impression or opinion about what key people feel the individual should do. This correlates with the better idea of normative beliefs, which refer to particular behavioral behaviors anticipated or desired given conditions [22].

This social pressure is often shaped by the influence of close and important individuals in one's life, such as friends, relatives, colleagues, or business partners. SN signifies the degree of normative behavioral beliefs and the motivation to follow these beliefs [23]. With an intense literature review, we expect that subjective norms will positively influence the purchase intention of consumers in terms of sexual wellness products. Thus, highlighting the following hypotheses:

*H3: Subjective norms in urban areas will be influenced by diverse social factors, such as peers, media, and societal trends, contributing to a more favorable perception of sexual wellness product usage.*

*H4: Subjective norms in rural areas will be more influenced by close-knit social networks, family expectations, and community values, potentially resulting in a more conservative view of sexual wellness product usage.*

### **Perceived Behavioural Control (PBC)**

Perceived Behavioural Control (PBC) is the perceived ease or difficulty of doing an activity, integrating both previous experiences and projected barriers. In the context of sexual wellness goods [10], PBC refers to an individual's subjective judgment of the ease or difficulty involved with participating in activities connected to the use or purchase of such items.

On the contrary, Bandura's concept of self-efficacy focuses on individual judgments of one's capabilities to perform a behavior, and PBC emphasizes external and general factors [24]. It extends beyond internal control factors to consider a broader spectrum, including resources, opportunities, facilitating factors, and action control [11]. The concept of PBC measures an individual's degree of having both the opportunity and ability to perform a behavior [25].

In the framework of the study, PBC gauges the perceived level of control a person believes they have over their ability to acquire, use, or engage with sexual wellness products. It encompasses factors such as confidence, accessibility, and perceived obstacles that might influence one's capability to make informed decisions and take action about sexual wellness [15]. A higher PBC implies a greater sense of control and confidence in navigating the process of acquiring and using sexual wellness products, influencing behavioral intentions and, consequently, actual behavior. Likewise, we predict that perceived behavioral control will positively influence purchase intention for sexual wellness products and develop the following hypothesis:

*H5: Urban consumers will perceive a higher level of control over the usage of sexual wellness products, driven by greater accessibility, availability of information, and economic factors.*

*H6: Limited accessibility, economic constraints, and lower educational levels will lead to a lower perceived behavioral control among rural consumers regarding the usage of sexual wellness products.*

### **Behavioural intention (BI)**

In the context of sexual wellness products, behavioral intention refers to an individual's expressed preparedness and inclination to engage in actions related to the usage or purchase of such products. It is a key issue widely explored in behavioral science and consumer behavior, offering insights into the factors that impact consumers' choices and actions surrounding sexual well-being goods. Understanding behavioral intention is crucial to predicting and interpreting the following real behaviors. BI comprises a variety of factors, including a propensity to investigate, purchase, and utilize goods aimed to improve sexual health, enjoyment, and well-being.

## **RESEARCH METHOD**

### **Sampling and Data Collection**

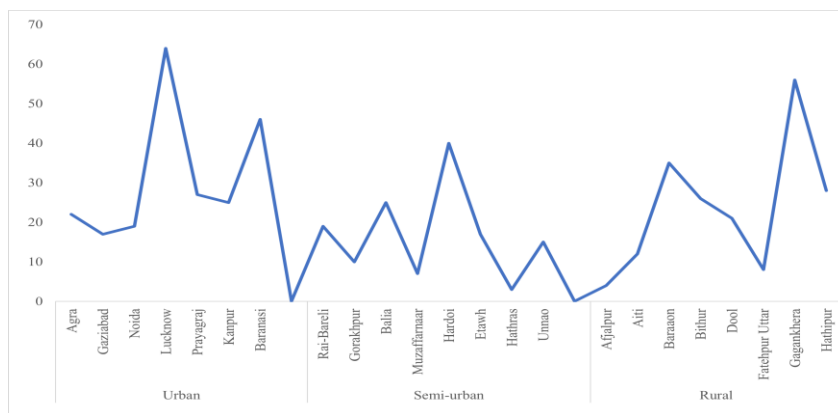
The questionnaires were distributed via email to most of the target consumers, while printed copies were also distributed to reach more potential respondents. This approach aimed to maximize the participation and successful completion of the research. Out of the 700 questionnaires distributed, a total of 546 questionnaires were received, resulting in a





response rate of 78%. The questionnaires utilized a 5-point rating scale to assess the respondents' feedback. This rating scale allowed participants to indicate the level of importance attached to their consumption. The questionnaire included items scored on a scale of 1 to 5, with 1 being the least important and 5 representing the most significant [26].

The inclusion criteria involved as age of the participants should be above 18 and have primary educational experience. These criteria were established to capture the diversity and characteristics of individuals who were likely to engage in the purchase of sexual wellness products.



**Figure 3**  
**Distribution of Participants Residing in Urban, Semi-Urban & Rural Areas.**

**Ethical Consideration**

Participants were presented with complete information regarding the goal and methods of the study, and their informed permission was acquired before their engagement. Anonymity and confidentiality were strictly supported, ensuring that participants' identities and responses remained confidential.

**Demographic Analysis**

The study divided the participants into urban and rural areas, with 220 participants from urban areas and most respondents from rural areas. Figure 3 depicts the area-wise distribution of participants concerning their place of living, i.e., urban, semi-urban, and rural areas. Out of the 546 respondents, the majority were male, accounting for 66.3% (n= 362),

while 33.7% (n= 184) were female. The age distribution revealed that a considerable proportion of the respondents fell within the 25-50 age range, with n = 216 individuals making up 39.6% of the total respondents. Regarding marital status, 34.8% of the respondents reported being married and consistently using wellness products. The annual incomes of the participants varied, ranging from under 3 Lakhs to over 7 Lakhs. Notably, the highest proportion of respondents, 42.1% of the total, reported a yearly income under 7 Lakhs. Regarding educational background, 312 respondents with bachelor's degrees represent the largest group among the total participants. Furthermore, most respondents, 65.9% of the total, were professional employees. This shows that a significant proportion of the participants were actively engaged in professional occupations. It is worth mentioning that around n = 360 respondents reported leading an everyday societal life as working professionals. This suggests that a significant portion of the participants were employed individuals who supported a routine lifestyle within the societal norms.

**Table 2**  
**An Analytical Overview of Demographic Profile and Socioeconomic Study**

Variables	Categories	Frequency (n=546)	Percent (%)
Age	18-24	176	32.2
	25-50	216	39.6
	51-70	126	23.1
	Above 70	28	5.1
Gender	Male	362	66.3
	Female	184	33.7
Marital Status	Married	190	34.8
	Unmarried	356	65.2
Educational Background	Less than Highschool	8	1.5
	Highschool	14	2.5
	Intermediate	33	6
	Bachelor's degree	312	57.1
	Master's degree	169	30.9
	PhD or Doctoral Degree	11	2

Occupation	Student	76	13.9
	Working Professionals	360	65.9
	Businessperson	110	20.2
Place of Living	Urban	220	40.2
	Semi-urban	136	24.9
	Rural	190	34.9
Income (Annual - INR)	Less than 3 Lakhs	100	18.3
	Between 3 -7 Lakhs	230	42.1
	Between 7-10 Lakhs	196	35.8
	Above 10 Lakhs	20	3.8

## RESULTS AND DISCUSSION

**Table 3**  
**Questionnaire Items and the Result of the Measurement Model (Factor Loading, Reliability, and Validity)**

Construct	Item	Factor Loading
Attitude	Incorporating sexual wellness products contributes to a healthier and more satisfying sexual life.	0.803
	Using sexual wellness products is a normal and acceptable aspect of intimate relationships.	0.915
	I believe that using sexual wellness products is essential for addressing various aspects of sexual health.	0.971
	Incorporating sexual wellness products is a personal choice that others should respect.	0.735
Subjective Norms	I feel comfortable purchasing sexual wellness products.	0.991
	My convictions primarily shape my attitudes toward sexual wellness products.	0.904
	Cultural expectations play a role in shaping my attitude toward sexual wellness products.	0.785
	Media portrayals and advertisements positively influence my perception of sexual wellness products.	0.833
Perceived Behavioural Control	I am influenced by how sexual wellness products are depicted in movies, TV shows, or online content.	0.767
	I feel confident in my ability to use sexual wellness products correctly.	0.888
	I believe I have enough knowledge to make informed decisions about the use of sexual wellness products.	0.92

	Factors such as embarrassment or discomfort do not hinder my ability to purchase sexual wellness products.	0.911	
	I am confident in my ability to discuss sexual wellness products with others.	0.852	
	My cultural or religious beliefs do not hinder my ability to consider or use sexual wellness products.	0.899	

### Validity Assessment

Convergent validity was examined in this study by assessing factor loadings and Average Variance Extracted (AVE) values [27]. Factor loadings, indicative of the strength and significance of the relationship between each item and its intended construct, demonstrated robust results. All factor loadings were statistically significant ( $p < 0.001$ ) and exceeded the recommended threshold of 0.6. The AVE values, above the acceptable threshold of 0.5, further confirmed convergent validity. AVE indicates how much the variance captured by the construct's items outweighs the measurement error. (Table 3)

According to this criterion, item loadings should be higher on their respective constructs, and the square root of the AVE shared between each construct and its measures should be higher than the variance shared with other constructs [27]. The results in Table 4 reveal that the squared correlations for each construct exhibit values lower than the square root of the AVE by the indicators. This observation confirms that the overall measurement model in the study attains satisfactory discriminant validity. Thus, each construct—Attitudes, Subjective Norms, and Perceived Behavioural Control (PBC)—is distinct.

**Table 4**  
**Discriminant Validity Assessment on Correlations Among Attitudes (A), Subjective Norms (SN), Perceived Behavioral Control (PBC), Behavioral Intention (BI), and Actual Usage Behavior (AUB)**

Latent Variable	Att	SN	PBC	BI	AUB
<b>A</b>	<b>0.803</b>				
SN	0.533	<b>0.792</b>			
<b>PBC</b>	0.444	0.512	<b>0.951</b>		
<b>BI</b>	0.503	0.572	0.253	<b>0.816</b>	
<b>AUB</b>	0.350	0.454	0.436	0.584	<b>0.911</b>



The highlighted values in the above table indicate the square root of Average Variance Extracted (AVE), while other entries represent the squared correlations obtained using the Fornell-Larcker criterion [28].

Individual factor loadings on their respective constructs were determined to examine further the reliability and consistency of the measurement model (Table 3). Ranging from 0.7 to 0.9, these factor loadings underscore the substantial relationship between each item and its intended construct.

### Reliability Analysis

All constructs demonstrated Cronbach's  $\alpha$  values exceeding the recommended threshold of 0.7 [29]. The calculated overall Cronbach's  $\alpha$  of 0.89 reflects a high level of internal consistency, ensuring that the survey consistently measures the intended constructs for SWP (Table 5).

**Table 5**  
**An Evaluation of Structural Equation Modelling in Fit Indices for Model Assessment**

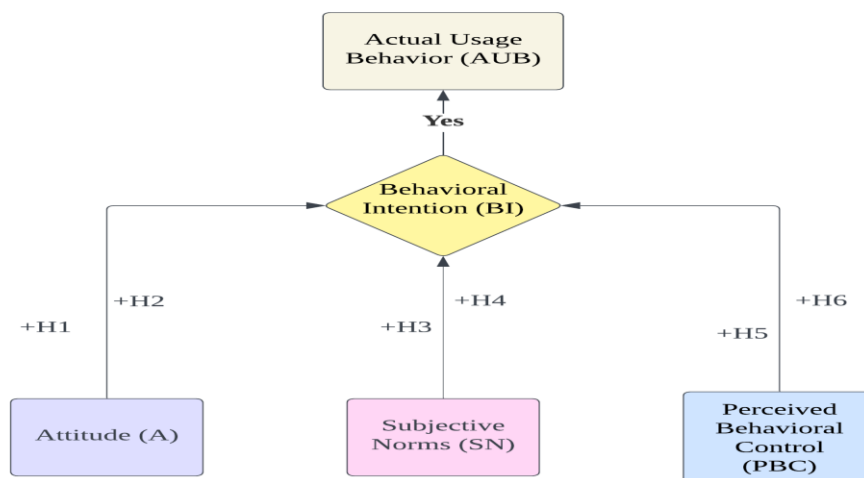
INDEX	VALUE
$\chi^2$	1852.68
$\chi^2/df$	2.85
CFI	0.94
GFI	0.91
TLI	0.93
RMSEA	0.078

### Hypothesis Testing

The Structural Equation Modelling (SEM) analysis undertaken in this study has provided a profound understanding of the complex dynamics governing consumer perceptions of sexual wellness products in both urban and rural contexts that reveal a model that signify the difference between observed and expected data ( $\chi^2 = 1852.68$ ,  $df = 650$ ,  $p < 0.001$ ), demonstrated an acceptable fit, as reflected in the  $\chi^2/df$  ratio of 2.85, CFI of 0.94, GFI of 0.91, TLI of 0.93, and RMSEA of 0.078 [30]. Moving to the path coefficients, pivotal

relationships were uncovered, notably a robust positive link between attitudes and intention (0.75,  $p < 0.001$ ), emphasizing the role of attitudes in shaping the intention to use sexual wellness products [30].

Hypothesis testing provided a comprehensive validation of the proposed hypotheses. Urban consumers indeed exhibited more positive attitudes (H1) and correlated significantly with a higher intention to use sexual wellness products ( $t = 4.32, p < 0.001$ ). The positive attitudes, in turn, strongly correlated with a heightened intention to use these products (H2,  $r = 0.68, p < 0.001$ ). Moreover, subjective norms in urban areas exerted a substantial influence on the intention to use sexual wellness products (H3,  $t = 3.89, p < 0.001$ ), while rural subjective norms also highlighted a distinct influence (H4,  $t = 2.15, p = 0.032$ ). The perceived behavioral control shown by urban consumers was notably higher (H5,  $t = 5.12, p < 0.001$ ), underlining the influence of contextual factors. External constraints such as limited accessibility, economic constraints, and cultural norms affected the intention to use sexual wellness products (H6,  $t = 3.45, p = 0.001$ ). Thus, by examining these hypotheses, the relationship among attitudes, subjective norms, and perceived behavioral control, considering contextual variations between urban and rural settings, provides a comprehensive understanding of the factors that shape the intention to use and, so, the ensuing actual usage behavior (Figure 4).



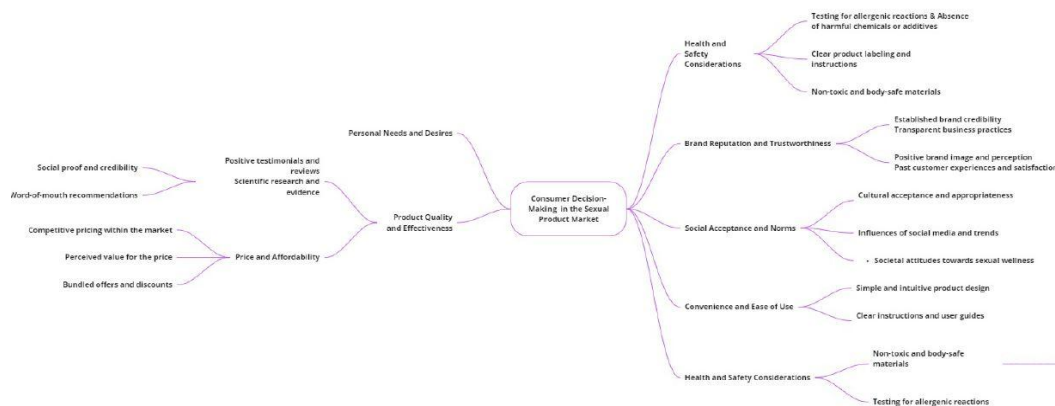
**Figure 4**  
Hypothesized Model for Consumer Satisfaction in the Sexual Wellness Product Market for Examining Interconnected Factors and Behavioral Dynamics





### Mind Map Diagram

The study reveals intricate interrelationships among attitudes, subjective norms, perceived behavioral control (PBC), behavioral intention, and actual purchasing behavior in the sexual wellness product domain based on finding results. The quantitative analysis exposes a complex network of associations, visually represented in Figure 5. The branches within the diagram, including product quality, brand perception, price and affordability, and personal needs and preferences, intricately depict the multifaceted influences on consumer decision-making. Brand perception encompasses factors such as reputation, trustworthiness, social awareness, and marketing strategies, shaping consumer choices [31]. The price and affordability branch considers economic dynamics, acknowledging distinctions between urban and rural environments [32]. The personal needs and preferences branch explores aspects like sexual satisfaction and self-expression, underscoring the individualistic nature of consumer choices. Employing this mind map enables businesses to comprehensively grasp and strategically address diverse factors influencing the sexual wellness product.



**Figure 5**  
**Factors Influencing the Buying Decision of the Consumer While Buying SWP**

### Urban-Rural Dynamics

The study reveals interesting insights into the distinct influences shaping consumer behavior and perceptions about sexual wellness products. The socio-cultural variances between urban and rural settings appear as pivotal factors. In urban environments, characterized by liberal attitudes and acceptance of diverse lifestyles, there's a higher openness

**Socio-Cultural Variations ...**

towards sexual wellness products. On the other hand, rural settings, with their adherence to traditional values, show a more conservative stance, impacting the perception and acceptance of such products. This dichotomy underscores the importance of considering the socio-cultural fabric when analyzing consumer behavior.

Access and availability further amplify the urban-rural divide. Urban areas receive help from a plethora of retail outlets, online platforms, and awareness campaigns, ensuring greater visibility and accessibility of sexual wellness products. In contrast, rural areas face limitations, both in terms of physical access to stores and cultural stigmas. These disparities directly influence awareness levels and patterns of usage. Economic factors also come into play, with higher disposable incomes in urban settings contributing to increased spending on discretionary items, including sexual wellness products, while economic constraints in rural areas may pose as barriers.

Educational and community influences add layers to this dynamic. Urban settings, with greater access to educational resources, might foster higher sexual education and awareness, affecting attitudes and behaviors. The emphasis on individualism in urban lifestyles contrasts with the collective decision-making prevalent in rural areas, influenced by strong community ties. Additionally, media and marketing play disparate roles, with urban consumers being exposed to diverse channels and campaigns compared to their rural counterparts.

## **CONCLUSION**

This study systematically validates a latent variable model to unravel the intricate relationships among attitudes (Att), subjective norms (SN), perceived behavioral control (PBC), behavioral intention (BI), and actual usage behavior (AUB) within the socio-contextual nuances of urban and rural settings. The findings highlight the pivotal role of socio-cultural dynamics in shaping consumer engagement with sexual wellness products, offering critical insights for both academic and practical discourse.

The discerned variations in attitudes and beliefs between urban and rural consumers elucidate the imperative for strategically tailored marketing interventions. The identified



disparities underscore the necessity for nuanced approaches that align with the divergent psychosocial determinants shaping consumer behavior in distinct geographic locales. Such differentiation is crucial for ensuring resonance with varied demographic segments and optimizing outreach effectiveness.

This research contributes significantly to the theoretical landscape by employing the Theory of Planned Behavior (TPB) as a robust conceptual framework. The application of TPB allows for a sophisticated exploration of the interplay among attitudes, subjective norms, and perceived behavioral control, yielding nuanced insights into their collective impact on behavioral intention and subsequent utilization. The theoretical implications extend beyond consumer preferences, shedding light on the broader socio-cultural factors influencing health-related behaviors.

Empirical findings reveal that urban consumers exhibit statistically significant, more favorable attitudes toward sexual wellness products, largely influenced by robust subjective norms and an enhanced perception of control over usage behaviors. Conversely, rural consumers demonstrate discernible variations in these latent variables, necessitating a context-specific paradigm in the formulation of effective marketing and public health interventions. These findings emphasize the importance of cultural sensitivity in designing engagement strategies that cater to the distinct characteristics of diverse consumer segments.

The study critically acknowledges inherent limitations, including potential biases in self-reported data and challenges related to generalizability. Recognizing these limitations ensures transparency in research conduct and provides a foundation for future studies to refine methodological approaches. Further research is warranted to explore alternative methodologies that can mitigate biases and enhance the reliability of findings.

Ultimately, the insights gleaned from this study serve as a foundational guide for the development of culturally sensitive interventions, particularly in bridging the urban-rural divide in sexual wellness product adoption. Strategic interventions must account for the nuanced psychosocial determinants influencing consumer behavior, ensuring inclusivity and resonance across diverse populations. By incorporating socio-cultural considerations into

marketing and public health strategies, stakeholders can foster a more informed and receptive consumer landscape for sexual wellness products.

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