

Branding and Packaging Design in Menstrual Care: A Study on Consumer Perception and Stigma

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Abstract

This paper explores the relationship between the branding of menstrual products, consumer perceptions, and the societal stigma surrounding menstruation. It examines how packaging design and societal perceptions significantly influence consumers' deeper feelings. Through in-depth interviews with 15 young women (aged 20-25), the study analyzes and thematically codes their experiences, revealing how menstruation continues to be perceived as taboo and how current brand messaging and packaging impact their views. The research highlights how traditional branding with discreet packaging perpetuates stigma, while more bold designs that openly represent menstruation resonate more positively with menstruating women. The insights reveal significant gaps in the recognition of diverse menstrual experiences, along with consumer needs for safer products and more inclusive services, such as personalized subscriptions. In addition, this paper offers a deeper understanding of how thoughtful design can play a crucial role in destigmatizing menstruation. It contributes valuable evidence for the need for further exploration into consumer experiences and emphasizes the importance of enhancing menstrual branding to connect on a more emotional level with consumers. Ultimately, this study contributes to existing knowledge by demonstrating how the branding and packaging design of menstrual products can confront stigma and foster a stronger emotional bond with consumers. The insights gathered provide practical guidance for future designers, highlighting the importance of aligning brand design with consumer sentiment to cultivate deeper connections.

Keyword : menstrual care branding, packaging psychology, consumer sentiment analysis, menstrual stigma, consumer perceptions

1. Introduction

Menstruation is a part of the female existence that affects around 1.8 billion women around the world on a monthly basis [1]. In addition, statistics show that around 26% of the global population menstruates [2]. While the exact number can differ significantly from one individual to another, it is generally reported that women experience approximately 450 menstrual cycles throughout their lifetime, which equals 3,500 days spent menstruating [3]. According to UNICEF, women generally spend an average of seven years menstruating throughout their lives. In *The Female Eunuch* by Germaine Greer,

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menstruation is described as not just a biological occurrence but also as a crucial aspect of womanhood and the female existence [4]. And even though in some cultures menstruation is perceived positively at first and as a reason for celebration for reaching the pivotal stage of becoming a woman, the stigma around it for being something to be ashamed of remains a global issue, often being treated as a taboo topic. This negative societal perception of menstruation has historically played a significant role in shaping the way menstrual products are designed, advertised, and presented to the public eye.

Menstrual products have been around since ancient times—from ancient cloth based pads and tampons, to the modern ones we know today. And although there have been significant advancements in the marketing of feminine hygiene products throughout history and this kind of products are now widely accessible to women, the design aspect of period products has remained almost the same for centuries. This paper aims to fill the gap in the current literature by examining how branding and packaging design influence consumer perceptions of menstruation and how design can help with the stigma issue.

This study is framed by branding theories, consumer perception, and the concept of stigma, which will inform our understanding of how societal attitudes toward menstruation are shaped and reinforced through product design. Finally, this paper aims to provide findings that could contribute to a more positive perception of menstruation, and help to eliminate the stigma attached to it. It explores issues surrounding menstrual brands and their packaging designs, outlining specific areas that need to be improved.

2. Literature Review

The main purpose of this literature review is to contribute to existing literature on the subject matter by exploring the menstruation stigma in relation to historical context. It will explore existing research on menstrual brands and their product packaging, focusing on the importance of the design itself and its role in tackling stigma and fostering inclusivity. Moreover, it will highlight both the advancements that have been achieved in this area, while also identifying the ongoing issues and challenges that persist. In addition, it will look into the associations with menstruation across different cultural beliefs and traditions. This will help to provide a more nuanced understanding of how societal perceptions of menstruation have changed through time, and how it continues to affect our society.

2.1 A History of Negative Associations and Religious Practices

The society at large tends to hold the view that women who are menstruating experience significant

physical or mental disturbances. During the menstrual phase, they are often seen as physically unwell, while in the premenstrual phase, they are perceived as mentally unstable. This societal perception leads to a widespread belief that menstruating women are out of control and exhibiting signs of insanity [5].

Menstruation as a taboo topic has been prevalent in numerous cultures around the world since ancient times. Throughout the course of history, menstruation has persistently been looked on as something undesirable, which is a result from the ongoing negative societal attitudes and perceptions shaped by the stigma. For instance, the philosopher Aristotle has previously asserted that women's menstrual cycles were a key factor that contributes to their inferiority to men, and menstruating as a process was defined as a way for a woman's body to purge impurities. Furthermore, this popular belief can be seen even in various religious texts such as the Old Testament where periods are described as impure and unclean which further entrenches the idea that women should be ashamed for being able to menstruate [6].

Similarly, in Hindu religion, there is a traditional belief that women should refrain from engaging in regular daily activities such as entering kitchens, visiting temples or participating in religious ceremonies during their period, because they must be 'purified' first. This viewpoint can be seen in various cultures, however, they stand in contrast to scientific understandings. As scientifically proven, menstruation is a natural process of women's reproductive health so there appears to be no logical basis for this kind of belief. Hence this raises questions about the persistence of the notion that menstruating women are somehow 'impure' [7].

In addition to these cultural beliefs, another factor that has contributed to the negative connotations attached to menstruation is the terminology used to address period products. The usage of the term 'sanitary' to describe menstrual products carries subliminal messages, reinforcing the idea that menstruation is something impure that needs to be dealt with quietly [8]. Although many people these days might find these traditional beliefs absurd and outdated, it is important to recognize that in fact those beliefs served as the foundation for the ongoing stigma encountered by many women nowadays.

2.2 A Brief Overview of Advertisement of Menstrual Products Through The Years

According to Liu D. a major shift of menstrual product advertising occurred only after 1972, as advertisements for such products were prohibited from being aired on television and radio until that year. It was not until 1985 that the term period was finally allowed to be featured on screen in these advertisements [9]. The marketing strategies for menstrual products have evolved significantly over the years, particularly from the late 19th century to the late 20th century when the brand messaging of brands transitioned its focus from hygiene to liberation. Early advertisements of menstrual products used

to stress on hygienic and sanitary protection which depicted menstruation as an abnormal occurrence with the suggestion that women need 'special protection'. Later, in the mid-twentieth century onwards, the marketing strategy focus shifted to appearance and social acceptance, linking women's mental health to beauty ideals. In *From sanitation to liberation: The modern and postmodern marketing of menstrual products*, Shellev M. Park has stated that despite these changes, nothing has changed and the idea that women are unclean during their menstrual cycles is still prevalent. This can be seen in the constant promotion of female hygiene advertising, which seems to suggest that women need to be perpetually clean and protect themselves all the time while on their period. The underlying message appears to be that menstruation is an unpleasant process which solicits shame and therefore needs to be managed discreetly which only confirms the stigma [10].

2.3 Packaging Design of Menstrual Products

In *Don't Tell, Dear: The Material Culture of Tampons and Napkins*, Ginsburg discusses how the design of period products is intentionally made to promote discreet handling. The author points out that this is reflected in various aspects, including the packaging, the individual wrappings that encase each product, as well as the pads and tampons themselves. After examining a total of 150 boxes of menstrual products, Ginsburg discovered a notable absence of direct references to menstruation within the product packaging. There are two evident examples of this lack of visual reference in the packaging designs. Firstly, the packaging themselves did not feature any visual elements that are likely to enhance the design in any way, or enable the audience to relate to the products on an emotional level. Secondly, there was a deliberate avoidance of the traditional reference colour associated with menstruation, which is red. Instead, the packagings tend to go for light colours like white or blue [11].

3. Methodology

This study uses a qualitative research method that involves conducting a series of in-depth user interviews. The main objective of this approach is to obtain a more nuanced understanding of consumers' viewpoints, personal preferences and experiences related to different menstrual care brands and the products that are currently available in the market.

Considering the complexity of the topic, this data collection method provides flexibility for a more meticulous examination of user beliefs, behaviour, and the underlying motivations behind their opinions and experiences. By engaging directly with the consumers, this research seeks to gain more detailed data

that a quantitative data collection approach might overlook.

3.1 Participant Selection

Due to the constrained timeframe, a purposive sampling method was utilised to ensure that the participants were chosen based on specific criteria that aligned with the objectives of the study. More specifically, this research paper sought to select individuals within a designated age range of young adults. Following the initial purposive sampling, a snowball sampling technique was subsequently employed which allowed to expand the sample size while maintaining the targeted demographic. This resulted in the selection of a total of fifteen participants in the age bracket of 20 to 25 years old. To preserve the principles of privacy and anonymity, the identities of these individuals remain confidential. Hence, they will be referred to as participants 1 to 15. (P1-P15)

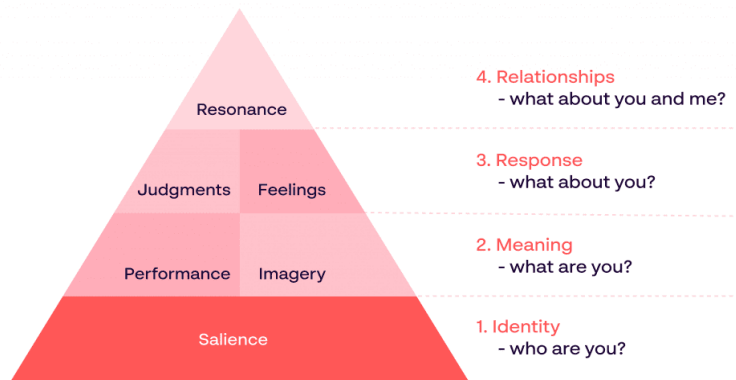
The young generation tends to be more confident to engage in discussions about menstruation and are more willing to advocate for a change. This shift in attitude can be largely attributed to a heightened awareness and education surrounding menstrual health issues, which has significantly evolved in recent years [12]. This demographic was targeted as it aligns with the objective of the questions to identify how existing brands resonate with modern consumers.

This research paper relies on Jakob Nielsen's 5 User Rule, having conducted the interviews with a small number of participants (15 in total) to identify and address the key issues regarding the design and branding aspect of menstrual products efficiently. According to Nielsen's beliefs and theory, as he has stated in his own article *Why You Only Need to Test with 5 Users* (2006), conducting usability testing with a group of only five users is enough to reveal approximately 85% of the underlying potential usability problems within a given system [13].

3.2 Data Collection

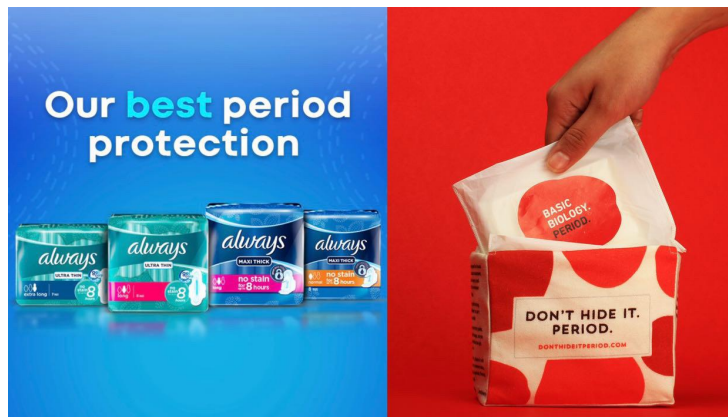
Participants were invited to take part in a one-on-one interview, each lasting approximately 45 minutes. The meetings were audio-recorded with their consent and subsequently transcribed for a more thorough analysis. The questionnaire consisted of sixteen open-ended questions based on the Keller's Brand Equity theory which was invented by Kevin Lane Keller-a renowned marketing professor and branding expert. This theory is also referred to as the Customer-Based Brand Equity (CBBE) model and has an emphasis on the emotional response of the consumer and how they perceive a certain brand. The model is represented in a form of a pyramid that consists of four levels-each one expanding on the

previous to create an effective consumer-brand connection [Fig. 1].



[Fig. 1] Keller's Brand Equity Model

The first section is Brand Salience and it focuses on the importance of brand awareness and recognition-crucial factors in creating a robust brand identity. Followed by the second one, Brand Performance and Brand Imagery, which relates to the consumer expectations regarding the brand functionality and the associations they form with it. The third segment encompasses Brand Judgements and Brand Feelings, addressing the customer's personal evaluations of the brand and the emotional responses it evokes. Finally, at the pinnacle of the pyramid, is Brand Resonance which aims to explore the profound connection between the customer and the brand [14].



[Fig. 2] Image used for the in-depth user interview

In addition, two distinct images of brands featuring a packaging of their menstrual pads were presented during the course of the interview [Fig. 2]. The first image represents a globally recognised

brand known as Always, which has established itself as a leader in the feminine hygiene market. The second image introduced the participants to a self-initiated campaign under the name *Don't Hide It. Period*, which takes a different approach in their visual language as it aims to challenge societal norms and promote transparency around the concept of menstruation. It is important to note that all of the participants responded being familiar with the brand Always and the products they offer.

3.2 Data Analysis

The obtained data from the interviews was analysed using Malteruds Systematic Text Condensation (STC) method [15]. This approach refers to systematically condensing written data to reveal profound insights and thematic patterns within complex qualitative information. The analytical process consists of four main steps [Table 1].

[Table 1] Malteruds Systematic Text Condensation (STC) method

STC Steps	Description
1. Total Impression	Transforming chaos into themes. Overview of data and identifying preliminary themes on first read.
2. Identifying and Sorting meaning units	From themes to codes. Connecting specific statements from the participants to the initial themes.
3. Condensation	From codes to meanings. Sorting the meaning units into thematic code groups. Discussing, renaming and redefining codes within the research groups.

4. Results

4.1 Identifying Key Themes Based on First Impressions

The first stage of the STC method involved reading through the data in order to gain a comprehensive understanding of its content and context. This allowed to identify the key themes based on first impressions. This served as the foundational pillars for further analysis. The four primary themes that became evident during this exploratory phase encompassed:

1. Awareness of The Stigma Surrounding Menstruation
2. Feelings for Menstrual Brands and their Products Packaging
3. Consumer Expectations of Menstrual Products
4. Interest in Personalisation of Menstrual Care Products

4.2 Identifying and Sorting Meaning Units

The next step was about connecting specific statements from the participants to the initial themes.

Theme 1: Awareness of The Stigma Surrounding Menstruation

Participants generally expressed being comfortable discussing menstruation with their closed ones, as these are often trusted relationships where they can openly share personal experiences and feelings. However, they also shared a mutual opinion about being more reserved and cautious with people outside their close circle or in professional environments. P5 also outlined that she feels uncomfortable talking with men specifically, whether a family member or not, as they tend to make her feel down for having a period: “I would rather discuss it with women rather than men because they would relate more and their reaction won't make me feel so bad about myself. Men, even if they are my family members, often react in a way that make me feel like having a period is something bad and shameful.” In addition, P3 expressed a fear of being judged by others if she even tries to mention the word ‘menstruation’: “I think that if I try to mention my period to people that I am not that close with, I might get judged, and this scares me a lot.” With similarity to this statement, nine out of fifteen participants shared how some women feel shy to speak the word ‘period’ directly and instead try to replace it with other words: “Even so, I have noticed some women feeling ashamed of their period, not using the proper words when addressing menstrual products, even whispering when they have to ask another woman for a pad or tampon. P2 also highlighted how ‘all of the stigma surrounding menstruation contributes to a society where open communication and education within family members (mother-daughter) is difficult to achieve: There is also the problem of mothers feeling too ashamed to explain menstruation to their daughters. I have had a friend who got scared when she first got her period because she thought it was pathological bleeding - her mother has not explained anything about menstruation to her.’ To build on that, all fifteen of the participants acknowledged menstruation still being perceived as a taboo topic.

Theme 2: Feelings for Menstrual Brands and their Products Packaging

Moving on to the participants' feelings regarding the packaging design of menstrual products. Most of them (12/15) shared a preference for a bolder looking packaging style that utilizes the colour red as it represents the concept of menstruation more accurately and resonates with them on a deeper level. They all expressed how neutral colours feel more discreet, one of them stating how this ‘almost gives the impression of trying to hide the very essence of menstruation, which is, of course, bleeding.’ (P2) Participant 1 expressed how ‘the usage of neutral colours makes the products “devoid of personality.’(P1) Participant 5 and participant 15 also voiced that ‘muted packaging create more stigma around it (periods).’

Theme 3: Consumer Expectations of the Menstrual Products

Respondents expressed that they want brands to embrace womanhood in a more open manner beyond mere marketing slogans: “I feel that menstrual product packaging should be more open and honest in its concept.” (P3) Participant 2 believes that even though menstrual products are designed for the female body, the brands design their products to look appropriate and presentable for a society where menstruation is a sensitive topic. This then followed with the statement: “I would like to see a brand that is entirely female-focused.” (P2) Other values held by participants included the importance of attributes of comfort, safety and other personal preferences that align with their needs.

Theme 4: Interest in Personalisation of Menstrual Care Products

The participants were asked if they would be interested in the idea of personalisation in terms of menstrual care products. Some of the participants acknowledged the fact that different people experience menstruation in a different way. Five people expressed interest in such a service: “Sounds great. Offering options like choosing the color, scent, or even packaging design could help make the experience feel more tailored.” (P1). Participant 2 also made a suggestion for a monthly subscription: “I would also like to see a monthly subscription for menstrual products. I think I haven't seen one yet.”

4.3 Condensation-From Code to Meaning

The next phase of the analytical process was to simplify the information above while preserving the overall meaning of the key statements. This aims to make the information easier to understand.

1. Openness is contextual-The level of comfort when discussing menstruation varies depending on the type of company.
2. The stigma is still present-the participants acknowledge the ongoing stigma of menstruation.
3. A desire for bolder, transparent and more relatable packaging designs-a desire for a colour that openly represents the concept of menstruation.
4. There is an interest for personalisation of menstrual products-Participants would like to see personalisation features, such as options for colour and scents, and even a subscription service.

4.4 Synthesizing-From Condensation to Descriptions and Concepts

Finally, the condensed data is summarised into more nuanced concepts. The main findings include:

1. Stigma impacts the selective openness regarding the discussion of menstruation-young women feel open to talk about their period with close people, however, they feel the need to hide it in formal

- or unfamiliar settings. This highlights the need for efforts for a broader societal acceptance.
2. A desire for packaging designs that tackles taboos openly-bold designed packages that do not shy away from the colour red are more emotionally relevant to women as they do not try to conceal the reality of menstruation. This can serve as an opportunity for brands to design their packagings in a way that promotes perceptual normativity of menstruation and embraces womanhood.
 3. Realistic and Empathetic Brand Messaging-participants seek menstrual care brands that positively reflect menstruation and forgo louder messages in favor of gentle and reassuring ones. This resonates with a recent appeal for brands to move towards empathy and provide reassurance instead of an unrealistic imagery.
 4. Personalization as a Path to Brand Loyalty-the participants feel drawn to the idea being able to customize a menstrual product according to their personal needs. This underlines how brands could enhance their user satisfaction by offering personalization services as well as subscription options. This could also enhance the brand experience and promote a deeper emotional connection between the consumer and the brand which could therefore result in improvements in brand loyalty.

4.5 Summary of Findings

To sum up, the findings from the in-depth user interview data collection brought to light four primary themes which reveal several factors that contribute to the stigmatization of menstruation and affect the perceptions around menstruation. These key themes reveal preferences regarding the packaging design of menstrual products and highlight the consumers' expectations and feelings. In addition, one of the findings proposes the idea for personalization of menstrual products which could be a good way to enhance brand loyalty. For a clearer understanding of the results, refer to the table below [Table 2].

[Table 2] Summary of In-depth User Interviews Findings

Concepts	Key Themes	Summary of Findings/Insights
Selective Openness Due To Stigma	Awareness of the stigma surrounding menstruation	Participants feel comfortable discussing menstruation with close people, but are cautious in formal or unfamiliar settings. This highlights a need for normalization and broader social acceptance of menstruation.
Desire for Bold, Transparent Packaging	Feelings for menstrual brands and their products packaging design	A preference for bold packaging and desire for normalization of the colour red. Red as a reference colour for menstruation seems to resonate with consumers on a deeper level whereas neutral coloured packaging designs are seen as contributing to the stigma.

Transparent and Empathetic Messaging	Consumer expectations of menstrual care products	A strong desire for menstrual products that feature more transparent and empathetic branding. Participants seek a representation that fully embraces the experience of womanhood.
Personalization of Menstrual Products	Interest in personalization of menstrual care products	Participants are interested in monthly subscription services and overall a more personalized experience such as personalization of menstrual products (colour, scent, packaging).

5. Conclusion

This research explored the issues surrounding the branding of menstrual products, which are crucial for overcoming stigma, meeting functional needs, and promoting inclusivity. The results from the interviews indicate that the stigma of menstruation remains prevalent, influencing how people talk about and perceive menstrual products. While the traditional branding approach using discreet neutral colours still dominates the market, modern consumers view this approach as reinforcing societal taboos. On the other hand, bolder designs that embrace the colour red and openly represent menstruation tend to resonate more with consumers, aligning with the movement toward destigmatization and empowerment.

This study contributes to the existing body of knowledge on menstrual care branding and packaging design by examining the role of branding in shaping consumer perceptions and addressing menstruation's stigma. It proves the point that thoughtful, emotionally aware design can enhance consumer connections and encourage more openness toward menstruation. The findings emphasize the importance of understanding consumer sentiment when developing branding strategies, providing valuable insights for the future branding of menstrual products. Another key finding highlights the growing consumer demand for safety regarding harsh ingredients. There was also a call for products designed for specific health needs, along with inclusive services such as tailored monthly subscriptions. These insights can guide future menstrual brands in creating safer, more inclusive, and consumer-centered products and services.

Ultimately, the findings from this research offer a framework for future menstrual brands to develop meaningful, consumer-centered strategies that not only meet functional needs but also contribute to the cultural acceptance and normalization of menstruation. This could lead to more innovative approaches in branding and packaging design—ones that resonate with consumers on a deeper level. Finally, it is important to note that this study is limited by its focus on a specific age group (20 to 25), meaning the insights may not be fully applicable to individuals outside this demographic.

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