

POWER OF PURSE: PURCHASING BEHAVIOUR OF WORKING WOMEN FOR COSMETIC BUYING IN SMALL TOWNS OF MADHYA PRADESH

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ABSTRACT

Women consumers are considered to be the most attractive and influential segment due to the changing perception about females in the society, due to their education and financial empowerment. This research was conducted to examine the spending nature of women contributing significantly in family income and belonging to small cities. In the present study working women from the small towns of Madhya Pradesh with minimum age group 20 years were taken as the sample. Analysis was done using SPSS version 18 and MS-EXCEL.

KEYWORDS: *Purchasing Behaviour, Buying in Small Towns*

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