

## **BUYING MOTIVES OF WOMEN FOR PERSONAL CARE PRODUCTS IN MADHYA PRADESH**

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### **ABSTRACT**

*This study was carried out in the heart of India to study the buying motive of women for purchasing Personal Care Products. The objective of this paper is to identify the variable that results in the purchase of Personal Care Product. In this research, the women respondents above 18 years of age were chosen for the study. This study will be useful to various Marketers & in deciding the strategies for capturing the market of personal care products. The study is based on primary data which was obtained through a questionnaire. The results have been analyzed through MS EXCEL and SPSS version 18.*

**KEYWORDS:** *Personal Care Products, Buying Motives*

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### **Article History**

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