

## HOUSEHOLD BEHAVIOUR TOWARDS PERSONAL CARE PRODUCTS: A COMPARATIVE STUDY OF RURAL AND URBAN MIZORAM

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### ABSTRACT

The present study tries to highlight the behaviour of households as a consumer unit with a view to make a coherent analysis of the factors influencing the purchase of personal care items i.e. toothpaste, bath soap, hair oils/creams and body lotions. 640 households were sampled for the study from rural and urban areas covering all the functioning 8 districts of Mizoram. Promotion was found to be the most prominent factor triggering purchase behaviour among the respondents, followed by price and health benefits of the product.

**KEY WORDS:** Consumers, Households, Rural, Urban, Toothpaste, Bath Soap, Hair oil/cream, Body lotion

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