

## STUDY OF SEGMENTATION FOR THE USERS OF PERSONAL CARE PRODUCTS

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### ABSTRACT

Person care products (PCP) occupies a major chunk of the market thus making it a largest consumer sector in India. Today due to the media influence, the consumers consider personal care products as a symbol of their life quality and self-image. The objective of this research is to study demographic profile of consumers in the field of personal care products and further segment them on the basis of their buying motive and product preference. A survey of 706 respondents was conducted with structured questionnaire. The questionnaire had demographic questions along with some specific questions to study and segment the consumer group of personal care products. The data was analysed using descriptive statistics and Clustering Analysis using SPSS V20. Clustering Method is used to study group of respondents based on different set of variables. The results of Clustering analysis reveal that marketing mix motives such as product, price, buying convenience, promotional offers and the buying and consumer value motives like quality, brand name, packaging, credibility, natural ingredients and past product experience, plays a vital role while purchasing Personal Care Products.

**Keywords:** Segmentation; Descriptive research design; Non probability judgmental sampling; Structured questionnaire; Marketing mix motives