**Abstract**

 Fast Moving Consumer Goods (FMCG) fulfill the essential and daily household needs- other than grocery, such as ranging from packaged foodstuff, dairy products, cooking oil, bread, butter, cereals, beverages like tea and coffee, pharmaceuticals, confectionery, biscuits, glassware, stationary items, watches, toiletries, detergents, shampoos, skin care products, cosmetics, toothpaste, dish washing liquid, shaving cream, razor, batteries, shoe polish, energy drinks, soft drinks, clothing, furniture and household accessories to electronic goods like cell phones, laptops, computers, digital cameras and the like. The Personal care market in India can be divided into Skin care, Hair care, and Oral care including other smaller segments in the market. India is a country where almost 70% of Indians live in rural areas and low but gradual penetration of personal care products market represents an extreme opportunity for the growth of these industries. national and international companies play pivotal role that infused an idea in the researcher to analyze the factors influencing buying intention of consumers towards FMCG products specifically personal care products in the District of Tirupur. Therefore, price, quality and value for money is considered as influencing factors to predict is there any problem among consumer buying intention towards personal care products. The objective is to study the factors influencing consumer buying intention of personal care products in the Tirupur District. Major purchase points for shopping covered under the geographical belt of Tirupur, which helps to select 127 consumers for conducting the survey. The objective was accomplished by the researcher through collecting primary and secondary data. The collected data was analyzed with the help of statistical tools such as Simple Percentage Method, Correlation and Regression Analysis. It is concluded that price and quality have significant influence on buying intention of personal care products among consumers in Tirupur District, whereas, value for money observed to have very marginal influence and does not prove to have significant impact.