**Abstract**

Personal care products are one among the fast moving consumer goods enjoying great market share in India. The present study focuses to find out the source of awareness of personal care products, the personal care products used and the reasons for using and finally the satisfaction with regard these products. The data was collected from 150 women respondents in coimbatore city under convenient sampling technique through a questionnaire .Percentage and chi square analysis is used for data analysis. The study found that the respondents are mostly aware of personal care products through television advertisements. The analysis shows that the respondents are satisfied with the quality of these products