Beauty products have been around us with earliest civilizations, but the scientific manufacturing of fragrances and beauty aid began toward the end of 18th century. Cosmetics are products which are utilized to clean the body of a person and to make it more attractive. Today important factors that define cosmetics industry are level of globalization, dependence on innovation and heavy use of advertising. Innovation in beauty industry has created water proof make up, anti-dandruff shampoo, sun care creams etc. Science helps in making unique cosmetics while advertising adds glamour and sophistication that helps to drive this message home. The cosmetic industry is ranked amongst the highest advertisement spenders. The Indian restorative industry has seen a quick improvement through the last couple of decades. This growth is credited to the entry of MNC’s in the Indian market. In this time the extent of remedial and brilliance products in India have broadened enormously. Today many Indian products have great demand in USA, UK, France and many other countries. Indian manufacturers like Shahnaz Husain, Himalaya, and Patanjali are famous in foreign markets. They are popularizing old Indian Ayur Veda in foreign markets.

Advertising sector is a multi-billion industry. The first advertisement for make-up showed up in European daily paper in seventeenth and eighteenth century. Powder made of white lead and ground rice was sold by the pound for brightening the skin and hair. Another item promoted was the excellence patch, utilized basically to cover the blemishes left by small-pox and different maladies. Advertisements influence product’s offers and the buying decisions of a consumer. Magnificence industry is assessed to be around 7 billion dollars a year around the globe. Purchasers demand different beauty products as per their taste and slant for them. Knowledge of the products, affects one’s purchasing choice. Cosmetics are considered to be women’s best friends. It constitutes real consumption expenditure for them.

Advertisements of an item, along these lines, assume an important part in impacting customer’s preference, taste and inclination. Shoppers are rational with respect to their buys, needing to amplify their fulfilment. The same holds good for beautifying agents too.
Extensive review of literature was done and the review of literature reveals that researchers have done considerable work related to different marketing aspects of cosmetic products. But the analysis suggested that not much work has been done related to the interaction of demographic variables with consumer’s perception, demographic variables and advertisements related to cosmetic product and studies related to factor affecting the purchase of cosmetic products were also missing.

So the need was felt that a research study should be conducted on these topics. For conducting the research the state of Haryana was selected because Haryana is one of the fast growing states in India economically as well as socially. The state has well-knit agricultural as well as industrial economy. Growth of cities like Gurgaon and Faridabad have made people of Haryana more affluent, facilitating increase of consumerism amongst the middle class population. Having this thing in mind a need was felt to study consumer’s perception towards cosmetic products in Haryana.

The study has been isolated into seven sections. Section 1 give a brief view about the cosmetic industry, history of beautifying agents in India and at universal level, need, objectives, research methodology and chapter plan. Section 2 gives a survey of review of literature. The point by point investigation identified with different goals of the study has been given in parts 3, 4, 5 and 6. The study closes with findings and recommendations given in section 7.

In the end of the thesis references and questionnaire has been attached.