Directions for Future Research

1. The scope of this study is limited to the geographical area of Haryana. An intensive and interstate study can provide a better glimpse of the Indian perspective.

2. This study has been conducted by taking the urban and rural variable. Further studies can also be done by taking some other variables.

3. This study is time specific and reveal out those aspects relating to the present time. However longitudinal studies may also be done.

4. Apart from the issue selected in this study, many other issues and areas of the study could be further explored to increase the depth of this study.

5. This study included only females who used cosmetic products, while further study can be done in relation to male market, where an intense growth is predicted.

6. In addition of above, effect of digital cosmetic advertising could be examined. Because in technological age. It has become a popular media of advertising.
Limitation of the Study:

1. The male respondents can also be included as the respondents in this study.
2. The area of research can be vast but its limited up to the Rohtak region it can be added more sections of Haryana or other states of India.
3. The age of the respondents can be much wider selection but it resist up to the college going girls age group.
4. Much more factors can be considered for measuring the advertising effectiveness rather than this.
5. The size of the sample can be taken large but study included only 400 respondents keeping in the view time and money.
6. The questionnaires were to be filled independently by the respondents. This is because, they need to read comprehended and answer the questions.
7. Respondents, no matter honest, they propose to be normally do not exhibit their true attitude and there was no concrete way whether they are telling the whole truth or not.
8. The data analysis has been done by taking the area variable. Study can also be done by taking some other variables.