LIST OF DIAGRAMS:

1. Diagram 1.1 showing the frequency of respondents on the basis of age.
2. Diagram 1.2 showing the frequency of the respondents according to Education
3. Diagram 1.3 Showing the frequency of the respondents according to Income
4. Diagram 1.4 Showing the frequency of the respondents according to Area
5. Diagram 2.1: Frequency of respondents regarding listening /watching /reading habits of the cosmetic product advertisements.
6. Diagram 2.2: Frequency of respondents regarding their dealing with cosmetic product advertisements.
7. Diagram: 2.3.1 Frequency of respondents awareness regarding source of information for the price of cosmetic product
8. Diagram: 2.3.2 Frequency of respondents awareness regarding source of information for the features of cosmetic product
9. Diagram: 2.3.3 Frequency of respondents awareness regarding source of information for the availability of cosmetic product
10. Diagram: 2.3.4: Frequency of respondents awareness regarding source of information for the Quality of cosmetic product
11. Diagram: 2.3.5: Showing the frequency of respondents awareness regarding source of information for the special offers given on cosmetic product
12. Diagram: 2.3.6 : showing the frequency of respondents awareness regarding source of information for the new brand of cosmetic products
13. Diagram: 2.3.7: Showing the frequency of respondents awareness regarding source of information for customer review about cosmetic products
14. Diagram: 2.3.8: Showing the frequency of respondents awareness regarding source of information for the precautions about use of cosmetic products