Objectives of the Study:

- To understand the reason of buying branded products.
- To identify the need for new products and match the same with customer requirement.
- To check the awareness level of consumers regarding branded products.
- To study the perception of consumer about the branded products.
- To know the place from where customer purchase branded items.
- To know about the factor affecting a customer’s choice of branded /unbranded products.
- To know whether is there is impact of income level on the sale of branded unbranded products.

Research Hypotheses:

The research is based on the following hypothesis:

$H_01$:
Consumers prefer purchasing branded products.

$H_{02}$:
Consumers do not prefer purchasing branded products.

$H_02$:
Customer Perception for branded products remains positive and they do not mind switching from one branded product to another.

$H_02$:
Customer Perception for branded products can get negative and they do not always switch from one branded product to another.

$H_03$:
Advertising plays an important role in changing Consumer Perception.

$H_{03}$:
Advertising has no role to play in changing Consumer Perception.