STATEMENT OF HYPOTHESIS

The researcher has framed following hypotheses as mention below:

Hypothesis 1

H0: There is no significant difference between geographic variable and consumer satisfaction.

H1: There is significant difference between geographic variable and consumer satisfaction.

Hypothesis 2

H0: There is no significant difference between geographic variable and consumer preferences.

H1: There is significant difference between geographic variable and consumer preferences.

Hypothesis 3

H0: There is no significance difference between factors influencing purchase decisions and Consumer satisfaction.

H1: There is significance difference between factors influencing purchase decisions and Consumer satisfaction.

Hypothesis 4

H0: There is no significance difference between factors influencing purchase decisions and consumer preferences.

H1: There is significance difference between factors influencing purchase decisions and consumer preferences.