

Branding plays an important role in enhancing any commercial performance and is a closed tool that can positively change people's buying behavior. The study is presented in five chapters, literature review, research methodology, presentation of research results, analysis and discussion of data, summary, results, and recommendations. In the current marketing scenario, it has become necessary to examine consumer behavior. 110 questionnaires were used, which collected 110 responses for a month. Consumers are market owners. A commercial organization cannot operate without consumers. a questionnaire was used to collect data.