**Abstract**

Micro brand is a small-scale brand recognized only in a certain geographic location or by consumers in a specific micro market or niche market. This study is to identify the consumer preference and satisfaction level of the respondents while using Micro brands. The data has been collected from 200 consumers in Palani by applying convenient sampling technique. Statistical tools such as percentage analysis, Descriptive statistics, ANOVA and Chi-square analysis have been used to analyse the data. Finding of the study reveals that there is no significant relationship between gender, age, marital status, educational qualification, occupational status, monthly income, residential area and family size level of satisfaction of micro brands. The study has attempted to cast light on the preference of the consumers also the study has necessitated the micro brands increase the awareness about its different products which are high quality then their competitors.