**Abstract**

 Marketing research cares with all those factors which have an immediate impact upon the marketing of products and services. The study reveals the total marketing process. Companies should select for tactics to feature value for their customer by offering products or services just the way they need it. When the purchasers has got to choose between a bigger number of options, features, pricing structures and various delivery methods, offering a singular product to each individual customer will go a long way in adding value to the customer decision making process. The objective of the study is to study the customer satisfaction towards branded readymade shirts and factors influence the purchase of product.