

## EXECUTIVE SUMMARY

The objective of this study is to determine role of branding and packaging on customer buying behaviour .The purpose of this research is to examine the essential factors which are driving then success of a brand. The research also identified the relationship between the dependent and independent variables. This is the primary research and data has been collected through questionnaire and for analysis purpose. According to the finding of the research study, it has been observed that the packaging is the most important factor. It is further concluded that the packaging elements like colour, packaging material, design, wrapper and innovation are more important factor when consumers making any buying decision. Finally it has also been concluded that packaging is one of the most important and powerful factor, which influences consumer's purchase decision.