**Abstract**

The consumers have to consume various products in their day- to- day life. The usage of products depends up on their needs and wants. The varieties of products available in market force the consumer to select, product at very initial stage, The selection and purchase of the products depend on the differential behavior over time, availability of information from various sources, their preference to a particular product, their utility etc. A study on consumer behavior conducted in Coimbatore helps the firm to provide valuable information and guidelines on new technological development.