**Abstract**

In India the government has taken a number of measures to protect consumer interest in the form of statutory regulation of private business and development and expansion of the public sector. Even though, the government has developed legal protection they are not sufficient to protect the interest of the consumers. Due to this in almost all the country in the world, consumer associations work to protect the interest of the consumer. There are many well-organized good international institutions meant for guiding and aiding consumers. Many of them strive to work as consumer organizations and promote consumerism. In this perception a study of consumer’s perception and attitude is performed on 150 respondents of Coimbatore city to understand the awareness level towards consumerism.