**Abstract**

As the ecological issues are getting worse, the consumers’ concerns about the environmental consciousness have led to the diversification in consumer buying approach towards a green product usage. Therefore, firms are taking action to develop potential ecological approaches in the green market industry. This paper is an attempt to explore the environmental conscious towards the green products usage and to investigate the relationship between consciousness towards the green products. The objective of the study is to understand the awareness level of the consumers on Green products in Coimbatore. Primary data was collected through the questionnaire from 150 respondents. Secondary data was collected from various published sources. The first section gives an over view on the importance of environmental consciousness, the second section analyses the awareness level of the consumers third section deals with the factors influencing green product usage followed by the findings of the study and conclusion. It is found that the consumers in Coimbatore are aware of environmental problems and green products usage in the market but the attitude and behavior towards the green purchase is not improved.