**Abstract**

India is experiencing a vast growth in its pet industry in the last few years. The knowledge about the pets and increasing awareness about pets and the various pet care products are the major force behind this growth. Majority of pet owners consider their pets as their family members. Pet owners spend extra care and money for pet health, food, veterinary services and on various accessories and they treat pet as their own children. Lifestyle change and change in pattern of consumption along with rise in the income of the households has triggered the growth of pet market in India. The additional factors driving pet market are growing pet humanization, urbanization among people and change in tastes and preferences of consumers. There exists a chance of rise in pet ownership in the rear future. This arises a common thought on the awareness of those pet buyers about the pet industry and various consideration before owning a pet. This study reveals the level of awareness of pet owners before owning a pet in Coimbatore District.