**Abstract**

The consumer durables industry consists of durable goods and appliances for domestic use such as televisions, refrigerators, air conditioners and washing machines. Instruments such as cell phones and kitchen appliances like microwave ovens are also included in this category. The sector has been witnessing significant growth in recent years, helped by several drivers such as the emerging retail boom, real estate and housing demand, greater disposable income and an overall increase in the level of affluence of a significant section of the population. The industry is represented by major international and local players such as BPL, Videocon, Voltas, Blue Star, MIRC Electronics, Titan, Whirlpool, etc. There is a discernible shift in the consumer’s preference in favour of higher end, technologically superior branded products, the demand being spurred by increasing consumer awareness and preference for new models. Competition has forced the companies to offer efficient after sales service and support and this, in turn , has swayed consumer preference for branded products. Thus it made the consumer durable market more competitive and exponential growth in recent years. The present study seeks to identify the awareness and behaviour towards the brand of durable goods of 200 respondents. The respondents were selected by convenient random sampling technique in Coimbatore city of Tamil Nadu. The relevant data of the socio economic profile, consumer awareness, consumer behaviour the factors influencing the women to use particular brand, the customer satisfaction level were collected with the help of structured questionnaires. Thus, the study has given in depth knowledge about the present scenario of using durable goods.