**Abstract**

Consumer Behaviour is the study of individuals, groups or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour. Changing lifestyles in the form of the rise in nuclear families and double income households have encouraged the growth of pet ownership in urban areas of India. The Indian pet foods market is a young, growing market and there are a few major players that are active in it. The study presents commercial as well as research opportunities, as pets not only provide value to their owners but also influence their human companions’ behaviours. For this reason, understanding the segments within this market and their characteristics, such as key value orientations and behavioural patterns, is imperative. The study is particularly relevant for pet-related customer’s purchase behaviour because they are intangible and are not for buyer’s usage.