**Abstract**

Customer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or, experiences by the individuals groups and organization in order to satisfy their needs and wants. 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. Increasingly, pets are being looked upon

as companions and members of the family. Pet owners are more willing to spend on pet food and pet care

products than ever before. India has emerged as one of the best potential pet care markets in the Asian sub-continent after Japan owing to the changing lifestyles, rise in nuclear families and double income households, which have encouraged the growth of pet ownership in the country. The study revealed that different age groups and household types express their relationship with their pets. It also infers that more female respondents own pets. In the days to come, with pets increasingly being treated as fashion accessories, pet owners, especially in the urban areas, are expected to spend more on their pets.