



# An analysis of factors influencing the purchase of eco-friendly FMCG products in Coimbatore city- Factor analysis

■ T. Nivetha\*, T. Samsai and M. Malarkodi

Department of Agricultural and Rural Management, Centre for Agricultural and Rural Development Studies (CARDS), Tamil Nadu Agricultural University, Coimbatore (T.N.) India

## ARTICLE INFO :

**Received** : 10.02.2018  
**Revised** : 01.05.2018  
**Accepted** : 17.05.2018

## KEY WORDS :

Eco-friendly products, Environment friendly, FMCGs, Factor analysis

## HOW TO CITE THIS ARTICLE :

Nivetha, T., Samsai, T. and Malarkodi, M. (2018). An analysis of factors influencing the purchase of eco-friendly FMCG products in Coimbatore city- Factor analysis. *Adv. Res. J. Soc. Sci.*, 9 (1) : 64-68, DOI: 10.15740/HAS/ARJSS/9.1/64-68.

Copyright@2018 : Hind Agri - Horticultural Society

\*Author for correspondence

## ABSTRACT

The corporate social responsibility is one of the main factors which may influence the market performance of the company business. Environmental issues are very common now-a-days that should be addressed by the companies through offers in terms of eco-friendly products. Now-a-days, there is an increasing trend among the marketer and consumer to switchover eco-friendly products and many companies have accepted their responsibility not to harm the environment and not to waste the natural resources. Hence, the present study aims to know about how the consumers care for their health and also their interest in protecting the environment. Coimbatore city were purposively selected for the study. Totally 100 consumers were selected by proportionate random sampling method. Both primary and secondary data were collected and utilized for the study.