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A Study on Consumer buying Behaviour Towards green products in Madurai City

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ABSTRACT
Incurrentbusinessscenarioenvironmentalissuesplaysanimportantroleinbusiness sectors.All over the world, Governmentisconcernedand taking more steps to address theenvironmental problems. In today business, environmentally sustainable development has becomeakey issue. Green products are a sustainable product designed to minimize the environmentalimpactsduringitswholelife-cycle. Itreducesthethreatof over uses of resources, fossil fuel and encourage the generation to use naturalresources. The studies aimed to found the consumers' perception towards Green Product, identify the level of awareness about Green Product and the factorsinfluences theconsumers'preferences and their level of satisfactiontowardsGreenProducts.Forthestudy,well-structuredandclose-endedquestionnaire was used to collect data from 130 respondents by adopting convenient sampling technique. The data was analyzed by using Percentage Analysis, ANOVAtest,WeightedAverageAnalysisandGarrettRankingMethod.Thefindingsofthestudywouldhelp the Government to better understand the consumers' environment conscious behaviors so that Government may develop effective environmental policies required to reinforce green purchaseand to the manufactures to think about sustainable and environmentally conscious products thereby it leads to healthy lifefor all if consumers purchasegreenproducts.

Keywords: *Consumers behaviour, Conscious, Environmentallyfriendly, GreenProducts,Perception,Pollutions, Sustainabledevelopment.*

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I. INTRODUCTION

Global warming isontheraise andbecause of that awareness about environmental problems and conscious among consumers are also high. Consumers want to know how productsare made and how using those products can make impact in the world they live. With the help of greenmarketing,anorganizationcanattracttheseindividuals.Theseinitiativesalso help organizationscompeteagainstothercompaniesthatmaynotimplementenvironmentally friendly practices. This evident will change the consumer attitude, so hasmade the organizations and business focus on the green market industry which hasbecome a challenge to enfold the consumers and keep the environment safe.

As a result, businesses have increased their rate of targeting environmentconscious consumers.These consumers are interested inintegratingenvironment issues into their purchasing decisions. Consumerperceptionisaprocessinvolvingvariousactivitieslike searching for, selected products, purchasing perception, using,evaluating, and deposing of products and services so as to satisfy their needs anddesires. The study of consumer helps the firms and organizations to improve theirmarketing strategies. In India, the demand for green products is growing faster dueto the interest of consumers towards green products. Fast moving consumer goods are one of the best goods among them. The energy of fast-moving consumer goods spaces hence remains natural,green,organic, eco-friendly, sustainable, ethicalsourcing and so on. Nowadays consumers are more careful about their day-to-day products consuming by them like foods, cosmetics, babyproducts, body care and many more. Consumers are increasingly recognizing the importance of greenproductsconcepts.Thepurposeofthestudyistoinvestigatetheconsumerperception andpurchaseintention towards green products.

1.2 SCOPEOFTHESTUDY

The present study aims at the consumers' preference of green products inMadurai city. It covers the analysis of the green products in relation to green packaging and makesrecommendations to manufactures forgreenproductspackaging,includesrepresentationofgreencertifications and value claims. It promotes the greenaspects of the company brand and it makes recommendations to improve the greenaspectsofupstreamprocesseslikeresourceextractionanddownstreameffectssuchasreusabilityandrecycling.The studyofthegrowth,development,improvementsandinitiativesof greenproductconsumptionarealsobroughtunderthe purview ofthe study.

1.3 STATEMENTOFPROBLEM

Marketing of a green product would bedifficult because green attributes should always come after the traditional sellingpointslikepriceandqualityhavebeencateredto.Itwouldbemoredifficultwhentheconsumers' awareness about the environmental consequences of the product and they arepurchasing islow. Inthatsituation,justifyapricepremiumforthegreenattributebecomesdifficult and a firm offers a high eco-friendly product but having inferiorphysical quality would lose out on the market share in contrast to a firm whichthough is polluting nature, offers a product with higher physical quality attributes.In that case, consumers prefer green products which help them to produce anenvironment.Themainthingisconsumerpreferenceongreenpackagingisequally importantin this respect. Hence an attempt is made to study consumer preferenceanalysisrelated to greenproducts and theirusage.

1.4 REVIEWOFLITERATURE

Alamsyah,D.P.,&Othman,N.A.(2021,July)[1]Theauthorhaspublisheda titleon“Consumerawarenesstowardseco-friendlyproductsthroughgreenadvertising:Environmentally friendly strategy.” This study focuses on testing theconsumerawarenessleveltowardseco-friendlyproductsthroughgreenmarketing.Itsaim was to examine green marketing towards consumer awareness and also to findthe relationship between green advertising and green products consumers. Thus, theauthor concludes this study that findings stated that green advertising can influenceconsumers'green awareness.

1.5 OBJECTIVEOFTHESTUDY

1. TostudytheconsumersperceptiontowardsGreenProductinMadurai
2. ToidentifythelevelofawarenessaboutGreenProductamongtheconsumersinMadurai.
3. Toexaminethefactorsinfluencestheconsumers’preferencetowardsGreenProducts.
4. TostudytheconsumerbuyingbehaviorandthelevelofsatisfactiontowardsGreenProducts.

1.6 RESEARCH DESIGN

a. **Areaof theStudy:** Thestudywasconductedintheselected areaofMadurai.
b. **Size of Sample:** Thesamplesizeusedforthestudyis130.
c. **Sampling Technique:** Convenient sampling technique was adopted.
d. **Data Collection:** Both Primary and secondary data.
e. **AnalysisofData:** Thefollowing tools were applied to analyzethe data are Simple Percentage Analysis, WeightedAverage, ANOVATest and Garrett Ranking.

1.7 ANALYSIS AND INTERPRETATION

DEMOGRAPHIC ANALYSIS OF THE RESPONDENTS

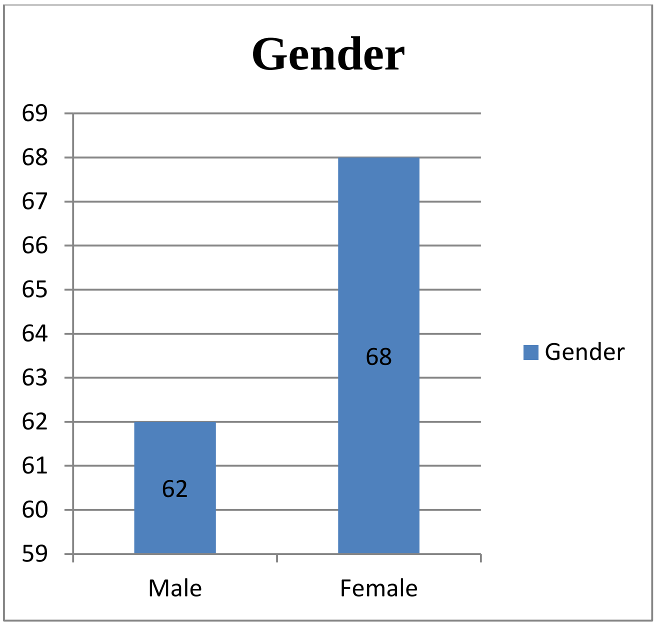
Table No.1 GENDER WISE CLASSIFICATION

PARTICULARS	NO.OF RESPONDENTS	%
Male	62	48
Female	68	52
Total	**130**	**100**

Source: Primary Data

INTERPRETATION: From the above table it is revealed that the results of green products consumers gender category. This resultshows that 48% of the green products consumers are male and 52% of the green productsconsumers are female. The study inferred that most of the consumers are the femalecategory.

[1]*Alamsyah, D. P., & Othman, N. A. (2021, July). Consumer awareness towards ecofriendlyproduct through green advertising: Environmentally friendly strategy. In IOP ConferenceSeries:Earth and Environmental Science(Vol. 824, No. 1, p.012043). IOPPublishing.*



Source: Primary Data

Table No.2 AGE WISE CLASSIFICATION OF THE RESPONDENTS

PARTICULARS	NO.OF RESPONDENTS	%
Below 20	5	4
21 - 40	71	55
41 - 60	25	19
Above 60	29	22
Total	**130**	**100**

Source: Primary Data

INTERPRETATION: The above table revealed the results of age classification of green product consumers in thestudy area. 55% of the green products consumers are in the age group between 21-40 years, 22% of the green products consumers are in the age group of above 60years, 19% of the green products consumers are in the age group between 41-60years, 4% of the green products consumers are in the age group of below 20 years.Thestudyinferredthatmostoftheconsumersaretheagegroupbetween21-40yearscategory.

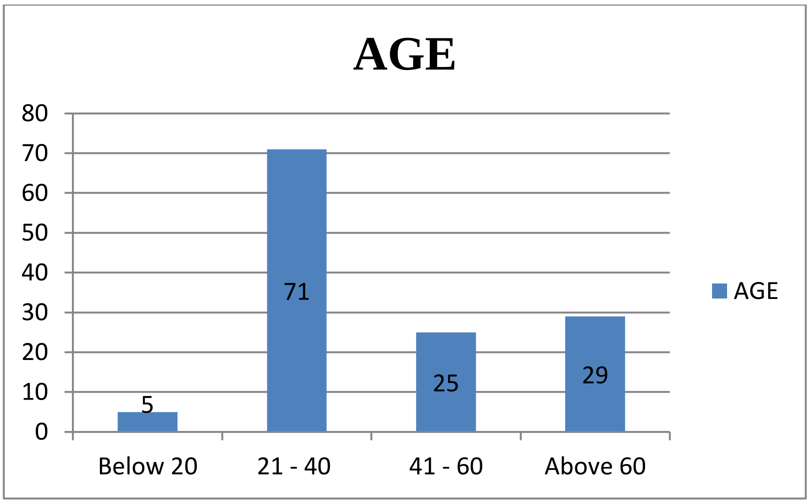
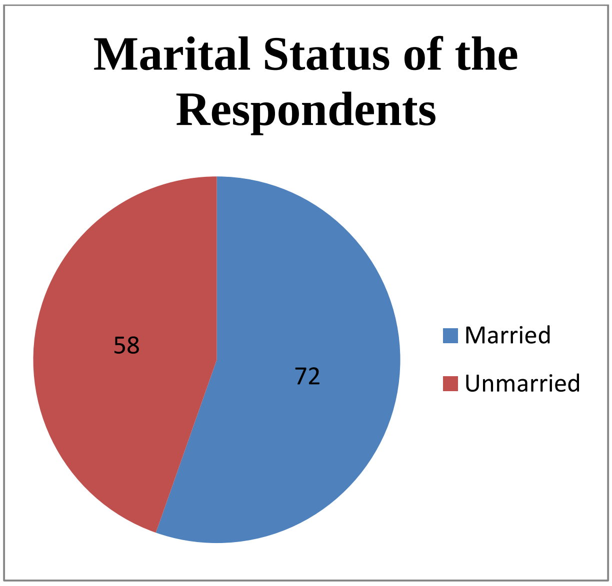


Table No:3 MARITALSTATUS WISE CLASSIFICATION

PARTICULARS	NO.OF RESPONDENTS	%
Married	72	55
Unmarried	58	45
Total	**130**	**100**

Source: Primarydata

INTERPRETATION: The table given above was theresultsofthemaritalstatusofgreenproductsconsumersinthe studyregion.Out of 130 respondents who are green product users, the 55% of them aremarriedand theremaining 45%are unmarried.



Source: Primarydata

Table No:4 CLASSIFICATIONSOF RESPONDENTS BASED ON EDUCATIONALQUALIFICATION

PARTICULARS	NO.OF RESPONDENTS	%
Schoollevel	4	3
UG	35	27
PG	41	32
Professional Degree	50	38
Total	**130**	**100**

Source: Primarydata

INTERPRETATION: The above table shows the educational qualification of the green consumers, 38% of the consumers are had above PG and 32% of theconsumers are postgraduates, 27% of the consumers are undergraduate andonly 3%oftheconsumersarequalified forthe school level.

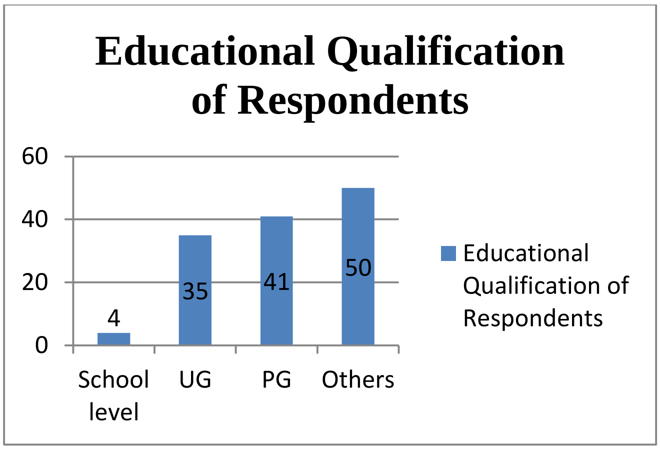


Table No.5 CLASSIFICATIONOF THE RESPONDENTS BASED ON OCCUPATION

PARTICULARS	NO.OF RESPONDENTS	%
Government	16	12
Private	40	31
Professionals	23	18
BusinessAndOthers	51	39
Total	**130**	**100**

Source: Primary Data

INTERPRETATION: Fromtheabove table,ithasbeencomprehendedthat39%oftherespondentsareengagedin business and others, 31% of the respondents are doing their private work, and 18% of therespondentsareengagedinprofessionals.12%oftherespondentsaredoingtheirGovernment work. It is understood from the data, the majority of the respondents are either marketers or an employee who must have a responsibility towards the clean and greenenvironment.

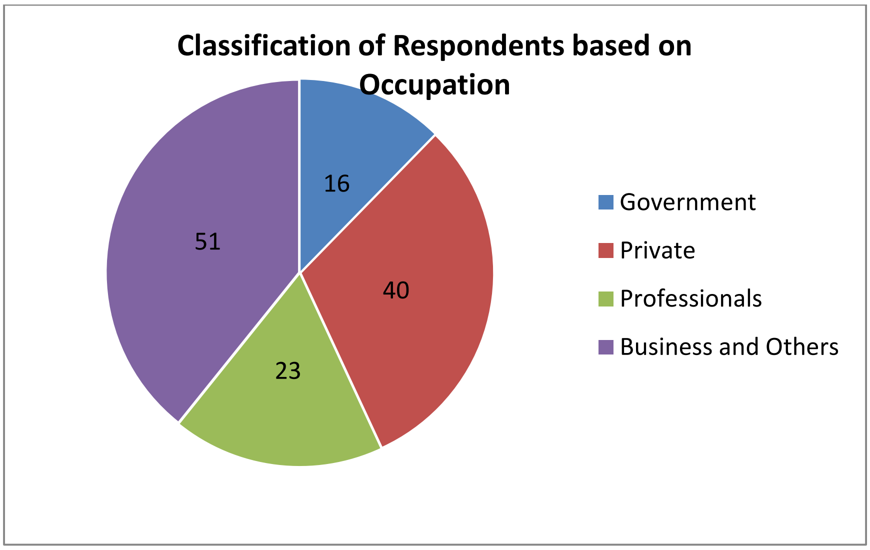


Table No.6 CLASSIFICATIONOF RESPONDENTS BASED ON MONTHLY INCOME

PARTICULARS	NO.OF RESPONDENTS	%
UptoRs. 15000	35	27
Rs.15,001– Rs. 30,000	33	25
Rs.30,001 – Rs. 45,000	36	28

AboveRs. 45,000	26	20
Total	**130**	**100**

Source: Primarydata

INTERPRETATION: Thedistributionbasedonmonthlyincomegiven in the above table.28%ofrespondentsof green products consumers are between the ranges of Rs. 30,001 – Rs.45, 000, 27%of consumers earn a monthly income up to Rs. 15,000, 25% of the consumers are inthe monthly income category of Rs. 15,001 – Rs. 30,000 and remaining 20% of thegreen products consumers have the monthly income of above Rs. 45,000.

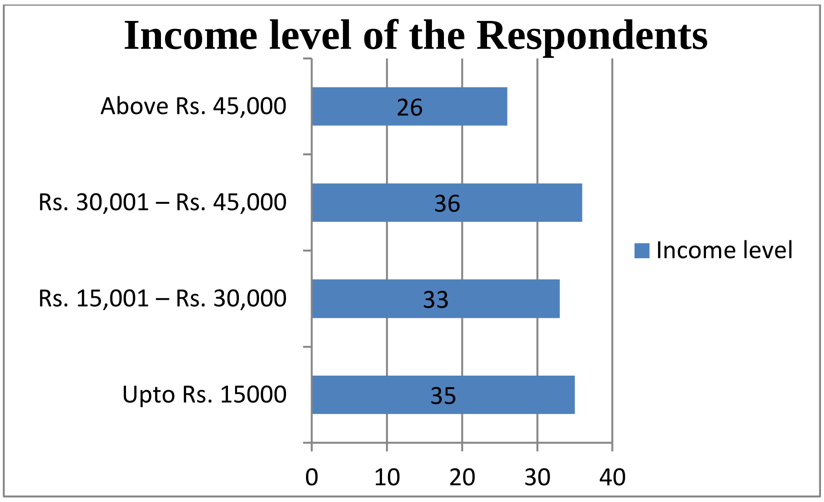


Table No. 7 TYPE OF FAMILY

PARTICULARS	NO.OF RESPONDENTS	%
Joint	54	42
Nuclear	76	58
Total	**130**	**100**

Source: Primarydata

INTERPRETATION: The above table indicates that among the total consumers using green products, 58% of them is in a nuclear family and the remaining 42% of theconsumers are inthejointfamily.Itisinferredthatcomparedtotheconsumerswhobelongtothenuclearfamily,theconsumersbelongingtothejointfamilyareknownandpurchasethegreenproductsat the maximum.

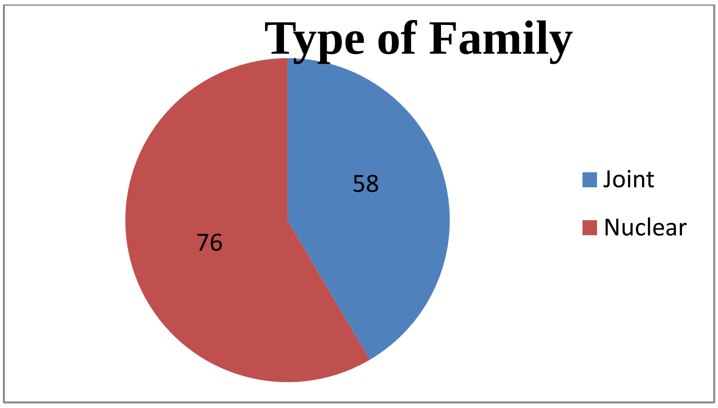
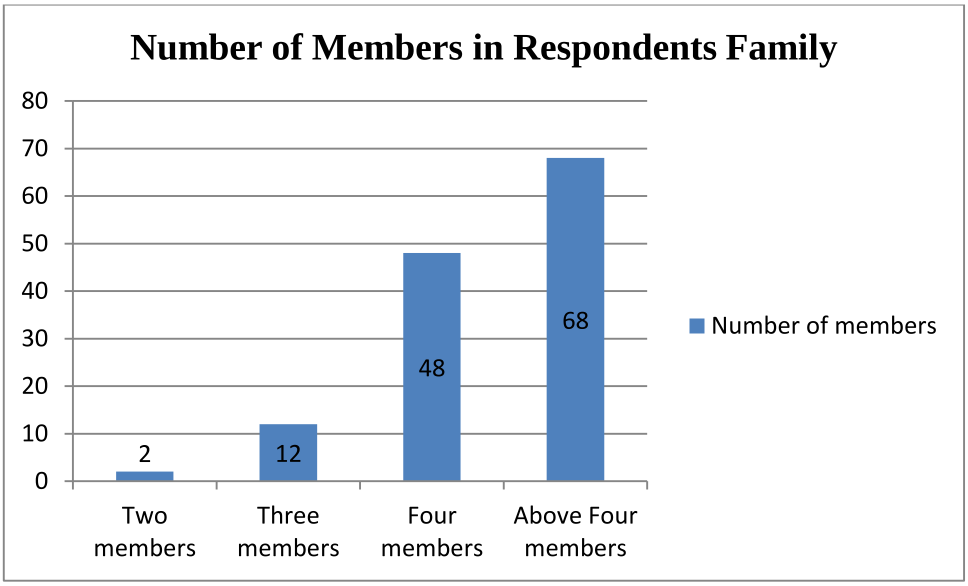


Table No.8NUMBER OF MEMBERS IN RESPONDENTS FAMILY

PARTICULARS	NO. OFRESPONDENTS	%
Twomembers	2	2
Threemembers	12	9
Fourmembers	48	37
AboveFour members	68	52
Total	**130**	**100**

Source: Primarydata

INTERPRETATION: 52% of the respondents have above 4 members intheirfamily,37%oftherespondentshave4membersintheirfamily,9%of the respondents have 3 members in their family and 2% of therespondentshave2membersintheirfamily.



DESCRIPTIVE STATISTICS ANALYSIS ABOUT PREFERENCES OFRESPONDENTS TOWARDS GREEN PRODUCTS

Table No. 9 TYPESOFGREENPRODUCTS PURCHASE BY THE RESPONDENTS

PARTICULARS	NOOFRESPONDENTS	%
SustainableShoppingbags	36	28
Bamboo Products like toothbrush, plates andstoragejars	22	17
Stainless-SteelWaterBottleandstraws	30	23
Waterlesslaundrydetergentstrips	8	6
Any other green products excluded the above mentioned.	34	26
Total	**130**	**100**

Source: Primary Data

INTERPRETATION: The sustainable shoppingbags of green products are purchased by 28% of the respondents, 26% of the respondents are using other typeofgreenproducts,23% oftherespondentsareusingstainlesssteelwaterbottleand straws, 6% of the respondents are using waterless laundry detergent soaps,17% of the respondents are using bamboo products like toothbrush, platesandstoragejars.

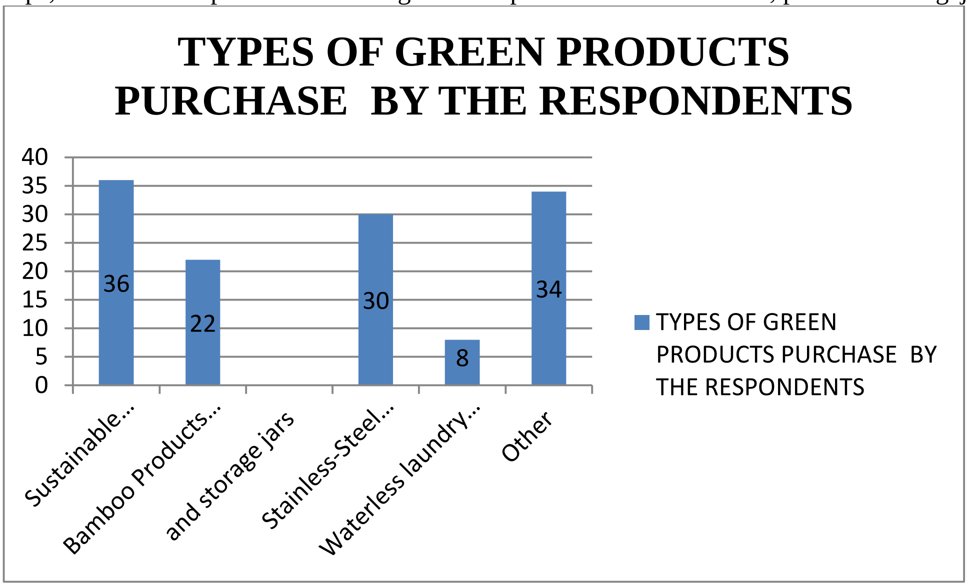


Table No.10 RESPONDENTSPERCEPTIONTOWARDSGREENPRODUCTS

PARTICULARS	NO.OF RESPONDENTS	%
Verygood	41	31
Good	71	55
Average	17	13
Poor	1	1
Total	**130**	**100**

Source: Primarydata

INTERPRETATION: The above table represents that the majority of 71 respondents are ratinggoodqualityabout the greenproducts, 41oftherespondents arerating very good quality for the green products, 17 ofthe respondents are rating average quality for the green products and only 1of the respondent are rating poor quality for the green products.

Table No.11 CHALLENGESFACEDBYTHERESPONDENTS WHILE PURCHASING THE GREEN PRODUCTS

PARTICULARS	NOOFRESPONDENTS	%
HighCost	45	35
Improperproductavailability	33	25
Fraudulentbehaviorin Manufacturing/Marketing	28	22
FakeCertification	15	11
Others	9	7
Total	**130**	**100**

Source: Primarydata

INTERPRETATION: Table shows that the majority of the respondents are facing problems due to High cost at35%, 25% of the respondents are facing problems due to improper product availability, 22%oftherespondentsarefacingproblemsduetoFraudulentbehaviorinManufacturing/Marketing,7%oftherespondentsarefacingproblemsduetoOtherdifficulties that the consumer face, 11% of the respondents are facing problems due to FakeCertification.

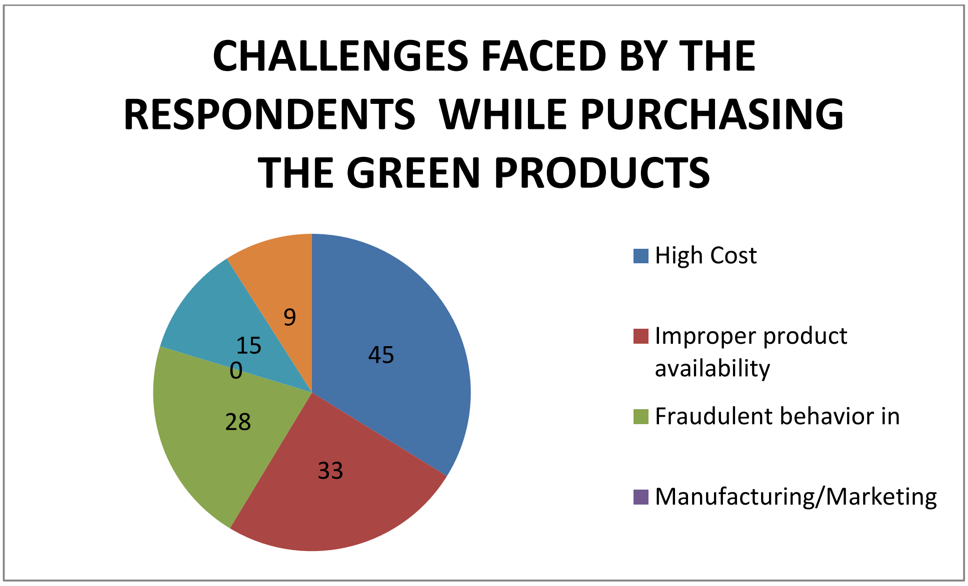
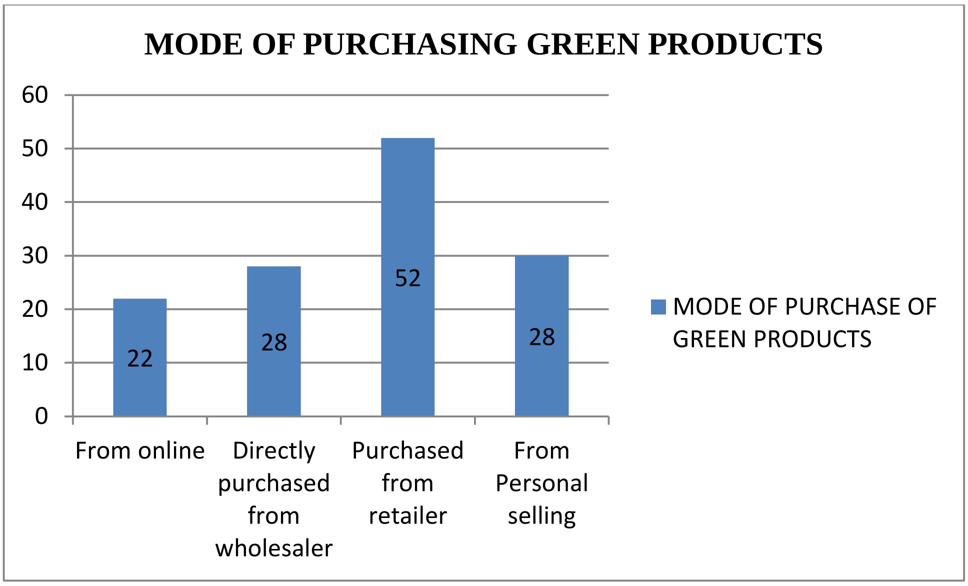


Table No.12 MODE OF PURCHASINGGREENPRODUCTS

PARTICULARS	NO. OFRESPONDENTS	%
Online mode	22	18
Directlypurchasedfromwholesaler	28	21
Purchasedfromretailer	52	40
FromPersonalselling	28	21
Total	**130**	**100**

Source: Primarydata

INTERPRETATION: Table represents out of 130 respondents of consumers buying pattern of greenproducts that the majority of 52 respondents are purchased from retailer with 40%,28 of the respondents are buying personally from the consumers with 21%, 28 of therespondents are directly purchased from wholesaler with 21%, 22 respondentsarebuying the green products through online with 18% having perceptions ongreenproductsarelesswith thosewhoaredirectly purchasedfrom wholesaler.



ANALYSIS BASED ON INFERENTIALSTATISTICS

Table No 13. WEIGHTED AVERAGE SHOWING THE LEVEL OFSATISFACTIONOF THERESPONDENTS

S.NO	STATEMENTS	SA	A	N	SA	SDA	TOTAL	WEIGHTEDAVERAGE	RANK
1.	I am considerablysatisfiedwith the quantity ofGreenProducts.	61	112	30	8	5	216	1.66	V
2.	I felt that theprice wasappropriatefor thegreenproducts.	29	136	72	28	10	275	2.11	II
3.	Ihavedecidedto purchase productRegularly.	50	82	93	28	5	258	1.98	IV
4.	I felt morecomfortablein greenproducts.than theregularlyusingproduct.	32	116	66	56	20	290	2.23	I
5.	The overallPerformanceofthe product wasSatisfactory.	50	94	63	12	45	264	2.03	III

Source: Computeddata

INTERPRETATION: Theabovetablerepresentstherespondentshighlysatisfiedwithusingmorecomfortable than the regular using products and has the average of 2.23 and itsrankedatI ,theaverageof2.11oftherespondentsfeltthatthepricewasappropriate for the green products and its ranked at II, the average of 2.03 of therespondents are satisfiedwith the green products and its ranked at III, the averageof 1.98 of the respondents aredecided to purchase this product regularly and itsranked at IV, the average of 1.66 ofthe respondents are considerably satisfied withthequantity of the greenproducts and itis rankedat V.

ANOVA:

H0: Thereisnosignificantdifferencebetweendemographic factorsoftherespondentandfactorsinfluencingconsumerstoprefergreenproducts.

H1: Thereisasignificantdifferencebetweendemographicfactorsoftherespondentand factors influencingconsumersto prefergreen products.

Table No.14

DEMOGRAPHICFACTORSOFTHERESPONDENTS	PVALUE
Age	0.019
EducationQualification	0.003
Occupation	0.846
MonthlyIncome	0.049
Sizeof theFamily	0.211

Source: Computeddata

INTERPRETATION:
Byusingcomputingvariables,ANOVAwasusedtoanalyzethesignificantdifferencebetweendemographicfactorsofthe respondentandfactorsinfluencingconsumerstoprefergreenproducts.Theabovetablerevealedthatthereisnosignificant differencebetweentheincomelevelofthefamilieswithage(PValue=0.019), Education Qualification (P value=.003), Occupation (Pvalue=.846),MonthlyIncome(Pvalue=.049)andSizeofthefamily(Pvalue =.211). So, this all-P value is greater than 5%. Therefore, the null hypothesis isaccepted, and the alternative hypothesis is rejected. It shows that there is nosignificantdifferencebetweendemographicfactorsoftherespondentandfactorsinfluencing consumers to prefer green products.

GARRETTRANKING:

Table No 16 AWARENESSOFGREEN PRODUCTS

S.NO	Content	1	2	3	4	5	Total	Average	Rank
RankScore		75	60	50	40	25			
1	Organicallygrownfruitsandvegetables	5175	2400	650	120	125	8470	65.15	I
2	Recyclablepaperproducts	2925	2220	1850	320	225	7540	58	II
3	Naturalingredientscosmetics	2025	2100	2450	520	150	7245	55.73	III
4	Greenclothing	1200	3420	2000	480	125	7225	55.57	IV
5	Five-starenergysavinghomeappliances	2175	2280	1450	960	250	7115	54.73	V
6	Greenvehicles	2175	2280	1550	560	450	7015	53.96	VI
7	Energyefficientlightbulbs	1800	1860	2050	1120	150	6980	53.69	VII
8	Unleadedpetrol	1500	2580	1450	960	350	6840	52.61	VIII
9	Greenbuilding	1500	2580	1550	640	500	6770	52.07	IX
10	Ozonefriendlyaerosols	1500	1920	1350	1600	275	6645	51	X
11	Ecofriendlydetergentsandsoaps	1350	2100	1650	800	600	6500	50	XI

Source**:Computeddata**

INTERPRETATION: AbovetablerevealsGarrettscoreandGarrettranking.TheGarrettrankIwith the score of 65.15 says that the respondents are more aware about natural ingredientcosmetics Green Products and Rank XI with score of 50 says that the respondents are less awareabout eco-friendly detergents and soaps asleast.

1.8 FINDINGS:

SummaryStatisticsoftheRespondent’sDemographicProfile:

i. 47%areMaleand52 areFemale respondents. So female consumers are more prefer green products themaleconsumers.

ii. The youth today have a pro-environment attitude and is a conscious consumer. In thissurvey55%of therespondents arefrom agegroupbetween 21-40 years.

iii. 55% respondents aremarried and using green products.

iv. 38% respondents are studied professional courses.

v. Respondents aredoingbusinessandothers kind of work 39%.

vi. The annual income was Rs. 30,001 – Rs. 45,000 with28% of the respondents and Above Rs. 45,000 with 20% less.

vii. 54% are living as nuclearfamilyand wereusing GreenProduct.

viii. 52%oftherespondentsareliving with above4members in a family.

Summary about respondents’ opinion towardssignificanceofgreenproductsand usageof it:

ix. Inthissurveytherespondentsareratingthequalityofgreenproductswith 75%.

x. The respondents are familiar with using greenproductsareusingatsometimes with 50%out of thetotal respondents.

xi. The respondents are buying sustainableshopping bags with 28%, 23% of the respondents are buying stainless-steel water bottle andstraws, 17% of the respondents are buying bamboo productsliketoothbrush,platesandstoragejars,waterlesslaundrydetergentstripsarelesswith6%.

xii. The respondents are facing problems while consumingthe green products are with 42%, and 57% of the respondents are not facing problems whileconsuming green the products.

1.9 SUGGESTIONS:

SuggestionstotheGovernment:

- The Government should ban the practice of plastic bags permanently.These types of activities to enhance the environment protection.
- The Government must take disciplinary action against retailers, manufactures, andothersthosewho areusing the banned plasticbags.
- The Government may offer some economic aid or subsidy to manufacturers and retailersto carrygreentechnologieswhichincreasethegreenmarketingpracticesamongthem,and it can help to create foreign green manufacturers with our local companies to take ongreenpractices.
- The Government should go beyond the stringent regulations for the waste management ofbiodegradableandnon-biodegradablewastesmustbesenttotheeco-friendlyindustriesforreuseagain.Becausemostoftheconsumerssay,thatresolutiontakenbythegovernmentisnot becoming for waste management.
- TheGovernmentshouldoffersschemeslikeLifeCycleAssessment,GreenBuildingCertificationSystemandal sointimatepolicieslike Greenpackagingpolicy,EnvironmentalLabelingandCertificationwhichencouragetheproductionofenvironmentally sustainable products.

SuggestiontotheManufactures:

- Themanufacturersmustinformthefeaturesofthe green productstothecustomers.
- Themanufacturersshouldlabelthegreenproductsproperly.Sothatthecustomerscaneasilyunderstandthe product type,features, and design.
- Manufacturers are advisedtointroduce someinnovative techniquesinthe productionprocess like Japanese 5S techniques etc., to cut low the cost of green products production.The initial financing cost of green technology is high, but it will give more green profit inthe lengthy period. Further, they are suggested to merchandise the price of green rawmaterials for reducing the prices of green products. Because the consumers recognize thatthepriceof green products is high.
- Manufacturersshouldadoptmoderntechnologyorprocessorchangeobsoleteonetoreduceenvironmentalinfl uence.
- Manufacturersshouldusemoreeco–friendlyrawmaterialsattheproductionplatformitselfand manufacturers attempted to explore chances of recycling of the related products so thatitcan beused to offersimilaror other benefits with minimumwastages.
- ManufacturersshoulduseGreenBuildingInsurance,EnvironmentalliabilityinsuranceandProductliabilityIn surancewhichcanprovidescoverageforrisksassociatedwhileproducinggreen products.
- Manufacturesshouldoffervariousincentivestoworkers,consumers,and retailers.

SuggestiontoRetailers:

- Retailers are advised to open the number of retail stores for the sale of green products.Consumersmusteducate bytheretailersthegreenproductseasilyavailableinthemarket.
- Retailers may get more eco-friendly profit in the long run by the opening of a greaternumberoforganicstores,orotherwise,theymayshiftfromtheircurrentretailshopsintoorganicone.
- Theretailersalsohavea responsibilitytokeepenvironmentsafety.Theymustpromotethegenuine products to consumers. It will be benefited to customers as well as theenvironment.
- The study results indicate that only a few of the consumers are inspired by the retailers touse green packaging, so retailers are recommended to encourage all the consumers to usegreenproducts.
- Itisknownthatawarenesscontraptionofgreenpracticesandwastereductionistheprimaryfactor which is influencing the nature of retailers towards green marketing practices. Tostrengthen the above element, retailers must create spontaneous interest among themselvesfor knowing the green marketing practices and its actual impact on their business throughadvertisingmedia, asking from suppliers,manufacturers, and others.

SuggestionstotheConsumers:

- Every consumer has the responsibility to keep the environment safely. Therefore, theconsumersmustadjusttheenvironmentsafety;theymustpurchasethegreenproductseventhough the price is somewhat higher than the normal product prices for the benefit ofenvironmentalprotection.
- Consumersmustrecommendthefriends,relatives,andneighborstousethegreenproducts.Itwill be benefited both individualcircles andenvironmental also.
- Consumers should exercise the resources optimally by various ways like switched offelectronic appliances when they are not needed; reduce, recycle and of e – wastes, userefillablecontainersforpurchaseofliquidnatureofproducts,completelyeatoruseproductswithoutgarbagelikefoodi

tems,medicines,vegetables,fruits,cosmetics,andotherproducts.

- It is suggested that consumers are required to buy eco-labeled green products for theirpractices like star labeled electronic home appliances, the green icon marked products suchaspapers, garments, andotherproducts.

1.10 CONCLUSION: It is observed from the study that it can be concluded though the majority oftheconsumersarewellawareofgreenproductsfeatures,benefitsandqualities;theawarenessseemssuperficial and over claimed in the study area. The in-dept analysis reveals the majority of theconsumers are well aware of the benefits of using green products. The frequently using greenproducts and they are strongly recommending the friends and relatives to use green products.The study also explains that people in general have a lot of concern and strong desire to dosomethingtowards theenvironment.

Hence marketers and Government cannot be individually held responsible butenvironmental protection agencies, media, must create awareness about green products as amean to save the environment. The consumer with positive attitude about green products hasstrongpurchaseintentiontowards green products.

Further, the consumers are absolutely satisfied with the green products qualityand features but they are not satisfied with cost of the Green Product. According to them theyconsidered the cost of the Green Product is high compared to other sustainable products. TheGovernment also gives subsidies to manufacture to produce green products at affordable price.Theyhavetotakecareofproducersofgreenproducts.Thestudyalsofoundthattheconsumersare willing to consume the green products and make their friends, relatives, and neighbors to buy the same. The consumerbuyingbehavior is good enough tousethe greenproducts inthe study area. Using green products can greatly reduce pollution, which can help slowlyreversetheeffectofthedeteriorationoftheenvironmentovertheyears.Greenproductscansignificantlyimproveth eenvironmentbyreducingwaste,energy, and chemicals. Theseproducts won’t be harmful to the environmentduringproduction,use,ordisposalsincetheyarelowinchemicalswhilehighinnatural ingredients.

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