

Consumers' Health and Environmental Concerns Encourage the Use of Green Products

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Abstract: *Human health is crucial for every human being with their right to utilize and opt for safe and healthy products. The main reasons for consumer awareness about the products they use in their daily life are health consciousness and environmental concern. The environment is affected due to several issues such as pollution etc. it has been the most the cause of concern for general public and as a result the concept of green environment and the green product has emerged in many countries., The growth in the demand for environmentally friendly products is an increasing trend because, aware consumers regarding their health and environmental issues and benefits of green products.*

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