

● PRODUCT PUSH

Green light, yet cautious

Aussies are buying green more than ever, but they think they smell a rat.

A survey by clickgreen.com.au shows 70 per cent of consumers are naturally sceptical of green marketing.

Despite that, an impressive 80 per cent of people sought out environmentally friendly products, Clickgreen founder Nathan Isterling said.

"On one hand consumers are environmentally aware, but they're easily put off by companies who overstep the mark by pushing green messages to make a buck," he said.