

IMPORTANCE OF AN ECO-LABEL FOR THE CUSTOMER

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Producers increase the sustainability of their products and/or their packaging not only as part of their own contribution to environmental protection, but also as an opportunity to provide greater value to consumers. Increasingly, consumers are moving towards consuming more environmentally friendly products. A way to easily identify these products is through an eco-label usually placed on the packaging of the products. However, the problem is the overwhelming number of these eco-labels and the lack of consumer awareness thereof. This could affect consumers' perception of the importance of the eco-label. This paper addresses this issue in relation to consumer chemical products. It presents the results of primary quantitative research among 200 consumers focus on the importance of environmentally oriented labels on packaging. It specifies the importance of an environmentally oriented label in relation to other selected parameters of the product offer and then analyses the importance of the eco-label for individual customer segments identified both by demographic characteristics and attitudes towards selected environmental issues.