

Eco-marketing and Eco-labelling: Does It Ensure Customer Loyalty for Eco-products in Lithuania?

The article deals with the issues of environmental (eco-) marketing and ecological labelling to ensure that consumers have access to ecological products and services and they might adjust their preferences towards environmentally friendly business practices. For business worldwide, ecological marketing and its applications in practice have become a competitive prerogative for modern business performance. A survey in Lithuania aimed at establishing, whether customers are loyal to ecological products and whether marketing campaigns and ecological labelling practices did affect their choice of eco-products.