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ECO-LABELING AND ITS ROLE IN THE CONSUMER PROCESS

Key words: eco-labeling, consumer, production, producer, eco-friendly, environment, safety, health

Saving your health and the health of descendants is one of the priority tasks facing every person. The health of the nation is, above all, a healthy lifestyle, life safety, physical and moral self-improvement. The concept of life safety includes also the safety of products that we use in a daily life. Unfortunately, very often harmless at first look products in a colorful package contain the threat to our health. Moreover, this threat can relate not directly to the quality of finished products - high quality of the final product can be achieved by causing serious damage to the environment and human health in a process of its production.

The demand for the ecological products and services in world is constantly increasing. This fact is confirmed by market research of the growth of eco-products, the number of registered trademarks, positioned themselves as eco, the requests for eco-products in Internet.

Environmental labeling is a graphical representation of complex information about the ecological characteristics of product or service, what means that production has less impact on environment than similar products and / or produced with a use of eco optimal technologies. Eco-labeling can be also defined as an ecological marketing tool.

Eco-labeling is an indicator of ecological safety of products for human and therefore works on human health. Availability of voluntary ecological certification mark on a product makes customer's choice easier, especially, if the buyer is already informed about the benefits of environmentally safe products. Public information and education play a significant part in promotion of eco-labeled production. Buying products with eco-labels, consumer takes care of his health and also of environment and descendants' health. Producer, confident in quality and safety of his production, in turn, receives new sales markets. The principle of balance and winning of all sides (consumer – producer – environment), that is a basis of voluntary ecological certification, makes of it a comfortable and attractive market tool.

The overall goal of environmental labeling of products is bringing to the consumer reliable and accurate information about ecological aspects of products and services, satisfaction of needs in such products and services which have the lowest negative influence on the environment. Thereby market impact on continuous improvement of the environment is stimulated.

Thus, eco-labeling is very important factor in a process of consumers' choosing of goods and services. If production has a high quality, natural components or other ecological benefits, eco-labeling gives an opportunity to stand it up and pays attention

to it of such consumer group which values high quality and which is concerned of safety of production for their own health and health of their relatives.

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MECHANISM SPONTANEOUS PURCHASES

Key words: consumer behavior, spontaneous purchases

How often buyers change their opinion in stores, just change their plans and buy completely different things in last moment? Sometimes their behavior simply defies logic. No wonder that they were called "black boxes", deal with which was incredibly difficult. But they are those people who provide you a profit, of course only if they will buy your product.

We all know that more than 70% of our decisions about goods purchasing are taken directly in the store. It is very important, because nowadays sellers are activating their marketing tools in shops. But often happens that buyers for some reasons change their decisions in favor of competing products. The mechanism of spontaneous purchases exploring all this moments in consumers behavior and trying to arrange them in some way. "Trade place" - is place where comes the moment of truth for all brands - said Steve Harding, Chief Executive Officer of OgilvyAction in region EMEA (Europe, Middle East and Africa). Companies need to know what motivates buyers for overtake competitors on the "last mile". After all, the task of raising the level of ROI and sales does not let directors sleep at night. "

Many different studies conducted by companies to find out what controls the people during shopping at the store, what factors influence on their final choice and is it possible at this last stage to change the situation in their favor. But these indicators can be changed in different countries according to research SDMIS (Shopper Decisions Made In Store), the percentage of spontaneous purchases in the US is about - 72%, in China - 88%, in Romania this figure reaches up 94%, in Ukraine this index is 78% and Germany only 38%. This index is highly dependent on peoples nature, personal qualities and attitudes. Germans - very conservative in their views, this is how marketers explain the very low rate of spontaneous purchases in their country.

Shopper Decisions Made In Store Research conducted in 24 countries. It attracted more than 14 000 customers in 700 retail outlets. The survey was conducted on several points, because the store buyers are taking three types of decisions : - Product Category: deciding to buy the product or not; - The quantity, buy more or less than planned; - Brand: purchasing the product of that brand which planned, or change your mind.

Number of sales directly depend on marketing activities, promotions, comprehensive incentives directly to the place of sale of goods. Research OgilvyAction make it possible for company to understand which marketing activities,