UDC 655.006.063

FEATURES OF ECO-LABELING SYSTEMS

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**Research methodology.** The inquest of population regarding the definition of “environmentally safe products” and motivation of obtaining of a consumer attitude to the eco-labeled products and determination of quantitative indicators based on mathematical and statistical experimental data processing has been the aim of the survey by means of street interviews conducted on the basis of sociological research methods.

**Results.** The features of eco-labeling systems used in different countries have been determined. The international standard requirements concerning the eco-labeling have been shown and their characteristics have been given. The consumer attitude to environmentally safe products and the public awareness level in the area have been discovered on the basis of a sociological survey.

**Novelty.** The sequence of factors which influence the consumer choice of products, namely the information about ingredients, health benefits, price and availability of eco-labels have been determined. Their quantitative characteristics showing the population awareness level of eco- labeling practices have been also presented.

**The practical significance.** The results of sociological surveys are useful for manufacturers as they confirm the necessity of eco-labeling that is one of promising direction of a real label instrument serving as an effective way of increasing production loyalty.