

Chapter 2.

CONSUMER BEHAVIOUR AND ECOLOGICAL AGRI-BUSINESS: SOME EVIDENCE FROM EUROPE

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Abstract. *Ecological agriculture synthesizes a variety of concepts associated with agricultural practices and their socio-economic impacts and consumer behaviour. In general, it can be argued, ecological agri-business must be ecologically sound, economically viable, and socially responsible (Ikerd, 1994). In this article the situational analysis of ecological agri-business in Western Europe and Lithuania is presented within the framework of eco-marketing and responsible consumer behaviour.*

Keywords: *agri-business, ecological farming, environmentalism, consumer behaviour, ecological marketing, Europe, Lithuania.*

Introduction

To develop ecological farming, to significantly increase the certified land plots for that purpose, to support the production of high-quality and healthy food products, to help farmers produce raw material for fuel resources.

(Programme of the Government of the Republic of Lithuania for 2004–2008,
Paragraph 6.8, p.9)