

## CHANGES IN CONSUMER ATTITUDES AND BEHAVIOUR AND THE DEVELOPMENT OF POLISH ENTERPRISES

**Dr. Sławomir Czarniewski**  
University of Janski in Lomza  
Ul. Krzywe Koło 9  
18-400 Lomża, **POLAND**

### ABSTRACT

Protection of the natural environment from further pollution should become one of the main goals of mankind. To act effectively in this area, it is not enough to believe in the importance of protecting natural resources as a condition for the survival of humanity and increase in the quality of life for societies and individuals. Neither knowledge about the technical methods of preventing environmental pollution nor the possession of adequate financial resources is sufficient. Most of all, it is necessary to be aware of the responsibility for environmental protection, to be aware of what factual and systematic actions can be taken to protect the environment, from the global to the local level. Responsibility for the protection of the natural environment lies in the hands of both consumers and enterprises. The aim of this paper is to present, in a synthetic way, the impact of pro-ecological attitudes and behavior of consumers on the scale and scope of activity of enterprises in the field of environmental protection. Reflections contained in the paper do not have definite characteristics and should be treated as an opinion in the discussion in fields management sciences.

**Keywords:** Management, development, consumer attitudes, natural environment, economic perspective.