

STUDIU PRIVIND PERCEPȚIA CONSUMATORILOR ASUPRA MĂRCILOR VERZI

STUDY ON CONSUMER PERCEPTION ON GREEN BRANDS

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Abstract: This paper presents a study targeting young people from Romania regarding consumers' attitudes towards green brands. The purpose was to find out the level of consumers' awareness regarding green lifestyle, the purchase of ecological products and products made from recyclable materials as a possible influence on their choices and preferences. The applied research methodology shows, starting from the preliminary investigation and the framework working hypotheses, that consumers are increasingly concerned about environmental issues. The sample size was of 268 subjects, non-randomly chosen, the survey was chosen as the study method for this exploratory research.

Keywords: green brand, green awareness, circular economy, consumers.