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Green Deal Era: Exploring Environmental Attitudes and Ecological Behaviour

Cătălina Elena FRĂȚILĂ[1], Georgiana GRIGORE[2], Mihai Ioan ROȘCA[3*]

Abstract

Proposed by the European Commission in December 2019, the European Green Deal is a bold initiative aimed at transforming the European Union into a sustainable and carbon-neutral economy by 2050. To achieve this goal, it necessitates a collective approach and firm dedication from European institutions, member states, the private sector and civil society. This research assesses the factors which can influence the behaviour of consumers and delineates action plans aiming to encourage the realisation of sustainable choices. Specialty literature views the European Green Deal as a core, requisite stepping stone in the efforts taken by Europe toward creating a sustainable ecological revolution. Moreover, it triggered an assessment of environmental problems and fostered EU climate and economic objectives because of current and relevant events of an economic and political nature. In operating the research, information gathering concerning consumer behaviour and attitudes was conducted with the help of a survey, and it was analysed from the statistical point of view, foreseeing the realization of the European Green Deal. The European Green Deal will also ensure consumers are supplied with information on the environmental consequences of products and services, fostering transparency. The two goals are thus to encourage decision making based on knowledgeable facts and to increase responsible consumption. Furthermore, the implication of the European Green Deal brings along a series of disadvantages and opportunities that enable one to understand better the economic implications for consumers and to realize their desires and demands more clearly. There are important directions, according to the research, for example, including its ability to provide valuable knowledge about the impact of the European Green Deal on consumer behavior. It is through the reshaping of marketing strategies and approaches that organizations can plug into the changing trends posed by consumer preferences and become accustomed to the positively altered wish for sustainable products.

Keywords: Green Deal, Sustainability, Environmental Attitudes, Ecological Behaviour, Environmental Policies.

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[1] Bucharest University of Economic Studies, Bucharest, Romania, fratilacatalina16@stud.ase.ro.

[2] University of Leicester School of Business, Leicester, United Kingdom, georgiana.grigore@leicester.ac.uk.

[3] Bucharest University of Economic Studies, Bucharest, Romania, mihai.rosca@mk.ase.ro.

* Corresponding author.

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1. Introduction

The European Green Deal was introduced in December 2019, and immediately became a big step toward sustainable development. The initiative is targeted at fighting climate change, preserving the environment, and providing economic growth together with social well-being. By putting the above goals together, the European Green Deal strives to protect the natural world and achieve a more sustainable future (European Commission, 2019).

The European Commission has in 2019 presented a detailed blueprint of the budget for this mega-project amounting to 1 trillion € which is to be spent over a decade. The European Union's budget for the years 2021-2027 is to be spent on the European Green Deal where it is estimated that, out of this, an overall budget of 30% is exclusively used for projects relating to fighting climate change. Not least among these, its primary objective is to support those regions and communities that will be most affected by the low-carbon transition process.

The European Commission prioritizes the welfare of consumers. Among the ambitious agreements is the European Green Deal, which focuses on sustainability and the fight against climate change. The agreement intends to bring about essential changes in a lot of sectors within the economy. We should, however, note that the policies of the European Green Deal may have different implications for different consumer groups. That is why it's very critical to know just how consumers' lives, finances, and well-being may be impacted by these changes. That understanding is key to a transition not burdening low-income or vulnerable consumers.

Environmental attitudes involve a person's perception, belief, and feelings towards the environment and environmental issues. They include a person's concern for the environment, values, and beliefs about conservation, responsibility to the future generation, and importance of protecting the environment. They also reflect willingness to participate in sustainable activities such as recycling and energy saving and views on environmental policies and regulation. Moreover, environmental attitudes integrate concern for the fact that personal actions can protect the environment and trust in environmental sources of information. People differ in this sense by their attitudes, shaped by such determinants as education, culture, upbringing, and social norms, and personal experiences.

2. Problem Statement

To see how effective Green Deal policies are, we need to look at how they affect consumers. If consumers experience negative effects or do not accept the changes, these policies may not work well. Conversely, if consumers benefit from the policies, this shows that they are successful.

This research seeks to understand the gap between what people think about the environment and what they actually do under the Green Deal. It focuses on obstacles to change, such as financial issues, lack of knowledge, and cultural opposition.

Moreover, it looks at how well the policies and incentives are working to promote sustainable behaviours.

To improve these policies, policy makers can study how consumers react to the Green Deal. Through detailed research, we can find out what motivates people to adopt a green behaviour. With this information, they can tailor incentives and information campaigns accordingly.

The Green Deal aims to ensure long-term climate and environmental sustainability. An important aspect of making these changes last and aligning consumer behaviour with environmental goals is consumer impact research.

The European Green Deal is a model for the other regions and countries facing climate change. By analysing the impact on consumers, we can learn valuable lessons applicable globally. As climate and environmental issues change, policies must be flexible and adaptable. Ongoing consumer impact research provides essential feedback, allowing policy makers to adjust policies in time.

The main aim of the European Green Deal is to encourage innovation and create new jobs and economic growth through the transition to a green economy (European Commission, 2019). Experts from different fields, such as environmental studies and public policy, approach the Green Deal from a different perspective, but all agree that it is an essential step for a sustainable ecological transition in Europe. Recent global events such as the Covid-19 pandemic and the war in Ukraine have provided a good context to analyse environmental issues and created an opportunity to strengthen both the climate and economic objectives of the European Green Deal (Skjærseth, 2021; Wolf et al., 2021).

A recent study by Gailhofer et al. (2021) shows that artificial intelligence (AI) has a great potential to help achieve desired goals. The research of Corrigan and Lucaj (2020) unveiled that AI has development potential by lowering greenhouse gas emissions in fields such as energy production, agriculture, land management, biodiversity conservation, transportation, and smart mobility. AI also ensures instruments that support the forecasting, adaptation, and management of the effects of climate change, and thus improves the resilience against hindrances. According to Nordgren (2022), the careful evaluation of probable obstacles and ethical dilemmas that can result are noteworthy for ensuring the responsible and ethical utilisation of AI. Supplementary research regarding AI usage in the shift towards a greener future will bring relevant insights and it is a direction that needs to be taken into account for further studies.

Establishing a fair, sustainable, and environmentally friendly food system in the European Union is a major objective of the Green Deal. To assess the impact of the main Green Deal strategies, such as reducing the use of chemicals in agriculture, minimising post-harvest food losses and promoting healthier diets with less meat, Guyomard et al. (2023) developed an economic model based on partial equilibrium. All the three strategies need to be put in practice together so that the climate, biodiversity, and nutritional performance of the European food system can be ameliorated to a great extent. Through this approach, the minimisation of greenhouse gas emissions from food consumption can take place by 20%, while biodiversity loss

can be lowered by 40-50%. Moreover, consumer food expenditure may meet a downward trend, while meat producers are exposed to difficulties as a result of reduced quantities and prices.

This study underlines the meaningfulness of sustainability and environmental defence, propositions that are reinforced by the European Green Deal. Through the performance of this research, people can comprehend in a better way how consumers, individually and collectively, shape environmental goals and more sustainable policies. In the view of Hainsch et al. (2022), the adherence to the European Green Deal can trigger major changes regarding consumer conduct, as their awareness on their environmental impact heightens and their choices are more sustainable, for instance the minimisation of energy consumption and the implementation of more efficient waste management strategies.

Based on Ajzen's (1985) theory of planned behaviour, intentions play an important role in influencing behaviours, being shaped by three key factors: attitudes, social norms, and perceived control over behaviour. To integrate all of these concepts into a single framework, it is necessary to include three essential components: knowledge about environment, social, and moral values related to the environment and ecological intentions. Both the theory of reasoned action and the theory of planned behaviours suggest that attitudes influence behaviours through intention (Hines et al., 1987; Kaiser et al., 1999).

However, the European Green Deal does not place enough emphasis on the impact of individual actions. The Green Deal relies on collaboration under the direction of the EU, rather than to stimulate citizens to alter their conduct in a complete manner. By employing this strategy, the EU becomes the leader and expert in terms of initiatives intended to deploy the industry, to lower emissions, and shelter the economic change, while also benefiting from an improved degree of authority. Questions arise from the part of some researchers regarding the possibility of technological progress and ecological solutions to substitute the need for collective determination, that can trigger drastic changes in people's and communities' conduct (Eckert & Kovalevska, 2021).

To successfully achieve the objectives of the European Green Deal, a joint effort and firm commitment is needed from various entities, including the European institutions, member states, the private sector, and civil society. Recognising the important role that consumers play in the transition to a green and sustainable economy, it is essential to understand how their decisions influence the demand for products and services.

Understanding consumer behaviour is very important because consumers are the ones who ultimately decide to buy products and services (Ajzen, 2005). By analysing consumer behaviour, companies and marketers can seize the opportunity to increase sales and revenues. This can be achieved by developing marketing, sales, and branding strategies based on a deep understanding of consumer behaviour.

Consumer behaviour is influenced when they make decisions and this behaviour can be analysed from two perspectives: micro and macro. From a micro perspective, understanding consumers is critical to helping companies or organisations achieve

their goals. Khan (2006) explains that the macro perspective is based on the idea that consumers together can shape the environmental and social conditions in society. Consumers have a significant impact on production, resource use and therefore on the market and living standards.

For a company to pursue environmental sustainability as part of its strategic plan, it must meet three key objectives: economic viability, social sustainability, and ecological sustainability (Dyllick & Hockerts, 2002). However, Vithessonthi (2009) points out that developing and implementing such a strategy can be challenging for employees within the organisation. To meet all three objectives, the company may need to make significant internal changes, such as changes in organisational structure, human, and capital resources, processes, or products. Despite being needed, these changes may face opposition from employees.

Variables that need to be taken into account in order to alter consumer conduct in a significant way are represented not only by the sales objectives of the organisation, but also by the circumstances that permit consumers to adjust the market. In line with Sikora (2020), changes operated to prices and taxes for some products and services can influence to a significant degree consumers' conduct, their decisions being determined to reflect more sustainable alternatives. On the other hand, particular consumer groups can find the upturn of prices and taxes as being discouraging, thereby lowering purchases.

Empowering consumers to make informed choices and be aware of the environmental impact of products and services are fundamental elements of the European Green Deal. This initiative, highlighted by Sanchez-Reaza et al. (2023), aims to provide consumers with the necessary knowledge to make informed decisions about their purchases and how they consume. Research in this area plays an important role in showing how the European Green Deal influences consumers. These data are essential for political decisions and the development of effective measures and policies.

The meaningfulness of data collection concerning the shifts in consumer behaviour as a result of the European Green Deal has been indicated by scientists. Its aim is defined by innovation nurturing and green technology development, allowing consumers to opt for green products and services. This initiative can improve living standards and meet consumer needs in a sustainable way (Bernstein et al., 2022).

Barry and Hoyne (2021) recently emphasised the importance of inclusivity, ensuring that every person and place receives equal attention and fair treatment in efforts to achieve climate justice. This will be with respect to the context of sustainable development, through which it can integrate all dimensions in a society in an ecological, cultural, social, and economic system in a harmonious way. The impact of climate change and actions of the society must be assessed, and appropriate indicators must be used to measure their sustainability and effectiveness toward the achievement of Green Deal Europe objectives (Dobbs et al., 2021).

Currently, key indicators are mainly about environment change pertaining to climate change. This incorporates factors such as changes in precipitation, temperature change, greenhouse gas emission, rise in sea levels, floodings, and land degradations (Gandini et al., 2021). The expansion of these indicators into other factors incorporates communities, regions, and countries into environmentally and socially sustainable areas.

It is very important to do research that can bring out challenges but also opportunities that the Green Deal presents to consumers. Understanding what prevents or helps people to adopt sustainable behaviors and assessing and understanding consumer preferences and needs throughout this transitional period.

While the impact of consumer action on the environment was complex, earlier research focused on single products or activities and did not allow consumers effectively to monitor their own behaviour. Ajzen et al. (1982), however, showed that such self-monitoring is a precondition if people are to adopt a more sustainable lifestyle. We must therefore look at new approaches. The sociology of consumption is a new and promising area in this respect.

Such actions to make a person's lifestyle greener may impinge on the way in which all aspects of his life dovetail and integrate with each other by asking individuals to re-examine each facet of their lives with an ecological perspective, by creating an "ecological profile" for each area of their life. It is explained that in this process, people want to find a balance between factors like economic, ecological, cultural, and social factors (Spaargaren & Van Vliet, 2000). Such influence of the European Green Deal on the environment in relation to carbon emissions, resource usage, and ecological sustainability can be confirmed by applying very famous environmental theories (Stern, 2000). For example, economic theories such as consumer choice theory and supply and demand analyses might also be applied to provide a better understanding of how such a Green Deal or other global changeovers can influence consumer spending, green product prices, and the general economic environment (Cassetti et al., 2023).

According to Hass and Sander (2020), increasing the number of routes, frequency of rides, and reliability of services will help popularize public transport. Attractive fares or subsidies can be offered so that more and more people travel using public transport. Establishing clear waste collection schedules and launching educational campaigns, together with other simple steps like recycling bin installation, will help people reduce waste and get involved in recycling. In addition, Krajnc et al. (2022) discuss electric vehicle (EV) adoption, promoting green products, educating and raising awareness among consumers (especially the youth), ensuring accessibility and inclusion, providing financial support to disadvantaged communities, and protecting consumer rights.

The importance of collective social systems becomes clear when people try to live more sustainability and consume responsibly at home. If people are very aware of the environment, but there is little ecological innovation in the systems that provide our needs, this leads to less environmentally friendly behaviour (Carolan, 2004). However, people are more likely to adopt energy and water saving devices if

they easily integrate into their daily routine and lifestyle. To understand how household organisation influences sustainability, we need to analyse two key aspects: how daily activities are structured and the cultural standards that accompany them (Rajala & Katko, 2004).

It is important to understand that green advances can reach consumers through different methods. Green taxes are usually implemented through public services, while organic food products are mainly provided through the private sector. Certain innovations, such as car sharing programs and neighbourhood composting, are facilitated informally. The transformation of household consumption towards and ecological upgrade is not limited to influences from production. In fact, many green innovations introduced by private and public organisations, such as organic food products, green energy initiatives, and water reuse systems, have come about because of consumer demand.

3. Research Questions / Aims of the Research

The key objectives of the research paper are to assess consumer knowledge regarding the European Green Deal, analysis of consumer behaviour, and purchasing habits in the context of the European Green Deal. We are also working to understand changes in consumer preference and choice, socioeconomic and cultural factors that influence consumer choice, and barriers to choosing sustainable behaviour, and evaluating the effectiveness of policies and incentives for adopting sustainable behaviour. This shall be to enthuse consumers toward a more sustainable lifestyle. The financials for the European Green Deal will be brought more into focus for consumers. In this regard, the costs and benefits of the transition will have to be assessed against how eco-friendly products and services are accessible and available to consumers, with special attention paid to different consumer segments.

First of all, while transitioning to a sustainable and green economy, consumers' needs and demands should be understood and addressed. Assessment of the consumer view with respect to the policies and measures taken through the European Green Deal shall be conducted to identify concerns, expectations, attitude, and opinions about the proposed initiatives.

Such objectives, if achieved, would give great insight into how the implementation of the European Green Deal would affect consumers and, hence, be very informative for the development of impactful policies and measures that could engage and empower consumers in the transition towards sustainable and responsible consumption.

4. Research Methods

In order to study environmental attitudes and ecological behaviour during the Green Deal Era, we applied a quantitative study using survey methods.

The sample was calculated according to the formula "$n = (t^2 \times p \times q) / e^2$" (Cătoiu et al., 2002): n=, where "n" is the sample size, "t" is the coefficient associated with the probability of guaranteeing the results (confidence level) predetermined by the

researcher and "p" the non-percentage share of the sample components, which are characterised by a certain attribute, and "q" is the non-percentage share of the sample components that are not characterised by a certain attribute (calculated with the "1-p" relationship). We decided to work in the case of a probability of guaranteeing the results of 95% (t = 1.96), resulting in "n = (1.96^2 × 0.5 × 0.5) / 0.05^2 = 384" (being the minimum number for the sample size).

A sample of 229 individuals is considered for this study due to limitations imposed by the process of data collection. The research was conducted during the period January-February 2024 and was distributed online. The utilisation of a small sample size in research presents challenges such as restricted scientific conclusions and potential barriers to scientific exploration.

Following the predetermined research schedule, the research phase commenced with the collection of data and information. Once the data was collected, it underwent processing to ensure it was ready for analysis and interpretation. After the completion of the encoding process, the data was entered into the SPSS software, where we analysed and interpreted it.

During the survey research we used 18 questions divided in four categories, such as environment protection, pollution, European Green Deal and eco-friendly products. For this research we analysed the data from only two categories, European Green Deal and environment protection.

The analysis of the variables is conducted in relation to important socio-demographic factors, such as gender, income level, and education.

5. Findings

Prior to delving into the primary findings of the research, the sociodemographic attributes of the participants were analysed, with emphasis on their gender, age, income level, occupation, and education. All of these attributes are very important for this study in order to test for relationships between two variables, such as ecological behaviour or the knowledge level of respondents about the objectives proposed by the European Green Deal (EGD).

At the start of the study, participants were asked to evaluate the level of knowledge of the European Green Deal objectives. The distribution of responses is shown in Table 1. Most respondents (32.3%) considered that they know the proposed objectives to little extent. Interestingly, just 0.9% answered that they know them to a very large extent, meanwhile 14.4% have never heard of them. This could be argued to the little media coverage, the lack of communication from the authorities, or the indifference from the population for this subject. Overall, 29.7% claimed that they know about these objectives to some extent or to a large extent. The use of the Internet, social media or participating in courses, conferences on this subject might have helped to achieve these results.

**Table 1. Respondents' level of knowledge of the EGD objectives (N=220)**

Category	Frequency	Percent
To a very large extent	2	0.9
To a large extent	28	12.2
To some extent	40	17.5
To little extent	74	32.3
To no extent	43	18.8
Not at all	33	14.4

Source: authors' own calculations.

When it comes to test for relationships between their knowledge level and sociodemographic aspects, we used Chi-Square tests. The results did not reveal a significant relationship between the variables ($p < 0.05$). This may be due to the fact that there is a small degree of knowledge of the EGD objectives, as well as a lack of information from the authorities or other competent institutions. In order to understand more on this topic, we asked the participants to mention if they agree with a series of affirmations about the implementation of the European Green Deal. 51.5% of the respondents think that the EU should invest more money in environmental protection programmes and projects. Moreover, 45.4% remarked an increase in the concern of companies regarding their impact on the environment. More than half of the respondents (53.3%) admitted that they changed their purchasing behaviour after seeing sustainable campaigns from companies. Nevertheless, 59% believe that advertising of a company's sustainability practices is often exaggerated or false.

As shown in Figure 1 below, 35.8% of the participants are willing to pay more for eco-friendly products and services. Thus, 31% cannot decide if they are willing to pay more. This requires more attention from the authorities and the scientific community in order to present the benefits of choosing more sustainable products and how to maintain a level of price which might be accessible for a larger part of the population.

Figure 1. Respondents' willingness to pay more for eco-friendly products and services
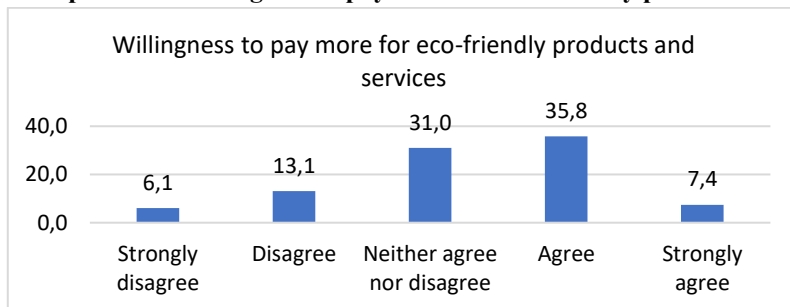
Source: authors' own calculations.

When it comes to a better implementation of the EGD objectives, respondents were asked to rate how significant are the following measures or initiatives (Table 2) for them on a 5-point scale (1 = lowest score, 5 = highest score). 42.8% of the respondents strongly agree with stronger regulations and penalties for noncompliance with environmental standards (with a mean score of 4). 69.9% believe that is necessary to increase the investment in sustainable technologies and innovations (with a mean score of 4.11).

Table 2. Respondents' level of knowledge of the EGD objectives (N=220)

	Increased education and awareness among consumers and businesses	Intensive promotion of ecological alternatives and responsible consumption	Monitoring and reporting progress transparently	Financial and tax incentives to companies and consumers who adopt sustainable options	Increasing investment in sustainable technologies and innovations	Tougher regulations and penalties for non-compliance with environmental standards
Mean	4.00	4.03	3.81	3.82	4.11	4.02

Source: authors' own calculations.

In one of the questions of the survey, the participants were asked how often do they approach an ecological behaviour in their daily lives. The collected results were analysed as shown in Table 3. We can note that 59.8% of the respondents answered that they avoid wasteful packaging for their groceries. Moreover, 37.5% are buying recycled products, but 32.3% are indifferent towards what kind of products are they buying, either recycled or not. It is important to take into account the good intention of the respondents to look for eco-friendly products while shopping (46.7%). In regard to which materials are recycled by the respondents, they frequently recycle glass (56.8%), plastic (59.8%), and paper (51.9%). When it comes to recycling metals, 46.3% affirmed that they rarely recycle this type of material. Studying these issues might be a relevant topic for future research.

Table 3. Respondents' ecological behaviour (N=220)

	No need for extra packaging for groceries		Buying recycled products		Looking for eco-friendly products		Disposable packaging instead of returnable packaging		Recycle metals		Recycle glass		Recycle plastic		Recycle paper	
	Frequency/Percent															
Very Rarely	90	39.3	21	9.2	18	7.9	32	14.0	61	26.6	28	12.2	26	11.4	26	11.4
Rarely	47	20.5	48	21.0	30	13.1	45	19.7	45	19.7	29	12.7	26	11.4	35	15.3
Somewhat	50	21.8	74	32.3	74	32.3	65	28.4	57	24.9	42	18.3	40	17.5	49	21.4
Frequently	34	14.8	69	30.1	87	38.0	66	28.8	51	22.3	87	38.0	85	37.1	69	30.1
Very Frequently	8	3.5	17	7.4	20	8.7	21	9.2	15	6.6	43	18.8	52	22.7	50	21.8

Source: authors' own calculations.

In accordance with this subject, the respondents were asked the degree to which they agree with a series of statements regarding eco-friendly products and their attitude toward the environment. 80.8% of the respondents claimed that the price for ecological products is above average, but 61.7% think that the quality of these products is better. Unfortunately, 50.7% think that Romanian people do not care about environmental protection enough, but 46.7% claimed that they often talk with friends about environmental degradation. 70.3% of the respondents try to choose the products that pollute less, if they are available and 82.5% turn off the lights, air conditioners, computers, or other devices that consume electricity when they leave work. From the answers collected and analysed we can say that people tend to choose eco-friendly products, they are willing to change their behaviour for the good of the environment, but the authorities and institutions involved in this transition should approach the problem of higher prices and how to make this products and services more accessible to the population.

Figure 2. Respondents' ecological behaviour
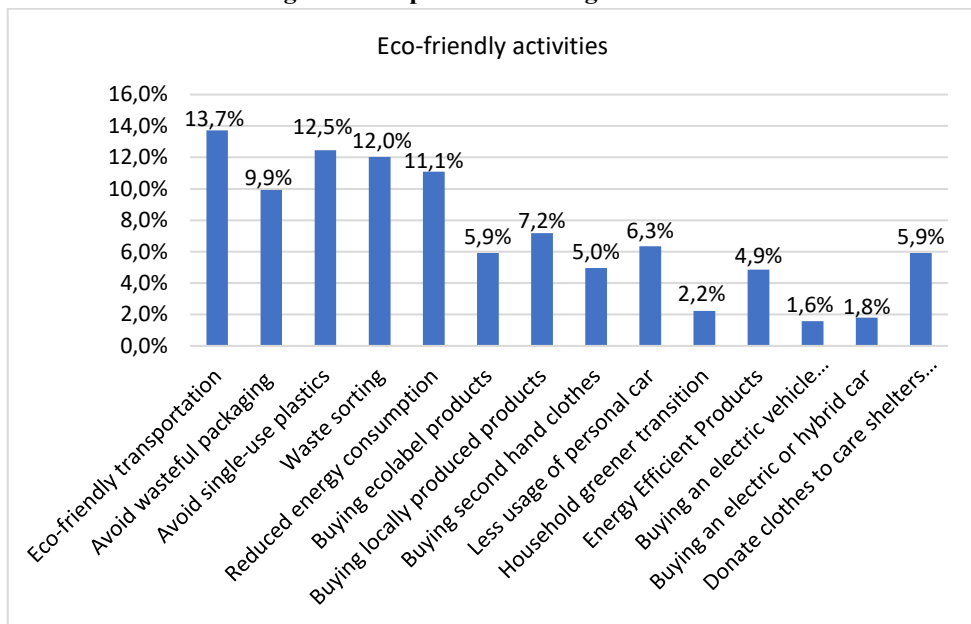
Source: authors' own calculations.

For the last part of the research, as shown above in Figure 2, we did an analysis of the most common eco-friendly activities carried out by the respondents (out of 14 choices). The three most used ecological activities are ecological transportation (by walking, by bicycle, public transportation, or electric car) with 13.7% of the respondents, then the less usage of disposable tableware (12.5%) and waste sorting with 12%. During the last year, 63.3% of the respondents have had between one and four eco-friendly activities, while 7.4% had between nine and 12 activities. None of the respondents chose all 14 activities.

Table 4. Correlation analysis of respondents' sociodemographic characteristics with ecological practices

Category	Question	Pearson Chi-Square Asymptotic Significance (2-sided)
Gender	Buying a hybrid/ electric car	0.011 (N=224)
	Donate clothes	0.003 (N=224)
Age	Eco-friendly transportation	0.039 (N=229)
	Avoid wasteful packaging	0.016 (N=229)
Education	Buying a hybrid/ electric car	0.026 (N=224)
	Avoid wasteful packaging	0.008 (N=224)

Source: authors' own calculations.

In Table 4 we presented the correlation analysis of respondents' sociodemographic characteristics with ecological practices. The results revealed a significant relationship between the variables ($p < 0.05$). When it comes to gender, we found out that males are more likely to buy a hybrid or an electric car than females, but for donating clothes to care centres or second-hand stores females are more likely to do these activities. Regarding the age, the results show that younger people with ages between 18-45 tend to choose eco-friendly transportation more than the other categories and, at the same time, the respondents with ages between 18-55 are more likely to avoid wasteful packaging.

For their education level, we analysed variables such as ecological transportation or wasteful packaging. In this case, we found out that people with a higher level of education (university or high school graduates) tend to choose hybrid cars or electric cars and avoid wasteful packaging for the products they purchase. For the older generation, we should carry out more research in order to find out why they are reluctant to these practices and how we can convince them on adopting more sustainable decisions. More on this, we can confirm that the income level has a significant relationship with variables such as buying a new electric or hybrid vehicle. Moreover, we found out that the marital status also influences the decision of choosing a less polluting way of travel. The area or residence (urban/ rural) also influences the decision of choosing not to use the personal car at the expense of other modes of transport or just working from home. From the study, we can see that respondents from urban areas are more likely not to use their personal car that often. This may also be possible due to the greater presence of public transport in large cities. Also, the respondents from urban areas tend to donate the clothes more than the ones from rural areas.

6. Conclusions

Our sincere curiosity to understand and promote greener and more responsible consumption led us to analyse the impact of the European Green Deal on consumers. We are aware of the importance of protecting the environment and we should be actively involved in combating climate change and other environmental problems.

This is why it is essential to see how the European Green Deal can help promote environmentally friendly and sustainable products and services.

Based on the analysis of respondents' answers, it can be concluded that there is a tendency to place value on environmental protection and take actions to support it. However, when it comes to purchasing green products, there is still a low frequency of consumption and pessimism towards the above-average prices of ecological products. Future studies should investigate the primary reasons why Romanian consumers are hesitant to buy and consume more ecological products, with accent on the older generation. It is possible that consumers lack awareness or have doubts about the transition to a greener lifestyle.

It is important to note that this study has certain limitations. Due to the sampling method and data collection instrument used, the findings of this study cannot be generalised. Further research on the ecological behaviour and environmental attitudes of Romanians should explore different research methods.

In order to maintain positive transformations, it is essential to remain actively involved and informed, while implementing specific measures to tackle inequalities and ensure equal opportunities for environmentally friendly solutions. Further research should be conducted to examine the long-term impact of Green Deal initiatives, as well as to develop effective approaches for involving varied communities in sustainable practices.

During the preparation of this work the author(s) used Chat GPT 4.0 in order to correct any misspellings and grammatical errors. After using this tool/ service, the author(s) reviewed and edited the content as needed and take(s) full responsibility for the content of the publication.

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