

# GREEN MARKETING ADAPTED TO FAMILY VALUES: STRATEGIES FOR PROMOTING WELL-BEING AND ADAPTING TO CURRENT FAMILY TRENDS

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## Abstract

*This study examines green marketing oriented towards family values, investigating strategies for promoting well-being and adapting to current family trends. In a context where families are becoming increasingly aware of their impact on the environment, green marketing, based on sustainable and ecological practices, is gaining increased relevance. Adapting green marketing campaigns to family values not only synchronizes commercial efforts with family ethics but also enhances their effectiveness by promoting ecological behaviors. The study highlights the need to educate families about the economic and health advantages of sustainable products, providing examples of effective practices and suggestions for companies wishing to align their marketing strategies with family values. The conclusions show that a family-centered approach not only intensifies the success of green marketing but also contributes to the development of a sustainable economy and a healthier environment for future generations. The article is elaborated within the context of the project 'Strengthening socio-economic and legal mechanisms for ensuring the well-being and security of citizens' (CONSEJ 01.05.02).*

**Key words:** well-being; family; green marketing; promotion strategies; values.

**JEL Classification:** D6, M31

## I. INTRODUCTION

In a rapidly evolving global context, where environmental and sustainability concerns are becoming increasingly important, green marketing is gaining major significance in influencing consumer behavior. By aligning with family values, this type of marketing not only meets current consumer demands but also supports family well-being.

The integration of family values into green marketing strategies is not merely a matter of ethical alignment, but also a pragmatic approach that can enhance the effectiveness of marketing efforts and encourage the adoption of sustainable behaviors at the household level.

Family values deeply influence consumers' purchasing decisions. As fundamental units of society, families are often guided by values such as sustainability, health, and the future of their children. Therefore, brands that resonate with these values can earn long-term consumer loyalty. Green marketing involves promoting products or services that are environmentally friendly or have a positive impact on the planet. This type of marketing integrates sustainability principles into various aspects of marketing, such as product design, packaging, promotional messaging, and promotion strategies. Key elements of green marketing include the creation of eco-friendly products, the use of recyclable packaging, the reduction of greenhouse gas emissions, and the adoption of sustainable business practices (Kumar, 2022).

The concept of family well-being, through the lens of green marketing, intertwines with how companies' marketing actions influence consumer behavior toward more eco-friendly choices and, consequently, contribute to a healthier environment and an improved quality of life.

The quantitative research presented in this article focuses on green marketing adapted to family values and on identifying promotion strategies that support well-being and sustainability. Possible research hypotheses include:

Hypothesis 1: The implementation of green marketing strategies aligned with family values will significantly contribute to the increased adoption rate of sustainable products by families.

Hypothesis 2: Consumers who prioritize the health and safety of their families are more likely to choose eco-friendly products compared to those who do not share the same family values.

Hypothesis 3: The impact of awareness campaigns on families is stronger when these campaigns are associated with protecting children's health and emphasize long-term economic benefits.

Hypothesis 4: Social media and recommendations from friends and family have a stronger influence on eco-friendly purchasing decisions than other information channels such as television or traditional advertising.

Hypothesis 5: Environmental education and familiarization provided within the family play a crucial role in influencing sustainable consumption decisions and promoting an ecologically responsible lifestyle.

These hypotheses can be tested through data analysis and may provide a solid foundation for the research conclusions.

## II. LITERATURE REVIEW

Humanity is at a turning point in its evolution on this planet, which requires a shift toward a development model that supports both human life and the natural environment (Scutaru, 2013). In this context, green marketing becomes an essential component in the transition to sustainability, offering solutions that address the challenges of environmental degradation and climate change.

Economic growth is reflected in a country's standard of living, but achieving this objective is only possible through a consistent, long-term process built on solid foundations. However, to realize this without compromising the future of upcoming generations, economic development must incorporate ecological and sustainable practices. This is where green marketing plays a vital role.

Green marketing refers to marketing practices aimed at promoting products or services that are perceived as environmentally friendly—either through sustainable manufacturing processes, the use of eco-friendly materials, or by minimizing negative impacts on nature. This often involves strategies such as the use of recyclable or biodegradable materials, emission reductions, and energy efficiency, and is intended to meet the demands of an increasingly informed consumer base concerned with environmental impact (Peattie & Belz, 2010; Polonsky, 1994).

Green marketing holds deep and multifaceted relevance for families in today's context. First and foremost, families—being the pillars of society—are directly affected by environmental issues such as pollution and climate change. Concern for the health of loved ones drives many families to choose “cleaner” and safer products and services (Ottman, 2011).

Secondly, families play a crucial educational role by passing on values and habits to future generations. By adopting a sustainable lifestyle, parents educate their children to respect the environment, laying a solid foundation for long-term responsible behavior (Grønhoj & Thøgersen, 2012).

Moreover, green marketing is relevant to families from an economic perspective. Many eco-friendly solutions—such as energy-efficient appliances—may involve higher initial costs, but they offer long-term savings by lowering utility bills and reducing household expenses (Ottman, 2011).

Studies such as those conducted by Griskevicius et al. (2010) suggest that sustainability appeals aligned with parents' protective values—such as the desire to ensure a safe and healthy environment for their children—can intensify emotional responses and motivate eco-friendly purchases.

A key aspect of green marketing is the clear distinction between genuine green marketing and greenwashing. Greenwashing refers to the practice of some companies promoting “green” products that are not actually produced sustainably. This can be considered a form of false advertising and may ultimately damage a company's reputation as consumers discover that the products or practices are not as environmentally friendly as advertised (Riserbato, 2021).

However, there is a significant critique of green marketing: it can sometimes become the subject of greenwashing, a term that describes marketing practices which exaggerate the environmental benefits of a product in order to attract eco-conscious consumers without delivering genuine ecological value (Laufer, 2003). This phenomenon can mislead families seeking to make responsible choices, undermining their trust in products marketed as environmentally friendly.

It is essential to acknowledge that not all families value sustainability in the same way, which poses a challenge for crafting effective marketing messages. Additionally, there is a risk that appeals to family values may be perceived as manipulative if not handled with sensitivity and authenticity. Critics such as Ken Peattie (2001), in his work on green marketing, argue that the oversaturation of the market with “green” messages can lead to consumer skepticism and fatigue.

The concept of family values is deep and evolving, reflecting the social and cultural changes within societies. Traditionally, family values refer to the moral and ethical norms promoted and transmitted within the family, such as fidelity, honesty, truth, and faith (Say, 2018).

Thus, family values are not static, they evolve alongside changes in the society and culture they belong to, representing an ongoing negotiation between tradition and innovation, between conservatism and liberalism.

Changes in family structure over recent decades form a vast and complex subject, influenced by cultural, religious, legal, and economic factors. I will address these aspects by offering an overview of different cultures and regions, along with statistical data to illustrate these transformations.

## II. PAPER AND TEXT FORMAT

Currently, as environmental challenges become increasingly severe, green marketing has emerged as a fundamental strategy for promoting eco-friendly products and sustainable practices. This approach not only aims to meet the demands of consumers who are becoming more aware of the effects of their choices on the environment, but also plays an essential role in educating families about the importance of sustainability. Thus, green marketing proves to be an effective tool for both encouraging the adoption of eco-friendly products and improving the health and well-being of family members.

The table below illustrates the interdependence between green marketing and its relevance for families, highlighting key objectives, strategies used, economic implications, impact on consumption decisions, and long-term effects. This analysis emphasizes the importance of an integrative approach to green marketing, which not only supports environmental protection but also contributes to creating a responsible and sustainable lifestyle for future generations.

**Table 1. Interdependence between green marketing and its relevance for families**

Aspect	Green Marketing	Relevance for Families
<b>Principal Objective</b>	Promote sustainability and ecological products	Protect family health and education for sustainability
<b>Strategies</b>	Use recyclable, energy-efficient materials	Adopt a sustainable lifestyle, education through personal example
<b>Economic Implications</b>	Energy efficiency (costs are often implicitly highlighted, not explicitly)	Financial savings (long-term) due to the rationalization of ecological solutions
<b>Impact on Decision-Making</b>	Responsible consumer information	Motivation of solidarity and family well-being
<b>Long-Term Impact</b>	Reduce negative impacts on the natural environment	Create a sound foundation for responsible and sustainable future generations

Source: elaborated by the authors.

This comparison highlights how green marketing and family interests naturally complement each other, offering solutions that not only protect the environment but also support family health and well-being.

To segment the market effectively, it is crucial to recognize that consumers' attitudes towards ecological practices vary significantly among different groups. Studies indicate the existence of at least three distinct consumer groups: the highly interested in sustainability ('keen greens'), the moderately interested ('moderate greens'), and the reluctant ('reluctant greens'). These segments can be identified using cognitive variables such as concern for the environment, perceived knowledge about the environment, perceived consumer effectiveness, perception of eco-labels, perception of eco-brands, green advertising, green purchase intention, and green purchase behavior (Jaiswal et al., 2021).

In addition to this, green marketing strategies can be influenced by consumers' ecological attitude and their intentions to purchase green products, as well as by demographic variables such as income and education. It has been observed that green products, locations, and ecological promotion strategies significantly influence consumers' green purchase intentions, especially among young millennials (Kaur et al., 2022).

To investigate how family values influence perceptions and decisions related to green marketing, a survey was created through which the authors aim to discover effective marketing strategies that promote well-being and align with current family trends. The questionnaire was structured with twenty-four questions, the responses to which were of great help in understanding how green marketing is adapted to family values. The contribution of the 276 respondents was vital in understanding how green marketing can be shaped to reflect and support family values in the contemporary context.

The data regarding the number of people in the household is as follows: a small portion of respondents (7,2%) live alone. This suggests that living individually is not common in the analyzed sample. Possible reasons could be cultural (preference to live together with family or relatives) or economic (high costs of living independently). In general, in many countries with traditional family values, living alone is less frequent. The majority of households (42%) consist of 2-3 members. This is the predominant category and corresponds to the classic nuclear family model, consisting of two parents and possibly one child or no children. This family structure reflects a balance between economic and demographic needs, suggesting that relatively young or adult families without extended families likely live in these households. Households with 4-5 people (38%), these represent larger nuclear families or extended families living together. Households of this size are common in societies where the extended family plays an important role or where having more children is the norm. This suggests that respondents in this category tend to have more children or live together with other relatives, such as grandparents or adult siblings. Approximately 12,7% of respondents live in extended households, with 6 or more people. This may be a reflection of traditional norms, where multiple generations or extended relatives live together for mutual support and cost sharing. In many rural or traditional societies, large households are more common. In these cases, parents, children, grandparents, siblings, or other relatives may coexist in the same household. Also, more difficult economic conditions may force families to live together.

However, it should be noted that the traditional image of the nuclear family, composed of a married couple with children, is becoming increasingly rare. Today, it is more common to encounter divorced parents, single-parent households, multicultural marriages, widows, families living apart due to migration, adopted children, and elderly people living alone (Al Mulla, 2021).

Overall, this distribution highlights the diversity in the family structure of the respondents, influenced by both cultural and economic factors.

The answers to the question *Age of the sample were*: 8,7% of respondents are under 18 years old. This is a less represented category, as young people under 18 are usually not actively involved in making major decisions related to the household. They may not yet be responsible for the administration or management of the family's financial resources. 11,2 percent of respondents are in the 18-24 age category. This includes young adults, who are in the transition period between studies and careers. They have started to gain financial independence and be more involved in economic life, but are not generally the ones to make major decisions related to the family or household. The moderate percentage indicates an increase in involvement, but they are not yet at the level of mature adults in terms of economic responsibilities. 14,9% of respondents are between 25 and 34 years old. People in this category are in the process of forming a stable career and, in many cases, are starting to start a family. They are becoming increasingly active in managing the household and making financial decisions. Their percentage indicates a significant presence, reflecting the beginning of their major involvement in managing the economic responsibilities of the families. In the 35-44 age category (21,4%) formed by people at the peak of their career and family life. They are most likely the most active in the household, being responsible for the most important economic and family decisions. The high representation suggests a strong involvement in the practical and financial aspects of household management. 45-54 years old this category with the highest percentage, representing 31,5% of respondents. are generally the heads of the household, the most involved in managing resources and making major decisions. They have extensive experience in work and family life, which explains their substantial involvement in the survey. It is a period of maximum maturity and financial stability, and the high percentage shows that this age group is the most concerned about the topics addressed in the questionnaire. 8,7% of respondents are between 55 and 64 years old. This is a category in which people are approaching retirement, but remain active in the economic life of the household. Although the percentage is lower compared to younger categories, these respondents are still involved in decision-making. And 11,6% of respondents are over 65 years old. People in this category are usually retired and, although they are no longer actively involved in their household's economic decision-making, they can play an important role in supporting families through advice or by contributing to household income (pensions).

However, demographic statistics and trends indicate that the global fertility rate has declined significantly, from 4,7 in 1950 to 2,4 in 2017, reflecting changes in reproductive behaviors and family structures. The elderly population is growing, and by 2050, it is estimated that one in six people globally will be aged 65 or older, many of whom will live alone, which will have significant repercussions on healthcare spending and social infrastructure (Al Mulla, 2021).

Analysis of the answers to the question *What do you understand / or what do you associate the term "green marketing" with?* The collected answers suggest a generalized perception of the concept of green marketing, which focuses on its association with sustainability, environmental protection and social responsibility. Many answers contain terms such as "sustainable", "ecological", "durable", indicating a strong correlation between green marketing and these concepts. As a way to promote products that contribute to environmental protection and the use of resources in a responsible way. "Eco products", "ecological products",

"bio" are frequently mentioned, emphasizing that green marketing is associated with the marketing and promotion of products that are considered friendly to nature. Many answers emphasize the importance of green marketing within corporate responsibility and social ethics. This suggests that green marketing is not only a business strategy, but also a commitment to the community and the environment. Thus, green marketing should be "fair" and "honest", with an emphasis on transparency in communicating the benefits of products. This is important to build consumer trust. Some responses indicate an association between green marketing and family health, suggesting that green products not only protect the environment but also contribute to the well-being of users. The mention of recyclable or biodegradable packaging shows that respondents are aware of the impact of products on the environment and that green marketing involves the use of materials that reduce the ecological footprint.

The responses collected to the question Marketing practices that promote environmental benefits show a clear vision of how marketing can promote environmental benefits.

Environmental impact awareness campaigns (48,6%), almost half of the respondents consider these campaigns to be essential in promoting environmental benefits. This suggests that the public is aware of the importance of education and information regarding the impact of human activities on the environment. Awareness campaigns can include:

- Informing consumers about the negative effects of pollution and unsustainable consumption.
- Promoting environmentally friendly lifestyles and sustainable practices.
- Education on recycling and waste reduction.

Awareness campaigns can influence consumer behavior, encouraging them to choose environmentally friendly products and participate in environmental protection initiatives.

Marketing strategies focused on sustainable products (51,4%). Over half of respondents consider marketing focused on sustainable products to be a key practice. This indicates an increased preference for products that are made from recyclable materials or have a reduced environmental impact. These strategies may include:

- Promoting environmentally friendly products and certifications (e.g. bio, eco-friendly).
- Using recyclable or biodegradable packaging.
- Providing transparency in production and supply processes.

Not only do these strategies respond to consumer demands, they also contribute to increasing trust and loyalty towards brands that make a real commitment to sustainability.

The responses suggest that green marketing can be effective through a combination of awareness campaigns and promotion of sustainable products. This approach not only helps to educate consumers about the importance of green choices, but also stimulates demand for products that have a positive impact on the environment.

The responses to the question on *the evaluation of information about sustainability and green products received through digital channels show a clear trend in consumer perception.*

Almost a third of respondents believe that digital information has a significant impact on their purchasing decisions. This suggests that for this group, digital channels (such as social networks, specialist websites and blogs) are an important source of information and education about green products and sustainability. Over half of respondents (52,2%) feel moderately influenced by this information. Although digital channels play a role, the influence is not as strong as for the first 33,3%. This group can use information to make informed decisions, but may not be completely determined by it in the purchasing process. A significant proportion of respondents (13,8%) feel little influenced by digital information. They may be sceptical about the authenticity or relevance of the information available, or they may have alternative sources of information that they consider more credible. Only 0.7% of respondents say that digital information has no influence on their choices at all. This suggests that most consumers recognize, to some extent or another, the influence that this information has on them.

Almost 85% of respondents feel influenced (very or moderately) by this information, which highlights the importance of digital marketing in promoting green products. This trend suggests that marketing strategies that focus on educating consumers through digital channels can be highly effective in encouraging sustainable purchasing choices.

The analysis of the responses on the influence of family values on sustainable product choices provides a clear picture of how these values shape consumer behavior. Score 1 (1,1%) of respondents believe that family values have a very small influence on their choices. This suggests that, for the majority, family values have a more significant impact than this small group perceives. A very small proportion (3,3%) of respondents feel a slightly greater, but still limited, influence. These may be consumers who do not prioritize family values in their purchasing decisions, preferring to rely on other factors, such as price or brand. Almost a fifth of respondents (19,2%) believe that family values have a moderate influence (score 3). They may take family opinions and preferences into account, but are not completely determined by them in their choices. The responses indicate that

family values play a significant role in sustainable product choices, with nearly 76,4% of respondents considering these values to have a considerable influence (scores 4 and 5). This trend suggests that marketing of organic products should emphasize not only the environmental benefits, but also how the products can support family health and well-being. This may involve communicating family values in marketing campaigns to resonate more deeply with consumers.

The answers to the question about *products purchased for sustainability* reasons indicate a wide range of options.

1. *Clothing and footwear*: clothes made from recycled or organic materials; cotton jeans; eco-friendly footwear.
2. *Food products*: bio and organic products; food from local farmers.
3. *Cosmetics and personal care products*: organic cosmetics; eco-friendly shampoos and soaps; personal care products with natural ingredients.
4. *Cleaning products*: eco-friendly detergents; eco-friendly cleaning products.
5. *Reusable packaging and accessories*: eco-friendly bags (reusable); biodegradable bags; eco-friendly bags.
6. *Home appliances and electronics*: energy-efficient home appliances; hybrid or electric cars.

The answers suggest a growing awareness of the importance of sustainability in purchasing decisions. Consumers are looking for products that not only meet their needs but also contribute to protecting the environment. This trend reflects a cultural shift towards a more environmentally responsible lifestyle, which can significantly influence the marketing strategies of companies seeking to attract an environmentally conscious audience. This diversity of products purchased for environmental reasons shows that sustainability has become an important factor in consumers everyday choices.

When asked about *their families' core values*, respondents stated that:

1. *Health and Safety (51,4%)* – the majority of respondents (over half) consider health and safety to be the most important values for their families. This suggests a major concern for physical well-being and personal security.
2. *Education and Continuing Development (31,2%)* – approximately one-third of respondents emphasize education and the importance of continuous learning. This shows that personal development and educational success are important values for families.
3. *Sustainability and Environmental Responsibility (12,3%)* – a smaller but significant segment of respondents prioritizes values related to sustainability and environmental protection. This suggests an increase in awareness of environmental impact.
4. *Community support and solidarity (5,1%)* – A smaller percentage of people consider community support and solidarity to be core values, indicating that social relationships and community support play an important but secondary role in family life.

Health and education are core values for most families, while a growing segment is beginning to place importance on sustainability and environmental responsibility. This reflects a trend towards a balance between immediate well-being and concern for the future of the environment.

Analysis of the responses on *How are these values reflected in your purchasing decisions?* Approximately a third of respondents (29%) consciously choose products that respect the principles of sustainability, highlighting a strong preference for organic products. The largest percentage of respondents (35,5%) prefer to purchase local and ethical products. This highlights an increased attention to the socio-economic impact of products, wanting to support the local economy and companies that adopt ethical practices. A significant number of respondents (30,8%) avoid products that have a negative impact on the environment. This shows a growing awareness of the need to reduce the ecological footprint. Support for brands that promote social causes (5,1%), this suggests that although it is an important value, it is less of a priority compared to sustainability and support for local products. Any product, not necessarily ecological (0,7%) – almost insignificant, this percentage shows that only a few respondents are not influenced by ecology in their purchasing decisions, which underlines the general importance of sustainability for most participants.

When asked about *the impact of current trends on their preferences for sustainable products*, the answers were:

Significantly influences (40,9%) – almost half of respondents believe that modern trends, such as the use of technology, health concerns and environmental education, have a major impact on their preferences for sustainable products. Moderately influences (51,1%) – more than half of respondents say that these trends have a moderate influence. This suggests that, although they are not the main decision-making factors, these modern aspects still play an important role in consumer choices. Slightly influences (8%) – a small percentage of respondents are influenced to a small extent by these trends, which shows that sustainability and concerns for health or technology are not necessarily major priorities for them. Not at all influential (0%) – No respondents

reported that these trends have no influence at all on their preferences for sustainable products, which highlights the importance of these aspects in the majority's purchasing decisions. Current trends, such as health concerns, technology use, and environmental education, have a strong to moderate impact on consumer preferences for sustainable products. These aspects reflect an increase in awareness and adoption of a sustainable lifestyle among families.

*Concrete examples of how current trends have influenced recent purchasing decisions*, according to survey responses:

1. Purchasing products that reduce energy consumption (34,4%) - families opted for low-energy appliances, such as refrigerators, washing machines or efficient LED light bulbs, to reduce energy bill costs and protect the environment at the same time.

2. Choosing organic foods for family health (72,1%) - most families preferred to buy organic foods, such as organic fruits and vegetables, antibiotic-free meat and dairy products from local producers, to ensure a healthy diet free of harmful chemicals for family members.

3. Investing in technology that supports home education (22,5%) - some respondents purchased technological devices such as tablets, laptops or educational software to support children's education at home, either in the context of online learning or to develop their digital skills.

The results for the question *To what extent are discussions about sustainability part of family conversations?* indicate that discussions about sustainability play a significant role in family conversations, although the level of involvement varies:

- Very often (18,1%) and Often (37,3%): approximately 55,4% of families discuss sustainability frequently. This reflects a constant concern for environmental impact and the adoption of sustainable practices in everyday life.

- Occasionally (35,5%): a large proportion of families occasionally address this topic, which may suggest that the topic of sustainability is important, but not a daily concern. Discussions are likely related to specific decisions, such as purchasing green products or events that promote sustainability.

- Rarely (7,6%) and Never (1,4%): a significantly smaller minority of families either address the topic very rarely or do not discuss sustainability at all. This may indicate either a lack of interest or a lack of information about the impact of this concept on their lives.

Overall, the data suggests that most families are considering sustainability, but with varying degrees of involvement.

The analysis of responses regarding the alignment of purchased products with family values indicates that: 48,2% of respondents consider it important to purchase products that support family health and safety. This reflects a priority for the immediate well-being of the family and suggests that organic or sustainable products are seen as safer for daily consumption. 25,4% of respondents are interested in aligning products with sustainability and environmental responsibility. These consumers are motivated by the long-term impact on the environment, demonstrating high environmental awareness. 23,6% orient their purchases to promote education and development. This segment emphasizes a lifestyle that includes sustainable practices and education for future generations. And 2,9% consider alignment with family values not to be an important criterion, indicating minimal concern or non-involvement with sustainability and family values in purchasing decisions. Thus, for most respondents, buying products that reflect family values is essential, whether they support health, sustainability or education.

*The evaluation of information about sustainability and green products received through digital channels* varies depending on consumers' trust in these sources. Thus, 45,7% of respondents consider this information *credible*, which indicates a high level of trust in the information presented online about sustainability. This category of consumers probably makes purchasing decisions based on the recommendations and descriptions found on digital platforms. 19,2% evaluate the information as *very credible*, suggesting that these consumers consider digital sources of information as essential and trustworthy in guiding their consumption choices related to sustainable products. 29,3% consider this information *neutral*, which reflects some reluctance or uncertainty in authentically evaluating information about green products. These consumers may need additional evidence or more transparent sources to fully trust. 5,1% rate the information as *not very credible*, and 0,7% consider it *not credible at all*, suggesting that a small number of consumers either consider digital sources of information to be incomplete or lack transparency, or are skeptical of marketing practices associated with organic products.

According to the data obtained from the question, *the most frequently used social networks to obtain information about sustainable products* are:

- Instagram (60,1%) is the dominant platform, which suggests that users are highly influenced by visual content and campaigns run by influencers or brands in the field of sustainability.

- Facebook (49,6%) remains an important source of information, probably attracting a more mature audience looking for communities or pages related to sustainability.

- TikTok (37%) is gaining popularity, which indicates the interest of younger generations in quick and educational content about sustainable products.

- YouTube (32,6%) is also a relevant channel, due to its video format that allows for detailed reviews or demonstrations related to ecological products.

- Twitter (9,1%), Telegram (1,1%), and Google (1,5%) are used much less frequently for such information, suggesting that these platforms are less effective in providing content related to sustainability.

- Television (0,4%) has a minimal influence in this context, which reflects a clear shift from traditional media to digital platforms in the process of informing about sustainable products. These trends highlight how much consumer interests have shifted towards visual and interactive social networks, to the detriment of traditional information channels.

To the question *To what extent do social networks influence your purchasing decisions for organic products?* the results are:

- 40,2% of respondents state that social networks influence *their* purchasing decisions a lot, which underlines the significant impact of digital platforms in promoting sustainable products.

- 21% declare themselves to be *very* influenced by social networks, indicating that for a significant segment of the population, social media is a decisive factor in consumer choices.

- 29,7% are *moderately* influenced, suggesting that social networks play a role, but not exclusively, in their purchasing decisions.

- 7,6% are *slightly* influenced, and 1,4% are *not influenced at all*, which indicates a minority that does not consider social media as a major factor in consumer choices for organic products.

The data collected on the question *How do you see the role of your generation in promoting sustainability?* indicates that most respondents perceive their generation as having an active role in promoting sustainability. Thus, 48,6% consider themselves *active*, indicating a significant commitment to promoting and adopting sustainable practices. 25,4% see themselves as *very active*, emphasizing a high degree of involvement and responsibility towards the environment. 20,7% have a *neutral* attitude, which suggests that a significant part does not feel very committed, nor completely detached from these initiatives. A small percentage, 5,1%, is *passive*, and 0,4% consider themselves *very passive*, indicating a lack of interest or conviction in relation to sustainability. In general, the current generation feels responsible and is aware of the importance of promoting sustainability, but there is still a part that is not fully committed to this endeavor.

Analysis of the responses to the question *What types of sustainable initiatives would motivate you to participate more actively?* shows that environmental initiatives that involve practical and tangible actions are the most motivating for respondents:

1. *Tree planting and re-greening initiatives* have the greatest impact, with 171 people interested, suggesting that concrete, visible activities with immediate results have a strong appeal for those concerned about the environment.

2. *Recycling and waste reduction campaigns* are also extremely popular, with 145 people finding them motivating. This indicates an increased sensitivity to the waste issue and the need for sustainable solutions in everyday life.

3. *Renewable energy projects* attract 109 people, highlighting the interest in long-term sustainable technological solutions.

4. *Environmental education and workshops* are relevant to 85 people, suggesting that, although important, educational initiatives are more effective when complemented by practical actions.

Activities related to tree planting and waste reduction are the most motivating for respondents, indicating a strong desire to get involved in concrete initiatives that have a direct and visible impact on the environment.

*How important do you consider green marketing to be for your consumer choices?* The results for this question indicate that:

- 44,2% of participants give a maximum level of importance to green marketing in their purchasing decisions (score 5), which reflects an increased awareness of the importance of sustainability.

- 35,5% consider it quite important (score 4), suggesting that this type of marketing influences most of their consumer decisions, but is not necessarily the decisive factor.

- 18,5% are neutral towards the impact of green marketing (score 3), indicating a moderate openness, but not prioritizing this aspect.

- A very small percentage, 1,1% and 0,7%, give a low or very low importance to green marketing, showing that for them other factors are more influential in consumer choices.

To the question *To what extent do you consider that "green" products are more beneficial for the environment compared to traditional alternatives* the results show a strong perception of the benefits of "green" products for the environment. 50,4% of respondents believe very strongly (score 5) that green products are more beneficial for the environment compared to traditional alternatives. 28,3% consider them to be beneficial to a



large extent (score 4), indicating considerable support for these products, even if not total. 18,8% are neutral (score 3), suggesting that they are either not completely convinced of the superiority of green products or do not have enough information to assess their impact. 1,8% and 0,7% of respondents have a low perception of the benefits of green products (scores 2 and 1), considering that they do not offer significant advantages compared to traditional products.

The results indicate that *the most appealing sustainability-related promotional messages for families* are those that have a direct impact on health and well-being:

1. Protecting children's health is the most appealing message, with 237 people considering it important. This reflects a central concern for family health, especially children's, when making purchasing decisions.

2. Reduced environmental impact attracts the attention of 109 people, suggesting that protecting the planet is also an important factor, although slightly less of a priority than immediate health.

3. Long-term savings are relevant to 88 people, showing that economic aspects also play an important role, but rather secondary to health and the environment.

These results suggest that promotional messages related to children's health and protecting the environment are the most effective in attracting families' attention when it comes to sustainability.

When asked *how do you prefer to be informed about the benefits of organic products* the results show that people prefer more personal and digital sources of information when it comes to the benefits of organic products.

1. *Recommendations from friends and family* are the most trusted by 159 people, highlighting the importance of social influence and trust in the direct experiences of those close to them.

2. *Online advertisements* are the second preferred source, with 142 people, which shows the strong impact of the digital environment on the information process, especially through social networks and targeted advertising.

3. *Informative articles and blogs* are relevant for 114 people, indicating that people also appreciate more detailed sources that provide additional explanations and context.

4. *TV/radio advertising* is considered a useful source by 81 people, but less popular than direct recommendations or online information.

5. *Citizen meetings in villages and towns* are the least preferred method, with only 2 people interested in this format, suggesting that traditional information methods no longer have a significant impact.

The general conclusion emerging from the collected data highlights a strong trend towards sustainability and environmental responsibility among consumers, significantly influenced by family values, health and education. Green marketing and sustainability are perceived as essential in the purchasing decision-making process. Most respondents believe that organic products bring significant benefits to the environment and family health, and green marketing has an important impact on their consumption decisions. Social networks play a major role in influencing purchasing decisions for organic products, especially through recommendations from friends and family. Platforms such as Instagram, Facebook and TikTok are most used to obtain information about sustainable products. Health and environmental protection are the main factors that determine families to adopt organic products. Promotional messages that emphasize children's health and reduced environmental impact are the most attractive. Generational involvement is active in promoting sustainability, and respondents are motivated to participate in initiatives such as recycling, tree planting and environmental education. Skepticism towards digital information is relatively low, with most respondents rating information about sustainability and organic products as credible or very credible.

### III.CONCLUSION

Integrating family values into green marketing requires not only a deep understanding of consumer demographics and values, but also an ethical and responsible approach. By strategically and respectfully aligning marketing messages with family values, brands can contribute not only to commercial success, but also to promoting a sustainable future.

To formulate conclusions to the aforementioned hypotheses based on the survey data, we can analyze the results as follows:

Hypothesis 1: The survey results confirm this hypothesis. The majority of respondents are influenced by family values, and the health and safety of their families are priorities, which leads to an increased preference for sustainable products. Almost 50% of respondents stated that family health is a decisive factor in choosing green products.

Hypothesis 2: The survey data supports this hypothesis. Over 50% of respondents indicated that family health and safety are fundamental values that directly influence their purchasing decisions. Thus, they are more likely to choose environmentally friendly products that support these values.

Hypothesis 3: According to the collected data, awareness campaigns are effective when they emphasize the protection of children's health and long-term savings. Almost 40% of respondents consider such messages to be the most attractive in promotional campaigns.

Hypothesis 4: The survey results show that social networks and personal recommendations have a significant impact on purchasing decisions. Over 60% of respondents state that they are influenced by these channels, while television plays a much smaller role.

Hypothesis 5: The data supports this hypothesis, with a large proportion of respondents stating that discussions about sustainability within the family play an important role. Approximately 55% of families frequently discuss sustainability, suggesting a crucial educational role in promoting environmentally friendly behaviors.

These findings confirm most of the hypotheses based on the data collected from the questionnaire.

Overall, the responses collected highlight a clear vision of green marketing as a responsible and ethical approach, focused on sustainability, health and integrity. Consumers perceive green not only as a way to promote products, but also as a form of commitment to the environment and community, which can significantly influence their purchasing decisions. These perceptions provide a solid basis for developing green marketing strategies that resonate with consumer values.

Most respondents are influenced by environmental and ethical values in their consumption choices, either by preferring local products or by avoiding those with a negative impact on the environment. Sustainability and support of the local community are central pillars in purchasing decisions, reflecting a trend towards social and environmental responsibility.

There is a high awareness of the importance of green products and sustainable marketing. Families prioritize long-term health, safety, and well-being, and social media and personal recommendations play a critical role in educating and influencing purchasing decisions.

It is vital to recognize and capitalize on the connection between the environment, lifestyle, and our health, in order to promote personal and collective well-being. This requires a holistic and proactive approach that includes both adopting a healthy lifestyle and supporting organic products, as well as strengthening interpersonal connections through effective communication and emotional support.

The general conclusions based on the analysis of the data collected from the questionnaire are as follows:

Families are motivated to adopt organic products when they are promoted in the context of their core values, such as health and safety. Marketing strategies that emphasize the protection of children's health and long-term economic benefits have the greatest impact.

Discussions about sustainability and environmental education in the family contribute to the formation of environmentally responsible behaviors. Most respondents indicate that such topics are part of daily conversations, helping to increase environmental awareness.

Families are becoming increasingly aware of the importance of sustainability, which is reflected in their consumption choices. In addition to health, environmental education and responsibility are becoming central values in households.

In conclusion, green marketing is an effective tool when harmoniously integrated with family values, having the potential to positively influence sustainable consumption behaviors and contribute to the long-term well-being of the family and the environment.

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