SCIENCE SET
OPEN ACCESS PUBLISHERS

Research Article

Journal of Digital Marketing, E-Commerce, and Consumer Analytics

Marketing of Organic Products and the Preferences of Young Buyers

Adina Claudia Neamțu[1]* & Liviu Neamțu[2]

[1]*Full professor, Constantin Brâncuși University Gorj, Targu Jiu, Romania*
[2]*Associate professor, Constantin Brâncuși University, Gorj, Targu Jiu, Romania*

***Corresponding author:** Adina Claudia Neamțu, Full professor, Constantin Brâncuși University Gorj, Targu Jiu, Romania.

Submitted: 09 February 2026 **Accepted:** 18 February 2026 **Published:** 25 February 2026

Citation: *Neamțu, A. C., Neamțu, L., (2026). Marketing of organic products and the preferences of young buyers, J of Digit Mark E-Com Con Ana,2(1), 01-12.*

Abstract

Behavioral model was developed on social cognitive theory, to explore the key determinants purchase behavior of 420 students Generation Z in Romania. The research data were collected with direct and online survey, using the market questionnaire. Young shoppers understand that we are what we eat and our health depends on the quality of our food. Health is not only a dietary factor, it remains essentially a social, moral factor, based on a market mechanism that spreads healthier eating habits. They choose to buy products that fall on the direct farm-to-consumer circuit, farm-to-fork.

Keywords: Young Consumers, Organic Products, Direct Farm-to-Consumer Circuit.

Introduction

Human health is directly influenced by the environment in which we live and the food we eat. Today, climate change and environmental degradation are an existential threat to Europe and the whole world. Europe's future depends on a healthy planet [1]. Current climate and environmental challenges require an urgent and ambitious response. This study aims to explore the relationship between organic products purchase intention in social economy and young consumer motivational factors. It provides a functional model for organic farms, for farm-to-fork marketing strategy. The European Green Deal will transform the EU into a modern, competitive and resource-efficient economy [2]. We find that access to healthy food can become unfair and discriminatory if the change in consumption styles to prefer the intrinsic quality of food at the source cannot be widely adopted by the world's population [3]. In this regard, the EU has committed to achieving climate neutrality by 2050. Achieving this goal will require a transformation of Europe's society and economy, which will need to be cost-effective, fair and socially balanced. The European Green Pact was at the same time a lifeline for the exit from the COVID-19 pandemic [4-5]. It will therefore be financed with a third of the €1.8 trillion investment from the NextGeneration EU Recovery Plan, as well as funds from the EU's seven-year budget. (https://ec.europa.eu/)

The transition to a sustainable food system can bring social , health and environmental benefits as well as more equitable economic advantages only to the extent that human consciousness accepts them (https://ec.europa.eu/info/strategy/priorities) [6]. The EU plans to transform the way food is produced and consumed in Europe to reduce the environmental footprint of food systems and strengthen their resilience in the context of crises, while ensuring healthy and affordable food for today's generations and tomorrow's. (https://www.consilium.europa.eu/) The "Farm to Fork" strategy must create a long-term vision for the food system until 2050. Such decisions need careful preparation, a global perspective and policy coherence from the European Union (https://www.theparliamentmagazine.eu). The psychographic profile of the ecological consumer develops on the profile of the classic consumer, acquiring higher valences [7]. Consumers have a positive attitude and want to behave in an environmentally friendly manner, but cannot act accordingly because they do not have sufficient means to do so [8]. It is important for manufacturers to know how the new consumer will behave and take steps to respond to their needs and emotions/attitudes (https://www.meat-milk.ro/). Buyers don't purchase the product for just one reason. [9]. The choice is almost never rational but not exclusively emotional. Choice is a sum of rational and emotional options [10]. Consumers can be analyzed through

demographic and socio-economic variables, by the amount of information and knowledge people have about environmental issues and health problems, using psychographic variables, including values, lifestyles, purchasing power, personality characteristics and attitudes [11].

Theoretical and Conceptual Framework

For healthy people, healthy societies and a healthy planet, sustainable food systems are a central element of the European Green Deal, the EU's strategy for sustainable and inclusive growth. This pact is designed to stimulate the economy, improve people's health and quality of life, and care for nature [12, 13]. This study provides insights and implications for social, organic commerce and point out on the determinants of organic products purchase intentions of young consumers, directly from the farms.The European Farm to Fork Strategy addresses the question of the sustainability of the food system by linking young consumers aspirations, in our case, students, for healthy food and human health, the replacement of products currently found in stores with organic products, directly from the farms. This study provides novel insights into young consumers' by focusing on consumer responsible consumption of organic products while also embedding cognitive factors, purchasing power, consumption habits, health aspects, personality traits.

The European agricultural and food system, supported by the Common Agricultural Policy, is already a global standard in terms of safety, security of supply, nutrition and quality. Now it must also become the world reference in terms of sustainability [14]. When we talk about the success of a European agricultural and food system, we ask what is the secret of implementing a strategy to ensure market results [15]. It is hard to imagine that only a price strategy very well adapted to the needs of customers/consumers can be the success factor [16]. How else a product strategy or a product of the best quality cannot ensure an immediate and very great success of the agricultural company involved in a business. Although these farms already exist on the market with many very good products, they fail to generate impressive sales, just like there are many farms that have gone bankrupt despite offering a very good quality product. It is obvious that the farm strategy based on development is more than the management of the product or its price. As a private lifestyle approach of a single individual, direct consumption from the farm circumscribes green consumption but is far too heavy a responsibility to bear in environmental policy focused on individual consumers, who are nevertheless subject to the general rules of motivations of purchase [17]. Educating buyers to agree to the consumption of ecological products and implicitly supporting the green economy, the farm-product-consumer system, becomes a priority for today's society [18]. One of the key actions within the European Green Pact, starting from May 2020, is the "Farm to Fork" Strategy, which contributes to the achievement of the objective of achieving climate neutrality by 2050 [19]. This strategy has in view of the evolution of the current EU food system towards a sustainable model. Much of marketing is actually product-oriented in other words, the agricultural farm focuses mainly on product performance and less on consumer characteristics. In the extreme situation, a product appears the best for the price, but it is insignificant in relation to the needs of the consumer [20, 21]. The disadvantage of this approach is that a consumer is unlikely to buy a product they do not need and will therefore not respond to an uninteresting product or advertisement. As such, an agricultural farm will have to provide the expected product [22]. This concept involves the idea of a product portfolio strategy that creates a pole of gravity of potential buyers and generates their purchase motivations. At the same time, the farm is obliged to a business behavior consistent with the customers' behavior patterns and to offer a product oriented to their various expectations [23]. The buyers of the future are the young people of today. Young people need to be educated to eat healthily. The development of organic products and, implicitly, the producers of such products depend on education for healthy nutrition. Education is the answer to all. Education is the answer to forming a responsible consumer. Education must be ecological, nutritional, social, environmental protection, deeply human [24, 25].

Methodology and Data Collection

Context

In recent years, consumers are choosing organic products when shopping, not only because it is a healthier option, but also because it helps sustain the environment for future generations [26]. They are ready to switch products for environmental reasons and stop buying products from companies that cause pollution [27]. Companies and other economic institutions are aware of the importance of reflecting these attitudes towards the environment in the development of their products. Environmental attitudes have a significant effect on environmental behavior and lead to an understanding of how consumers feel and what attitudes best define their behavior in relation to environmental issues [28]. Environmental concerns have grown. Consumers have become aware of the need to make more responsible purchases and have sought for institutions to behave in this way as well [29]. People are aware that environmental protection is not only the task of companies and institutions, but also their responsibility as consumers. Therefore, when consumers decide to buy certain products instead of others, they affect the supply of goods so that green products remain on the market and non-green ones disappear [30]. Due to the need for businesses to assess the opportunities that arise in the green market, interest is now focused on the characteristics of the consumer profile that best define environmentally friendly behavior. Such behavior is much more evident among young people with a high level of education, as we show through the study done within the Romania, on students, on a representative sample. The survey base from the parent population that presents the research characteristics ishas approximately over 3000 students and the study include over 400 students, more than 10% of them, in a sample divided into tranches: bachelor's and master's students, from various faculties. The consumption behavior for organic products is favorable among young people with a high level of education, as shown by the study done, on students, on a representative sample.

The study includes more than 400 students, in a sample divided into tranches: bachelor's and master's students. We have the structure of the survey base in table 2 Survey base (Table no 1 - Structure of the survey base):

Table 1: Structure of the Survey Base

Faculties	LICENSE		MASTER		TOTAL
	BUDGET	TOLL	BUDGET	TOLL	
technical	385	732	93	124	1334
economics	305	167	70	216	758
social	458	131	60	26	675
medical	286	149	31	54	520
Total year 2023- 24	1434	1179	254	420	3287

Assessment method and measurements
We use, combined, two sampling methods:

Method 1: the classic method, taken from economic statistics:
Determining the sample size must take into account the fact that:
A sample has 3 basic characteristics:

1. The precision of the sample is the higher the better the sample is chosen.
2. If the population on which a survey is conducted would be homogeneous, then it would be enough to interview only one person.
3. The larger the sample, the more representative it is.

To simplify the calculation and because the difference in the result is very small, insignificant, for all populations exceeding 100,000 people, the sample can be calculated using N = 100,000, and not the exact number.

In the case of numerically small populations, correctly determined samples are proportionally larger than those needed to study large populations. For example, for a population of 1000 people, for a margin of error of 5%, the required sample is 278 people (27.8%); in a population of 500 people, for a margin of error of 5%, the required sample is 218 people (43.6%).
The sample size (n) can be calculated using the formula:

$$n = \frac{t^2 \times p \times q}{\varepsilon^2}$$

$n = \frac{t^2 \times p \times (1-p)}{\varepsilon^2}$; where q = 1 – p

This is considered the minimum sample size. From this size of the sample, we can say that it is representative, and as its size increases, so will its degree of precision. So, it would be correct, that the calculation formula for the sample size should be written in the form of an inequality:

$$n \geq \frac{t^2 \times p \times (1-p)}{\varepsilon^2}$$

in which:
t – represents the coefficient that corresponds to the probability with which the results are guaranteed (found in the student tables), i.e. accepted errors ;

p – represents the proportion of the components in the sample that possess the investigated characteristic and which, usually, is an unknown. In order for the dispersion to have a maximum value, it is considered that this proportion has a standard value equal to 0.5; – represents the accepted error.

For any survey carried out, a survey index (Is) is calculated as a ratio between the sample size and the actual statistical population from which the sample is drawn. For an exhaustive survey (which can be said to be representative), this index has a value of 1/7. If IS<1/7 then the conducted survey is non-exhaustive (non-representative). In our case, the conduct of a survey-type research, on a number of 3287 students, at the level of the academic year 2023-2024, regarding the scientific research actions in which the students are engaged, carried out at the faculty level, will be done on a sample whose size will be determined according to the probability of guaranteeing the result of 95% (which corresponds to a value of p equal to 0.5), with an accepted error limit = 2%:

$$n = \frac{(1,96)^2 \times 0,5 \times (1-0,5)}{(0,02)^2} = \frac{3,8416 \times 0,25}{0,0004} = 2.401$$ people;

This sample has a sampling index $I_s = \frac{2401}{3287} = 0,73041 \geq \frac{1}{7}$ = 0,14
The accuracy of ± 2% is quite high, as it also follows from the sample size.
The maximum error allowed by the sampling index of 0.14 (approximately 10%) basically tells us that it is enough to interview 10% of the survey base, i.e. 328, 7 students, by rounding 329. That is, we cannot reduce the number of people interviewed below the minimum value of 329. If we go by the exact value of 14%, we will have 460 people to interview.

Consequently, the survey carried out according to the classical method is exhaustive, that is, we can say about it that it is representative of the number of students surveyed and has a high estimation accuracy.

To ease the work of the surveyors and to simplify the calculations, a final sample (nf) corresponding to the exhaustive survey can be determined based on the formula:

$$n_f = \frac{n \times N}{n + N}$$

- where N represents the effective total population researched, in our case the number of students:

$$n_f = \frac{2401 \times 3287}{2401 + 3287} = \frac{7892087}{5688} = 1387$$ people;

Although this sample size more than halves the number of interviewees from the core population (students), the interview effort remains quite high.

Method 2: Using already standardized sample calculators, used by institutions specialized in polling public opinion (https://www.calculator.net/sample-size-calculator.html or https://infomass.ro/calculator-eroare-esantion/ - Figure 1 Standardized sample calculator).

For Romania we chose INFOmass – market research and opinion polls. The standard error is 5%. We go with the maximum allowed error because the population we refer to (students) is quite homogeneous in age, motivations and concerns:

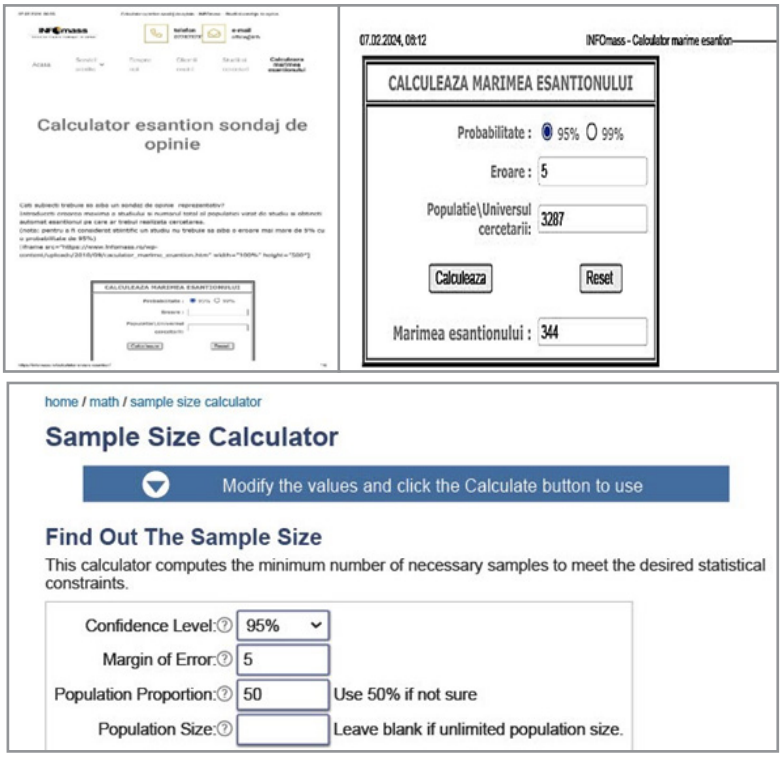


Figure 1: Standardized Sample Calculator

Results Statistics and Specific Differences

In conclusion, we will interview a minimum of 329 students (10% of the survey base), 344 students (focus students 19–24 years) according to the online calculator, 406 according to the 14% value and a maximum of 1387 students according to the classic sampling formula. The experience of those who currently carry out such surveys makes us choose the simplest method at hand, the online calculator provided by INFOmass, so we will interview 344 students out of the 3287, drawn from the parent population. The final sample will have the following composition (Table 2 Sample composition): from technical 139 students, from economics 79, social 71 and medical 55.

Table 2: Sample Composition

Faculties	LICENSE		MASTER		TOTAL	%	Sample
	BUDGET	TOLL	BUDGET	TOLL			
technical	385	732	93	124	1334	40,5	139
economics	305	167	70	216	758	23	79
social	458	131	60	26	675	20,5	71
medical	286	149	31	54	520	16	55
Total	1434	1179	254	420	3287	100	344

The questionnaire used will be applied online and will contain the following questions:

1. Faculties

- technical
- economics
- social
- medical

2. Gender

- Male
- Feminine
- Other (please specify)

Male	Female	Another
168	174	2

3. Which of the following products are you most interested in?

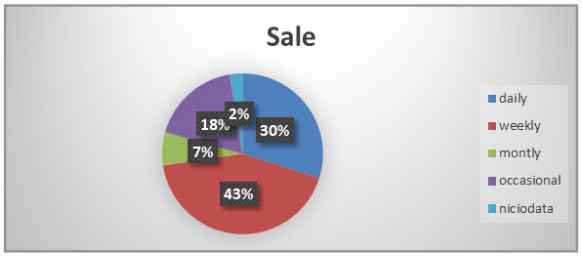
- organic products, directly from the producing farms
- classic products

Organic products, directly from the producing farms	Classic products
260	144

4. How often do you consume organic products?

- Daily
- Weekly
- Monthly
- Occasionally
- Never

Daily	Weekly	Monthly	Occasional	Never
103	147	23	62	9



For interpretation we can use the Rank Order Method - is the method in which the subject is asked to consider all possible alternatives, compare them and order them according to a certain characteristic. In the purchase decision for an ORGANIC, BIO product there are 5 rhythmicity alternatives that significantly influence the buyer (the consumer).

To assess the importance of this rhythmicity, 344 people were interviewed (the sample considered representative). They were asked to draw up a ranking in order of rhythmicity of purchasing organic products:

Rhythmicity	Daily	Weekly	Monthly	Occasional	Never
Acquisitions	103	147	23	62	9

To evaluate each rhythm of acquisition, a distinct score is calculated for each variant, as a weighted average of the respondents' options for each rank and respectively of the specific score for the 3 ranks as follows: rank I, daily – 5 points; rank II, weekly – 4 points; rank III, monthly – 3 points, rank IV, occasionally – 2 points, rank V, never – 1 point.

The determining factor is given by the position relative to the calculation average: 5/2 = 2.5
The average M is:

M = (103x5 + 147x4 +23x3 + 62x2 + 9x10)/344 = (515+588+69+124+9)/344= 1305/344 = 3,793 The value is above average, so weekly and monthly purchases take precedence.

5. What influences you more when purchasing organic products?

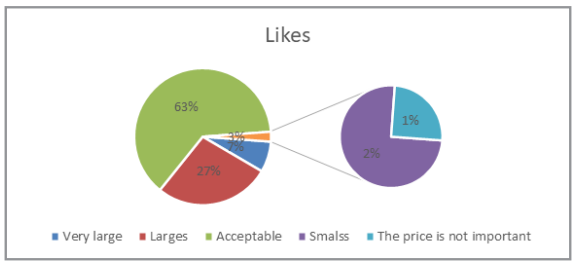
- The price
- Quality

Price	Quality
143	201

6. How do you rate prices for organic products?

- Very large
- Larges
- Acceptable
- Small
- The price is not important

Very large	Larges	Acceptable	Smalls	The price is not important
25	94	217	6	2



Interpretation – we used the Semantic Differential; it is used when the person being researched is asked to express their opinions about the stimulus under investigation, characterized by a series of pairs of bipolar attributes, between which a 5-level scale is inserted in our case, the direction and intensity of the person's opinion being established based on the level they indicate on the respective scale.

Likes	Very large	Larges	Acceptable	Smalls	The price is not important
Prrice	25	94	217	6	2

In the synthetic assessment of these ratings, an average of them will be calculated, starting from the grade 5 assigned to very favorable ratings and so on to the grade 1 assigned to very unfavorable ratings. The interpretation is made according to the level rated as average, respectively 2.5.

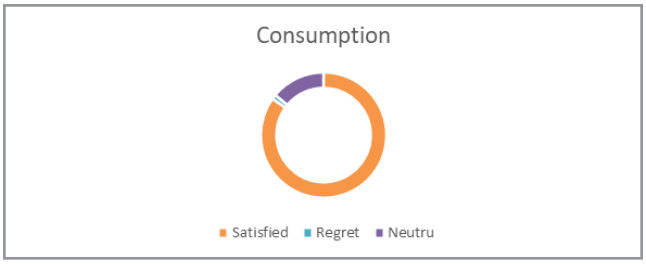
Average ratings for price - Mp:

Mp = (25x5 + 94x4 + 217x3 + 6x2 + 2x1)/344 = (125+376+651+12+2)/344 = 1164/344 = 3,3837, high acceptance value – the value indicates an acceptance of prices as a level related to the quality of the products.

7. How do you describe the feeling you have after consuming organic products?

- Satisfied
- Regret
- Neutral

Satisfied	Regret	Neutral
292	4	48



For interpretation we can use the Rank Order Method again: we have 3 ranks for the 3 ratings, with an average of 1.5:

Sentiment	Satisfied	Regret	Neutral
appreciation	292	4	48

M = (292x3 + 4x2 + 48x1)/344 = 2,709, value above the average of 1.5, so feelings of satisfaction are increased for most buyers.

8. Have you ever regretted purchasing an organic product?

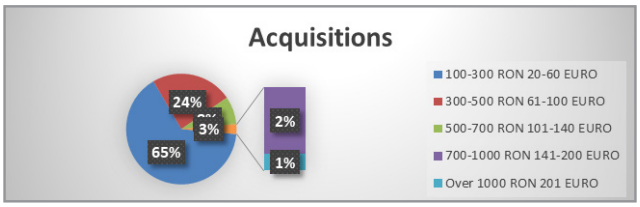
- Yes
- No

Yes	Not
34	310

9. What is the average amount you spend on organic products weekly?

- 100-300 RON
- 300-500 RON
- 500-700 RON
- 700-1000 RON
- Over 1000 RON

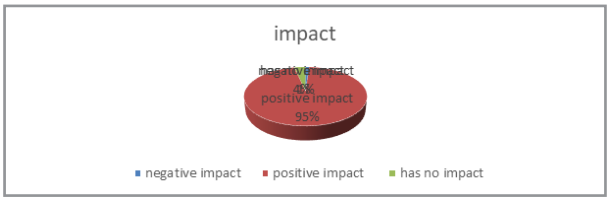
100-300 RON 20-60 EURO	301-500 RON 61-100 EURO	500-700 RON 101-140 EURO	700-1000 RON 141-200 EURO	Peste 1000 RON Over 201 EURO
224	82	28	8	2



10. How do you evaluate the influence of the consumption of organic products on health?

- negative impact
- positive impact
- has no impact

negative impact	positive impact	has no impact
4	328	12



For interpretation we use the Rank Order Method again: we have 3 ranks for the 3 ratings, with an average of 1.5:

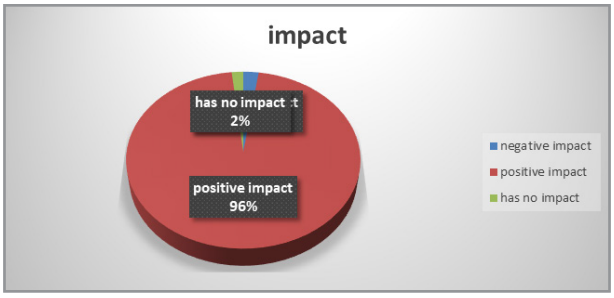
Impact	Negative impact	Positive impact	Has no impact
Appreciation	4	328	12

M = (4x4 + 328x2 + 12x1)/344= (16+656+12)/344 = 684/344 = 1,988, above average value, which shows the net positive impact of consuming organic products on health.

11. How do you evaluate the influence of the consumption of organic products on the environment?

- negative impact
- positive impact
- has no impact

Negative impact	Positive impact	Has no impact
8	330	6



For interpretation we use the Rank Order Method again: we have 3 ranks for the 3 ratings, with an average of 1.5:

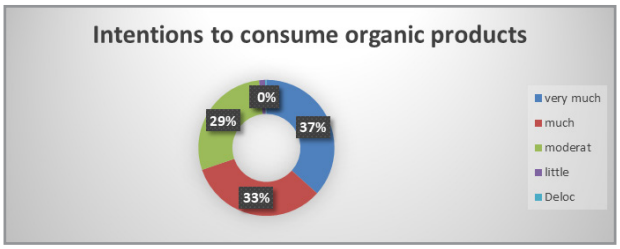
Impact	Negative impact	Positive impact	Has no impact
Appreciation	8	330	6

M = (3x8 +330x2 +6x1) = (24+660+6) = 690/344 = 2,0058, very high environmental impact value.

12. How much do you want to consume organic products in the future?

- Very much
- Much
- Moderate
- Little
- Not at all

Very much	Much	Moderate	Little	Not at all
126	114	98	5	1



Interpretation – We use the Likert Scale, the method by which a set of values is created, in our case a sentence that represents a favorable statement regarding the stimulus that is the object of the investigation – The desire to purchase organic products in the future. The sentence was presented to each of the subjects whose opinions were to be scaled.

The subjects were asked to express their agreement or disagreement with the statement contained in the sentence, giving scores for: very much (2), a lot (1), moderately (0), a little (-1) and not at all (-2), the final score being interpreted in relation to the null value.

The score (S) is calculated by making the algebraic sum of the numerical values that characterize the opinions regarding the proposed sentence.

Appreciation	Very much	Much	Moderate	Little	Not at all
Do you want to consume organic products in the future?	126	114	98	5	1

S = (126x2 +114x1 + 98x0 - 1x5 - 2x2)/344 = (252 + 114 - 5 – 4)/344 = 357/344 = 1,0377.
The score is above unity, well above the zero value, which shows hope for an increase in the consum.

The Complex Model of Buying Organic Products

Through the lens of social cognitive theoretical framework, we measured young consumers' buying rhythm, quality/price ratio, vulnerability, satisfaction, the relationship between income and ecological consumption, the impact on health and we modeled their behavioral change on purchase controlling for organics products [31]. The factors that determine the consumption of organic products, directly from farms, are linked to the level of education, not to the category to which the studies belong. Social Cognitive Theory, applicable for generation Z with higher education, students, posits that individual behavior is part of an inseparable triadic structure in which behavior, personal factors and environmental factors constantly influence each other, reciprocally determining each other. Environmental factors are seen as the factors that are physically external to the person and that provide opportunities and social support [32].

The cognitive factor, the buyer's education, influences consciousness. Consciousness varies from specifically individual, oriented towards self-personal space, to specifically social, oriented towards the social space. The buyer's awareness of organic products is influenced by all the factors taken into account:

- Specialization
- Gender
- Lifestyle
- Consumption habits and intensity of consumption
- Information, nutritional education for the consumption of organic products
- Knowledge of the importance of the impact of the consumption of organic products on health
- Knowledge of the importance of the impact of the consumption of organic products on the environment
- Prioritizing organic consumption over the consumption of classic products
- Consumption intensity
- Purchasing power and ability to pay
- Income level
- Rhythm of consumption
- Main influencing factors: quality, price
- Degree of satisfaction
- Consumption trends for organic products in the future

These factors pass through the young buyer's consciousness and are transformed from strong, rigid-past-oriented to weak, adaptable future-oriented. Depending on its characteristics, the buyer's consciousness shifts from super-ego, values as habits quadrant IV to ego, values as interests, quadrant III. We can say that young buyers already fall into quadrant I, the subconscious, values as impulses. They tend to perceive values in perspective as expectations and will move into quadrant II, self, values as expectations. This model is for young, highly educated buyers, with a high level of awareness of the impact of consuming organic products, directly from the farm.

By components of the personality, the purchase of a product represents a set of stages of a mental journey that takes place in the consumer's psyche and depends on: identified needs; the

relevance of the information and the options identified; the selection criteria; formulating a final opinion; and the purchasing behaviors exhibited [33].

Consciousness is a complex image determined that is the combination by the hippocampus, by using all the information from the sensory nervous system, of two main components: time, by comparing current information with older information and with future projections from the temporal lobe and space through position sensors [34]. This consciousness holds, on the one hand, a set of values and, on the other hand, a set of needs which, by satisfying them, fulfill the individual and his ideal. Satisfying the ideal involves creation and satisfying needs involves consumption [35]. Consciousness can be strongly individual, self and subconscious, based on individual values and needs, or strongly group/social, ego and superego, where needs and values are more relational.

At the same time, consciousness can be strong (ego and self), which implies integrative values and needs, or it can be a weak self-consciousness (super-ego and subconscious) with adaptive values and needs (Figure no. 2. Complex buyer model for organic products):

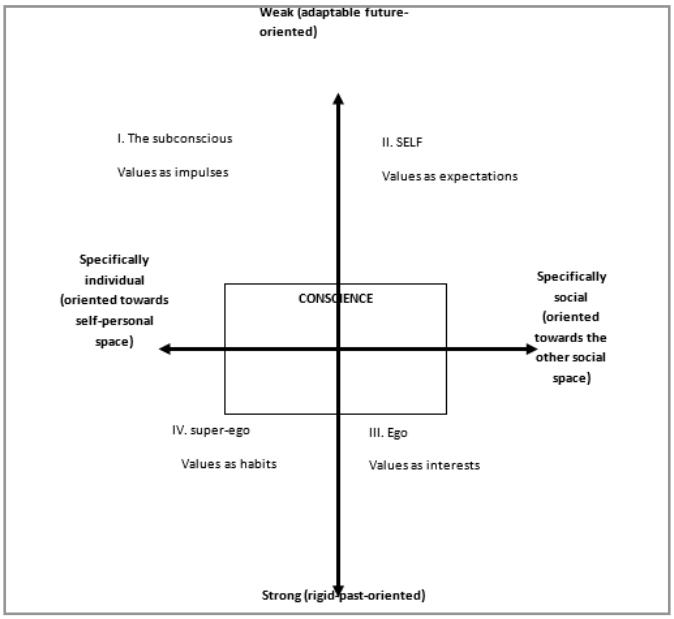


Figure 2: Complex buyer model for organic products

Discussion

Overview of findings

Knowing and understanding buyer behavior at each stage of the buying decision process helps the farm develop an appropriate marketing program consistent with buyer demand. The marketing management of the farm that takes the products directly to the consumer, as a decision maker, is interested in researching the purchasing decisions of the consumer in great detail, to know: what does he buy? where? how? how much? When? and why? The buyer's decision-making process is seen as comprising five stages recognition of the existence of a need, search for information to satisfy it, evaluation of existing alternatives, decision to buy and purchase behavior and post - purchase. All these stages are passed through the filter of the consciousness of the buyer of organic products. As consumers of products coming directly from farms, values are important in the first stage of the purchase, called recognition of the existence of a need. In this stage, a certain life situation or the perception of current reality related to life values causes the consumer to realize that he has one or more needs. It is the pattern of perception or the own pattern of consciousness that determines the form of the need for such products [36, 37].

So how do these needs arise for the consumption of products directly from farms? Are buyers/consumers all driven by the same needs? Is the difference between individuals only given by the felt intensity of the need? What causes a higher perceived need level? All these are questions whose answer can give solutions for business orientation and improving the offer of farms to consumers/buyers [38]. The emergence of a need is determined by perception. The perception of a stimulus from the external or internal reality of the individual means the activation of at least one of our sensory organs and generates the existence of a perceived need. Reality changes and we perceive these new states, dimensions of reality [39].

All these elements and the connections between them will develop the complex model of buyer awareness for organic products in the future. Conscience of this type of consumer will transform, at the market level into demand for organic products. This demand will lead to the growth and development of strategies for producing goods and ecological offerings.

These behavior patterns will determine the reaction to certain defining purchase stimuli. The behavioral model offers the consumer the ways of procuring a product or service, in relation to predetermined criteria due to previous experiences.

Theoretical Implications and the Complex Model of Buying a Organic Product

Consciousness, behavior and the personality of the individual, young consumator, involved in the direct purchase process, from farm to consumer, is a complex concept composed of several characteristics, from several different models:

- character, attitudinal-cognitive model; it is based on an analysis model of the reality perceived through various sources with the role of creating framework representations of reality with the role of guiding the choices [40]. Individuals look for information related to the satisfaction of their own needs generated by the perception of themselves and the surrounding reality. This information is selectively appropriated and sorted according to specific attitudes, processes through which the individual identifies pluses or minuses of the identified reality, opportunities or risks, that he must integrate into his own existence governed by his own values. By means of the motivational model, the system of criteria regarding the choice on discriminating yes/no models is developed.
- consciousness, the perceptual-value model; it is constituted by a set of sensations grouped into perceptions using processes of identifying one's own person in a reference system [41]. The reference system has two coordinates, space and time. Perception is achieved by projecting into the past, present or future and at the same time divergently, starting from oneself, or convergently, starting from the surrounding environment. The reference systems perceived by each individual are based on a sum of benchmarks/values in relation to which the individual feels satisfied or dissatisfied. In the case of dissatisfaction, he will feel a series of needs to improve his condition in relation to the perceived reality. The needs are the same for all individuals, but the way in which they build their reference system determines the concrete specifics of the manifestation of these needs: from the physiological level, to the level of self-actualization.
- celiefs, temperamental-affective model; it is based on processes of comparison of reality in relation to own values built through inductive and deductive processes of reality, which represents the individual's way of critical thinking [42]. The model of critical thinking determines an affective model of correlation of the needs of individuals with alternative offers to satisfy them.
- opinions, decision-motivational model; proposes the following definition of motivation: motivation is the process in which people choose between alternative modes of behavior in order to achieve their personal goals [43]. The motivational model or incentive/impulse is the focal point of the purchase representing the purchase decision. From this point of view some authors consider that the purchase decision is either determined by values and attitudes and their theories focus on incentives or specific causes of motivation calling them satisfaction theories the impulse and decision to buy is determined by certain patterns of behavior developing theories that focus on behavior called process theories.
- behavior, algorithmic-volitional model; it consists of algorithmization processes determined by experience and based on convictions or beliefs that generate specific behavioral patterns [44].

Managerial Implications

Perceptual model of consciousness constituted by a number of own values/expectations regarding reality and which function as perceptual filters in the purchasing process. This product will have a spatiotemporal meaning that folds on the perceptual-conscious model or not. Depending on the degree of awareness of these values/landmarks, they can manifest as ideals/motives, principles, meanings/expectations, theories, goals/interests, concepts or habits notions. In relation to these values, the individual forms what we call consciousness in the process of purchasing organic products, or, in other words, the way in which he perceives reality but also himself as an entity in the perceived universe from the perspective of ecological consumption. In terms of purchasing behavior for organic products, the buyer's conscience components are based on complex transformation processes. The buyer consciousness model can be incorporated into management system used by farms that bring organic food directly to the buyer, in a direct farm-to-consumer circuit, in a farm to fork strategy. A marketing-oriented farm takes into account the demands of buyer segments and the trends in this demand. Marketing criteria always take into account purchasing behavior. Purchasing behavior is based on the buyer's awareness. These rules also apply objectively to the marketing of companies that produce organically. Marketing is the basis of efficient management but with a social orientation. Social marketing precedes social management. Management from farm to fork is social management [45, 46]. The approach is systemic, with all elements influencing each other. The management of the organic farm develops direct strategies from farm to consumer, from farm to fork, at the market level, incorporating criteria. Selling is the ultimate goal of a farm. The functional model of a farm follows the well-known logic: input-transformation-output. Following this logic, the finality of the process is represented by outputs or the farm's ability to sell direct because stored production cannot be considered output. It is important for farms to improve the sale and at the same time adjust the input and processing stages to the requirements of the buyers.To this end, farms must consider the sales process in reverse, from the buyer to the farm decision maker, beginning with market and consumer research, and ending with on-farm sales decisions and to how they are taken [47].

Research Limitation

Personality and education are importants determinant of consumers' ecological behavior. Young consumers are influenced by cognitive factors, mainly by their level of education, purchasing power, lifestyle, and consumption habits. This study has some limitations. Although the sample of students was diverse throughout the country, the standard sampling method was used. The findings are applicable Gen Z consumers and can be generalized to the Romanian students' population to a certain extent. The findings focus students 19–24 years old and thus may not capture the whole range of Gen Z consumers and there is still a long way to go in understanding the link between personality traits and consumer behavior. In the same vein, personality traits, resilience and vulnerability also explain consumer behavior. The contribution of the present paper is that it provides insights about the effect of the responsible consumption of organic products on Gen Z consumers. Given the impact of social on all human behavior aspects for both consumers and farms, the goal of this paper was to explore if and how young consumers' behavior changed for organics products. In the future, in the structure of food changes are likely to affect consumers to a great extent, while research should keep on tracking the key determinants of ecological consumer behavior. All the efforts and searches of different specialists in marketing research and in the study of consumer behavior have generated a mostly sequential treatment of

consumer behavior and not one as a system in which the human being is at the center. The Consumer/Buyer is first and oremost a human being. So, he has a certain psychological profile, a certain personality and implicitly a certain pattern of thinking that will determine its specificity, type, form and way of consumption.

Declarations

The authors contributed jointly to the wrinting of the entire work.

Funding Declaration

This study was not entirely or partially supported/founded by and third party, like funding agency in the public, commercial, or not-for-profit sectors.

Data Availability

The authors confirm that the data supporting the findings of this study are available within the article or its supplementary materials.

Ethics Declaration

None ethics committee have approved the study because this study have no needed ethical consent.

Consent to Participate

Verbal informed consent was obtained for anonymized participants information to be published in this article.

Ethics and Consent to Publish Declarations

Not applicable. This research did not involve the use of animals, humans, human tissue or plants.

Competing Interest Declaration

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

References

1. Nurse, J. (2023), "Human Security and Existential Threats: A Governance Framework for Planet, Peace, People & Prosperity." Cadmus: 192.
2. Karali, N., Shah, N. (2022),” Bolstering supplies of critical raw materials for low-carbon technologies through circular economy strategies”. Energy Research & Social Science, 88, 102534. https://doi.org/10.1016/j.erss.2022.102534
3. Hopper, E. and Weinberg, H. (2018),” The social unconscious in persons, groups and societies: Mainly theory”, Routledge.
4. Kotchen, M.J. , Reiling,S.D. (2000), ”Environmental attitudes, motivations and contingent valuation of nonuse values: a case of study involving endangered species”, Ecological Economics, 32, 93-107.
5. Das, D., Sarkar, A., Debroy, A. (2022), ”Impact of COVID-19 on changing consumer behaviour: Lessons from an emerging economy”, International Journal of Consumer Studies, 46, 692– 715. https://doi.org/10.1111/ijcs.12786
6. Stern, P.C., Dieztz, T., Guagnano, G.A. (1995, ”The new ecological paradigm in social-psychological context”, Environment and Behavior, 27, 723-743.
7. Anderson, J. C., Wouters, M. J., Van Rossum, W. (2010), ”Why the highest price isn't the best price”. MIT Sloan Management Review, 51(2), 69.
8. Chan, R.Y.K. (2001), ”Determinants of Chinese’ consumers’ green purchase behavior”. Psychology and Marketing, 18, 389– 413.
9. Santesmases, M. (2001), ”Diseño y analisis de encuestas en investigación social y de mercados”, Pirámide Editorial, Madrid, Spain.
10. Camillus, J. C. (2008), ” Strategy as a wicked problem”, Harvard business review, 86(5), 98.
11. Vining, J. Ebreo, A. (1990), ”What makes a recycler? A comparison of recyclers and nonrecyclers”, Environment and Behaviour, 22, 55-73.
12. Ramanaiah,N.V., Clump, M., Sharpe,J.P. (2000), ” Personality profiles of environmentally responsible groups”, Psychological Reports, 87, 176– 117.
13. Carraro, C. (2022), "A New Era for Europe-How the European Union can make the most of its pandemic recovery, pursue sustainable growth, and promote global stability”, A New Era for Europe. How the European Union Can Make the Most of its Pandemic Recovery, Pursue Sustainable Growth, and Promote Global Stability. Publication Office of the European Union.
14. Phillips, L. D. (2011)., ”What is strategy?”, Journal of the operational research society, 62(5), 926-929.
15. Van den Bergh, J., De Pelsmacker, P., Worsley, B. (2024), "Beyond labels: segmenting the Gen Z market for more effective marketing", Young Consumers, Vol. 25 No. 2, pp. 188-210. https://doi.org/10.1108/YC-03-2023-1707.
16. Moisander, J. (2007), ”Motivational complexity of green consumerism”, International Journal of Consumer Studies, 31: 404-409
17. Hambrick, D. C., Fredrickson, J. W. (2001), ”Are you sure you have a strategy?”, The Academy of Management Executive, 15(4), 48-59.
18. Getz, G., Lee, J. (2011), ” Why your strategy isn't working”, Business Strategy Series, 12(6), 303-307.
19. Cotta, B. (2024), "The eco-social aspects of the European Green Deal and the Farm to Fork." Global Social Policy: 14680181241261068.
20. Grande, I. (2000), ”A structural equation modelling approach for assessing the dimensions of optimum stimulation level”, Journal of International Consumer Marketing, 12, 7– 26.
21. Baye, M. R., Beil, R. O. (2006), ”Managerial economics and business strategy” (Vol. 5). New York, NY: McGraw-Hill.
22. Fraj,E., Martínez, E. (2003), ” Influencia de las características demográficas y socioeconómicas de los consumidores en la compra de productos ecológicos”, Estudios Sobre Consumo, 65, 9-20.
23. De Mooij, M. (2019), "Consumer behavior and culture: Consequences for global marketing and advertising." 1-472.
24. Tcankova,. V Strahilova, R. (2023), "Natural Resources. Cycle of substances in nature. Implementation of ecological education and formation of ecological culture in the studies of “Man and Nature” and “Chemistry and Environmental Protection”."Acta Scientifica Naturalis 10.2: 67-79.
25. Moran, E. F. (2016),” People and nature: An introduction to human ecological relations”, John Wiley & Sons.
26. Paul, J., Rana, J. (2012),” Consumer behavior and purchase intention for organic food”, Journal of consumer Marketing, 29(6), 412-422.
27. Boztepe, A. (2012),” Green marketing and its impact on

consumer buying behavior", European Journal of Economic & Political Studies, 5(1).
28. Tan, C. N. L., Ojo, A. O., and Thurasamy, R. (2019)," Determinants of green product buying decision among young consumers in Malaysia", Young Consumers, 20(2).
29. Maccarrone-Eaglen, A. and Schofield, P. (2020)," Compulsive buying among young adults: a behavioural segmentation", Young Consumers, 21(1), 57-76.
30. Spero, I. and Stone, M. (2004)," Agents of change: how young consumers are changing the world of marketing", Qualitative Market Research: An International Journal, 7(2), 153-159.
31. Krystallis, A., Chryssohoidis, G. (2005)," Consumers' willingness to pay for organic food: Factors that affect it and variation per organic product type", British food journal, 107(5), 320-343.
32. Carillo, K. D. (2010), "Social cognitive theory in is research–literature review, criticism, and research agenda." Information Systems, Technology and Management: 4th International Conference, ICISTM 2010, Bangkok, Thailand, March 11-13, 2010. Proceedings 4. Springer Berlin Heidelberg.
33. Hausman, A. (2000)," A multi-method investigation of consumer motivations in impulse buying behavior", Journal of consumer marketing, 17(5), 403-426.
34. Schmoldt, D. L., Peterson, D. L. (2000)," Analytical group decision making in natural resources: methodology and application", Forest Science, 46(1), 62-75.
35. Bauman, Z. (2013)," Consuming life", John Wiley & Sons.
36. Hunt, A.R. (2007)," Consumer interactions and influences on farmers' market vendors", Renewable agriculture and food systems, 22(1), 54-66.
37. Chalmers, D. J. (2003)," Consciousness and its place in nature", The Blackwell guide to philosophy of mind, 102-142.
38. Ventura, F., Milone, P. (2000)," Theory and practice of multi-product farms: Farm butcheries in Umbria", Sociologia Ruralis, 40(4), 452-465.
39. Jordan, J. S. (2003)," Emergence of self and other in perception and action: an event-control approach", Consciousness and Cognition, 12(4), 633-646.
40. Foxall, G. (1997)," Marketing psychology: The paradigm in the wings", Springer.
41. Aksyuk, V. A. (2023)," Consciousness is learning: predictive processing systems that learn by binding may perceive themselves as conscious", arXiv preprint arXiv:2301.07016.
42. Larsen, R. J. (2000)," Toward a science of mood regulation", Psychological inquiry, 11(3), 129-141.
43. Simamora, B. (2021)," Toward a general theory of consumer motivation: A critical review", Technium Soc. Sci. J., 18, 418.
44. Lechiakh, M., Maurer, A. (2023)," Volition Learning: What Would You Prefer to Prefer?", In International Conference on Human-Computer Interaction (pp. 555-574). Cham: Springer Nature Switzerland.
45. Ives, C. D., Kendal, D. (2014)," The role of social values in the management of ecological systems", Journal of environmental management, 144, 67-72.
46. Wood, M. (2012)," Marketing social marketing", Journal of social marketing, 2(2), 94-102
47. Nicastro, R., Carillo. P. (2021), "Food Loss and Waste Prevention Strategies from Farm to Fork. Sustainability 2021, 13, 5443.