

Annotation

The aim of this thesis is to analyse the perception of greenwashing products from the perspective of end users. In the theoretical part, the author first introduces green marketing from which greenwashing is based. Subsequently, greenwashing, its definitions, history, and practices that are important to identifying greenwashing products are discussed in more detail. Also mentioned is the eco-labels function, which is also related to greenwashing practices. In the practical part, the author uses three criteria from the theoretical part to identify three products with greenwashing signs. Using the in-depth interview method, the possibility of identifying greenwashing products by the customers themselves was investigated and their attitude to these products was then investigated. As a result it has been found, that customers are most concerned about composition, eco-labeling, and greenwashing products from organic products.