

Abstract

Bachelor thesis “Criticism of marketing communication of Czech selected cosmetic brands in terms of green marketing and concept of ‘greenwashing’ – brands Ryor and Manufaktura” points to the dangers of greenwashing communication techniques of these Czech firms. It analyzes different channels of their marketing communication and aims to answer the question whether the consumers can be confused, when from the impression of these brands they expect that their products would be green. In both analyzed firms, with the use of critical and semiotic analysis of their materials, it was shown that their communication does not correspond to the defined term natural cosmetics. Furthermore, this thesis studied the perception of selected brands by consumers, mainly in context of proclaimed natural character. From the own questionnaire it was found that almost 50% of respondents believe that Manufaktura is a natural brand and 30% that Ryor is a natural brand. However, research showed that large percentage of respondents is not certain, or perceives inconsistency between real content of products and firm’s marketing. The result of this thesis is finding that consumers can be confused by communication of cosmetic firms, which without proof proclaim that they make natural cosmetics, and therefore these firms commit greenwashing. In theoretical part, this thesis briefly defines green movement as a new consumer phenomenon and continues with characteristic of green marketing and greenwashing. It defines how to characterize natural cosmetics and describes large space for unfair techniques of greenwashing, mainly due to the vague definition of this term and nonexistence of legislative support.