

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Diploma Thesis

**Greenwashing in food processing industry with special
focus on Nestlé**

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

DIPLOMA THESIS ASSIGNMENT

Bc. Adéla Nevrlá

Economics and Management

Thesis title

Greenwashing in food processing industry with special focus on Nestlé

Objectives of thesis

Basic concepts of environmental marketing with a focus on greenwashing and green marketing will be defined. A specific analysis of Nestlé's environmental activities will be carried out. In addition, a questionnaire will be conducted to identify the perception of the Nestlé company and possible changes in the perception, depending on consumer confrontation with positive or negative information about their environmental initiatives. Focusing on students of FEM CULS.

Methodology

The research on which the thesis is based will employ a survey experiment and a statistical analysis of data obtained.

The proposed extent of the thesis

Approx 60-70 pages

Keywords

Greenwashing, Green Marketing, Nestlé, marketing, corporate social responsibility, survey experiment

Recommended information sources

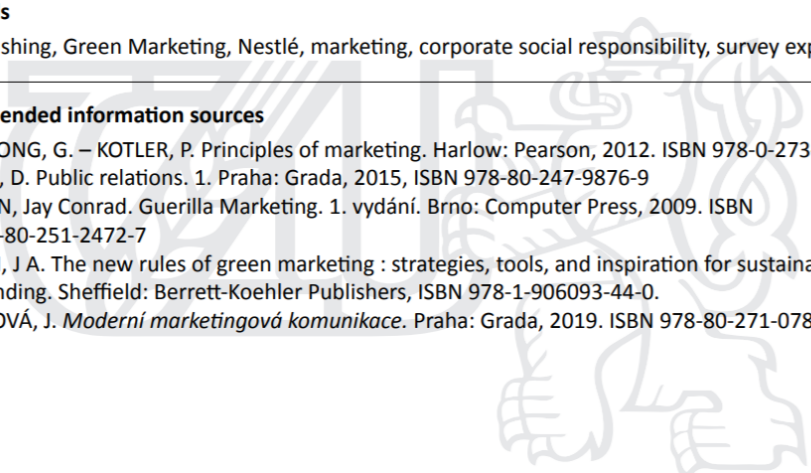
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PŘIKRYLOVÁ, J. *Moderní marketingová komunikace*. Praha: Grada, 2019. ISBN 978-80-271-0787-2.



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Declaration

I declare that I have worked on my diploma thesis titled "Greenwashing in food processing industry with special focus on Nestlé" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on 29. 03. 2019

Acknowledgement

I would like to thank my supervisor Richard Selby, Ph.D. for advice, comments, suggestions and support. And I would also like to thank my parents, who supported me during my studies. And the last but not least, thank you Tom.

Greenwashing in food processing industry with special focus on Nestlé

Abstract

This thesis deals with the introduction of green marketing and greenwashing, which is its “dark side“. Greenwashing is an activity that enables businesses to gain an environmental image without actually practicing environmental activities (or practicing them to the extent that they state). There are also introduced other new forms of marketing communication that are becoming to be an integral part of the modern world. The work is focused on the food industry, with one of the major companies in the industry, Nestlé. It is also introduced in the theoretical part, including history and development. Subsequently, its environmental practices are described, which can be considered to be an example of greenwashing. In the practical part, the perception of Nestlé by the consumer was examined by quantitative research, in the form of a questionnaire experiment. The consumer was confronted with positive or negative information about company’s environmental activities. The research was aimed at students of the Czech University of Life Sciences Prague, Faculty of Economics and Management. The purpose of this work was to find out whether this problem is generally known and possibly point it out.

Keywords: Greenwashing, Green Marketing, Nestlé, marketing, corporate social responsibility, survey experiment

Greenwashing v potravinářském průmyslu se zaměřením na firmu Nestlé

Abstrakt

Tato diplomová práce se převážně zabývá představením zeleného marketingu (green marketingu) a greenwashingu, který je jeho stinnou stránkou. Greenwashing je aktivita, která umožňuje firmám získat environmentální image, aniž by ve skutečnosti praktikovaly ekologické činnosti (nebo je neprotikují v rozsahu, v jakém je uvádí). Jsou zde také představeny i další nové formy marketingové komunikace, které se stávají nedílnou součástí moderního světa. Práce je zaměřená na potravinářský průmysl, a to s konkrétností na jednu z významných společností v tomto odvětví, společnost Nestlé. Ta je v teoretické části také představena, včetně historie a vývoje. Následně jsou popsány její environmentální praktiky, které mohou být považovány za příklad greenwashingu. V praktické části bylo pomocí kvantitativního výzkumu, formou dotazníkového experimentu zkoumáno vnímání společnosti Nestlé spotřebitelem. Spotřebitel byl konfrontován s pozitivními, či negativními informacemi o jejích ekologických aktivitách. Výzkum byl cílen na studenty České zemědělské univerzity v Praze, fakulty provozně ekonomické. Účelem práce bylo zjistit, zda je tento problém obecně znám a případně na něj poukázat.

Klíčová slova: Greenwashing, zelený marketing, Nestlé, marketing, společenská odpovědnost firem, průzkumný experiment

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1. Introduction

Ecology, this topic has been moving society for over half a century. During that time, it entered all spheres of life, from catering to transportation to dressing. Today's younger generation is considerably more aware of the environmentally friendly approach to environment than the generation of their parents or grandparents. More than ever, the generation is aware of the dangers of natural resource extraction, industrial production, and growing waste production, and its demand for more environmentally friendly products increases. The positive attitude towards environmental sustainability has become a major trend in Western society over the past decade, so companies operating here, regardless of their business, are adopting environmentally positive initiatives and the market is overwhelmed with products that are referred to as eco, bio or fair trade.

Green Marketing and Greenwashing are increasingly commented topics as a result of controversial issues related to climate change, nature disruption and others. In the past there was a tendency for efficient, cheap and fast production that led to negative environmental impacts. For this reason, the requirements for businesses to approach the environment have consecutively come. Also to find the way of sustainable growth.

Companies have gradually begun to adapt to these requirements and to become responsive to the environment. Some companies were willing to adapt and choose a less straightforward way and to implement environmental efforts. However some of the companies are only pretending to do so.

These ecological efforts started to affect consumers everywhere. In some cases it is true, but unfortunately in some of them it is not. And it is very difficult to reveal the difference between a real efforts to reduce the impact of production on the environment from a mere deceit.

2. Objectives and Methodology

2.1.Objectives

Basic concepts of environmental marketing with a focus on greenwashing and green marketing will be defined. A concrete analysis of Nestlé's environmental activities will be carried out. Also a criticism of these activities will take place.

In addition, a questionnaire will be conducted to identify a perception of Nestlé Company and possible changes in the perceiving, depending on consumer confrontation with positive or negative information about their environmental initiatives. Focusing on students of FEM CULS. One of the objectives it to find out whether this problem is known.

2.2.Methodology

The research on which the thesis is based will employ a survey experiment and a statistical analysis of data obtained.

Respondents will be divided into two groups. Each group will fill another questionnaire without knowing, there is another version of it. Questionnaires will start to differ after a first part of it. First part is same for both of them. Respondents will be asked what the attributes that are important for their purchase, in general. Followed by seven questions the about features (e.g. Cheap – Expensive) of Nestlé company. A scale from 1-5 will be available for them to choose one and rate how they perceive the company. Followed by questions whether respondents heard about company's ecological activities before and whether they care about the impact of their purchase on the environment. Then there will the part that differs the questionnaires. First questionnaire will contain positive information about Nestlé and their environmental activities. Second questionnaire will have the same information however it will be extended by criticism about these environmental activities. After this block of information the questionnaires will be same again. Next part will be the same questions about the company and its perception as at the beginning, scale from 1-5 about Nestlé company features. The last part are questions about the respondents, their age, gender, how often do they purchase Nestlé products.

The data will be processed by statistical calculations.

3. Literature Review

3.1.Greenwashing

3.1.1. Defining Greenwashing

There are many definitions of greenwashing in the professional literature. However even though the greenwashing can be found in corporate environment for decades its precise definition has been formulated relatively recently.

Czech experts define it as an exploitation of the ecology and long-term sustainability topics to support own marketing also an abuse of green marketing and ecologic targeting which leads to customer deluding and creating an impression that a firm does a lot more for ecology than it really does.¹

The word greenwashing was derived from brainwashing, which is known until 80s. Another definition can be found in Oxford dictionary, defined as “Disinformation disseminated by an organization so as to present an environmentally responsible public image.”

A few other definitions are listed below:

If it is simplified we can say that greenwashing is a environmental claim that is unsubstantiated or irrelevant. We can find it in commercials or on the covers of products. If we do not fight against this phenomena it will occur in our lives and no-one can preclude its rise.²

Greenwashing is a disinformation that can be perceived as information with missing context or as a complete untrue. Organizations such as supranational firm, national institution, nongovernmental organization or a political party spread this disinformation in order to look as environmentally responsible.

Thus, all of the definitions above agree that greenwashing is according to definitions a deliberate handling of information as it is suitable for the subject in terms of its

¹ HALADA, J. Marketingová komunikace a public relations: Výklad pojmů a teorie oboru. 1. Praha: Karolinum, 2015, s. 38. ISBN 978-80-246-3124-0.

² Futerra Sustainability Communications (London). The greenwash guide [online]. In: . s. 44 [cit. 2019-03-23]. Available at: http://www.silvaporito.com.br/wp-content/uploads/2017/09/GUIA_GREENWASHING.pdf

environmental reputation. However it can be resulting as vague because everyone imagines something completely different under term: ecology or corporate responsibility, and environmental sustainability. In case of extreme interpretation of such definitions, any positively ecologically profiling company in the world would fail when attempting to apply it to practice examples. This was one of the reasons for the emerging of Six (later seven) sins of greenwashing, a series of definitions of specific Greenwashing offenses formulated by TerraChoice's marketing company in 2007.

1. Sin of hidden comparison

Sin is perpetrated by those who claim to be green on the basis of an unjustified set of attributes and attributes, without paying attention to other important environmental aspects. For example, paper is not necessarily environmentally advantageous just because it is produced from sustainably grown forests. Other or even more important are other aspects of production such as energy consumption, greenhouse gas production and water and air pollution.

2. The sin of absence of evidence

Sin is committed by those whose environmental statement is not backed by available support information or third party certification.

A general example is wipes and toilet papers that claim to have different percentages of recycled paper without any evidence.

3. Sin of Uncertainty

Sin is made by every statement that is badly or too broadly defined that its real meaning is probably not understood by the consumer.

An example is the 'All Natural' type of declaration. Arsenic, uranium, mercury and formaldehyde are all quite natural and yet toxic. "Natural" does not necessarily mean "green".

4. Sin of unimportant

Sin is made by a statement that can be true, but it is totally insignificant or does not help the consumer to find an environmentally more advantageous product. A general example is

the "CFC-free" statement. This very common term does not take into account that CFCs (chlorofluorocarbons) have long been banned by law.

5. The sin of the smaller of the two evils

Sin commits a statement that can be true for a category of products, but it does not alert the consumer to an environmental risk that threatens him from the whole category.

Examples of this category are organic cigarettes (emphasizing "organic" without taking into account the general dangers of smoking), or sports vehicles powered by alternative fuels.

6. Sin of small lies

The least frequent sin is committed by the environmental statement being simply a lie. A common example is products falsely claiming to be certified or registered under the Energy Star (energy efficiency mark).

7. Sin of false brand

A newly discovered sin committed by marketing when it wants to use consumers' demand for third party certification of a product. Creates a false sign or false confirmation by a third party (certification authority). Typical examples are products from China that bear the European CE mark, although they have not passed any certification.³

³ Greenwashing a jeho sedm hříchů | Odpady. Odpady | Odpady [online]. Available at: <https://odpady-online.cz/greenwashing-a-jeho-sedm-hrichu/>

3.1.2. History of Greenwashing

Although officially the term "greenwash" became part of the English language in 1999, the first record of it, written by David Bellamy, appeared in *Sanity* magazine before more than twenty years ago. Most of the early days of greenwashing did not contain specific claims or messages, but rather clumsy images - logos that filled the dolphins or rainforests in the background as a motive to emphasize the company's environmental friendliness. However, greenwashing did not start appearing more, because the public did not attribute such importance to ecology in the 1990s. Then it began to be heard about again, because of the "green wave", which has engulfed the society in recent years.

With the spread of greenwashing and increasing environmental damage government measures were gradually developed. The United States Environmental and Protection Agency and the Federal Trade Commission published in 1992 the Guidelines for Environmental Marketing Claim. By this document they tried to show that the issues related to nature conservation cannot be a free opportunity for any company. Yet many of the information in this document has been given vaguely, important greenwashing activities have been omitted, such as unauthorized use of visuals indicating false compliance with facts or claims that cannot be demonstrated in practice.

Later, the International Standard on Environmental Claims ISO14001 is conducted (revised as ISO 9001: 2008). It is an international agreement for environmental management systems. Currently, it is the most widespread EMS standard in the world, having around 111,000 certified organizations in 138 countries around the world. The three essential requirements of this standard are environmental pollution prevention, compliance legislation and continuous improvement of environmental management.⁴

In addition to this standard, there is also an Environmental Management and Audit System EMAS - a voluntary system for companies that want to improve their ecological image.

⁴ CIRAVEGNA, Luis Miguel. ISO 14001:2015: An Improved Tool for Sustainability. *Journal of Industrial Engineering and Management* [online]. , 50 [cit. 2019-03-27]. Dostupné z: <http://www.jiem.org/index.php/jiem/article/view/1298/650>

The European Union has published documents regulating greenwashing activities. The United States, Australia and France have issued special codes for advertising or Norway and presented themselves as a model for other countries.

3.1.3. Signs of Greenwashing

There were already introduced 7 main sins of greenwashing, but according to Futerra sustainability communications there are even 10 signs how to distinguish it.

1. **Fluffy language.** Words or terms with no clear meaning (e.g. "eco-friendly").
2. **Green product vs. dirty company.** Such as efficient lightbulbs made in a factory that pollutes rivers.
3. **Suggestive pictures.** Green images that indicate a (unjustified) green impact (e.g. flowers blooming from exhaust pipes).
4. **Irrelevant claims.** Emphasizing one tiny green attribute when everything else is not green.
5. **Best in class.** Declaring you are slightly greener than the rest, even if the rest are pretty terrible.
6. **Just not credible.** "Eco friendly" cigarettes, anyone? "Greening" a dangerous product doesn't make it safe.
7. **Jargon.** Information that only a scientist could check or understand.
8. **Imaginary friends.** A "label" that looks like third party endorsement -- except that it's made up.
9. **No proof.** It could be right, but where's the evidence?
10. **Out-right lying.** Totally fabricated claims or data.⁵

3.1.4. How to avoid greenwashing

If consumers want to buy products or services that are real to the consumer, it is good to check if they are tied to any of the signs or sins of greenwashing mentioned before. However, it is impossible for the regular consumer to verify everything. Terra Choice⁶ has

⁵ Horiuchi, R. and Schuchard R., BSR and Shea L. and Townsend S., Futerra. *Understanding and Preventing Greenwash: A Business Guide* [online]. In: . 2009, s. 39 [cit. 2019-03-27]. Available at: https://www.bsr.org/reports/Understanding%20Preventing_Greenwash.pdf

⁶ The Sins of Greenwashing: Home and Family Edition [online]. Copyright © [cit. 23.03.2019]. Available at: <http://sinsofgreenwashing.com/index35c6.pdf>

identified the most risky greenwashing areas and has published several, which can eliminate the purchase of "rogue" products. According to their research, it is appropriate to use specialized shops (bio shops, etc.) or buy from local and small businesses, in big box shops. These shops are more often checked by the media and the amount of greenwashing products is here only around 5.6%.

Furthermore, consumers should be mindful of the following four sectors, which strongly incline towards greenwashing.

1. **Electronics** - up to 51.8% of products contain false labels
2. **The “do it yourself” products**, often emphasize unproven benefits in the areas of air quality, energy and recycling
3. **Toys and products for children** - Companies often point out that they do not use the banned chemical compound Bisphenol A (BPA) in the manufacture of children's toys, but instead they use less known substances that can be also dangerous
4. **Household cleaning products** - consumers should especially pay attention to the vagueness of the claims (eg. eco-friendly, safe in the environment, etc.).

Six easy steps for companies

Simple steps, published by *FUTTERA SUSTAINABILITY COMMUNICATIONS. The Greenwashguide*⁷, that can be taken by companies, agencies and the public to stamp out greenwash.

Step 1: Know thyself

Before the company starts to think about making a green marketing campaign, it is very important for them to figure, whether they truly are green or not. Choose the products you want to promote as green carefully. Also be aware of the reputation of the company as a whole (for example: it is very nice to be making energy-saving bulbs but it for no good if you are polluting local rivers in the meantime). Knowing yourself is really helpful in avoiding these tree easy mistakes:

⁷ Futerra Sustainability Communications (London). The greenwash guide [online]. In: . s. 44 [cit. 2019-03-23]. Dostupné z: http://www.silvaporto.com.br/wp-content/uploads/2017/09/GUIA_GREENWASHING.pdf

- *“Firstly, take care when promoting a single green attribute of a product when the rest of the product is not e.g. bio-degradable packaging around an energy-inefficient product.*
- *Notice when creative teams get excited by learning you’re the greenest ‘in your class of products’, remember if your ‘class’ is that of super heavy SUVs then consumers might laugh you off the stage.*
- *Relevance has already been touched upon; be aware that consumers might be dubious of bold claims about a ‘dolphin-friendly’ chicken pie or a ‘CFC-free’ product (being as CFCs have been effectively banned since 1989) One of the mistakes we’re not going to dwell upon is deliberate lying. If that is your intention then we apologise if the title of this greenwash guide was misleading: we’re not here to help with that. Our presumption is that most greenwash is perpetrated in ignorance or over-enthusiasm, not out of mendacity. Of course that type of greenwash does exist, and this report advises agencies and consumers on how to spot it. But simply telling you not to be naughty isn’t going to make much difference is it?”⁸*

⁸ Futerra Sustainability Communications (London). The greenwash guide [online]. In: . s. 44 [cit. 2019-03-23]. Dostupné z: http://www.silvaporto.com.br/wp-content/uploads/2017/09/GUIA_GREENWASHING.pdf

3.2. Marketing

Marketing. Literature provides a variety of approaches to defining it. Marketing includes a wide range of activities. It can be seen from different angles. Marketing is an essential feature of a market-oriented economy. Its field of application is very wide. It is not only the manufacturing, wholesale and retail sectors retail, marketing is nowadays used as a tool to achieve success by all types of organizations and individuals. These all need to know which customers and markets to focus on, what products to satisfy customers, how to properly choose the price with which vendors to work together and get the customer right.

Functions are all activities within an organization that are developed to achieve one specific goal.

3.2.1. Marketing functions

Marketing function is one of the examples, there are also financial, administrative, personnel, logistics and production functions. The leadership of the company gives the directions to these different processes and, moreover, a general, coordinating and leadership role. In the past, management has been responsible for all marketing issues. Today, organizations realize that marketing is a stand-alone feature that they cannot perform due to the complexity of their own managerial functions. Marketing as a professional discipline has six important features:

- Activity targeting the target group.
- Action to achieve goals.
- Coordination activities.
- Action based on the plan.
- Dynamic activity.
- Activity based on information.

3.2.2. Marketing communication

Marketing promotion as one of the marketing mix tools can be defined as any form of communication used by an organization to inform, persuade or influence present or future potential customers. The main characteristic of communication is the mediation of

information and its content meaning in order to regulate opinions, attitudes, expectations and ways of behaviour of consumers in accordance with the specific goals of the company.⁹

Marketing communication is characterized as a comprehensive communication program of a company that forms individual components or their combinations. As with other parts of marketing, it is made up of individual tools in the form of a communication mix. The communication mix includes:

- Advertising
- Sales promotion
- Personal selling
- Public relations
- Direct marketing.¹⁰

3.2.3. New trends in marketing communications and their use

Communication is becoming more selective and the consumer is also more selective, immune to today's effective forms of marketing. Where advertising has been sufficient so far in its standard approach, there is a communication project that uses a number of new non-traditional tools. New forms of marketing are referred to by different names as macromarketing, megamarketing, supermarketing, global marketing, comprehensive marketing, event marketing, destination marketing and more. Also, web, email, and mobile marketing are becoming permanently more efficient. The new media, with its overall turnover, are getting closer to traditional media. Since this diploma thesis is focused on greenwashing and green marketing, which is considered to be one of the new tools of marketing communication, the other tools will not be thoroughly analysed, but only marginally. The following chapter will be devoted to Green marketing.

⁹ HESKOVÁ, M. a kolektiv. Marketingová komunikace a případové studie. 1. vydání Jindřichův Hradec: Vysoká škola ekonomická v Praze 2004, ISBN 80-245-0675-0.

¹⁰ HESKOVÁ, M. a kolektiv. Marketingová komunikace a případové studie. 1. vydání Jindřichův Hradec: Vysoká škola ekonomická v Praze 2004, ISBN 80-245-0675-0.

Viral marketing

Viral marketing, currently applied primarily in the Internet environment is, according to Sedláček, a modern marketing matter of the past few years. However, as it is based principally on traditional word-of-mouth marketing, it is not a revolutionary novelty, but only the application of a proven marketing strategy using a new distribution tool - the Internet.¹¹

As described by Viktor Janouch, author of the book *Internet Marketing: Promote yourself on the Web and social networks*, viral marketing is:

*"Creating a product message to spread it orally or electronically. The electronic way gives this message the possibility of a much faster expansion, and therefore, this form is also characteristic of Internet marketing. The form can be text, image, presentation, and especially video. The message is disseminated by e-mail and through other sites, such as social networks, blogs, and discussions."*¹²

Viral marketing has its name thanks to a similarity, connected to the redistribution among the customers, with computer virus and also from a pathogenic virus known from medicine.

Guerilla marketing

The type of marketing that is beneficial especially for small or medium-sized businesses that are trying to gain competitiveness with large companies. They cannot afford to spend large sums on the extensive promotion of their products. It therefore chooses other ways to attract potential clients based on creative ideas. "Traditional marketing knows only "heavy marketing equipment": radio, television, newspapers, magazines, direct mailing promotional materials, internet. Guerilla marketing knows about two hundred "marketing - weapons" - many of them are for free."¹³

The best known feature that can be observed in guerilla is the minimal use of

¹¹ SEDLÁČEK, Jiří. E-komerce, internetový a mobil marketing od A do Z. 1. vyd. Praha : BEN - technická literatura, 2006. 351 s. ISBN 8073001950.

¹² JANOUC, Viktor. Internetový marketing : prosad'te se na webu a sociálních sítích. 1. vyd. Brno : Computer Press, 2010. 304 s. ISBN 9788025127957.

¹³ LEVINSON, Jay Conrad. Guerilla Marketing. 1. vydání. Brno: Computer Press, 2009. 326 stran. ISBN 978-80-251-2472-7

traditional media. If it uses these media, it is only in a non-standard original way. Advertisements mostly serve ambient media that are able to attract more attention from respondents.¹⁴

Intern marketing

Internal marketing refers to the activities the organization carries out in order to train and motivate their "inner" customers, i.e. their own workers, especially those who are in contact with customers and with people from outside the organization. Quality of service depends, in a considerable extent, on people - if employees themselves are not motivated and persuaded, that the organization in which they work does something very important, valuable and high quality, they cannot convince a client to choose their product.¹⁵

Promotional marketing

Promotional marketing can represent a marketing communication that is focused on sales promotion and consists of more components (sales promotion, incentive programs, dealer-oriented programs) etc.¹⁶

Direct marketing

Direct marketing is a generic name for marketing communications based on direct contact between the submitter and the addressee. The starting point is the effort to remove customer anonymity, trying to make the offer as accurate as possible to a particular group of people addressed (so-called personalization). It includes direct mail (e.g. direct mail, active telemarketing, etc.) or direct recipients' response.

An important part of direct marketing is working with clients 'or potential clients' databases, sorting, systemizing and data mining.¹⁷

¹⁴ PŘIKRYLOVÁ, Jana, JAHODOVÁ, Hana. Moderní marketingová komunikace. 1. vydání. Praha: Grada Publishing, 2010. 303 stran. ISBN 978-80-247-3622-8

¹⁵ KOŽÁKOVÁ S. (2007, 11. června) Komunikace v marketingu. Dostupné z <http://www.econ.muni.cz/%7Esimona/skola/marketing/1komunikace.html>.

¹⁶ KATOLICKÝ A. (2005, 7. listopadu). Recenze knihy Marketingová komunikace, Nové trendy a jejich využití. AKA Monitor. Dostupné z <http://www.akamonitor.cz/frey.htm>

¹⁷ Direct marketing | MediaGuru. Homepage | MediaGuru [online]. Copyright © 2019 [cit. 05.03.2019]. Available at: <https://www.mediaguru.cz/slovník-a-mediatypy/slovník/klicova-slova/direct-marketing/>

Mobile marketing

Marketing using mobile devices, including mobile phones, smartphones or tablets (or their services). Including SMS, MMS, Bluetooth, mobile games, pictures, wallpapers, etc. With the advent of smartphones connected to the Internet, mobile marketing has expanded, notably mobile applications and LBS (location based services). The upsurge is mobile banking, mCommerce, mobile blogging and chatting. This makes this marketing area one of the fastest growing.¹⁸

Green marketing

Green marketing becomes more and more popular. There is mentioned more in the next chapter dedicated to it.

3.3.Green Marketing

„Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced in an environmentally friendly way, such as:

- *Being manufactured in a sustainable fashion*
- *Not containing toxic materials or ozone-depleting substances*
- *Able to be recycled and/or is produced from recycled materials*
- *Being made from renewable materials (such as bamboo, etc.)*
- *Not making use of excessive packaging*
- *Being designed to be repairable and not "throwaway"“¹⁹*

The American Marketing Association lists three ways to define the Green Marketing - from the perspective of sales, social marketing, and environmental perspective:

Sales Definition: green marketing is explained as marketing of products which are expected to be environmentally friendly.

¹⁸ Mobilní marketing | MediaGuru. Homepage | MediaGuru [online]. Copyright © 2019 [cit. 05.03.2019]. Available at: <https://www.mediaguru.cz/slovník-a-mediatypy/slovník/klicova-slova/mobilni-marketing/>

¹⁹ Green Marketing Definition and Sustainable Development. The Balance Small Business [online]. Available at: <https://www.thebalancesmb.com/green-marketing-2948347>

The social-marketing definition (definition of social marketing) understands this issue as marketing of products created with minimal environmental impact or marketing of products that improve the quality of the environment.

Environmental definition (environmental definition) explains green marketing as a tool for producing, promoting and packaging products in a positive way towards ecology.²⁰ It is good to emphasize that the environmental efforts interfere with activities that does not seem to be related to the production. Such as support for recyclable paper, support of the employees to use the public transportation for transport, etc.

3.3.1. Green marketing and corporate social responsibility

The term green marketing (GM) is closely related to the term Corporate Social Responsibility (CSR). The definition of the relationship between CSR and GM may vary. In general, CSR is divided into three pillars: economic, social and environmental, or 3P - profit, people, planet. Green marketing can be found in the environmental area (planets).

However, other theories may exclude green marketing into narrower criteria, whereby the entire Corporate Social Responsibility can be divided into Stakeholders Responsibility and Social Responsibility, which is then divided into Cause Marketing and Green Marketing. Stakeholders Responsibility can be understood as the responsibility of internal and external stakeholder's external entities – starting from employees and management going to the supplier's customers or competition. Cause Marketing is a term for trying to achieve a beneficial link between a company and a non-profit sector, mostly with a non-profit organization. Green marketing includes activities ranging from development to product promotion without any negative impact on environment.²¹

3.3.2. GM – marketing mix

In the case of green marketing, it is possible to determine and characterize the Marketing Mix with 4 "P", however it is important to bear in mind the environmental

²⁰ WHITE, Steven. Defining Green Marketing. In: D. Steven White [online]. 4.8.2010 [cit. 2019-03-12]. Available at: <http://dstevenwhite.com/2010/08/04/defining-greenmarketing/>

²¹ CorporateSocialResponsibility and Green marketing. In: Scribd [online]. 9.6.2010 [cit. 2012-03-22]. Available at: <http://www.scribd.com/doc/36981654/CorporatSocial-Responsibility-Green-Marketing>

impact of each of its components and to take this response into appropriate consideration.

Product as the first element of marketing mix represents services or products. The "greenness" of this product is mainly material, components or design, product packaging, recycling or environmental impact.

Place (Distribution), from GM's point of view, focuses on maximizing such distribution negative environmental impact. Managing logistics and producing materials that are in harmony with nature is one of the most difficult green marketing tasks mix.

Price, the price, is probably the least-explored area in green marketing mix, but it is an important part of it. However, the price for green products or services would be in particular, it should be tailored to customers'

Promotion in green marketing should touch all of the promotion mix, "greenness" should therefore be reflected in advertising, sales promotion, personal selling, as well as in public relations. The pursuit of an ecological approach should go across the industry from the use of recycled paper for promotional prints after the very theme of advertising.²²

3.3.3. Environmental labelling

Environmental labelling is a voluntary source of information. This concept is based on international standards (ISO14020 series) and is applied worldwide. Eco-labelling tells us accurate, verifiable and non-misleading information about environmental aspects of products, with the aim to increase the demand and supply for more environmentally friendly products.²³

There are three standard types of eco-label or statement:

1. Eco-labelling: It consists of labelling products with lower negative environmental impacts than products comparable to, also in phase of using interchangeable. Products that meet the established ecological criteria and are independently estimated by a third party can be labelled. Eco-labelling is an important issue in

²² WHITE, Steven. Defining Green Marketing. In: D. Steven White [online]. 4.8.2010 [cit. 2019-03-13]. Available at: <http://dstevenwhite.com/2010/08/04/defining-greenmarketing/>

²³ Environmentální značení - Ministerstvo životního prostředí. Ministerstvo životního prostředí [online]. Copyright © 2008 [cit. 13.03.2019]. Available at: https://www.mzp.cz/cz/environmentalni_znaceni

terms of promotion in green marketing. Green Signs, logos and stickers are meant to provide the customer with a simple and fast way information that the product is ecologic. It is important to provide customer an information such as that the packaging is recyclable, etc.²⁴

2. Own environmental claim: “*It is defined as a statement, a mark or a pattern referring to the environmental aspect of a product, part of it or package (e.g. biodegradable, recyclable, etc.)*”.²⁵ The claim publishes its manufacturer, but even though it is without a third party verification it still has to be publicly verifiable by a second party based on information made available by the promoter.²⁶ Environmental claim is used as a tool by which the manufacturers can present the advantages of their environmental goods and services and to provide true information that affects consumer choice.²⁷

CENIA offers companies the opportunity to register their own, trustworthy, environmental claims and therefore to ensure a place in public database. Principles, which are given by the international standard ISO 14021, are the default standard. These principles have been developed for their own environmental claims International Organization for Standardization (ISO). This step is voluntary for the promoter and it can be made in his own interest and can provide independent verification for his claim, its accuracy and credibility. The promoter can get better reputation with this step, greater credibility between consumers and no less between the competitors. Registration can be understood as an alternative to obtaining the Ecolabel. The company can use the link to the database of

²⁴ BAKER, Michael J. a Susan J. HART. *The marketing book. Seventh edition.* New York: Routledge, Taylor & Francis Group, 2016. ISBN 9780415703772.

²⁵ Environmentální značení - Ministerstvo životního prostředí. Ministerstvo životního prostředí [online]. Copyright © 2008 [cit. 13.03.2019]. Dostupné z: https://www.mzp.cz/cz/environmentalni_znaceni

²⁶ Same as 18

²⁷ HRUBÝ, Pavel. *Vlastní environmentální tvrzení, aneb, Férová ekoreklama v praxi.* Praha: CENIA, c2010. ISBN 978-80-85087-86-4.

registered claims in marketing and therefore it can help to increase product sales.²⁸

3. Environmental Product Declaration (EPD): Indicates quantitative information about the environmental impact of a given product throughout its life cycle, i.e. from raw material extraction to recycling.²⁹

CENIA states on its website that the products that are marked this way are not only considerate to the environment but also to consumer's health, while the quality of the product remains high. For consumers looking for environmentally friendly goods, it is easy to identify them by simple and easy to remember symbol. On the other hand, the companies use eco-labels for their marketing. Currently mediates two eco-labels, namely "Environmentally Friendly Product / Service" and "EU Ecolabel". Everyone can find a list on this agency's website of labeled products and guidelines with relevant requirements and other important information for manufacturers and retailers as well as for consumers.³⁰

²⁸ Same as 20

²⁹ Same as 18

³⁰ EKOZNAČENÍ | CENIA, česká informační agentura životního prostředí. 302 Found [online]. Copyright © 2012. CENIA, česká informační agentura životního prostředí [cit. 13.03.2019]. Available at: <http://www1.cenia.cz/www/ekoznaceni/ekologicky-setrne-vyrobky>

Figure 1 – “good” Eco-Labels



Source: DAHL, Richard. Green Washing. *Environmental Health Perspectives* [online]. 2010, **118**(6) [cit. 2019-03-27]. DOI: 10.1289/ehp.118-a246. ISSN 0091-6765. Dostupné z: <https://ehp.niehs.nih.gov/doi/10.1289/ehp.118-a246>

3.3.4. Criticism of Green marketing

The CSR area was created with the intention to express responsibility to the environment and to society in which companies operate. Yet it raises the attention of critics. They fear that CSR can reduce the emphasis on real problem solving or divert attention from the fact that the market itself produces a range of societal challenges that

companies should address first.³¹ The same principle applies to environmentally focused CSR. Because corporate sustainability and environmentally positive activities are fundamentally under the CSR, they are also voluntary as its other components. Their effects are also often barely visible and poorly verifiable.³² Some companies can misuse this and sometimes deliberately embellish not very positive reality in their communication with consumers. Customers thus can often receive statements with debatable, confusing or unverifiable validity. Such practices are often criticized, not only by environmentally literate consumers who have a general tendency to question green marketing³³, but also by others who, after revealing false companies statements, become sceptical and cynical to its ecological concern.³⁴ Therefore such an initiative can paradoxically have many unpredictable negative consequences.

Environmental CSR can be a competitive (consequently also financial) advantage for a company. However the implementation of individual measures intended to minimize or remedy environmental damage often entail a financial burden. In order to remain profitable and at the same time indulge in the ecological needs of the stakeholders, they reach for pleasant compromises that will ensure such a result. Among these controversial methods could be, for example, carbon offsets, through which the company reduces the amount of greenhouse gases it has produced. However, the company does not do it by itself, it devotes a certain amount of money to a project that is dedicated to, for example, obtaining energy from renewable sources or afforestation. Hence, companies can buy their "carbon neutrality" without having to eliminate the consequences of their actions.³⁵ They are often criticized for getting rid of their responsibilities. Some activists even compare the principle

³¹ The Hidden Costs of Cause Marketing. Stanford Social Innovation Review: Informing and Inspiring Leaders of Social Change[online]. Copyright © 2019 Stanford University. [cit. 13.03.2019]. Available at: https://ssir.org/articles/entry/the_hidden_costs_of_cause_marketing

³² BONINI, S. a J. OPPENHEIM. Cultivating the green consumer. Stanford Social Innovation Review. 2008, 6(4), 56-61.

³³ D'SOUZA, C. a M. TAGHIAN. Green advertising effects on attitude and choice of advertising themes. Asia Pacific Journal of Marketing and Logistics. 2005, 17(3), 51-66.

³⁴ CHANG, CH. Feeling Ambivalent About Going Green. Journal of Advertising. 2013, 40(4), 19–32.

³⁵ HEJLOVÁ, D. Public relations. 1. Praha: Grada, 2015, s. 198. ISBN 978-80-247-9876-9.

of carbon offsets to ecclesiastical indulgences,³⁶ others have think a return on this method takes too long.

Carbon offsets can be seen as an example of greenwashing³⁷, a practice in which a company's products or activities receive a touch of environmental friendliness that is questionable.

3.4.Food Industry

Food industry is very demanding and every part of it has an impact on the environment. Food production, processing, transportation, storage, distribution or marketing, every part has a very strong potential to create environmental pollution. ³⁸

Also the food processing industry is rapidly growing and plays an important role in economic development across the world. There are several reasons why is the food industry very important. Firstly, the processing of agricultural raw materials - such as grain, maize, cassava, sugarcane, coffee beans, fruits and vegetables to provide new products for human lives. Secondly, this industry mediates jobs. And finally it adds value to agricultural products before their transportation, therefore it supports the economic development.³⁹

³⁶ Paying for our sins | Environment | The Guardian. [online]. Copyright © 2019 Guardian News [cit. 13.03.2019]. Available at: <https://www.theguardian.com/environment/2006/oct/18/green.guardiansocietysupplement>

³⁷ POLONSKY, M. a R. GARMA. Are carbon offsets potentially the new "greenwash?". In ANZMAC 2008: Australian and New Zealand Marketing Academy Conference 2008 : Marketing : Shifting the Focus from Mainstream to Offbeat Canning Bridge, W.A., 2008. Also available at: <https://dro.deakin.edu.au/eserv/DU:30018171/polonsky-arecarbonoffsets-2008.pdf>

³⁸ KROYER, G.Th. Impact of food processing on the environment—an overview. LWT - Food Science and Technology [online]. 1995, 28(6), 547-552 [cit. 2019-03-26]. DOI: 10.1016/0023-6438(95)90000-4. ISSN 00236438. Dostupné z: <https://linkinghub.elsevier.com/retrieve/pii/0023643895900004>

³⁹ BALDWIN, Cheryl. *Sustainability in the food industry*. Ames, Iowa: Wiley-Blackwell/IFT Press, 2009. ISBN 0813808464

3.5.Nestlé company

3.5.1. History

Nestlé is a Swiss company founded in the 1860's, thank to success of the invention of the pharmacist Henri Nestle - an infant formula that can serve as a substitute for breast milk for babies whose mothers cannot breastfeed.⁴⁰

It was Henri Nestlé, who founded the company, but the company as it is known today became after it merged with the Anglo-Swiss condensed milk production company in 1905. Since then Nestlé is not only producing baby food, but also is producing chocolate and non-chocolate sweets, instant coffee, condensed milk, instant soups, broths, and many others.⁴¹

Nestlé has quickly become a global company and now operates in more than 110 countries. According to OC&C Strategy Consultants, it is the world's largest Fast Moving Consumer Goods manufacturer for 2008 and 2009.⁴²

Among other things, it owns almost 30% of the share of L'Oréal.⁴³

Figure 2 - selection of Nestlé brands

⁴⁰ Nestlé. Www.nestle.com [online]. 1994 [cit. 2019-03-26]. History. Available at: <http://www.nestle.com/AboutUs/History/Pages/History.aspx>

⁴¹ Nestlé. Www.nestle.com [online]. 1994 [cit. 2019-03-26]. <https://www.nestle.com/ask-nestle/products-brands>

⁴² PATERA, Jan. Zlaté roky rychloobrátky se nevrátí. Marketing&Media: týdeník pro média, marketing a kreativitu. 4. 10. 2010, 40, s. 15. ISSN 1212-9496

⁴³ MACHKOVÁ, Hana: Mezinárodní marketing. 2. aktualizované a přepracované vydání. Praha: Grada Publishing, a. s., 2009. 196 s. ISBN 978-80-247-2986-2.



Source: [online]. Available at: <https://www.nestle.com/aboutus/overview/ourbrands>

3.5.2. Ecological activities of Nestlé

There are ecological activities of Nestlé company introduced in this chapter. These are the same information as in the first questionnaire, only introduced closer.

They claim to be the world's largest food and beverages company⁴⁴. Also that they combine global strategies and local engagements, therefore it is important for them to build trust of the consumers and innovate when needed.⁴⁵

3.5.2.1. Nestlé aiming at 100% recyclable or reusable packaging by 2025

“Vevey, Switzerland, Apr 10, 2018

Nestlé today announced its ambition to make 100% of its packaging recyclable or reusable by 2025. Its vision is that none of its packaging, including plastics, ends up in landfill or as litter. Nestlé believes that there is an urgent need to minimize the impact of packaging on the environment.”⁴⁶

In the Nestlé's newest Annual Review 2018⁴⁷, there is this new 100% recyclable initiative mentioned 4 times. In connection with Nestlé's consumers and their environmental needs, also with the new Institute of Packaging Sciences that drives for the 100% recycling and reusing. Another connection is with safeguarding the environment and the last one is visible in figure 1.

⁴⁴ Nestlé [online] [cit. 26.03.2019].. Dostupné z: https://www.nestle.com/asset-library/documents/library/documents/annual_reports/2018-annual-review-en.pdf

⁴⁵ Same as 42

⁴⁶ Annual Review 2018 [online] [cit. 26.03.2019].. Available at: <https://www.nestle.com/media/pressreleases/allpressreleases/nestle-recyclable-reusable-packaging-by-2025>

⁴⁷ Same as 44

Figure 3– Nestlé Pure Life water bottle

Pure Life

Nestlé Pure Life water bottles, already made from recyclable plastic, are an example of our global packaging ambition to make 100% of our packaging recyclable or reusable by 2025.



Source: Dostupné z: https://www.nestle.com/asset-library/documents/library/documents/annual_reports/2018-annual-review-en.pdf

3.5.2.2. Nestlé - Safeguarding our environment

On Nestlé web pages are information about how they help our environment while the natural resources are rapidly depleting as human consumption rises. Human population grows and so does the demand for food. They claim to:

“22 558 tonnes of packaging avoided

253 factories with zero waste for disposal

By the end of 2017 we assessed and addressed the sustainability hotspots for 22 product categories.”⁴⁸

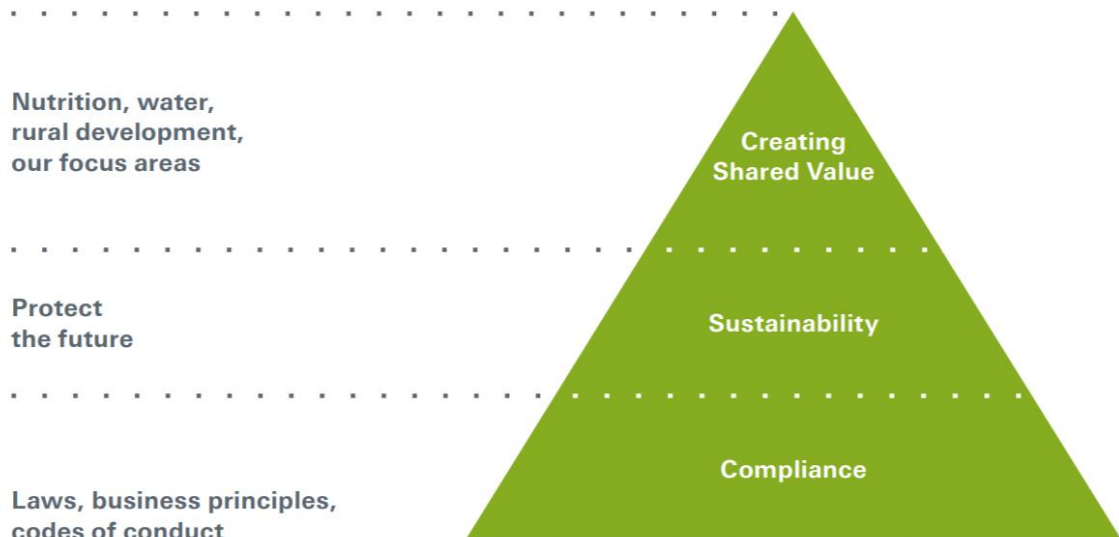
“Guided by values rooted in respect, Nestlé works alongside partners and stakeholders to create shared value (CSV) across all the activities of the company, which contribute to society while ensuring the long-term success of our business.”⁴⁹

⁴⁸ Environment. Document Moved [online]. Copyright © 2018 Nestlé CWA [cit. 26.03.2019]. Available at: <https://www.nestle-cwa.com/en/csv/impact/environment>

⁴⁹ and ⁴⁸ Espinoza-Orias N., Cooper K., Lariani S. (2018) Integrated Product Development at Nestlé. In: Benetto E., Gericke K., Guiton M. (eds Designing sustainable technologies, products and policies. New York, NY: Springer Berlin Heidelberg, 2018. ISBN 978-3-319-66980-9.

There are three connected areas where the purpose of Nestlé stays. These three areas, as they say, are: “*Individuals and families, Our communities, Our planet.*”⁵⁰

Figure 4 - Creating Shared Value



Source: Nestlé 2017 Annual Review extract [online]. Available at: https://www.nestle.com/asset-library/documents/library/documents/corporate_social_responsibility/nestle-in-society-summary-report-2017-en.pdf

3.5.2.3. Caring for water

Nestlé website mentions also how are they trying to save water. Firstly the importance of water is emphasised, also that it is a basic human right however the distribution is uneven.

Their statistics:

28.7% reduction in water withdrawals per tonne of product since 2010

578 new water-saving initiatives implemented at our production sites in 2017

*722 379 people around the world benefiting from our WASH programmes to date*⁵¹

⁵¹ Caring for water. Document Moved [online]. Copyright © 2018 Nestlé CWA [cit. 26.03.2019]. Dostupné z: <https://www.nestle-cwa.com/en/csv/impact/water>

Figure 5 - water efficiency

Improving water efficiency

Our commitment: Work to achieve water efficiency and sustainability across our operations



Source: Water efficiency. Document Moved [online]. Copyright © 2018 Nestlé CWA [cit. 26.03.2019].
Dostupné z: <https://www.nestle-cwa.com/en/csv/impact/water/water-efficiency>

3.5.3. CRITICISM

In this chapter there will be the criticism of Nestlé's environmental activities introduced. This criticism is placed in the second questionnaire after the company's environmental activities.

3.5.3.1. Criticism: Nestlé aiming at 100% recyclable packaging by 2025

Greenpeace⁵² reacts to this statement. Nestlé is the world's largest food and beverages company, which helped and is still helping the growing plastic pollution crisis. They did not set any clear targets in reducing the single use plastics. There are also no additional efforts to help facilitate recycling by consumers. Greenpeace Oceans Campaigner Graham Forbes said:

“Nestlé's statement on plastic packaging includes more of the same greenwashing baby steps to tackle a crisis it helped to create. It will not actually move the needle towards the reduction of single-use plastics in a meaningful way, and sets an incredibly low standard as the largest food and beverage company in the world. The statement is full of

⁵² Wheeler, P., [online]. Nestlé misses the mark with statement on tackling its single-use plastics problem[cit. 26.03.2019].
Available at: <http://www.greenpeace.org/usa/news/nestle-aiming-at-100-recyclable-or-reusable-packaging-by-2025>

ambiguous or non-existent targets, relies on 'ambitions' to do better, and puts the responsibility on consumers rather than the company to clean up its own plastic pollution."⁵³

He also says that a company this size should set greater targets in reduction of throwaway plastics, or better, to help eventual phasing out. Because the recycling did not help to clean the oceans, waterways or communities so far.

At Figure 6, there is a Freedom Island in Philippines in 2017, where Greenpeace together with #breakfreefromplastic coalition arranged a beach clean-up. Nestlé was identified as the worst polluter. Another mentioned polluters were Universal Robina, P&G or Unilever.⁵⁴

Figure 6 – Nestlé identified the worst polluter at Freedom Island in the Philippines clean-up



Source: Object moved [online]. Available at:
<https://media.greenpeace.org/collection/27MZIFJXNPE1S#/SearchResult&ALID=27MZIFJXNPE1S&VBI D=27MZVNBNN33V>

⁵³ Same as 52

⁵⁴ Object moved [online]. Available at:
<https://media.greenpeace.org/collection/27MZIFJXNPE1S#/SearchResult&ALID=27MZIFJXNPE1S&VBI D=27MZVNBNN33V>

3.5.3.2. Criticism: Caring for water

According to Watson (2017) Nestlé spends millions of dollars trying to convince people, that their bottled water is good not only for drinking, but is also good for the planet. Claiming that their Eco-Shape bottle⁵⁵ is less damaging to the planet. In the same paper, he mentions that Nestlé talks about watching over their 13 spring sources to ensure responsible water stewardship. Saying that even though this sounds nice and responsible, the problem is that springs Nestlé is talking about are located in California, which has been a state of drought for five years. Company is bottling water also in another states, Arizona or Oregon, which have the same problem with droughts.⁵⁶

Protect Water: Boycott Nestlé – this is what a Canadian community says. In their factsheet they talk about Nestlé taking water from well in Elora, Ontario, even though the municipality tried to buy it, before company did. Now they bottle the water and sell it for a lot more money in bottles. Canadians say: *“It’s time to stop the corporate takeover and protect water for people by boycotting Nestlé and bottled water.”*⁵⁷

Topic not directly connected to caring for water but definitely closely connected to Nestlé. There was already another boycott Nestlé experienced. It was when the company was imputed to promote infant formula as superior to breast milk. Which caused major problems mainly in third countries, where the hygienical conditions are not well. And it caused many problems for children’s health. *“There was an accusation of irresponsibility framed up against it.”*⁵⁸

⁵⁵ Watson, Bruce. The troubling evolution of corporate greenwashing [online]. Chain Reaction, No. 129, Apr 2017: 38-40.
Availability:<<https://search.informit.com.au/documentSummary;dn=766428450523476;res=IELHSS>> ISSN: 0312-1372. [cited 27 Mar 19].

⁵⁶ Same as 55

⁵⁷ The Council of Canadians [online]. Copyright © [cit. 27.03.2019]. Available at: <https://canadians.org/sites/default/files/publications/factsheet-nestle.pdf>

⁵⁸ Boyd, C. (2012). The Nestlé infant formula controversy and a strange web of subsequent business scandals. Journal of Business Ethics, 106(3), 283-293.

4. Practical Part

4.1. Hypothesis and Methodology

The aim of the practical part of this thesis was to explore the perception of Nestlé Company. Also to see possible changes depending on consumer confrontation with positive or negative information about its environmental initiatives. To maximize the validity of the results, it was necessary to create two groups of respondents whose evaluation of brand perception would then be mutually compared. Therefore the online questionnaire experiment was chosen as the most suitable method, which provided random allocation of respondents to one or the other of these groups.

Two questionnaires were created for the purpose of the research (see Appendix 1 and 2). Both contained four basic parts. The first thing in the questionnaire was a question about the attributes that are important for the purchase of the consumer. The possibilities were chosen according to Euromonitor international⁵⁹:

- Packaging
- Organic
- Fair trade
- Support of local communities
- Sustainable production
- Strong brand name
- Green / Environmental friendly
- Availability
- Recommendations from friends and family
- Price
- Quality

In the first part of both questionnaires, the same differential was placed, in which the participants had to evaluate selected attributes related to the Nestlé Company on a scale of

⁵⁹ Quick Pulse: Green Buying – An Exploration of "Green" Consumer Trends. Market Research Blog | Analyst Insight from Euromonitor International [online]. Copyright © 2018 Euromonitor is privately owned [cit. 25.03.2019]. Available at: <https://blog.euromonitor.com/quick-pulse-green-buying-an-exploration-of-green-consumer-trends/>

1-5. Among the seven pairs of opposing adjectives were the following: sincere - insincere, good quality-bad quality, expensive - cheap, environmentally friendly - not environmentally friendly, trustworthy - untrustworthy strong - weak and likeable - unsympathetic.

The primary purpose of the research was to evaluate the environmental friendliness of the brand. Name or introduction of the questionnaire therefore did not deliberately mention the main subject of the research and was the same for both types of questionnaires despite their different form.

The use of the differential also made it possible to follow the shift in perception of other attributes of the brand, which did not seem to be related to green policy. The differential was followed by a scale (1 - 5) for respondents to indicate how important the environmental impact of their purchased goods is to them and the question of Nestlé's environmental awareness. In the second part, both questionnaires differed. The first questionnaire contained brief information about environmental activities of Nestlé Company.

The texts were compiled from official information and PR articles from the company's website, all of them were only positive.

The second type of questionnaire contained the same information, however followed by critical information related to the initiatives.

The first questionnaire represented an imaginary simulation of greenwashing, as it confronted the research participants only with selective information about the environmental initiatives, the second was to examine respondents' responses to confrontation with additional information on the downsides of these initiatives. Greewashing was then briefly introduced at the end of the questionnaire. In the following section, respondents were to reassess the brand attributes using the same differential. Followed by identification questions, which classified respondents according to the frequency of purchases from Nestlé, gender, age and size of the municipality from where they come from. To ensure that they were students of the Czech University of Life Sciences, a question about their study programme took place.

The evaluation of the research had a main aim to compare the rating of the brand attributes in the first and second part of both questionnaires. Then find out what will be the

difference in the second evaluation, compared to the first evaluation in the first positive information questionnaire and the second - negative one.

The assumption in this case was that the perception of respondents who filled the first positive information questionnaire will move towards positive values and the respondents to whom the second version of the questionnaire was submitted, on the other hand, will be negative.

There was also an intention to compare the difference in brand perception among respondents, who confirmed their knowledge of the environmental activities of the brand. At the same time they stated that the environmental impact of their purchase was important to them (they chose 1 or 2 on the scale).

And those who stated that they do not know the environmental activities of Nestle and also stated that the impact of their purchase was not as important (chose 3-5).

For simplicity, these groups are hereinafter referred to as environmental friendly and not environmental friendly.

According to the study, these hypothesis were stated:

H1: In the first version of the questionnaire – with positive information about Nestlé - there will be a significant shift in perception of environmental friendliness for the better.

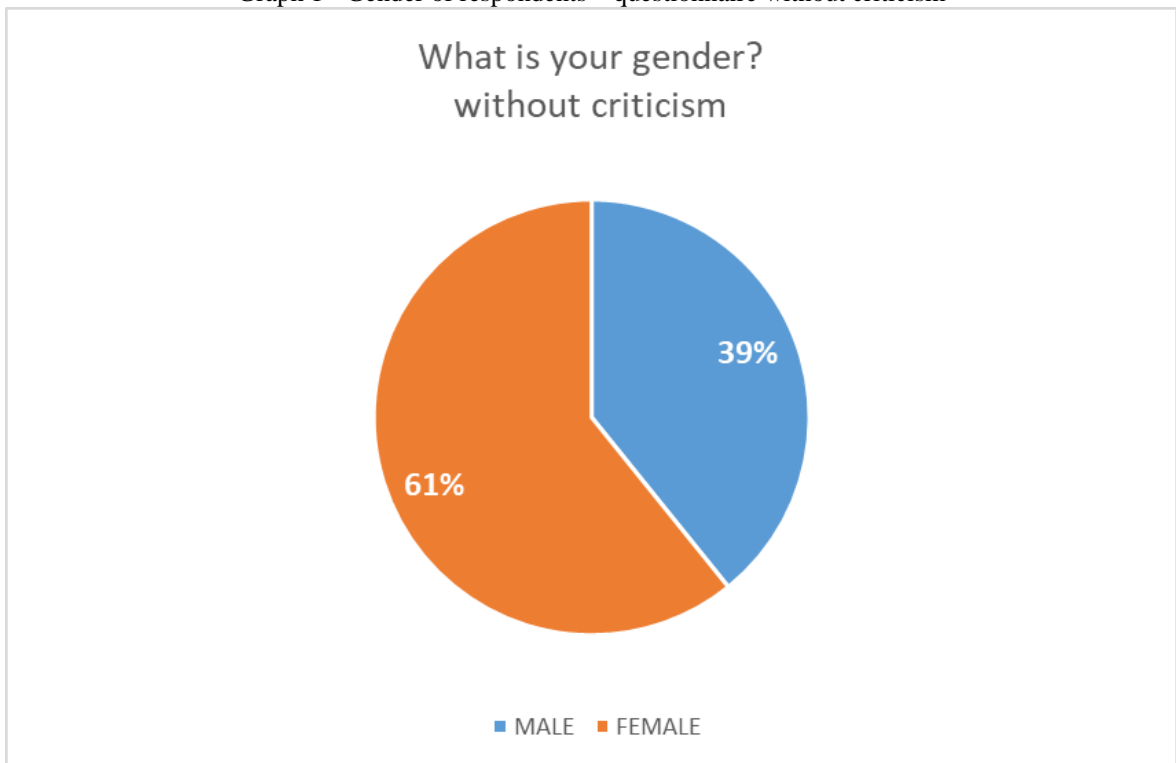
H2: In the second version of the questionnaire – with criticism about Nestlé added information - there will be a significant shift in perception of environmental friendliness for the worst.

4.1.1. Data collection

There were 201 respondents in total. There was a special link used to spread this questionnaire. It was special because it divided people into two different groups mentioned above. One group filled the questionnaire only with positive information about Nestlé, the other group had a questionnaire also with the criticism about the Company.

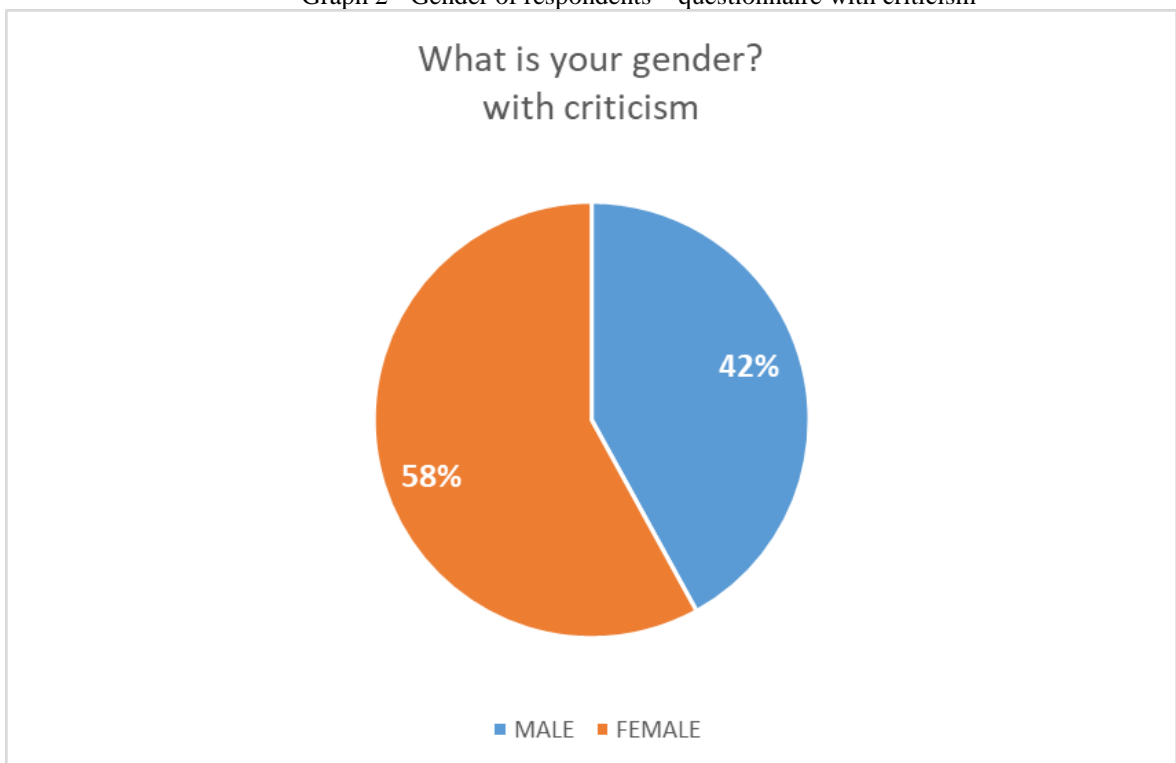
In the Graph 1 and Graph 2 we can see how the questionnaires were distributed between genders. In both cases more women answered. In both questionnaires combined 40.6% men and 59.4% women participated.

Graph 1 - Gender of respondents – questionnaire without criticism



Source: own data computation

Graph 2 - Gender of respondents – questionnaire with criticism



Source: own data computation

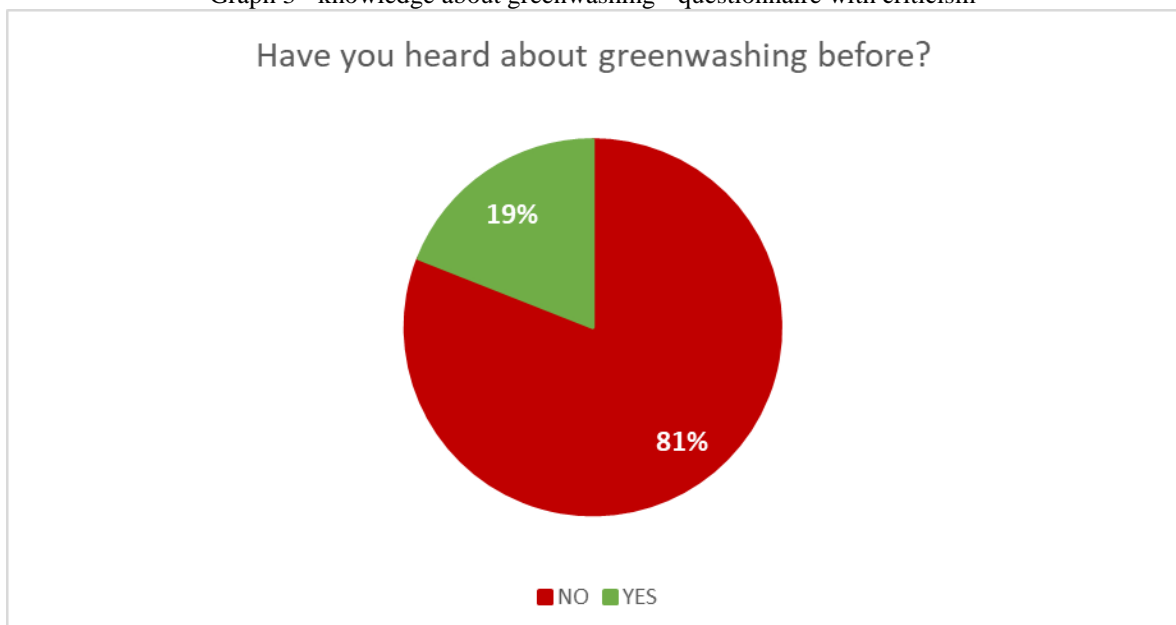
All of the respondents were currently students at University of Life Sciences in Prague, Faculty of Economics. Meaning the age of respondents was mainly between 19-26 years old. There were a few exceptions, people, who were older than 26, but who are still studying at the university. Majority of the respondents answered that they currently live in a city having more than 80 000 residents. Only 19% live in a smaller city.

Every respondent already had a certain level of college education, at least some credits. However 53% of the respondents already has a bachelor's degree.

Another graph (Graph 3) shows how many people already knew, or heard about greenwashing before. This question was placed at the end of the questionnaire and only at the end of the one where the criticism about Nestlé was included. However surprisingly only 19% of respondents heard about greenwashing before this questionnaire.

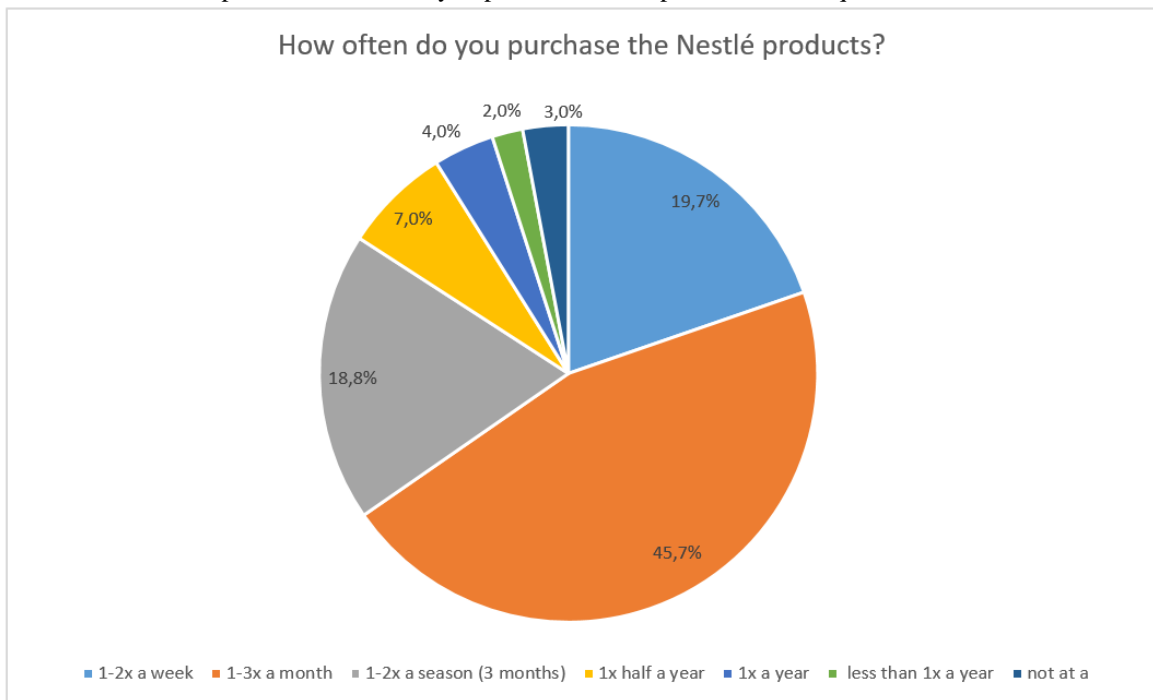
In the Graph 4 there is information from both questionnaires combined and shows how often do the respondents buy nestle products. Almost a half (45.7%) of them buys Nestle products 1 – 3 times a month. And other two bigger groups claim that they purchase Nestle products 1 – 2 times a week – 19.7% and a very similar group purchases the products 1 – 3 times in 3 months – 18.8%.

Graph 3 - knowledge about greenwashing - questionnaire with criticism



Source: own data computation

Graph 4 - how often do you purchase Nestle products – both questionnaires

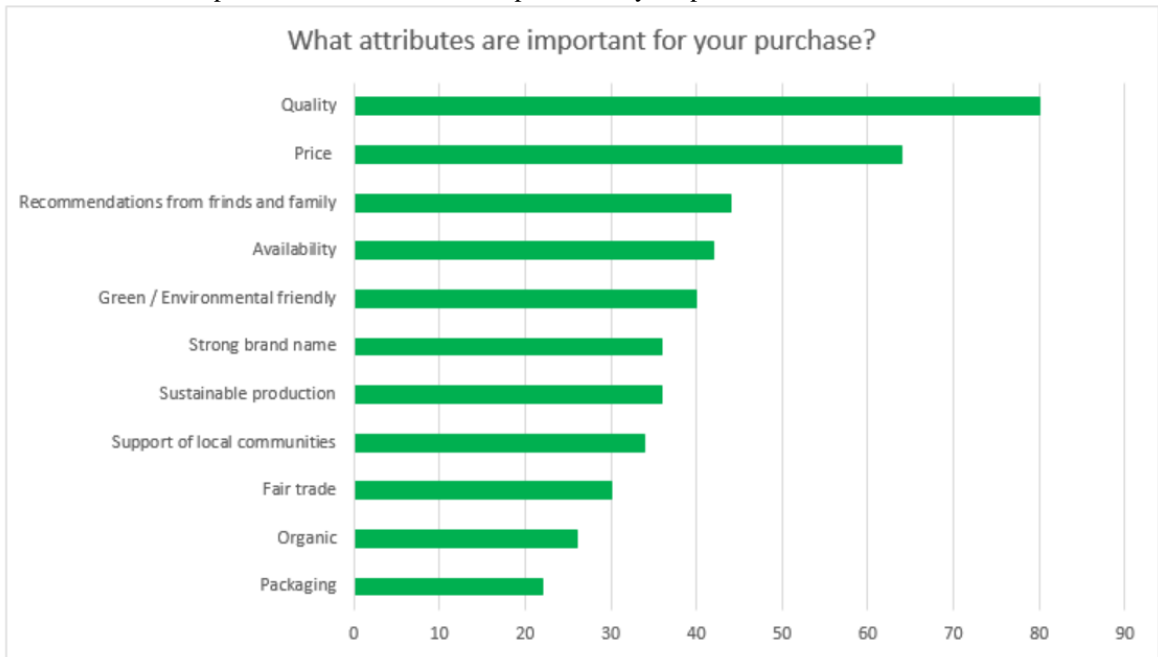


Source: own data computation

4.1.2. Results

The first question in the questionnaire was: What attributes are important for your purchase? And the answers do not differ very much, when we compare the first (without criticism) and the second questionnaire (with criticism). The most important attribute while purchasing was for all respondents the same: Quality, second was Price followed by Recommendations from friends and family, Availability, Green/ Environmental friendly, strong brand name. This is what is same in both questionnaires, here they start to differ from each other. However first 6 attributes are the same and it is obvious that there is not a big difference between Graph 5 and Graph 6, where are the results to this question represented. Therefore it can be stated that there is not a significant difference of a purchase perception between respondents of the first questionnaire and of the second.

Graph 5 - what attributes are important for your purchase - without criticism



Source: own data computation

Graph 6 - what attributes are important for your purchase - with criticism



Source: own data computation

In the first phase of researching the results, there was Welch t-test applied to confront the first parts of both questionnaires (using the same differential) to prove whether the Nestlé Company perception is no different there. This assumption has been confirmed, the value of the deviation is in this for all scales <1.4 , $t < 1$ and $p > 0.05$.

In the second phase, a change between the first and the second part of the questionnaire was tested using a paired t-test in both types of questionnaires. The questionnaire without criticism had a significant change for the better in sincerity, eco-friendliness and likeability. The first hypothesis was therefore supported because indeed, there has been a significant shift in the perception of environmental friendliness towards the better.

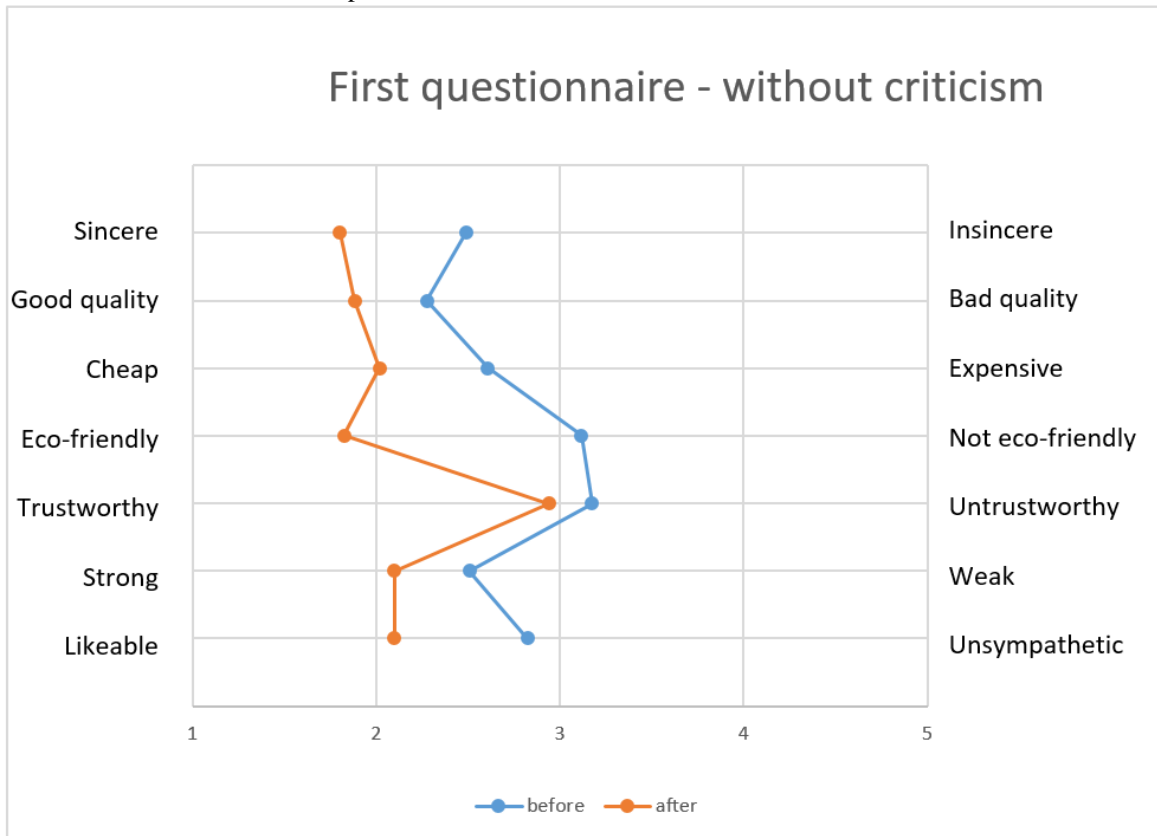
The results are visible in a Table 1 and Graph 7.

Table 1 – the difference between first and second answer - without criticism

attributes	sequence of ratings	average	median	standard deviation	t-test	df	p-value
Sincere - Insincere	1)	2,82	3,00	1,05	3,494	99	<0,001
	2)	2,10	2,00	1,04			
Good quality - Bad quality	1)	2,51	2,00	0,97	2,061	99	0,021
	2)	2,10	2,00	1,08			
Cheap - Expensive	1)	3,18	3,00	0,95	1,224	99	0,112
	2)	2,94	3,00	0,99			
Eco-friendly - Not eco-friendly	1)	3,12	3,00	0,93	6,512	99	<0,001
	2)	1,82	2,00	1,07			
Trustworthy - Untrustworthy	1)	2,61	3,00	1,12	2,768	99	0,003
	2)	2,02	2,00	1,03			
Strong - Weak	1)	2,28	2,00	0,96	2,027	99	0,023
	2)	1,88	2,00	0,99			
Likeable - Unsympathetic	1)	2,49	2,00	1,10	3,293	99	<0,001
	2)	1,80	2,00	1,00			

Source: own data computation

Graph 7 - distribution of answers - without criticism



Source: own data computation

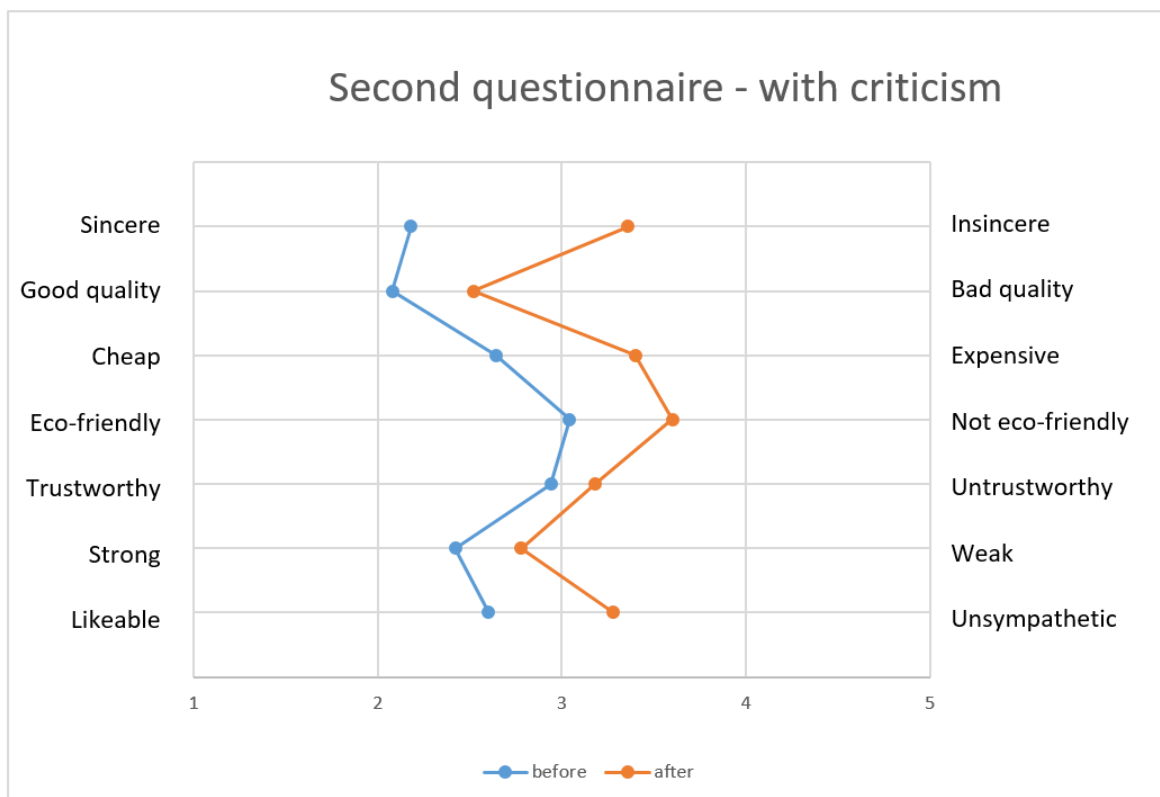
The questionnaire with criticism had a change for the worst in every attribute. However the change at eco-friendliness was not significant. Therefore the second hypothesis was not supported because, there has not been a significant shift in the perception of environmental friendliness towards the better. However there has been a significant change in sincerity, likeability and trustworthiness. The results are visible in a Table 2 and Graph 8.

Table 2 - the difference between first and second answer - with criticism

attributes - with criticism	sequence of ratings	average	median	standard deviation	t-test	df	p-value
Sincere - Insincere	1)	2,60	3	0,99	-3,072	99	<0,001
	2)	3,28	4	1,21			
Good quality - Bad quality	1)	2,42	2	1,01	-1,758	99	0,0410
	2)	2,78	3	1,04			
Cheap - Expensive	1)	2,94	3	0,84	-1,398	99	0,0826
	2)	3,18	3	0,87			
Eco-friendly - Not eco-friendly	1)	3,04	3	0,97	-2,553	99	0,0062
	2)	3,60	4	1,21			
Trustworthy - Untrustworthy	1)	2,64	3	1,03	-3,185	99	<0,001
	2)	3,40	4	1,34			
Strong - Weak	1)	2,08	2	0,94	-2,320	99	0,0112
	2)	2,52	2	0,95			
Likeable - Unsympathetic	1)	2,18	2	1,16	-4,521	99	<0,001
	2)	3,36	4	1,44			

Source: own data computation

Graph 8 - distribution of answers - with criticism



Source: own data computation

In the next phase, Welch's t-test was used again to examine whether the change between first and second part varies according to questionnaire version. According to Table 4 and Graph 9 it is possible to see that there is a significant difference in all attributed but in Cheap – Expensive. Eco-friendliness has the biggest differences, followed by likeability and trustworthiness.

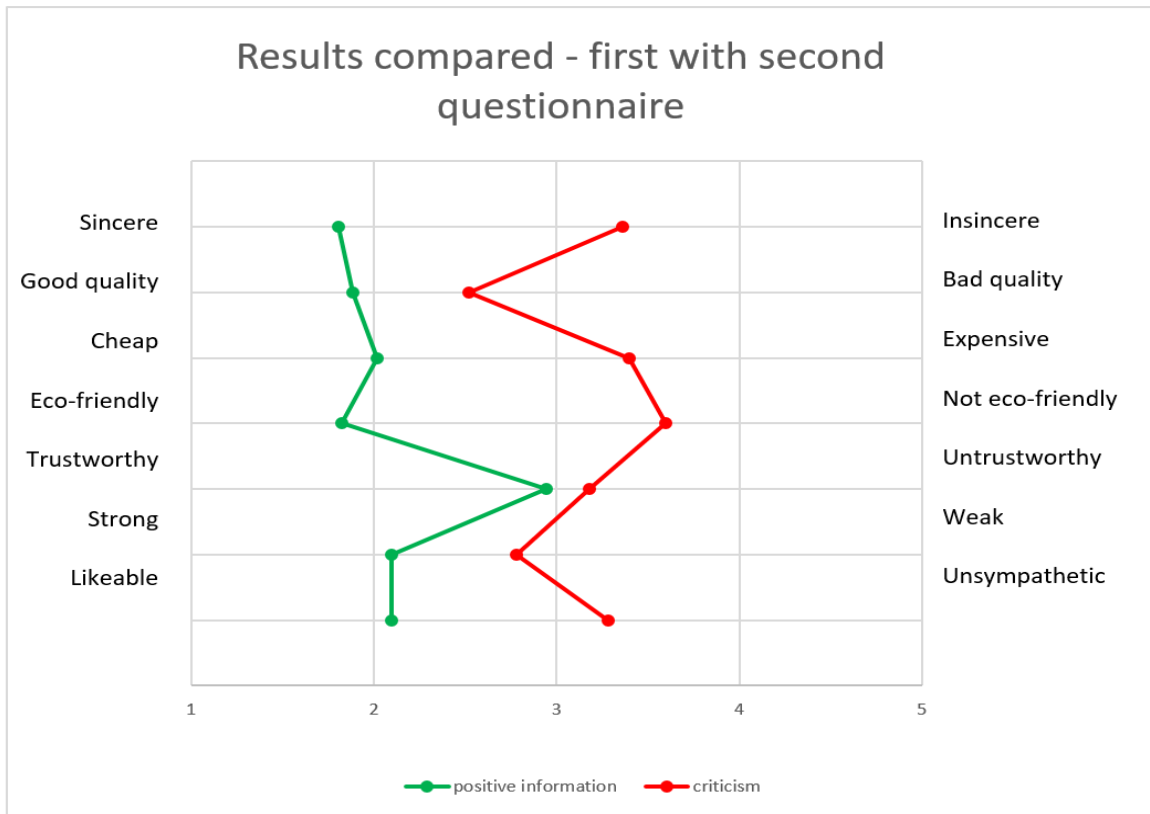
Green company presentation affects only certain aspects of brand perception that are mostly emotional character, even if some critical information is revealed.

Table 3 - results of both questionnaires

attributes	sequence of ratings	average	median	standard deviation	t-test	p-value
Sincere - Insincere	no criticism	2,10	2	1,03	5,244	<0,001
	criticism	3,28	4	1,20		
Good quality - Bad quality	no criticism	2,10	2	1,07	3,236	0,001
	criticism	2,78	3	1,03		
Cheap - Expensive	no criticism	2,94	3	0,98	1,288	0,100
	criticism	3,18	3	0,86		
Eco-friendly - Not eco-friendly	no criticism	1,82	2	1,06	7,798	<0,001
	criticism	3,6	4	1,20		
Trustworthy - Untrustworthy	no criticism	2,02	2	1,02	5,797	<0,001
	criticism	3,4	4	1,33		
Strong - Weak	no criticism	1,88	2	0,98	3,293	0,001
	criticism	2,52	2	0,94		
Likeable - Unsympathetic	no criticism	1,80	2	0,99	6,297	<0,001
	criticism	3,36	4	1,42		

Source: own data computation

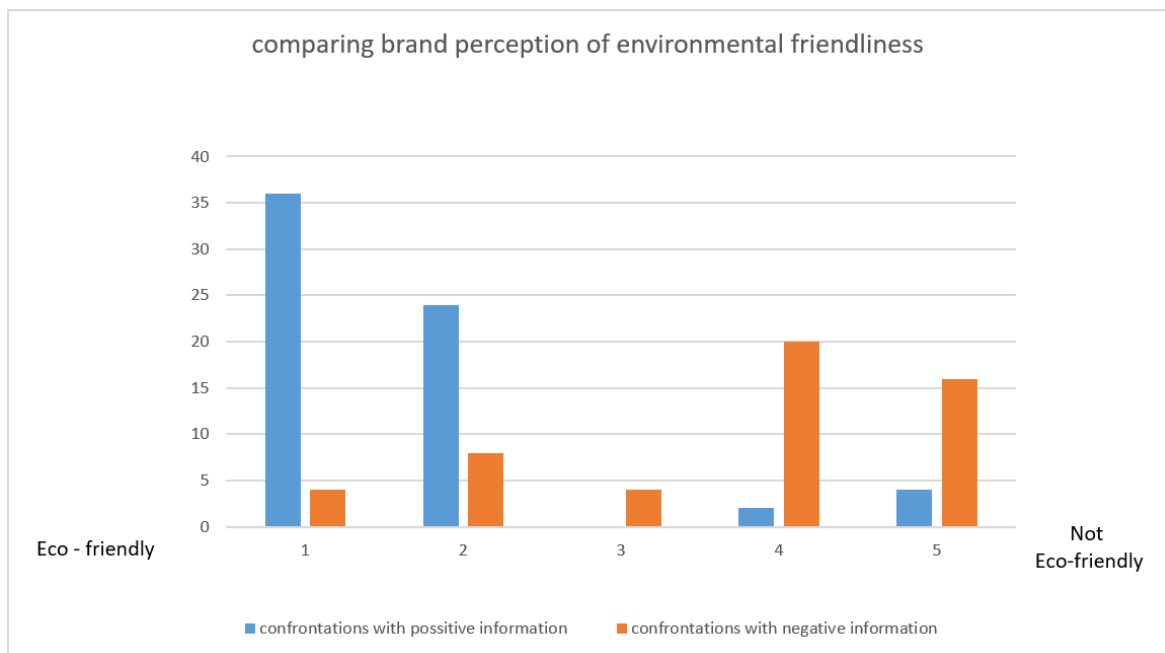
Graph 9 - distribution of answers - questionnaires compared



Source: own data computation

Graph 10 demonstrates how people who claimed in the questionnaire that they know the ecological activities of Nestlé company. At the same time they stated that the environmental impact of their purchase was important to them (they chose 1 or 2 on the scale). Graph shows how these Eco- friendly people reacted to positive information and to negative information about Nestlé. Blue column shows that after confrontation with positive information, eco- friendly people found the company a lot more environmental. Which is pretty surprising, because they claimed they knew the activities already. However the orange columns show how they reacted if confronted with negative information. Most of them rated the company as not eco-friendly.

Graph 10 - brand perception of environmental friendliness

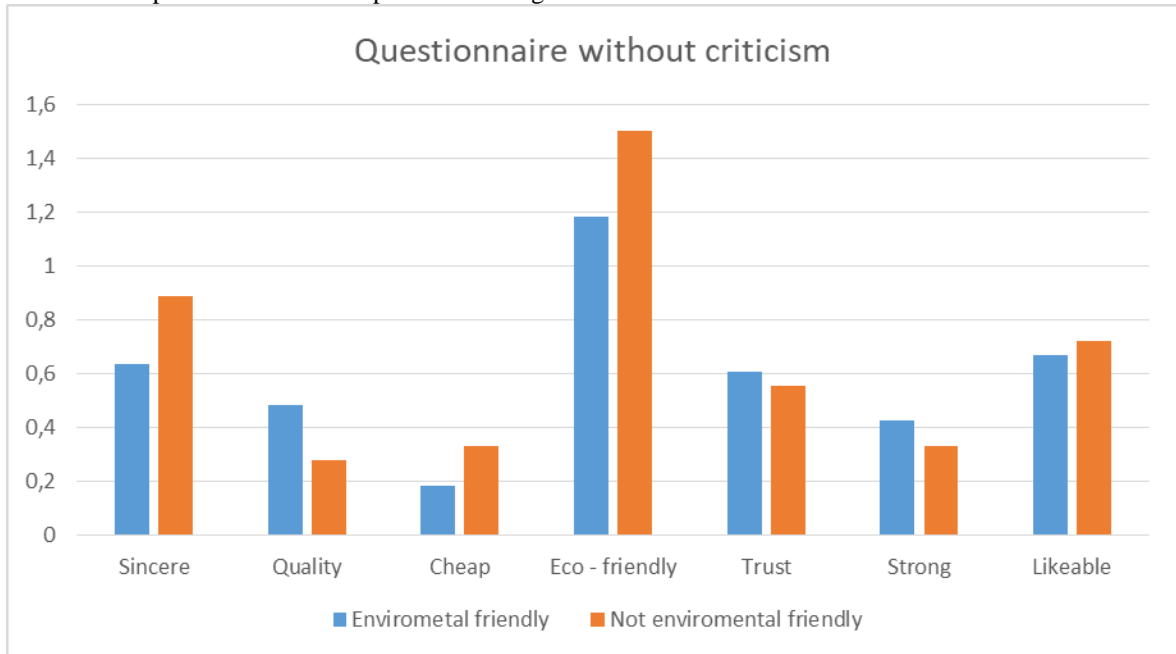


Source: own data computation

Graph 11 shows the differences between “Environmental friendly” and “Not environmental friendly” respondents in the first questionnaire without criticism. It displays the difference between first and the second part of the questionnaire. Meaning that all the responds were more positive in the second part of the questionnaire. In this graph is visible that people, who are considered to be less environmental – “Not environmental friendly” – people who stated that they do not know environmental activities of Nestlé company and chose (3-5) in question: How important is for you the environmental impact of your purchase? Changed their opinion more rapidly than people, who claimed they already knew about environmental activities of the company. However, the difference is not as big as expected. There is also visible in this graph that people changed their minds the least at Cheap – Expensive, Strong – Weak and Good quality – Bad quality. Probably because they do not connect these attributes of the company with their ecological activities.

Another interesting fact is that “Environmental” people changed their minds more about Good Quality – Bad quality, Trustworthy – Untrustworthy, Strong – Weak. These are attributes that are not very emotional. “Environmental” people probably find the company stronger and with a better quality because it can effort to be this environmentally initiative.

Graph 11 - answers compared according to environmental friendliness – without criticism

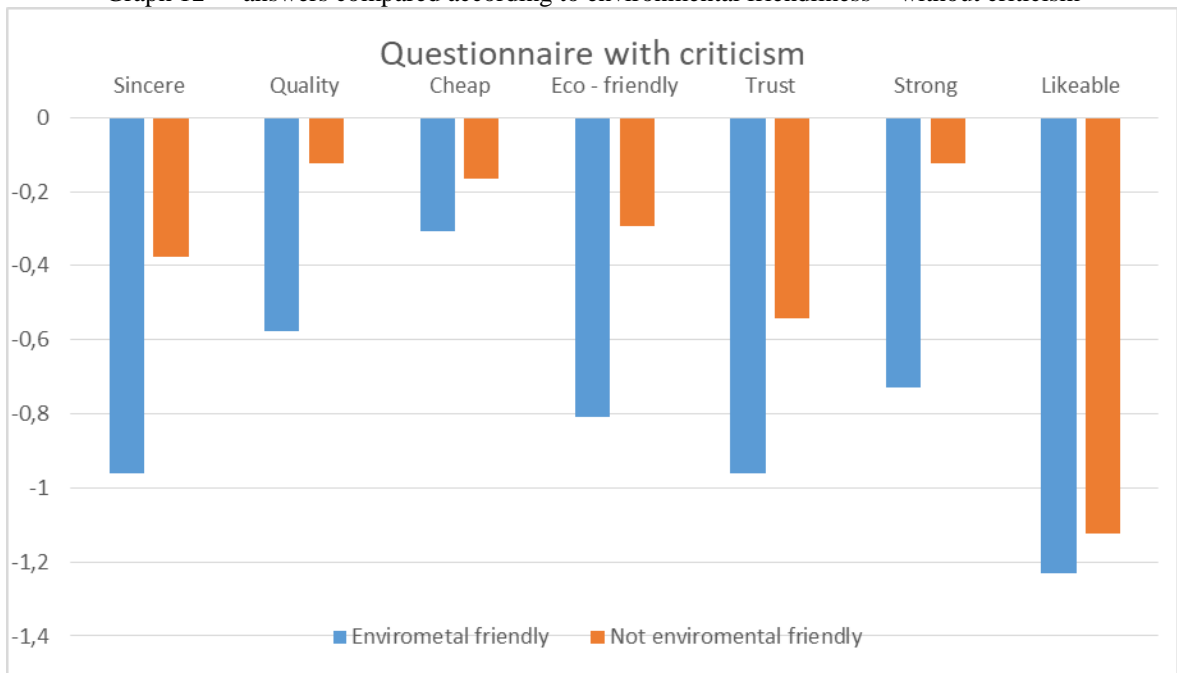


Source: own data computation

The Graph 12 shows the same as Graph 11, the only difference is that the results are for the second questionnaire – with the criticism about the company.

There is visible that “Environmental” people rated the company worst in every attribute. The biggest gap between “Environmental” and “Not Environmental” people is in Sincere – Insincere and Good quality – Bad quality, Trustworthy – Untrustworthy. Where the Environmentalists find the firm much worst in all of these attributes. Also meaning that Not-environmental people do not find these activities as bad. Another significant attribute is Likeability of the company, where it is clear that the difference between Environmentalists and Not environmentalists is very small. Shortly the likeability of the company after revealing negative information about them shifted significantly to worst.

Graph 12 - - answers compared according to environmental friendliness – without criticism



Source: own data computation

5. Results and Discussion

There were two hypothesis stated:

H1: In the first version of the questionnaire – with positive information about Nestlé - there will be a significant shift in perception of environmental friendliness for the better.

H2: In the second version of the questionnaire – with criticism about Nestlé added information - there will be a significant shift in perception of environmental friendliness for the worst.

Firstly there was Welch t-test applied to confront the first parts of both questionnaires to prove whether the Nestlé Company perception is no different there. And it was proven that at the first part the respondents do not differ significantly.

The questionnaire without criticism, the perception of the company shifted in every aspect for the better. And it had a significant change for the better in sincerity, eco-friendliness and likeability. The first hypothesis was therefore supported because indeed, there has been a statistically significant shift in the perception of environmental friendliness towards the better.

The second questionnaire, with criticism, had a change for the worst in every attribute. However the change at eco-friendliness was not statistically significant. Therefore the second hypothesis was not supported. Probably because people are surrounded by negative information and when there is even more of it, they already expect it. Compared to the first questionnaire with positive information, where the shift was significant.

In the next phase, Welch's t-test was used again to examine whether the change between first and second part varies according to questionnaire version. There has been a significant difference in all attributed but in Cheap – Expensive. Eco-friendliness had the biggest differences, followed by likeability and trustworthiness. Green company presentation affects only certain aspects of brand perception that are mostly emotional character, even if some critical information is revealed.

At the end of the second questionnaire – with criticism, there was a question about knowledge of greenwashing, whether people knew about it before they filled the questionnaire. Only 19% of the people said they heard about it before, I think it's a problem that needs to be discussed and heard of. I think people should know about what they buy and how it affects the planet. Because even the people, who are considered in my

research to be environmentally friendly, because they knew about environmental activities of Nestlé, and they cared about the effect on the planet of their purchase. They did not know about greenwashing.

My research can only tell us how this issue is perceived on the Czech University of Life Sciences. It would be very interesting to extend it and see the results.

6. Conclusion

Ecology is a science that develops in a hasty way compared to other sciences. It is a trend that has gradually emerged. The roots of the current popularity of environmentally friendly materials and technologies can be traced in the concept of corporate social responsibility. Another words, believing that every company should devote its business to the environment and community in which it operates.

Nowadays, companies are abusing and using CSR as a part of their public relations. And because the demand for "green" products is growing, there is also a growing number of companies that only provide customers with partial or distorted information about the goods and commit greenwashing. This problem also occurs in the food industry.

This diploma thesis main focus was on greenwashing and its introduction. In the theoretical part, there was the introduction based on literature. Together with another aspects that are helpful in understanding this problem complexly. It was put into marketing context, specifically green marketing context.

The food industry is briefly introduced as very demanding and every part of it has an impact on the environment. Food production, processing, transportation, storage, distribution or marketing, every part has a very strong potential to create environmental pollution.⁶⁰

Nestlé company as a world's largest food and beverages company follows-up as a chosen company. Its history and ecological activities, ensued by the criticism about it. In the practical part of this thesis there was a questionnaire conducted, where the respondents, divided into two groups, were evaluating their perception of Nestlé Company. The respondents were students at University of Life Sciences, Faculty of Economics and Management. The only difference between these two groups was that one questionnaire contained only information about environmental activities of Nestlé company and second one was enriched with the criticism of these information. Also these questionnaires had same first part – then information about the company, either with criticism, or not- and same second part, which were the same questions as at the beginning to see whether the

⁶⁰ BALDWIN, Cheryl. *Sustainability in the food industry*. Ames, Iowa: Wiley-Blackwell/IFT Press, 2009. ISBN 0813808464

perception of the respondents changed. The examined attributes of the company were: Honesty, Quality, Price, Environmental friendliness, Trustworthiness, Strength and Likeability.

The research has shown that the perception of the Nestlé company shifts for most of the investigated attributes after confrontation with information about its activities. The simulation of greenwashing in the first type of questionnaire demonstrates that the selected positive information of the company's ecological initiatives truly convinces consumers of its environmental friendliness.

The fact that there has been a big change in the perception of company's environmental friendliness (for both types of questionnaires) among respondents who have claimed that the environmental impact of their purchase is important to them, confirms that awareness does not always necessarily mean foreknowledge.

Shifting towards a more positive perception of the company in the first questionnaire suggests that consumers are often unaware of confrontation with greenwashing.

A comparison of the final evaluation of both questionnaires shows that perception of the company differs significantly among respondents confronted only with positive information and respondents confronted with negative information in the case of sincerity, likeability and environmental friendliness. The downturn in the second (with criticism) questionnaire is greater than the improvement in the first (without criticism), in evaluation of these attributes: likeability and trust. And that suggests that if customers learn negative information about Nestlé, it could mean a reduction in its sales.

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8. Appendix

Attachment n.1 – questionnaire with criticism

Attachment n.2 – questionnaire without criticism

attachment 1 - questionnaire with criticism

25. 3. 2019

Perception of Nestlé company

Perception of Nestlé company

Hello!

This is an anonymous questionnaire about the perception of Nestlé company. The results will be interpreted in my Diploma thesis. If you have any questions or comments you can leave them at the end of the survey. Thank you very much for your help.

Adéla Nevrlá

***Povinné pole**

1. Do you study at University of Life Sciences in Prague? Faculty of Economics and Management? *

Označte jen jednu elipsu.

- YES
 No

2. What is your study programme? *

Označte jen jednu elipsu.

- PAEN
 PAAN
 IFON
 VSRRN
 HKSJN
 SYIN
 PRN
 EADAN
 IFOAN
 EMN
 BAN
 Jiné: _____

3. Which of the following attributes are important for your purchase? **Zaškrtněte všechny platné možnosti.*

- Availability
- Price
- Fair trade
- Packaging
- Support of local communities
- Organic
- Quality
- Green / Environmental friendly
- Strong brand name
- Sustainable production
- Recommendations from friends and family
- Jiné: _____

4. 1. What properties and attributes you associate with Nestlé company? **Označte jen jednu elipsu.*

	1	2	3	4	5	
Sincere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Insincere

5. 2. **Označte jen jednu elipsu.*

	1	2	3	4	5	
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Poor quality

6. 3. **Označte jen jednu elipsu.*

	1	2	3	4	5	
Cheap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Expensive

7. 4. **Označte jen jednu elipsu.*

	1	2	3	4	5	
Environmental friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not environmental friendly

8. 5. **Označte jen jednu elipsu.*

	1	2	3	4	5	
Trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Untrustworthy

9. 6. *

Označte jen jednu elipsu.

1	2	3	4	5		
Strong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Weak

10. 7. *

Označte jen jednu elipsu.

1	2	3	4	5		
Likeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unsympathetic

11. 8. How important for you is the environmental impact of the product you have purchased? *

*

Označte jen jednu elipsu.

1	2	3	4	5		
very important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	not important

12. 9. Do you know the ecological activities of the Nestlé company? *

Označte jen jednu elipsu.

- Yes
- No

Ecological activities of Nestlé

Nestlé aiming at 100% recyclable or reusable packaging by 2025

Vevey, Switzerland, Apr 10, 2018

Nestlé announced its ambition to make 100% of its packaging recyclable or re-usable by 2025. Its vision is that none of its packaging, including plastics, ends up in landfill or as litter. Nestlé believes that there is an urgent need to minimize the impact of packaging on the environment.

CRITICISM

The Nestlé company is criticised for claim:

"Most water bottles avoid landfill sites and are recycled. [. . .] Bottled water is the most environmentally responsible consumer product in the world."

According to statements attributed to Beatrice Olivastrì, CEO of Friends of the Earth, in the book Guerrilla Marketing to Heal the World, Nestlé's 2008 Corporate Citizenship Report said that a large number of their bottles never got recycled and actually ended up in the solid waste stream.

CRITICISM

Greenpeace reacts to this statement:

It will not actually move the needle towards the reduction of single-use plastics in a meaningful way, and sets an incredibly low standard as the largest food and beverage company in the world. The statement is full of ambiguous or non-existent targets, relies on 'ambitions' to do better, and puts the responsibility on consumers rather than the company to clean up its own plastic pollution.

"A company of Nestle's size should be setting a strong standard to actually move towards the reduction - and eventual phasing out - of throwaway plastics. It should know by now that recycling efforts are not going to clean up our oceans, waterways, and communities. On the contrary, the company's business as usual will only accelerate plastic pollution."

Sekce bez názvu

Nestlé - Safeguarding our environment

The planet's natural resources are rapidly depleting as human consumption rises. Natural habitats are declining because of growing populations and increased demand for raw materials from agriculture, fishing and other activities. We need to reverse the trend that has seen us reach the point where we consume 1.6 times what our planet provides.

22 558 tonnes of packaging avoided

253 factories with zero waste for disposal

By the end of 2017 we assessed and addressed the sustainability hotspots for 22 product categories

CRITICISM : During a 2017 beach clean-up on Freedom Island in the Philippines, the third worst polluter of the world's oceans, Greenpeace volunteers and coalition partners found more discarded Nestlé products than any other brand.



Sekce bez názvu

Caring for water

Water is the source of life, a basic human right and vital to our entire value chain, yet sources are unevenly distributed across the planet. These need to be managed responsibly to secure the supply needed for food production and support access to safe, clean water.

28,7% reduction in water withdrawals per tonne of product since 2010

578 new water-saving initiatives implemented at our production sites in 2017

722 379 people around the world benefiting from our WASH programmes to date

Water drought - CRITICISM

Nestle extracted 36 million gallons of water from a national forest in California in year 2015 to sell as bottled water, even as Californians were ordered to cut their water use because of a historic drought in the state.

Nestle Waters' natural resource manager Larry Lawrence says the company has no plans to stop bottling water, largely because of public demand.

Several parts of Canada have faced long periods of drought in recent years due to climate change.

Yet Nestlé, a giant bottled water corporation, continues to pump hundreds of millions of litres of groundwater every year from aquifers in Ontario and British Columbia. In Ontario, Nestlé pays less than one-twentieth of a penny per litre of water and then resells it for up to \$2 per bottle. Every year, Nestlé ships hundreds of millions of single-use plastic bottles out of the community for sale all over North America for huge profits.

Sekce bez názvu

13. **10. What properties and attributes you associate with Nestlé company after these activities were mentioned? ***

Označte jen jednu elipsu.

1	2	3	4	5		
Sincere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Insincere

14. **11. ***

Označte jen jednu elipsu.

1	2	3	4	5		
Good quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Poor quality

15. **12. ***

Označte jen jednu elipsu.

1	2	3	4	5		
Cheap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Expensive

16. **13. ***

Označte jen jednu elipsu.

1	2	3	4	5		
Environmental friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not environmental friendly

17. **14. ***

Označte jen jednu elipsu.

1	2	3	4	5		
Trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Untrustworthy

18. **15. ***

Označte jen jednu elipsu.

1	2	3	4	5		
Strong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Weak

19. 16. *

Označte jen jednu elipsu.

	1	2	3	4	5	
Likeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unsympathetic

Sekce bez názvu

20. 17. How often do you purchase the Nestlé products? *

Označte jen jednu elipsu.

- 1-2x a week
- 1-3x a month
- 1-2x a season (3 months)
- 1x half a year
- 1x a year
- less than 1x a year
- not at all
- Jiné: _____

21. What is your gender? *

Označte jen jednu elipsu.

- Female
- Male

22. What is your age? *

Označte jen jednu elipsu.

- < 18
- 18 - 25
- 26 - 35
- 36 - 45
- 46 - 55
- 56 - 65
- 66 - 75
- 76 or more

23. What is the highest degree or level of school you have completed? (If currently enrolled, highest degree received.) *

Označte jen jednu elipsu.

- Some college credit, no degree
- Bachelor's degree
- Master's degree
- Professional degree
- Doctorate degree

24. Size of the city where you live **Označte jen jednu elipsu.*

- 80 000 or less
 more than 80 000

Greenwashing

Greenwashing can make a company appear to be more environmentally friendly than it really is. It can also be used to differentiate a company's products or services from its competitors by promising more efficient use of power or by being more cost-effective over time.

25. Have you heard about greenwashing before? **Označte jen jednu elipsu.*

- YES
 NO

26. Thank you! Any questions or comments can be written here:

attachment 2 - questionnaire without criticism

25. 3. 2019

Perception of Nestlé company

Perception of Nestlé company

Hello!

This is an anonymous questionnaire about the perception of Nestlé company. The results will be interpreted in my Diploma thesis. If you have any questions or comments you can leave them at the end of the survey. Thank you very much for your help.

Adéla Nevrlá

*Povinné pole

1. Do you study at University of Life Sciences in Prague? Faculty of Economics and Management? *

Označte jen jednu elipsu.

- YES
 No

2. What is your study programme? *

Označte jen jednu elipsu.

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 VSRRN
 HKSN
 SYIN
 PRN
 EADAN
 IFOAN
 EMN
 BAN
 Jiné: _____

3. Which of the following attributes are important for your purchase? **Zaškrtněte všechny platné možnosti.*

- Availability
- Price
- Fair trade
- Packaging
- Support of local communities
- Organic
- Quality
- Green / Environmental friendly
- Strong brand name
- Sustainable production
- Recommendations from friends and family
- Jiné: _____

4. 1. What properties and attributes you associate with Nestlé company? **Označte jen jednu elipsu.*

	1	2	3	4	5	
Sincere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Insincere

5. 2. **Označte jen jednu elipsu.*

	1	2	3	4	5	
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Poor quality

6. 3. **Označte jen jednu elipsu.*

	1	2	3	4	5	
Cheap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Expensive

7. 4. **Označte jen jednu elipsu.*

	1	2	3	4	5	
Environmental friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not environmental friendly

8. 5. **Označte jen jednu elipsu.*

	1	2	3	4	5	
Trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Untrustworthy

9. 6. *

Označte jen jednu elipsu.

	1	2	3	4	5	
Strong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Weak

10. 7. *

Označte jen jednu elipsu.

	1	2	3	4	5	
Likeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unsympathetic

11. 8. How important for you is the environmental impact of the product you have purchased?

Označte jen jednu elipsu.

	1	2	3	4	5	
very important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	not important

12. 9. Do you know the ecological activities of the Nestlé company? *

Označte jen jednu elipsu.

- Yes
- No

Ecological activities of Nestlé

Nestlé aiming at 100% recyclable or reusable packaging by 2025

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Sekce bez názvu

13. **10. What properties and attributes you associate with Nestlé company after these activities were mentioned? ***

Označte jen jednu elipsu.

	1	2	3	4	5	
Sincere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Insincere

14. **11. ***

Označte jen jednu elipsu.

	1	2	3	4	5	
Good quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Poor quality

15. **12. ***

Označte jen jednu elipsu.

	1	2	3	4	5	
Cheap	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Expensive

16. **13. ***

Označte jen jednu elipsu.

	1	2	3	4	5	
Environmental friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not environmental friendly

17. **14. ***

Označte jen jednu elipsu.

	1	2	3	4	5	
Trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Untrustworthy

18. **15. ***

Označte jen jednu elipsu.

	1	2	3	4	5	
Strong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Weak

19. 16. *

Označte jen jednu elipsu.

	1	2	3	4	5	
Likeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unsympathetic

Sekce bez názvu

20. 17. How often do you purchase the Nestlé products? *

Označte jen jednu elipsu.

- 1-2x a week
- 1-3x a month
- 1-2x a season (3 months)
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- not at all
- Jiné: _____

21. What is your gender? *

Označte jen jednu elipsu.

- Female
- Male

22. What is your age? *

Označte jen jednu elipsu.

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- 18 - 25
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- 36 - 45
- 46 - 55
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- 66 - 75
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23. What is the highest degree or level of school you have completed? (If currently enrolled, highest degree received.) *

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- Doctorate degree

24. Size of the city where you live *

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