

Czech University of Life Sciences
Faculty of Economics and Management
Department of Management



Diploma Thesis

**The Plastic Age: Evaluation of Green Marketing
Communication of Infiberry s.r.o. - Frusack**

Bc. Lucie Stejskalová

DIPLOMA THESIS ASSIGNMENT

Bc. Lucie Stejskalová

Economics and Management

Thesis title

The Plastic Age: Evaluation of Green Marketing Communication of Infiberry s.r.o. – Frusack

Objectives of thesis

The aim of this thesis is to evaluate the current marketing communication of Infiberry s.r.o., specifically the pilot product Frusack, to identify its deficiencies and to subsequently propose a set of measures that will lead to more effective communication. The partial objective of the thesis is to determine the level of consumers' awareness about the problem with disposable plastic.

Methodology

The theoretical part of the diploma thesis is based on the literature review. In the practical part of the thesis, the company Infiberry s.r.o. and its pilot product Frusack is introduced and its current marketing situation evaluated. Both quantitative and qualitative methods are used.

The proposed extent of the thesis

60 – 80 pages

Keywords

Green Marketing, Marketing Communication, Communication Mix, Green Consumer, Environment, Disposable Plastics, Start-up, Reusable Bags

Recommended information sources

DAHLSTROM, Robert. Green marketing management. Australia: South-Western Cengage Learning, c2011. ISBN 9781111530372

GRANT, John. The green marketing manifesto. Hoboken, NJ: John Wiley, c2007. ISBN 0470723246

JANOUC, V. *Internetový marketing*. V Brně: Computer Press, 2014. ISBN 978-80-251-4311-7.

KOTLER, P. – KELLER, K L. *Marketing management*. Upper Saddle River: Pearson Prentice Hall, 2012. ISBN 978-0-13-600998-6.

OTTOMAN, J. (2017). *The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding*. Routledge, ISBN 978-1-60509-866-1

PŘIKRYLOVÁ, J. – JAHODOVÁ, H. *Moderní marketingová komunikace*. Praha: Grada, 2010. ISBN 978-80-247-3622-8.

Expected date of thesis defence

2018/19 SS – FEM

The Diploma Thesis Supervisor

Ing. Ladislav Pilař, MBA, Ph.D.

Supervising department

Department of Management

Electronic approval: 25. 3. 2019

prof. Ing. Ivana Tichá, Ph.D.

Head of department

Electronic approval: 25. 3. 2019

Ing. Martin Pelikán, Ph.D.

Dean

Prague on 25. 03. 2019

Declaration

I declare that I have worked on my diploma thesis titled “The Plastic Age: Evaluation of Green Marketing Communication of Infiberry s.r.o. - Frusack” by myself and I have used only 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 third person.

In Prague 28.3.2019

Bc. Lucie Stejskalová

Acknowledgement

Firstly, I would like to express my sincere gratitude to my supervisor Ing. Ladislav Pilař, MBA, Ph.D. for his advice and valuable guidance while writing this thesis. Further to my supervisor, I would also like to thank Hana Fořtová, the CEO of Infiberry s.r.o, for her time and for providing the necessary information for the practical part of the thesis. Last but not least, I would like to thank my family and friends for supporting me throughout writing this thesis.

The Plastic Age: Evaluation of Green Marketing Communication of Infiberry s.r.o. - Frusack

Abstract

This diploma thesis sets two objectives. The first aim is to evaluate the current marketing communication of Infiberry s.r.o., specifically of their pilot product Frusack, to identify its deficiencies and to subsequently propose a set of measures that will lead to more effective communication. The second partial aim of the thesis is to determine the level of consumers' awareness of the problem with disposable plastic and whether it corresponds to their purchasing behaviour.

The theoretical part of the diploma thesis is based on the literature review. It introduces an overview about the principles of green marketing, marketing communication, communication mix and an introduction to the problematics related to the practical part of the thesis.

In the practical part of the thesis, an overall characteristic of the company is elaborated and its current situation evaluated. To achieve a complete analysis of marketing communication, a semi-structured interview with the CEO of Infiberry s.r.o. was conducted. For the analysis of consumers' behaviour and the influence of Frusack's marketing communication, method of quantitative data collection with the use of questionnaire was used.

The outcome of the questionnaire of this diploma thesis could serve the company as a basis for future business negotiations with retail stores. The overall outcome of the thesis is a proposal for improving marketing communication and it will be submitted to the management of the company.

Keywords: Green Marketing, Marketing Communication, Communication Mix, Green Consumer, Environment, Disposable Plastics, Start - up, Reusable Bags

Doba plastová: Zhodnocení zelené marketingové komunikace Infiberry s.r.o. - Frusack

Abstrakt

Tato diplomová práce si stanovuje dva cíle. Prvním cílem je zhodnotit současnou marketingovou komunikaci společnosti Infiberry s.r.o., konkrétně jejího pilotního produktu Frusack, identifikovat její nedostatky a následně navrhnout opatření, která povedou k efektivnější komunikaci. Druhým, dílčím, cílem diplomové práce je zjistit úroveň informovanosti spotřebitelů o problému s jednorázovým plastem a to, zda tomu odpovídá jejich nákupnímu chování.

Teoretická část diplomové práce vychází z literární rešerše. Představuje přehled o principech zeleného marketingu, marketingové komunikace, komunikačního mixu a úvod do problematiky související s praktickou částí práce.

V praktické části práce je zpracována celková charakteristika společnosti a vyhodnocena její současná situace. Pro dosažení kompletní analýzy marketingové komunikace byl veden polostrukturovaný rozhovor s CEO společnosti Infiberry s.r.o.. Pro analýzu chování spotřebitelů a vliv marketingové komunikace Frusacku byla použita metoda kvantitativního sběru dat s využitím dotazníku.

Výsledek dotazníku této diplomové práce by mohl sloužit společnosti Infiberry s.r.o. jako podklad pro budoucí obchodní jednání s obchodními řetězci. Celkový výsledek práce je návrhem na zlepšení marketingové komunikace a bude předložen managementu společnosti.

Klíčová slova: zelený marketing, marketingová komunikace, komunikační mix, zelený spotřebitel, životní prostředí, jednorázový plast, start - up, znovupoužitelné sáčky

Content

1 INTRODUCTION.....	11
2 OBJECTIVES AND METHODOLOGY.....	12
2.1 Objectives.....	12
2.2 Methodology	12
3 THEORETICAL PART	15
3.1 Marketing	15
3.2 Green Marketing	16
3.2.1 Definitions	16
3.2.2 Objectives	18
3.2.3 History	18
3.2.4 Evolution.....	19
3.2.5 Types of Green Consumers.....	20
3.2.6 Problems of Green Marketing.....	23
3.3 Corporate Social Responsibility.....	25
3.4 Marketing Mix	26
3.5 Marketing Communication	29
3.5.1 Communication Process	29
3.5.2 Aims of Marketing Communication	31
3.5.3 Communication Strategies.....	32
3.5.4 Integrated Marketing Communication.....	33
3.6 Communication Mix	34
3.7 Current trends in Marketing Communication	41
3.8 Online Communication	43
3.9 Introduction to “The Plastic Age”	47
3.9.1 Global environmental situation.....	47
3.9.2 Situation in the Czech republic.....	51
4 PRACTICAL PART	55
4.1 About the Company	55
4.2 Marketing Mix	56
4.2.1 Product.....	56
4.2.2 Price	58
4.2.3 Place.....	58
4.3 Evaluation of current marketing communication.....	59
4.3.1 Aims of marketing communication	59
4.3.2 Target market.....	59
4.3.3 Budget on marketing communication.....	60

4.3.4	Communication mix	60
4.3.4.1	Advertising	60
4.3.4.2	Public relations	61
4.3.4.3	Online communication	61
4.3.4.4	Influencer marketing	65
4.3.4.5	Event marketing	68
4.4	Evaluation of the questionnaire.....	69
4.5	Summary of the questionnaire	85
5	DISCUSSION OF RESULTS AND RECOMMENDATIONS.....	86
6	CONCLUSION.....	92
7	REFERENCES.....	94
8	APPENDICES	102

List of Pictures

Picture 1 Single-use plastic waste on beaches	48
Picture 2 Circular economy	49
Picture 5 Frusack	56
Picture 6 Frusack's logo	57
Picture 7 Frusack package from recycled paper	58
Picture 8 Summary about demographic of Frusack's followers on Facebook	63
Picture 9 Example of Instagram posts	64
Picture 10 ACOS's Vlogmas.....	66
Picture 11 Timetofit Instagram cooperation	67
Picture 12 Example of a birthday wish.....	89

List of Graphs

Graph 1 Age category	69
Graph 2 Consumer's consciousness	71
Graph 3 Personal interest.....	72
Graph 4 Product packaging.....	73
Graph 5 Consumer's loyalty.....	74
Graph 6 The use of light plastic bags	75
Graph 7 Own bags for purchase	76
Graph 8 Own bags for fruit/vegetables/pastries	77
Graph 9 Charging light plastic bags	78
Graph 10 Brand awareness	79
Graph 11 Frusack's purchase places.....	80
Graph 12 Reasons of not purchasing Frusack	81
Graph 13 Frusack's uniqueness	81
Graph 14 Communication channels.....	82
Graph 15 Frusack's social media	83

List of Tables

Table 1 The cost of marketing communication in December 2018.....	60
Table 2 Evaluation of the website.....	84

1 INTRODUCTION

Environmental pollution of plastics is becoming a greater problem year on year. Despite the considerable initiatives of various organizations, it is still not possible to stop damaging the environment. Plastic litter pollutes not only the world's oceans but also our immediate surroundings. The excessive consumption of plastic resulting in a serious problem started to be discussed not only by small NGOs but also in politics all around the world. In 2018, Earth Day Network focused its annual event called “Earth Day” on topics related to plastic. Also the European Union, specifically the European parliament, at the end of October 2018 voted on a proposal by the European Commission to reduce the most widespread waste in the oceans, i.e. single-use plastic products such as bottles and lids, cotton buds, plastic cutlery etc.. This proposal has been accepted and some products should be forbidden or environmentally friendly alternative should be introduced. A significant reduction in the use of plastic bags and an ecological end of life cycle are the attributes that resonate with the principles of circular economics.

Marketing is inherent to any business of any size. Nowadays, when the world is facing various environmental problems, marketing communication focused on the environment is implemented in more and more organization as the companies are becoming aware of such problematics. Green start-ups, using innovative environmental technologies, are experiencing significant growth. They provide at least some optimism to many unpleasant environmental predictions. But not only environmentally oriented companies and NGOs are implementing green marketing into their strategies. Large corporates are also aware of the strength and benefits of implementing corporate social responsibility initiatives focused on the environment in company’s core activities.

I have chosen the topic of green marketing communication for several reasons, but mainly due to my personal interest in marketing and the environment in general. This focus on the problems associated with disposable plastic, specifically light plastic bags, was driven by its actuality as this topic is currently being highly discussed.

The green marketing communication of Infiberry s.r.o with its pilot product – Frusack will be evaluated, and subsequently a proposal of improvements shall be recommended.

2 OBJECTIVES AND METHODOLOGY

This chapter is divided into two subchapters. The main and partial objectives of the thesis are defined in the first chapter. The methodology of the thesis, including a detailed description of both the quantitative and qualitative methods, is described in the second one.

2.1 Objectives

This diploma thesis sets two objectives. The first objective of the thesis is to evaluate the current marketing communication of Infiberry s.r.o., specifically of their pilot product Frusack, to identify its deficiencies and to subsequently propose a set of measures that will lead to more effective communication. The proposal will be submitted to the management of the company. The second partial objective of this diploma thesis is to determine the level of consumers' awareness of the problem of disposable plastic and whether it corresponds to their purchasing behaviour. The outcome of this objective could serve the company as a basis for future business negotiations with retail stores.

Aim 1: Evaluate the company's current marketing communication strategy, identify its deficiencies and formulate a proposal to improve them.

Aim 2: Identify consumers' awareness of the problem of disposable plastics, and consider how this impacts purchasing behaviour.

2.2 Methodology

Firstly, the theoretical part of the diploma thesis, based on the literature review, is elaborated. It introduces an overview of the principles of green marketing, the marketing mix, marketing communication, the communication mix and an introduction to the problems related to the practical part of the thesis.

In the practical part of the diploma thesis both quantitative and qualitative methods were used. A questionnaire was used for the former; and the later used a semi-structured interview with the CEO of the company. Other methods used were the analysis of internal documents. Lastly, the thesis used the method of the author's own evaluation of the acquired data. The methodology is described in detail in the following two pages.

QUANTITATIVE METHOD – Questionnaire

For the analysis of consumers' behaviour and the influence of Frusack's marketing communication, the method of quantitative data collection with the use of a questionnaire was used. The questionnaire was converted into an online form and was available on the web page vypIno.cz from 18.2.2019 to 3.3.2019. The questionnaire was completed by 283 respondents. It was initially distributed through the author's personal social networks to friends and family, who helped gain a further reach by sharing the link. The CEO of the company, Hana Fořťová, as well shared the link on her personal Facebook profile. The whole questionnaire can be found in Appendix F - J . It was distributed and filled in using the Czech language as it focuses on the Czech environment.

- **Research questions**

Prior to the questionnaire, two research questions were stated. These questions will be subsequently answered, according to the results of the questionnaire.

I. Research question: How many respondents would purchase a reusable bag for fruit/vegetables/pastries if the plastic one bags incurred a charge?

II. Research question: How important are Frusack's influencers when addressing respondents aged 25 – 34 years old?

- **Structure of the questionnaire**

When designing the questionnaire, it was important to first define what information the author wanted the questionnaire to provide. In this thesis, the main aim was firstly to find out the general awareness about the problem of plastics and secondly to determine brand awareness and how consumers perceive the different channels of marketing communication used by Frusack. The questionnaire was supplemented by questions that Infiberry s.r.o. wished to know the answer to.

The questionnaire was composed of 22 questions, which were gradually opening in response to previously ticked answers. The questionnaire consisted of closed, semi-closed, open and filtering questions (Appendix F - J). The results are presented mainly by pie charts, bar graphs and tables.

- **Operationalization**

Operationalization of the questionnaire allowed the author to filter individual questions in order to construct the questionnaire and to divide the questions into several groups (Appendix D)

- **Pilot study**

A pilot study took place before the questionnaire was officially published and shared. Its task was to find out if all the questions were understandable to the respondents and whether the respondents understood to respond. The pilot study took place with a sample of ten people – friends and family members.

QUALITATIVE METHOD – Interview

To achieve a complete analysis of marketing communication, a semi-structured interview with the CEO of Infiberry s.r.o. Hana Fořtová was held on the 21st of January, 2019. The interview took the form of a personal conversation, for which a framework of themes of questions were prepared in advance. During the interview these questions were adapted and supplemented according to the development of the conversation (Appendix E).

3 THEORETICAL PART

This part of the thesis is based on the literature review. It introduces an overview about the principles of green marketing, marketing mix, marketing communication, communication mix and an introduction to the problematics related to the practical part of the thesis.

3.1 Marketing

There are many definitions of marketing and every author defines it a little differently. Many people think that the concept of marketing only includes advertising and sales, which in fact represent only two marketing tools (Kotler, Keller, 2007). Foret (2012) defines marketing as *"a set of tools and practices that help us increase the likelihood of succeeding in the market and achieving our goals"*.

In marketing are integrated all activities that build strong relationships with customers, as well as activities influencing the company's overall strategy and market position. Marketing focuses on pre-sales activities and the identification of customer segment needs. These affects company's product strategy, product and service development and pricing (Foret, 2012).

Marketing in 21 century

The marketing management concept has gone through different phases that corresponded to the historical events of each period. Today's marketing is primarily about meeting customer needs (Kotler, Armstrong, 2011). The holistic marketing orientation leaves the customer at the centre of attention, but at the same time is interested in the good of the company, its stakeholders, shareholders and the environment (Kotler, Keller, 2012).

Nowadays, the environment, which is an integral part of any activity that an individual, a group of people or even businesses perform, is becoming more and more emphasized. The environment includes: animals, plants, natural resources, soil, air, and people, and the relationships between them (Veber, 2004).

In the early stages of marketing thinking, companies have been working with the idea that natural resources are unlimited and that production, distribution and consumption have no impact on the environment. This has resulted in a consumer lifestyle which believes in the idea that by satisfying all customer's wishes and needs,

that is buying certain products, the customer will achieve personal satisfaction and happiness. Nowadays, there is no doubt that natural resources are decreasing, the amount of waste is rising uncontrollably and greenhouse gases are contributing to climate change. Philip Kotler invites his colleagues for change: *"With growing awareness of limited resources and high environmental costs, marketers have to review their theories and practices.* (Kotler, 2011).

3.2 Green Marketing

Green ideas have evolved and have gone through different levels of importance in society during the history. There were periods where people were feeling indifferent about the environmental topics which were later followed by the waves of healthy lifestyle where in contrast the interest was increasing. Following trends, media's interest in this issue was changing. Green ideas are based on the philosophy of a certain group of people who believe that everything that man does, how he behaves and what he consumes should do with respect to his environment.

3.2.1 Definitions

The concept of green marketing emerged since it was first described in the book "Ecological Marketing" published in 1976 by Hennion and Kinnear. *"Green marketing is concerned with all marketing activities that have served to help cause environmental problems and that may serve to provide a remedy for environmental problems"* (Dangelico, 2017).

In an article called "An Introduction to Green Marketing", Michael Polonsky (1994) states the following definition of green marketing: *"Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment"*.

Ecological marketing is a responsible and holistic process that anticipates and at the same time looks for ways to meet consumers' needs. It looks for ways to meet society's needs in a sustainable and effective way, with the emphasis on not having a negative impact on the environment (Dahlstrom, 2011). As society is becoming more concerned with the environment, it forces companies to change their business strategy and adapt to this new trend by creating new strategies and concepts (Gupta, 2007).

In the literature there is also a division into a narrower and wider concept. Zhang in his article “A Noticeable New Trend of International Business”, states that in a narrower sense, green marketing is based on classical marketing, with a focus on green products. In a broader sense then, it is a whole set of ideas, methods and processes leading to the realization of the goals of the enterprises (Zhang, 1999).

The characteristics of green marketing are also examined by John Grant (2007). In his book, he introduces five key points (“Five I’s) that enable the development of an efficient green marketing.

Intuitive: Persuade consumers to start perceiving the green products as something normal that can become a part of their everyday life. Many people feel that shopping, working, traveling and living in general in an environmentally friendly way is something very complex and demanding. They do not want to give up on their comfort and make concessions of their standards. The challenge for companies is to create alternatives to existing products, which would be easily accepted by the consumer. The task for marketers is to make people feel that it is normal to live in an environmentally friendly way and commonly use these products.

Integrative: Combine trade, technology, ecology and social impacts in order to improve the quality of life with the means of sustainable development. In other words, it consist of the combination of economic development with social and environmental development.

Innovative: Creating new products and new lifestyle. With these innovations the term g-commerce (analogous to the word e-commerce) was introduced. Actually, some steps towards business ecology are done with the use of the Internet - for example, the ability to collaborate on product design, build ecological communities, eco-friendly websites, etc. With the use of the Internet, there is less need for bureaucratic paperwork which is environmentally and economically demanding.

Inviting: To involve as many people as possible. It is a difficult task both for marketers and producers. They need to convince consumers in what is green better – healthier, lasting longer, more economic and environmental friendly. Another challenge is to create a new attractive concept of “green lifestyle” people could identify with and perceive it as something fun.

Informed: Green marketing is mainly about educating and making people to participate. The greatest problem is the lack of knowledge. If people do not have enough information, they tend to have some fears and doubts towards the unknown situation or product. Green marketing does not try to deceive customers with branded product without any knowledge of the product itself. On the contrary, it wants to involve them, educate them and give them all the necessary information in order to be able to assess any product objectively. It should promote clarity, sincerity and truthfulness.

3.2.2 Objectives

Green marketing has direct and indirect objectives. The direct goals focus on significant, active change. These include, for example, limiting the resources used per product, increasing the use of secondary raw material, the use of renewable energy, reducing energy consumption etc. The indirect goals include increasing awareness of ecological and environmentally – friendly products and improving the environmental services for customers (Kramer, Strebel, Jílková, 2005).

3.2.3 History

In the early 1950s, the economic situation of many countries was very good. The company's production capacities have steadily increased, resulting in a significant increase in the living standards of the population. On the other hand, the growth of the population and their increasing demand led to a heavy environmental burden. Along with this, the first problems appeared, such as ozone holes, greenhouse effect, acid rain and increasing soil, air and water pollution (Zhang, 1999).

The increasing severity of the environmental problems was introduced on the first United Nations Summit which took place in Stockholm in 1972. The UN Conference on the Human Environment, also called Stockholm conference, put this issue on the international political agenda (Handl, 2012).

The roots of green marketing, as we know it today, date back to 1975, when the American Marketing Association (AMA) organized the first conference about ecological marketing. Its goal was to bring together academics and the general public and examine the impact of marketing activities on the environment. At this congress, the first definition of green marketing appeared - it was described as dealing with the positive and negative aspects of marketing activities on pollution, the use of energy and other natural resources (Polonsky, 1994).

Although the environmental issues have been influencing marketing practices for a long time, especially in Europe, their importance has increased mainly over the last decade. With widely published activities associated with “The Day of Earth” in April 1990 in USA, the green marketing movement was born. There has been an explosion of environmentally friendly products and marketing programs which were trying to earn more money on the higher sensitivity of consumers towards environmental issues (Kotler, Keller, 2007).

3.2.4 Evolution

When a company is considering implementing environmental activities into its strategy, marketing also needs to be adapted. Since the 70’s, green marketing became a social issue and has been through several development phases. Peattie identified three ages of development: Ecological, Environmental and Sustainable (Dangelico, 2017).

First Age: Ecological green marketing

Ecological marketing is the first phase of the development of green current in marketing. Its beginning was identified by Peattie from the definition of green marketing by Hennion and Kinneer (Dangelico, 2017).

The first book that put the environment in the context of marketing has been released in 1974. In his book *Marketing and the Ecological Crisis*, George Fisk focuses on the relationship between marketing and responsible consumption in the context of serious environmental problems that have an increasing impact on corporate governance. His work promoted the interest of professionals and began to explore the positive and negative aspects of marketing activities related to the reduction of air pollution and consumption of natural resources (Katrandjiev, 2016).

Second Age: Environmental green marketing

In 1995, Peattie described environmental marketing as a holistic, responsible management process that identifies, anticipates and fulfils the needs of customers and society in a profitable and sustainable way (Peattie, 2001).

This age is characterized by a move towards clean technology. In the 80s and 90s the number of consumers and companies whose decisions are guided by ethical and environmental criteria is rising. Companies that are aware of this trend and can offer their customers more ethical or greener alternative have the opportunity to differentiate

themselves. There is a belief that the socio-environmental performance of firms can become a competitive advantage (Dangelico, 2017).

Fuller believed that satisfying customer needs and company goals are not the only needs which need to be contented. He introduced the third condition to satisfy: Ecosystem sustainability. He was convinced that sustainability should have its place among the key commitments of companies, such as achieving corporate goals and customer satisfaction. (Fuller, 1999).

Third Age: Sustainable green marketing

The goal of each state is to develop its economy and to provide its inhabitants with good conditions for life. Those conditions are related to the good health of the population (clean water, clean air, food sufficiency, etc.), therefore it is necessary for states to implement sustainable development, taking into account the burden on the world's environment.

Marketing experts, according to Peattie, should compensate all environmental costs of production and consumption in order to create a sustainable economy. There is a number of elements which have to be changed. This includes moving from product to services, from purchasing to consuming, from linear supply chains to supply loops, from international distribution networks back to local suppliers and to emphasise cost instead of price (Peattie, 2001).

3.2.5 Types of Green Consumers

Every company operating in the market must have a well-thought out strategy before starting its business. Market segmentation plays an important role that contributes to the right targeting of customers who will be willing to buy company's product or service. The market consist of different buyers who have different needs, different resources, live in different places, and thus have different buying behaviour (Kotler, Keller 2007).

Groups of customers who share similar needs and wishes form so-called market segments. There are many market segments, therefore the main challenge for the marketer is to correctly identify the most profitable segment for his business and try to adapt its products to this segment (Kotler, Keller 2007).

According to J. Ottman, there exist five shades of green consumers. Consumers differ in attitude to the environment, willingness to pay for the green product and attitude

to production impact issues. The consumers are divided into the following five groups: LOHAS, Naturalites, Drifters, Conventionals and Unconcerneds (Ottman, 2017).

- **LOHAS**

LOHAS is an abbreviation for Lifestyles of Health and Sustainability. It represents the segment of the most environmentally conscious consumers. The largest part of this segment are married middle-aged women, who are considered to be the richest group of all five groups of green consumers. They are willing to pay for greener products. They are more loyal and often promote companies that reflect their personal attitudes and values to their friends and family.

LOHAS consumers have a strong tendency to verify information to make sure that the product they buy is truly environmentally friendly and meets their standards and values. They carefully examine the information on product labels and consume the largest amount of organic food. They gain the information from the Internet or directly from the company, as they do not trust the paid media (Ottman, 2017).

- **Naturalites**

Naturalists want to achieve a healthy lifestyle. They believe in the philosophy of body, mind and spirit. This segment tries to avoid products that contain harmful chemicals which might appear, for example, in some cosmetics or food. They quickly choose a safer alternative for themselves and their children. They consider important that organic food are available in stores.

Naturalists are seen as green consumers, even though they are not as decisive as LOHAS. They are trying to be more active in protecting the environment and their health. Among naturalists, there are mostly people with college education and low incomes (Ottman, 2017).

- **Drifters**

The second largest group of green consumers are drifters. These are the consumers who see buying a green product rather as a new trend or fashion. They feel eager about recycling, they buy hybrid cars or use a cloth shopping bag not because of saving money but for how their attitude towards environment will look like, because being ecological is “in”. They are willing to boycott companies that have a bad environmental reputation, but only on the basis of media information, not by themselves verifying the truth. This segment includes financially secure families with a large number of children. This is why they are a very attractive segment for green traders (Ottman, 2017).

- **Conventionals**

The segment of conventionals knows about the environmental issues, but is not motivated to buy organic products for better health or environmental protection compared to LOHAS. Conventionals are represented by fathers from families who are trying to save money by purchasing energy-efficient products, such as energy-star labelled refrigerators, which will provide them with a lower electricity bill or who encourage their children to rather put a sweater on than turning up heating. This segment recycles or reuses things to save on waste and new purchases (Ottman, 2017).

- **Unconcerneds**

Unconcerneds is a group with the least responsibility towards the environment. Only a quarter would be willing to boycott a company that does not meet their environmental beliefs. Even though 61% of this segment says they are not indifferent and try to protect nature, only less than a quarter of them (24%) recycle. This group is represented by young men with slightly below average wages and lower levels of education (Ottman, 2017).

According to J. Ottman, the segmentation of green marketing can be even more detailed. In line with personal interests of green consumers she distinguishes another four subsegments which are: Resource Conservatives, Health Fanatics, Animal Lovers and Outdoor Enthusiastic (Ottman, 2010).

- **Resource Conservatives** – a group of people who most hate waste. They often wear classic style clothes and when going out they do not forget their cloth shopping bags and reusable water bottles. They use recyclable material and try to avoid unnecessary waste of resources. For example, they read news on the Internet to save trees or they buy energy-star labelled bulbs and switch the light on only when necessary, trying to reduce waste of energy and save money on electricity.
- **Health Fanatics** – this subsegment is characterized by a great interest in their health. People are worried about the toxic substances as well as pesticides or overexposure on sun, therefore they are willing to pay more money for organic food, natural cosmetics and harmless products. The example here might be toys for children that do not contain toxic substances, non-toxic cleaning product or natural products for their pets.

- **Animal Lovers** – as the name implies, they are mainly lovers of animals. A large part of this group consists of vegetarians and vegans who want to avoid unnecessary killing of animals for human benefit. They refuse to buy products whose production process is associated with the use of an animal; they are looking for product labelled as “cruelty free”. This group is also worried about the marine life, accordingly they refuse plastic bags. They are likely to participate in volunteer events.
- **Outdoor Enthusiastic** – this group of people likes to spend their vacation in nature, where they can enjoy various activities such as camping, hiking or skiing. This segment is trying to minimize its impact on nature while doing its favourite activities. For example, they bring reusable bottles to eliminate the waste production on the trek or use environmentally friendly soap to wash dishes. When buying an equipment for their outdoor activities, they prefer to buy those which is made from recycled materials.

3.2.6 Problems of Green Marketing

Green washing

Green marketing can easily be misused to deceive consumers. With growing awareness and interest in green activities, some companies started to build a green image from which they could benefit. They have begun to offer green products and services but in fact, these products have not been environmentally friendly (Halada, 2015).

The term greenwashing was derived from "white washing", which indicates an attempt to make a better impression than in reality, and "brain washing", describing a situation where a certain thoughts and beliefs are repeatedly said to a person, preventing his own critical thinking (Ross, Deck, 2011).

Greenwashing is a set of deceptive practices whose aim is to convince the consumer that company's activities, products or services offered are environmentally friendly (Delmas, 2011). According to Grant (2007), greenwashing is trying to make something ordinary look greener.

The problem of greenwashing is also examined by the agency Terrachoice. They wrote a report called “The 7 Sins of Greenwashing” which includes 7 basic mistakes of greenwashing companies made (Greenwashing report, 2010).

1. **Sins of the hidden trade-off** – companies claim that their product is environmentally friendly on the basis of one or very few criteria, regardless other important environmental problems.
2. **Sins of no proof** – a claim without substantiated evidence. For example, company claims that their product consist of a certain percentage of recycled material but we can find no information about it.
3. **Sin of vagueness** – a statement that it is not possible to determine whether it is a green product or not. A typical example is the statement: “All-natural” that producers put on their products. Not always natural origin means green and ecological as in the nature we may find as well poisonous substances dangerous for human organism.
4. **Sin of irrelevance** – a claim that may be true, but in most cases it has no meaning, and it only tries to confuse the buyer. The example here could be “CFC-free”. This is a meaningless claim because the use of CFCs has been already banned.
5. **Sin of lesser of two evils** – in most cases, this is a true statement that applies only to the product category. It tries to distract the consumer from other negative effects of the product. An example might be natural cigarettes, which, although they are made from natural tobacco, still cause addiction and harm to the organism.
6. **Sin of fibbing** – the least frequent type of greenwashing are false claims. It includes different certifications or registrations of products that , in fact, are not true.
7. **Sin of worshipping false labels** – the last sin committed by companies is the use of fake labels on their products. Through words or images, companies give an impression of being environmentally friendly but that is not true.

3.3 Corporate Social Responsibility

As a result of increased awareness about environmental issues, it has become important for companies to decide on how to approach to this topic, in other words, firms started to focus on how a firm is viewed in approaching environmental issues. To succeed in this field, corporate social responsibility (CSR) with environmental behaviour had to be implemented in a company's core activities.

Already in the interwar period there have been companies that have tried to contribute to the long-term development not only of themselves but also of their surroundings. This idea concerned in particular the areas of staff qualification, health care or sports and cultural activities. Businesses thus contributed to the development of municipalities, cities and regions and, in fact, the whole society (Petříková, 2008). CSR is a concept of corporate philosophy that takes into account the general benefits of a company or seeks to eliminate negative externalities in its own production (Halada, 2015). The main areas of the CSR are included in "triple-bottom-line" which correspond to characteristics of the 3P – People, Planet, Profit. Their aim is to measure the economic, social and environmental performance of the corporation (The Economist, 2009).

With the introduction of CSR come many non-financial benefits that are an important part of the long-term business operation. Nowadays, people are increasingly asking for information about corporate behaviour, so they can decide which company to invest in, where to work or where to buy (Kotler, Keller 2007).

Cause Related Marketing

Cause related marketing (CRM) is the tool of CSR. Companies create a customer relationship management system where all information about the customer and the places where they meet with them are collected (Kotler, Keller, 2007). CRM could be defined as a management approach with a focus on creating, developing and maintaining relationships with carefully selected customers. It is perceived as a strategic set of activities that closely corresponds to the business strategy. CRM is a key condition for creating value for both the customer and the enterprise (Jurášková, Horňák, 2012).

Many managers often believe that marketing is primarily focused on attracting new customers. However, the core of all activities should be to build a quality relationship with existing customers.

For these purposes, the customer relationship management was introduced as a long-term relationships with customers is very beneficial for companies. Especially, for the reason that the costs of acquiring a new customer are generally much higher than maintaining an existing customer (Karlíček, 2013).

3.4 Marketing Mix

A marketing mix is a set of marketing tools that a firm uses to adjust its supply by target markets, and also includes everything a firm can do to influence demand for its product (Kotler, Keller, 2007). The marketing mix includes 4P – product, price, place and promotion (Foret, 2005). When creating a marketing mix, it is necessary to take into account the relationships between the different tools and their correct combination with respect to the target customers. It is made primarily for the customer and therefore it must be taken into account exactly for whom and how to be set up to be sold (Foret, 2012). The goal of the marketing mix should be customer satisfaction (Urbánek, 2010).

There are several different approaches to the marketing mix, but the most basic model is the 4P model, which is the classic form of the marketing mix (Foret, 2012). In the article written by Kotler for AMA's Marketing Journal is stated that marketing practices within 4P should be modified to be more environmentally oriented (Kotler, 2011).

Product

The product is the most important tool of the marketing mix, as it is the basis for the market offer (Srpková, Řehoř, 2010). The product can be anything that satisfies customer's needs. It does not have to be only material things, but also services or content provided on the company's website. The product is selected by the customer according to his needs. The need is spontaneous or based on an external stimulus, which is caused by the advertising or other communication activities (Foret, 2012).

The quality of the product is the value the product brings to the customer and the degree of satisfaction of his needs. It is recognizable through price, packaging, marketing communications and distribution channels (Jakubíková, 2008).

Companies should consider several aspects of the product development, for instance, the materials used, their sources and the amount of harmful gases produced during their production (carbon footprints). Packaging should be degradable or recyclable.

Service companies can demonstrate their interest in the environment by saving energy, stock or financially contributing to environmental protection (Kotler, 2011).

Price

The price is the amount of money the customer has to pay to obtain a product or service (Kotler, Armstrong, 2011). It expresses the monetary value of products, which is derived from the ability to satisfy the wishes and needs of customers. It may differ from actual value as it depends on the interaction of supply and demand for the specific product, its profitability and on the willingness of the customer to pay for the product. The company's goals in determining the price are primarily profit, market share, sales growth, return on investment, high quality product etc. (Světlík, 2005). Price is the only tool of a marketing mix that is a source of revenue for the company (Foret, 2012).

It is usually determined by several steps the company must carry out. These steps include, for example, defining the objectives of the pricing policy, setting the lower and upper price limits, knowing the prices of competitors, choosing a specific pricing method and deciding on the price level. Pricing and price levels are influenced by factors such as corporate goals, price policy goals, costs, demand, competition, other marketing mix tools, product lifecycle, and regulatory arrangements (Srpková, Řehoř, 2010).

Urbánek (2010) distinguishes between internal and external factors influencing the price. Internal factors include business objectives, pricing strategy, marketing mix, product differentiation and innovation, and cost. External factors include demand, competition, distribution network, political situation, economic conditions and measures of central or managing authorities.

Within a marketing mix considering an environmental issues, price is a critical and important factor. Companies should price their product according to their level of environmental friendliness. Those environmentally involved customers should be willing to pay higher price. Marketers should take into consideration potential costs of legal regulation, requiring, for example, compensation of externality costs they caused (Kotler, 2011).

Place

Distribution includes activities that make the product available to the customer. These activities depends on when and how products or services reach its end customers. Distribution includes the individual steps of delivering a particular product from

the manufacturer to the consumer. Company has to decide which distribution route is the best for the particular situation (Urbánek, 2010). The goal is to deliver the product to the customer in the right place, at the right time, in quantity and quality the customer has ordered (Jakubíková, 2008).

Foret (2011) divides distribution into direct and indirect, which are determined by the number of interfaces. Direct distribution is free of intermediate interfaces, the product goes directly from the manufacturer to the customer. Examples of direct distribution are personal selling, own network of shops or selling via Internet. Indirect distribution goes from the manufacturer via one or more intermediaries and then to the customer.

In the case of organic products, it is very difficult to create an unified distribution strategy because of consumer's preferences and product popularity (Soundarapandian, 2007). It could be beneficial for companies to focus on local production and distribution. Locally based production would require more decentralized production. Kotler also propose that companies could improve their online selling and make the purchase of their products easier for their customers (Kotler, 2011).

Promotion

Through promotion, companies provide information to customers, business partners and key public about their products, their prices and places of sale (Foret, 2012). According to Foret (2012), promotion, marketing communication and communication mix are synonymous.

Promotion includes all the activities where consumers are informed about the products and are invited to purchase them. If consumers do not know about the company, it is as if it does not even exist, and for products, this rule applies even more. Within the communication mix, we distinguish five basic tools: advertising, sales promotion, public relations, personal sales and direct marketing (Urbánek, 2010).

Companies should be aware that print promotion requires more resources compared to online activities and therefore should gradually shift from print to the Internet. Marketers should communicate better company's engagement towards sustainability in their advertisement as well as adding more specific information into labelling of their products (Kotler, 2011).

3.5 Marketing Communication

“Communication has an essential function in marketing. The common mistake is that many people perceive marketing communication as advertising which on the one hand is not completely wrong but it is necessary to highlight that there are many types of communication and advertising is just one of them” (Stejskalová, 2015).

Marketing communication is considered to be all form of communications that the company uses to inform, persuade or influence customers and other public groups. It is a certain form of message that is intended to address the target group in some way. It should communicate information in a clear form, in order to be understandable for the target group (Boučková, 2003). It is not enough to make the product, an important role plays how to present it to customers correctly and efficiently (Foret, 1997).

For consumers, marketing communication has a great benefit because it performs several functions. Consumers are told how and for what reason the product is used, for whom the product fits, and when and where should they use it. Thanks to marketing communication, the customer gets all information about the product. It also makes it possible for the company to combine product with specific feelings, people, places, events or perceptions of other brands, and thereby contribute to place the product into customer’s mindset. If marketing communication is done correctly, it may lead to an increase in product value (Kotler, Keller 2013). According to Příkrylová and Jahodová (2010), marketing communication represents a complex communication program of the company, so called communication mix, which consists of individual communication tools or their combination. When a company focuses its marketing communication on environmental topics, trust and credibility are fundamental elements (Ham, 2011). Detailed aims of green marketing communication will be introduced in chapter 3.5.2 Aims of marketing communication.

3.5.1 Communication Process

Communication is divided into personal and impersonal one. Personal communication is characterized by the physical presence of the subjects of communication and the possibility of immediate feedback evaluation. This include especially communication face-to-face, via phone, e-mail, online chat or word-of-mouth.

Impersonal communication, also called mass communication, is done through media that can be broadcast, print or in electronic form (Hesková, 2009).

The communication process is a set of components that link to each other. It consists of the sender (source) of communication → encoding → message → channel → receiver → decoding message → feedback. During the communication, there is a high risk for misinterpreting or misunderstanding. These interruptions are called communication noise (Vysekalová, 2007).

The sender is the person or organization that wants to share a set of information or ideas with another person or group, for what the communication process begins (Ardura, 2007). It is the sender who is the initiator of communication relationship. The message is a summary of the information that the sender is trying to transmit to the recipient (Příkrylová, Jahodová, 2010). Communication begins when the company is engaged in the process of coding, by which it transforms the content that wishes to transmit into a set of words, images, sounds and other symbols. In this way, it expresses the information, ideas or feelings in a symbolic way that is understandable to the target audience (Ardura, 2007). Decoding is a process of understanding the encoded message by the recipient. Feedback is a message sent by the recipient back to the sender. It is a form of reaction to received information (Příkrylová, Jahodová, 2010). The process of decoding is strongly influenced by the experiences, perceptions, attitudes and values of the receiver, which is known as the frame of reference. For a communication to be really effective, meaning that the receiver interprets what the sender initially intended, it is required that both share a common frame of reference (Ardura, 2007).

In the preparation of the message, the communicator must know what to say and how to say it to catch the attention. The message should follow the AIDA model. It is a simple model of consumer reaction to the marketing communication (Kotler, 2007):

A – Attention: to get consumer's attention

I – Interest: to arouse the interest in the product

D – Desire: to create a desire to own the product

A – Action: to purchase the product.

3.5.2 Aims of Marketing Communication

Goal setting is always one of the most important managerial decisions. It must be based on strategic marketing goals and clearly leads to strengthening the company's reputation (Přikrylová, Jahodová, 2010). Marketing goals deals with markets and products and are related to the marketing mix. The aims of marketing should be determined based on understanding customer's needs – specifically and clearly. At the same time, they should be appropriate, real, measurable, acceptable and hierarchically ordered (Zamazalová, 2010).

Fiedler (2005) introduce the following marketing communication goals:

- **Create brand awareness** – fundamental information about the company and its product or service
- **Increase the demand** – achieved through successful marketing communication, publicity
- **Differentiation** – offering exclusive product or service compared to competing company
- **Emphasise the value and usefulness of the product** – pointing up the benefits when owning the product
- **Stabilise the turnover** – eliminate the influence of the season on the sales turnover.

Aims of Green Marketing Communication

Lately, companies started to implement the communication of responsible topics and sustainability into their CSR activities to improve brands image. Therefore, it was necessary to come up with the new communication goals that apply to the whole area of modern green marketing. The goal now is not only about the quantity of products sold, and short-term profit is not the only measure of success. There are three main objectives that a responsible company should try to achieve. The first is to raise the awareness of the problem, then comes the change of attitudes by presenting an achievable solution that should lead to the ultimate long-term change in behaviour (UNEP, 2005).

Raise awareness

First of all, it is important to raise the awareness of the selected environmental problem in society, especially if it is not a well-known problem. For this purpose, it is necessary to provide information to consumers, to expand their knowledge or create new knowledge (UNEP, 2005).

Change attitudes

Even when people are well informed about the problem, they may not change their attitude immediately. Attitude change has an important role in the preparation of new policy initiatives. At this stage, it is advisable to encourage people to believe that change is possible and achievable (UNEP, 2005).

Change behaviour

The most complex is the last stage of the change in behaviour that many organizations strive for. They are trying to convince consumers to change their behaviour in day-to-day activities, to achieve long-term sustainable development goals (UNEP, 2005). According to Vysekalová (2011), the important role in changing customer behaviour plays motivation. The sources of motivation are customer's needs, emotions, habits, values and interests.

The marketer must find an appropriate style that will make the message reach the target and evoke its reaction. It has been proven that green marketing communication is more effective if includes concrete example of the problem rather than general information (Ham, 2011). Picture of a seabird with a stomach full of plastic will reach people's emotion and will have a bigger impact on their change of behaviour rather than statistic showing how many plastic will be in the oceans by 2050.

3.5.3 Communication Strategies

Based on what communication tools are used and what target audience the company focuses on, we distinguish two basic communication strategies – the push and pull strategy.

The push strategy – involves pushing the product through distribution channels to the final customer. The company focuses its marketing activities primarily on sales promotion and personal selling (Foret, 2011).

The pull strategy – the manufacturer directs through the advertisement and sales promotion to target customers in order to sell the product. If this strategy is effective, customers start asking the retailers for the product and then they demand it from the manufacturer (Kotler, Keller 2013).

3.5.4 Integrated Marketing Communication

“One of the great challenges for the marketer in green marketing is to find a suitable promotional mix that will make the desired message reach the targeted consumers and induce the desired reaction. In this sense, it is necessary to apply the integrated marketing communications concept” (Ham, 2011).

Integrated marketing communications (IMC) can be understood as a combination or merger of various marketing tools into one unit. According to Foret (2011), by mutually interconnecting each of the marketing communication tools, we should achieve maximal, mutually multiplying and enhancing synergic effects. IMC could be defined as a comprehensive process involving the analysis, planning, implementation and control of all personal and impersonal communication, media, communication, and sales promotion tools that target the selected audience of customers" (Picton, Broderick, 2005). With another definition comes Kotler (2007), who describe IMC as a concept in which the company carefully integrates and coordinates the volume of its communication channels to bring the organization and its products a clear, consistent and convincing message. The benefits of integrated marketing communication are according to Vysekalová (2010) the following:

- addressing each target group in different way,
- cost-effectiveness and efficiency achieved by a suitable combination of communication tools,
- creating a clear positioning of the brand, i.e. the formulation of a single image in the minds of customers,
- interactivity, dialogue and listening to the opinions of the recipient of the message.

The key trends of integrated communication are the loss of confidence in mass communication, the rise in media prices, the need to increase efficiency and impact, the small differentiation of brands, the communication knowledge of the audience, the technological development, etc. (Pelsmacker, 2003).

With technological development are related new, digital media which provide businesses and organizations with the opportunity to communicate more transparently and make more active contact with consumers. It is as well helping to build a brand-new relationship with the customer. The greatest benefits of new media include sharing large amounts of data, transparency and interactivity. Castro González (2017) claims that

nowadays, online and offline marketing cannot be separated. She says that digital marketing is not about any new marketing, but the same marketing implemented through new tools. Castro highlights that the key is to integrate these new possibilities of digital marketing with the formats and media that have been demonstrating their efficiency for years. This statement is described as well by Coto Alonso (2008) who claims that the combined use of online and offline tools in the same marketing campaign enhances the memory of brand values by up to 18%, which confirms the Internet as a very profitable and inexcusable mean, but in no case exclusive to all marketing, communication and advertising campaign.

On the Internet, it is possible to compare offers, prices, rate products or buy. Communication via the Internet is two-sided, as companies have information about their customer and customers have information about the company (Janouch, 2014). Among the positive aspects of online communications are relatively low costs, accurate targeting, personalization, interactivity, the use of multimedia content, and easy measurability. The main and most used tools are web sites and social media (Karlíček, Král, 2011).

3.6 Communication Mix

The communication mix forms a part of marketing mix, specifically the promotion which was described in chapter 3.4. Marketing Mix, therefore it is sometimes called promotional mix. It consists of tools, by which the company tries to persuade potential customers to buy their product or service. According to Kotler (2007), the communication mix is a specific mix of 5 tools - advertising, personal selling, sales promotion, public relations, and direct marketing that the company uses to achieve its advertising and marketing goals. The communication mix can be divided into a personal and impersonal form. The personal form includes only personal selling and non-personal forms include advertising, sales promotion, direct marketing and public relations (Příkrylová, Jahodová, 2010).

Each author divides the mix differently. Příkrylová and Jahodová (2010) are adding to Kotler's 5 tools as well sponsoring, fairs and exhibitions. Karlíček and Král (2011) is adding event marketing, sponsoring and online marketing. Kotler and Keller (2013) subsequently also expanded the basic marketing mix of five tools with three other elements: event and experiences, interactive marketing and word-of-mouth (WOM).

There are many advantages and disadvantages in each of these tools. The company must decide on how to combine the tools appropriately so that the resulting communication mix is as effective as possible for a particular company and situation. Within the concept of green marketing, environmentally oriented communication mix consists of the same tools as classical communication mix but besides presenting the products to the market, it also presents the importance of certain environmental problems and builds a green image of the company (Ham, 2011).

The communication tools related to the practical part of the thesis are described as follows:

Advertising

Advertising is one of the best-known and most visible tool of the communication mix. It is a paid form of impersonal mass communication that is carried out through various media (Boučková, 2003). The goal is to inform customers and convince them of the usefulness of their products, services and ideas (Přikrylová, Jahodová 2010). It is used to communicate a certain information to a large number of people, but this impersonal form of communication is considered less convincing. Also, this tool is referred to as a one-way form of communication that often does not have the needed response. (Zamazalová, 2010).

Advertising can be one of the tools that will build on the long-term image and positive perception of companies. If the products are perceived positively, the company will also be positively perceived. When creating advertising, it is necessary to take into account the rational and psychological factors of the target segment (Kotler, Keller, 2007). The advertisement can be divided into three categories according to the primary goal of the message (Přikrylová, Jahodová, 2010):

- **Informative advertising** - used when new products are introduced, where primary interest and demand are needed.
- **Convincing advertising** - used when competition grows and the company needs to increase demand. It is often used in the growth phase and in the early stage of maturity life cycle of the product.
- **Reminding advertising** – builds on previous advertising activities. It is used in the stage of maturity and decline in product life cycle and serves to remind customers of an existing offer.

Types of media are divided into electronic, printed and outdoor and indoor ones. Electronic media include television, radio, internet and cinema. Printed media are represented by newspapers and magazines. Indoor and outdoor advertising includes billboards, posters, flyers etc. (Přikrylová, Jahodová, 2010). In green marketing communication, electronic media are preferred form of communication because of the limited resources which are required for printed media.

Lately, storytelling has become the basis of many successful advertising campaigns. Its success is in building a relationship with customer and communicating complex information in a simple way, using concrete examples and real situations. It is the interactive art of using words and actions to reveal the elements and images of a story while aiming at human emotions and encouraging their imagination (Toro, 2018). Therefore, storytelling is a convenient tool when creating an advertisement for environmentally focused company as it is important to reach people's emotions to encourage them to action. The influence, on how successful the advertisement will be, is in company's slogan. The strong slogan of the campaign can leave a big impression on the consumer and make the campaign memorable (Ham, 2011).

Sales promotion

Activities aimed at increasing sales, especially in a particular place. It consist of short-term sales incentives which are increasing sales volumes of products or services. Sales promotion is used to market new products, seasonal sales, last-minute purchases, etc. (Boučková, 2003). In contrast to advertising, sales promotion is well measurable. It is easy to evaluate the campaigns or test the effectiveness of individual tools. The disadvantages are high costs, temporary effects and distortion of the long-term brand strategy (Karlíček, Král, 2011). Since sales promotion is costly, it can only be used for a short period of time (Foret, 2012).

Sales promotion may take the form of competitions , lotteries, exhibitions and fairs, educational events, entertainment events, samples, gifts, bonuses, coupons, discounts or various loyalty programs (Přikrylová, Jahodová, 2010).

According to the target group to which sales promotion is focused, 3 types of sales promotion can be structured (Vysekalová, 2007):

Consumer sale promotion – By using a variety of methods and tools, often in combination with advertising, consumer sales promotion should lead to increased sales volumes and market share, give an incentive to buy a new product that is in the maturity

stage, or to respond to competitors' activities (Přikrylová, Jahodová, 2010). It includes discounts, gifts, prizes, consumer competitions, vouchers or samples (Vysekalová, 2007).

Commercial sales promotion – This type of sales promotion is focused on business interconnects, i.e. on wholesale and retail networks. The goal is to persuade these intermediaries to sell the particular brands or certain products (Přikrylová, Jahodová, 2010). This promotion includes shop facilities, extraordinary conditions for customers, business agreements, small gifts in the form of pencils, diaries as well as more valuable prices, and also business meetings, trade exhibitions, conferences etc. (Vysekalová, 2007).

Sales promotion of business personnel - It should motivate both internal and external business personnel as well as external sales representatives to increase their performance. Competitions relating to volume of sales or gain of new customers, training, motivation incentives, and advertising and sales aids are used (Přikrylová, Jahodová, 2010).

An important element of sales promotion is product placement (PP). It is a non-violent form of advertising in movies, series, music videos or video games. In this case, the products of the company are often used and promoted, for example, by the celebrity that adds the attractiveness to the product (Přikrylová, Jahodová, 2010).

In green and sustainable marketing communication, sales promotion is not the most utilized tool but it has its benefits as well. It may offer an additional value through which it encourages the sustainable consumption. An example could be the system of returning the product after its lifetime and giving the customer money back (Ham, 2011).

Public relations

Public relations means building a good name, creating good relationships and communicating with the public (Foret, 2012). It is the most trusted tool of communication mix. It is suitable for expanding promotional activity, and in unpleasant situations the company can be protected from bad image. In many cases, PR activities are full of advertising, but PR does not sell anything, it only provides relevant information for a particular target segment (Vysekalová, 2009). For companies which are offering green products, it is an appropriate tool because through PR they can provide all necessary information and build a strong relationship based on trust with their customers.

Kotler and Keller (2013) define PR as a wide range of programs aimed internally on employees of the company or externally to consumers, other companies, government or the media to promote or protect the image of the company or to communicate

its particular products. Boučková (2003) divides PR activities into positive and negative ones. Through good PR, negative publicity could be controlled (Ham, 2011).

The basis of PR activities is knowledge of target groups that are divided into internal and external. Internal public (primary stakeholders) is a group that includes employees, owners (shareholders), suppliers and customers. External public is called secondary stakeholders and includes publicists, teachers, civic and trade associations and banks (Přikrylová, Jahodová, 2010).

PR activities include (Clow, Baack, 2008):

- Identification of interest groups - The most important task of the PR department is to ensure that all forms of communication with interest groups remain consistent with the company's integrated marketing communications plan and the desired corporate image
- Evaluating the company's reputation - consists of monitoring people's views on the company through interviews or surveys
- Audit of corporate social responsibility - companies that promote activities against discrimination, harassment, environmental pollution, etc. are perceived positively and have a greater chance of success
- Creating a positive corporate image - influencing consumer views through:
 - Cause related marketing* - linking the company with a charity project
 - Green marketing* - production of environmentally friendly products
- Defending corporate image from damage - negative event caused by the company, customer dissatisfaction or negative publicity are responded by damage control

Kotler (2007) described the main tools of marketing public relations as follows:

- Publications - annual reports, brochures, articles, etc.
- Events - organizing popular events and sponsoring for the target audience
- News - reports on the companies, its products and its staff
- Speeches - communication with editors and speeches at business meetings
- Public Services - contributions for charity purposes
- Identity Media - brochures, business cards, employee clothes

Personal selling

As the name of this marketing communication tool suggest, there is a direct contact between the customer and the firm. The goal is to sell the product offered, to effectively and individually access each of the customers, to respond immediately to any questions and to create a good relationship between the company and customers. It is one of the most effective and for the longest time used tool. In green marketing, it is commonly used tool because it gives the marketer the possibility to explain the complexity of issues regarding the product which might be difficult to present in advertising (Ham, 2011).

Personal selling is two-way communication between the customer and the seller, either personally, by telephone or via video conference. In the case of personal selling, the level of professionalism, knowledge of the product offered and overall performance is very important (Foret, 2012).

Kotler and Keller (2013) describe personal selling as an interaction face to face with one or more potential customers to present the product, answer questions, and accept orders. Personal selling is characterized by relatively low overall costs, as it only address a small number of customers, but on the contrary, high unit costs and a great amount of time the seller spends by building customer relationships (Karlíček, Král, 2011).

Přikrylová and Jahodová (2010) divide personal selling for field sales, counter sales and telemarketing. Sales in the field are carried out in such a way that the vendor visits buyers directly in their homes. Counter sales is a retail and buyers choose where to make a purchase. Telemarketing is done through a phone where the seller is connected with buyers.

As the advantages of personal selling, Jakubíková (2007) states the following:

- the vendor is able to observe customer responses to the target set and, if necessary, change the sales approach
- the vendor can establish a long-term relationship with the customer with a view to further sales
- the customer feels obliged to respond, positively or negatively, to the vendor's suggestions.

Direct marketing

Direct marketing puts an emphasis on direct contact with the customer. It is primarily used to build relationships with current customers. As a frequent form of direct marketing may be listed the birthday greetings, often with a small gift in the form of discounts on purchases. In past, direct marketing has been characterized as sending products to the consumer without any distribution channels, later it was mediated by post through which catalogues or even products were sent (Boučková, 2003). Kotler and Keller (2013) define direct marketing as the use of post, telephone, fax, e-mail, or the Internet to communicate directly, request a response, or induce dialogue with both current and potential customers. It focuses on individual carefully selected customers and direct communication with them. The goal is to trigger an immediate response and build long-term relationships with them (Přikrylová, Jahodová, 2010).

The impact on successful direct marketing has the right choice of product to target customers. Very important is customer database, choosing the right distribution channel, the right target customers, and selecting an effective way of communication (Pelsmacker, 2003). According to Foret (1997), it is a great advantage that the customer does not have to personally go to the market, but the offer comes to him at home. Direct marketing tools include telemarketing, mail order sales, catalogue sales, teleshopping and direct mail (Přikrylová, Jahodová, 2010).

Nowadays, in direct marketing, especially computers are being used. With the use of the Internet it is simple to target customers and it is easy to communicate with them (Foret, 2011). The advantages of direct marketing on the Internet include narrow segment targeting, personalization, low cost, and proximity to personal communication. Disadvantages are the need for a good database, addressing only via the Internet and the use especially for existing customers (Janouch, 2014). The role of the Internet and direct communication represent a very important part of green marketing as the communication can be precisely focused on a selected target and because there is no need for using limited resources.

3.7 Current trends in Marketing Communication

- **Event and Experiences**

Event marketing, or sometimes so-called experience marketing, is such a marketing that mediates to its customers and target audience experiences that are usually emotional and associated with the brand of the company. The goal is to encourage positive feelings and increase brand popularity. The most frequent marketing events take the form of sports matches, artistic experiences or gastronomic programs. Marketing events have the power to strengthen brand association with positive experiences, to increase brand awareness and to generate a positive word-of-mouth (Karlíček, Král, 2011).

- **Word – of – mouth (WOM)**

WOM is a very powerful and influential tool (Kotler, Keller, 2012). It is a personal form of communication between customers, where they exchange the information about the product. Customers exchange information about the product within their social group, family, friends, colleagues and neighbors. This type of communication is very effective because personal recommendations have a great impact on customer decisions, especially when compared to traditional forms of communication such as advertising in TV. In connection with WOM, it is very important for marketers to keep in mind that negative experiences are shared by consumers several times more than the positive ones (Přikrylová, Jahodová, 2010).

- **Viral Marketing**

According to Přikrylová and Jahodová (2010), viral marketing is such a way of communication when the message with the advertising content seems to the recipient that interesting that it is spontaneously and by its own means spread further. Viral marketing works efficiently on the Internet, as there is no cost of forwarding an attractively processed advertising message. Before the emergence of social networks, viral marketing was spread primarily through emails. Nowadays, there are much more Internet channels available - social networks, blogs, or discussions. The messages are in the form of pictures, texts, audio etc. (Janouch, 2014). In order for advertising message to become viral, it must meet several conditions that will encourage the recipient of the message to forward it. Such a message should therefore be very original, entertaining and emotional.

- **Influencer Marketing**

Engaging bloggers, youtubers and other influencers is very popular today. Influencer marketing is described by Příkrylová and Jahodová (2010) as identifying and influencing of opinion leaders (e.g. leaders in their fields, celebrities) who are likely to talk about the product and have the ability to influence the opinions of other consumers. That bloggers have a big influence on their followers is seen from the research conducted for the purpose of author's bachelor thesis. It was found that over 66 % of the respondents already bought some product according to bloggers recommendation. This research also confirmed the efficiency of cooperating with bloggers in brand's marketing communication. Over 63 % of respondents stated they believe bloggers more than other forms of marketing communication as advertisements in TV, radio or magazines. (Stejskalová, 2015). Broad public reach and the power of bloggers can be used to raise the awareness about environmental issues. Some companies are aware of this fact and use bloggers in their marketing communication to promote company's sustainable and environmentally friendly activities.

The Czech bloggers who speak the most about these topics or/and collaborate with some company are the following:

Veronika Šubrtová (Weef's World)

The claim of her blog could be translated as "Less things, more experiences". One section of her blog focuses on the environment and she adds there different articles with ideas and advice on what her readers could do to start living environmentally friendly. A brand she is cooperating with is for example 4Ocean which is an organization that helps cleaning beaches and from the waste makes bracelets (Weefsworld.eu, 2018).

Kamila Randusová (Kamu)

Kamila, called Kamu, is a Czech food blogger and author of her two cookbooks. She is travelling around the world a lot, she shoot cooking show in Vietnam and Mexico for Czech television. She is active on Instagram where she can be found as chefkamu, and on Facebook as Kamu's Mise en Place. On her social media she speaks a lot about the environment. She started to use a hashtag #neplastuj on a posts concerning the problems of plastic where she encourage people to change their behaviour. This hashtag was spread among people and on the 14.1.2019 was already used in 4.574 posts on Instagram (Instagram.com, 2019). For years 2019-2020 she is planning even bigger campaign to increase the awareness about the plastic pollution. New NGO should

be established for this purpose and its target would be children who are according to Kamila our future who will be influenced about our current behaviour towards the environment the most (Instagram.com, 2019).

Lucie and Nicole Ehrenbergerová (A Cup of Style)

Lucie and Nicole are sisters who are among the most famous Czech bloggers and with their blog and YouTube channel have won various competitions. In 2017, they cooperated with the organization Zachraň jídlo, into English translated as Save Food, which is an organization that aims at reducing food wasting. It helps farmers with fruit and vegetable which was not accepted by the supermarkets because of its shape or weight. They as well collaborate with cosmetic brand Yves Rocher which came up with a campaign called I love my Planet. By a purchase of any product from the “I love my Planet” range, the brand will plant one tree. Their cooperation with Frusack will be described in practical part of the thesis (acupofstyle.com, 2017).

3.8 Online Communication

The Internet is becoming part of the everyday life of most of the developed economies. People use it to communicate with the outside world, to buy goods and nowadays, the most of jobs could not exist without its existence. Since most publications are translated into electronic form, the Internet is slowly becoming the main source of information.

Janouch (2014) characterized Internet marketing as the way in which the desired marketing goals can be achieved through the Internet and includes, like traditional marketing, a whole range of activities related to influencing, persuading and maintaining customer relationships. For the thesis, website and social media were described more in detail as they currently represent the most important forms of communication.

According to Janouch (2014), Internet marketing has several advantages over classic marketing:

- monitoring and measurement
- available 24 hours a day and 7 days a week
- complexity
- possibilities of individual approach
- dynamic content

Like classic marketing, online marketing uses a variety of activities to reach marketing goals. However, it's scope is only within online environment. The environment makes this type of marketing more interactive and interconnected with customers. Online marketing is a continuous activity, it creates conversation, strengthens the customer's position and enables him or her to participate in the process of product and service development (Janouch, 2014).

Online Marketing, according to Jurášková and Hornák (2012), is an ideal marketing solution for small and medium-sized businesses. With online marketing, even small businesses can reach visible results with a small budget. They also highlight another advantage. With accurate targeting, ads can be highly relevant to the target audience. Therefore, assuming that the campaign is properly built, conversion costs are minimal.

Website

Creating a website is nowadays almost a must for any company. It is the primary source of information where the customer can find the overall information about the company. In many cases, the customer's first contact with the company is via website and, according to the website, he will create an idea about how the company looks like. Businesses should try to make the web as simple as possible and up-to-date.

The website of the company is the basis for communicating with the public on the Internet. It should include links to articles, discussions, or news (Janouch, 2014). Websites represent their owners, they need to be clear, usable, intuitively manageable and creative. Target users must get engaged with the site. The most important part of the website is the homepage, which is what users see first when they enter the site. The website must be consistently logical whole, i.e. must have a clear structure (Karlíček, Král, 2011).

Social media

Social networks are currently one of the most popular sections of the web, and in recent years have experienced a real boom. Many businesses, communities, and families use social networks to make them more visible, communicate with each other, and engage their audience (Peacock, 2012). Nowadays, they form a part of the daily life of most of the population. They also serve to sell and purchase goods and promote and share almost anything what the internet world offers. Social networks have become an important tool in both business-to-consumer (B2C) and business-to-business (B2B) marketing (Kotler, Keller, 2012). It is necessary to emphasize that on social networks

all information (whether positive or negative) spreads much faster than in times when they did not exist. However, this fact can be turned into its advantage in the form of so-called viral marketing that spreads spontaneously and without the help of its creator.

Research focused on the use of digital media showed that in the Czech republic, Facebook is the leading social networking in terms of traffic. Approximately 60% of the population aged 12-29 visit it on daily basis (MediaGuru, 2016). Interesting information from the research is that on average 30% of users up to 39 years old find social networks as a first source of information.

The most popular social networks are Facebook, Instagram, YouTube, Twitter and LinkedIn. For the limited extend of the thesis, Facebook, Instagram and YouTube were selected to be described as they represent the largest and most popular social networks and Frusack has its account on them.

- **Facebook**

Facebook is one of the largest social networks in the world. It enables its users to communicate with each other, share multimedia messages, and present their business. Creating a custom page provides companies with a lot of management tools. These are, for example, publishing tools where the company can schedule posts and create concepts. It also displays complete reports about promotion, followers and events.

Compared to traditional advertising, marketing communications with the use of Facebook or other social networks, saves the company's cost on advertising. On Facebook, Facebook Ads (the right column of the page), sponsored posts (anything that may be shared on Facebook) and much more can be used to advertise.

Lance (2017) has 5 tips on how to increase interest in business Facebook pages:

- Stay relevant – when sharing post, it is necessary to remember at what time we add it so that the content correspond with the current situation. Up-to-date information will raise more attention and engage people more in the content
- Include humour – a bit of fun should be included in the posts. It is a good way to establish a relationship with people
- Brief is better – posts between 100 to 250 characters get about 60% more likes, comments and sharing than posts which are longer
- Don't post too often – to have a content strategy is the key, company should consider what and when to add

- Photos (and videos) are still king – posts containing photos or videos gain up to 120% more attention

- **Instagram**

Instagram is a social network which belongs to Facebook. It allows its users to share photos, videos, send messages, and provide businesses with the ability to create a business profile. Companies can through Instagram sponsor their own posts to reach more users. In biography, company can introduce link to their website, e-mail, and company phone numbers.

Several reasons why having a profile on Instagram is important for a company are introduced by Robertson (2018). First reason he introduce is that visual content is essential for brand marketing strategy. He believe that it is a great opportunity to engage different groups of people and as well to see what the competition is doing. Lastly, it gives the company the ability to reach many people and to have a feedback from them.

- **YouTube**

This site was founded in 2005 by three former PayPal employees - Chad Hurley, Steven Chen and Jawed Karim. Today, it is the largest social network site for video sharing and the second largest online search engine, right after Google (Miller, 2012).

Creating a business YouTube channel has many advantages. With the help of this platform, the company can reach extremely large audience with minimum costs. Some money may be spend on the production of the video but effective videos can be shot also without any professional equipment and actors, the original idea and authenticity are often more effective than expensive videos. Nowadays, people tend to rather watch the advertisement than read it (Edmondson, 2018). Another great advantage is that YouTube works as a two-way communication channel and is very well measurable. If the company wants their videos to be seen by as many people as possible, YouTube offers an interesting opportunity which is a paid promotion of video content (Appendix A).

3.9 Introduction to “The Plastic Age”

“It’s light, it’s cheap, it’s everywhere and we can’t live without it. Plastic is fantastic, but it has serious downsides as well” (European Commission, 2018).

Environmental topics started to be highly discussed in the majority of developed countries. Lately, TV, newspapers, magazines and Internet are full of information about the environmental problems such as global warming, pollution, climate change or waste. Waste, in particular the overproduction of plastic waste, is nowadays seen as one of the most serious issue. Plastics contaminate all components of the environment, so-called microplastics have been found not only in the water but as well in the stomachs of animals such are birds, fish, etc. The current issue being highly discussed are single-use plastic. Single-use plastics are plastic items that are usually thrown away after one brief use. They are rarely sorted, have limited recyclability and are prone to end up as litter in the environment or nature. This problematic and alarming situation are described by many ecologist, NGOs, as well as politicians, and many documents and also movie called A Plastic Ocean (2016) were done on this problematic. The awareness about the problem is raising and many (not only) start-up companies around the world are coming up with ideas how to solve it.

3.9.1 Global environmental situation

In the report of Bio Intelligence Services for European Commission, the authors highlight the rise in global plastics production. In 1950, this indicator was 1.5 Mt , while in 2008 the number grew to 245 Mt of plastics produced (Bio Intelligence Services report, 2011). The European Parliament has supported a set of measures that constitute the first European strategy for the fight against plastic waste – “The Plastic Strategy”. The directive approved by the European Parliament covers ten groups of disposable plastic products. These items, according to the European Commission (EC), represent most of the trash found on European beaches (ČTK, 2018). The most significant directive would affect plastic plates and cutlery, straws, cotton buds, or balloon sticks. The European Commission wants to banned these products from the EU market by 2021 because they believe there exist cost-effective and more environmentally friendly alternatives for them. MEPs approved the extension of the list of banned products for food and drink containers from expanded polystyrene and products from so-called oxo-degradable plastics (European Parliament, 2018).

The EU new strategy wants to change the life-cycle of plastics. The aims for plastic are to last longer, to be easier to reuse & recycle, and easier to recollect. EC warns that the majority of raw material is fuel based and if the current production trend continues, by 2050 there could be more plastics in the oceans than fish (ec.europa.eu, 2018).

Picture 1 Single-use plastic waste on beaches



Source: ec.europa.eu, 2018

The Plastic Strategy is an essential part of the transition of Europe towards circular economy (ec.europa.eu, 2018). The circular economy is one of the European Union's priority themes. It brings an opportunity for material self-sufficiency, creates new jobs and opens space for investment in sustainable innovation. In 2009, world demand for commodities has reached 1.5 times the amount that the planet is able to secure and recover at a sustainable pace. Current consumption patterns, combined with an estimated population increase of up to 10 billion people by 2050, mean that global demand will reach three times the sustainable production of our planet. Only Europe produces 2.5 billion tonnes of waste per year, of which about 50% end up in landfills or incinerators. The most material flows are linear in nature - primary raw materials such as petroleum, metals or trees are extracted, transformed into products, and end up in a landfill or incinerator at the end of their life cycle. Therefore, the attention has recently turned to the concept of a circular economy, due to the seemingly contradictory combination of economic gain and environmental protection.

Circular economy could be defined as a concept in which there is no waste. Basic principles that the circular economy defines include: closing material flows in functional and endless cycles where they do not lose value, drawing on energy from renewable and sustainable sources, and designing products and services that do not have a negative impact on natural ecosystems and human resources (incien.org, 2016).

Picture 2 Circular economy



Source: ec.europa.eu, 2017

The evidence that environmental topics, especially those related to plastics, became highly discussed topics in the society is their presence in many events. In 2018, Earth Day Network focused its annual event called “Day of Earth” on topics related to plastics. The campaign “End plastic pollution” aimed to draw attention to the non-ecological nature of disposable plastics. The Earth Day Network pointed out that plastics pose serious global problems, including health risks associated with the use and disposal of plastics or in general polluting the environment with plastics (earthday.org, 2018). The Cannes Lions, an international festival of creativity, has dominated in year 2018 campaigns that try to do good or bring practical solutions to problems. Most awarded campaign became Palau Pledge project by Australian agency Host / Havas. In cooperation with local authorities, it managed to get tens of thousands of tourists engaged in the environmental protection of the island state in the Pacific ocean (Hořčica, 2018).

The ban of plastic bags

EU countries have to drastically reduce the consumption of lightweight plastic carrier bags (wall thickness < 50 µm). In respect to tackling resource waste and littering, EU governments had (by 27th of November 2016) to adopt measures to cut the consumption of lightweight plastic carrier bags. This is required by the EU Plastic Bags Directive. Member States must ensure that by the end of 2019 no more than 90 of these bags are used per person a year. By the end of 2025 that number should be down to no more than 40 bags / person. In many EU countries plastic bags are no longer available at grocery stores for free. Some Member States, such as Denmark, Finland and Luxembourg, have already achieved great results. In Ireland, for example, since the introduction of the levy in 2002, the annual consumption of single-use plastic bags has decreased from 328 per person to just 18 – a reduction of nearly 95 %. The UK and the Netherlands have also brought in charges on bags. A small charge on all plastic bags proved to be equally effective there. Some countries have opted for mandatory charges, others for voluntary agreements with the retail sector, such as Germany. France and Italy, in turn, have decided to ban all single-use plastic bags, apart from those that are biodegradable and compostable (Frusack - Internal documentation, 2019).

The strictest measure about plastic bags is in Kenya. They have completely banned plastic bags. Anyone who sells, manufactures, or carries plastic bags, risks a fine of up to \$ 38,000 or a jail for up to four years. The government is convinced that the ban will help protect the environment (BBC, 2017).

In Italy, as of 1 January 2018, a new law banned the use of plastic bags for food. When Italians want to buy fruit, vegetables or pastries, they have to buy compostable bags for a few cents. This new law provoke mixed reaction, many people were not aware of this change and therefore they were expressing their outrage in the supermarkets as well as on social networks. The major problem was that the government has wrongly dealt with this new law; they made the latest law become the object of a political conflict (The New York Times, 2018).

Austria as well wants to ban most plastic bags and light plastic bags for fruits and vegetables from 2020. An exception should only be those that are biodegradable. The new law was approved by the government in December 2018. Austria after France and Italy is only the third EU member state, which plans to ban the plastic bags (Dailymail.co.uk, 2018).

The ban of plastic bags is not the only ban of single-use plastic products. For example, in New York City, on the 1st of January 2019 were banned single-use styrofoam products such as cups, plates or bowls. Business have six month to stop using them, after the 1st of July those who won't accept the Styrofoam ban will be fined (The New York Times, 2018).

Around the world exist many organization which focuses its activities on finding solutions for the problem with plastic waste. It is worth mentioning “The Ocean Cleanup” which is a concept of Boyan Slat from Netherland who has come up with an idea how to get rid of plastics from the oceans. He designed a floating system in the form of massive pipes located on the surface in the Great Pacific Patch, which, thanks to highly resistant nets, would trap waste and prevent it from spreading (The Ocean Cleanup, 2019). Another famous NGO focusing its activities on plastic pollution is called Plastic Ocean. Its aim is to create the awareness about the problem and make people to be the part of the solution. To increase the awareness, they have made a movie “A Plastic Ocean” which has been screened in more than 70 countries and many screenings were done as well at schools, universities and different institutions (plasticocean.org, 2018). The third famous organization 4Ocean was founded by two surfers who went for a surf trip to Bali and were shocked by the amount of plastic waste on the beaches as well as in the ocean. The idea is that by purchasing a bracelet, people support the cleaning of 1 pound of waste. The bracelets are made of 100% recycled materials. The beads are made of recycled glass bottles and the string is made of recycled plastic water bottles. Contributing monthly for ocean cleaning, people can also receive a unique bracelet every month. Its colour always varies according to which aquatic animals that specific month is focusing on (4ocean.com, 2019).

3.9.2 Situation in the Czech republic

Czech MEP (Member of European Parliament) and Vice-President of the European Parliament Pavel Telička has been intensively focusing on the so-called circular economy and its greater awareness in society. He is also one of the reporters of the proposal for a directive on limiting the impact of disposable plastic products on the environment. The Czech Republic, according to Telička, could become one of the leaders in the circular economy. However, there is a need to change the mindset of not only consumers and companies, but politicians in particular (Danda, 2018).

The Ministry of the Environment came with the #Dostbyloplastu campaign, which involves 17 companies, including IKEA, Czech Railways, Lidl, Relay, Starbucks or the Czech University of Life Sciences. The goal is to reduce the amount of single-use plastic waste and offer alternatives (mzp.cz, 2018).

The Greenpeace campaign, called “Plast je past”, is also fighting against plastics pollution. Its aim is to point out the overuse of unnecessary disposable plastic products. They propose the use of reusable products and products made from recycled materials, for example, the introduction of deposit return on PET bottles or tax advantages for environmentally-friendly packaging is what are they fighting for (plastjepast.cz, 2019).

Supermarkets and elimination of plastics

Czechs have started to wear their own bags again in grocery stores. This habit was common in times of socialism when everyone who went shopping wore his or her stringy net bag. Paper bags, which are gradually replacing those plastic, are sold much less than previous plastic ones. Nowadays, business chains are looking for an alternative to plastic bags for pastry and vegetables (Aktuálně.cz, 2019).

Lidl was the first supermarket which ended the sale of single used plastic bags in March 2017. Lidl confirms that when plastic bags have been abolished, alternative variants are sold far less than plastic bags in previous years, which is considered to be a positive trend (Aktuálně.cz, 2019). Now, Lidl is coming up with an ambitious plan to reduce plastics in their stores. By 2025, they want to reduce the amount of plastics in their private brands by 20%, and have all plastics 100% recyclable. With this decision, Lidl continues to meet the goals set as a socially responsible company in the environment (Lidl.cz, 2019).

Penny Market is no longer selling any single-use plastic bag. Instead, they offer reusable bags of alternative materials such as paper, cotton and polyester. The assortment is also supplemented with reusable bags for fruit, vegetables or pastry. The current campaign is highlighted with celebrities who supported the chain's efforts against excessive use of plastics. They include band Lucie, Ivana and Karel Gott, Monika and Leoš Mareš, Taťána Vilhelmová and Vojtěch Dyk or trio 3v1. All of them for Penny created a limited design edition of cloth bag (Mediář.cz, 2019).

Makro as well wants to inspire and support their customers in the area of sustainability. They have changed the concept of shopping bags. Instead of plastic bags they now provide bags made from recycled PET bottles and the assortment within this series called “Byla jsem petkou”, if translated “Once I was a PET bottle”, should gradually expand. They also offer alternatives to plastic dishes. Their assortment of single-use disposable dishes is completely decomposed in nature. Currently, in Makro they have implemented sales of reusable cloth bags to purchase fresh goods such as fruit and vegetable (Makro.cz, 2019).

Internet supermarkets are as well concerned about the environment and overuse of plastic. Košík.cz intends to gradually move towards a “no-packaging” future. Meanwhile, it begins by selling selected products on weight in recycled bags. Those products include for example legumes, rice, flour, dried fruit, nuts, flakes or pasta as these ingredients can be easily weighted and purchased without packaging. Customers receive the ingredients in a paper bag from carefully managed forests. The same material is used for bags when purchasing from Rohlík.cz. The company also gradually eliminates disposable plastics. In order to ensure proper recycling of the said paper bags, Košík.cz couriers will pick up the packing material at the next purchase. Košík.cz wants in the future daily save tens of percent of plastic waste (CzechCrunch, 2019).

Zero waste stores

Zero waste is a lifestyle that has become more and more popular in recent years and many people got interested in it all over the world. This trend is beginning to take place in the Czech Republic as well. The Zero Waste lifestyle philosophy is to produce as little waste as possible, therefore if people go grocery shopping to zero waste stores, they have to bring their own bottles and containers to purchase what they need. These stores sell all their products without unnecessary packaging; by piece or weight. The first store opened in 2017 in Prague is Bezobalu (idnes.cz, 2017).

Other plastic elimination concerned initiatives

There are several gastronomy companies which are reducing the consumption of disposable plastics due to voluntary agreements with the Ministry of the Environment, thanks to the #dostbyloplastu initiative. Many coffee places have switched the plastic cups with those eco-friendlier and provide a discount if the client comes with its own cup (Vaškevič, 2018).

Otoč kelímek is the first Czech system of deposit on coffee cups based in Olomouc in July 2018. It works as follows: Whoever buys coffee to go into the recyclable cup can give the cup back in any coffee place involved in the programme and get the deposit back. According to the company, it is simple, environmentally friendly and sustainable (otockelimek.cz, 2019).

We-Straw is a new project, currently running crowdfunding campaign on hithit.com. Its founders would like to substitute plastic straws with straws being made of rye straw, which is 100% degradable. The company wants to improve the environment and not pollute the planet with unnecessary plastic straws. Their straws are ecological, organic, disposable, sterilized, certified and compostable (we-straw.com, 2019).

In the Czech republic, various bloggers express their self-interest in environmental topics and some of them started the cooperation with brands which are involved in activities protecting the environment, producing environmentally friendly products etc. This topic was described more in detail in chapter 3.7. Current trends in marketing communication.

In past years, there started to appear new companies concerned about the excessive use of light plastic bags for fruit, vegetable and pastry. In 2016, the current CEO of Infiberry s.r.o. realized that there was no alternative to replace them, and therefore she and her friend invented Frusack. The practical part of this thesis will describe the company in detail. In 2018, with the same aim of eliminating plastic waste, Saaczech company was founded. Saaczech is made from old military parachute, therefore there is no need for new material and this way they as well help to prevent the generation of waste. Saaczech is a product of circular economy sewn in the Czech republic (saaczech.com).

4 PRACTICAL PART

In the practical part of this thesis, the selected company is firstly presented and its current marketing situation described. The primary method used is the analysis of the company's marketing communication tools used. Both quantitative and qualitative methods are applied in this part. For a quantitative method, a questionnaire for consumers was conducted. For a qualitative method, a semi-structured interview with the owner of the company was held. Other method used include the analysis of internal documents.

4.1 About the Company

Frusack is the first product of the company Infiberry s.r.o. which was founded in March 2016 with the ambition to significantly contribute to the reduction of disposable plastic food packaging by offering innovative solutions for buying and storing groceries. The idea to create an ecological substitution of plastic bags for fruit, vegetables and pastries came from Hana Fořtová. She didn't like how many plastic bags she used from stores, and the unnecessary waste gathering at her home. Hana Fořtová and her friend Tereza Dvořáková, at the time both medical students, decided to stop using plastic bags once and for all but there was no alternative to replace them, and therefore they invented Frusack (seznamzpravy.cz, 2018).

As a start-up company, they introduced this innovative product first with a B2C approach. After a successful market introduction facilitated by a crowdfunding campaign on Hithit.com, they received support from European Investment Fund - InnovFin SME Guarantee to meet the growing demand. They have identified a growing demand from both consumers and retail chains over the last two years. A growing number of green consumers are looking for sustainable shopping solutions while retail chains are forced to change their approach to single-use packaging by legislation, therefore it is the optimal time to take advantage of this change (H. Fořtová, personal communication, January 21, 2019).

Nowadays, Infiberry s.r.o. would like to increase its impact of Frusack with a B2B approach. Cooperation with retail chains (e.g. supermarkets) is where they would like to expand. Infiberry, s.r.o. has the ambition of becoming the global leader in efficient and ecological solutions that both the environment and economy will benefit from while having a strong impact on reducing plastic packaging (H. Fořtová, personal communication, January 21, 2019).

4.2 Marketing Mix

This chapter will describe the marketing mix of the Infiberry s.r.o., Product, Price and Place. Promotion is included under the chapter 4. 3. 4. Communication mix.

4.2.1 Product

Frusack (Picture n.5) is the pilot product of Infiberry s.r.o. It was developed and designed as an alternative to disposable plastic bags that are used worldwide for buying loose items such as fruit, vegetables or pastries. Frusack is an innovative product made from a PLA (polylactic acid), transparent fabric which allows their bags to be reusable, user-friendly and most importantly 100% compostable at the end of their lifecycle, meeting the criteria of the circular economy (no waste created during or at the end of the life cycle). Polylactic acid is a widely used biodegradable aliphatic polyester. It is produced via the fermentation of glucose, which can be obtained from various sources of sugar (e.g. corn). Depending on the thickness of the material, it decomposes within a few weeks in an industrial composter. Frusack decomposes completely in less than two weeks (Frusack - Internal documentation, 2019).

Picture 3 Frusack



Source: frusack.com, 2019

Frusack is transparent, therefore cashiers and customers can easily see what is inside. It is wash friendly; it can be hand washed or it is machine washable at 30°C. Frusack is easy to maintain as the material has a non-absorbing texture, therefore

the impurities do not stick to the fabric. During the manufacturing process, local industries are supported. The fiber is made in Switzerland and the rest of the production is set in the Czech Republic. Another advantage of Frusack is its weight. It is very light (8-10g). Goods can be weighed while in the bag as the supermarket scales rarely pick up the difference; that is to say the customer does not pay extra money for the additional weight of the bag. Frusack as well prevents food waste by offering optimal storage conditions – the fabric is dense enough to offer protection, yet still permeable to avoid food decaying due to humidity and bacterial growth. From the beginning, an attractive design and bright colors were the attributes which make Frusack easy to notice and increased the attractiveness of the product for customers. Nowadays, only the strings remain colored due to previous problems with coloring the fabric. Lastly, Frusack is user and store friendly as it can be easily stored e.g. in a handbag, making it easy for the customer to develop a habit of bringing it with them (Frusack - Internal documentation, 2019).

Logo

The logo of the company is in simple black and white color and represents the product itself and the name of the product. Sometimes it is bounded by a circle.

Picture 4 Frusack's logo



Source: frusack.com, 2019

Slogan

Frusack's slogan on packages is the following: *"Act today, change tomorrow."* However, it is not used consistently in all the company's marketing communication. On the website, in Czech it states: *"Nakupujte po svém. Bez plastu."* yet in English it states: *"Sorry, plastic bags"*. On their Instagram account, the slogan stated is: *"Say no to plastic bags"*.

4.2.2 Price

The price of Frusack is quite high when compared to a free, single-use plastic bags. It can be purchased in different packages which are the following (frusack.com, 2019):

- **Frusack Ocean Guru White 4+1:** colorful strings, packaged using recycled paper, 4 x 5l bags, max. load 1.5kg, 1 x 15x15cm bag, costing 490 CZK
- **Frusack Fancy Orca 4+1:** black strings, packaged from recycled paper , 4 x 5l bag, max. load 1.5kg, 1 x 15x15cm bag, costing 490 CZK
- **Frusack Duo Green + Blue / Green + Yellow:** colorful strings, packaged from recycled paper, 2 x 5l, max. load 1.5 kg, costing 270 CZK
- **NEW Frusack Knit Duo Peach/Pink/Yellow/Blue:** the newest package launched in January 2019 with a bigger size - 2 bags 32 x 32cm, max. load 5kg, not using packaging from recycled paper, costing 210 CZK

Picture 5 Frusack package from recycled paper



Source: frusack.com, 2019

4.2.3 Place

Infiberry's s.r.o. office is located in Prague 1, where they share offices with their investor's (Martin Stránský) company WBTCB. They do not have their own brick & mortar shop, therefore they use different distribution channels.

Frusack is mainly sold online through their website, which serves as an e-store at the same time. They offer Czech customers three possibilities of delivery and for Slovak one possibility, all charged. Foreigner customers, using the English version of their website, are redirected to purchase the product via Amazon.co.uk. (frusack.com, 2019). As of the 30th of January 2019 the offer on Amazon.co.uk only includes the Frusack 4+1 with colorful strings and the Frusack X Double Pack (Amazon.co.uk, 2019). Czech customers may purchase the product also on the e-store Mall.cz .

Apart from the Internet, people from the Czech Republic and Slovakia can buy Frusack in various partner shops such as Nila store or World vegan in Prague, Place store in Brno, Ty Identity in Ostrava or U Dobrožrúta in Bratislava (frusack.com, 2019).

As Frusack has an attractive design, Infiberry s.r.o frequently participates in various events which take place several times a year. These include sales exhibitions such as Dyzajn market, Mint market or Lemarket where the product can be directly purchased (H. Fořtová, personal communication, January 21, 2019).

4.3 Evaluation of current marketing communication

The interview with Frusack's CEO revealed that marketing communication does not have a long-term or defined concept. It is based on responses to emerging situations and ideas that seem appropriate for use in a given time or situation.

4.3.1 Aims of marketing communication

The goal of marketing communication is primarily to reach potential customers and to sell them the product. The partial goals corresponding to the aims of green marketing communication, are to raise awareness of the problem and to educate society with the aim of changing their attitudes and behaviour.

4.3.2 Target market

Frusack focuses mainly on the Czech environment. The target group are young, educated women aged 25 to 35, living in bigger cities and interested in ecological topics. Since the bags falls into a higher price range, not everyone is willing to spend that amount of money, therefore Infiberry s.r.o. is targeting this segment. In connection with the theoretical part of the thesis, specifically the Chapter 3.2.5 Types of Green consumers, the target is formed by three groups. First are members of LOHAS, who are truly concerned about environmental problems. The second group are Naturalites who are a bit less decisive compared to LOHAS but still active in protecting the environment. The last group are Drifters, who buy the product because they perceive it as something trendy. Statistics from Frusack's social media are shown within the communication mix.

4.3.3 Budget on marketing communication

For the year 2018, a marketing communication budget of 10.000 CZK per month was set. As Infiberry does not focus on print advertising, the budget is mainly used for social media, specifically Facebook and Instagram. In December 2018, the budget was doubled to increase collaborations with influencers during the Christmas period. The following table shows individual costs of marketing communication in a selected month - December 2018.

Table 1 The cost of marketing communication in December 2018

Place	Activity	Expenses (in CZK)
Instagram – Influencer	A Cup of Style	10.000
Instagram – Influencer	Time To Fit	5.000
Instagram – Influencer	DavidakCZ	2.500
Instagram – Influencer	Nicole Kudelková	1.500
Facebook	Advertisement (1 week)	(\$15 per day) 2.400
TOTAL		21.400

Source: Author's own creation, 2019

4.3.4 Communication mix

This chapter will analyse in detail the tools of Frusack's communication mix, which informs the marketing mix, specifically the promotion. The tools described are Advertising, PR, Online communication encompassing Influencer marketing, Sales promotion and lastly Events under which Personal Selling is included.

4.3.4.1 Advertising

Infiberry's s.r.o. attitude towards advertisement corresponds to the theoretical part of the thesis, specifically that in green marketing electronic advertisement is preferred to the print one as no limited resources are needed. They have not done any large printed advertisements in the form of posters or flyers, only a limited number of information sheets about Frusack were printed for the purpose of sales exhibitions for passing customers to take for more information about the product. Frusack does not use any form of paid advertising, such as TV advertising, due to its high cost. Frusack advertisement is done mainly online via social networks which is described later in the chapter. Recently, there has been many offers to participate in an interview or a report, which is a very effective unpaid advertisement for such a company.

4.3.4.2 Public relations

As said above, PR is a very good unpaid form of advertisement. For Frusack it is one of the most used tools of the communication mix. Since entering the market, the founders of Frusack have appeared in many printed and online newspaper and magazines as well as taking part in reports and conferences.

It is worth mentioning the report for DVTV in 2016, a video for European Investment Fund from the 2017, the newest 26 minutes long report for TV Seznam #ZDAVUVEN from the 2018 and international report on Euronews - Business planet from last year as well.

Frusack had various interviews in different online newspapers and magazines such as *lidovky.cz*, *ihned.cz*, *respekt.cz*, magazine *Studenta* from March 2018 or the special edition of *Forbes Women* from April 2018.

In the middle of January 2019 the awareness about Frusack increased thanks to its founder Hana, who won an award in the category of start-ups in the competition “Top ženy Česka” (*topzenyceska.cz*, 2019).

4.3.4.3 Online communication

As stated above, Infiberry s.r.o. is focusing its marketing communication mainly on the online environment as there is no need for the use of finite resources. Frusack’s website and social media will be introduced.

- **Website**

The website has a new design since the end of 2018 and its appearance is available in the Appendix B and C. Their domain is *frusack.com*. It is possible to switch the language of the website from Czech to English and vice versa.

The Czech version of the website has a menu bar header with three tabs linking to the Frusack’s “Home page”, “Shop” and “Frusack” (product itself). The names are written in English. On the right side, behind the three tabs, there is a rolling menu bar icon including another 5 tabs linking to “Shop”, “The story of Frusack”, “About Frusack”, “Brick & Mortar shops” and “Press”. In this rolling menu, some names are written in Czech, and some in English.

The Frusack’s homepage contains a horizontal section linking to their e-store. Following this, there is a guide showing the advantages of the product and another link to make a purchase. Another section includes photos from their Instagram

and a link to follow them. The tab “Shop” serves as their e-store where the customers may purchase a Frusack. Under the tab “Frusack” there is information on the characteristics of the product, its advantages and why to use it.

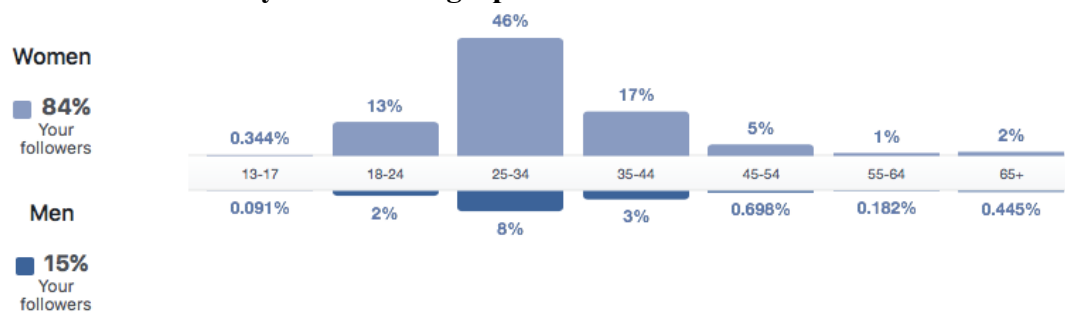
Below the rolling menu bar, the "Shop" and the “About Frusack” tabs include the same information as in the horizontal tabs. The new tabs are “About Frusack” which is in few phrases describing how the idea of Frusack evolved, then “Brick & Mortar shops” which includes a map with the partner shops where the product can be purchased and a contact for shops which would like to join as well, and finally a new tab with a rolling menu includes “Press” which contains 4 videos. The website has a fixed header and footer section. The header section includes a picture of the product and the footer section includes links to the homepage, payment and delivery terms, terms and conditions, and contact and icons of Instagram and Facebook. These two section are present when clicking any tab from the menu bar.

The English version of the website has a menu bar header with three tabs linking to the “Shop”, “Frusack” (the product itself) and “For Business”. The rolling menu bar icon is as well present and includes another 7 tabs linking to “Shop”, “Frusack” and “For Business” which are already present in horizontal menu bar; the new tabs are “Our Story”, “Retailers”, “Press” and “Contact”. The tab “For Business” does not have any content yet. Clicking on the “Shop” in English version redirects the consumer to Amazon.co.uk. Compared to the Czech version of the website, all the tabs include very similar information, except the “Our story”, which in English version contain much more details. The whole website, both in Czech and English is designed with yellow and light green colouring (frusack.com, January 2019).

- **Facebook**

As of the 30th of January 2019, Frusack’s Facebook page has 9,909 followers. The majority (7,797 followers) are followers from the Czech republic followed by Slovakia with 1335 followers. Less than 100 followers/per country comes from countries such as Germany, the UK, Austria, the US, Norway or Spain. When analysing the statistics from which cities the followers come from, the majority of them live in bigger cities such as Prague (3,466 followers), Brno (773 followers) or Bratislava with 592 followers, (Frusack’s Facebook statistics, January 30, 2019).

Picture 6 Summary about demographic of Frusack’s followers on Facebook



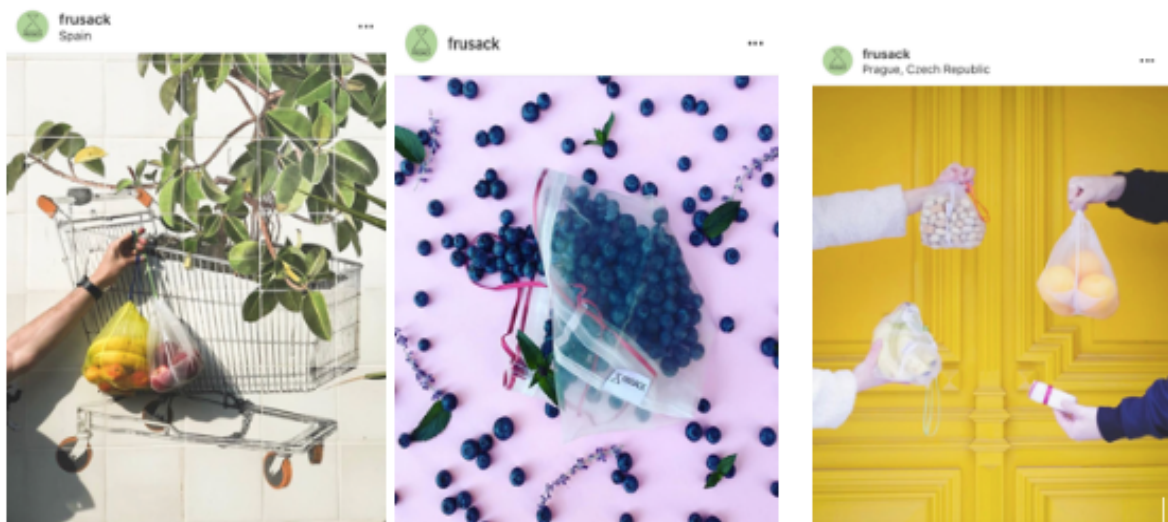
Source: facebook.com, 2019

The Facebook page contains basic information about the product and a link to the website. Frusack’s posts are always accompanied with high quality, professionally looking photos of the product. When new packaging or new sizes of bags are launched, it is announced via this platform. Currently, the post about the new bag sizes from the 5th of February 2019 is pinned at the top of the page. When there is no new features of the product being announced, posts are seasonal for example Christmas, St. Nicolas or St. Valentine are used to promote the product for such celebrations. When attending sales exhibitions or markets, this information is published with a link to the event. Also, Frusack often shares links to articles, videos and news related to environmental problems, especially those related to plastics. Content is added often, however, not on a regular basis.

- **Instagram**

Instagram is another social network where the Frusack profile is created. This account was established in September 2015, and the number of followers on the 7th of February 2019 is 7,799 followers. Similar to Facebook, their Instagram account has 77% of its followers from the Czech Republic and its capital, Prague. Women represent 90% of its followers. When analysing the age of Instagram followers, the range is the same as on Facebook, meaning the strongest group are women aged 25 – 34 but compared to Facebook, the second largest group are women aged 18 – 24. This might be an indicator that, amongst females, Instagram is used more by a younger generation. Surprisingly, more men aged 35+ follow Frusack on Instagram than women of the same age.

Picture 7 Example of Instagram posts



Source: Author's own creation, Instagram.com, 2019

Frusack post photos and videos on Instagram which are somewhat interesting and have a creative composition. Some photos are possible to tap on, to view the product and be redirected to the website where it can be purchased. They also take advantage of so called instastories, they add 24-hour stories to alert its followers about current events, articles or new photos added to their feed. Compared to Facebook, photos are added on Instagram more frequently (Instagram.com, 2019).

- **YouTube**

Frusack created its account on YouTube in September 2018, however they are not very active there. As of the 11th of February 2019, they have uploaded only 3 videos. One of them is a video which was shot for Euronews Business Planet. The newest video published on the 19th of November 2018 with 196 views (YouTube, 11.2.2019) is their most watched video.

4.3.4.4 Influencer marketing

Lately, influencer marketing has become a widely used tool which can be termed as online marketing, and forms a part of sales promotion. For the purpose of this thesis, it is introduced as a separate subchapter.

In Frusack's marketing communication, the power of bloggers and influencers is actively used. The cooperation works on the following basis: The influencer receives the product (Frusack) and based on the previous agreement, he or she writes an article on the blog or posts a picture or video on their Instagram feed or to Instastories. With influencers who have less than 2000 followers, the cooperation works on a barter basis, meaning that the influencer gets the product for free in return for an article or photo published, depending on the agreement. The collaboration with those influencers who have greater reach is paid. On average, the pay ranges from 1500 CZK to 5000 CZK.

In order for Frusack to collaborate with bloggers and influencers, they must meet their requirements. These include, in particular, non-promotion of plastics (not using plastic bottles, plastic cups etc.) and also maintaining a healthy lifestyle, which usually goes hand in hand with buying fruit and vegetables. Under these conditions, Frusack is accepting and seeking new collaborations (Jan Veselý - Frusack's PR activities, e-mail communication, February 25, 2019).

In 2018, Frusack collaborated with the following bloggers:

A Cup of Style (ACOS)

Frusack participated twice in ACOS's competitions. The first one was in September. The aim was to send a photo on holiday using Frusack and after, five winners were announced. The second collaboration was in their "Vlogmas" – ACOS's annual event taking place in December, which is based on shooting daily vlogs on YouTube until Christmas comes, and each day announcing one competition. One day, Frusack was mentioned in such a vlog, an article on ACOS's blog was written about it and four instastories were shoot, based on the previous agreement. Four fans could win a Frusack if they had written a comment below the article on blog. The bloggers were also given a code "acosvanoce" which their followers could use when purchasing the product to get a 10% discount.

This Christmas's collaboration payed 10.000 CZK as the blog A Cup of Style is one of the most famous in the Czech republic and has a high reach. The collaboration with ACOS was paid off, the sales of Frusacks with the discount code "acosvanoce" reached 60 purchases and the revenue reached 55.000 CZK.

Picture 8 ACOS's Vlogmas



TIPY NA VÁNOČNÍ DÁRKY | ADVENTNÍ SOUTĚŽ 2018

45,436 views

2.5K 24 SHARE SAVE ...

Source: YouTube.com, 2019

Time to Fit

In December, Frusack started the collaboration with Eliška Hudcová. They provided her two packages of Frusack, one for her and one which her Instagram followers could win by commenting below her Instagram post. This collaboration payed 5.000 CZK. The agreement was based on Instagram and included four instastories and one picture on the feed. The sales of Frusacks with the discount code “timetofit” reached 40 purchases and the revenue reached 23.000 CZK.

Picture 9 Timetofit Instagram cooperation



Source:Instagram.com, 2019

Davidakcz

The collaboration with sportsman David Pártl also started in December. Frusack provided him two packages of Frusack, one for him and one for his followers. This collaboration payed 2.500 CZK and included 4 instastories, one per week, and a picture on the main feed.

Stylish white rabbit

Collaboration with Nicole Kudelková was also Instagram based and started in December. The agreement was the same as with Davidakcz but she did not organize any competitions, therefore she received only one package of Frusack. This collaboration payed 1.500 CZK.

My Cooking Diary

The collaboration with Kateřina Saint Germain was different to those previously mentioned. In June, Frusack was asked to participate in her “Food Blog Market” in Vnitroblok. The purpose of the market is to give readers the opportunity to taste what they see all year long on blogs and social networks of their favourite food bloggers. In 2018, Kateřina addressed not only bloggers but also a few other brands and organization, including Frusacks. She decided to reduce the amount of plastic to a minimum and to serve food in decomposable or glass returnable materials, therefore she addressed Frusack to participate as it was connected to her idea and food topic in general.

As the company’s statistics of sales have shown the effectiveness of this marketing tool, Frusack wants to continue with the current collaborations and in future plans to start new ones.

4.3.4.5 Event marketing

Frusack do not organize any of their own events but they regularly participate in various events such as selling exhibitions or markets. Participation in these events forms part of another two communication tools - which are sales promotion and personal selling - as the seller meets directly with its customers. In 2018, Frusack was present at the Food Blog Market organized by Kateřina Saint German, the author of blog Mycookingdiary.cz. Their stand could be as well found in Mint Market, LeMarket, private Christmas market for KPMG or in “Czech Christmas” at Výstaviště Holešovice. All events took place in the Czech republic, in Prague.

4.4 Evaluation of the questionnaire

The entire process of creating the questionnaire is described in detail under the chapter 2.2. Methodology. For clarity, the stated research questions are recalled here.

Research question I: How many respondents would purchase a reusable bag for fruit/vegetables/pastries if the plastic one bags incurred a charge?

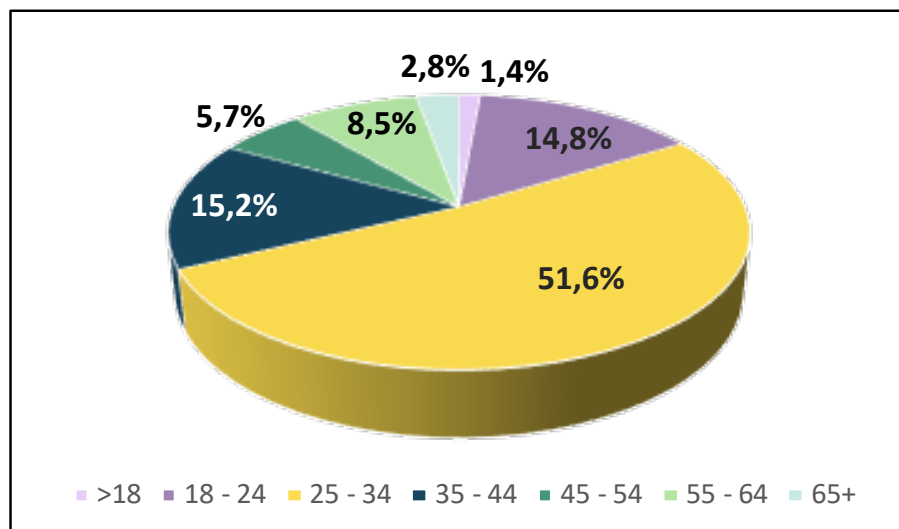
Research question II: How important are Frusack's influencers when addressing respondents aged 25 – 34 years old?

Characteristics of selected sample:

The identification questions were asked at the end of the questionnaire, however, for evaluation purposes they are introduced as the first. The questionnaire was completed by 283 respondents, of which 196 were women and 87 men. The collected data shows that the number of female participants to male participants is significant. One reason may be the fact that women are usually those who are in charge of grocery shopping in families and are generally more interested in environmental issues compared to men (KPMG, 2016).

The most frequent respondents were in the age category 25 – 34 years old which accounted for 52.6% and then, with greater distance, follows those aged 35 – 44 years old (15,2%). Other categories were represented as follows: 18 – 34 years old (14,8%), 55 – 64 years old (8,5%), 45 – 54 years old (5,7%), more than 65 years old (2,8%). The least respondents were in the age category less than 18 years old (1,4%).

Graph 1 Age category



Source: Author's own creation, 2019

In terms of education, the questionnaire was completed mostly by educated people with university degree (69,7%), followed by respondents with a high school diploma (25,1%). Respondents who attended high school (without diploma) were represented by 2,8% and elementary school by 1,4%.

Most respondents live in Prague, 185 of the total 283, representing 65.3%. Following this with 13,4% are people living in cities (over 10.000 inhabitants), followed by 9,5% of respondents living in small towns (under 10.000 inhabitants). Village inhabitants (under 2000 inhabitants) are represented by 7,8%. Least represented were people from big cities (over 100.000 inhabitants) who account for 3,9%.

Within the questions of customer's preferences, the respondents were asked where they prefer to do their grocery shopping. They could choose from one to four options. The most popular supermarket amongst the respondents was Lidl (192 respondents, representing 67,8%). Second was farmers markets (101 respondents, representing 35,7%) followed by Albert (91 respondents, representing 32,2%), Tesco (70 respondents, representing 24,7%) and Globus (57 respondents, representing 20,1%). Shops "without packaging" were mentioned by 46 respondents (16,3%). Some respondents mentioned they prefer to do grocery shopping in small local shops, e.g. bakery, butcher shop, green grocers etc.

1. Awareness about the problem:

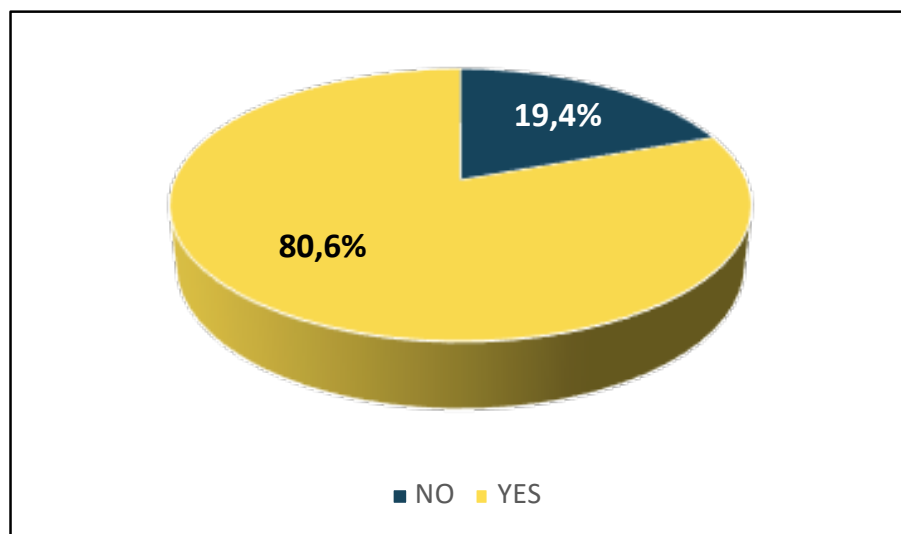
The first block of questions, focusing on general awareness about the problem of disposable plastic, consumer's personal interest and behaviour was put to all respondents. This first block ends with a filtration question which divides the respondents into two groups:

- 1) Those who know Frusack – these respondents continued to the second block of questions
- 2) Those who do not know Frusack – these respondents skipped the second block of questions and continued to the identification questions

Question n.1: *Do you notice any changes or initiatives in the Czech Republic that try to reduce disposable plastics with their product or specific behaviour? (You can provide both a specific product or company or any personal insight.)*

On the first, semi-closed question, only 55 respondents (19,4%) have responded that they do not notice any changes concerning the elimination of disposable plastics in the Czech republic. These respondents include 39 people who do not know Frusack; leaving 16 people who probably do not consider Frusack as an initiative which tries to reduce disposable plastics. More than 80% (228 respondents) included various examples.

Graph 2 Consumer's consciousness



Source: Author's own creation, 2019

The most frequent examples was the shop “Bezobalu” (without packaging) which was mentioned by 42 respondents. Many people also remembered various campaigns, which were introduced in the theoretical part of the thesis. The most repeated campaigns were #Dostbyloplastu by the Czech Ministry of the Environment Greenpeace (14 respondents), “Plast je past” or #neplastuj. Respondents also mentioned various retail chains which in their opinion fight against disposable plastics. The retail chains mentioned most frequently were Penny, Lidl, Tesco, Ikea and online stores Košík.cz and Rohlik.cz.

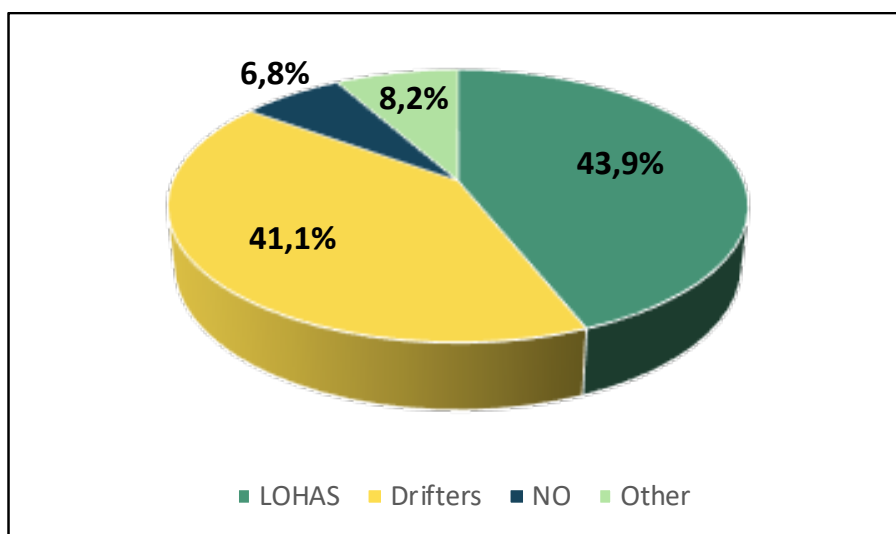
Respondents have also noticed the change concerning cups, especially regarding outdoor events such as festivals, 15 people noticed that single used plastic cups for beer were replaced by reusable ones. Coffee shops and their replacement of plastics takeaway cups for recyclable alternatives were mentioned as well as one specific organization “Otoč kelímek” which was mentioned by 6 respondents. From bigger coffee chains, Starbucks and Costa Coffee were spoken of, equally by 4 respondents each.

In connection with coffee shops, 25 respondents noticed the elimination of plastic straws and their replacement with other materials such as metal, paper, bamboo or pasta. Probably the most visible change for all respondents was the introduction of charging for plastic bags in supermarkets, with 30 respondents noting this. From 228 respondents, 19 of them wrote Frusack and one person wrote the product Saaczec.

Question n.2: *Are you interested in topics related to the problems of disposable plastics?*

The aim of this semi-closed question was to determine the types of green consumers interested in the problems of disposable plastics. The data obtained revealed that 123 respondents (43,9%) are interested in such topics on a long term basis and actively search and verify information available. Based on the literature review, these characteristics correspond with LOHAS group. Almost equally represented, with 115 respondents (41,1%) is a group of respondents who are interested in this problem especially for the past two years and believe that *“Thinking ecologically is the trend of today’s world”*. According to the theoretical part of the thesis, these characteristics correspond to Drifters group.

Graph 3 Personal interest



Source: Author’s own creation, 2019

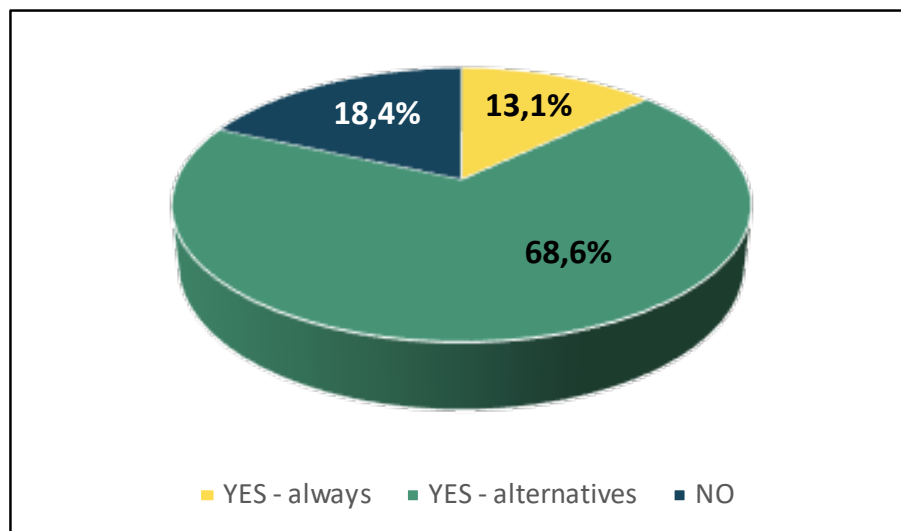
Respondents who are not interested in the problem represent only 6,8% from which the majority were men. For this segment it is neither decisive if the product is packed in an excessive amount of plastics, apart from one respondent, and nobody knew Frusack. These respondents, according to the theory, belongs to Unconcerneds. Within other responses people have mostly stated that they find themselves somewhere in between the first two groups (Naturalites). They are interested in such topics but are not actively

searching for information and would not call themselves as “*fanatical activists*” but they do not see these topics as something “*in*” or “*trendy*”. Few people pointed out that they were influenced by their maturation process or that these topics forms part of their profession.

Question n.3: *Is the product packaging the decisive factor for you? For example, if the product is packed in an excessive amount of plastic, you will not buy the product.*

This closed question revealed that for 194 respondents (68,6%) the packaging is the deciding factor when purchasing the product, however, if the store does not offer any alternative they will still buy it. From the 194 respondents, for 182 of them it would be welcomed if the retails stores implement measures eliminating plastics; giving them the possibility to choose between the plastic packaging and an environmentally friendly alternative.

Graph 4 Product packaging



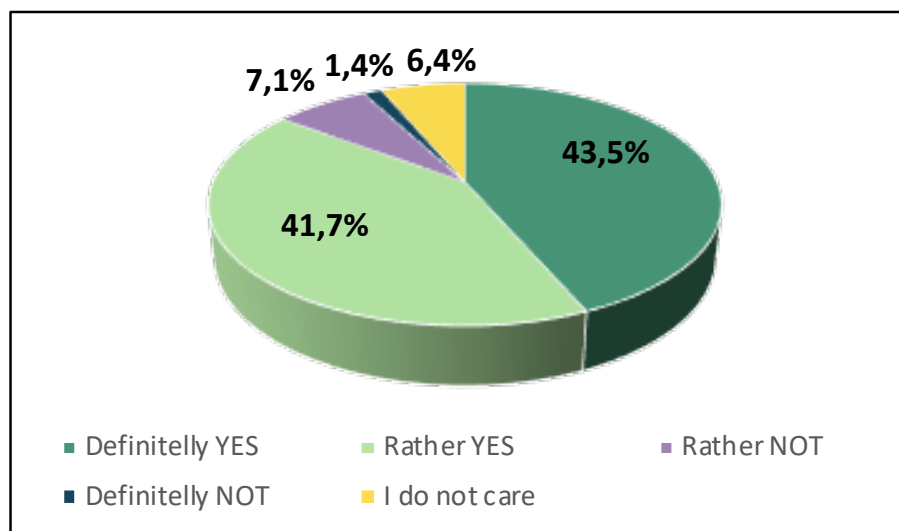
Source: Author's own creation, 2019

For 52 respondents (18,4%), the plastic packaging is not an important factor. On the contrary, the remaining 37 people (13,1%) are highly concerned about the problem and would never buy product packaged in an excessive amount of plastics.

Question n.4: *Will your loyalty to the retail chain be increased if the shop introduces measures eliminating plastics?*

The loyalty of 241 respondents (85,2%) would be increased if the selected retail chain implement measures concerning the excessive use of plastics. This group of respondents prefer to do grocery shopping in the following places: Lidl (164 respondents), Farmer's markets (94 respondents), Albert (71 respondents), Tesco (55 respondents), Billa (51 respondents), Globus (49 respondents), Kaufland (45 respondents), Rohlik.cz (27 respondents) and Penny (18 respondents). *(In the question asking for favourite retail stores, the respondents could choose up to four options.)*

Graph 5 Consumer's loyalty



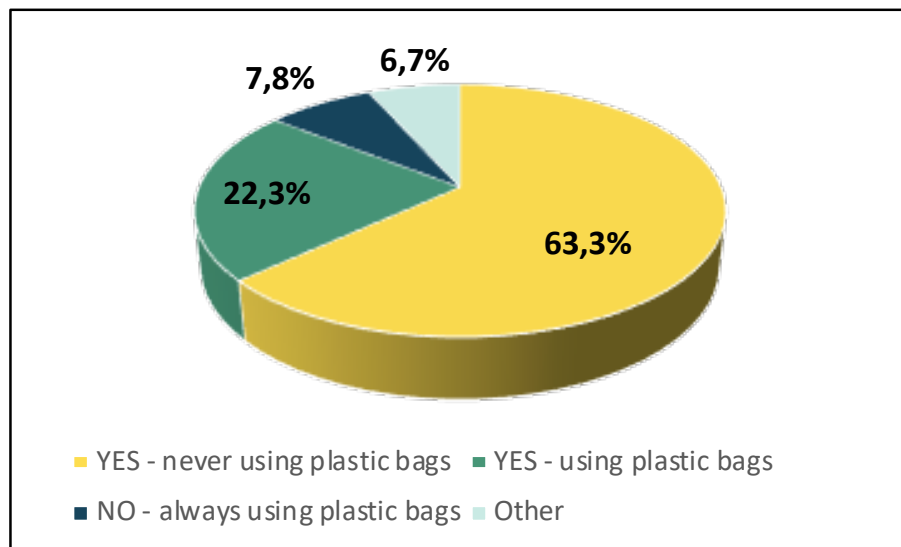
Source: Author's own creation, 2019

Question n.5: *When grocery shopping, are you thinking whether it is necessary to put your purchased goods in light plastic bags? For example, fruits and vegetables that have their natural packaging (orange, banana, lemon, avocado, etc.).*

The aim of this semi-closed question was to understand the respondent's purchasing behaviour. From the total of 283 respondents, 179 (67,8%) are rationally thinking whether it is necessary to put the goods into plastics bags; they never put fruit and vegetables which have their own natural packaging into plastic bags. This group of people are represented mainly by two types of green consumers: LOHAS and Drifters, in other words, consumers who are aware of the problem.

There were 63 respondents (23,9%) aware of the fact that specific fruit and vegetables do not need to be put into plastic bags, however they still use them. More than 70% of this group would stop using light plastic bags if supermarkets started charging for them. This group revealed interesting findings, from the total of 63 respondents, half were people aged 18 - 34 years old, 43 of them were graduates of universities, 47 were Prague inhabitants and 41 of them have never heard of Frusack. Almost 90,5% of the respondents from this group are green consumers, therefore it is surprising that despite the fact their awareness of the problem is high, when in supermarkets they behave differently, in other words, their purchasing behaviour does not corresponds with their knowledge.

Graph 6 The use of light plastic bags



Source: Author's own creation, 2019

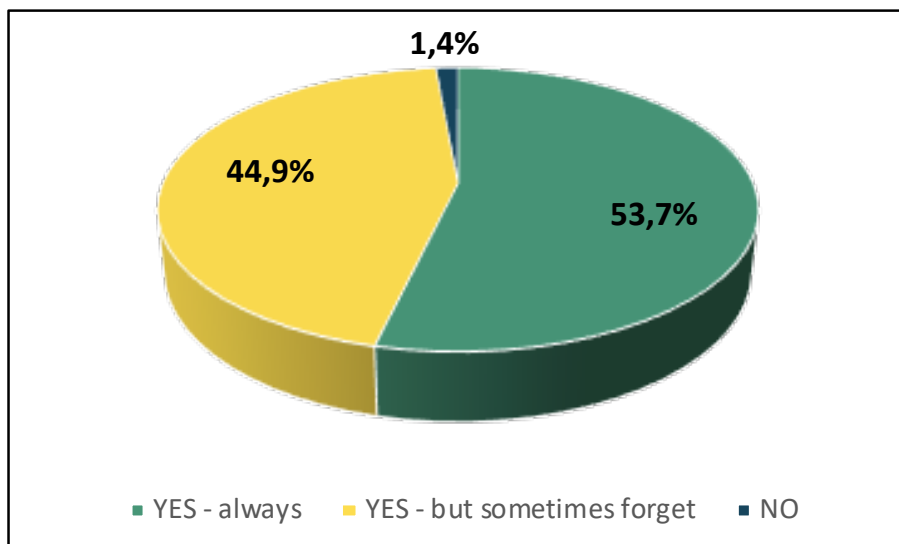
Respondents who input an answer, mainly appointed that they are mostly forced to use plastic bags when purchasing greater amounts of goods (e.g. oranges) because it makes the carrying and especially weighing easier. Few respondents wrote that they bring their own reusable bags, nor would they reuse a plastics one.

Question n.6: *Do you bring your own shopping bag for your purchase? (optional: What motivated you? / Why not?)*

From all the 283 respondents, 98,6% bring their own bag for purchases and only 4 (1,4%) do not. To summarize answers for the optional question, these three responses reflect the majority of opinions about what motivates people to bring their own bags with them:

1. *“I was motivated by the amount of plastics bags that started accumulating at home”.*
2. *“I find it silly to buy a new plastic bag every time I go to the supermarket, not to mention the financial aspect, buying a new bag every time gets expensive”.*
3. *“A cloth bag is a nice accessory, it is firmer and I'm not like a walking advertisement”.*

Graph 7 Own bags for purchase

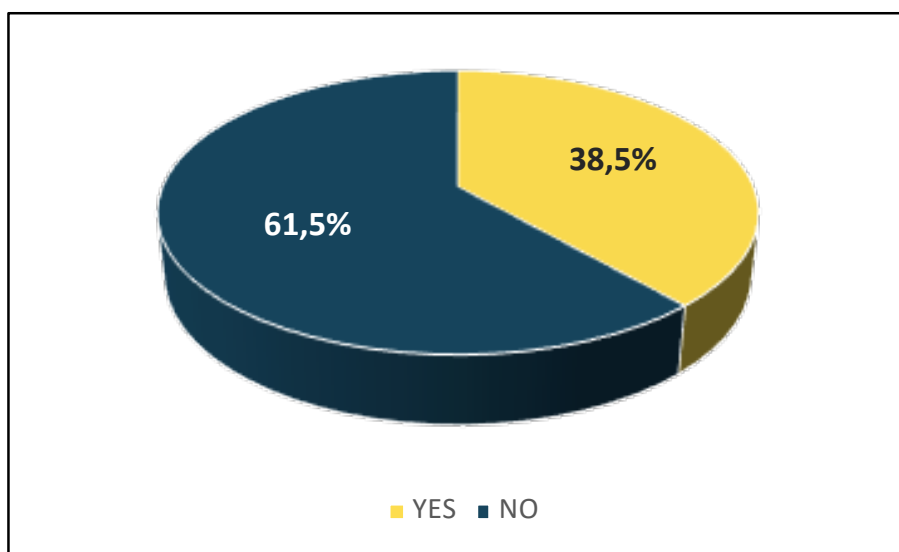


Source: Author's own creation, 2019

Question n.7: *Do you bring your own bags for fruits / vegetables / pastry when going for grocery shopping (an alternative to light plastic bags)? (optional: What motivated you? / What would motivate you?)*

Compared to the previous question, where 98,6% respondents said they bring their own shopping bag, only 38,5% (109 respondents) bring a bags for fruit / vegetables or pastries. The remaining 174 respondents (61,5%) do not own a reusable alternatives to the light plastic bags. From the total of 174 respondents, 106 of them had never heard of Frusack.

Graph 8 Own bags for fruit/vegetables/pastries



Source: Author's own creation, 2019

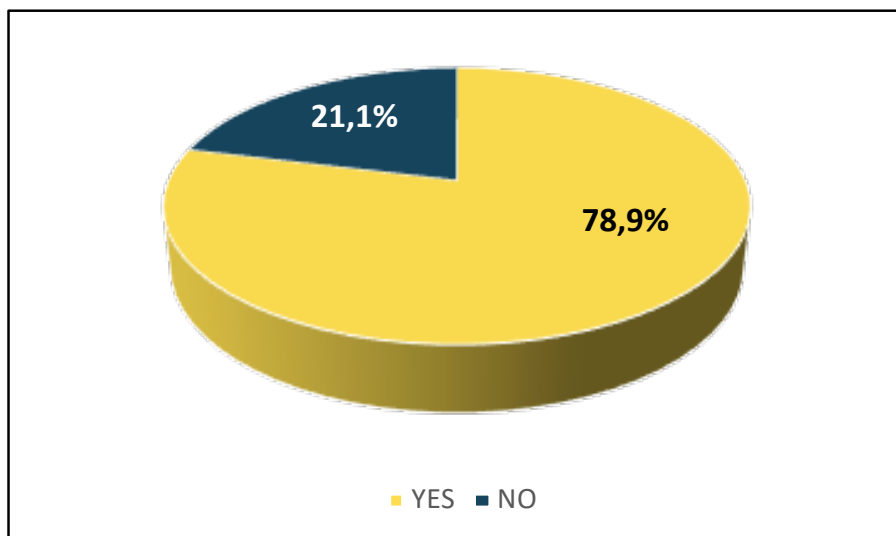
Within the optional questions, for the thesis it is preferred to focus on the second group of respondents and what would be a motivation for them to purchase reusable bags. Amongst the most repeated answers were the following: *charging (or absence) of light plastic bags, the possibility to buy a reusable bag in the store and a more affordable price for the reusable bag*. An interesting comment about what would motivate one respondent to be highlighted here was: *“Some information/sign in the store informing that the supermarket would appreciate if we brought our own bags”*. Few people commented that they have never thought about this before, however, while filling this questionnaire, it made them realize their excessive consumption of plastics. One example which summarize similar opinions was: *“Now, I am motivated by this questionnaire! I think it would be a good idea to create a media campaign because, like in my case, it (the idea of having a reusable bag) does not occurs to everyone by itself”*.

The questionnaire showed that people are used to bringing their own shopping bags, therefore it is only the matter of accepting new habit of bringing their reusable bags for loose items too. To achieve this, it is necessary to increase the awareness of the problem.

Question n.8: *If in the future the plastic bags for fruit / vegetables / pastries were to be charged, would it persuade you to buy a reusable one (an alternative to a light plastic bag)?*

The results of this question confirm respondent's most frequent answer for previous optional questions about their motivations. From the total of 174 respondents (*not owning reusable bags*), for 138 people (78,9%) charging light plastic bags would increase their likelihood to buy a reusable bag. This result answers the first research question stated: *"How many respondents would purchase a reusable bag for fruit/vegetables/pastries if the plastic bags incurred a charged?"*

Graph 9 Charging light plastic bags

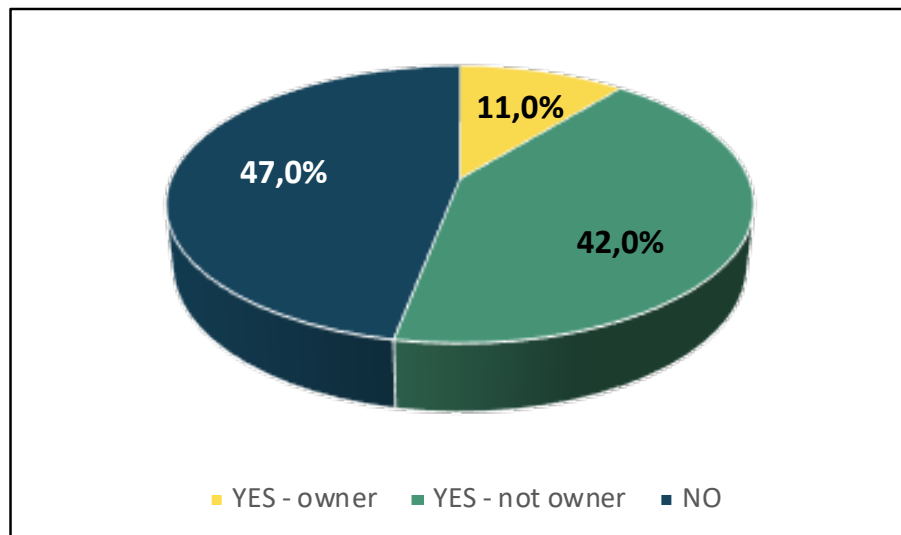


Source: Author's own creation, 2019

Question n.9: *Do you know Frusack?*

In this filtration question, the questionnaire ended for 133 respondents (47,0%). These respondents skipped the second block of questions and continued to the identification ones. An interesting finding was that 100 out of 133 respondent (75,18%) were green consumers belonging to LOHAS or Drifters, meaning that those consumers are interested in the problem Frusack deals with. By gender, the number of respondents (*environmentally conscious*) who did not know Frusack were 60 women and 40 men. By age, more than the half (62%) were respondents in these two age categories: 25 – 34 years old (40 respondents from which 26 were women) and 35 – 44 years old (22 respondents from which the half were women).

Graph 10 Brand awareness



Source: Author's own creation, 2019

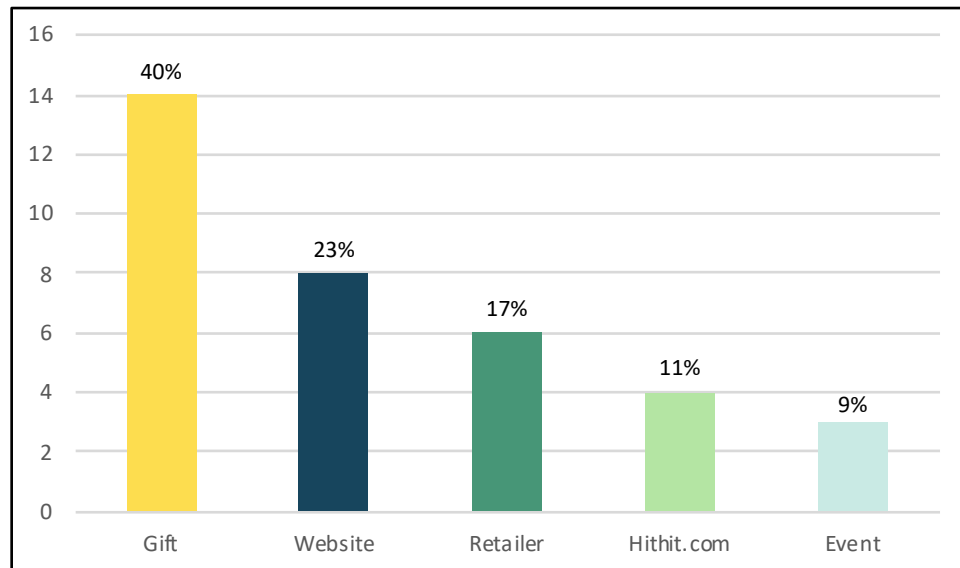
The second part of the questionnaire was completed by 150 respondents from which 119 people (42,0%) knew Frusack but did not own a product, and the remaining 31 respondents (11,0%) were already owners of this product.

2. Frusack's marketing communication

Question n.10 & n.11: *Where did you buy the product? / Why did you not buy the product?*

Respondents, who already own Frusack, were asked where they purchased it. As there was a possibility they own more than one, they could choose up to 3 answers for this semi-closed question.

Graph 11 Frusack's purchase places



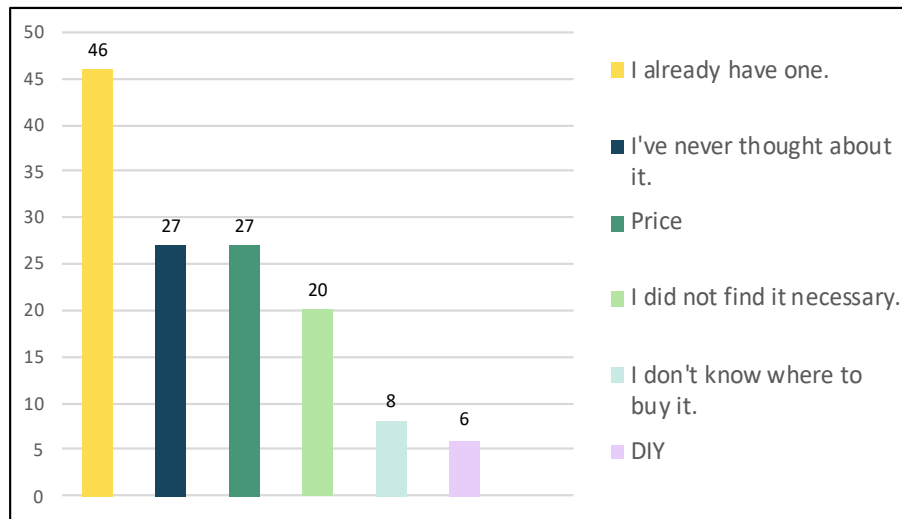
Source: Author's own creation, 2019

The data revealed that 40% of the respondents received a Frusack as a gift, 23% purchased it directly from the website (e-shop), 17% bought it at retailers, 11% got the product by supporting its emergence in crowdfunding campaign at hithit.com and the remaining 9% visited one of the events where Frusack was participating and bought it directly there.

Respondents who know Frusack but are not its owners could, in this semi-closed question, introduce up to 3 answers explaining why they did not purchase one (Graph 12). The most frequent responses were the following:

- 1) They already own different reusable bag. (46 respondents)
- 2) They have never thought about it, in other words, it did not occur to them. (27 respondents)
- 3) They found Frusack quite expensive. (27 respondents)
- 4) They have made their own bags; DIY (*Do It Yourself*). (6 respondents)

Graph 12 Reasons of not purchasing Frusack

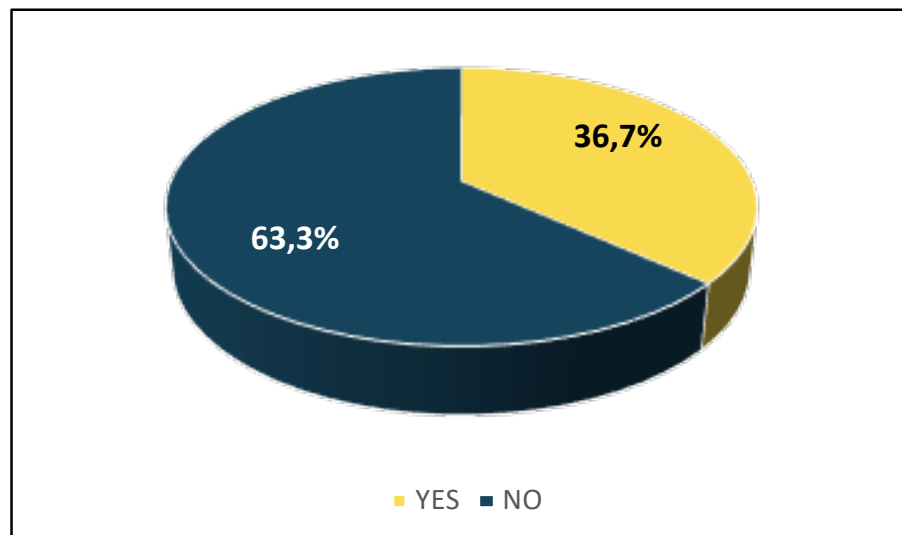


Source: Author's own creation, 2019

Question n.12: *Do you know what makes Frusack unique compared to other reusable bags?*

From the total of 150 respondents, 63,3% (95 respondents) did not know the answer to this question. The majority (93,7%) was those respondents who do not own the product.

Graph 13 Frusack's uniqueness



Source: Author's own creation, 2019

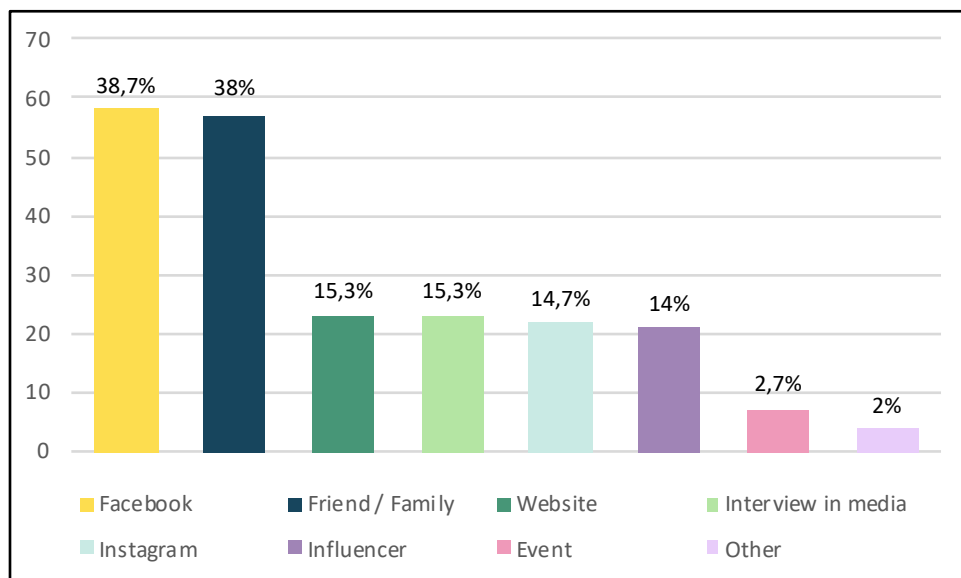
Respondents who have written that they know Frusack's uniqueness were in most of the cases correct. Their most common responses were: *unique material, degradability and that it is made in the Czech republic*. Few responses also ironically pointed out that the uniqueness is in Frusack's price (overpriced) and marketing. One respondent

stated that it is made from a parachute which is also a characteristic of a reusable bag but from another brand - Saaczech.

Question n.13: *How did you notice this product?*

The aim of this semi-closed question was to find out through which communication channels the respondents noticed Frusack. Subsequently, based on the answers, the effectiveness of the individual tools of the existing communication can be determined. Most of the respondents noticed Frusack on Facebook (38,7%) or heard about it from a friend or family. WOM was considered to be the most effective tool for 38%. With greater distance follow: Website (15,3%), Interview or report in media (15,3%), Instagram (14,7%), Influencers (14%) and Events (2,7%). Three respondents also mentioned the campaign on hithit.com (2%).

Graph 14 Communication channels



Source: Author's own creation, 2019

This question should have provided answer for the second research question which was the following: "How important are Frusack's influencers when addressing respondents aged 25 – 34 years old?". From the data obtained, this age category was the most represented (146 respondents), however, the requirement for this research question was to know Frusack, and it was accomplished by 89 respondents. From these 89 respondents, only 11 respondents (all women) mentioned influencers as a source which raised their awareness of Frusack.

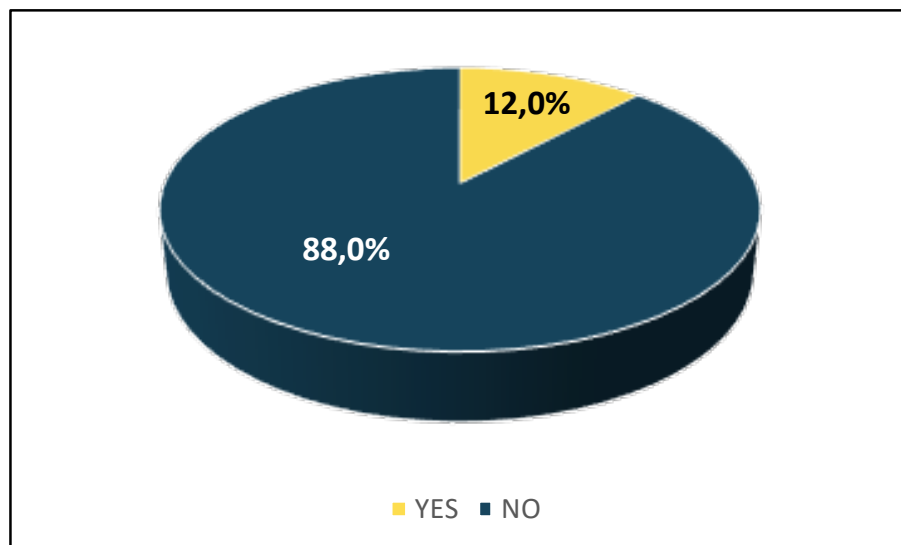
Based on the interview with Hana Fořtová, women within this age category are Frusack's main target and this question revealed that for them, the most effective tools of Frusack's marketing communication were not influencers but the following: Facebook (37 respondents), WOM (22 respondents) and Instagram (12 respondents).

(The total number of women in the age category 25 – 34 who know Frusack was 72 respondents, from the total of 104, meaning that there were 32 women in this age category who have never heard of Frusack.)

Question n.14 & n.15: *Are you following Frusack on Social networks? On which social media do you follow Frusack?*

From all the respondents, there were only 12% who follow Frusack on its social media. The majority was represented by women in age group 25 – 34 years old.

Graph 15 Frusack's social media



Source: Author's own creation, 2019

The questionnaire revealed that from those respondents, who follow Frusack on social media, 88,9% of them follow Frusack's Facebook page, Instagram followers were represented by 50% and YouTube channel was mentioned by 5% of the respondents.

Question n.16 & n.17: *Have you ever visited Frusack's website? Rate the website (1 = very satisfied, 4 = very dissatisfied)*

The last two questions were asking the respondents about Frusack's website. From the total of 150 respondents who know Frusack, there were 49 respondents (32,7%) who had visited the company's website at least once, the remaining 67,3% (101 respondents) have never visited it, therefore they did not evaluate it.

In the very last question, respondents were asked to evaluate the design, clarity, content and overall impression using a scale from one to four, where 1 meant very satisfied and 4 very dissatisfied. Results of absolute frequencies is also supplemented by the average (Table 2).

Table 2 Evaluation of the website

	Absolute frequency				Average
	1	2	3	4	
Design	27	16	4	3	1,66
Clarity	22	19	6	3	1,8
Content	24	19	3	4	1,74
Overall impression	25	19	4	2	1,66

Source: Author's own creation, 2019

The rating of the Frusack's website turned out to be quite positive. Despite the fact that the most frequently chosen mark was 1, the clarity was the worst rated aspect of the website, with an average rating of 1,8. For this aspect, six people have chosen a rating of 3 and three respondent were very dissatisfied (rate 4) with the website clarity. Therefore, when editing a website, the Frusack's management should focus primarily on making the site clearer. The overall impression was the best evaluated aspect, only two people evaluated it with rate 4.

4.5 Summary of the questionnaire

A concise summary to conclude the questionnaire will be introduced in this chapter. It will be divided into two parts; the same way as it was done in the evaluation process.

Awareness about the problem:

The questionnaire revealed that the awareness of the problem of disposable plastics is quite high in the Czech republic. The majority of the respondents were interested in environmentally oriented topics. Respondents try to buy products which are not packed in an excessive amount of plastic, however if the retail store does not provide them such a possibility, they tend to buy what is available, even if it includes high amounts of plastic. Therefore, it would be welcomed if the retail stores implement measures eliminating plastics, since loyalty of their customers would increase. The questionnaire showed that Czechs are used to bringing their own shopping bags when going for grocery shopping but they have not developed a habit of bringing a reusable bags for fruit and vegetables yet. The majority of these respondents would be persuaded to buy a reusable bag if the plastic ones incurred a charge in the future. If such a legislation enters into force, it would give Frusack the opportunity to negotiate with retail stores and provide them their product as an alternative to the free plastic bags we have today.

Frusack's marketing communication:

The questionnaire showed that the uniqueness of the product is not sufficiently presented as more than 60% of the respondents did not know it. Facebook and WOM appeared the strongest communication channels. Influencers did not have much impact on the respondents participating in the questionnaire, however the internal analysis revealed different outcomes which were already described in a previous subchapter and will be discussed in the following. Based on the questionnaire, Frusack's social media did not prove very successful as only 12% of the respondents are their followers be that on Facebook or Instagram. Respondents' answers confirmed that their YouTube channel is not actively used as only one person mentioned this social network. Compared to social networks, the company's website is visited more, however the number of respondents who visited the website at least once is relatively low. The rating of the Frusack's website turned out to be quite positive however its clarity should be improved. The data collected revealed that the majority of the Frusack's owners received the product as a gift, therefore they did not have to pay for it. Actually, the price was among the most commonly mentioned barriers to purchase.

5 DISCUSSION OF RESULTS AND RECOMMENDATIONS

In relation to the outcome of the marketing analysis, including a questionnaire and interview, the improvements for marketing communication of Infiberry s.r.o. will be proposed in this chapter. The analysis showed that the selected tools of Frusack's marketing communication works quite well, however, some changes and further steps need to be taken to make it more efficient. Therefore, the following recommendations have been made to strengthen the position of Frusack in the market.

First of all, the following general improvements to build a stronger brand position are proposed:

Creating memorable slogan

It is recommended that the company uses one, memorable, slogan. Currently, on the website frusack.com appears "Nakupujte po svém. Bez plastu." in Czech, and "Sorry, plastic bags." in English. On their Instagram account, it uses "Say no to plastic bags." but in some posts and instastories it uses "ACT TODAY, CHANGE TOMORROW". This last quote is also written on Frusack's packaging. The author recommends the use of this last quote as the slogan of the brand and recommends a consistent use in all marketing communications.

Increased promote of the uniqueness of the product

The questionnaire revealed that the uniqueness of the product is not sufficiently presented since more than 60% of the respondents were not aware of it. It is recommended that the company promotes the uniqueness of Frusack more intensively. The company could create an advertisement containing elements of storytelling. Through storytelling, Frusack could build a stronger relationship with their customers and communicate complex information about the manufacturing process in a simple way. The advertisement could show the entire production process; from the fibre development in Switzerland to the sewing process in the Czech Republic and the final deliver to the customer. The advertisement could take the form of short videos, being released gradually. These short videos should be entertaining and thrilling so that the customers would be eager to see the following episode. The advertisement should touch their feelings and make them sympathize with the narrator who could guide the whole story.

This advertisement could be shared on all Frusack's social media, but especially on YouTube. It should be published in the company's website as well. If the storytelling is executed well, the advertisement could go viral, meaning that people would spontaneously and by their own means spread it further. This campaign of stressing the uniqueness of the product could be complemented with various pictures, each one connected to one video released. On these pictures could be shown a specific part of the production process of Frusack and in the same way as the videos, it should be simple, creative and include elements of storytelling. These pictures should be published on Frusack's social media as well. In general, all the advertisement should meet the requirements of green marketing communication, meaning that limited natural resources should not be excessively used, therefore all the advertisement should be conducted in the online environment.

In future, the company should focus and improve especially their online marketing communication, particularly the following:

Website

The website was updated in 2018, but the company's CEO Hana Fořtová admitted that they are not very active there. It is appreciated that the website is in two languages - Czech and English, therefore it is also adapted to foreigners. Unfortunately, certain items in the menu bar are displayed in English even when switching to the Czech language. It is recommended to fix this and translate these words into the Czech equivalents so as to not combine Czech and English names together. Based on the website analysis described in chapter 4.3.4.3. Online communication, the author also recommends the correction of the duplicity of tabs in horizontal and vertical scrolling menu bars, specifically the tabs "Shop" and "About Frusack" which include the same information. In the Czech version, under the tab "About us" content must be revised as there is incomplete phrase present. It is also recommended to add more information in this section, the same way as it is written in the English version. The company should as well revise the typographic errors (Appendix K).

In general, the questionnaire revealed quite positive results, however the Frusack's website clarity should be improved as it was the worst rated aspect. The author recommends a focus on improving the above mentioned deficiencies as the company's website is an important communication channel representing the company.

Social media

As already mentioned, Frusack actively uses just two social networks - Facebook and Instagram. The majority of their communications with their customers is through Facebook.

On Frusack's Facebook page, they give followers information about the release of new product and special offers, about which events they will participate in, or they share articles about the problems Frusack deals with. Posts are added irregularly. On Instagram, Frusack is more active. They use Instastories quite often and high quality photos are published on their feed with a creative concept.

It is recommended for Frusack to be in contact with customers through social networks more often and add Facebook posts regularly, i.e. at least once a week. For example, they could add photos or videos from the Frusack production process as discussed above regarding advertisements. They could also write their own educational articles, not only share the already published ones. By implementing these proposals, Frusack could achieve their aim which as well corresponds to the aim of green marketing communication, specifically to raise the awareness of the problem and educate society with the goal of changing their attitudes and behaviour.

On Instagram, it is recommended to use paid advertisements, for example, in the form of Instastories, which are displayed to users based on the specified criteria (i.e. age, gender, interests or location). Thanks to these activities, Frusack could reach more fans and increase engagement on both social networks.

- **YouTube**

Frusack is not very active on its YouTube account. It is proposed to take advantage of what this social network offers by creating an advertisement. One possibility could be creating new videos about the uniqueness of Frusack, which has been described above under the heading *“Increased promote of the uniqueness of the product”*.

The second possibility would be easier and it could be implemented sooner as the video which could be used for the advertisement already exists. It is recommended to use the newest video called *“Shopping with Frusack! (CZ)”* which is already uploaded on the channel, and to create an advertisement from it. From the YouTube advertisement formats (Appendix A), the author would recommend the use of either a skippable video (pre-roll) or non-skippable video (bumper) or a combination of both.

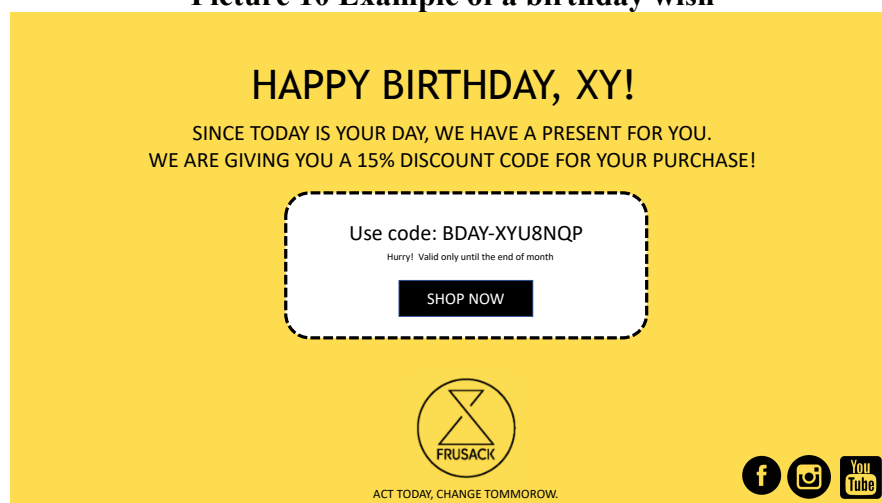
Influencer marketing

Despite the fact the respondents participating in the questionnaire did not state bloggers and influencers in general as the main communication tool through which they noticed Frusack, based on the internal analysis and information revealed from the interview, the author believes that the use of influencers to promote Frusack is an effective and inexpensive tool, therefore she would recommend to continue the current collaborations. For future, the author proposes the following bloggers and influencers who already, in some way, have spoken about environmental issues or/and have the same target market, therefore could bring new customers for Frusack. The influencers proposed are Veronika Šubrťová (@_weef_), Kamila Randusova (@chefkamu), Kateřina Kuranova (@Smoothcooking) and Nikol Štıbrova (@stibrovicnikolka).

Email marketing

Social media is popular within the field of marketing communication, however they might be perceived slightly impersonal. Therefore the author recommends e-mail marketing. In the field of direct marketing, the company could focus on distributing newsletters by email to customers who have already purchased their product. With these newsletters they could achieve one of their goals which is to increase the awareness of environmental problems and educate society as well as building and strengthening a long-term relationship with their customers. To increase their loyalty, they could also send birthday wishes and provide discount codes. This proposal would require the creation of a database including the customer’s name, date of birth and e-mail address.

Picture 10 Example of a birthday wish



Source: Author’s own creation, 2019

Despite the fact that the online marketing communication is a preferred form of communication within the green marketing, offline activities should not be forgotten and should go hand in hand with the online activities. The author recommends the following:

Events – “roadshows”

To increase the brand awareness, it is recommended for Frusack to go directly to their potential customers. The idea proposed is to introduce Frusack to people in the supermarkets' carpark. The company could build a simple stand with Frusack's banner which would include the logo of the company and basic information. For this roadshow, Infiberry s.r.o. should find volunteers who would help them with the event. This event could last two weeks during which the stand could move from one supermarket to another. At the beginning, it is recommended to focus on Prague and if successful, there might be the possibility of expanding to other cities in the future as well.

The main idea behind this proposal is not only promoting the brand but especially educating people on their purchasing behaviour; showing them where the problem is and providing them a solution – Frusack. The event could work on the following basis: The volunteers would be looking inside shopping trolleys of those customers who have already done their grocery shopping. They would focus on fruit and vegetables and for customers who have used an excessive amount of plastic bags they could explain the environmental impact of such purchasing behaviour and show them there exists alternatives. For customers who are about to enter the supermarket, Frusack could provide their product for a refundable deposit. This way, the customers could try the product and decide if they find it practical compared to the plastic bags. After finishing the grocery shopping, the customers could decide whether they would like to purchase Frusack or not.

This roadshow could be accompanied with a contest with a certain amount of Frusacks. The volunteers would be equipped with tablets and the requirement would be for customers to answer a simple question on such tablets, attach their email address and when the event ends, winners would be announced. By obtaining customers email, Frusack could maintain relationships with these new potential customers and send them newsletters to keep them up to date on environmental awareness or provide them with special offers. This activity is connected with previously mentioned email marketing and would require the creation of a database.

Entering retail stores

As resulted from the interview with Hana Fořtová, Infiberry s.r.o. would like to focus on the B2B market, in particular to introduce their product Frusack to retail stores such as supermarkets. The questionnaire revealed that the respondents would appreciate if supermarkets would implement measures concerning the reduction of an excessive use of plastic. Customers' loyalty towards the supermarkets would increase, therefore it would be beneficial for both parts as the sales of the supermarkets could increase due to more loyal customers and customers would not have to search for more environmentally friendly alternatives in various shops. Respondents were repeatedly mentioning that they would appreciate the possibility of purchasing Frusack directly in the shops because nowadays, they find this product not easily available for them. However, based on the interview with a marketing employee of the supermarket Lidl, currently, the supermarkets are not ready for such a change of implementing Frusack in their stores as the management of the majority of supermarkets are mostly international and the decision therefore must be done and applied in all countries where the supermarket operates. For a start-up company, it would be unattainable to supply such a demand, especially considering the cheap competition which is represented by China. This country would be the preferred choice of the majority of supermarkets as the price plays the most important role in the decision making process for them (Interview with a marketing employee of Lidl, 30.1.2019).

Despite the fact the respondents would appreciate supermarkets eliminating the overuse of disposable plastic, from the point of view of the supermarkets, the Czech republic is not ready for such a change yet. First of all, the legal changes by the government need to be done, therefore, for now, the author would recommend not such an ambitious goal. Negotiations with smaller and local shops which are autonomous and independent from transnational consent is proposed. These might include for example the shop Delmart or Bezobalu which are Czech, therefore it could be easier to enter there, compared to the transnational supermarket chains. Another opportunity is seen in the farmers markets which are currently seeking an alternative to plastic bags, specifically speaking the farmers market taking place in Prague at Náplavka (farmarsketrziste.cz, 2019) and Jiřího z Poděbrad (trhyjirak.cz, 2019). The questionnaire revealed that farmers markets are very popular amongst the respondents, therefore, offering Frusacks to particular farmers (sellers) or directly participating as a brand and selling Frusacks in these markets is seen as highly convenient.

6 CONCLUSION

Marketing is a constantly evolving discipline which in the 21st century is increasingly used as more and more organizations have found it advantageous. In the past, companies have been working with the idea that natural resources are unlimited and that production, distribution and consumption have no impact on the environment. Nowadays, there is no doubt that natural resources are decreasing, the amount of waste is rising uncontrollably and therefore many companies all around the world have started implementing so called green marketing in their marketing strategies.

The main subject of this thesis was the start-up company Infiberry s.r.o., in particular its pilot product Frusack. To achieve the stated goals of the thesis, there was a need to carry out a situational analysis including the questionnaire and a semi-structured interview. The questionnaire was conducted electronically and its results became the basis for further analysis. It focused on the marketing communication of Frusack, especially on the brand awareness and currently used communication channels. As part of the questionnaire, prior to the Frusack's marketing communication, the respondents' awareness about the problem of disposable plastic and their purchasing behaviour was analysed.

The questionnaire revealed that Czechs are aware of the problems associated with disposable plastic and they are used to bringing their own shopping bags when going for grocery shopping, however they have not developed a habit of bringing their reusable bags for fruit and vegetables yet. The majority of these respondents would be persuaded to buy them if the plastic ones were to be charged for in the future. The results of the questionnaire showed that the uniqueness of the product is not sufficiently presented since more than 60% of the respondents did not know it.

Based on the evaluation of the current marketing communication consisting of the questionnaire, the semi-structured interview with company's CEO and the author's analysis of internal documents, deficiencies were found in the communication strategy and recommendations for its improvement were subsequently proposed. It was recommended to modify the website, especially its clarity and fix typographical errors. It was proposed to communicate more frequently with their customers via social networks such as Facebook and Instagram and to become more active on YouTube. The advertising campaign, promoting the uniqueness of Frusack, was suggested.

Since collaborations with influencers are a key pillar of Frusack's marketing communication, various bloggers and influencers were proposed who Frusack could address in future. Another proposal was to create a customers' database and with such an instrument implement email marketing in the company's communication activities and consequently build a stronger relationship with their customers through regular newsletters and birthday wishes. It was as well proposed to combine online activities with offline activities. For this proposal, a particular event was designed. Lastly, the possibilities of entering certain retail stores were mentioned.

Finally, it can be stated that the research questions posed for the questionnaire were answered and both the main and partial objectives of the thesis were fulfilled. The author of the thesis assumes that the suggested proposals will help Frusack to successfully improve their marketing communication and that the outcome of the questionnaire could serve the company as a basis for future business negotiations with retail stores. However, due to the limited extent of this diploma thesis, only part of the possible research of Infiberry s.r.o. is presented and it could serve as an incentive for further research and study in this area.

7 REFERENCES

- ARDURA, I. R., MONTES, G. A., & BLAS, S. S. (2007). *Estrategias y técnicas de comunicación: Una visión integrada en el marketing*. Barcelona: UOC. ISBN 978-84-9788-593-5
- BOUČKOVÁ, Jana. *Marketing*. Praha: C.H. Beck, 2003. Beckovy ekonomické učebnice. ISBN 8071795771.
- CASTRO GONZÁLEZ, Pilar. *Marketing Digital*. Subject undertaken in programme Erasmus+, Universidad Loyola Andalucía (Sevilla, Spain), from 4. 9. 2017 to 5. 12. 2017.
- CLOW, Kenneth E., BAACK, Donald. 2008. *Reklama, propagace a marketingová komunikace*. 1. vydání Brno: Computer Press. 484 s. ISBN 978-80-251-1769-9
- COTO ALONSO, M. (2008). *El plan de marketing digital - Blended marketing como integración de acciones on y offline*. Madrid: Prentice Hall Financial Times. ISBN: 978-84-9035-322-6
- DAHLSTROM, Robert. *Green marketing management*. Australia: South-Western Cengage Learning, c2011. ISBN 9781111530372.
- DOLEJŠOVÁ, Kristýna. *Ryba na plastu*. Magazine Studenta 2018, March 2018 (60.).
- FIEDLER, Jiří. *Marketingová komunikace*. Vyd. 1. V Praze: Česká zemědělská univerzita, Provozně ekonomická fakulta, 2005, 123 s. ISBN 978-80-213-1380-4.
- FORET, Miroslav. 1997. *Marketingová komunikace*. 1. vydání. Brno: Centrum rozvoje malého podnikání České republiky. 147 s. ISBN:80-210-1461-X
- FORET, Miroslav, Petr PROCHÁZKA, Tomáš URBÁNEK. *Marketing: základy a principy*. Vyd. 2. Brno: Computer Press, 2005. Praxe manažera (Computer Press). ISBN 8025107906.
- FORET, Miroslav. *Marketingová komunikace*. 3. vyd. Brno : Computer Press, 2011. 488 s. ISBN 978-80-251-3432-0.
- FORET, Miroslav. 2012. *Marketing pro začátečníky*. 1. vydání. Edika: Albatros Media a.s. 192 s. ISBN 978-80-266-0006-0
- FULLER, Donald A. *Sustainable marketing: Managerial-Ecological Issues*. Thousand Oaks, Calif.: Sage Publications, c1999. ISBN 07-619-1218-5.
- GRANT, John. *The green marketing manifesto*. Hoboken, NJ: John Wiley, c2007. ISBN 0470723246
- GUPTA, K. R., JANKOWSKA, M. A., & MAITI, P. (2007). *Global Environment: Problems and Policies*, Volume 2. New Delhi: Atlantic. ISBN 978-81-269-0846-2

HALADA, Jan, ed. *Marketingová komunikace a public relations: výklad pojmů a teorie oboru*. Praha: Univerzita Karlova v Praze, nakladatelství Karolinum, 2015. ISBN 978-802-4630-755.

HESKOVÁ, Marie, Peter ŠTARCHOŇ. *Marketingová komunikace a moderní trendy v marketingu*. Praha: Oeconomica, 2009. ISBN 978-80-245-1520-5.

JAKUBÍKOVÁ, Dagmar. 2008. *Strategický marketing – Strategie a trendy*. Praha: Grada Publishing a.s. 272 s. ISBN 978-80-247-2690-8

JANOUGH, Viktor. 2014. *Internetový marketing*. 2. vydání. Brno: Computer Press. 376 s. ISBN 978-80-251-4311-7

JURÁŠKOVÁ, Olga, Pavel HORŇÁK. *Velký slovník marketingových komunikací*. Praha: Grada, 2012. ISBN 978-80-247-4354-7.

KARLÍČEK, Miroslav, KRÁL, Petr. 2011. *Marketingová komunikace: Jak komunikovat na našem trhu*. 1. vydání. Grada Publishing, a.s. 213 s. ISBN 978-80-247-3541-2

KARLÍČEK, Miroslav. *Základy marketingu*. Praha: Grada, 2013. ISBN 9788024742083

KOTLER, Philip, Kevin Lane KELLER. *Marketing management*. Praha: Grada, 2007. ISBN 978-80-247-1359-5.

KOTLER, Philip., Kevin Lane KELLER. *Marketing management*. 14th [ed.]. Upper Saddle River, N.J.: Prentice Hall, c2012, 657 s. ISBN 978-0-13-210292-6.

KOTLER, Philip, Kevin Lane KELLER. *Marketing management*. [4. vyd.]. Přeložil Tomáš JUPPA, přeložil Martin MACHEK. Praha: Grada, 2013. ISBN 978-80-247-4150-5.

KOTLER, Philip, ARMSTRONG, Gary. 2011. *Marketing*. Praha: Grada Publishing. 855 s. ISBN: 978-80-247-0513-2

KRAMER, Matthias, Heinz STREBEL, Jiřina JÍLKOVÁ. *Mezinárodní management životního prostředí*. Praha: C.H. Beck, 2005. Beckova edice ekonomie. ISBN 80-7179-921-1.

LANCE, Katie. *#Get Social Smart : How to Hone Your Social Media Strategy*. CreateSpace Independent Publishing Platform, 2017. 234 s. ISBN 1541273311.

MILLER, Michael, 2012. *Internetový marketing s YouTube: průvodce využitím on-line videa v byznysu*. Brno: Computer Press. ISBN 978-80-251-3672-0.

OTTOMAN, J. (2017). *The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding*. Routledge, ISBN 978-1-60509-866-1

PEACOCK, Michael. *Programujeme vlastní sociální síť v PHP 5*. Brno: Computer Press, 2012. ISBN 978-80-251-3626-3.

- PELSMACKER, P., GEUENS, M., BERGH, J. 2003. *Marketingová komunikace*. Praha, Grada Publishing. 581 s. ISBN 80-247-0254-1
- PETŘÍKOVÁ, Růžena et al. *Společenská odpovědnost organizací*. 1. vyd. Ostrava: DTO CZ, s.r.o., 2008. 184 str. ISBN 978-80-02-02099-8.
- PICKTON, David, Amanda BRODERICK. *Integrated Marketing Communications*. 2. vyd. Financial Times Prentice Hall, 2005. 761 s. ISBN 978-02-746-7645-4.
- PŘIKRYLOVÁ, J., JAHODOVÁ, H. *Moderní marketingová komunikace*. Praha: Grada, 2010. ISBN 978-80-247-3622-8.
- ROBERTSON, Mark. *Instagram Marketing : How To Grow Your Instagram Page And Gain Millions of Followers Quickly With Step-by-Step Social Media Marketing Strategies.*, 2018. 70 s. ISBN 9781982704759
- SOUNDARAPANDIAN, M. (2007). *Green productivity in small and medium enterprises*. New Delhi: Concept Publishing Company. ISBN 978-81-8069-370-0.
- SRPOVÁ, Jitka, ŘEHOŘ, Václav et al.. 2010. *Základy podnikání*. 1. Praha: Grada Publishing. 427 s. ISBN 978-80-247-3339-5
- STEJSKALOVÁ, L. 2016, 'Evaluation of Marketing Communication: Role of Bloggers', Bc. thesis, Czech University of Life Sciences in Prague
- SVĚTLÍK, Jaroslav. 2005. *Marketing – cesta k trhu*. Plzeň: Vydavatelství a nakladatelství Aleš Čeněk, s.r.o. 340 s. ISBN 80-86898-48-2
- TORO, Andrés. *Strategic Planning*. Subject undertaken in programme Erasmus+, Universidad Loyola Andalucía (Sevilla, Spain), from 5. 2. 2018 to 23. 5. 2018.
- URBÁNEK, Tomáš. 2010. *Marketing*. 1. vydání. Praha: Alfa Nakladatelství. 233 s. ISBN 978-80-87197-17-2.
- VEBER, Jaromír. *Environmentální management*. Praha: Oeconomica, 2004. ISBN 80-245-0336-0.
- VYSEKALOVÁ, Jitka. *Psychologie reklamy: nové trendy a poznatky*. 3., rozš. a aktualiz. vyd. Praha: Grada, 2007, 294 s. Expert (Grada). ISBN 978-80-247-2196-5.
- VYSEKALOVÁ, J., MIKEŠ, J. *Image a firemní identita*. Praha: Grada Publishing, a.s., 2009. ISBN 978-80-247-2790-5.
- VYSEKALOVÁ, Jitka, Jiří MIKEŠ. *Reklama : Jak dělat reklamu – 3., aktualizované a doplněné vydání*. 3. vyd. Praha : Grada Publishing, 2010. 208 s. ISBN 978-80-247-3492-7.
- VYSEKALOVÁ, Jitka. *Chování zákazníka: jak odkrýt tajemství "černé skříňky"*. Praha: Grada, 2011. Expert (Grada). ISBN 978-80-247-3528-3.

ZAMAZALOVÁ, Marcela. *Marketing*. 2., přeprac. a dopl. vyd. V Praze: C.H. Beck, 2010. Beckovy ekonomické učebnice. ISBN 978-80-7400-115-4.

Online

Aktuálně.cz (2019) *Češi si začali do obchodů nosit vlastní tašky, řetězce hledají náhradu za sáčky* [online]. [cit. 2019-01-20]. From: <https://zpravy.aktualne.cz/ekonomika/cesi-si-zacali-do-obchodu-nositvlastnitaskyretezcehledaj/r~27dbd7cc13d211e98a8e0cc47ab5f122/>

Amazon.co.uk [online]. 30.1.2019 [cit.2019-01-30]. From: https://www.amazon.co.uk/s/ref=nb_sb_noss?url=searchalias%3Dluggage&fieldkeywords=Frusack

AUST, Ondřej. Mediář.cz - *Penny Market končí s prodejem jednorázových tašek z plastu* [online]. [cit. 2019-01-20]. From: <https://www.mediar.cz/penny-market-konci-s-prodejem-jednorazovych-tasek-z-plastu/>

BASELOVÁ, Anita. #ZDAVUVEN: *Každý Čech spotřebuje až 400 plastových sáčků za rok. Jde to i jinak, vymyslely mladé podnikatelky* [online]. 26.6.2019 [cit. 2019-01-29]. From: https://www.seznamzpravy.cz/clanek/kazdy-cech-spotrebuje-az-400-plastovych-sacku-za-rok-jde-to-i-jinak-vymyslely-mlade-podnikatelky-49948?fbclid=IwAR1Ywy-KhhVACiAqiEoCRtKA4E0zdUmVetj915RsvOQHteinhCw_8OCRms

BBC. *Kenya plastic bag ban comes into force after years of delays* [online]. 28.8.2017 [cit. 2019-01-25]. From: <https://www.bbc.com/news/world-africa-41069853>

ČTK, České noviny.cz - *EP podpořil zákaz vybraných plastových výrobků na jedno použití* [online]. 24.10.2018 [cit. 2019-01-24]. From: <https://www.ceskenoviny.cz/zpravy/ep-podporil-zakaz-vybranych-plastovych-vyrobku-na-jedno-pouziti/1678700>

Dailymail.co.uk. *Plastic bags to be banned in Austria by 2020 after lawmakers give the go-ahead, cutting out 7,000 tons of plastic waste a year* [online]. 2018 [cit. 2019-01-26]. From: <https://www.dailymail.co.uk/news/article-6463823/Austria-approves-ban-non-biodegradable-plastic-bags.html>

DANDA, Přemysl. *V cirkulární ekonomice by Česko mohlo být úspěšné jako Estonsko v digitalizaci. Klíčem je změna myšlení, říká europoslanec Pavel Telička* [online]. [cit. 2019-01-29]. From: <https://archiv.ihned.cz/c1-66353460-cesko-by-mohlo-byt-lidrem-v-obehove-ekonomice>

DANGELICO, Rosa Maria and Daniele VOCALELLI. *Green Marketing”: An analysis of definitions, strategy steps, and tools through a systematic review of the literature: Journal of Cleaner Production* [online]. 2017, 17 [cit. 2018-12-03], From: <https://www.sciencedirect.com/science/article/pii/S0959652617316372>

DELMAS, Magali A.,Vanessa Cuerel BURBANO. *The Drivers of Greenwashing. California Management Review* [online]. 2011, [cit. 2018-12- 11], From: <http://journals.sagepub.com/doi/10.1525/cm.2011.54.1.64>

DVTV [online]. 2019 [cit. 2019-03-12]. From: <https://video.aktualne.cz/dvtv/svetovy-unikat-cesky-bojuji-proti-igelitakum-a-vymyslely-kom/r~75d481dc660e11e6a3e5002590604f2e/>

Earth Day Network. *Campaign: End Plastic Pollution* [online]. 2018 [cit. 2019-01-25]. From: <https://www.earthday.org/campaigns/plastics/plastics-campaign/>

EDMONDSON, Brian. *How to use YouTube to market your business* [online]. 10.7.2018 [cit. 2019-02-11]. From: <https://www.thebalancesmb.com/how-to-use-youtube-to-market-your-business-4159318>

EHRENBERGEROVÁ, Lucie, EHRENBERGEROVÁ Nicole. *A Cup of Style*. A Cup of Style [online]. [cit. 2019-01-14]. From: <http://www.acupofstyle.com>

European Commission. *Research helps Europe advance towards circular economy* [online]. 2017 [cit. 2019-01-25]. From: <https://ec.europa.eu/jrc/en/news/research-helps-europe-advance-towards-circular-economy>

European Commission. *Factsheet: Changing the way we use plastics (2018)* [online]. doi:10.2779/109560 [cit. 2019-01-25]. From: <http://ec.europa.eu/environment/waste/pdf/pan-european-factsheet.pdf>

European Commission, *Bio Intelligence Services*. *Report: Plastic waste in the environment (2011)* [online]. Paris [cit. 2019-01-26]. From: <http://ec.europa.eu/environment/waste/studies/pdf/plastics.pdf>

European Commission. *Factsheet: A European Strategy for Plastics in a Circular Economy (2018)*. [online] [cit. 2019-01-25]. From https://ec.europa.eu/commission/sites/beta-political/files/plastics-factsheet-challenges-opportunities_en.pdf

European Parliament. *Press release-Plastic Oceans: MEPs back EU ban on throwaway plastics by 2021* [online]. 24.10.2018 [cit. 2019-01-24]. From: <http://www.europarl.europa.eu/news/en/press-room/20181018IPR16524/plastic-oceans-meps-back-eu-ban-on-throwaway-plastics-by-2021>

Farmarsketrziste.cz: *Farmářské tržičště náplavka oslaví 10. sezonu. v letošním roce chce eliminovat plasty* [online]. 2019 [cit. 2019-01-30]. From: <http://www.farmarsketrziste.cz/trziste-naplavka/farmarske-trziste-naplavka-oslavi-10-sezonu-v-letosnim-roce-chce-eliminovat-plasty>

Frusack.com [online]. 2019 [cit. 2019-03-12]. From: <https://frusack.com>

4Ocean.com. About [online]. 2018 [cit. 2019-01-26]. From: <https://4ocean.com>

Greenpeace. *Plastjepast.cz. O kampani* [online]. 2019 [cit. 2019-01-29]. From: <https://www.plastjepast.cz/o-kampani/>

Greenwashing Report 2010. *The Sins of Greenwashing* [online]. 2010 Canada: TerraChoice [cit. 2018-12-11]. From: <http://sinsofgreenwashing.com/index35c6.pdf>

Google.com: *Support Google - YouTube advertising formats* [online]. [cit. 2019-02-16]. From: <https://support.google.com/youtube/answer/2467968?hl=en>

GÜNTHER Handl (2012). [online] *Declaration of the United Nations Conference on the Human Environment - Main Page*. (n.d.). Retrieved November [cit. 2018-11-27], From: <http://legal.un.org/avl/ha/dunche/dunche.html>

HAM, Marija. *Environmentally oriented marketing communications as part of green marketing strategy* [online]. 2011 [cit. 2019-01-16]. From: <https://bib.irb.hr/datoteka/529936.Ham.pdf>

HOLZMAN, Ondřej – CzechCrunch (2019) *Košík.cz odstraňuje jednorázové plasty. Vybrané suroviny prodává na váhu v papírových sáčkách* [online]. [cit. 2019-01-20]. From: https://www.czechcrunch.cz/2019/01/kosikczodstranujejednorazoveplastyvybranesurovinyprodavanavahuvpapirovychsaccich/?fbclid=IwAR2WooSiZVpWCwzHDLHiTV11VUWsRpXrwzWZPscHxzHuo7UhTM9W82HiA_c

HOŘČICA, Jiří. Marketing&Media.Cannes Lions 2018: *Reklama už zase zachraňuje svět* [online]. 25.6.2018 [cit. 2019-01-25]. From: <https://mam.cz/reklama/c1-66176840-cannes-lions-2018-reklama-uz-zase-zachranuje-svet>

iDnes.cz. *Otevřel největší obchod bez obalů. Nasypete si rýži, natočíte jar* [online]. 20.9.2017 [cit. 2019-01-29]. From: https://www.idnes.cz/ekonomika/test-a-spotrebitel/bez-obalu-obchod-potraviny-drogerie-ekologie.A170919_121754_test_fih

Instagram.com 2019, [online] [#neplastuj], Instagram tag, viewed 14 January 2019, From: < <https://www.instagram.com/explore/tags/neplastuj/>>.

Instagram.com 2019, [online] [@chefkamu], Instagram Instastories, viewed 17 January 2019, From: < <https://www.instagram.com/chefkamu/>>

Institut cirkulární ekonomiky [online]. 2016 [cit. 2019-01-25]. From: <https://incien.org/cirkularni-ekonomika/>

KATRAN DJIEV, Hristo. *Ecological Marketing, Green Marketing, Sustainable Marketing: Synonyms or an Evolution of Ideas?* [online]. 2016 [cit. 2018-12-03], From: https://www.unwe.bg/uploads/Alternatives/Katrandjiev_br1_2016-7.pdf

KOTLER, Philip. *Reinventing marketing to manage the environmental imperative*. Journal of Marketing [online]. 2011, 75(4), 132-135 [cit. 2018-12-04]. ISSN 1547-7185. from: <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.457.2404&rep=rep1&type=pdf>

KPMG.com: *Nákupní zvyklosti v ČR* [online]. 2016 [cit. 2019-03-17]. From: <https://assets.kpmg/content/dam/kpmg/pdf/2016/05/KPMG-Nakupni-zvyklosti-v-CR-2016.pdf>

Lidl.cz - Životní prostředí [online]. [cit. 2019-01-20]. From: <https://www.lidl.cz/cs/Zivotni-prostredi.htm>

Makro.cz - Udržitelnost [online]. [cit. 2019-01-20]. From: <https://www.makro.cz/udrzitelnost>

MEDIAGURU (2016) *Facebook je pro mladé Čechy serverem číslo jedna* [online]. [cit. 2019-01-09] From: <https://www.mediaguru.cz/clanky/2016/07/facebook-je-pro-mlade-cechy-serverem-cislo-jedna/>

Ministerstvo životního prostředí. *#dostbyloplastu má ode dneška 6 nových partnerů, v ministerské iniciativě je zapojeno již 13 velkých firem* [online]. 8.10.2018 [cit. 2019-01-29]. From: https://www.mzp.cz/cz/news_181008_dostbyloplastu

Otockelimek.cz [online]. 2019 [cit. 2019-01-29]. From: <http://otockelimek.cz>

OTTMAN, Jacquelyn. *A Smart Way to Segment Green Consumers* [online]. 05/2010 [cit. 2018-12-08]. From: z: <https://hbr.org/2010/02/a-smart-way-to-segment-green-c>

PEATIE, Ken. *Towards sustainability: The third age of green marketing. The Marketing Review* [online]. 2001, 2(2), 129-146 [cit. 2018-12-03], from: https://www.researchgate.net/publication/233619700_Towards_Sustainability_The_Third_Age_of_Green_Marketing

Plastic Oceans.org - About, Projects [online]. 2018 [cit. 2019-01-26]. From: <https://plasticoceans.org>

POLONSKY, M. Jay (1994) [online]. *An Introduction To Green Marketing*. Retrieved [cit. 2018-11-27], from <https://escholarship.org/uc/item/49n325b7#main>

ROSS, D., & DECK, W. (2011). *Student guide to greenwashing*. [online] [cit. 2018-12-11]. <https://www.westga.edu/~bquest/2011/greenwashing11.pdf>

Saaczech.com [online]. 2019 [cit. 2019-03-12]. From: <https://www.saaczech.com>

ŠUBRTOVÁ, Veronika. Weef's World. Weef's World [online]. [cit. 2019-01-14]. From: <https://www.weefsworld.eu>

THE ECONOMIST. *Triple bottom line*, 2013. 17.11.2009 [online]. [cit. 12-12-2018]. From: <http://www.economist.com/node/14301663>

THE NEW YORK TIMES - Gold, David (2018). *A Long-Awaited Ban on Foam, and Other New Laws in New York in 2019* [online]. [cit. 2019-01-20]. From: <https://www.nytimes.com/2018/12/31/nyregion/styrofoam-ban-new-laws-ny.html>

THE NEW YORK TIMES - Povoledo, Elisabetta. *Biodegradable Bags Cause Outrage in Italy. (It's Not Really About Bags.)* [online]. 8.1.2018 [cit. 2019-01-25]. From: <https://www.nytimes.com/2018/01/08/world/europe/italy-plastic-bags.html>

The Ocean Cleanup [online]. 2019 [cit. 2019-01-25].
From: <https://www.theoceancleanup.com/about/>

Top ženy Česka [online]. 2019 [cit. 2019-02-07]. From: <https://www.topzenyceska.cz>

Trhyjirak.cz: #TRHYBEZPLASTU [online]. 2019 [cit. 2019-01-30].
From: <http://trhyjirak.cz/clanky/trhybezplastu>

UNEP. *Communicating sustainability: How to produce effective public campaigns*, [online] 2005 [cit. 2018-12-17]. ISBN 92-807-2580-7.
From: <http://www.unep.fr/shared/publications/pdf/DTIx0679xPA-CommunicatingEN.pdf>

V AŠKEVIČ, Štěpán. *Privítejte 7 českých firem, které se zapojily do boje s plasty* [online]. 20.9.2017 [cit. 2019-01-29]. From: <https://zajimej.se/privitejte-7-ceskych-firem-ktere-se-zapojily-do-boje-s-plasty/>

WE STRAW [online]. 2019 [cit. 2019-03-19]. From: <https://www.we-straw.com/we-straw/>

ZHANG Xiao-di., & Zhang Tie-jun. (1999) [online]. *Green marketing: A noticeable new trend of international business*. [cit. 2018-11-27],
From: <https://link.springer.com/article/10.1007/BF02841057>







8 APPENDICES

Appendix A: YouTube advertising formats.....	I
Appendix B: Frusack website – First part	II
Appendix C: Frusack website – Second part.....	III
Appendix D: Operationalization of the questionnaire	IV
Appendix E: Semi - structured interview	V
Appendix F: Questionnaire – First page.....	VI
Appendix G: Questionnaire – Second page.....	VII
Appendix H: Questionnaire – Third page.....	VIII
Appendix I: Questionnaire – Fourth page.....	IX
Appendix J: Questionnaire – Fifth page	X
Appendix K: Frusack’s website - Typing errors.....	XI

Appendix A: YouTube advertising formats

YouTube advertising formats

There are several types of ads that may appear next to your videos when you've [turned on video monetization](#).

Ad format	Placement	Platform	Specs
Display ads 	Appears to the right of the feature video and above the video suggestions list. For larger players, this ad may appear below the player.	Desktop	300x250 or 300x60
Overlay ads 	Semi-transparent overlay ads that appear on the lower 20% portion of your video.	Desktop	468x60 or 728x90 image ads or text
Skippable video ads 	Skippable video ads allow viewers to skip ads after 5 seconds, if they choose. Inserted before, during, or after the main video. If you turn on this option, you may see a combination of skippable and bumper ads play back to back.	Desktop, mobile devices, TV, and game consoles	Plays in video player.
Non-skippable video ads 	Non-skippable video ads must be watched before your video can be viewed. These ads can appear before, during, or after the main video.	Desktop and mobile devices	Plays in video player. 15 or 20 seconds in length, depending on regional standards.
Bumper ads 	Non-skippable video ads of up to 6 seconds that must be watched before your video can be viewed. If you turn on this option, you may see a combination of skippable and bumper ads play back to back.	Desktop and mobile devices	Plays in video player, up to 6 seconds long
Sponsored cards 	Sponsored cards display content that may be relevant to your video, such as products featured in the video. Viewers will see a teaser for the card for a few seconds. They can also click the icon in the top right corner of the video to browse the cards.	Desktop and mobile devices	Card sizes vary

Source: google.com, 2019

Appendix B: Frusack website – First part

FRUSACK

HOME SHOP FRUSACK

SHOP
PŘÍBĚH FRUSACKU
O FRUSACKU
KAMENNÉ OBCHODY
PRESS

NAKUPUJTE PO SVĚM.
BEZ PLASTU.

FRUSACK 4-1
OCEAN GURU WHITE
430023

FRUSACK 4-1
FANCY ORCA
430023

FRUSACK 4-1
PEACH DUO
324023

FRUSACK
DUO GREEN - BLUE
377023

I'm the
CHANGE:

compostable
reusable
great design

SNADNO SALPĚTĚ ETIKETU

VYROBENO V EU

SNADNÉ UŽÍVÁNÍ

UCHOVKÁ ČERSTVOST

LEHČÍ

VYROBENO Z PLA

SNADNÁ ČIŠŤBA

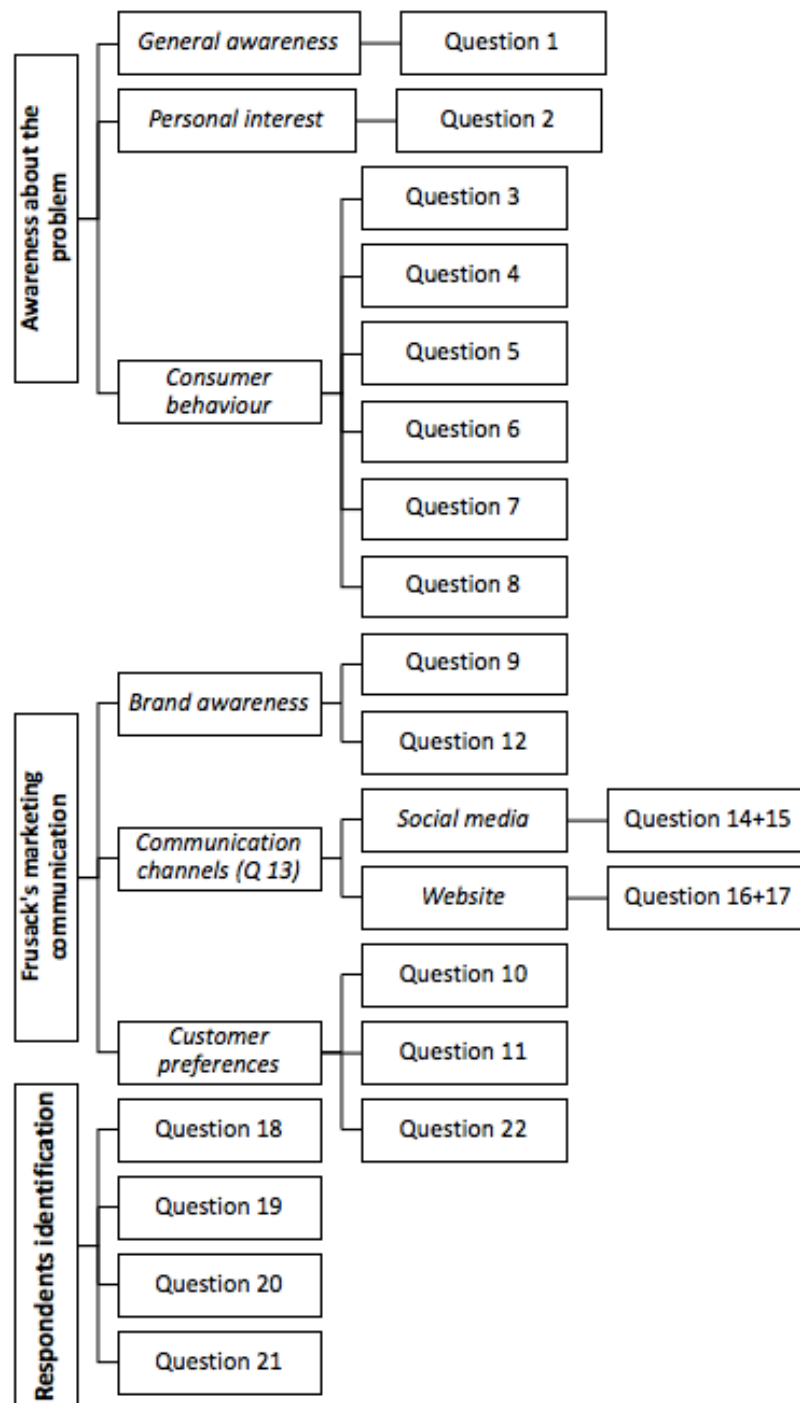
Source: frusack.com, 2019

Appendix C: Frusack website – Second part

The screenshot displays the second part of the Frusack website. At the top, there is a navigation menu with a 'START NOW' button and an 'e-shop >' button. Below this, three circular icons highlight product features: '1,5kg max. load', '5l volume', and '2 years of love/life'. The main heading reads 'I'm FRUSACK'. A section titled 'SHOP OUR INSTAGRAM' features a carousel of four images: a Frusack bag on a tree, a person using the bag, a bag on a table, and a close-up of the bag with produce. A 'FOLLOW US' button is located to the right of the carousel. Below the carousel is a large image of several Frusack bags filled with apples. The footer contains a small disclaimer in Czech, a list of distributors (Distributors in the Czech Republic, Slovakia, and Hungary), and social media icons for Instagram and Facebook.

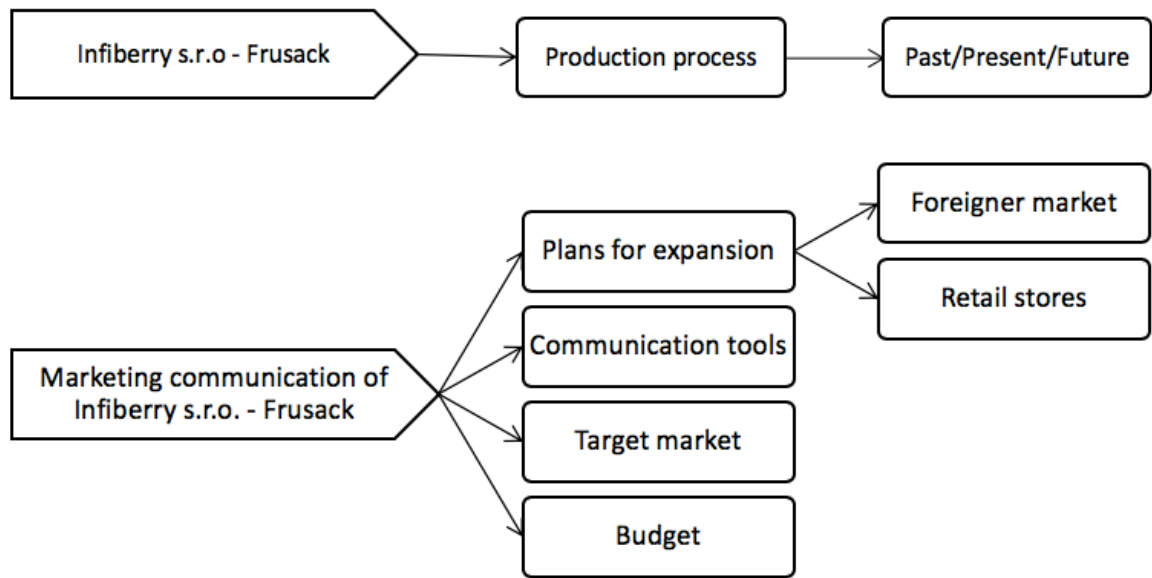
Source: frusack.com, 2019

Appendix D: Operationalization of the questionnaire



Source: Author's own creation, 2019

Appendix E: Semi - structured interview



Source: Author's own creation, 2019

Appendix F: Questionnaire – First page

Dobrý den,

jsem studentkou České zemědělské univerzity v Praze a ráda bych Vás tímto požádala o vyplnění dotazníku na téma „Problematika jednorázových plastů - Zelená marketingová komunikace společnosti Frusack“.

Dotazník je anonymní a jeho výsledky budou využity v praktické části mé diplomové práce.

Předem děkuji za Vaši ochotu a čas strávený při vyplňování tohoto dotazníku.

Bc. Lucie Stejskalová

1. Všimáte si v České republice nějakých změn nebo iniciativ, které se snaží svým produktem či konkrétním chováním omezovat jednorázové plasty? (Můžete uvést jak konkrétní produkt, tak firmu či jakýkoliv osobní postřeh.)
 - a) ANO – Uveďte prosím příklad: _____
 - b) NE
2. Zajímáte se o problematiku jednorázových plastů?
 - a) Ano, o toto téma se zajímám dlouhodobě a aktivně si k němu vyhledávám a ověřuji informace
 - b) Ano, zejména poslední dva roky: „Myslet ekologicky je trend dnešní doby“.
 - c) Nezajímám, nepříjde mi to důležité.
 - d) Vlastní názor: _____
3. Je pro Vás při nákupu rozhodujícím faktorem balení produktu? Například pokud je produkt zabalený v nadměrném množství plastu, produkt si nekoupíte.
 - a) ANO, produkt zabalený v nadměrném množství plastu si rozhodně nekoupím.
 - b) ANO, ale není-li alternativy, produkt si koupím.
 - c) NE, toto neřeším.
4. Zvýší se Vaše věrnost vůči obchodnímu řetězci, zavede-li dotyčný obchod opatření týkající se eliminace plastů?
 - a) Rozhodně ano
 - b) Spíše ano
 - c) Spíše ne
 - d) Rozhodně ne
 - e) Je mi to jedno

Appendix G: Questionnaire – Second page

5. Přemýšlíte během nákupu zda-li je Vámi nakupované zboží nutné dávat do igelitových sáčků? Například ovoce a zelenina, která má svůj přírodní obal (pomeranč, banán, citron, avokádo apod.).
- a) Ano přemýšlím, tyto produkty do igelitových sáčků nedávám.
 - b) Ano, přemýšlím, ale přesto si tyto produkty do igelitových sáčků dávám.
 - c) Ne, nikdy jsem o tom nepřemýšlel/a, igelitové sáčky používám vždy.
 - d) Vlastní odpověď: _____
6. Nosíte si na nákupy vlastní tašku pro odnos nákupu?
- A) ANO → Co Vás k tomu motivovalo? _____ (nepovinná otázka)
 - B) NE → Proč? _____ (nepovinná otázka)
7. Nosíte si na nákupy vlastní sáčky na ovoce/zeleninu/pečivo (alternativu k igelitovým sáčkům)?
- a) ANO → Co Vás k tomu motivovalo? _____ (nepovinná otázka)
 - b) NE → Co by Vás k jejich pořízení motivovalo? _____ (nepovinná otázka)
8. Pokud by se v budoucnu za igelitové sáčky (na ovoce/zeleninu/pečivo) mělo platit, vedlo by Vás to ke koupi znovu použitelného sáčku (alternativy k igelitovému sáčku)? (Pokud předchozí odpověď „NE“).
- a) ANO
 - b) NE
9. Znáte produkt Frusack?
- a) ANO, vlastním ho
 - b) ANO znám, ale nevlastním ho
 - c) NE, neznám → konec dotazníků (Finální identifikace)

Appendix H: Questionnaire – Third page

(pokud předchozí odpověď „ANO“)

10. Kde jste si produkt zakoupil/a? (Pokud předchozí odpověď „ANO, vlastním ho.“)
(Možnost více odpovědí, max. 3),
- a) Přes webové stránky Frusacku
 - b) V partnerských prodejnách
 - c) Na prodejní akci
 - d) Dostal/a jsem jako dárek
 - e) Jiné: _____
11. Proč jste si produkt nekoupil/la? (Pokud odpověď na otázku č.9. „ANO znám, ale nevlastním ho.“) (Možnost více odpovědí, max. 3)
- a) Neshledal/a jsem ho potřebným
 - b) Nepřemýšlel/a jsem o tom / Nenapadlo mě to
 - c) Cena
 - d) Již vlastním jiný znovu použitelný sáček
 - e) Vlastní odpověď: _____
12. Víte čím je Frusack jedinečný v porovnání s jinými znovu použitelnými sáčky?
- a) NE
 - b) ANO (napište prosím Vaši odpověď): _____
13. Jak jste se o tomto produktu dozvěděl/a? (Možnost více odpovědí, max. 3)
- a) Facebook
 - b) Instagram
 - c) Webové stránky
 - d) Influencer
 - e) Rozhovor / reportáž v médiích
 - f) Od kamaráda/rodiny
 - g) Prodejní akce
 - h) Jiné: _____
14. Sledujete Frusack na sociálních sítích?
- a) ANO
 - b) NE
15. Na kterých sociálních sítích Frusack sledujete? (Pokud předchozí odpověď „ANO“)
(Možnost více odpovědí, max. 3)
- a) Facebook
 - b) Instagram
 - c) YouTube
16. Navštívil/a jste někdy webové stránky Frusacku (frusack.com)?
- a) ANO
 - b) NE

Appendix I: Questionnaire – Fourth page

17. Ohodnot'te prosím webové stránky Frusacku (1 = velmi spokojen, 4 = nespokojen)

(Pokud předchozí odpověď „ANO“)

Design	1	2	3	4
Přehlednost	1	2	3	4
Obsah	1	2	3	4
Celkový dojem	1	2	3	4

(Finální identifikace)

18. Vaše pohlaví

- a) MUŽ b) ŽENA

19. Do jaké věkové kategorie spadáte?

- a) Méně než 18 e) 45-54
b) 18-24 f) 55-64
c) 25-34 g) 65 a více
d) 35-44

20. Nejvyšší dosažené vzdělání:

- a) Základní
b) Středoškolské (včetně vyučení)
c) Středoškolské s maturitou
d) Vysokoškolské

21. Kde žijete?

- a) Hlavní město Praha
b) Velkoměsto (nad 100.000 obyvatel)
c) Město (nad 10.000 obyvatel)
d) Maloměsto (do 10.000 obyvatel)
e) Obec (do 2000 obyvatel)

Appendix J: Questionnaire – Fifth page

22. Jaký je Váš oblíbený obchod? (Možnost více odpovědí, max.4)

- | | |
|-------------|-----------------------|
| a) Lidl | h) Coop |
| b) Penny | i) Žabka |
| c) Billa | j) Bezobalové obchody |
| d) Kaufland | k) Košík.cz |
| e) Globus | l) Rohlik.cz |
| f) Albert | m) Farmářské trhy |
| g) Tesco | n) Jiné: _____ |

23. Máte nějaké další připomínky či názory co byste chtěl/a vyjádřit? _____
(nepovinná otázka)

Appendix K: Frusack's website - Typing errors

CO JE TO FRUSACK A PROČ HO POUŽÍVAT?

KKaždý z nás ročně spotřebuje přes 300 jednorázových mikrotenových sáčků. Ty tvoří obrovskou ekologickou zátěž. Mikrotenové sáčky nelze recyklovat a většinou končí ve spalovnách nebo na skládkách. Největší hrozbu představuje plastový odpad pro život ve světových oceánech.

S Frusackem můžete chodit na nákupy opakovaně a zamezit tak nadužívání zbytečného plastového odpadu.

PŘÍBĚH FRUSACKU

Životní cesty jsou zapeklité a Hanu Fořtovou dovedla jedna z nich v létě roku 2014 do Stockholmu. Studentka medicíny s malým dítětem se tehdy rozhodla začít cvičit a také zdravěji jíst. Ovoce a zelenina nesměly v jídelníčku chybět, ale pojila se s nimi jedna nepříjemná věc. Vlastně spousta nepříjemných věcí.

Hana domů s každým nákupem nosila velké množství jednorázových mikrotenových sáčků. Jsou přece tak zbytečné. Existuje k nim nějaká alternativa pro opakované použití? Neexistovala.

Když se pro něco opravdu nadchnete, není těžké dotáhnout nápad do konce. Jednorázové plastové obaly jsou

Source: Author's own creation (Frusack.com), 2019