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GREENWASHING IN COMMUNICATION WITH CONSUMERS ON THE UKRAINIAN MARKET

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The aim of the article is to reveal how the companies acting on the Ukrainian market advertise their products or services as ecological and publicly express their position towards the ecological responsibility using greenwashing. The ways of deceiving consumers on the account of ecological nature of the production and the products of the company have been revealed, the forms of the manipulation of public opinion have been outlined. The attitude of the Ukrainian consumers towards ecologically or organically positioned production has been clarified, and recommendations have been given on how to create an eco-brand without greenwashing. The author does not advocate for or against greenwashing and does not analyze the violations of law by companies. To study the communication policy of the company the author has used a lot information sources of various kinds, which gave the opportunity to receive comprehensive, sometimes conflicting data regarding the object of study. Potential customers' opinion poll has been used as a method to collect primary data. Several strategies of communication behavior of the companies on the market have been singled out: gaining sympathy by the method of silence; assigning ecological status to potentially harmful products; the communication strategy based on statements of corporate values and green office principles propaganda; the communication strategy of promises; announcements of participation in regional environmental programs and interaction with public authorities; the communications strategy of admitting the guilt; the communication strategy of finding the guilty; participation in public actions and their initiation; shifting the emphasis; instruction; communication strategy of deceit.

Keywords: *greenwashing, eco-brand, communication, public opinion, communication strategy.*

Introduction. In recent years the environmental-friendliness of purchased products is gradually becoming a trend among consumers. Environmentally-friendly products tend to have the following features: 1) they are more environmentally friendly at the stage of consumption compared to their analogue goods; 2) they are more environmentally friendly at the stage of production; 3) they are the components of greener processes [1]. A lot of companies use environmental friendliness of its products to fight competition, but often they do not have sufficient grounds for it. Such phenomenon is called greenwashing — deceiving the consumer on the account of eco-friendly nature of the products or services,

tricks that form consumers' false image of the environmental-friendliness of product or brand [2]. M. Delmas and B. Burbano identify greenwashing as "the combination of two behavior models of a company: insignificant ecological performance and persuasive communication about the ecological performance" [3, p. 65]. The increase in the number of greenwashing negatively affects the mindset of consumers, who stop trusting green products and services [4].

The driving forces of greenwashing include: non-market external forces (regulation and operation of environmental activists, NGOs, media monitoring), market external factors (requirements of consumers, investors and competitive environment), organizational factors (characteristics of a firm, inner-firm communication and organizational initiatives), individual psychological factors (limited options, bias) [3].

Literature review. The term "greenwashing" emerged around 1990, when some of the largest companies polluting America (DuPont, Chevron, Bechtel, the American Nuclear Society and the Union of manufacturers of plastics) tried to advertise their own products as environmentally friendly on the exhibition in Washington [5].

Note that greenwashing concerns not only ecological products, but also the whole production and company philosophy. This phenomenon takes many forms: from expensive advertising campaigns that emphasize the importance of maintaining the ecological balance of the planet to participation in transnational corporations conferences on issues of environmental protection and environmental forums [6].

The nature of greenwashing is reflected in the seven "sins:" 1) the sin of allocating the benefits, hiding flaws (claims of environmental-friendliness based on limited amount of characteristics); 2) the sin of having no evidence (the products or services are positioned as environmentally-friendly which is not grounded); 3) the sin of blurring (the statements about safety and eco-friendliness are too broad and general); 4) the sin of impropriety (irrelevant statements); 5) the sin of smaller of two harms (environmentally-friendly but potentially dangerous products); 6) the sin of outright lies (false statements); 7) the sin of nonexistent labels (icons of nonexistent certifications, similar to the original) [7]. E. Hillespay identified ten greenwashing signs: from camouflaged language (fluffy language), meaning obscure words such as "eco-friendly," to blatant lie (outright lying), fictitious statements or false numbers [8].

There is even Greenwashing Index — a website created by the "Enviromedia" agency together with the School of Journalism and Communication at the University of Oregon, where people upload and discuss "green" advertising. These ads are evaluated on a scale from 1 to 5 on the following criteria:

1. Misleading words in the ads.
2. Misleading visual component in the ads.
3. The ads contain ungrounded statements.
4. The ads exaggerate how "green" the company's products and services are.
5. The ads conceal information and the desired is camouflaged for real [9].

L. Carlson, C. Grove and J. Kanhun categorize advertising related to the protection of the environment using a matrix where statements about the environment are divided into five different types: 1) focusing on the product: advertising focuses on the properties

of the product (for example, it decomposes into organisms in nature); 2) focusing on the process: methods of production or utilization in a certain company (for example, using only the material suitable for further processing); 3) focus on the image: the organization is associated with the protection of the environment (e.g., an organization is involved in activities to protect the oceans); 4) independent statements on environment (such as cutting down rainforests); 5) the combination of the mentioned above [10].

In misleading environment-oriented advertising the four types of statements are used: 1) ambiguous (unclear or too broad statements without clear meaning (such as “environmentally friendly products”), 2) incomplete: the statement does not provide important information (e.g. “the product does not contain sodium nitrite,” but in reality it contains other substances harmful to the environment); false/outright lying (or fabricated false statements); a combination of the above mentioned types [10, p. 199].

The purpose of the article is to find out how the companies represented on the Ukrainian market advertise their products or services as environmental and also express their own position on environmental responsibility using greenwashing.

The objectives of the study are as follows:

1. Reveal the methods to deceive Ukrainian consumers on the account of environmental activities and companies' products as well as outline the ways of public opinion manipulation, find out how it can influence the consumers' choice.

2. Reveal Ukrainian consumers' attitude towards products that are positioned as ecological or organic.

3. Provide guidance on how to create eco-brand without greenwashing.

Method. Potential customers' opinion poll was used as a method to collect primary data. A cluster selection method was used during the sampling, i.e. 40 random supermarkets of various retail chains of Ukrainian capital (food, construction, electronics and so on) were selected. Using questionnaires, a proportional number of respondents considering their age were interviewed. The sample size was 386 people. The questionnaires included mainly closed questions, meaning that they had all possible answers. The data obtained in this way was easier to analyze and generalize. Questionnaires were focused on finding out the attitude of buyers to eco-products and “green” advertising, communication policy effect of companies using environmental issues on consumer choice.

To study the communication policy of enterprises the set of sources of various kinds was used, which gave an opportunity to obtain comprehensive and sometimes contradicting data regarding the object of study. The sources of information for the study were:

- scientific publications;
- regulations;
- enterprises sites, publications in online media on the activities of companies, posts on forums etc.;
- printed media.

Results. Analyzing the behavior of companies on the Ukrainian market, we have identified several communicative behavior strategies of companies.

Communication Strategy of Gaining Sympathy by Silence. Thus, the “Coca-Cola Beverages Ukraine Ltd” represents on the Ukrainian market drinking spring water “Bon

Aqua” in the “unique eco-form bottle,” which contains 20% less plastic. It’s supposed to offer significant economy of natural resources. In addition, the new bottle can be easily twisted so now they are much easier to recycle. The company claims that thanks to reducing the production of plastics, CO₂ emissions are also reduced which equals to reducing the number of cars on the road per 100 000 per year [11]. In fact, each bottle uses less plastic and consumes fewer resources of the producer, but of course it does not reduce the price but forwards all the profit to advertising, provoking increasing demand for the product, and accordingly increasing the production of so-called “eco-bottles.” Less plastic means that the bottles are easier to recycle. However, Ukraine lacks the culture of sorting and recycling. Yes, there are seven different types of plastic that can be recycled but they must be separated for recycling. In addition, the production of plastic requires oil and transporting water which also leaves an environmental footprint as well as keeping products in storages and cooling them on supermarket shelves. The product itself is used only for 5 minutes. So, most of the plastic wastes in Ukraine ends up on dumps or is burned. That’s why it is much greener and cheaper to use water purified through a filter with multiple use bottles. Meaning that the declaration about the reduction of plastic in production is not enough to confirm the environmental-friendliness of the product: it is necessary to consider the whole cycle: extraction of raw materials, manufacturing, transportation, usage and recycling.

On the site of “Mivina” brand, which is one of the leaders in instant foods and spices on the Ukrainian market, there is a claim that the basis of its spices consists of natural seasoning vegetables, herbs, spices and minced chicken [12]. However, there is no accent on consisting in its products of sodium glutamate, sodium inosinate, sodium gultalinat, modified starch, food flavorings of “stewed meat,” “garlic” and “chicken,” hydrolyzed plant protein, plant oil based on palm (coconut) oil etc. It can be found on the label, but not advertising.

It is interesting to consider the advertising concept of a leader Ukrainian poultry market — “Nasha Ryaba.” The producer talks about the use of only environmentally friendly products at all stages of the production [13]. However, it does not inform that the bird farms are related to the risk to the environment and health through a significant water intake, a large amount of litter that needs to be stored somewhere and the risk of polluting the environment with nitrogen, phosphorus and heavy metals or about the emissions in the atmosphere (ammonia methane, hydrogen sulfide, aromatic hydrocarbons, dust and unpleasant smell).

On the site of a ketchup, sauces, mayonnaise, tomato paste, juice, oil, canned vegetables and pasta manufacturer “Chumak” we can see the following advertising: the unique location of the company in southern Ukraine in an environmentally clean area which guarantees high quality of the products. We are proud that we do not add preservatives in finished products and all the products of “Chumak” trademark are absolutely safe for health [14]. However, flexible packaging of ketchups, sauces, mustard etc. requires special technology of processing. Externally it looks like plastic, but inside it has a layer of aluminum and another layer of polyethylene. In Ukraine, there is no such processing technology.

The world-renowned manufacturer of packaging “Tetra Pak” “provides reliable, innovative and environmentally friendly products.” Recycling is the basis of business strategy to achieve environmental production. At the same time, the main objective of the company is to increase the volumes of processing. The optimistic plans of the company are to bring these figures up to 40% by 2020. Meanwhile, every year millions of “Tetra Pak” packages are sold in Ukraine, which are composed of three main elements — cardboard, foil and polyethylene. The company claims that it uses wood to produce packaging that comes from a certified independent non-governmental organization Forest Stewardship Council. Therefore, the wood resources which are used to make cardboard packaging are used efficiently and the restoration of forests and biodiversity is ensured. A new environmental initiative of the company was the use of polyethylene in packaging produced from renewable plant material [15]. However, there is only one such packaging producing plant in Ukraine. So its lion’s share reaches the landfill or the incinerator plant after the consumption of the product with the consequences for the environment.

Communication Strategy of Assigning Ecological Status to Potentially Harmful Products. The “first eco-horilka” which is surpassingly based on “the water of the lake Synevyr” has been introduced in Ukraine. According to the manufacturer, this is the only spirits in Ukraine as well as in the world which includes natural water from the mountainous Carpathian lake Synevyr located in a conservation area at an altitude of 989 meters and is one of the seven natural wonders of Ukraine. The horilka is supplied in bottles of deep blue color that resembles drops of water. This design solution emphasizes the uniqueness of the origin of the product and makes it stand out on the shelf. Meanwhile, experts in Transcarpathian region have expressed doubt that the mentioned horilka is produced using water of Synevyr lake which is relatively small and does not possess large reserves of water. Moreover, there is no trust for the advertised water quality of Synevyr. Most likely, “Morosha on the water of Synevyr lake” is entirely promotional and is unsupported by real facts [16].

Communication Strategy Based on the Statements of Corporate Values and Promoting Respect for the Principles of Green Office. On the website network of “Okko” refueling stations the company declares its corporate values, among which is the concern for the environment. The environmental aspect is taken into account in the commodity policy, logistics planning, engineering, software and technological solutions in public initiatives and communications with partners and customers. The company tries to compensate the damage to the environment by promoting green office practices. The network keeps records of all types of resources: water, electricity, paper and ink cartridges. The memos like “Do not forget to tighten the valve,” “Pour only the necessary amount of water,” “Do not forget to turn off exterior lighting,” “Do not forget to turn off the light” and “The end of the day remember to turn off electrical appliances” help save resources in offices and refueling stations. The company recycles waste paper and polyethylene and uses office paper made from recycled materials. The “Okko” network constantly focuses the attention of consumers on environmental parameters of the fuel in all advertising communications and actively promotes the principles of eco-driving [17]. However, for petrol refueling, energy producing or coal mining company the “green office” practices

can be an element of environmental responsibility but not its main basis. Environmental responsibility of such companies can not be based on reducing the use of paper or reducing power consumption to several thousand kilowatts. Instead, establishing the principles of green office or planting trees can really be the basis of communications on their environmental responsibility for various consulting and other “office” companies.

Communication Strategy of Promises. As a company with a full metallurgical cycle, JSC “Ilyich Iron and Steel Works” considers environmental activities to be paramount. The company consistently achieves the reduction of the impact of industrial activity on the environment and strives to provide a healthy environment for the population in the city of Mariupol. According to the company, the environmental strategy of the enterprise is based on a comprehensive program of reconstruction and modernization of production with the implementation of new environmentally friendly technologies on the basis of environmental measures. Experts together with leading scientific centers of Ukraine have developed a long-term conservation program that involves all the main phases of metallurgical production. Its implementation supposedly will significantly reduce emissions of pollutants into the environment, taking into account the production growth. The company declares its commitment to introduce advanced technologies and upgrade existing production processes, while anticipating the decrease of negative effects on the environment; to continuously improve the environmental management system; to develop investment projects to conduct a quantitative assessment of the impact on the environment and health using available methods, optimizing production processes, strive to achieve energy efficiency, reduce specific consumption of natural resources, dispose and utilize wastes; maintain an open dialogue with all stakeholders on the environmental aspects of the plant. In the near future the company publicly announces its plans to close the open-hearth production, equip all metallurgical enterprises with modern, highly efficient wastewater treatment systems [18].

At the same time, the company fully addressed the use of such wastes as welding, slag, sinter, flue dust, sludge steel. After processing the converter slag is used in sinter production, blast-furnace is used to produce granulated slag and construction materials. Waste oil that accumulates on the cleaning water circulation systems is fully processed in the production of engine oils. Instead of solving real environmental problems there are yet only promises.

Announcements of Participation in Regional Environmental Programs and Interaction with Public Authorities. Steel Plant JSC “Zaporizhstal” has joined the Tripartite Agreement between JSC “Zaporizhstal”, Zaporizhzhya Regional Council and the Ministry of Environmental Protection of Ukraine. The plant is involved in regional environmental programs [19]. This strategy is designed to convince the public in the company’s solving of large-scale environmental problems, its law-abiding policy and responsibility, although the involvement in various programs and agreements does not guarantee this.

Communication Strategy of Admitting the Guilt. On the website of JSC “Azot”, which is one of the domestic producers of mineral fertilizers, ion exchange resins and ammonium nitrate, it is noted that the chemical enterprise, like any other, exists not

virtually, but in real environment, which we are not isolated from, because it is practically impossible, and such production will always have an impact on the environment [20]. It is clear that the statements of chemical enterprise about environmental cleanliness of production would not gain trust. Thus, acting according to the strategy of admitting the guilt, the company emphasizes that environmental policy of the company is aimed at ensuring minimal environmental impact and causing as little damage to nature as possible.

On the site of the steel producer JSC “Arcelor Metal Kryviy Rih” there is a message stating that the process of steel production is associated with significant air pollution. One of the priorities of the company in the area of environment protection is the reduction of harmful emissions. To ensure the interaction with the public communities the practice of regular posting about monitoring the air quality in a zone of influence of the company was introduced. Since the beginning of 2016 the daily practice of placing information on a bulletin board on a street in Kryviy Rih about the average content of main pollutants has been introduced [21]. By providing comprehensive information on environmental damage, the company reached an understanding with the public, claiming it down and preventing the spread of rumors and panic associated with its activities.

Communication Strategy of Finding the Guilty. On the website of JSC “Azot” it is said that the company is law-abiding and comply with eco standards. However, it is noted that the city has organizations that use ammonia and waste it into the air. In particular, it is stated that some food companies need this chemical for ammonia-refrigeration [20]. By this the company’s press service hints that blaming “Azot” for any maximum allowable concentrations emissions disorders, if any would actually occur, would be incorrect.

Participation in Public Actions and their Initiation. The eco-action “Bought a car? Plant a tree!” launched in Kiev in 2012, was initiated by the company “Toyota Ukraine” together with the International Charity Fund “Ukraine! I am for you!” The concept of the event was to enrich Kiev with the greenery and create a unique piece of Japan in a form of a Japanese garden. This project aims to increase green areas. The company positioned this event as very important because wood restores oxygen, absorbs carbon dioxide, protects humanity from noise and dust and also provides healthy climate [22]. Undoubtedly, such actions of the company are something positive and necessary, but the benefits are much smaller compared with the damage to the environment from the production and operation of vehicles.

Here are other examples of companies demonstrating their involvement in actions to protect the environment. JSC “Azot” took part in the “Battery” event and “Preserve nature of Cherkasy region together,” which purpose was to raise responsible public attitudes to the environment and nature conservation [20]. The chain of “Okko” refueling stations joined the public initiative “Make Ukraine clean”, taking part in the national flash mob “The biggest amount of garbage collected in 1 second” [17].

The fact of participation in various green initiatives certainly has a positive impact on the reputation and thus on sales (although not proportionately). In addition, it should be noted that the involvement in various environmental activities and conferences can help establish interesting business relationships. The participation in environmental events that are held under different auspices (planting new trees, making the whole company (or

part of the staff) gather trash in the park, etc.) helps to make the community a real team. Naturally, environmental education is not the task for business but a business can have its say through sponsorship or promoting such projects and organizations.

The initiators of environmental education, changes in thinking and environmental awareness are usually interested in attracting attention to themselves and ask all those who have the desire and opportunity to post an online banner or a link to them for informational support. Placing banners of such projects and links to websites of companies not only demonstrates the commitment to green ideas and concepts of “green office”, but really helps these projects to attract more visitors, taking a better position in the search results that will certainly lead to positive changes.

Shifting the Emphasis. On the website of the “Kievenergo” company the focus is shifted from environment to the energy efficiency. Of course, the one who uses energy efficiently will also prevent the abuse of resources and protect the environment [23]. However, the company is silent about their own impact on the environment. Energy efficiency is primarily a commercial way to achieve profitability and strengthen the financial position of the company. At the same time it is much better for the power generating company to base its environmental responsibility on increasing the share of renewable energy sources in the structure of power generation or reduce the consumption of fossil fuels per unit of electricity.

Giving Instruction. The company “Kyivvodokanal” (Kyiv water supply) focuses attention on the economical use of resources which provide the water and sanitation. On the site of the company, for instance, the main message is that if the tap drips water (even 10 drops per minute), in a month it will accumulate into a waste of about 170 liters of water, and that the water consumption to take a bath is approximately 3–4 times higher than the amount of water needed to take a short shower [24]. At the same time there are many problems associated with the activities of this enterprise, such as failing to meet the world standards of drinking water, emergency state of water supply and sanitation.

Communication Strategy of Deceit. Food commodities labelled “bio”, “eco”, “natural”, “vita”, “pure” etc. are widely presented on the shelves of the Ukrainian supermarkets and are usually more expensive than their labelless analogues. Many consumers associate such goods with the notion of “organic” accepted over the world. However, these labels put on the goods on the Ukrainian market are often no more than just an advertisement, marketing trick which is not supported by corresponding laboratory control. Most kinds of biokefir, natural juice and eco-products of the Ukrainian origin are organic only by their name. Ukraine lacks national legislation in the matters of organic production; the procedure of using such notions is also not regulated. Still, numerous sites offer their service to help give the product the status of ecological or organic. Thus, the Centre of Ecological Certification and Labelling, All-Ukrainian Public Organization “Zhyva Planeta” gave the ecological label “Zelenyi Zhuravlyk” to such giants as “Chernihivske” (beer production), “Oleina” (oil production), “Nemiroff”, “Khlibnyi Dar” (alcohol production), “Schedro” (food production). However, “Zhyva Planeta” works with ISO14024 [25]. This ISO deals with environmentally friendly production and it is not a standard of quality of food commodity.

In the countries, where the notion “organic” is legally regulated, the use of eco symbols and labels is controlled by the state. Using the notion associated with organic production is possible only when the product itself meets the requirements of organic legislation and its production is certified as “organic”. That means that the organic production and the ecologic production are not synonyms. Organic products don’t include GMO, GM-products and their derivatives, chemically synthesized preservatives, colouring agents, aromatizers and thickeners; they are produced without use of harmful technologies (ultraviolet treatment, chemical preservation, phenol treatment, atomic fission, radiation treatment, gassing); they don’t include agricultural raw material grown using pesticides, chemical fertilizers and other kinds of agrochemistry, hormones and growth stimulators; they don’t include agricultural raw material grown near industrial centres. On the other hand, ecological production is the production made with minimum harm to the environment on all its stages — from the creation to the utilization of packing.

Investigating the issue we turn to the results of the opinion poll conducted in the spring and summer 2016. The results show that approximately 19% of the respondents always try to buy eco-products (meat, dairy, fruit and vegetables, bottled water, cosmetics, household appliances, household chemistry, detergents). Their main motive is to care for their own health and children’s health. 22% of respondents buy such products occasionally, 49% — seldom, 10% — never. Meanwhile, 17% of the respondents are ready to buy eco-products if this raises their social status and prefer eco-products which can be used publicly.

The results of the poll show that 24% of respondents have generally positive attitude towards the advertising of eco products and perceive it as educational. Meanwhile, 71% of respondents see such advertising as a way of influence on the consumers’ consciousness for the benefit of a producer. The youth (people up to 35 years) are more critical to advertising technologies. We believe that this can be explained by the fact that youth is more familiar with modern advertising strategies, in particular because this audience is active in social networks.

The respondents have stated that they are most annoyed when companies present their product as the most effective, the purest and the best. In such cases this product is not trusted by 73% of consumers. This illustrates that even without knowing about greenwashing the consumers intuitively sense it and refuse to buy such products. Moreover, 6% of the respondents have claimed their readiness to take part in public actions against unfair advertising.

In our opinion, it is possible to create an eco-brand without greenwashing thanks to the following:

1. Research the life cycle of the product and convince the employees in the company’s eco policy.
2. Publicly claim that the product is environmentally friendly.
3. Establish communication with a consumer not only via advertising texts, but also by giving the potential consumers the possibility to try the product, feel it.
4. Adequately react to the critic: refrain from aggressive reaction or ignoring public discontent.
5. Establish communication with nature conservation organizations.

In communication with potential consumers the companies should take into account that the products which are environmentally safe do not exist, because there is no product with zero eco-trace. But it is possible to compare the products and define by this trace which one is more environmentally-friendly. In this context we can speak about environmental responsibility of business — the actions for the benefit of environment (or to lessen the negative influence on the environment) which go beyond the company's liabilities according to the law [26].

Conclusions. The choice of the communicative strategy of interaction with the customer depends on the company's orientation and values. However, the customers don't tend to trust meaningless promises and are quite sceptic towards companies' claims about the absence of their influence on the environment. The most effective incentive to trust a company is the real actions to protect environment and the presence of proofs that the product is harmless to people and the environment. Thus, for example, the basis of ecological campaign of telecommunication companies could be decreasing of the electromagnetic radiation from equipment they exploit and also introduction of new service which would allow decreasing paper use by the customers or the amount of travels. Beverage producers should popularize bottles recycling and the use of materials which dissociate in the environment. Oil companies could pay attention to the improving of ecological characteristics of fuel they sell and to the informative campaigns among the drivers about the ecological car driving.

Thus, successful communication with the company's consumers could be built based on the following principles:

- meeting the requirements of ecological legislation;
- giving only true information;
- thorough explanation of the impacts of one's activity on the environment;
- reducing the consumption of energy, heat, water, paper and other material. As a rule, it is realized both by the use of modern technologies and equipment and by the organizational and agitational events;
- using recycled dispensable materials including paper, reducing the exhaust fumes emission (and emission of other harmful substances) at the expense of reducing transportation;
- support recycling policy (separate waste collection, paper recycling, office equipment and batteries recycling etc.);
- sponsorship of environmental protection measures;
- willingness to be fully responsible for the damage caused to the environment;
- encouraging a corporate culture that is based on the environmental values; involving employees in the environmental initiatives, raising the environmental responsibilities of employees;
- responsibility to the community and other parties for one's current and future activity, as well as actions taken in the past;
- taking into account the views and wishes of the community in developing and implementing one's projects.

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ГРІНВОШИНГ У КОМУНІКАЦІЇ ЗІ СПОЖИВАЧАМИ НА УКРАЇНСЬКОМУ РИНКУ

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З'ясовано, як компанії, представлені на ринку України, рекламують власну продукцію чи послуги як екологічні, а також публічно висловлюють позицію щодо власної екологічної відповідальності з використанням грінвошингу. Виявлено способи введення в оману споживачів щодо екологічності виробництва та продуктів компаній, а також окреслено прояви маніпуляції громадською думкою. Проаналізовано, як українські споживачі ставляться до продукції, що позиціонується як екологічна чи органічна, та надано рекомендації щодо того, як створити екобренд без грінвошингу. Для дослідження комунікативної політики підприємств використано множинну джерел інформації різного характеру, що дало можливість отримати всебічні, подеколи суперечливі дані щодо об'єкта дослідження. Виокремлено кілька стратегій комунікативної поведінки компаній на ринку.

Ключові слова: грінвошинг, екобренд, комунікації, громадська думка, комунікативна стратегія.

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