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**GREENWASHING IN COMMUNICATION WITH CONSUMERS  
ON THE UKRAINIAN MARKET**

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***Research Methodology****. Potential customers’ opinion poll has been used as a me­thod to collect primary data. A cluster selection method has been used during the samp­ling, i.e. 40 random supermarkets of various retail chains of Ukrainian capital (food, construction, electronics and so on) have been selected. Using questionnaires, a proportional number of respondents considering their age have been interviewed. The sample size was 386 people. 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.*

***Results.*** *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. The choice of the communicative strategy of interaction with the customer depends on the company’s orientation and values.*

***Novelty.*** *The methods to deceive Ukrainian consumers on the account of environmental activities and companies’ products have been revealed as well as the ways of public opinion manipulation have been outlined.*

***Practical Significance.*** *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; using recycled dispensable materials including paper, reducing the exhaust fumes emission at the expense of reducing transportation; support recycling policy; 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.*