I. **Author:** Mary Kudube Molete  
**Title:** Contemporary green marketing strategies

II. **Objective of the thesis and its fulfilment**  
*After reading the thesis I hereby acknowledge that the objective of the thesis stated in the official assignment has been fulfilled.*

III. **Content processing and approach to diploma work conception**  
*Thesis keeps the traditional structure – Introduction, methodology, literature review, findings and conclusions together with limitations and recommendations. The first three parts are excellently processed. The problem statement and purpose of thesis is very well explained, although some more arguments to the focus on one company are missing. What the author describes as a conceptual framework is not the real conceptual framework. Also the headline of Figure 1 is not correct. I highly appreciate chapter 2 – Methodology - especially due to the fact that the author has carried out qualitative research and the teaching of the knowledge of how to carry out this kind of research is not a part of the education at the faculty. The literature review is also excellent – with the repeated comment about the fact that teaching about consumer behavior is very limited in the curriculum of the Master degree programme and there is no course devoted to green marketing at all. So again, the author had to learn on her own. Literature review is very compact and if used fully in the empirical part, the findings would have very high value. I would also like to draw attention to the large number of sources and their high quality and the work with them.*

*The text on research findings is less well developed. My first remark relates to the fact that the author presents her comments to the results of content analysis coming from the interviews as being from quantitative study – she generalizes the statements of only nine interviewed persons for the population. The second remark is about some gap between what literature review covers and what the interviews do – there is not 100% harmony between those two parts and the explanation is missing. Some rather important and interesting issues that are introduced in the review are absent in research and in findings. The potential of the thesis has not been fully used. Also, how the questions used in the interviews emerged and some arguments why exactly these questions are the right one for answering the research questions are not available in the thesis. According to my opinion recommendations are rather vague. Plus point can be added to the limitations the author is aware of.*

IV. **Formal particulars of the diploma thesis and layout**
All formal requirements are fulfilled in accordance to the requirements. All references are done properly. Graphic layout of thesis is standard. Two – not relevant – comments can be mentioned to the missing numbering of references and not using the same style of introducing the sources at the end of the text. Paging is also not according the standard style.

V. Comments about the thesis

Despite some critique introduced above I believe the work is handled well and if the author would like to continue with the research, findings could bring very interesting ideas and potentially also knowledge about green marketing in South Africa.

VI. Questions recommended to detailed explanation during defence

1. What should be done so the findings of the interviews could be generalized? Or vice versa…how the comments related to the interviews should be written so it is clear that the research had partially exploratory character and was based on ideas of only few persons from the whole population?

2. Green marketing strategies need not to lead to higher price of products. Can you give us some examples? I do not mean some practices in financial management linked to green marketing.

VII. Conclusion

Master thesis meets (under above mentioned limitations) both content and formal requirements for a master thesis, as the reader I do not regard the work as plagiarism and do not know about any plagiarism committed by the author.

I suggest the grade B.

In Brno, on 25th January 2018

Ass. Prof. Alena Klapalová