

Abstract

The thesis on the development and implementation of green marketing in the watch industry from 2019 to the present aims to find out how much watch brands are using green marketing and how they are implementing it in their strategy. It also aims to find out whether the social class of a brand's target audience has an impact on the amount of green marketing usage by a brand. In the theoretical part, the thesis explains the concept of green marketing which is crucial for the whole research. Furthermore, it links it to the concept of corporate social responsibility. The remaining chapters are devoted to the relationship of consumers with sustainable behaviour and to the introduction of the watch industry, its development and the environmental issues associated with it. Among others, the brands Citizen, Oris and IWC are introduced and further explored. The research itself was carried out through quantitative content analysis, using keywords on the social media platforms Facebook and Instagram as well as on the website to determine how much brands communicate green marketing. The thesis concludes by discussing not only the results of the research, but also its limitations and opportunities for future research.