

ENVIRONMENTÁLNÍ ASPEKTY V PROMOTION MÍSTNÍCH POTRAVIN ENVIRONMENTAL ASPECTS IN LOCAL FOOD PROMOTION

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Abstract

The article aims to analyze environmental claims as a possible promotion element to support sales of local food. The article analyses some results of a questionnaire survey among customers of selected smaller food stores standing out of supranational retail chains.

Key words: Local Food, Regional Food, Consumer, Food Miles, Environment Protection

Abstrakt

Cílem článku je posoudit možnosti využití tvrzení o environmentální šetrnosti v rámci marketingové komunikace lokálních potravinářských produktů. Článek předkládá výsledky dotazníkového šetření mezi zákazníky vybraných menších potravinářských prodejen, které nejsou součástí sítě prodejen nadnárodních obchodních podniků.

Klíčová slova: lokální potraviny, regionální potraviny, spotřebitel, potravinové míle, ochrana životního prostředí

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