

Abstract

Title: Attitudes to Nutrition and Self-awareness of the secondary school students

Objectives: To evaluate dietary habits and overall lifestyle of the respondents based on the information gained in a marketing enquiry and to suggest solutions for improvement.

Methods: Quantitative data that was collected by a written questionnaire were chosen as the primary data source. The basic file is student of Business Academy and Vocational School in Pribram. The selection sample consists of 190 students of the above mentioned school. 81 students from the total number majoring in Economics Lyceum line and 109 students majoring in the Business Academy line.

Results: Individual questions from the written questionnaire were processed and the results are illustrated using pie charts.

Keywords: nutrition, diet, body image, marketing research