

Abstract

The objective of this bachelor thesis was to examine the using of the shopping possibilities in the school and in the neighbourhood, the conditions which influence the using and the pupils' shopping preferences. According to the acquired data some possibilities of the intervention are formulated, which can be used to positively influence the pupils' attitude towards the nutrition. The author concerns herself with the dietary habits of children and wants to discover possibilities to influence it.

The theoretical part of the thesis contains nutrition recommendations for the school age children and describes the psychological specifics of this age. It also provides the information about international attempts to influence the lifestyle of the young generation and particular realization in the Czech Republic and other countries. There is written also about recommendation by World Health Organization and the thesis informs about supportive projects in the Czech Republic and also about the attempts to control the products provided in schools. Last but not least there is the information about obesity – prevalence, causes, consequences and prevention, and also about mental anorexia as the illness typical for the adolescence.

The practical part used a questionnaire to find out the pupils' shopping preferences in the vending machines, snack bars and food stores near school and the connection with age and gender and other conditions. The data are presented by charts and graphs in total and also according to the category. The respondents are divided into three groups according to the age so it is possible to compare the results during the primary school attendance. Within the particular questions, if the differences were noticeable, the answers by boys and girls are compared.

It was discovered that the shopping preferences are slightly different according to the age. In general it can be said that the top were sweets, soft drinks and also fruit and bread. The positive finding was that the vast majority of pupils bring their own snacks prepared at home. Pupils who do not bring them usually choose high frequency of the shopping. Pupils do not use the shopping possibilities mainly because they do not want to spend money and because they do not need. The main reason why they do the shopping is their appetite. They usually pay with pocket money, only a few pupils get money intended for food and drink, especially within the young children the milk card is used. The amount of money spent is higher the older the children are as was expected. Most often they use the food stores for shopping. This is typical especially for the older pupils and they also do the shopping more often than the younger pupils.

The thesis can help us to imagine the pupils' shopping behaviour and can help us to get the reasons for influencing the dietary habits of pupils straight and it informs about the principles, attempts and possibilities of intervention.

Key words:

primary school pupil, vending machine, nutrition, shopping