

Eating habits among consumers between 20-30 years in Slovak Republic and Spain

Diploma thesis

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Abstract

Kališová, L. Eating habits among consumers between 20-30 years in Slovak Republic and Spain. Diploma thesis. Brno: Mendel University, 2017.

The Diploma thesis evaluates food preferences and eating habits among young people between 20-30 years from Slovakia and Spain. It looks at the factors that influence the consumer behaviour, eating habits and how the consumers behave during their purchase in two different countries. The Diploma thesis brings the results from the research obtained from the questionnaire survey conducted in April 2016. The results obtained from the research are formulated into recommendations for economic subjects that deal with food marketing to fulfil the deficit in the mean of healthy food.

Keywords

Consumer choice, Decision-making process, Factors influencing consumer behaviour, Civilisation diseases, Hofstede's model, Trompenaar's and Hampden-Turner's cultural differentiation

Abstrakt

Kališová, L. Stravovacie návyky konzumentov medzi 20-30 rokom na Slovensku a v Španielsku. Diplomová práca. Brno: Mendelova univerzita v Brne, 2017.

Diplomová práca sa zaoberá stravovacími návykmi medzi mladými ľuďmi vo veku od 20 do 30 rokov na Slovensku a v Španielsku. Hodnotí faktory, ktoré ovplyvňujú správanie spotrebiteľa, stravovacie návyky a to, ako sa spotrebiteľia rozhodujú pri nákupe potravín v dvoch odlišných krajinách. Diplomová práca prináša výsledky výskumu získané z dotazníka, ktorý bol vykonaný v apríli 2016. Získané výsledky výskumu boli formulované do odporúčaní pre ekonomické subjekty pôsobiace na trhu s potravinami, aby vyplnili deficit na trhu, čo sa zdravého stravovania týka.

Kľúčové slova

Výber spotrebiteľa, Rozhodovací proces, Faktory ovplyvňujúce správanie spotrebiteľov, Civilizačné choroby, Hofstedeho model, Trompenaar a Hampden-Turnerov kultúrne rozdiely

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1 Introduction

The consumption of food is one of the most important human needs. People change their consumption structure due to their income and therefore sometimes choose food with low quality because of the price. The healthy lifestyle is still more and more promoted and people start to exercise in order to prevent some diseases and improve their health. The European Union has started the project which is aimed at promoting balanced nutrition. It aimed to improve the nutritional quality of food offered in restaurants as well as provide consumers with better information about what they consume.

In many countries of the European Union the prevalence of obesity almost tripled since 1980s. Obesity and overweight worldwide are related to more deaths than underweight. Nowadays in many developed European countries the obesity is a huge problem which leads to the economic problems and also to increasing costs that consumers spend on their health care. Preferences about the consumption differ from one country to another. In each country of European Union people behave differently as regards the consumption of food and buying process. It also depend on the income they receive so they can afford to buy food of a high quality or go to the better restaurant which care about their customers and offer quality dish. Therefore it is in the interest of the economy to promote steps that leads to the healthy life style of people and so it is necessary to find out the factors that influence the decision making in buying process and then to make actions which could lead to improving the situation.

The International Obesity Task Force (IOTF) and the World Health Organization (WHO) have qualified obesity as the epidemic of the 21st century for the dimensions acquired, the impact on morbidity/mortality, quality of life and health costs (SERRA-MAJEM, GARCÍA-CLOSAS, RIBAS, PEÁREZ-RODRIGO, ARANCETA, 2001).

This diploma thesis is going to elaborate the topic previously described and is going to be verified by making a research about the quality of healthy life style in two countries, namely Slovak republic and Spain. After the evaluation of research the recommendations are going to be listed for different economic subjects in the market.

2 Objectives

The main aim of this thesis is the evaluation of food preferences among young consumers between 20-30 years comparing Slovak republic and Spain. The diploma thesis identifies factors that influence consumer behaviour and buying decision making process. In Spain and Slovak republic factors differ in a way that Spanish people are more Mediterranean oriented.

The other objectives of this thesis are:

- to find out how consumers in these two European countries behave in their decisions as regards the food and lifestyle and factors influencing eating habits,
- to find out how young people make their buying decision making in both countries, identify the influence of the reference group on their eating habits,
- find out daily food regime of both nations,
- how media influence consumers,
- to find out whether respondents buy bio food and what are their knowledge about bio food,
- how often respondents visit public catering and what are their reason to eat at restaurants and fast foods,
- to find out what income respondents earn per month and weekly expenditures on their food.

The thesis leads to evaluation of economic factors that would help to concrete solution of a given problem. Thesis is aimed at formulation of recommendations for marketing with food, which means to make conclusion which is suitable for food marketing of a given group of people, to find out the deficit in the food marketing and create the suggestion for the market subject that could be able to fulfil this deficit in the mean of healthy food.

3 Literature overview

3.1 Consumers and their behaviour

The food sector in European markets offer large scale of products that consumers buy and therefore creates a space for competition. To succeed in the market the producers have to recognize needs and wants of consumers and they also have to be able to provide them with the best offer and meet their requirements and stimulate the need of consumer to buy a given product. Marketing ensures the promotion of such products that have to stimulate the need for purchasing and consequently firms make a profit.

Consumers make many buying decisions every day, and the buying decision is the focal point of the marketer's effort. Most large companies research consumer buying decisions in great detail to answer questions what consumers buy where they buy, how they buy, when they buy, and why they buy (Academia, 2014).

The central question for marketers is as follows: How do consumers respond to various marketing efforts the company might use? The starting point is the stimulus-response model of buying behaviour (Academia, 2014).

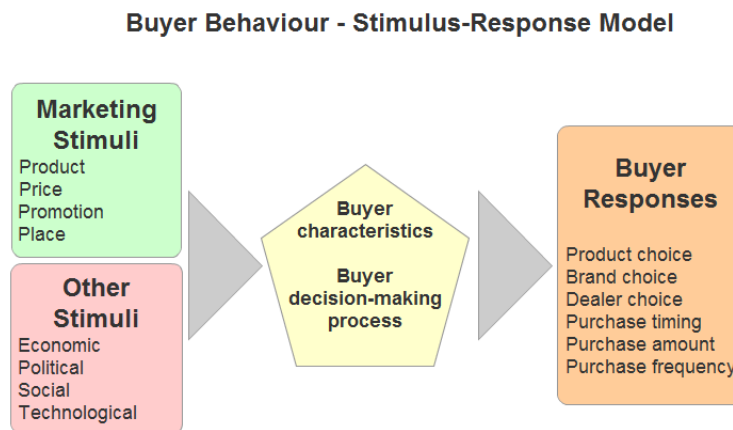


Figure 1 Stimulus-Response Model

Source: Comindwork, 2015

It is necessary here to define the consumer behaviour. According to Solomon (2004), the consumer behaviour is the buying decision making of the end user and customer. Understanding and knowing how consumers think, feel, evaluate, choose among different alternatives, how they are influenced by their environment, how they behave in their buying decision making process, how they are limited by their knowledges or ability to work with the information, what motivates them and how their procedures differ in the decision making in dependent on the importance or interest about the product, all these aspects can help in creating appropriate marketing mix, marketing strategies and situations how consumers will be react on them.

Foret, Procházka, Urbánek (2005) argue that vendors knew better their customer's needs and wants in the past. It was due to small shops that existed which served relatively small, synoptical market. Vendors were still in touch and contact with their daily customers. Changes in the market structure and size force the marketing managers to make researches which help them to gain the information about the situation in the market and also provide them with the needs, wants and attitudes of their potential customers.

Roles of consumers and customers are identical. The consumer is the universal term and includes all consumption, which means the consumption of the goods and services that the human does not buy himself. The customer is quite narrow term who order, buy and pay by himself (Komarková, Rymeš, Vysekalová, 1998).

Schiffman and Kanuk (2004, s.14) define the term consumer behaviour as the behaviour by which consumers are displayed when searching, buying, using and evaluating products and services from which they expect satisfaction their needs.

Study of consumer behaviour enables to understand and better forecast not only what consumers buy in the market but also when, how and how often (Schiffman, Kanuk, 2004). One of the basic assumptions of analysing current consumer behaviour is the fact that consumers in the European Union buy products not because of their main function (what is their main function) but for their perceived value. It means that products go beyond their boundaries of use, exceeds its service limits (Salomon, 2004). What is more consumers do not evaluate products according to its core (means the main utility that product has to provide) but mainly according to the so-called real product (particular product's qualities), so the set of intangible factors bringing customer the advantage – image of the user of product, post-purchase service and many others (Foret, Procházka, Urbánek, 2005).

Life experiences and knowledges acquired during our life help us to make decisions, generalise our experiences and protect us from wrong offers. People with little or no experiences are an attractive target segment for producers and vendors. These consumers are more likely to experiment while buying process than those who are well informed and have better knowledges and experiences. This group of people create mainly young consumers who are more flexible in their mind than old people that are more sceptics. Sceptic people are not willing to change their well-tried manners (Komarková, Rymeš, Vysekalová, 1998).

Lifestyle refers to subject's behaviour resting upon the interaction of environmental conditions, personal characteristics, social factors and economic factors.

Current status: A healthy lifestyle serves as one of the priorities of this programme aiming at public education in health issues. By combining health education and effective health promotion strategy, one can achieve improvement in public health (National health promotion programme).

Kardes (1999) stated that the term consumer behaviour is the study of human response to products, services, and the marketing of products and services. Organ-

izations that lose sight of their customers cannot easily compete against firms that have the other strategy and stay close to their customers.

3.2 Decision-making process

Consumer decision-making varies according to the type of buying decisions. We distinguish four major types of buying behaviour:

- A comprehensive buying behaviour is typical for consumers who undertake complex buying behaviour when they are highly involved in a purchase and perceive significant differences among brands. Consumers may be highly involved when the product is expensive, risky, purchased infrequently, and highly self-expressive (Euroekonom, 2004-2015).
- Dissonance-reducing buying behaviour occurs when consumers are highly involved with an expensive, infrequent, or risky purchase but see little differences among brands (Euroekonom, 2004-2015).
- Habitual buying behaviour occurs under conditions of low-consumer involvement and little brand difference. For example, table salt. Consumers have little involvement in this product category – they simply go to the store and reach for a brand (Euroekonom, 2004-2015).
- Variety-seeking buying behaviour is characterized by low consumer involvement but significant perceived brand differences. In such cases, consumers often do a lot of brand switching (Euroekonom, 2004-2015).

How can marketers determine the typical stage of the buying cycle for your product? They can examine their own behaviour (introspective method). They may ask a small number of existing buyers how to reach a final purchase decision-making (retrospective method). They can also identify a particular group of consumers who are thinking about buying a particular product and ask them to "think aloud" and thus passed the whole buying process (prospective method). They can also ask consumers to describe the ideal decision-making process leading to purchase (prescriptive method) (Euroekonom, 2004-2015).

The buying decision process for new products

Technological progress shortens the life of the product and leads to a rapid introduction of new products on the market. This creates greater freedom of choice and consumers can choose from several alternatives. When consumers are confronted with a new product, their past experience may not be relevant to address the issue. Firstly, the consumer familiarizes a new product and then decides whether it takes or not (Euroekonom, 2004-2015).

Consumers do not make a decision in the case of daily, routine purchases. They simply rely on the previous experiences and buy goods and choose brands they are used to. This type of buying behaviour is so called routine or automatic – consumers do not need to evaluate the information about the product and its facilities during this buying process because they know this product and the brand as

well. The buying process in this type is sometimes impulsive so the evaluation process is dropped out. People automatically buy cheap products that have a daily character such as water, cigarettes and many other daily goods (Foret, Procházka, Urbánek, 2005).

Second type of buying behaviour of individuals is so called limited problem solving, which is the situation when the consumer meet the offer of product that he know but he has no appropriate information about this kind of goods. His/her information is limited (Foret, Procházka, Urbánek, 2005).

The third type is considered with the difficult problem solving. Consumer is in the situation when he/she wants to satisfy one of the most important needs in his/her life (buying a house, car). In order to make a right decision the consumer has to have a sufficiently large amount of information (Foret, Procházka, Urbánek, 2005).

Karmasin H. inducts interesting views of consumer behaviour which are based on his practical experiences:

- Homo oeconomicus – decision-making is based on his strict rationality, require all available information.
- Consumer who passively and automatically reacts is so called "apish consumer". The human is considered to be well emotional and manipulated.
- Consumer as a social being – relies on others, follow reference groups. He relies on prestige and status.
- Psychoanalytical consumer – human who is not aware of his reasons of behaviour, behave unconsciously. This model lean on the Freud theory.
- Cognitive consumer – cognitive processes take part in the regulation of human acts (Bártová, Bárta, Koudelka, 2005).

3.3 Typology of consumers

The typology is generally defined as the specification of persons, objects or appearance into according to the particular characteristic, attribute or group of attributes (Vysekalová, 2004).

In the case of typology of consumer it is necessary not only to take into account the personality of given consumer but also the character of given product. Vysekalová (2004) stated that these customers are divided into different categories. These categories define personal characteristics and attitudes which influence the consumer in the buying process. Categories of customers are:

- **Bio consumers** who are obsessed with everything that is natural and protect the environment.
- **Visionary customers** who aspire for more and more new products and do not want stereo.

- ***Hedonistic customers*** who search for happiness and they want to be flexible every day.
- ***Customers with imagination*** like products that have own story. They rely on the original visual appearance of the product.

Study Shopper Typology CEE that was based on the research of the INCOMA Research and GfK, define 8 types of customers.

- *Economist* has the tendency to do the shopping with a less frequency but he buy large amount of goods. Economists prefer shops of a high quality and with a large range of goods.
- *Pragmatist* has a clear priority – to buy in the large shops and to buy large amount of goods but for an appropriate price.
- *Exacting consumer* is defined by the low standpattism. This consumer chooses the shop according to the quality so sometimes he/she do not have a problem to visit the furthest shop. Exacting consumer purchase goods that are not on list.
- *Magnanimous consumer* does not care much about the price and the same is about the demandingness. Magnanimous consumer does not believe in products with a discount.
- *Communicative house-holder* is less impulsive as regards to the buying decision making.
- *Thrifty consumer* heavily relies on the price and use different kind of discounts. In this case consumer buy large volume of discounted goods at one time.
- *Comfortable opportunist* is the one who least believes in advertising. But on the other hand this is the type of consumer who the most often buy goods that he/she actually do not need.
- *Undemanding standpatter* buys in a small shops or retail chains, do not travel so far as regards to the shops, do not believe in advertising and price discounts, and spend a little time for purchasing of goods (Kurzy, 2016).

3.4 Consumers among 20 to 30 years and their attitudes to consumption of food and lifestyle

Adulthood is typical for people who visit universities or sometimes they already work. People in this period face new roles and they became independent. (Svačina 2008) formulated several rules:

- Food intake should be equal to energetic disbursement.

- Ensuring the diversity. The combination of food ensures the nutrients, which are necessary for our organism.
- Sufficiency of antioxidant (vitamin C, vitamin E,...).
- Respect the rules of fat intake and avoid the wrong food processes.
- Observe the food pyramid model (see the picture below).

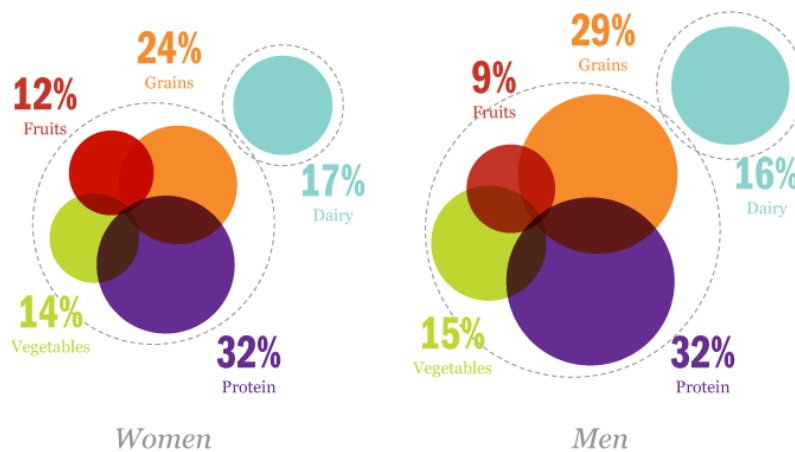


Figure 2 Recommended daily intake between men and women

Source: Best Colleges, 2016

Calorie and portion size requirements actually vary widely between people of different genders, ages and activity levels.

Family meal frequency during adolescence predicted higher intakes of fruit, vegetables and key nutrients and lower intakes of soft drinks during young adulthood. Frequency of family meals also predicted more breakfast meals in females and for both sexes predicted more frequent dinner meals, higher priority for meal structure, and higher priority for social eating. Family meals during adolescence may have a lasting positive influence on dietary quality and meal patterns in young adulthood (Sciencedirect, 2007).

In the recent research in Košice which was aimed at consumption of fruits and vegetables in University students, 94.28% of respondents eat normally whereby only 59 of respondents insist on the quality, type and preparation of meal. Based on the results the researchers conclude that the consumption of fruits and vegetables is insufficient (DUDRÍKOVÁ, LOVAYOVÁ, CHLEBO, FATRCOVÁ-ŠRAMKOVÁ).

As regards to exercising, this has a positive effect on the elimination of excessive weight and excessive fat. In the life of modern man plays an important role in maintaining health and physical performance slow down involuntal processes as well as the creation of conditions for a long and active life. Knowledge of the physical activity in the daily routine of man, popularity some of the physical activities and motives that lead young people to physical activity, respectively the reasons for their disinterest are part of the research conducted in the years 2009 -

2010 the Eastern Slovakia young people aged 18-30 years. Of the total number of 1472 respondents 837 were females and 635 were males. The average age at the start of the research was 25.7 years. In contrast, from the total number of 1472 respondents the number of men and women confessed that 16.4% of them did not conduct any motion activity, even 11.1% of them are not interested in any of given activities. Women prefer individual sports (aerobic) while on the other hand men prefer collective sports such as football. The most preferred form factor motivating both masculine and feminine population for physical activity was health (women 42%, men nearly 38%). (BUKOVÁ, UHER, 2010).

Research that was done in the Spain resulted in the statement that it can be observed that the number of meals decreases with age. The percentage of the population who normally ate breakfast was 85.3%; this figure diminishes with age, being less in young adults (81.1% in 18±24 year olds). The food patterns reveal moderate milk consumption, high consumption of dairy products and meat (with respect to other age groups) intake, and low consumption of fish, fruit and vegetables (SERRA-MAJEM, GARCÍA-CLOSAS, RIBAS, PEÁREZ-RODRIGO, ARANCETA, 2001).

3.5 Public Health and the EU

"Public Health and the EU: an overview was first published in 1995 as a set of instructions on the procedures developed by the European Community Public Health (EPHA). Ten years later, Mariann Skar (2005) is delighted to present by the chronicling version the latest development of EU governance, for example the draft of the European Constitution, new policy on health and the impact of EU enlargement on the agenda of health care. The role of the European Community public health (EPHA) is the effort to promote and secure the health of all people living in Europe and also the effort for greater participation of citizens in policy planning on health at European level. EPHA has published this book as an introduction to a range of EU actions that have an impact on public health. European Union wants to inform national and European organizations about the possibilities and challenges the EU provides public health. Current activities of the European Union since 2007 are:

- Health situation of the European Union, including the consequences of enlargement.
- The most important tools that are available at EU level to influence questions on public health.
- The impact of other administrative areas of the EU (internal market, agriculture, environment, scientific research, health and safety at work, etc.) on public health.
- Relationship between patient mobility and developments in health care and how this can lead to greater cooperation and coordination within the EU.
- Exchange of information on health and developing good habits.

- The importance of certain factors affecting health, such as diet, physical exertion, alcohol, tobacco, drugs, mental health and injuries.
- The impact of infective diseases on the EU agenda and as recent threats to public health, such as SARS (Severe Acute Respiratory Syndrome) and avian influenza has emphasized the need for EU action.
- The importance of therapeutic agents for the population of Europe and for European economy and what has the consideration of price, competition and safety impact on general health program in public health (EPHA, 2005).

According to Skar (2005), public health is far more than just basic health care. Public health is not only investment in basic medical care, it should be the key point of every government in order to improve and promote the health and welfare of its citizens.

People in the European Union are living longer and in general enjoying better health than whenever before (Eurostat, 2005). Life expectancy in Western Europe since the 50s of the twentieth century is constantly extending by 2.5 years each decade. Life expectancy in the EU-25 countries varies from 66 and 78 years (12 years difference) for men and between 76 and 84 years (a difference of 8 years) for women. The difference between the various countries of the EU is higher in terms of life expectancy in health compared with the expected life expectancy. Healthy life expectancy ranges from 57 and 75 years for women and from 54 -71 for men (EPHA, 2005).

Europe is full of contrasts. The improvement of the Public health over previous decades is remarkable, significantly increased the quality of lives of many people. However there are still major differences between Member States and within Member States themselves. An effective policy on Public health is necessary for potential returns (EPHA, 2005).

3.5.1 Independent Health Facilities Act

Article 152 of the European Community provides "high level of protection human health and which will continue in the definition and implementation of all policies and activities of the Community". Currently, public health is showed not only as a single clearly defined management area, but also as an important aspect as well as other management areas such as agriculture, environment, employment, economic competition, consumer protection and many others. But health care is still in principle an area that falls under the responsibility of more national level than European: "Activities of the Community in the field of public health must fully respect the liabilities of the Member States, when it comes to the organization and delivery of health services and medical care". But since the Union is increasingly developing transboundary health threat, the EU is playing an increasingly larger role in the promotion and coordination of solutions of questions relating to healthcare for all EU citizens. In addition, it focuses on disease prevention and trying to be ready to capture all potential problems and respond quickly to potential hazards. As in other areas Governance is also a European management in public health developed in

the context of partial responsibility of the Council, Parliament and Commission (EPHA, 2005).

Different European institutions have different division of responsibilities and influence.

Council of the European Union is the most important decision-making bodies. It represents EU Member States and therefore is composed of one representative of each national government EU Member States. Council's activities can be formed under the laws of inventoried regulations, directives, and proposals for voluntary social practices, social opinions, recommendations, decisions or opinion (EPHA, 2005).

The European Parliament is the European body that directly represents the citizens of the Member States. It expresses the democratic will of EU citizens, and protects their interests in discussions with other EU establishments. The European Parliament has three fundamental powers: legislative competence, budgetary powers and control of the executive (EPHA, 2005).

The European Commission aims to be a politically independent institution that protects and defends interests of the EU as a whole. It is a driving force within the EU institutional system and it has the right to submit proposals to the Council and the Parliament (EPHA, 2005).

This structure in the field of public health is reflected in the measures such as Directorate General for Health and Food Safety (DG SANCO), which was founded in 1999. Its main office is located in Brussels, but public health directorate is divided between Brussels and Luxembourg. It employs nearly 700 people of which 120 are responsible for health service. Other DGs deals with health issues which fall under their legal competence. Full job DG SANCO reads as follows: "The European Union together with Member States wants to work on protection and promotion of health of its citizens" (EPHA, 2005).

3.5.2 Factors influencing consumer's health

Seven risk factors - all non-infective diseases - are responsible for the main part of disease in Europe in the global health organization. These are: high blood pressure, smoking, harmful and hazardous alcohol consumption, high cholesterol, and overweight, low fruit and vegetable intake and lack of exercise. People can largely avoid non-infective diseases. Nearly 80% of all heart attacks and almost 90% of all type 2 diabetes can be prevented by lifestyle changes. It is possible to reduce the risk of cancer by a healthy diet, by the normal weight and increased physical activity, by one third (EPHA, 2005).

Diet and Physical Activity - The relationship between diet, lifestyle and health is scientifically proven, especially regarding the role of diet and lifestyle as determinants factors of chronic non-infective diseases such as obesity, cardiovascular disease, cancer, type 2 diabetes, high blood pressure and osteoarthritis. European Commission adopted the following actions to improve public health:

- Conclusions of the European Council were adopted, such as conclusions on healthy living style from 2003 on promoting heart health in 2004, and on diabetes in 2006.
- The European communication for Diet and Exercise was established in 2003 and is composed of experts who have been nominated by Member States.
- A coherent and comprehensive strategy of the European Community in the field of diet, physical movement and obesity was established in June 2007. It is the basis for the following document: "Promoting healthy diets and physical activity dimension for the prevention of overweight, obesity and chronic diseases". This strategy predicts highlighting of the importance of diet and physical activity in each management at local, regional, national and European level and create the necessary supporting environments.
- Services of the European Commission in connection with the experiment launched a forum called "Nutrition, exercise and health - European Programme for Action", which is based on experience with obesity. Important role to play at European level: retailers, food catering, advertising world, non-governmental organizations, health professions, and many others, and they have a regular meeting since 2005 in order to identify and agree on concrete actions which could help to stop or even reverse the current tendency to obesity.
- Another important objective is to persuade itself that potential partners know all about initiatives associated with obesity in order to provide even stronger and better coordinated management system.
- The safety of food for the EU is also a priority. European council food safety (EFSA) was established in 1996 to provide assistance when health threats coming from the food supply. EFSA's mandate of the European Commission has extended the area of diet and nutrition (EPHA, 2005).

As regards to the mental health, there is no official definition of mental health according to the World Health Organization. Cultural differences and competing professional theories definition affect mental health. Mental health is an everyday matter, the one that affects individuals, families, schools and workplaces. This question is critical for Europe because mental health problems are responsible for nearly 20% of total diseases. Assurance of a care is often inadequate and indeed it does not provide the required assistance even in severe mental problems. In 2005, Ministers of Health in Europe for the first time pledged to solve the issue of mental health as a priority in the management of public health. In 2006 European Commission submitted to public discussion "Green Paper: Improving mental health of population," towards a strategy on mental health for the EU. 237 people were involved into it (EPHA, 2005).

3.6 Factors influencing consumer behaviour

Factors that influence consumer behaviour vary according to the individual authors. According to Komárková et al. (1993) objective conditions consumer behaviour, personality, consumer and social environment belong to one of the most important factors. Brown (2006) distinguishes three basic categories of factors: personal, psychological, social; Kotler (2007) in addition to the factors mentioned by Brown adds the category of cultural factors.

Vysekalová (2004) highlights the factor of space of sale, which plays an important role in purchasing decisions. It is necessary to understand the motivational factors and value systems and customer needs. POS (Point of Sales) or POP (Point of Purchase) is used to understand that, which allow an individual attitude in presenting the product to the customer.

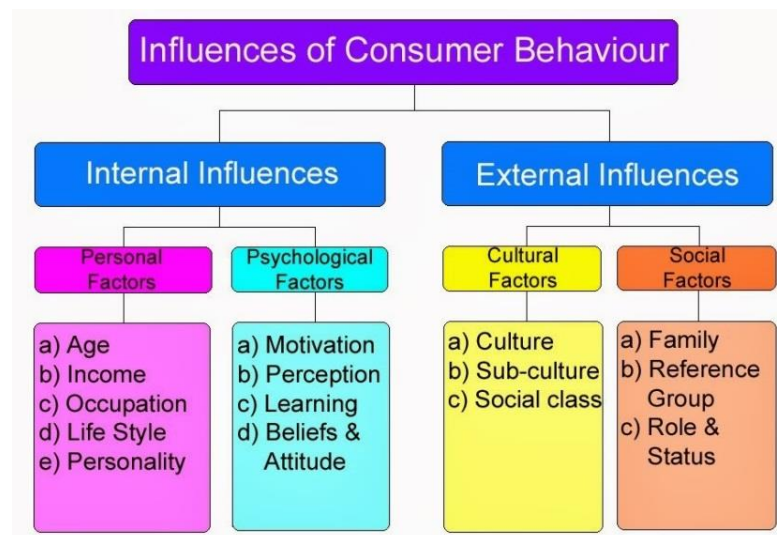


Figure 3 Factors influencing consumer behaviour

Source: Enotesmba, 2014

3.6.1 Cultural factors

Kotler (2007) define the term culture as the core of basic values, attitudes, wishes and behaviour which the member of the society take over from the family and other important institutions.

Cultural factors that affect the consumer behaviour are those that come from the cultural environment. They are the most spread factors because they influence the majority of people not only in the European Union but in the whole world (Bártová, Bárta, Koudelka, 2005).

According to the Kotler (2007) marketing specialists have to understand the role which the culture, subculture and social class of consumer play. The culture is the base of how consumer behaves and what they need and want.

Stávková, Stejskal, Procházka (2009) claim that the character of the demand influences also the structure of inhabitants, amenities, infrastructure, customs and traditions, natural conditions, education, religion or marketing activities of firms and many other. The food market is influenced also by the spread of culture customs and changes of society.

Marketers always try to catch the cultural changes in order to be able to find out which products will be demanded. Changes in the culture which mean the interest in the physical activity created the huge branch including fitness gear, gym-dress, bio food, fitness centres and health services. Increasing want for the leisure time leads to the increasing demand of products that save the time such as fast foods and microwave oven (Kotler, 2007).

Sub-cultures

Every culture contains smaller subcultures, which are groups of people with common rating systems. These systems have been developed on the basis of common experiences of living and situations (Kotler et al., 2007). According to Schiffman and Kanuka (2004), members of a certain sub-cultures share common values, traditions and beliefs that are different from other members of society. When from the point of consumer behaviour different cultural elements exist, then the monitoring of sub-culture has the sense (Bártová, Bárta, Koudelka, 2005).

Social classes

Social classes create people who have at least one common feature where no interaction is needed. It can be people of the same age, particular profession and so on. While monitoring the market with the social classes, marketers work with the primary sources and secondary sources as well (Bártová, Bárta, Koudelka, 2005).

According to Bártová, Bárta, Koudelka (2005) is the perception of the crowd in the store conditioned by physical factors (number of shoppers waiting in the aisles, overcrowding, restrictions on movement) and personal factors (past experience, consciousness of time, aggression, impatience ...) that increases the risk of consumer dissatisfaction especially in the phase of post-purchase behaviour, so it is very important to pay attention to them.

Division into six social classes is used from the end of 20th century, although some countries use their own division. In 2001 British Statistical Office adopt new national statistics of the socio-economic classification (NS-SEC) which display the cultural changes that happened in the last century (Kotler, 2007)

NS-SEC group	Examples of Jobs	% of those employed
1.1 Employers and managers in larger organisations	Company directors, senior company managers, senior civil servants, senior officers in police and armed forces	4.3
1.2 Higher professionals	Doctors, lawyers, clergy, teachers and social workers	6.8
2. Lower managerial and Professional occupations	Nurses and midwives, journalists, actors, musicians, prison officers, lower ranks of police and armed forces	23.5
3. Intermediate occupations	Clerks, secretaries, driving instructors, computer operators	14.0
4. Small employers and own account occupations	Publicans, farmers, taxi drivers, window cleaners, painters and decorators	9.9
5. Lower supervisory, craft and related occupations	Printers, plumbers, television engineers, train drivers, butchers	9.8
6. Semi-routine occupations	Shop assistants, hairdressers, bus drivers, cooks	18.6
7. Routine occupations	Cleaners, labourers, waiters and refuse collectors	12.7
8. Never had paid work and the long-term unemployed		

Figure 4 Socio-economic classification

Source: Slideshare, 2012

3.6.2 Social factors

The consumer behaviour is influenced by the social factors, which can be the small groups of consumers, family, social status and roles (Kotler, 2007).

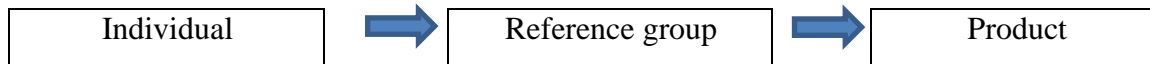
Reference groups

Reference groups work as direct (face to face) or indirect aligned points when human attitudes and behaviour is created. People are sometimes influenced by reference group which they are not a member of but wish to be part of it. Reference groups influence the consumer behaviour in three ways. First of all, they show the consumer new types of behaviour and a new lifestyle. They influence the opinion of individual and perception of oneself because the individual wants to belong somewhere (Kotler, 2007).

According to Bártová, Bárta, Koudelka (2005) there are two basic direction of influence:

1. Reference group as the source of information and assistance in evaluation of variants

Table 1 Reference group as the source of information and assistance in evaluation of variants

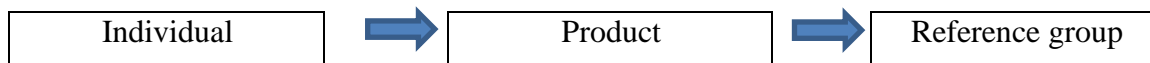


Source: Bártová, Bárta, Koudelka, 2005

The goal is the purchase of the product, service – in acquiring necessary information for decision making, the consumer make a decision based on the reference group (Bártová, Bárta, Koudelka, 2005).

2. Reference group as the goal (social)

Table 2 Decision making based on reference group



Source: Bártová, Bárta, Koudelka, 2005

The purchase of a particular product, service is expressed by social status. This act of reference group is possible to appoint as symbolic act in which the product become the symbol of a given reference group (Bártová, Bárta, Koudelka, 2005).

Pesronal factors

The consumer decision making is also influenced by the factors such as age, phase of life, employment, economic situation, lifestyle, personality and perception of oneself. People change their decisions about products they buy during their life and products they buy earlier can be substituted for products they need when they get older (Kotler, 2007).

Lifestyle

Lifestyle is the way of life of the individual, as expressed through the activities, interests and opinions. It reflects not only social class, but also personality. It expresses the way of behaviour and interaction of humans on their environment (Kotler et al., 2007). Two approaches are most commonly used for the analysis of lifestyle: Method AIO (Activities, Interests, opinions - activities of interests, opinions) using extensive questioning, that then creates a group of people with similar answers, it means profiles.

The second approach is VALS (values and lifestyles), where we focus on the relationship of respondents to the values and resources, for example, health, and many others (Bártová, Bárta, Koudelka, 2005). Original typology VALS divides consumers into nine groups according to whether they are oriented inward (eg. Experimentally) or outside (eg. Successful), or whether they are guided by the needs ("struggling") (Kotler et al., 2007).

3.6.3 Psychological factors

Psychological factors include motivation, perception, skills and knowledge, attitudes, personality and lifestyle (Brown, 2006). According to Kotler (2007), lifestyle does not fall into psychological factors (which according to division is assigned to the category of personal factors).

- Motivation - the need is so strong that individuals try to satisfy.
- Perception - is a process by which people collect, sort and interpret information so as to create a meaningful picture of the world.
- Learning - is a change in the behaviour of individuals on the basis of acquired experiences. According to experts, human behaviour is largely the result of teaching and learning and learning is the result of the interaction of wishes, impulses, incentives, reactions and rewards.
- Conviction - obtained opinion of the particular fact or thing. Product and brand image greatly affects the buying behaviour, so many companies try to make positive image.
- Attitude - is a consistent positive or negative evaluation and views on certain fact (Kotler, Armstrong, 2004).

A key motivation for eating is of course hunger, but our food choices are not just the physiological or nutritional needs. Other factors influencing the choice of food are:

- biological determinants, such as hunger, appetite and taste,
- economic determinants, such as price, income and availability,
- physical determinants such as attitude, education, skills (eg. cooking) and time,
- social determinants such as culture, family, peers and eating patterns,
- mental determinants such as mood, stress, attitudes, beliefs and knowledge about food (EUFIC, 2005).

From this list, which is not complete, it is evident that food choices are complex matters. Factors of food choice are changing also in the course of life and the significance of one factor changes also between people or groups of people. One type of intervention to change consumer behaviour therefore not suits all groups of the population. Interventions should rather be adapted to different population groups and must take into account many factors influencing people's decisions when choosing foods (EUFIC, 2005).

All these determinants mentioned above are coherent with shopping centres which are the location of many people in the whole European Union when they have a leisure time. In the European Union, it is common in shopping centres that young families during their visits use the services for children, restaurants or cafes, carried out family shopping at the supermarket and then goes to the cinema or fitness centre. These customers understand shopping not as a necessity but as a form of their leisure time and as their lifestyle. Shopping centres hold out benefits not only for customers but also for traders and investors (Matušovičová, 2005).

The process of selecting the place of purchase is based on the interaction between marketing strategy of retailers on the one hand and characteristics of the buyer, on the other side. Decision about the place of purchase includes knowledge

of the problem, search information, evaluation of alternatives, selection and its results (Engel, Blackwell, Miniard, 1995).

3.6.4 Biological determinants

Hunger and society

Our physiological needs are the basic determinants of food choice. People need energy and nutrients to survive, and respond to hunger and satiety (satisfaction of appetite, state of no hunger between two meals). An important signal of satiety can be the volume of consumed food or serving size. Many people do not know what the appropriate portion size is, thus inadvertently consume excess energy (EUFIC, 2005).

Behaviour with respect to food affects the taste and familiarity of the food from an early stage. The popularity of sweet taste and aversion to bitter taste is regarded as normal human characteristics that are present from the birth (Steiner, 1977).

Taste preferences and aversion to foods develop through experience and influence our attitudes, beliefs and expectations (Clarke 1998).

Taste

Taste is the major influence on food choice. 'Taste' is by far the most important factor for all meal occasions and in all countries. Other similarities are the influence of parents, especially at breakfast and the evening meal, the importance given to health (mostly by the parents, rather than by the participants themselves) and convenience. There are some barriers to healthy eating too. The young people understand the importance of healthy eating and knew they did not always eat as well as they should. To them, the problem with 'healthy' food was that it is boring and does not taste very nice, does not fill them up when hungry, takes too much effort and is expensive. There appeared to be a lack of immediate concern about poor eating habits or lifestyle (EUFIC, 2007).

3.6.5 Economic determinants

Price and accessibility

There is no doubt that the food price is the primary determinant of food choice. Whether the price is a limiting factor, it essentially depends on the income and socio-economic status of a person. Low-income groups have a greater tendency to consume unbalanced diets and have particularly low intake of fruit and vegetables (De Irala-Estevez et al., 2000).

More money does not automatically mean higher quality food, but the supply of food from which one can choose should increase (EUFIC, 2005).

Education and knowledge

Studies show that the level of education may influence food behaviour in the adulthood (Kearney et al., 2000).

Knowledge about nutrition and good eating habits in turn are not strongly correlated. This is because knowledge about health does not lead to direct action

when people are not sure how to use them. Spreads of information about the nutrition in addition come from different sources and are deemed controversial or are unreliable, which weakens the incentive to make a change (De Almeida et al. 1997).

It is therefore important to provide accurate and consistent information through various media, on food packages and, of course, through the health professionals (EUFIC, 2005).

According to Kotler (2007) the **Employment** is also the important factor that can be involved in economic determinants. People working in the office often buy suits while people working in the production often buy some casual clothes.

Economic situation

Although people in the Slovak republic feel that they do not have much money left in their wallets, consumer prices in the euro area still stagnate. Prices in comparison with the same period last year fell to 0.4 percent in Slovakia, which is one of the most significant declines in the history of Slovakia. The most important items that are necessary to mention is the sugar, pork, butter and yoghurts. Prices of all these items went down. The government of the Slovak republic also announced the decline of the VAT on the selected items at the beginning of this year (2016) (Aktuality, 2016).

3.6.6 Social determinants

Social context

Social impacts on food intake represent the influence of one or more people on eating habits of other people, both directly (buying food) or indirect (edification from the behaviour of peers) and awareness (belief transmission) or subconscious. Although we eat alone, food choices are affected by social factors because attitudes and habits develop by the interaction with other people. However it is difficult to quantify social effects on food intake, because the impact on people's eating habits of others is not limited to one type, and people are not necessarily aware of the social impacts on their eating habits (Feunekes et al., 1998).

As regards to the family, it is considered as an important factor in food choices. Research has shown that the formation of food preferences happens at home. As the family and friends can be a source of support for lasting change in diet, acquisition of eating strategies that are acceptable for them may be beneficial for the person and may have an impact on the eating habits of other people (Anderson et al. 1998).

The family is the most important purchase organisation in the society and is also most examined. The wife is the major buyer of food, household equipment and clothes almost in the whole world. Spouses make purchases together as regards to the bigger purchase of food (Kotler, 2007).

Carter (2004) lists several possible types of families: families with multiple generations, families of homosexual partners and children, foster families with members who are part of several households, single parent families, families com-

prising brothers or sisters, aunts, nieces, unmarried couples with children, single adults and families with one divorced parent or widows and widowers.

Social environment

Although most of the food is consumed at home, there is an increasing share of meals consumed outside the home, such as in schools, at work and in restaurants. The place where we eat can influence food choices, particularly as regards the supply of food. Availability of healthy food at home "away from home" increases the consumption of these foods. Access to healthy food in many working and school environment is limited. This is especially true for people with irregular working hours or with special requirements, such as vegetarians (Faugier et al., 2001).

Since most adult women and men are employed, the impact of work on health behaviour, such as food choices is an important area of research (Devine, 2003).

3.6.7 Meal patterns

People eat throughout the day on various occasions, and their motivation is different in each case. Most studies identify the factors that influence the selection of the usual foodstuffs, but it may also be useful to determine, what affect the decision on food choice at different occasions (EUFIC, 2005).

There has been much discussion about the effects of food consumption on health. The results show that the food may have a beneficial effect on the energy and nutrient intake, but not necessarily on the body mass index (Hampl et al., 2003).

People with normal weight and overweight people, however, can vary in the strategies applied in cases where the food is freely available in the form of refreshment, as well as compensatory mechanisms at the next meal. Food composition may additionally be an important aspect of people's ability to adapt their intake of foods to satisfy their energy needs. The support for young adults in choosing a healthy snack is a challenge for many healthcare professionals. More positive approach instead of banning unhealthy food can contribute to a gradual transition to healthier food options in the home environment. The possibility of a healthy diet outside the home must also be more accessible (EUFIC, 2005).

3.6.8 Obstacles in dietary and lifestyle change

Focus on costs

Household income and food prices are important factors affecting choice of food especially for consumers with low incomes. Fear of wasting food when the family does not accept them, leads to rejection testing of "new" foods. Lack of knowledge and loss of ability to cook may limit the buying and preparing meals from basic ingredients (EUFIC, 2005).

Education on how to increase fruit and vegetable consumption in an affordable way such that no further expense, in money or effort, is incurred has been proposed as a solution (Dibsdall et al. 2003).

Efforts of governments, public health authorities, producers and retailers to promote fruit and vegetable dishes as value for money could also make a positive contribution to dietary change (Cox et al. 1998b).

Time constraints

Lack of time is frequently mentioned for not following nutritional advice, particularly by the young and well educated (Lappalainen et al. 1997).

People living alone or cooking for one seek out convenience foods rather than cooking from basic ingredients. This need has been met with a shift in the fruit and vegetables market from loose to prepacked, prepared and ready-to-cook products. These products are more expensive than loose products but people are willing to pay the extra cost because of the convenience they bring. Developing a greater range of tasty, convenient foods with good nutritional profiles offers a route to improving the diet quality of these groups (EUFIC, 2005).

3.7 Civilization diseases

The term civilization disease refers to those diseases that are spread among human population and are cause of death. They are becoming part of global problems not only because they often occur, but also in terms what cause them (Adamček, Mudráková, 2005).

Over the last ten years, the life styles of the population on the Earth deteriorated significantly. The most significant changes are observable in countries with the highest social and industrial progress. After the slaughter and restrictions of infectious diseases, by improving the health care in these countries, more and more began to appear diseases that we today refer to as civilization diseases. These diseases have been here already previously, but we did not pay as much attention to them. They currently become more important because they are in the first place in morbidity and mortality (Adamček, Mudráková, 2005).

Among the civilization diseases we include obesity, diabetes, hypertension, arteriosclerosis, heart attack, cancer, drug addiction and many others. These are diseases caused (and influenced) by civilization factors such as: diet, hereditary tendencies, lifestyle and eating habits, stress (Adamček, Mudráková, 2005).

Allergy

The term allergy was first used by C. v. Pirque in 1906 and it is understood from underneath standards distinguishable increased respectively, overreaction of the immune system to certain substances, called allergens, which is obtained upon contact with these allergens (Adamček, Mudráková, 2005).

Cancer

Statistics show steadily increasing trend in the incidence of cancer worldwide. In Slovakia, the cancer is still increasing character. In comparison with other countries of the world is enormous, especially for lung cancer, and colorectal cancer. The rise of incidence cancer is due to the population lifestyles (smoking, alcohol, and wrong way of eating) and environmental influences (Adamček, Mudráková, 2005).

Cancer accounts for 28% of all deaths in Europe in 2010. Survival rates for different types of cancer have generally improved in most countries; however, these are lower for men, partly explained by greater risk factors and lower use of screening (detection). Among women, breast cancer is the most common, and prostate cancer has become the most common among men. The causes of prostate cancer are not well understood, but may be involve environmental and dietary factors (EUFIC, 2004).

Obesity and diabetes

One of the most common problems related to lifestyle today is being overweight. Obesity and overweight are serious problems that pose a huge and growing financial burden on national resources. However, the conditions are largely preventable through sensible lifestyle changes (EUFIC, 2004).

Obesity is defined as the excessive storage of fat in the body and is the most common and the most widespread chronic metabolic disease in the world, affecting all ages. Obesity has become a global pandemic and is currently being considered as a major threat to the health of the population (Adamček, Mudráková, 2005).

Joel Fuhrman (2013) declares that the diabetes mellitus is a chronic disease and eating habits create the core of the obesity.

Although the link between obesity and cancer is less well defined, several studies have found an association between overweight and the incidence of certain cancers, particularly of hormone-dependent and gastrointestinal cancers. Greater risks of breast, endometrial, ovarian and cervical cancers have been documented for obese women, and there is some evidence of increased risk of prostate and rectal cancer in men. The clearest association is with cancer of the colon, for which obesity increases the risk by nearly three times in both men and women (EUFIC, 2004).

International studies on the economic costs of obesity have shown that they account for between 2% and 7% of total health care costs, the level depending on the way the analysis is undertaken (EUFIC, 2004).

3.8 Programs to support healthy eating

In order to prevent the civilization disease the some projects within the EU were realized. The eating habits of consumer can also be influenced by the state they come from or by the European Union. In this section a few projects that were realized within the European Union are presented here. These projects mainly focus on the healthy life style of people and give the importance to follow these rules in order to avoid civilization disease as mentioned in the section 3.7.

First of all, it is necessary to mention CLYMBOL conference which is the research project funded by the European Commission and is running from 2012-2016 and the main aim is to better understand the effects of health claims and symbols on food label and how this affect the consumer behaviour and their choice in the buying process. The acceptance of food products with health information is

influenced by many different factors. Familiarity with the product, health claim or functional ingredient used plus personal relevance appear as the most important determinants. Researchers in this project take into account different needs and wants of consumers within the EU and also country-specific differences with regard to the use of health claims and symbols. CLYMBOL will produce a set of methods for policy-makers and the food industry to assess the effects of health claims and symbols on food labels as these appear on the market, and recommendations on how health claims and symbols can be used to strengthen informed choice, healthy eating and industrial competitiveness (CLYMBOL, 2013).

A closer cooperation to strengthen the global competitiveness of the European food sector bring the project RECAPT that support a process that will lead to closer collaborative management of innovations along the food supply chain. This 3-year project is aimed at the strengthening the cooperation between scientists, food industry, retail and catering sector. Research findings should be integrated into developments of innovative and sustainable products that are accepted by consumers. RECAPT expect the outcomes such as production of products and management of processes in a way that will induce economic, social and environmental sustainability and increased generation of customer value, diffused along the food supply chain (EUFIC, 2016).

INPROFOOD is another project as the EU initiatives because many countries over the past decade identified food and health as key priorities. This project responds to the increasing obesity and diet-related chronic diseases among consumers within the European Union. The main aim of the INPROFOOD project is the role of innovations in foods and what they could do in counter-acting the alarming rise of food-related health problems (EUFIC, 2016).

3.9 Cultural differences

Cultural differences exist among different countries. Slovakia and Spain differ from each other in their culture and therefor we chose Hofstede model (1980) that was conduct to define these cultural differences. The diploma thesis also takes into account Trompenaar's and Hampden-Turner's cultural differentiation.

These five dimensions according to Hofstede are:

- Power Distance (PDI)
- Individualism – Collectivism (IDV)
- Masculinity – Femininity (MAS)
- Uncertainty Avoidance (UAI)
- Long – Term orientation (LTO).

Power Distance (PDI)

Power Distance is defined as the extent to which the less powerful members of institutions and organisations within a country expect and accept that power is distributed unequally (Hofstede, 1980).

Individualism-Collectivism (IDV)

The fundamental issue addressed by this dimension is the degree of interdependence a society maintains among its members. It has to do with whether people's self-image is defined in terms of "I" or "We" (Hofstede, 1980).

Masculinity - Femininity (MAS)

A high score (Masculine) on this dimension indicates that the society will be driven by competition, achievement and success, with success being defined by the winner/best in field – a value system that starts in school and continues throughout organisational life. A low score (Feminine) on the dimension means that the dominant values in the society are caring for others and quality of life (Hofstede, 1980).

Uncertainty Avoidance (UAI)

Uncertainty Avoidance is defined as the extent to which people within a culture feel the fear from unknown situations (Hofstede, 1980).

Long - Term Orientation (LTO)

This dimension describes how every society has to maintain some links with its own past while dealing with the challenges of the present and future, and societies prioritise these two existential goals differently (Geert-hofstede).

The theorists Fons Trompenaars and Charles Hampden-Turner (2012) developed a model of differences in national cultures after 10 years researching the preferences and values of people in many cultures across the world.

Trompenaars and Hampden-Turner (2012) concluded that what distinguishes people from one culture compared with another is where these preferences fall in one of the following seven dimensions:

1. Universalism versus particularism.
2. Individualism versus communitarianism.
3. Specific versus diffuse.
4. Affective versus neutral.
5. Achievement versus ascription.
6. Internal direction versus outer direction.

Universalism - Particularism

This cultural differentiation states how people's behaviour is judged by other people. Universalism culture involves people who heavily rely on rules, laws, values and obligations. In a particularism culture people act according to obligations of relationships and circumstances rather than according to rules and regulations (Trompenaars and Hampden-Turner, 2012).

In order to explain whether the Spain is more universalism or particularism culture the Spanish business and the traditional recruitment process can be taken as an example. The businesses are to a great extent family based and people having some kind of relationship with the employers are rather recruited than an unfamil-

iar person with an impressive background. Spaniards prefer small talk to establish a relationship before the meeting starts (Back, 2012).

Slovak republic belongs more to the universalistic country. People prefer rational and professional arguments in business communication. They also take into account good relationships and they easily make a contract with somebody they know and trust him/her (Gál, Janigová, 2010).

Individualism - Communitarianism

Individualistic cultures are characteristic by the fact that their members are supposed to make their own decisions, take care about itself and take care about their own families. Members of the communitarianism culture are involved into groups that offer them help and safety in exchange for their loyalty (Trompenaars and Hampden-Turner, 2012).

Slovak republic belong more to the individualism culture than communitarianism one. The inclination to the individualism culture may be also because of the political and social changes after the year 1989. There is also the fact that people in the Slovak republic may think in their decision on themselves which is a paradox (Gál, Janigová, 2010).

As compared to the Slovakia, Spain showed that a country is more communitarianism one. They rely on groups as it can be seen in the fact that they grouped together as a family (Back, 2012).

Specific - Diffuse

In the third dimension Trompenaars and Hampden-Turner (2012) compare cultures according to whether people separate their personal life from work. Members of specific cultures search for 24 individual characteristics such as titles, facts, tasks and numbers and categorize people and objects based on this. In diffuse cultures, people do not strictly separate personal and work life. Loyalty is of great importance and therefore diffuse cultures put great effort on creating reliable relationships in work situations.

Slovak republic with its score 63% is more specific than diffuse which is the result that people do not connect their personal life with work. They like the pleasant working environment with specific characteristics. When it comes to the business, it is not necessary to have all the information about the goals of a Slovak business partner and all the numbers, but rather focus on the broad information about the company. Slovak people also appreciate effective and quick meetings (Gál, Janigová, 2010).

Spanish culture is considered to be diffuse. As mentioned earlier, Spaniards prefer to start meetings with small talk before coming to the main point, which is a diffuse strategy going from the general to the specific. It is important to establish a relationship before going to the specific issues. Spanish people are proud and might get embarrassed if outsiders criticize them. When something that is perceived as personal for them is made public it makes them losing their face as their private area has been intruded (Trompenaars and Hampden-Turner, 2012).

Affective - Neutral

The fourth dimension describes to what extent people from different cultures show their emotions. People from affective culture react spontaneously; they are free to show their emotions. Their verbal communication is supported by the non-verbal communication by gestures. Affective cultures use a lot of emotions in their language, such as smiling, gesturing and touching people. In the culture preferring neutral characteristic, people are expected to be self-controlled as regards their emotions and behaviour (Trompenaars and Hampden-Turner, 2012).

Spanish people use a lot of body language with hand gestures and they are passionate while speaking. The personal space is relatively small and they touch each other during the discussions (Back, 2012).

The opposite case is the Slovak republic which seems to be neutral culture. They do not show their emotions but it is not so clear because of the score 59%. It is normal to shake hands and the physical contact with other person is not considered to be rude (Gál, Janigová, 2010).

Achievement – Ascription

In achievement oriented cultures the distribution of male and female superiors in companies is equal and people earn their position based on skills and proven proficiency. Cultures that are more ascriptions oriented judge others on the basis of inborn qualities such as gender, race, and family heritage and predict their behaviour on the basis of qualities belonging to these (Trompenaars and Hampden-Turner, 2012).

Trompenaars and Hampden-Turner (2012) made a survey on whether respect depends on family background. 82% of the Spanish respondents disagreed, which summarizes, based on this survey, that Spain mainly is a culture where status is achieved. Spanish people respect more age and experience (Back, 2012).

Slovakia considers itself as a culture with achievement characteristics as showed the survey with the score of 67%. This culture may respect hard work and achievement ascertain. Hard work is a characteristic that foreign investors see as a positive one. Slovak people prefer to work with people that have experiences and knowledges (Gál, Janigová, 2010).

Sequential time - Synchronous time

This dimension compare differences in how cultures manage time are described. If time is perceived as series of passing events, or a line, the time perception is recognized as sequential. A synchronic time perception is focusing on the past, present and future and the relation between them. It is like a cyclical and repetitive process where ideas about the future and memories from the past shape the present (Trompenaars and Hampden-Turner, 2012).

39% of Slovak respondent in the survey made by Gál and Janigová stated they focus more on the future while only 27% prefer the present and 8% the past. The result of the survey proved that Slovak culture is synchronic oriented. They are able to solve several activities simultaneously (Gál, Janigová, 2010).

The same is applied in the Spain culture where the expression „mañana“ more or less describes it all very well. Mañana does literally mean tomorrow, but

in reality it means later, or even much later, which the Spanish meeting system is a good example of (Back, 2012).

Internal direction - Outer direction

The last dimension focuses on the fact how people can create their happiness. Internal direction states that people can control nature and direct their behaviour with internal motives while outer directed people consider themselves as a product of nature. Outer-directed individuals aim to live in harmony with nature.

According to Trompenaars" and Hampden-Turner"s study (1997) on attitudes to the environment, they came into conclusion that Spanish culture is relatively inner-directed. They asked their respondents to consider if they believe that controlling nature is worth trying. 50% of the Spanish respondents thought it is worth trying. Another question was about fate and whether the respondents believed that what happens to them is their own doing. On this matter 76% of the Spanish respondents agreed.

63% of Slovak respondent in the survey answer the question that they believe in themselves a focus on their own group. The influence of the nature is on the second place (Gál, Janigová, 2010).

4 Methodology

The first part of the thesis theoretically describes basic definitions about consumers, then move to the factors that can influence consumer's behaviour. The thesis also describes how the consumer behaves in decision-making process. The civilization diseases are on the main focus of population and therefore it was necessary to mention at least few of them and these are allergy, obesity and diabetes and cancer. Projects that were realized within the European Union in order to prevent the obesity and to inform people about healthy lifestyle are introduced in the theoretical part. Hofstede's and Trompenaar's model of cultural differentiation describes the differences between two cultures, Slovakia and Spain.

The Diploma thesis is divided into several parts. One of them describes secondary data and researches that were made on this topic. As the main sources of secondary data will be Eurostat, Slovak Statistical Office (SSO), Statista, the European Food Information Council (EUFIC) and other sources providing information and research containing food segment. Before we decided to make a research we found out the secondary data such as Gross domestic product, inflation, unemployment and the consumption of food and beverages. The reporting period range from the year 2008 when the economic crisis hit the European Union until the year 2014.

After deep searching of secondary information and possible differences in buying behaviour among Spanish and Slovak nation we are going to evolve the list of questions and information that are needed to find out eating habits of the Spaniards and Slovaks.

Firstly we are going to prepare questions that helped us to find out what are the eating habits of our group of people.

The next step in the thesis is to make an orientation analysis which mean to find out all the necessary information and data about the given problem and define the segment we are going to focus on. The segment we focused on are young people among 20 to 30 years from two European countries Spain and Slovakia. We are going to test dependence of two variables from the questionnaire survey and the thesis provide the factor analysis to describe the variability among observed, correlated variables in terms of potentially lower number of unobserved variables called factors.

Primary data in the results part are gathered through the on-line questionnaire. Pre-test is the necessary part of the survey in order to avoid unclear questions and compilation. The pre-test is going to be distributed to 15 respondents from Slovakia and Spain. The final version of questionnaire is noted in Appendices. Participants of this survey are directed to a web site through the system Umbrella. The questionnaire is written both in Slovak language and Spanish language, in order to be clearly understandable for participants of both nations. The questionnaire concerns 32 questions. The questionnaire includes open questions, semi-automatic-closed questions, closed questions, multiple choice questions and then

questions where respondents were asked to evaluate and mark particular answers.

The questionnaire is going to be located through Research laboratory software (Umbrela), developed on Department of Marketing and Trade at Mendel University in Brno, in the webpage. This software enables easy export of data into the MS Excel.

The questionnaire is going to be created in order to reach the given aims. It is the easiest way how to get the information from participants. Participants are going to be asked via e-mail, personally or through the social media to fulfil the questionnaire.

The questions are formulated in the way not to hide emotions in it and also to be clearly understandable. As it was already said, the questionnaire concerns 32 questions from which 6 questions are based on the information basis about respondent and 2 questions (weight and height of respondents) are used for the calculation of BMI (Body Mass Index).

There are also questions where the respondent are asked to choose the number on the scale from 1-10 or from 1-4 in the questionnaire. Because people may have different attitudes to some questions where he/she cannot answer definitely yes or no, Likert scale is used in formulation of these 2 questions. Respondent then have the choice to answer definitely yes, yes, definitely no and no. The questionnaire is enclosed by questions that divide the consumer according to the sex, religion, and achieved level of education; whether they are employed or not and when they work they are asked to marked the option whether they work mentally or physically.

The questionnaire survey took place during the March and April in 2016. The total number of respondents is 595.

The primary data gathering from the questionnaire are going to be processed through STATISTICA software, version 10, which enables us to make a qualitative research by the descriptive statistic that includes relative and absolute frequency and contingency tables, graphs and calculations that are needed. Reliability and validity of the questionnaire is tested. Hypothesis tests by the Chi square test and Factor analysis are going to be used.

Data are going to be processed in STATISTICA software and are going to be edited into graphs and tables in spreadsheet editor Microsoft Excel.

The final part of the research is going to be the interpretation of results obtained from respondents. The results are presented and described in the part called Results.

Factor analysis is used in the analysis of primary data to find out the distribution of factors that influence purchase decision making, eating habits of consumers and consumption of beverages. Factor analysis is the multivariate statistical methods and attempts to describe the properties of the set of variables with fewer new hidden variables called factors, so called *factors* by which the number of original data simplifies and reduces, while maintaining a substantial part of the information. Linear combination of factors approximates the original observation, and

captures the hidden relationship between the original variables. This analysis tries to draw conclusions using factors about the nature of interdependencies with the original variables that describe a substantial part of the information. Factor analysis origins date back to the early 20th century, when it began to be popular in social science research, especially in psychology. The first practical introduction is credited with mathematician Karl Pearson and known psychologist Charles Spearman in their famous measuring intelligence. The primary question in the factor analysis is whether the data are consistent with the prescribed structure.

The effort will be to analyze the answers to the questions in the survey asked respondents to different methods and find some hidden factors which will describe respondent's opinions on different factors influencing their eating habits, factors influencing their decision-making during the purchase and what they drink the most.

Basic characteristics of model

We have the p -dimensional, observable random vector $X = (X_1, X_2, \dots, X_p)'$, the mean value $\mu = (\mu_1, \mu_2, \dots, \mu_p)'$ and covariance matrix Σ . The model assumes that X is linearly dependent on the number of random variables F_1, F_2, \dots, F_m called common factors and p additional sources of variation $\varepsilon_1, \varepsilon_2, \dots, \varepsilon_p$, called specific factors, or more simply - error model.

Factor analysis model looks as follows:

$$X_1 - \mu_1 = l_{11} F_1 + l_{12} F_2 + \dots + l_{1m} F_m + \varepsilon_1$$

$$X_2 - \mu_2 = l_{21} F_1 + l_{22} F_2 + \dots + l_{2m} F_m + \varepsilon_2$$

⋮

$$X_p - \mu_p = l_{p1} F_1 + l_{p2} F_2 + \dots + l_{pm} F_m + \varepsilon_p,$$

in the matrix form:

$$(X - \mu)_{p \times 1} = L_{p \times m} F_{m \times 1} + \varepsilon_{p \times 1} \quad (1)$$

Coefficients l_{ij} are so-called costs of i -th variable on the j -th factor, therefore matrix L is a matrix of factor costs. Each specific factor ε_i depends only on the i -th measurement X_i . The factor analysis model includes p deviations $X_1 - \mu_1, X_2 - \mu_2, \dots, X_p - \mu_p$ expressed by the $p + m$ of random variables $F_1, F_2, \dots, F_m, \varepsilon_1, \varepsilon_2, \dots, \varepsilon_p$ which are unobservable, what distinguishes this model from multivariate regression model in which the independent variables (which now occupy the position F) observable.

Given the amount of non-observables, model would not be directly addressed. Therefore, we added several assumptions for random vectors F and ε , which implies certain covariance relations in the model.

$$\text{Assume that: } E(F) = 0_{m \times 1}, \quad \text{Cov}(F) = E(FF') = I_{m \times m}$$

$$E(\varepsilon) = 0_{p \times 1}, \quad \text{Cov}(\varepsilon) = E(\varepsilon\varepsilon') = \Psi_{m \times m} = \begin{pmatrix} \psi_1 & \cdots & 0 \\ \vdots & \ddots & \vdots \\ 0 & \cdots & \psi_p \end{pmatrix} \quad (2)$$

$\text{Cov}(\varepsilon, F) = E(\varepsilon F') = 0_{p \times m}$, F and ε are independent.

Given model is orthogonal and implies also the structure of the covariance matrix of vector X .

From (2) we can express:

$$\begin{aligned} (X - \mu)(X - \mu)' &= (LF + \varepsilon)(LF + \varepsilon)' = (LF + \varepsilon)((LF)' + \varepsilon') \\ &= LF(LF)' + \varepsilon(LF)' + LF\varepsilon' + \varepsilon\varepsilon', \end{aligned}$$

we use it in the expression of covariance matrix

$$\begin{aligned} \Sigma = \text{Cov}(X) &= E(X - \mu)(X - \mu)' = LE(FF')L' + E(\varepsilon F')L' + LE(F\varepsilon') + E(\varepsilon\varepsilon') \\ &= LL' + \psi \end{aligned}$$

$$\text{And } \text{Cov}(X, F) = E(X - \mu)F' = LE(FF') + E(\varepsilon F') = L,$$

so

$$\text{Var}(X_i) = l_{i1}^2 + \cdots + l_{im}^2 + \psi_i$$

$$\text{Cov}(X_i, X_k) = l_{i1}l_{k1} + \cdots + l_{im}l_{km}$$

$$\text{Cov}(X_i, F_j) = l_{ij}.$$

The assumption of the linearity is very important in the model. It would not be possible to express the covariance matrix as $\Sigma = LL' + \Psi$, without that. It is the exit relation of the factor analysis.

Estimation methods

Factor analysis for a given observation of vectors x_1, x_2, \dots, x_n for p mostly correlated variables wonders whether the factor model (1) with a small number of factors represents the data adequately. This problem is then solved by the attempt to verify the validity of the covariance relations in (2).

Selective covariance matrix S of data $\chi_1, \chi_2, \dots, \chi_n \in R^p$ is an estimate of the unknown covariance matrix Σ . If the elements of the selective covariance matrix S with off-diagonal are small (or we can take a correlation matrix, in this case, if the elements of the selective correlation matrix R outside the diagonal are nearly zero), then the variables are not correlated, that is not among them a significant correlation, and thus, the method of factor analysis is not useful. In these circumstances, specific factors play a major role while the aim of factor analysis is to identify a number of common factors.

If, however, Σ is significantly different from the diagonal matrix, then we can convert the factor analysis model (1), where the basic task is to estimate the cost factor l_{ij} as well as specific variance ψ_i .

5 Results

The fundamental part of a healthy lifestyle is the balance between food intake and the physical activities. Young people have the tendency to sit in front of the computer many hours a day and have no physical activity or do not any kind of sport. Specialists dealing with the healthy lifestyle, sports and food agree with the statement that people should build healthy manners at their childhood. Also the consumer behaviour has changed over years and people have better access to informations as regards healthy food and what could make them to be healthy. The food chain tries to offer new products containing vitamins needed for body but also products that could hurt the population.

Consumers are getting demanding, their need and wants have changed over years and they rely on quality food. Companies should be more precise in offering quality food full of vitamins. To be competitive and successful in the market they should immediately react on changing demand of consumers and satisfy their needs and wants. The right food regime prevents not only civilisation diseases but also other problems with health.

5.1 Economic indicators of Slovakia and Spain

At the beginning it has to be said that the diploma thesis monitor two different countries Spain and Slovakia. These countries have changed during the years and also preferences of consumers have changed since not everybody react the same during some economic changes in a given country.

Spain enjoyed economic growth during 1990s and early 2000s. Spain started rapidly build new houses even more than Germany but only until the economic crisis hit the Spain in 2008. Since then the Spanish economy suffer from this crisis and there is also the decrease in the GDP of Spain which is the gross domestic product and refers to the market value of all goods and services produced within a country during a year in current prices in Spain. In 2008 the GDP reached almost 24.400 euros per inhabitant and since then it has reached lower and lower values until 2014 when the GDP of Spain was 23.300 euros per inhabitant (Eurostat, 2016).

The economic crisis tinge the unemployment rate to the extent that it increased to record levels and reached 5.6 million of unemployed people in Spain (Economicshelp, 2016).

Spain started their unemployment rate with 11.3% and since then it has increased until it reached 24.5 percent in 2014 (Eurostat, 2016).

The other factor that we have to look at is the inflation which shows how the prices of goods and services change. Consumers are sensitive to price changes and their consumer behaviour is influenced by their income. The inflation rate reached in 2008 4.1% in Spain. When the crisis hit the Spain the average inflation rate was -0.28% so the economy reach deflation. The other high increase in inflation happened in 2011 when the rate was 3%. Next three years the inflation in Spain has

decreased until 2014 when the economy find itself again in deflation and the average rate reached -0.2% (Eurostat, 2016).

In 2008 before the crisis hit the Spanish economy people spend yearly almost 1600 euros per capita on food and beverages. Since then their expenditures decrease and move along 1400 euros per capita and in 2013 reached 1519 euros per capita but in the next year decrease to almost 1480 euros per capita again (Statista, 2016).

The gross domestic product has changed in Slovakia as well. From 2011 the GDP has increased almost every year until it reached 13.600 euros per inhabitant (Eurostat, 2016).

The inflation in 2008 represented 3.9% as the annual average rate of change. The rate decreased to 0.9% after the economic crisis and move along this rate until 2011 when it increased to 4.1 percent. The inflation changed to deflation in 2014 when the rate was -0.1%, the same situation as in Spain (Eurostat, 2016).

The unemployment rate decrease from 2007 to 9.6 percent in 2008. But after the crisis many people lost their jobs due to the reduction of capacities and therefore in 2009 the unemployment rate reached 12.1% . Since then the unemployment rate has been increasing and move along 13% and 14% and in 2014 Slovakia was deep under the Spanish unemployment rate. It reached 13.2% of unemployed people (Eurostat, 2016).

GDP growth rate per capita 2008-2014

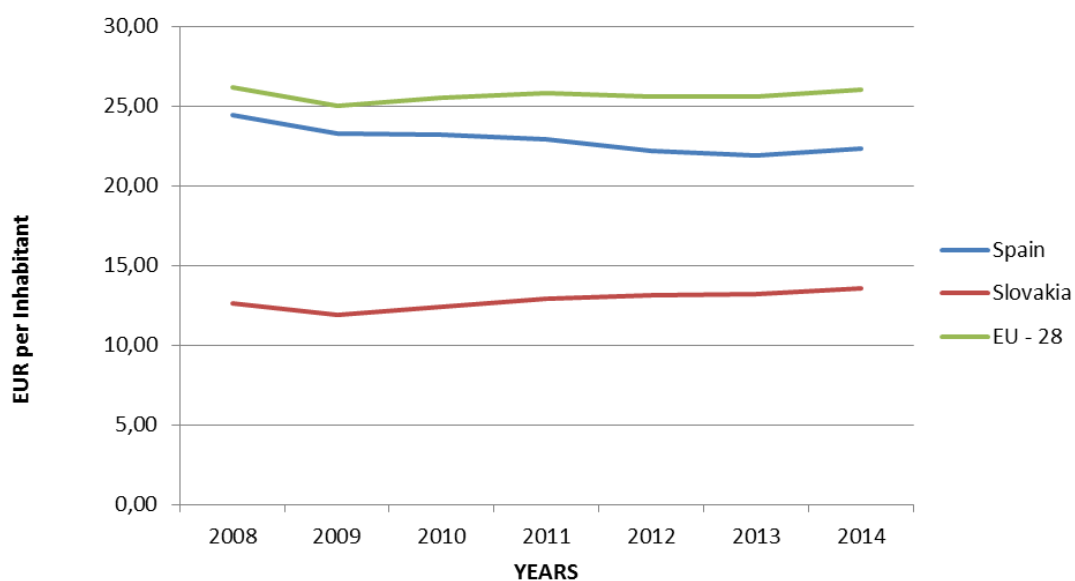


Figure 5 GDP growth rate per capita 2008-2014

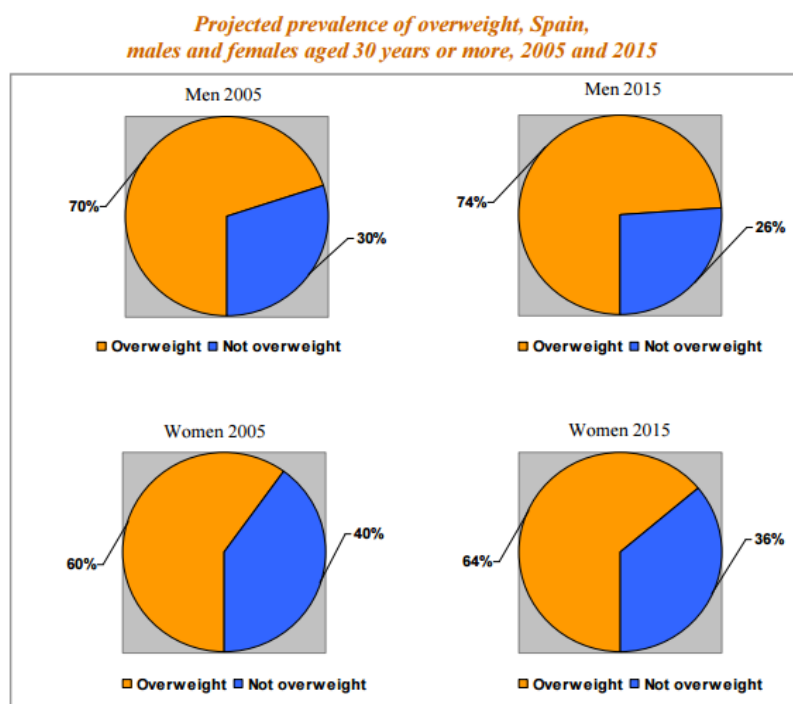
Source: Eurostat, 2016

Figure 5 shows us the GDP growth rate per capita during 2008-2014. We can see from the graph that Slovakia produces even lower GDP per capita than the European Union average is.

5.2 Consumer behaviour from different point of views

Eating habits are influenced also by the country in which the given population live. Every country has its specific traditions in meal. Magazine Diva stated in the article about the obesity that 1.5 million inhabitants in Slovakia suffer from obesity. The sport is not so popular in Slovakia as in other countries and people also not contribute to live healthy life by their sedentary jobs. The obesity is present from the childhood in Slovakia. Children less and less participate in the physical training at school (Diva.aktuality, 2013).

When we look at the Spain we can see in the Picture 1 below the text that in 2015 74% of men were overweight and 64% of women has the overweight too. This number will increase in the next years.



Picture 1 Projected prevalence of overweight in Spain

Source: World Health Organization, 2015

Packaging is in most cases the bigger influencer of consumer behaviour during the purchase. Package is becoming the most important factor in the competition among other companies producing the same or similar product. Companies try to pack their products to those packages that evoke in consumer the desire to own such a product and also to put a pressure on the consumer to buy a product. Consumer's requirements increase and each company tries to keep their customer's loyalty and therefore do their best and focus more and more on the marketing. Consumers often rely on the package of food (KRÍDLOVÁ, 2006).

Family form eating habits from the very first time of a child and they are concerned in the creating of good or bad eating habits of a child. Children are likely to adopt eating habits of their parents. Since parents have the biggest influence at this time in a child's life, it is therefore important that they set good examples. Bad eating habits of children or even young people may adopt because of the trend to eat away from home more often. Similarly people not eat at home together which may result at not convenient choose of food. Children are more likely to try unfamiliar food if they observed someone else eating them. What is more when parents take a bite of food and show the enjoyment, children are more likely to taste it as well (EUFIC, 2012).

Situation in Spain is that more and more young people still prefer to live with their parents. The Council for Youth in Spain (CJE) released a study where they found out that only 20.8 % of young Spaniards between the ages of 16 and 29 were self-sufficient or living in their own independent homes in the first half of the previous year. Those who have managed to make it out of the family home, 84.3 percent live with two or more roommates. The major problem why these young people stay living with their parents is the housing market as well as the lack of available jobs. The study stated that young people would have to earn 95.4 percent more than what they currently do to be able to buy their own home (TheLocal, 2016).

Stress is the feeling that we feel when something bad happen in our closely environment (family, friends) and influence our mental state. Stress is divided into two categories: internal-worry about something, disappointment or external stress-when we have exam or dealing with our social situation. We experience stress every day and how we eat in response to stress can have an important impact on our diet and health (EUFIC, 2005).

Nowadays many people focus on a diet which help them to reduce their weight therefore they consume only appropriate food and in limited amount. They are facing the hunger in ambition to eat less than they would really be able or wish to eat. Studies proved that people on a diet consumer more when they are under the stress than those people who are not limited by the amount of food. These people eat less during the stress. An expert on eating behaviour dr. Paul Lattimore from John Moores University in Liverpool explain why dieters who are limited by the amount of food they can consume have the tendency to eat more under stress by the statement which says that people on a diet spend much more energy on controlling their biology that there only limited resources to deal with daily problems. So when they get stressed they lose control and if the food is available they will eat it. People who eat when they are hungry and do not eat when they are full are directed by their biological signals. Those that are not directed by their biological signals should avoid psychological and emotional influences (EUFIC, 2005).

Civilisation diseases affect many people and casue the early death. This state is due to the improper healthy lifestyle, mainly unhealthy eating and lack of physical activity. Many people suffer from increased cholesterol. The reason why people suffer from obesity is an imbalance between food intake and outlay of energy. The

physical activity is necessary to reduce the weight and should be the basic part of our everyday life because we live in a world full of technologies and people have sedentary jobs. One of the most important factors of healthy lifestyle is the need for daily physical activity. Sport or any kind of physical activity contributes to breaking down stress (Chudni.webnode, 2009).

TNS Slovakia made a research in January 2016 with 600 respondents from the age of 18 to 55. According to the study of TNS Slovakia 43% of respondents answer that they do not sport at all. On the other hand, only 7% of respondents do the sport every day and 25% of respondents do some kind of sport few times a week. The main reason why they do not sport was the answer with the statement that they do not have time for that. Only 18 percent stated that they do not sport because of some health problems. Study proved that Slovaks do not use their time effectively to support their physical health. However they realize that sport is important for them and their health (TNS-Global, 2016).

Breakfast and in general daily food regime is still more and more the most frequently theme of nutritionists. Eating habits and food what people like the most is different. MUDr. Beáta Havelková, MPH write in her article healthy food regime that breakfast creates 25% of the total food we eat per day. Quality breakfast assure the appropriate supply of energy. Regular breakfast improve the condition and mood as well. Therefore it is important for parents to teach children to eat breakfast everyday. Each person should include at least one warm food into his/her daily food regime. As regards to third main meal of the day MUDr. Beáta Havelková, MPH advice not to omit dinner. Nutritionist advice to eat dinner three hours before we go to sleep (Preventivne, 2012).

Breakfast in Slovakia consists of bread, sausages and soups in the past. Because people worked hard in the field they also needed breakfast that would sature their stomach. Breakfast differ according the season. As the time goes by, sated breakfast has been replaces by lighter version of breakfast. Nowadays many caffes offer healthy breakfast what allure people to go and eat out of their homes. Some nutritionist stated that eggs for breakfast help to reduce weight and do not increase cholesterol (Zoznam, 2016).

Dailymail write in its article that people eating sweets regularly are not likely to be fat or cause other health problems. Study by the National Confectioners Association found that people who treat themselves by sweets everyday were not at higher risk of disease. They did not find the association between sweet intake and BMI (Body Mass Index) among adults (Dailymail, 2013).

When it comes to eating meat and vegetables many specialists have different attitudes and opinions. But they agree with the statement that it is difficult to answer the question which kind of meat is healthier. Among the most important factors we should focus on when we decide about the meat is the amount of fat the meat contains and second important factor is the country of origin which is nowadays very important for many people consuming meat. Chicken is the most frequent kind of meat consuming in Slovakia. However, chicken meat contains many harmful substances. On the other hand, chicken contains only 5% fat. Pork meat

contains 50% of fat and is included in ham, sausages and many other foods that we think is healthy. Beef contains around 20% of fat but could cause a cancer (Zoznam, 2016).

Situation in Spain is positive as regards the bio products. In 2011 Spain was the number one EU Member State concerning the number of hectares dedicated to organic farming. It increased by 11.76% that year and in 2013 it includes 1,845,039 hectares. Almost all Spanish regions show increases in the area dedicated to this type of farming. There is also higher number of average consumption of organic products. It was estimated at 35.4 kilos per year. Organic foods represented 1.9% of total expenditure on food made by Spanish households. The most demanded organic products are eggs, olive oils, vegetables and fruits (Greeneuropeanjournal, 2013).

Media directly or indirectly influence the behaviour, attitudes, belief and values of people. This assumption is the term of "belief in the power of media" (Burton, 2001).

There are an increasing number of projects focusing on schools and children to be informed about how they can live healthier. The project called Really healthy school has the long-term aim to improve the state of health of children and decrease the increasing number of children suffering from obesity. The short-term goal of this project is to educate not only children but also teachers about healthy food and its impact on health (Gastromnia).

Fast food restaurants began around 50 years ago because a small group of businessmen saw the opportunity to make a lot of money by cutting the costs of production in restaurants. They did this by introducing increased mechanization, which allowed them to hire low-wage, unskilled labor – initially high school students and, eventually, anyone desperate for work (Socialistalternative). And so people see fast food restaurants as the easiest way to get some meal and are inferior to this trend.

There is a considerable gap between the richest and poorest in Spain – the top 20% of the population earn close to seven times as much as the bottom 20% (OECD, 2015).

In 2011, Spanish expenditures on food and non-alcoholic beverages represented 13% of total Spanish expenditures (Agriculture et Agroalimentaire Canada, 2015).

National Slovak bank made a research how much money Slovak households spend on the expenditures on food every month. From the research they found out that a household calculates with 224 euros per month on food expenditures. However, the demidietas count with 150-300 euros per month on food expenditures. These expenditures include all expenditures spent on food at home, in restaurants and all other public facilities that are not paid by the employer (Cas, 2012).

5.2.1 Cultural differences among Slovakia and Spain

The diploma thesis chose the Hofstede's model of cultural differences to compare two nations Spain and Slovakia how they culture look like. In this part the results from the Hofstede's model of cultural differences are presented.

Cultural differences among Slovakia and Spain

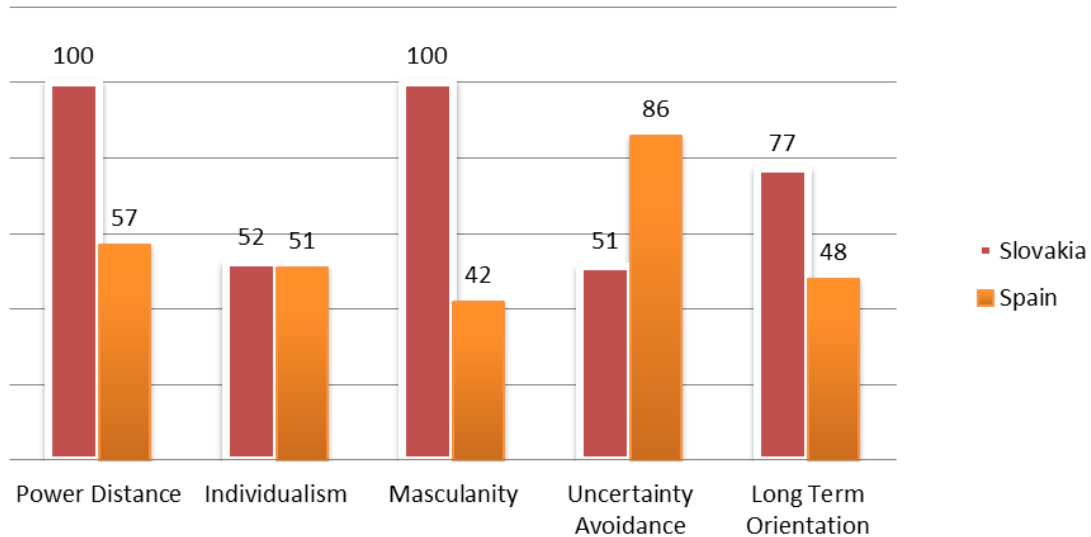


Figure 6 Cultural differences among Slovakia and Spain

Source: <http://www.geert-hofstede.com/> (modified)

Power Distance (PDI)

From the Figure 10 we can see that the higher Power Distance belongs to the Slovakia (100) which mean that the Slovak people have strong respect for authority while Spain with its score (57) which means that Spain has a hierarchical society. This means that people accept a hierarchical order in which everybody has a place and which needs no further justification. Hierarchy in an organisation is seen as reflecting inherent inequalities, centralisation is popular, subordinates expect to be told what to do and the ideal boss is a benevolent autocrat (Geert-hofstede).

Individualism-Collectivism (IDV)

Slovakia, with a score of 52, is right in the middle of this dimension, thus it points to no clear preference (Geert-hofstede).

Spain, in comparison with the rest of the European countries (except for Portugal) is Collectivist (because of its score in this dimension: 51). However, compared with other areas of the world it is seen as clearly individualist. This has made Spaniards quite easy to relate with certain cultures -mainly non-European whereas other cultures can be perceived as aggressive and blunt. On the other

hand, teamwork is considered as something totally natural, employees tend to work in this way with no need for strong motivation from management (Geert-hofstede).

Masculinity-Feminity (MAS)

Slovakia with its score (100) is a strongly Masculine society. This means that Slovakia is highly success oriented and driven. It is important to be regarded as successful and to reach your goals. Status is an important aspect in this, and of course being able to show which status you have. Status symbols like cars, impressive houses, clothes etc. play a big role. People work hard to achieve a high living standard and being able to “show their achievements”. Long working hours and dedication to work are needed in order to achieve this (Geert-hofstede).

Spain in comparison with Slovakia reach only 42 as score on this dimension and it is a country where the key word is consensus. So polarization is not well considered or excessive competitiveness appreciated. Spanish children are educated in search of a harmony, refusing to take sides or standing out. Regarding management, managers like to communicate with their subordinates to know their opinions and, according to it, make their decisions. In politics, it is desirable to have participation of all the minorities, trying to avoid the dominant presence of just one winning party (Geert-hofstede).

Uncertainty Avoidance (UAI)

If there is a dimension that defines Spain very clearly, it is Uncertainty Avoidance, as is reflected in a high score of 86. Spain is considered the second noisiest country in the world. People like to have rules for everything, changes cause stress, but, at the same time, they are obliged to avoid rules and laws that, in fact, make life more complex. Confrontation is avoided as it causes great stress and scales up to the personal level very quickly. There is great concern for changing, ambiguous and undefined situations. Thus, for example, in a very recent survey 75% of Spanish young people wanted to work in civil service (i.e. a job for life, no concerns about the future) whereas in the USA only 17% of young people would like it. Consumers high in UAI are more likely to remain brand loyal in their purchase of products and services (Geert-hofstede).

Long-Term Orientation (LTO)

According to a high score of 77, we can clearly say that Slovakia has a pragmatic culture. In societies with a pragmatic orientation, people believe that truth depends very much on situation, context and time. They show an ability to adapt traditions easily to changed conditions, a strong propensity to save and invest (Geert-hofstede).

Despite an intermediate score of 48, Spain is a normative country. Spanish people like to live in the moment, without a great concern about the future. In fact, Spain is the country that has given the meaning of ‘fiesta’ to the world. In Spain, people look for quick results without delays. Moreover, there is a need for clear structures and well defined rules prevailing against more pragmatic and relaxed approaches to life, particularly, in the long term time (Geert-hofstede).

5.3 Sample characteristics

The age group of respondents was set between 20-30 years. The questionnaire was sent to people in Slovak republic and Spain in this age group. The total number of Slovak respondents reached 366 responded questionnaires from which 236 respondents were women (64%) and 130 respondents were men (36%) which are depicted in the figure 3. The higher percentage of woman is caused due to higher compliancy of women to spend time to fulfil the questionnaire.

		SLOVAKIA	SPAIN
GENDER	MEN	36%	45%
	WOMEN	64%	55%
EDUCATION	UNIVERSITY DEGREE	53.28%	77.29%
	SECONDARY WITH FINAL EXAM	42.35%	18.78%
	SECONDARY WITHOUT FINAL EXAM	4.37%	3.93%
EMPLOYMENT	NO	15.85%	24.02%
	SELF - EMPLOYED	1.64%	2.18%
	STUDENT (WORK DURING MY STUDIES)	16.67%	6.11%
	STUDENT (NOT WORKING)	9.29%	15.72%
	YES, I WORK PART-TIME	2.73%	1.75%
	YES, I WORK FULL-TIME	53.83%	50.22%
DEFINITION OF WORK	-	24.86%	39.74%
	MANUAL LABOUR	24.86%	17.47%
	MENTAL LABOUR	50.28%	42.79%
RELIGION	ATHEIST	33.61%	23.14%
	CRISTIANITY	63.66%	59.39%
	OTHER	2.19%	14.85%
	ISLAM	-	2.62%

Table 3 Sample characteristics

Source: Questionnaire survey, spring 2016, n=595

As regards to Spain, there were smaller amount of respondents that were compliant to respond the questionnaire. The final number of Spanish respondents is 229 from which 126 respondents are women (55%) and 103 respondents are men (45%).

The questionnaire survey also provides the information about the education of respondents. They were asked which level of education they have completed yet. As it is seen, University degree gained the higher number from respondents. As the

highest level of Education, University degree, assigned total 372 respondents. This includes bachelor degree, master degree, doctorate degree and other. In both countries people prefer to go to the University before they start working. Secondary school with final exam accomplished 155 respondents in Slovakia (42.35%) and 43 respondents in Spain (18.78%). The last category of education accomplished encloses the secondary education without the final exam and we have to state that 25 respondents together from Slovakia and Spain assigned to this level of education.

The next question in the questionnaire survey refers to the term work. Respondents were asked whether they work or not or they are self-employed, whether they are students who work or not working students. In this section we can conclude that as regards student there are more and more students who work during their studies and want to become self-sufficient right after the secondary school.

From the total 366 respondents, 53.83 percent of them stated that they work full-time and only 2.73% assigned that they work part-time. Students represent 25.96% from the total number of respondents and most of them work during their studies mostly because of the fact they have to pay for books, accommodation and other costs connected with the study at the University. They also try to become self-sufficient and do not want to be the ballast for their parents. Only 1.64% respondents are self-employed in the age category between 20-30 years although many young people want to establish their own business. Although the situation in the Slovakia is not as good as many of them would want to, in our survey only 15.85% respondents are unemployed.

The situation in Spain is quite similar. The differences appeared to be among students. There are 15.72% students who do not work during their studies because they do not consider as they have to work and only 6.11% students who work as compared to the 16.67% Slovak students who work. This difference could be explained by the fact that young Spaniards do not want to work so much as the Slovak one. The fact that young Spaniards are too lazy to work is mirrored in the survey by 24.02% unemployed respondents. However, majority of Spanish respondents are employed which is represented by 50.22%.

The question about the definition of work was also included in the questionnaire, so respondents who marked they work; they were consequently asked whether their work is of physical character or mental one. 50.28% of Slovak respondents assigned mental labour and 24.86% work manually.

The same question was concerned in the Spanish questionnaire and in this case the results are quite the same. From the total number (229), 42.79% Spaniards marked they have a mental labour and 17.47% work manually.

When the respondent answer the question about the definition of his/her work the other thing the survey wanted to know was the sector in which the respondent work. In case, the respondent answer positively in the question whether he/she works, then he/she had to mark the sector in which he/she is employed.

In case of Slovakia the majority of respondents participated in the survey work in the industry sector. This is caused mainly due to the respondents were probably mostly from the region where the industry is the most focused on. Almost 20% from respondents marked their sector in which they perform work is the Industry sector. The second mostly marked sector is services where 11.75 % stated they work in Services. This could include services like hairdresser, cosmetics, waitress and waiter, some delivery services and many others. The third largest group of sectors that were chosen enclosed the IT technology where 7.65% of respondents perform such a work. Banking insurance and Building industry reached the same percentage of respondents and the number here is 5.19%. The frequency table with all the results in the sector is in the attachments.

As regards the Spaniards, the situation is different. From the total number of respondents, 9.17% perform their work in the Education system, the second place occupy the Industry sector with 8.73% of respondents and the third place belongs to the Banking and insurance sector and Services with 7.86% of respondents in both sectors. The frequency table with all the results in the sector is in the attachments.

The last but not least question in the survey that belongs to the sample characteristics is the question about the religion of respondents.

Slovakia is the country where the most of the population profess Christianity religion which may or not may influence the behaviour in the buying decision making process. And therefore it was necessary to ask this type of question. From the result it is seen that Slovaks confirm the knowledge about the religion in the Slovakia and almost 64% marked in the survey Christianity as they religion and only 33.61% of respondents signed they are Atheists.

There are more cultures in Spain than in Slovakia and therefore there was a higher probability that the situation in Spain will be different as regards the religion. As we can see in the figure 7, although the Christianity is typical for Spaniards there are also people which marked that they profess other religion. This group of people creates almost 15% of respondents participated in the survey. Christianity as the religion people profess marked 59.39% of Spaniards. As it was already written, there are different cultures in Spain and therefore 2.62% of respondents are Islamists. The last group of type of religion enclosed the Atheists with its 23.14percent.

5.4 Facts about eating habits

The most important matter of principle in life is the balance between intake and outlay of energy. The problem of the population today is that they include less exercise activities into their daily routine, many people have sedentary jobs and when they finish the work they do not have the energy to do some activities that would start their metabolism. Young people and mainly those that visit the University spend their time in front of the computer and go to school by public transport even the University is 200 meters far from their home. They rather take a tram of

other public transport than take a walk. Then obesity and other warning signals have a bearing on that.

The food is the factor that has to satisfy human from the psychological point of view as well. The view of human food choices changed during the historical development of human and notions that were closely linked with food were also consolidated.

- The food includes all food-stuff that the human eat and drink.
- The food is the food of animal or plant origin which is then processed by some industry.
- This food consists of energy and nutrients needed for the human organism (Základní pojmy ve výživě, 2010).

Diet is the form of food intake during the day or another time interval. It includes many nutrients consumed in different meals which then create the eating habits. Eating habits are formed from the experience with the food (MÜLLEROVÁ, 2003).

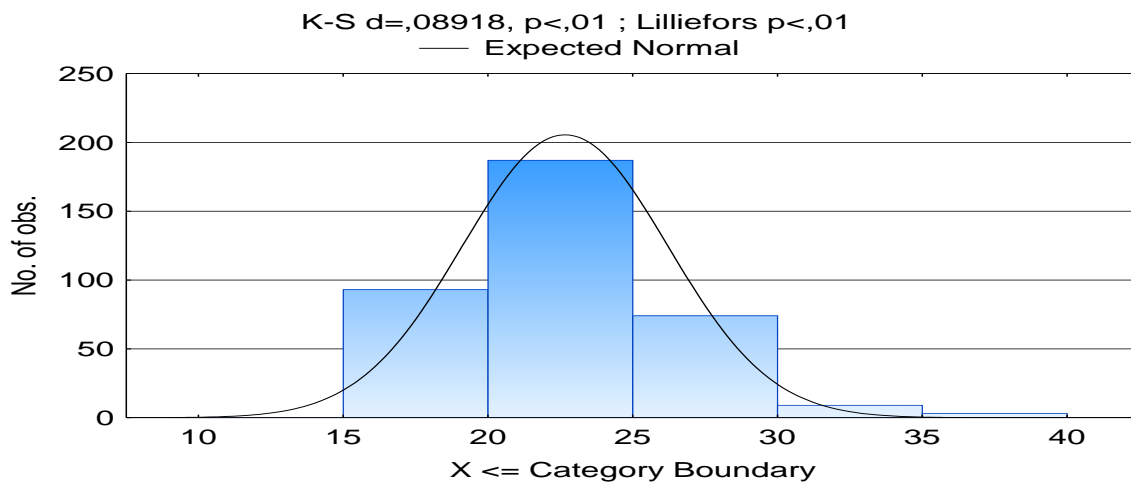
Institute of healthy life states that our psychological factors lead us which food we choose. People need the energy and nutrients for their life and therefore they react on hunger and saturation. Eating habits is one of the major element of the human lifestyle which influence its health at the same time. Social factor show that one or many persons can influence our eating habits and intake and it can be consciously or subconsciously. Our intakes also depend whether we eat alone or in the crowd of many people. When we eat alone we do not eat so much as in the crowd of people.

The most visible factor of bad eating habits is obesity and overweight. The consumption of fruits and vegetables is as small as the consumption of omega 3 fatty acids. On the other hand, people consume more and more salt, sugar and saturated fatty acids.

Obesity affects 30-80% of the population in Europe and people more and more suffer from high BMI (Body Mass Index) reaching higher coefficient than recommended 25. In Spain every fourth person suffers from obesity (EUFIC, 2009).

The coefficient of BMI is based on the weight and height of each respondent (Body Mass Index= weight/height²). Firstly we look at the Slovak nationality what is their BMI. Newspaper SME states that people with the BMI below 19 suffer from underweight which leads to medium health problems. People with their BMI ranging from 20-25 have normal weight and they are considered as population with no health problems. Population suffering from overweight have their BMI from 25-30 which means they should be aware of their health and should try to get their BMI at least to the coefficient 25. And the last category of people having extreme obesity have BMI over 30 (Primar.sme, 2016).

The result from the questionnaire is represented in the figure 12 below the text.



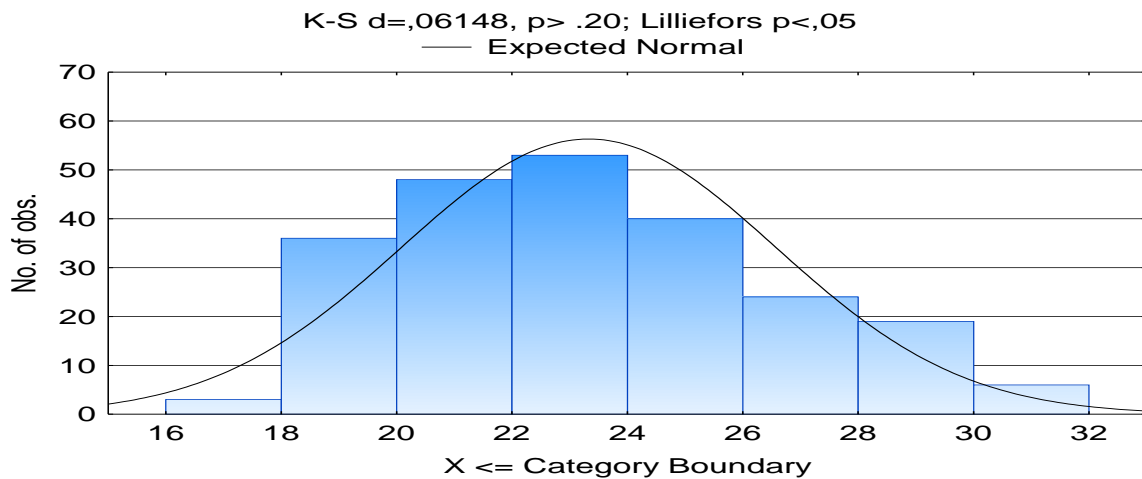
Summary Statistics: BMI
 Valid N=366
 Mean= 22,665390
 Median= 22,035063
 Mode= 1,000000
 Frequency of Mode= 5,000000
 Minimum= 15,987507
 Maximum= 37,037037
 Lower Quartile= 19,979188
 Upper Quartile= 24,810964
 Variance= 12,618513
 Std.Dev.= 3,552255

Figure 7 Histogram of BMI including normality (Slovakia)

Source: Questionnaire survey, spring 2016, n=366

The figure 6 shows us the histogram of all men and women who participated in the questionnaire. This histogram includes the modus and median. From the result we can conclude that the mean of all men and women is 22.66 which represents that the Slovaks are in the range of normal BMI which is from 20-25. This can be caused mainly by the fact that we consider only people from 20-30 years. There is not obesity among these people.

Now we look at the histogram showing the BMI of Spanish nationality.



Summary Statistics: BMI
 Valid N=229
 Mean= 23,329327
 Median= 22,948116
 Mode= 1,000000
 Frequency of Mode= 4,000000
 Minimum= 17,715420
 Maximum= 32,000000
 Lower Quartile= 20,761246
 Upper Quartile= 25,209201
 Variance= 10,524192
 Std.Dev.= 3,244101

Figure 8 Histogram of BMI including normality (Spain)

Source: Questionnaire survey, spring 2016, n=229

Although the mean in the Spanish histogram is 23.33, we can see that still there are people with the obesity reaching the coefficient of BMI higher than 25.

Obesity increase the abortive death and lead to other problems with health. Obesity not only lead to the abortive death but also increase the economic costs by increasing unemployed people, increasing costs of insurance and increasing dependability on the medical care. Member states of the European Union therefore adopt many actions to support the physical activity and healthy life style as the increasing consumption of fruits and vegetables, influencing the eating habits in schools and also ensuring the healthy offer of food.

5.5 Eating habits

Eating habits influence individual's health state by forming his physical structure mainly in the case of obesity and overweight and this is connected with the health problems, but also by the influence of lack of some nutrients. Intake of food should direct energy consumption of a given person. In case the intake exceeds the disbursement of energy this energy is then set down as a fat.

From the quality point of view, the food should be balanced and diverse which ensure the balanced and diverse intake of minerals, nutrients and vitamins. Bad eating habits are the causality of lack of minerals, nutrients and vitamins, caused mainly by overeating and lead to the enfeeblement of immune system. All these facts are connected with health problems such as cancer, cardiovascular affection, but also the other affections closely linked with obesity and overeating. Population can avoid these problems by healthy lifestyle and healthy eating (Welko).

5.5.1 Factors influencing eating habits of consumers

One of the major factors that influence eating habits the most is without any doubts the social factor. As we mentioned earlier, people consume less when they eat alone and the opposite case is when they eat with more people. The family has the essential influence on the formation of eating habits. The parents are those people in our life who learn us what to eat, what can help our organism and what could improve our health. People are often limited by their income when step in the grocery. We can say that the economic factor play an important role in our lives and therefore people with lower income consume less fruits and vegetables and less healthy food than people with higher incomes who can afford to buy even more expensive food. It is hard to ensure the balanced and diverse food for people with lower income.

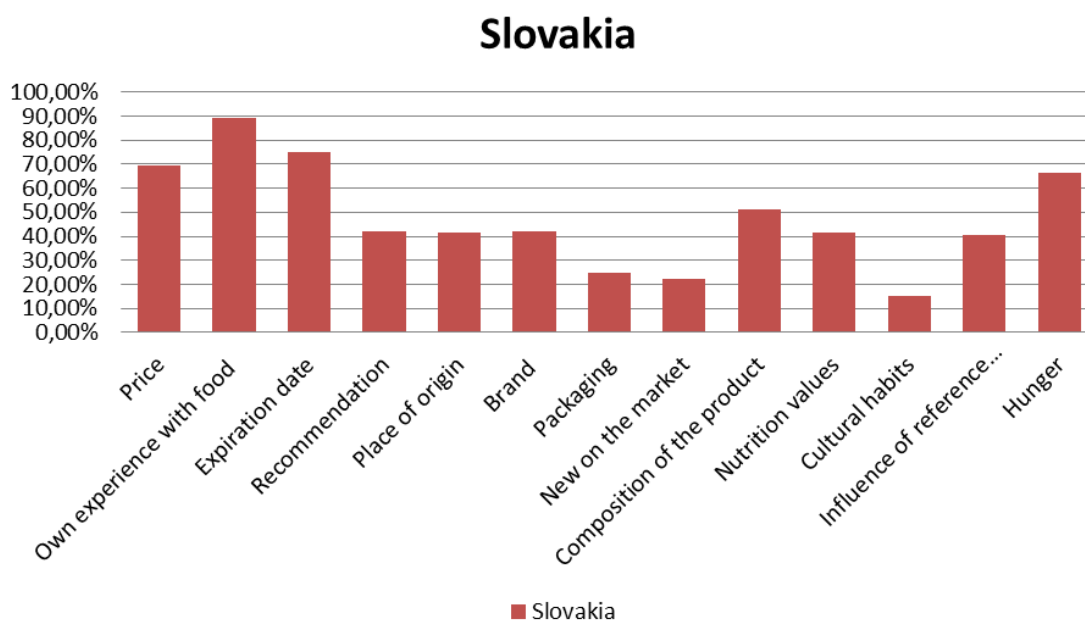


Figure 9 Factors influencing purchase decision making (Slovakia)

Source: Questionnaire survey, spring 2016, n=366

Therefore diploma thesis search for the most significant factors that influence people's decision-making when they buy food. Respondents of both nations have the option to choose on the scale ranging from 1 which mean that the given factor influence their decision-making the most to 10 which represent that the given factor is the least important during their purchase. From the result it is obvious that people mostly rely on their own experiences with food no matter whether it is taste or accessibility. Own experience with food showed as the most significant factor (89.34%). 74.86% of respondents stated that they also look at the expiration date when they buy food. This factor should play an important role for every customer in the shop because food beyond the expiration date can cause problems with health or even food poison. Price and hunger has the similar impact on the consumer when he/she enter the shop. Because people in Slovakia have lower incomes than in Spain we see that 69.4% of respondents consider the price and look at the price of food and after that they decide about what to buy. Consumers in this research also rely on their own hunger (66.39%). It was proven that people who feel hungry and buy food at the same time have the tendency to buy more food and also sometimes unhealthy food. The other category is created of people who do some sports or are vegetarian. This group of consumers is interested in the composition of the given product they want to buy. Therefore 51.09% of respondents participated in the research choose products carefully. The least important is the cultural factor in the Slovakia where only 15.30% of respondents marked this factor as important during their purchase decision-making.

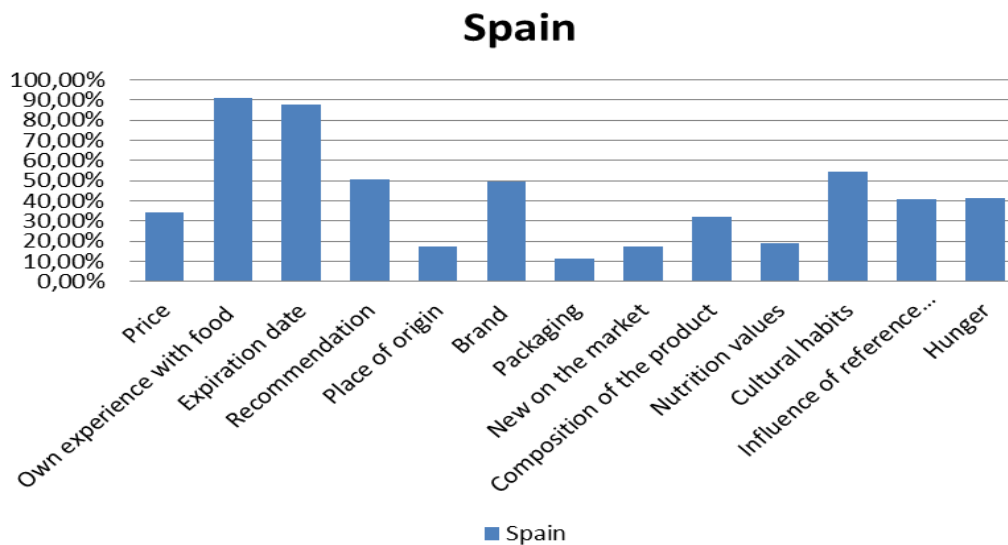


Figure 10 Factors influencing purchase decision making (Spain)

Source: Questionnaire survey, spring 2016, n=229

In Spain the situation is similar when we look at the percentage of people who marked the factor they focus on the most when they make a purchase and this is the own experience with food (90.83%). And expiration date is also important for them (87.77%) mainly because of the fact they are aware of food poison. What is surprising is the percentage of respondents (54.59 %) who assigned that their purchase also depends on the cultural habits. In Spain there is a higher rate of different cultures it was obvious that the result will not be the same as in Slovakia where the cultural habits are placed at the last place. However, Spaniards not focus so much on the packaging (11.35 %) and they do not choose the food according their packaging.

Variable	Factor Loadings (Unrotated) (data Extraction: Principal components (Marked loadings are >,700000))		
	Factor 1	Factor 2	Factor 3
(13)(1) Price	-0,141694	-0,040694	-0,725362
(13)(2) Own experience with food (e.g. Taste, availability,â€	-0,097958	-0,546526	-0,048621
(13)(3) Expiration date	-0,121032	-0,397990	0,249719
(13)(4) Recomendation	-0,508235	-0,113854	0,169995
(13)(5) Place of origin	-0,759686	-0,045090	0,137179
(13)(6) Brand	-0,381444	0,429833	0,181829
(13)(7) Packaging	-0,496993	0,599969	-0,171503
(13)(8) New on the market	-0,278923	0,615830	0,043025
(13)(9) Nutrition values	-0,753830	-0,321440	-0,027577
(13)(10) Composition of the product	-0,799182	-0,386279	0,012945
(13)(11) Cultural habits	-0,074855	0,261276	0,598378
(13)(12) Influence of reference groups (Family, friends,...)	-0,188564	0,415888	-0,035722
(13)(13) Hunger	-0,181045	0,103410	-0,756878
Expl.Var	2,630935	1,902160	1,636041
Prp.Totl	0,202380	0,146320	0,125849

Table 4 Factor analysis (Factors influencing purchase decision making)

Source: Questionnaire survey, spring 2016, n=595

1. The main component explain 20%

- This component takes into account mainly the place of origin, nutrition values and composition of the product which negatively influence this factor.

2. The second factor explains 14%

- This factor is spread among more variables and these variables are own experience with food, expiration date (both have negative effect on the factor), brand (positive influence) , packaging, new on the market, composition of the product that negatively influence the factor.

3. The last factor explains only 13 %

- Third factor create people who rely on the price (the higher the price the fewer people will buy these products) following with expiration date with positive effect on the component, recommendation and brand with positive influence, packaging, cultural habits and hunger causing negative influence.

These components in total explain 47 percent of variability which quite low number caused by the high number of variables.

It was necessary to put the question whether the parents of respondents lead them to the healthy lifestyle. We cannot conclude that the vast majority of respondents think that their parents lead and teach them healthy lifestyle because only 36.89 % of respondents were persuaded that their parents do everything in

order to give them a good basis for healthy life and inform them properly about appropriate eating habits.

Slovakia

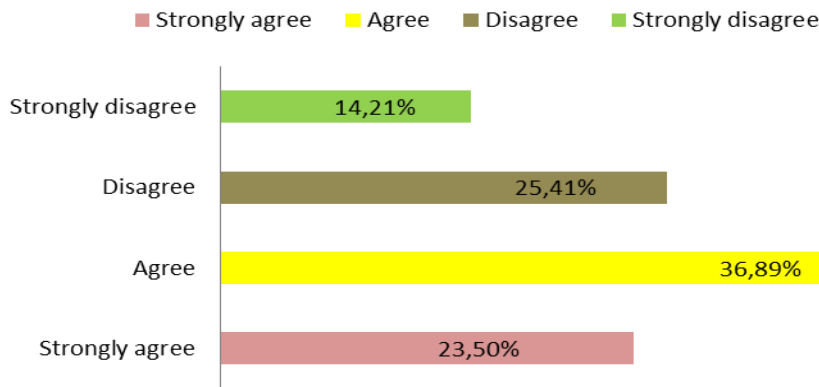


Figure 11 Influence of parents on eating habits (Slovakia)

Source: Questionnaire survey, spring 2016, n=366

Spain

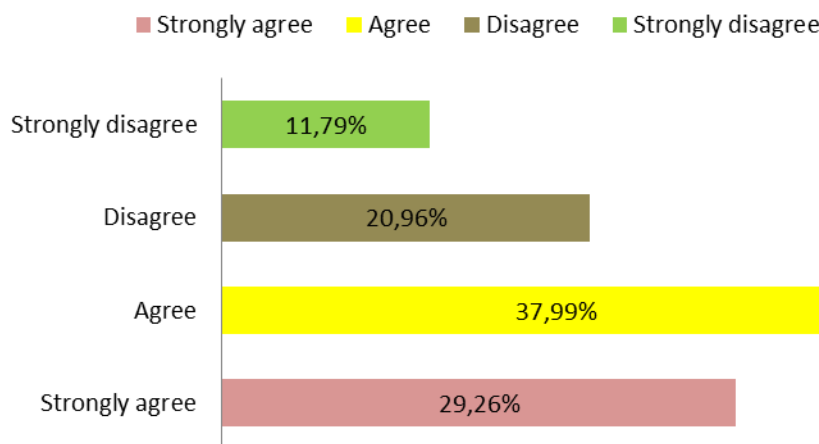


Figure 12 Influence of parents on eating habits (Spain)

Source: Questionnaire survey, spring 2016, n=229

In contrast to Spain results are quite the same there is a little difference in percentage and Spaniards claim that mostly their parents lead them to the healthy lifestyle.

When we were speaking about the parent's influence on the health and eating habits of their child the research also focus on the other factors that can influence young people. Because not only parents have the major influence on the develop-

ment of children but also there exists other important factors that are necessary to be included in the research. Every person is different and also each of them behaves differently.

Respondents have the choice to mark from 1 (the most important factor that influences eating habits) to 10 (the least important factor that influences eating habits) in the question Which factor influence your eating habits the most. The question was put in the way that each factor had to be marked from 1 to 10. Results show us that parents (81.15 %) and lifestyle (87.43 %) are for respondents participated in the survey, factors that play the main role in their life and in forming their eating habits. But we cannot overlook factor Income where 64.21 % of respondents consider it as an important key factor in their lifestyle. Income is important for most of the Slovak population because of the average wage earned in the Slovak republic what we can see in the table below the text.

<i>Year</i>	<i>Average wage</i>
2016	902 € (estimation)
2015	882 €
2014	858 €
2013	824 €
2012	805 €
2011	786 €
2010	769 €
2009	745 €

Table 5 Average wage in Slovakia

Source: Štatistický úrad SR, 2016

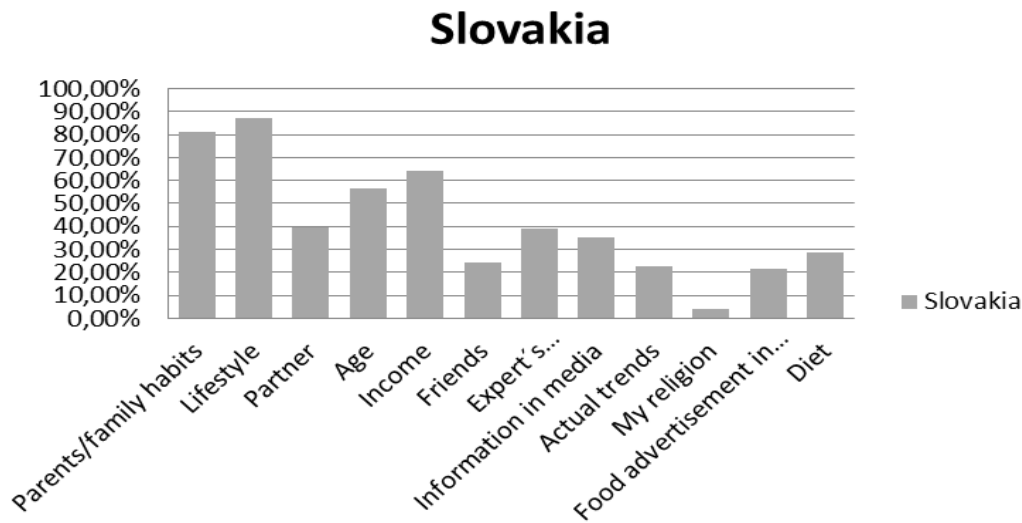


Figure 13 Factors that influence consumer's eating habits the most (Slovakia)

Source: Questionnaire survey, spring 2016, n=366

In Spain people have higher incomes and therefore results are different when we compare it with Slovakia.

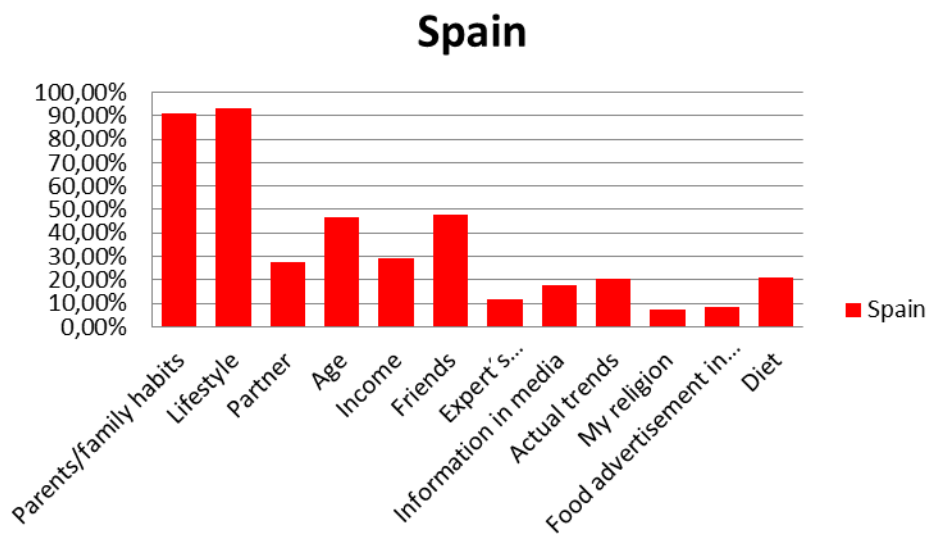


Figure 14 Factors that influence consumers the most (Spain)

Source: Questionnaire survey, spring 2016, n=229

First three places are filled with factors such as the lifestyle with its 93.45 % of respondents, the second place among factors that influence eating habits belongs to the parents/family and friends which represents 90.83% of Spaniards with such

an answer and the group of three most important factors playing the key role in forming eating habits enclose friends with 47.6 % of Spanish population. People in Spain like eating together in big groups. They have late lunch and late dinner and they spend a lot of time when they eat. They like to speaking about everything and nothing that is why the vast majority of respondents stated that the factor that influence their eating habits is among other also friends.

Variable	Factor Loadings (Unrotated) (data Extraction: Principal components (Marked loadings are >,700000))		
	Factor 1	Factor 2	Factor 3
(16)(1) Parents/ family habits	0,063466	-0,653854	0,118867
(16)(2) Lifestyle	0,096725	-0,684633	-0,341886
(16)(3) Partner	-0,479971	-0,157629	0,017949
(16)(4) Age	-0,420380	-0,542634	0,107831
(16)(5) Income	-0,327081	-0,394966	0,608218
(16)(6) Friends	-0,296246	-0,075568	-0,100244
(16)(7) Experts recomendations	-0,726558	0,053475	-0,201489
(16)(8) Information in media	-0,729778	-0,027933	-0,097952
(16)(9) Actual trends	-0,636386	0,056264	-0,264412
(16)(10) My religion	-0,407112	0,464805	0,252244
(16)(11) Food advertisement in medi	-0,336812	0,119350	0,701413
(16)(12) Diet	-0,564687	0,113204	-0,356836
Expl.Var	2,678722	1,627164	1,325988
Prp.Totl	0,223227	0,135597	0,110499

Table 6 Factor analysis (Slovakia and Spain)

Source: Questionnaire survey, spring 2016, n=595

1. The first component explains 22%
 - This component takes into account expert recommendations and information in media as the most important and negatively influence the component.
2. The second component explains 13.5%
 - Parents or family habits, lifestyle and the age negatively influence the given component.
3. The third component explains only 11%
 - Food advertisement in media influence in a positive way the third component the most following with positive influence of income and negative influence of diet.

The situation is that the variability is explained by 46.5 percent of variability which is quite low number caused by the high number of variables.

Eating habits are formed during the life and therefore the environment in which people live and with whom they share the household is also the key point in developing appropriate eating habits. Respondents among 20 to 30 years change

their domicile because of the University (they live in a dormitory or in an apartment with one or more friends), work (they are forced to move to other city), or they want to be self-sufficient and so they decide to find an own apartment, get married and build a house. Sometimes people want to travel and find a job abroad which very often requires sharing an apartment or a house with other people which influence the eating habits in fact that they could come from different countries and may have different traditions and cultures. We look at these young people and asked them in the survey with whom they share household. Results are presented in the table below the text.

Category	Nationality: SK Frequency table: With whom are you sharing household at the moment?	
	Count	Percent
I live with my partner	149	41.71083
I live with my parents	127	34.69945
I live alone	47	12.84153
Most of the week in rented flat with roommates, dormitories	43	11.74863

Table 7 Sharing a household (Slovakia)

Source: Questionnaire survey, spring 2016, n=366

From the research we can see that young people want to be self-sufficient and after the University or even during the University studies they try to find a domicile where they could share the house or apartment with his/her partner. From total 366 respondents we found 149 of them who live with partner. This is because they prepare for common household and want to try whether they will be able to live together as many of young people claim. But on the other hand there is a group of people who still live with their parents (127). Reasons why young people still live with their parents is a lot. We can mention some of them and these are the fact that these people are still unemployed, or the other reason is that they would rather live with their parents than be self-sufficient. There are also students among our respondents who visit University (43) and these marked the option that they spend most of the week in a rented flat with friends. The last group of people are those who live alone (47).

Situation in Spain is that more and more young people still prefer to live with their parents. In our survey 127 young Spaniards choose from four options the option living with my parents which prove the study of Council for Youth in Spain that they cannot afford to live in their own homes.

Category	Nationality: ES Frequency table: With whom are you sharing household at the moment?	
	Count	Percent
I live with my partner	55	24.01747
I live with my parents	127	55.45852
I live alone	30	13.10044
Most of the week in rented flat with roommates, dormitories	17	7.42358

Table 8 Sharing a household (Spain)

Source: Questionnaire survey, spring 2016, n=229

In comparison with Slovakia where the biggest group creates people living with partner (147) we can see that the situation for young people in Slovakia to find a common home is easier than in Spain. Although price for rent started from 300€/month young people in Slovakia want to be self-sufficient and they manage to pay for rent with income they earn.

5.5.2 Stress and eating habits

Stress affects many people in their daily routine and those people have the tendency to eat more or less. It depends on each human individually. Therefore we look at the respondents in our survey how they handle in case they are under stress.

Slovakia

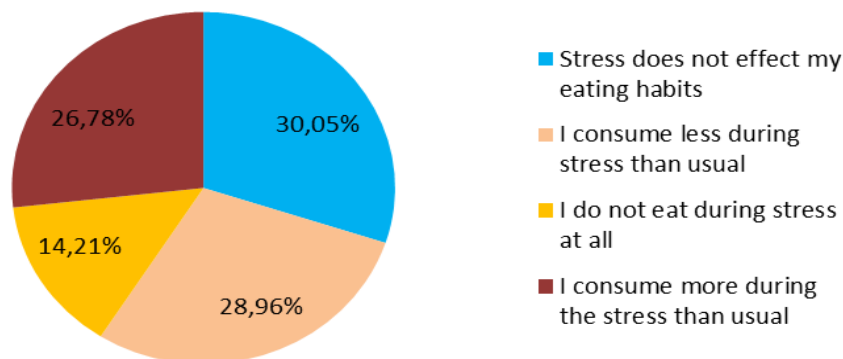


Figure 15 Effect of stress on eating habits (Slovakia)

Source: Questionnaire survey, spring 2016, n=366

Slovak population participated in the survey evaluate their situation in response to stress that results where stress do not effect their eating habits and the case when they consume less under the stress differ only in 1.09 percent. The third group creates people who consume more under stress (26.78%) and these people could be the the group of inhabitants who are on a diet and limit themselves in the amount of consumed food. We can conclude that our research consists of respondents that are even on a diet or do not limit themselves in food or they are able to control their eating and stress do not have effect on their consuming. The last 14.21 percents belong to Slovaks who do not eat at all under stress.

The same situation is in Spain in the case of respondents who stress do not effect (35%) which differ in 5 percent as we can see in the figure 21 below the text. And there is lower percentage of respondents who consume less during stress (25%). This could be the result exactly what we mentioned earlier, that those people are not on a diet, they are not limited by the amount of consumed food and so they eat when they are hungry. Only 18% percent of respondents consume more under stress in comparison with 26.78% of Slovaks. Less Spaniards are on a diet than Slovaks. Higher percentage (22%) do not eat at all under stress

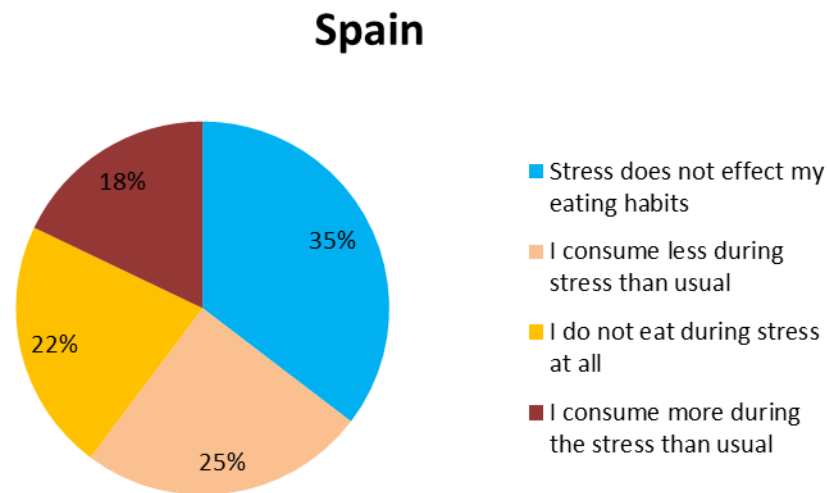


Figure 16 Stress effecting eating habits (Spain)

Source: Questionnaire survey, spring 2016, n=229

5.6 Lifestyle and attitude to sport

Nowadays civilisation diseases affect many people and casue the early death. This state is due to the improper healthy lifestyle, mainly unhealthy eating and lack of physical activity. Many people suffer from increased cholesterol. The reason why people suffer from obesity is an imbalance between food intake and outlay of energy.

In the survey we were interested in question whether respondents do some sport. Results are presented and described below the text.

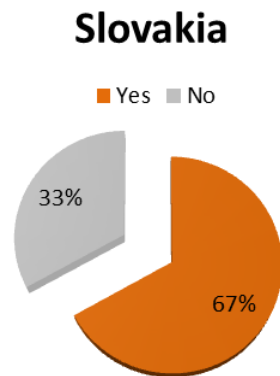


Figure 17 Results from question about sport (Slovakia)

Source: Questionnaire survey, spring 2016, n=366

This diploma thesis focuses on respondents whose age is between 20 to 30 years. Young people try to be fit and therefore 67 percent marked the option they do some kind of sport and only 33% of the total 366 respondents states they do not any kind of sport. Conclusion from this question is that young people realized they should do the physical activities in order to prevent themselves from civilisation diseases.

In Spain situation is quite different where 59% of respondents do sport which is 8% lower than in Slovakia and 41% of Spaniards do not any kind of sport. But still they try to improve their health and add sport to their daily routine.

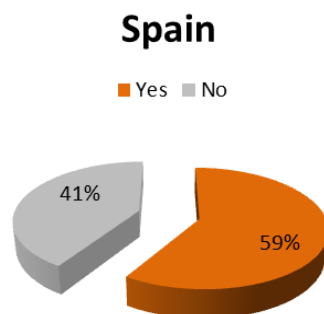


Figure 18 Results from question about sport (Spain)

Source: Questionnaire survey, spring 2016, n=229

Diploma thesis proves these results that resulted from graphs by examining the relationship among two variables.

Statistics: Nationality(2) x Do you do sport?(2) (data)			
Statistic	Chi-square	df	p
Pearson Chi-square	3,894749	df=1	p=,04844
M-L Chi-square	3,872735	df=1	p=,04908
Yates Chi-square	3,556304	df=1	p=,05932
Fisher exact, one-tailed			-----
two-tailed			
McNemar Chi-square (A/D)	66,37168	df=1	p=,00000
(B/C)	,6601563	df=1	p=,41650
Phi for 2 x 2 tables	,0809061		
Tetrachoric correlation	,1308819		
Contingency coefficient	,0806426		

Table 9 Test hypothesis about attitude to sport (Slovakia, Spain)

Source: Questionnaire survey, spring 2016, n=595

If the p-value is lower than α (0.05) then we reject the hypothesis. In our testing of hypothesis Chi-square test with p-value=0.04844 result in the fact that Slovaks and Spaniards have different attitude to sport.

The important thing when people do some sport is the time they spend by doing an exercise.

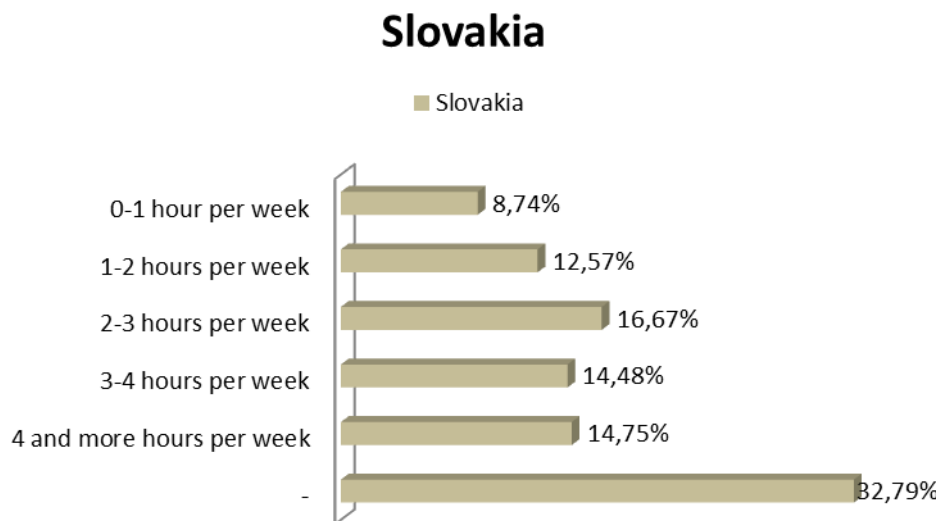


Figure 19 Number of hours people spend doing sport (Slovakia)

Source: Questionnaire survey, spring 2016, n=366

Respondents practising exercises at least few minutes (8.74%) per week creates the smallest group of people who do the sport. 12.57 percent of Slovaks do exercises from one hour to two hours which is recommended amount of hours that people should spend on their physical activity. The majority of Slovaks want to be healthy and find a free time to do that (16.67%) so their spending time for doing

exercises is from 2-3 hours/week. People doing some sport actively and people doing sport 4 and more hours a week (14.75%) and those who do their physical activities in the range from 3-4 hours/week (14.48%) do the maximum for their health. These people could also be top athlete.

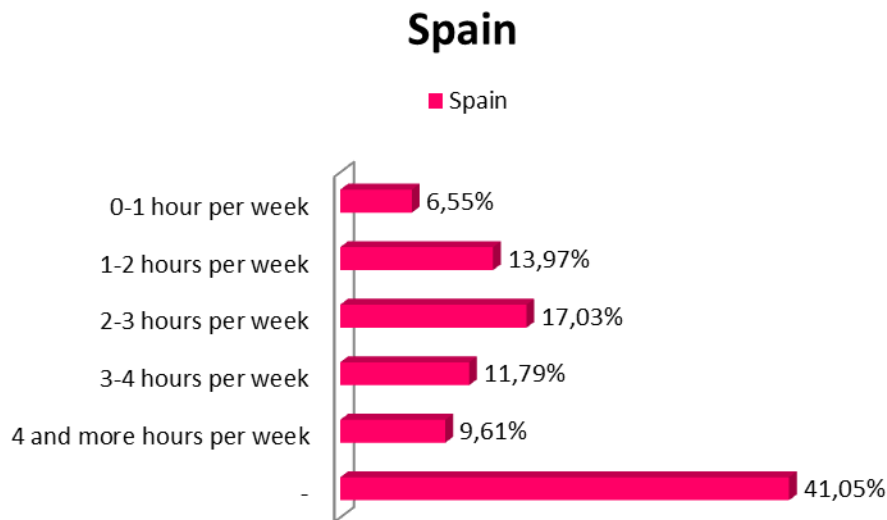


Figure 20 Number of hours people spend doing sport (Spain)

Source: Questionnaire survey, spring 2016, n=229

In comparison with Slovak, number of Spaniards doing sport 2-3 hours per week exceeds Slovak by 0.36% and Spanish respondents reached 17.03%. On the other hand, there is lower percentage of people doing sport from 3 to 4 hours per week (11.97%) and 4 and more hours per week which went up to 9.61% of Spanish young people.

The most popular kind of sports among both these nationalities is the weight training. Many young people nowadays start to do exercises with own body weight. This kind of exercises is becoming very popular. The second place belongs to running. Running is the easiest way how to loose weight and also low-cost kind of sport. Many people are impressed by the nature and listening the music while running therefore they go for this sport very often. Volleyball, football and tennis or basketball are sports for groups and so it seems to be easy and funny for people doing these kinds of sports where more people is included and so they do not feel they are alone and are motivated by other people.

5.7 Daily food regime

The food regime is still more and more the theme of nutritionists. They emphasize the importance of breakfast to assure appropriate supply of energy. Therefor we should not omit breakfast and instead should have their every morning. Respond-

ents from our research have different attitudes towards daily food regime and each person has its own regime which is suitable for him/her.

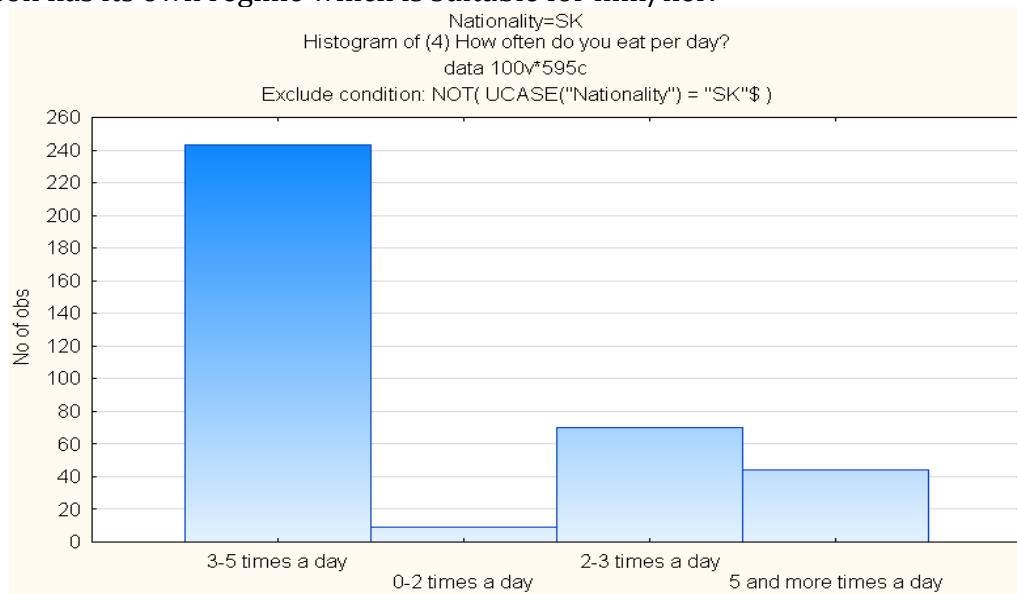


Figure 21 Histogram of daily food regime (Slovakia)

Source: Questionnaire survey, spring 2016, n=366

From the Slovak research made for this diploma thesis we found out that 243 respondents have the food regime recommended by nutritionist. They take care of themselves and try to eat regularly in order to avoid obesity because of lack of food and consequently overeating. People who may omit kinds of meal such as snacks eat 2-3 times a day. People suffering obesity eat more than recommended 5 times a day and here we have also people eating 5 and more times a day which represents 44 people from total 366 respondents. However, this number do not have to strictly belong people suffer from obesity. These people could be those group of respondents who do heavy exercises more than 4 hours a week and therefore they need much intake than those who train only 2 hours a week. And only 9 people stated they eat 0-2 times a day which may lead to obesity or even anorexia. Those 9 persons may work a lot and do not have time to eat or they find ourselves under stress.

Spaniards realize how important for them is to have good food regime and therefore the situation resulted from the research is similar.

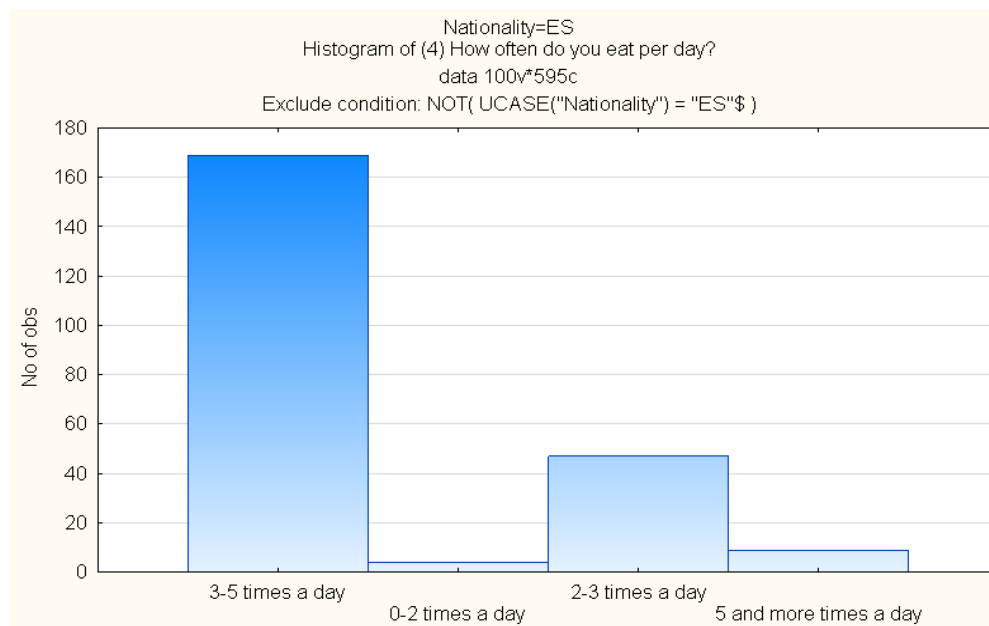


Figure 22 Histogram of daily food regime (Spain)

Source: Questionnaire survey, spring 2016, n=229

The number of people eating 3-5 times a day also creates the majority of respondents as in the case of Slovakia. 169 Spanish respondents eat according to the recommendations of a nutritionist, which is 3-5 times a day in Spanish research. From 229 respondents who participated in the research, only 47 of them marked the option they eat 2-3 times a day, and a lower number of respondents (9) chose the option 5 and more times a day. Only 4 Spaniards eat 0-2 times a day.

5.7.1 Breakfast

Breakfast as one of the most important meals of the day should be included in the daily routine of each person. As the research for this diploma thesis shows, both countries have positive attitudes towards breakfast, and there is still a vast majority of respondents who start their day with breakfast.

In Slovakia, 86 percent of respondents in the research follow the recommendations of a nutritionist about eating breakfast every day because of stimulating the organism to work well during the whole day. Only 14% of young Slovak people denote they do not have breakfast, which may lead to some health problems.

Slovakia

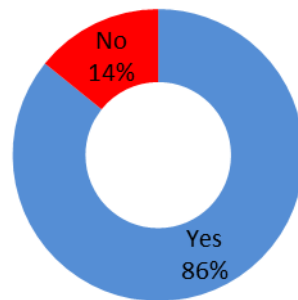


Figure 23 Preferences about breakfast (Slovakia)

Source: Questionnaire survey, spring 2016, n=366

From the Spanish point of view, the breakfast is also important for them even they have different kinds of breakfast and in general eat differently than in comparison with Slovaks.

Spain

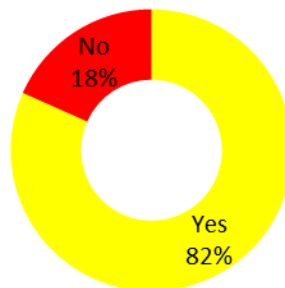


Figure 24 Preferences about breakfast (Spain)

Source: Questionnaire survey, spring 2016, n=229

As we can see in the figure 29, 82% of Spaniards have their breakfasts every morning while 18% of them omit the breakfast as the most important meal of the day.

The research tried to find out whether there are differences in breakfast among Slovaks and Spaniards. Results are presented in the figures below the text.

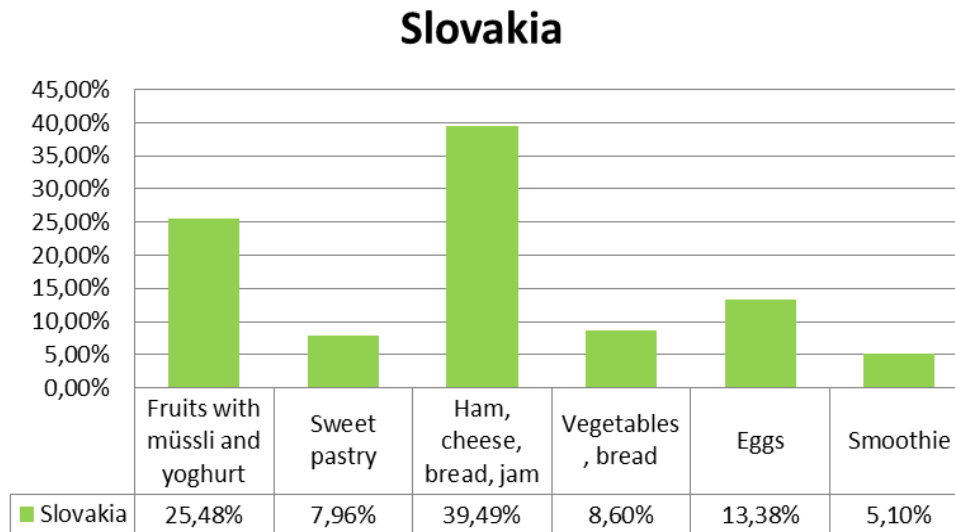


Figure 25 Kinds of breakfast in Slovakia

Source: Questionnaire survey, spring 2016, n=366

Slovaks mostly (39.49%) have ham, cheese, bread or jam for their breakfast. This is kind of typical Slovak breakfast. On the other hand, there is a trend to have sweet breakfast and many people who do some exercises go for fruits with some müsli and yoghurt (25.48%). As we already mention, eggs help to reduce weight and even some nutritionist recommend including eggs into the diet therefore 13.38% of young Slovak population participated in our research that have eggs for their breakfast. Only 8.6 percent of respondents eat vegetables with bread and 7.96% have sweet pasrty for breakfast. Smoothie is very famous kind of breakfast and spread quickly nowadays mostly among young people. In our survey only 5.10% appoint to this option but in reality we could estimate higher number of people having smoothie for breakfast or snack.

In Spain many people have a quick breakfast in the form of something sweet and coffee often in a bar or café therefore 52.41% of young Spaniards denote the option with ham, cheese, jam and bread.

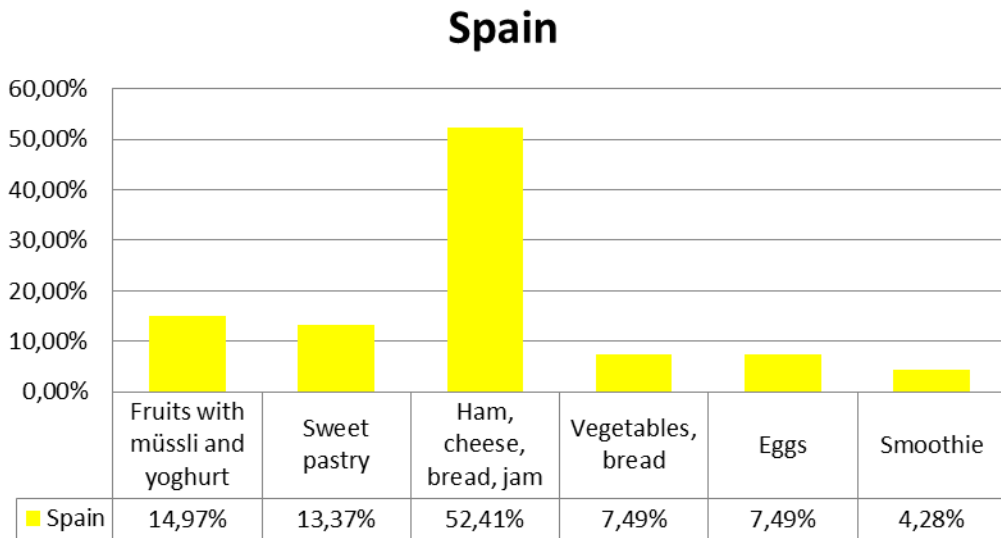


Figure 26 Kinds of breakfast in Spain

Source: Questionnaire survey, spring 2016, n=229

Fruits with müsli and yoghurt are the option of 14.97 percent of Spaniards following with 13.37 percent who have sweet pastry for breakfast. The same percentages (7.49%) eat vegetables with bread and eggs for breakfast and only 4.28% make a smoothie.

Slovak population is used to eat sweet meals on Friday because of cristianity so there are also some sweet meals offered in daily menu at restaurants. Slovaks like baking and therefore they sometimes eat more sweets than they should. But in our research we can see that young generation aged from 20 to 30 years do not eat so many sweets which proved vast majority of respondents who denote they eat sweets time to time (56.28%). Surprising finding is that only 31.69% consume sweets everyday and 12.02 percent of young Slovak respondents do not sweets at all.

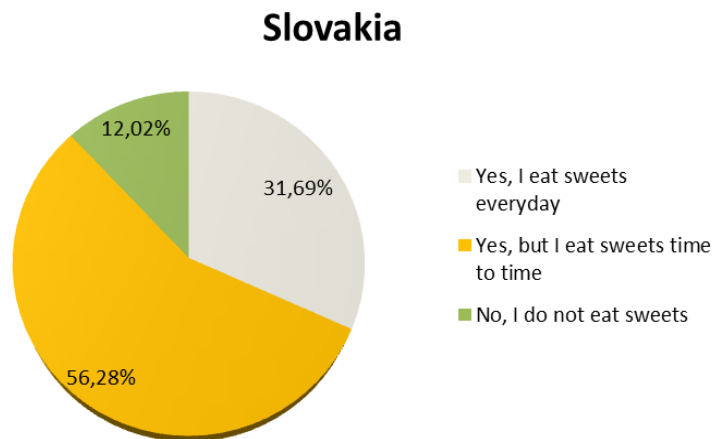


Figure 27 Consumption of sweets (Slovakia)

Source: Questionnaire survey, spring 2016, n=366

Spaniards do not bake so much as Slovaks do. This is proven by the fact that 47.60% denoted they do not eat sweets at all and only 12.23% of total 229 Spanish respondents appoint they have sweets everyday. Respondents who eat sweets time to time represent 40.17 percent.

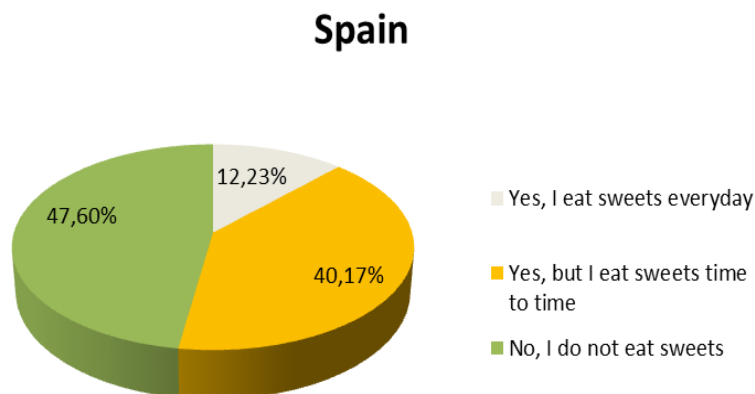


Figure 28 Consumption of sweets (Spain)

Source: Questionnaire survey, spring 2016, n=229

5.7.2 Preferences towards meat and vegetables

When it comes to eating meat and vegetables many specialists have different attitudes and opinions. One of them claims that people do not need to eat meat and they should prefer to eat more vegetables. The other one states people need meat

to have sufficient amount of erythrocytes. But they agree with the statement that it is difficult to answer the question which kind of meat is healthier.

First of all we focus on the findings what respondents really eat. Whether they are vegetarian or they eat meat and vegetables. Today many people prefer to eat main course together with salad or eat salad instead of rice or potatoes.

Slovakia

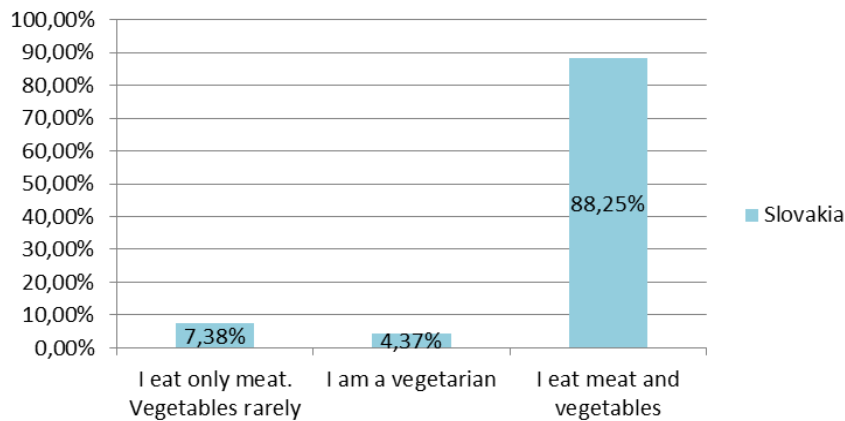


Figure 29 Preferences of people eating meat and vegetables (Slovakia)

Source: Questionnaire survey, spring 2016, n=366

Slovaks belong to the population that eat meat and vegetables (88.25%) and do not strictly limit themselves in eating these two kinds of food. But there are also people who prefer vegetarian nutrition (4.37%). Vegetarian nutrition is spread in Slovakia mainly among young people. People decide to not to eat meat and sometimes even dairy food for different reasons (problems with health, they want to save animals). People who prefer to eat meat instead of vegetables create 7.38% of respondents in Slovak research.

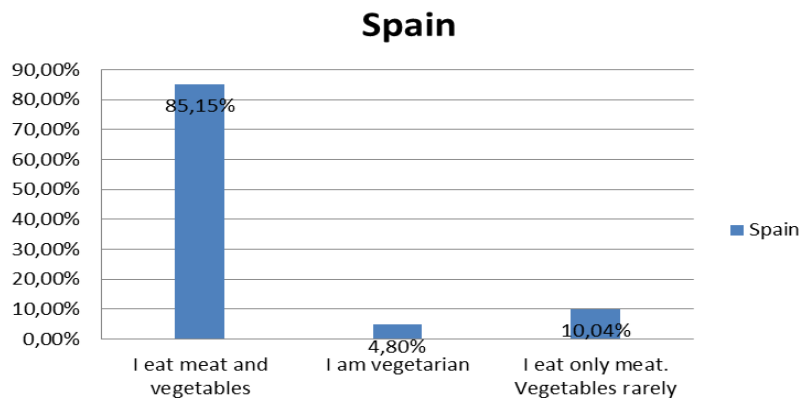


Figure 30 Preferences of people eating meat and vegetables (Spain)

Source: Questionnaire survey, spring 2016, n=229

In Spain we have very similar results. There is 85.15 percent of Spaniards who eat meat and vegetables and only 4.80% of Spanish young people are vegetarian. Those who prefer to eat only meat (10.04%) include group of people who may have obesity because of insufficient intake of vegetables.

After the question what relation do respondents have towards eating meat and vegetables they were asked to marked only 2 kind of meat (in case they answer in the previous question they eat meat and vegetables or they eat only meat) they eat the most. It is clear that Slovak eat chicken (74.86%) the most following with pork (36.34%). The other two places are filled with fish (27.05%) and turkeys eat 21.31% from total 366 respondents.

<i>Kind of meat</i>	<i>Slovakia</i>
Chicken	74.86%
Pork	36.34%
Fish	27.05%
Turkey	21.31%

Table 10 The most frequently eaten meat (Slovakia)

Source: Questionnaire survey, spring 2016, n=366

Spanish people eat the most chicken, fish and seafood which reflects Mediterranean dietary heritage, although it is still below the recommendations.

<i>Kind of meat</i>	<i>Spain</i>
Chicken	58.08%
Fish	48.04%
Seafood	27.95%

Table 11 The most frequently eaten meat (Spain)

Source: Questionnaire survey, spring 2016, n=229

Spanish population mostly prefer to eat chicken (58.08%) following with fish (48.04%) and seafood (27.95%) which is typical for people living in Spain. They eat meat, fish or seafood mainly on the lunch while in Slovakia people do not care whether they have meat for lunch or dinner. Dinners in Spain consists of lighter meals such as salads for example.

We tested the hypothesis of relation towards consuming meat and vegetables of both nationalities.

Statistic	Statistics: Nationality(2) x (5) What relation do you have towards consuming meat and vegetables?(3) (da		
	Chi-square	df	p
Pearson Chi-square	1,405232	df=2	p=,49529
M-L Chi-square	1,381641	df=2	p=,50116
Phi	,0485977		
Contingency coefficient	,0485404		
Cramér's V	,0485977		

Table 12 Test hypothesis for relation towards meat and vegetables (Slovakia, Spain)

Source: Questionnaire survey, spring 2016, n=595

The table shows us the result of the testing the relation between two variables and based on the result (p-value of Pearson Chi-square is higher than α (0.05)) we conclude that both nationalities have the same preferences towards consuming meat and vegetables and there is not a big difference.

5.7.3 Drinks

Water is the most important part of our lives. Daily need of water is individual and depends on each person. Every human has its own optimal need of drinking water which differs during life according the weight, age, gender, intake of food and outlay of energy. Calculation of the amount of litres every adult should drink is as follows: at least 0.5 litres for each 15kg of weight. It means that person with a weight 70kg should drink 2.3 litres of water ($70 : 15 = 4.7 \times 0.5$) (BUKOVSKÝ, 2006).

Respondents were also asked to denote what kind of a drink they drink the most. Respondents from both countries had to choose on the scale from 1 (I drink

only this beverage), 2 (I often drink this beverage), 3 (I sometimes drink this beverage) and 4 (I do not drink this beverage at all). They denote only one possibility in each option. Results are presented in the table 7.

	1	2	3	4
Pure water	140	167	46	13
Pure water with lemon	83	137	91	55
Sweet soda (Coca Cola, Fanta, Sprite, juices)	24	52	175	115
Energy drinks	7	23	82	254
Tea	60	158	100	48
Coffee	62	150	90	64
Fresh juices	34	92	157	83
Beer	16	73	141	136

Table 13 Consumption of drinks (Slovakia)

Source: Questionnaire survey, spring 2016, n=366

	1	2	3	4
Pure water	130	88	9	2
Pure water with lemon	50	81	52	46
Sweet soda (Coca Cola, Fanta, Sprite, juices)	4	28	105	92
Energy drinks	3	0	33	193
Tea	4	22	72	131
Coffee	29	117	60	23
Fresh juices	8	39	116	66
Beer	4	63	89	73

Table 14 Consumption of drinks (Spain)

Source: Questionnaire survey, spring 2016, n=229

Variable	Factor Loadings (Unrotated) (data Extraction: Principal components (Marked loadings are >,700000)	
	Factor 1	Factor 2
(15)(1) Pure water	-0,701878	0,243231
(15)(2) Pure water with lemon	-0,667001	-0,202026
(15)(3) Sweet soda (Coca Cola, Fanta, Sprite, juices)	0,737919	-0,235615
(15)(4) Energy drinks	0,517068	-0,577620
(15)(5) Tea	-0,384114	-0,643634
(15)(6) Coffee	0,104322	-0,230569
(15)(7) Fresh juices	-0,577623	-0,549057
(15)(8) Beer	0,619864	-0,051339
Expl.Var	2,625715	1,260661
Prp.Totl	0,328214	0,157583

Table 15 Factor analysis of consumption of beverages (Slovakia and Spain)

Source: Questionnaire survey, spring 2016, n=595

Factor analysis provides us that only two factors are statistically significant. The first component also called basic beverages tell us that pure water and sweet soda are the most consumed beverages for respondents from both countries explain almost 33%. The second factor explains very low percentage (16%) of variability and we can say that people prefer to have energy drinks, tea and fresh juices. In total only 40% is explained which mean that the problem could be solved by adding one more component.

5.8 Bio food

Agriculture has experienced organic farming and products environmentally friendly dynamic development over the last few years. Consumer behavior is changing with increasing demands on product quality and the growing environmental awareness of the population. The situation looks favourably in Slovakia too where organic and environmentally friendly products got the chance in the marketing chain. The current trend can be seen in the adaptation of Slovak companies and organizing various trainings and celebrations taking into account their "ecological footprint". Recent surveys of several agencies and Slovak retail chains indicate that potential exists in Slovakia and demand - especially for organic food - is increasing (BIO-INFO, 2008).

This situation described by the information portal for those who live BIO is proven by our research made in spring 2016. Awareness about bio products in Slovakia is seen in the figure 36 which describe the experiences of Slovaks with BIO food. The majority of respondents (54.64%) know products labelled BIO but at the same time the same amount of respondents denote they do not buy such products. Not regular purchasing of these products appointed 30.33% of respondents from Slovakia. Regular buyers of Bio products represent only 9.02% of young Slo-

vak population aged from 20 to 30 years. Relatively few respondents (6.01%) do not know these kinds of products and also do not buy them at all.

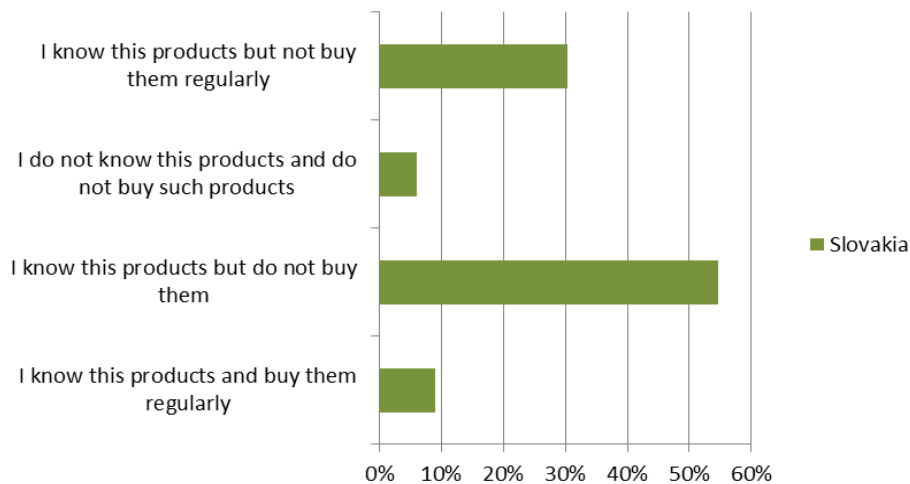


Figure 31 Experiences with the food labelled BIO (Slovakia)

Source: Questionnaire survey, spring 2016, n=366

Situation in Spain is positive as regards the bio products. Regular buyers of organic products create the vast majority in our research (37.99%) but at the same time there is the similar percent of respondents who have the awareness about bio products but do not buy them (32.75%). Spaniards who buy bio products but not buy them regularly represent 27.07% of respondents and only 2.18 percent of Spanish young people do not know organic products and do not buy them at all.

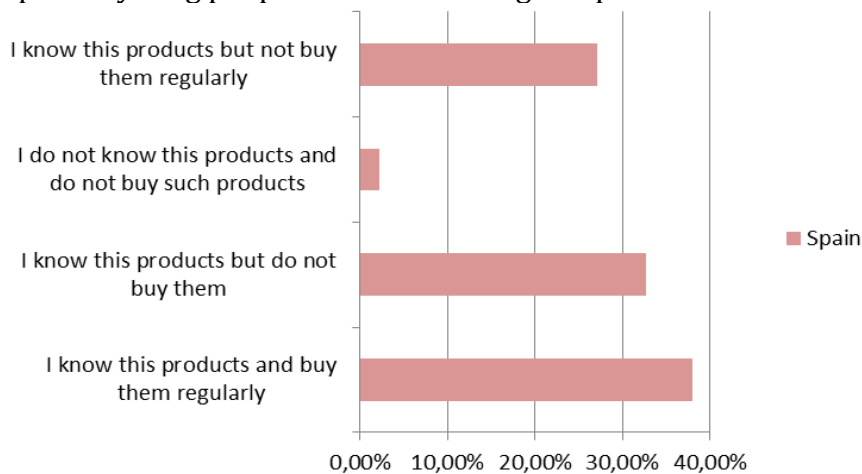


Figure 32 Experiences with food labelled BIO (Spain)

Source: Questionnaire survey, spring 2016, n=229

Definition what the bio products mean differ from person to person and therefore the next question direct to the findings what respondents think the bio or organic products are. They have the possibility to choose no more than 2 options. One of the main characteristics of bio products is that they are products without chemicals. This statement is the most frequently appointed by 211 respondents from Slovakia and 124 Spaniards agree with this statement. The possibility bio products as the food from farm chose 180 Slovak respondents and 126 Spanish respondents. 71 young Slovaks give the priority to the option food without E's and only 41 Spaniards prefer the same possibility. Quality foods as the character of bio products appoint 102 Slovaks and 44 Spaniards. Food not harming organism and Eco friendly food have quite the same results where 131 Slovaks and 2 more Spaniards (133) prefer this statement about bio products.

	Slovakia	Spain
Foods breed out without chemicals	211	124
Food from farm	180	126
Food without E's	71	41
Quality food	102	44
Food not harming organism	73	58
Eco friendly food	77	56

Table 16 What respondents think the bio products are (Slovakia and Spain)

Source: Questionnaire survey, spring 2016, n=595

5.9 Media

Media belong to the important factor in the marketing that affects people in their decision making. Good advertising put the right marketing message in front of the right people. Advertising should evoke in human the need to buy a presented product. People can get information from different kinds of media such as television, internet, newspaper and radio stations.

There are an increasing number of projects focusing on schools and children to be informed about how they can live healthier.

The research for this diploma thesis study whether respondents participated in our survey call for more information about healthy lifestyle in media.

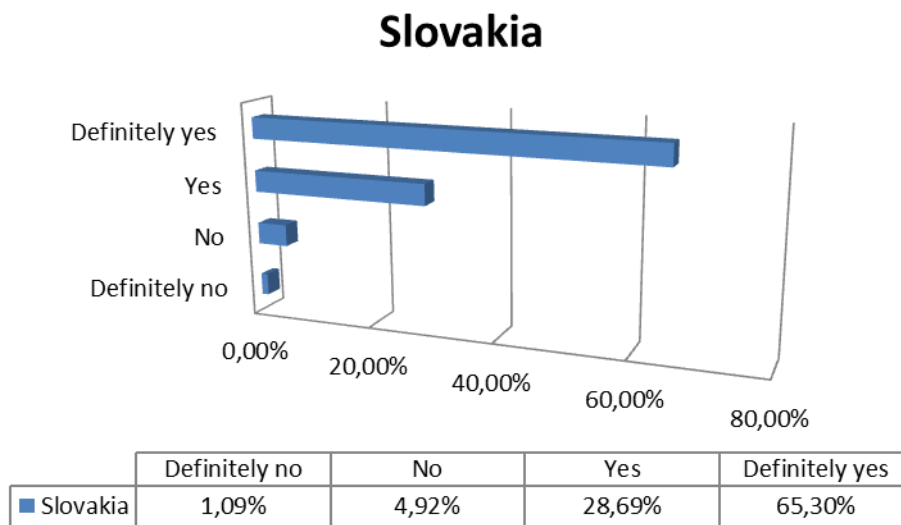


Figure 33 Media and healthy lifestyle (Slovakia)

Source: Questionnaire survey, spring 2016, n=366

Positive attitude towards more information in media showed 65.30% of Slovak respondents who answer definitely yes in the question whether they would welcome more information about healthy lifestyle in media and at schools. Young Slovaks who not definitely agree with more information in media but agree with it represent 28.69 percent. There is a small amount of people left who do not agree with more information about healthy food and lifestyle in media and at school and these 4.92% do not agree with it and only 1.09% is definitely against such a promotion.

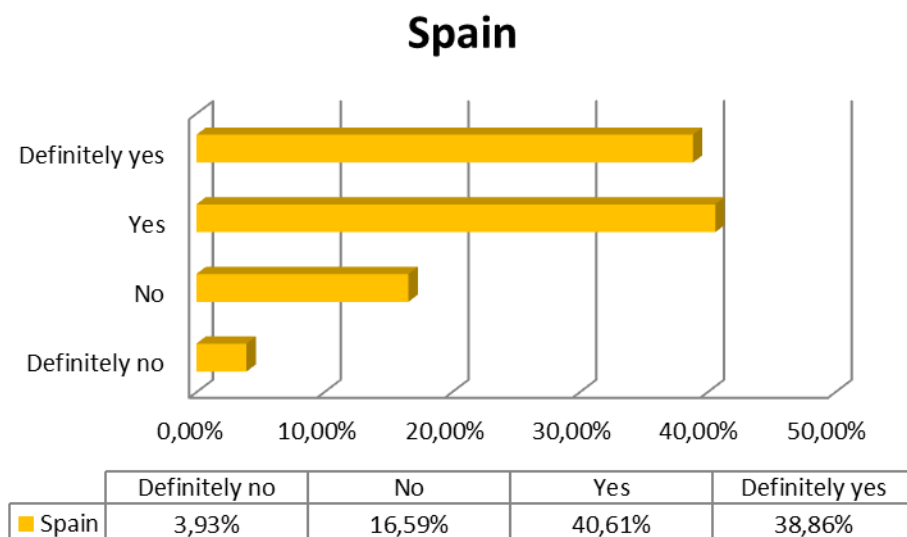


Figure 34 Media and healthy lifestyle (Spain)

Source: Questionnaire survey, spring 2016, n=229

People in Spain are not so convinced that they need more information and media and therefore the vast majority (40.61%) agree with the fact they would welcome more information about healthy lifestyle in media and at schools. Somewhat smaller percentage (38.86%) indicated they definitely agree to include more information into media and to schools and are open to this option. Surprisingly, more Spaniards (16.59%) in comparison with Slovaks do not feel they would want additional information about healthy lifestyle and only 3.93% of total young Spanish people in this survey definitely do not agree that some more information about healthy lifestyle should be added in media and at schools.

In order to see whether there is Slovaks and Spaniards have difference attitudes towards more information in media about healthy lifestyle we test the dependence of the two variables.

Would you welcome more information about healthy lifestyle in media?			
Statistic	Chi-square	df	p
Pearson Chi-square	49,46887	df=3	p=,00000
M-L Chi square	49,38941	df=3	p=,00000
Phi	,2883418		
Contingency coefficient	,2770544		
Cramér's V	,2883418		

Table 17 Test hypothesis (Information in media)

Source: Questionnaire survey, spring 2016, n=595

If the p-value is lower than α (0.05) then we reject the hypothesis. In our testing of hypothesis Chi-square test with p-value=0.00000 prove that two different nationalities, in this case Slovak and Spanish, do not share the same opinion and there is the difference in what they really need in media.

5.10 Public catering

It could be said that people more and more eat in restaurants and less and less at home. When choosing a place eating out of home, availability, price and perceived value of offered food, board motives and communication (catering is often a small social event, be part of a group, share a meal, to communicate about food but also about job and personal matters) and taste play an important role. To eating out results in changing the way of life when people spend more time outside their homes and time press do allow to spend the time by eating meals longer time.

Meal vouchers enable to buy food in groceries instead of using them in restaurants which reduce the number of people eating at work and using canteen. Public catering and eating out of home is very important for women who do not

have so much time to prepare meals at home. This fact results in inability to prepare difficult meals when are not in the form of staple. People tend to have fewer children than in the past and therefore the expenditures on preparing food is economical. Therefore we can assume that the trend of eating out of homes will be increasing.

The diploma thesis searches for information in the questionnaire where people have their meals the most.

Slovaks rather prepare the food at home and bring it to work instead of spend money in restaurants (45.63%) where only 5.46% of young Slovaks have their meal mostly at restaurant. This could be caused by managers who have sometimes meeting at restaurants and therefore do not use canteen at work. From employed people, 36.07% use canteen at work and do not prepare their lunch and home but instead they eat together with their colleagues and use this time to chat with each other. Students have sometimes bad experiences with the food in school canteen and they avoid eating at canteens even they are at Universities so the result of students from the research is that only 11.48% from 25.96% in total visit school canteen. The percentage of young people eating the most at fast foods is negligible (1.37%).

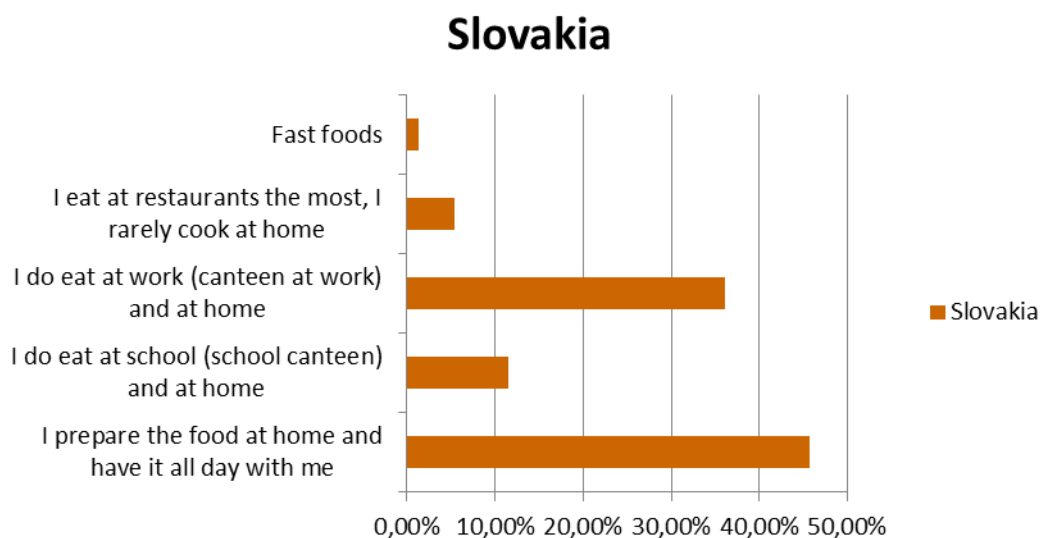


Figure 35 Places where respondents eat the most (Slovakia)

Source: Questionnaire survey, spring 2016, n=366

In Spain people have higher average income than in Slovakia and also have different eating habits so the result is therefore different and the highest percentage of Spaniards assigned they eat at restaurants the most (33.19%). It is obvious that they have longer lunch breaks and also avoid cooking at home. As regards employed people (51.97%) the higher percentage creates people eating at canteen at work (27.51%).

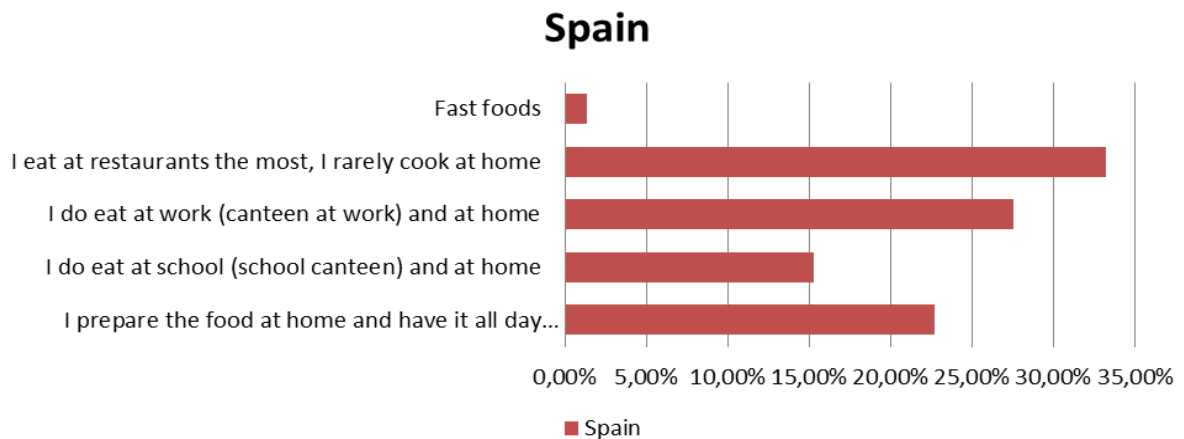


Figure 36 Places where respondents eat the most (Spain)

Source: Questionnaire survey, spring 2016, n=229

There is 21.83% of young Spaniards that visit the University and the majority of them (15.28%) have lunch at school canteens. Spaniards are famous for their eating at restaurants together with big group of friends but there are also people who prefer to cook at home and take a meal to work, school, and so in general have it all day available (22.71%). Almost the same percentage of people who visit fast foods the most are also in Spain (1.31%) as in Slovakia (1.37%).

We provided the test hypothesis and examine the relationship among two variables to look at the result from the survey from the different point of view.

Statistics: Nationality(2) x (10) Where do you eat the most?(5) (data)			
Statistic	Chi-square	df	p
Pearson Chi-square	48,48768	df=4	p=,00000
M-L Chi-square	48,08584	df=4	p=,00000
Phi	,2854679		
Contingency coefficient	,2745020		
Cramér's V	,2854679		

Table 18 Test hypothesis about eating at same or different place the most (Both nationalities)

Source: Questionnaire survey, spring 2016, n=595

In our testing of hypothesis Chi-square test with p-value=0.00000 result in conclusion that Slovaks and Spaniards visit different places where they eat the most.

5.10.1 Fast food restaurants

The fast food industry is dominated by a handful of powerful corporations who are determined to aggressively drive production costs to the minimum. Low wages are a central part of this program. Although we have become accustomed to thinking of

fast-food restaurants as a timeless and essential part of our culture, the industry is actually a very recent development.

Even though many people are conscious about the damage of fast foods and also conscious about the importance of health, fast foods restaurants are still very popular. People want quick option when they eat out. They seek for the fast food restaurants where do not want to wait for the meal more than 5 to 10 minutes because they hurry. So it always ended up with an unhealthy burgers or French fries in their hand.

As we already know young generation love fast foods and eat in these kinds of places very often therefore we look at this fact in the survey and compare Slovaks and Spaniards in their preferences why they choose fast food restaurants to eat at.

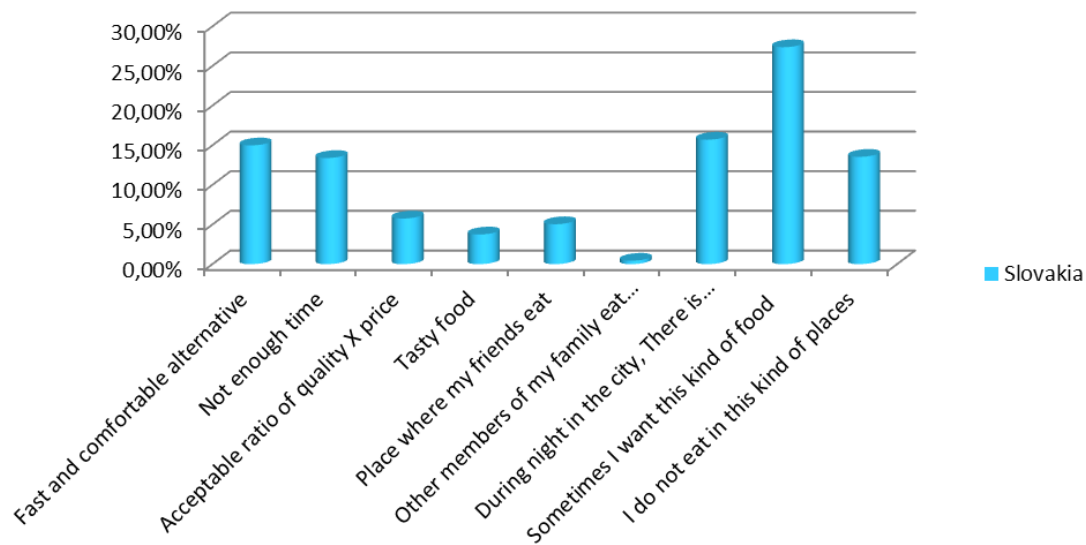


Figure 37 Preferences of Slovaks about fast food restaurant

Source: Questionnaire survey, spring 2016, n=366

The questionnaire includes the question what are the reason for eating in fast food restaurants. Respondents from both countries have the scale of options where they could choose up to three options. The most common option chosen by Slovaks was the option that they sometimes have the taste for this kind of meal (27.38%). Fast food restaurants are very popular in the midnight when people are out with their friends and get hungry during the night and the only open restaurant is fast foods. This option is also included in our research and 15.71% of young Slovaks aged 20 to 30 years assigned this option and is the second most assigned option in the survey. Slightly fewer amounts of Slovaks (14.99%) said that fast food restaurants are the fast and comfortable alternative. On the other hand there are respondents who do not eat at this kind of places and creates the third largest group (13.54%). These people mostly prefer to eat at restaurants where they can choose healthier options of food. 13.40% of Slovaks also chosen the option they do not

have enough time during their day and therefore they choose the easiest way how to get the meal quickly. Because of the minimum costs of production and lower wages, these fast foods restaurants can afford to set prices lower than in restaurants. Therefore 5.76% of young Slovaks consider the acceptable ratio of quality and price.

Spaniards are temperament people preferring to go out and dance or sing with friends. In our research the most common option that the Spaniards assign to what are their reasons to eat at fast foods is that during the night they have no other option when they get hungry (22.98%). Spaniards consider fast food restaurants as the fast and comfortable alternative (17.11%).

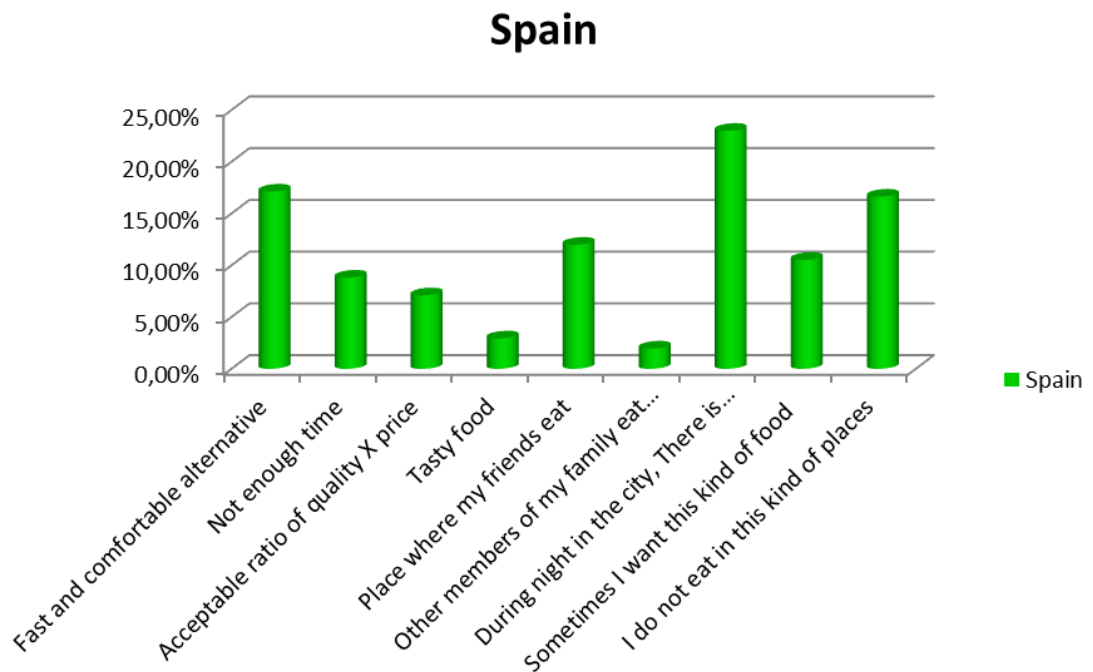


Figure 38 Preferences of Spaniards about fast food restaurants

Source: Questionnaire survey, spring 2016, n=229

The surprise percentage of Spanish young people do not eat in fast foods at all (16.63%). But on the other hand as we already mention that Spaniards have long lunch breaks and prefer to eat in a big group of people this may have the influence on eating habits which prove the fact that 11.98% of Spanish respondents eat at fast foods because this is the place where their friends meet and eat together. The option where people have sometimes taste for this kind of food reach 10.51 percent. Then respondents also do not have enough time to spend on cooking or waiting for food in restaurants where the time of preparing the meal is between 20 to 30 minutes depends on the complexity of given meal. Slightly higher ratio (7.09%) in comparison to Slovak results got the option acceptable ratio of quality and price.

5.10.2 Public catering facilities

The second possibility where people can have their meal is the restaurants or the public places such as canteen at work, school. Most of the people use these kinds of places to avoid cooking, because they do not have enough time or they do not know how to cook. Reasons differ from respondent to respondent and therefore we ask respondents to choose up to three possibilities why they vote for this option.

People used to be comfortable and spend their leisure time with family friends instead of cook at home. From this fact it is obvious that people assing among others the saving time and other concerns the most (168 respondents).

	Slovakia
It is price favourable	55
I do not know how to cook much	39
It is possible to eat there with my friends	146
I do not have to bring food from home	83
It saves time and other concerns (Shopping, cooking etc.)	168
It offers easy access to warm food	125
I have the option to eat different food than at home	118
I do not eat in public facilities	46

Table 19 Preferences of Slovaks about visiting public catering facilities

Source: Questionnaire survey, spring 2016, n=366

People from all around the world visit restaurants and catering facilities to meet with their friends so the possibility to eat there with friends and talk to each other (146 respondents assigned this possibility) is familiar for people. Respondents also prefer to have easy access to warm food during the day (125 respondents assigned this possibility). Using catering facilities enable people not only meet with friends but to eat different food than at home (118 respondents assigned this option) as well. For many people it is more comfortable to visit catering facilities and not have to bring food from home (83 respondents) and for 55 of them catering facilities are price favourable. Some people feel that restaurants or catering facilities are not places for eat different kinds of meal (46 of respondents from Slovakia). This could be caused by unemployed people and only 39 of Slovaks in our survey do not know how to cook.

Totally different situation resulted in Spain when the majority (202 respondents) assigned that the reason why they go to restaurants and public facilities is the possibility to eat there with friends and talk to each other. There is still a high number of respondents who do not know how to cook (87) which corresponds with the fact that the majority of Spaniards visit restaurants the most. The comfort of having the meal at restaurant also save time and other concerns connected with it (76 respondents chosen this possibility). As regards the warm food, this should be the necessary part of our day who also Spaniards take into consideration when choosing from options (66 respondents). 57 Spanish respondents see the restau-

rants as the place where they can eat different food than at home and 26 of young Spanish respondents do not have to bring food from home due to visiting restaurants or public facilities. Restaurants are price favourable only for 11 respondents and 7 Spaniards do not eat in public facilities.

	Spain
It is price favourable	11
I do not know how to cook much	87
It is possible to eat there with my friends	202
I do not have to bring food from home	26
It saves time and other concerns (Shopping, cooking etc.)	76
It offers easy access to warm food	66
I have the option to eat different food than at home	57
I do not eat in public facilities	7

Table 20 Preferences of Spaniards about visiting public catering facilities

Source: Questionnaire survey, spring 2016, n=229

5.11 Income

The income is the monetary payment received for work on a regular basis and serves as a financial source to buy goods and services for the human needs and even increase living standards. However every country set different minimum wages and so the average wages differ from country to country across the Europe. We focus on concrete countries in this diploma thesis and these are Spain and Slovakia. When we take Slovakia into consideration, the average monthly income was 973€ in April 2016 and the minimum wage is 405€ which is far from the 765€ as a minimum wage in Spain (Tradingeconomics, 2016).

The survey examines the average income of respondents and what are their weekly expenditures on food.

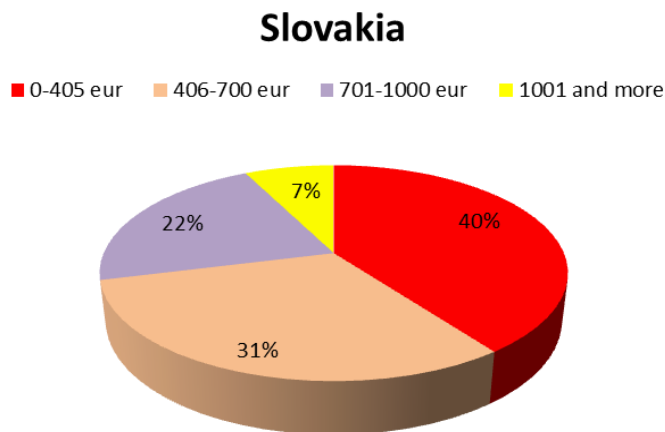


Figure 39 Average monthly income in Slovakia

Source: Questionnaire survey, spring 2016, n=366

From the graph above, we can see that 40% of young Slovak respondents participated in our survey earn no more than 405 euros which is the legal minimum wage. However this fact could be caused by unemployed respondents and students or even people graduated from school working in part time-jobs. The second largest group create respondents whose income range from 406 to 700 euros (31%) and there are 22% of young respondents who have the income from 701-1000 euros which is positive for them because they can easily afford to buy more goods and services and sometimes to invest to real estates. The income of low skilled worker is 400-530 euros (Mojplat, 2016). Medium-skilled worker can reach even 650 euros in Slovakia and high skilled worker can earn up to 970 euros. In the research for this diploma thesis there is only 7% of respondents that assigned themselves that they have the income higher than 1001€.

Spain performs well in few measures of well-being in the Better Life Index. Spain ranks above the average in work-life balance, housing, health status, social connections, and personal security but below average in income and wealth, civic engagement, environmental quality, education and skills, and jobs and earnings.

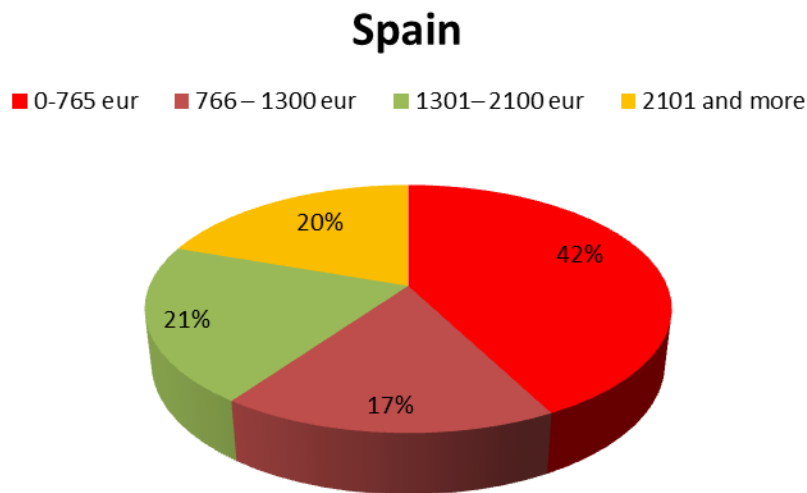


Figure 40 Average monthly income in Spain

Source: Questionnaire survey, spring 2016, n=229

As in Slovakia, respondents from Spain create the biggest group in the field of income where they earn no more than 765 euros (42%). The second group surprisingly create people earning from 1301 to 2100 euros and on the other hand respondents whose income range from 766 to 1300 euros reach only 17% in the survey. People with incomes higher than 2010 euros are slightly under (20%) the second largest group.

5.11.1 Expenditures on food

Respondents were asked to pick one possibility which was closer to their weekly expenditures on food. Most of the respondents incline to the possibility where they spend 31-50 euros on their food each week (39.89%). Respondents with higher incomes can also afford to buy more and so increase their living standards (29.51%). Those who work part-time or are unemployed have the tendency to spend less money on food and buy discounted food (23.5%) so their weekly expenditures range from 0-30 euros and the opposite case are respondents whose incomes exceed or reach the average income in Slovakia. Therefore they can afford to spend more than 101 euros per week on food expenditures (7.10%).

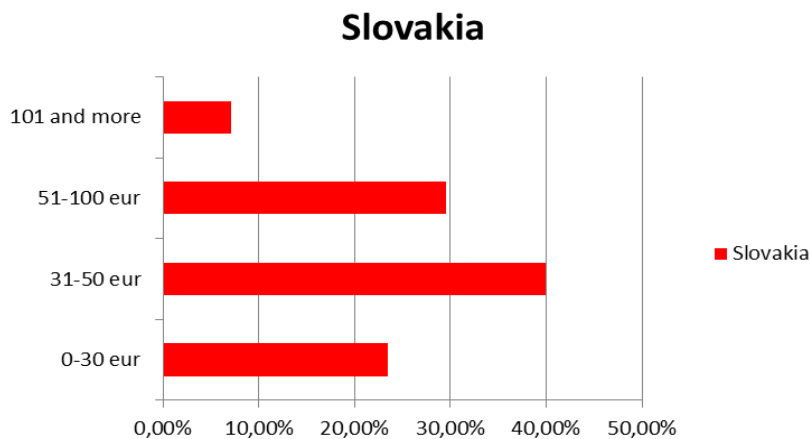


Figure 41 Weekly expenditures on food (Slovakia)

Source: Questionnaire survey, spring 2016, n=366

Spaniards weekly expenditures moves from 31-50 euros (42.79%) among young people aged from 20 to 30 years. More than 50 euros but less than 100 euros spent 33.19% of Spanish respondents on weekly expenditures as regards food. People employed part-time or even students who have their pocket money spent lower amount of money on food expenditures (15.28%). 8.73% of Spaniards stated their weekly expenditures exceed 101 euros.

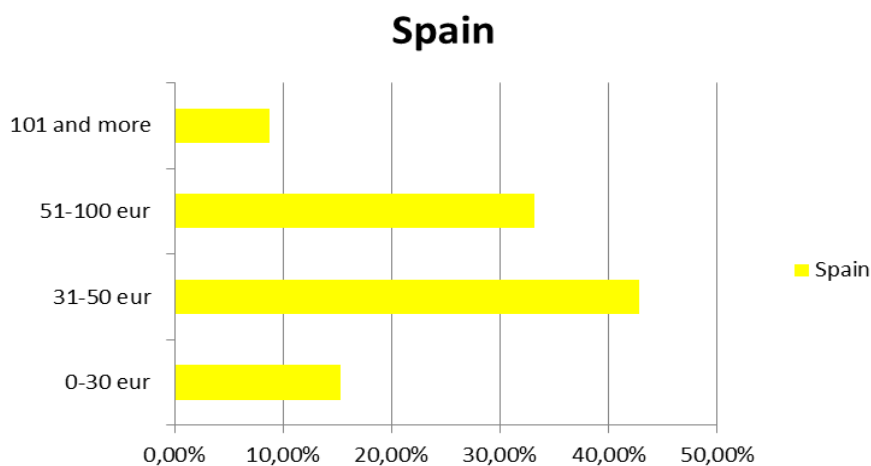


Figure 42 Weekly expenditures on food (Spain)

Source: Questionnaire survey, spring 2016, n=229

The diploma thesis was also interested in the fact whether the both nations spend the same amount of money on their food or not. As the previous figures show, re-

sults are the same and Slovaks and Spaniards chose the same options most of the time. To prove this conclusion, we do the test hypothesis among two variables.

What amount of money do you spend on food in average per week?			
Statistic	Chi-square	df	p
Pearson Chi-square	6,063227	df=3	p=,10857
M-L Chi square	6,236004	df=3	p=,10068
Phi	,1009470		
Contingency coefficient	,1004366		
Cramér's V	,1009470		

Table 21 Test hypothesis (income spent on food)

Source: Questionnaire survey, spring 2016, n=595

If the p-value is lower than α (0.05) then we reject the hypothesis that Slovak and Spanish nations do not have the same expenditures on food per week. In our testing of hypothesis Chi-square test with p-value=0.10857 prove the fact that Slovak and Spanish population in our survey have the same expenditures on food per week.

6 Recommendations

Eating habits always will be an integral part of our daily regime. The food market offers scale of different products that we can buy in the European Union. The competitiveness has increased and food distributors and manufacturers try to satisfy consumer's needs and wants at the best possible level.

It is necessary to mention that the consumer's needs and wants differ according the available information and availability of different products. Population in the European Union can freely move from one Member state to another and so try new products as regards food and is sometimes influenced by the environment in which he is at that moment. Therefore the consumer can have different buying decision everytime he goes shopping.

The main aim of each company or food manufactory should be the developing of products that would enable consumers to eat healthier and not damage their health and cause them problems. Chefs in restaurants should teach how to cook from fresh food not frozen as many do and offer their clients freshly served food full of vitamins and minerals. Menu at the restaurant should include both vegetarian food but also meals from meat which they buy from a domestic farm. Restaurants should follow customer's needs and requirements and fulfil them to gain the customer satisfaction. The last thing in the recommendation for the restaurants and food sectors is to be competitive.

To make a marketing strategy companies in this case focusing on food products and also restaurants and different kinds of public catering take marketing mix as their prior marketing strategy. Marketing mix consists of the four P's: product, place, price and promotion.

Product

One of the marketing mix strategies is to make a product suitable for chosen segment according consumer's needs and wants. People are sometimes worried about new products but when the company choose the advertisement which attracts people they will come to buy such a product. From our research we came to conclusion that both nations are mostly influenced by their parents from the very beginning. Parents form children's eating habits and therefore economic subjects should focus on parents to have the feel they bring something good for their children. There are many daily products that promise to strengthen bones of a child, they includes vitamins and ingredients that children needs for their physical development.

People in Slovakia know about bio products but they have still the feeling they cannot afford to buy them. There is a small or no basic bio products such as milk and eggs available in stores or groceries. When they are available their price is too high for customers. There is a tendency to speak about them as the marketing strategy to get more money from people's pocket. Therefore the companies or manufacturers of bio products should improve the informedness about it to attract people to buy them. There is no advertisement about bio products which leads

people to fault. Bio products are the fastest growing segment and represent the opportunity for many companies.

The right information at the package of products seems to be one of the most important information at the package. Many people stated they look at the expiration date as the first thing when buy some product. This information should be emphasized on the product package. The consumer then has the guaranty he buy a fresh products.

Place

Place is the key point in consumer's decision where to sit and eat their meal. In Slovakia many people chose the option they eat at home and prepare meal at home when they go to work in our research. But there is still increasing number of people going out for dinner and meet there with their friends. In Spain the situation is different as they rely on having their meal at restaurant. It is important for them to meet with family, friends. Important thing in this case are employees of restaurants. They have the last touch with customer and decisive factor whether the customer visit the restaurant again is the service. Employers should take care of their employees and be sure they identify with the company's strategy and follow the policy of the restaurants. Therefore the recommendation for restaurants and other public catering is to create the design of restaurants and have a service there which would attract people to come again. The service is nowadays very important aspect of every restaurant. Consumers having a meal in some restaurant rely on the nice service and clean restaurant. Then they feel comfortable and there is a high probability they will come next time.

Fast foods are mostly visited during the night time when people are out with their friends and get hungry. For those who try to eat healthy and are out during the night, fast foods should also include in their menu some healthier meals such as salads, smoothies or bowls full of fruits.

Price

Price is important factor for 69.40% of respondents in our research. The price has different influence on different social class and age groups. In this diploma thesis we focus on the consumers between 20-30 years so the price is very important for them. Many of them are still students at Universities.

The one way how to attract young consumers could be discounts or some loyalty program, where you get a discount after buying some amount of products. Discounts mainly attract right in the place of purchase. There a different feeling about how impact the price has on consumers. Some of them may have the tendency to think that low-price goods are of a low quality. The price setting is difficult task for every businessman but on the other hand is the important one.

Promotion

Media play an important role in our lives and so companies should rely more on information about products which are good for us, healthy products. Sometimes people are attracting by good advertisement even though they do not need to buy anything. To gain the result of more healthy eating people mean to focus on information in media explaining in details healthy lifestyle with some products. Using

media education could draw attention to the problems of civilization diseases arising from poor eating habits. Use examples that demonstrate how it looks when we do not eat healthy. They should focus on specific target groups and come with them directly in contact and by meeting people showing them practical examples of healthy eating and guided them in the right direction. Women are those who buy more often healthy products or products sugarfree, so this could be the way how attract them through media as well.

Tesco Stores launched Scan&Shop, innovative technologies that enable customers to pay for products immediately when they place it into the basket. This technology saves time spent in a row in front of the cash desk. Tesco Stores spread this new technology into 17 stores across the European Union. Scan&Shop enables to have expenditures under control during the shopping and attract more people to come to Tesco Stores. Customers of these stores could take a hand scanner right in the entrance of the store (Startitup, 2016)

Spaniards mostly eat at restaurants therefore restaurants should include in their menu healthier options from a fresh food.

To build a network of restaurants with healthy food at reasonable prices with Slovak and Spanish foods that are quality controlled manufacturing, tasty and popular would be also for consideration. People should realize that investment in high-quality food is an investment in their health.

In terms of prevention against diseases caused by a poor diet could worth considering expanding an organization dedicated to a healthy lifestyle. These organizations should more talk about today's style of dining. The fight against improper eating habits, the Ministry of Health could intensively be involved, which would spread information on nutritional recommendations in order to reach a wider public.

7 Discussion

The diploma thesis focus on the eating habits among young people, in our case it includes people from Spain and Slovakia between 20 to 30 years both working, not working and students. One of the aims of this thesis is to find out what are eating habits of Slovaks and Spaniards. The questionnaire survey is used to get the important information for our thesis where we collected 32 questions and 366 respondents from Slovakia and 229 respondents from Spain were willing to answer questions in the research.

When evaluating the results from our research we must take into account the fact that respondents in some cases may answer not in the way they actually behave and therefore cause distortion. They have the tendency to lie even though the questionnaire is anonymous. They may choose the answer according to how they want to behave or how they should behave instead of that to choose the answer according to their actual behaviour. Therefore some information can be distorted.

The research iuventa made in Slovakia stated that young people have in average 4 hours a day for their activities. Most of this time is spent by watching a television or playing some computer games which approved 54.5 % of respondents. In our research young people take care of their health and do some kind of sport. In Slovakia 67% of Slovaks and 59% of Spaniards approved they do some sport. The percentage represented hours they spent by doing sport is lower but still there is 32.79% of Slovaks and 41% of Spaniards spending 4 and more hours per week doing some sport (Iuventa, 2007).

People not doing any sport have sometimes higher addiction to fast foods. They are criticized for their low quality food, abnormal use of artificial ingredients, very low nutrition values which leads to the fact that people feel hungry very soon. Fast food restaurants have high share on increasing obesity all over the world. Our research shows that young consumers are influenced by parents in their childhood. So the result is that parents are responsible for what their children eat. Katarína Pjatáková wrote in her article about the influence of fast food on our health that children eating three times a week in fast food restaurants can cause asthma and eczema (Gastroshop, 2014).

According to the research of Focus agency 61% of Slovaks sometimes visit fast food restaurants. There is a big influence of different chef's shows and fascinations of a healthy lifestyle people become more interested in the fact what they really eat. The boom of young restaurants including in their menu fast food meals spread mainly in the big cities in Slovakia and these restaurants offer information about the origin of ingredients (Zurnal.pravda, 2014).

Fast foods have still many fans who come when they feel hungry. Spaniards (11.98%) visit fast foods because their friends eat there and Slovaks (27.38%) have sometimes the taste for this kind of meal.

Therefore it is more than important to spread information at elementary schools already. Many Slovak elementary schools take place in the campaign "Remove obesity" and started in 2013 with lecturing about healthy eating habits.

People who eat only when they feel hungry and do not eat when they are nurtured are guided by his biological signals. This includes people who do not need to eat excessively when they are stressed. Those who do not control their biological signals should avoid the emotional and psychological impact, forcing them headed straight to the refrigerator. The response of stress highlighted the importance of controlling and monitoring the weight with an emphasis on high intake of low-energy foods, especially fruits and vegetables (Zurnal.pravda, 2005).

It is necessary to emphasize the share of psychological factors which influence the purchase decision-making. The influence on the buying process have the personality of each consumer, his attitudes, values, knowledges and social influence. The first impression is very important and the fact that given product attract us. The very first thing the consumer perceive is the appearance of the products. Then the consumer start to think and take into consideration factors such as price, own experience with food, expiration date and many others. Impulse of people is sometimes nonconscious.

8 Conclusion

The aim of this diploma thesis is to get the result of eating habits from Slovak respondents and Spanish respondents. We focus on the group of people from 20 to 30 years old. The questionnaire includes 32 questions and at the end of our research we have 595 respondents together from both countries. Results are presented in graphs and tables and are compared.

To write a thesis we used primary and secondary sources. In the primary sources we focus on our research and secondary data were collected from the presented literature and researches that were made on this topic.

The thesis leads to evaluation of economic factors that would help to concrete solution of a given problem, which is the recommendation for a given group of analysing segment. Marketing research came into conclusion that both nations have the same attitude to sport, they rely mainly on their own experience of food as regards the buying process and majority of respondents agree parents influence their eating habits. The research finds out the difference with whom young people share households. Young Spaniards have the tendency to live with their parents more often than Slovaks. In comparison with Spaniards, Slovaks try to be self-sufficient immediately after secondary school while Spaniards rely on their parents.

The diploma thesis uses also factor analysis and test the dependency among two variables to prove the ascertained results. Factor analysis was used in factors that influence the consumer buying process and their decision and factors that influence consumers in their life. It was mostly parents and their lifestyle. On the other hand stress is not the factors that would step in their eating habits when consumer itself feels under stress. Spaniards and Slovaks however have different attitudes to sport as the test among these two variables proved. Both nations like to eat breakfast and reserve some time to prepare it at home or to have in some cafe. Those respondents who eat breakfast most of the week go for ham, cheese, bread and jam. As we already know, Spaniards do not bake so often as Slovaks do, but both Slovak and Spaniard respondents eat sweet time to time and when it comes to choice between meat and vegetables they chose both of them. Also the P-value of Pearson Chi-square results in the same preferences towards consuming meat and vegetables. Factor analysis of consumption of beverages would need one more component to be added because there were only two factors statistically significant. The important products in healthy lifestyle are bio products. In the Slovakia people do not often buy products because they feel the marketing pressure. On the other hand Spaniards respondents buy those products very often. The next test of the dependency among two variables takes into account responses from question about media and there is a difference in what they really need in media. Public catering plays an important role in our lives because they can help us or destroy our eating habits. It is necessary to chose public catering according the freshness of food and their offer of healthy meals. Spanish respondents are famous for their lunch that takes a lot of time. They like talking with friends and love food therefore they spend most of their time during a week in restaurants while Slovak

respondents prefer to prepare the food at home and take it to work as well. Testing the dependency of these variables also proved this affirmation. When we look at the fast food restaurants there is the difference between Spanish and Slovak respondents in the fact why they visit them. Slovaks claim they visit fast food restaurants because they have sometimes taste for this kind of unhealthy meal and Spaniards go there because during the night in the city there is no other option to have some meal. Even though Spaniards and Slovaks have the same incomes they spent the same amount of money on food weekly.

This thesis is aimed at formulation of recommendations for marketing with food, which means to make a conclusion which is suitable for food marketing of a given group of people, to find out the deficit in the food marketing and create the suggestion for the market subject that could be able to fulfil this deficit in the mean of healthy food. The recommendation for the food sector is described by the marketing mix consisting of 4 P's and that the companies should develop healthier products and media should focus on proper information about products on packages and in advertisement.

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12List of abbreviations

AIO	Activities, Interests, opinions - activities of interests, opinions
BMI	Body Mass Index
CJE	The Council for Youth in Spain
DG SANCO	Directorate General for Health and Food Safety
EFSA	European council food safety
EPHA	European Community Public Health
EU	European Union
EUFIC	European Food Information Council
GDP	Gross Domestic Product
IDV	Individualism – Collectivism
IOTF	The International Obesity Task Force
LTO	Long – Term orientation
MAS	Masculinity – Femininity
NS-SEC	National statistics of the socio-economic classification
PDI	Power Distance
POP	Point of purchase
POS	Point of Sales
SARS	Severe Acute Respiratory Syndrome
SSO	Slovak Statistical Office
UAI	Uncertainty Avoidance
VALS	Values and lifestyles
VAT	Value added tax
WHO	World Health Organization

Appendices

A Questionnaire in Slovak language

B Questionnaire in Spanish language

C Cultural differences between Slovak Republic and Spain