

Theses of PhD Dissertation

**MARKETING AND CONSUMER PROTECTION ANALYSIS
OF SOME FOOD PRODUCTS CONSUMED BY YOUNG
PEOPLE**

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3. Pólya Éva, **Szűcs Róbert Sándor** (2010g): A marketingszimulációs programok szerepe a felelősségteljes marketing döntések meghozatalában, XVI. Nemzetközi Környezetvédelmi és Vidékfejlesztési Diákkonferencia, Mezőtúr, 2010. június 30 – 2010. július 2., ISBN 978-963-87874-5-3, CD kiadvány
4. **Szűcs Róbert Sándor** (2010i): „Egészségtelen élelmiszerek” attitűdvizsgálata a fiatalok szegmensében, Új marketing világrénd, Marketing Oktatók Klubja XVI. Konferencia, 2010. augusztus 26-27, ISBN 978-963-88943-0-4, p. 318 – 327.

Hungarian full papers without foreign language abstract:

1. **Szűcs Róbert Sándor** (2009a): Fiatalokkal folytatott marketingtevékenység, avagy sohasem lehet elég korán kezdeni?!, Keszthely, ITF Konferencia, ISBN 978-963-9639-33-1, CD kiadvány
2. **Szűcs Róbert Sándor** (2009c), Dr. Csorbai Attila: Magas zsír-, só-, cukortartalmú élelmiszereke a fiatakorúak fogyasztási szerkezetében, Kaposvár, 2009. augusztus 25-26. Marketing Oktatók Klubja – 15. Jubileumi Országos Konferencia, "Új marketing kihívások a XXI. században – Fenntartható fogyasztás", ISBN 978-963-9821-12-5, p. 394 – 403.

1. Aim of the research

Nowadays in markets where generally oversupply is dominant, companies' marketing activity gets a salient role, so as consumer protection to compensate overdrove profit interest. Actuality of my research is justified by a trend characteristic for the present: childhood and juvenile obesity as a problem, health and healthy nutrition as an expectation in connection with communication.

It is not just coincidence that several companies choose child and juvenile age segment as a target. This is the segment what used to have, have and will have a permanent growth potential. The reason for that is the fact that adults (parents, family members) would like to give the best (or even sometimes more) to their children comparing to their possibilities. It is also not negligible that the segment is easy to be convinced, and their influencing power goes much more beyond the boundary of the segment, they are able to influence the product and brand choice habits of adults. Nowadays we are so successful in influencing children, that we cannot believe what we see. Marketing uses its wide, subtle toolkit, among others sales promotion tools (brand licensing, using celebrities, free gifts etc.) The real problem is that foods containing high level of salt, sugar and fat are promoted to young people contributing to childhood obesity. Childhood and juvenile obesity as a social phenomenon is not just a negative effect on someone's health stable, but also a serious and versatile national economic level problem. Obesity and problems caused by obesity contribute to the decrease of social and individual

welfare; also the drastic increase of health expenditures caused by overweight and obesity must be mentioned. Nowadays it can be stated and proved that childhood obesity is a greater problem than alcoholism or smoking. The number of those who attribute a remarkable role to promotions of foods containing high level of salt, sugar and fat is also not negligible.

Aims defined during the composition of doctoral dissertation:

1. Elaboration of domestic and international literature concentrating on consumer behavior, suggestibility of children and young people in case of foods containing high level of salt, sugar and fat. Further aim is to synthesize and evaluate desk research data.
2. Using field research methods to examine consumer and purchase behavior in the case of foods with high level of salt, sugar and fat and to survey the influencing power of branded products in the segment of young people in the field of the research.
3. Using field research methods to survey the effectiveness of those company's marketing communication activity who produce or distribute foods containing high level of salt, sugar and fat in the field of the research.
4. Using field research methods to survey the knowledge level of young people about foods containing high level of salt, sugar and fat in the field of the research.

September 2010, Crete, Greece, Letölthető:
http://eaae.maich.gr/eaae120/papers/Szucs_Csapo.pdf

Foreign language full papers published in Hungary:

1. **Szűcs Róbert Sándor** (2010a): Light and dietetic products from aspect of youth, XXIV. microCAD nemzetközi tudományos konferencia, 2010. március 18-20., ISBN 978-963-661-925-1, p. 45 – 50.
2. Pólya Éva, **Szűcs Róbert Sándor** (2010e): Children Influence on Family Purchase Decision Making - especially in case of foods containing high level of salt, sugar and fat, Conference for Young Researchers, 4 - 6 October, 2010, Gödöllő, ISBN: 978-963-269-193-0. p. 226 – 231.
3. **Szűcs Róbert Sándor** (2010h), Pólya Éva, Horváth Marianna: Role of green brands in consumer decision making, XVI. Nemzetközi Környezetvédelmi és Vidékfejlesztési Diákkonferencia, Mezőtúr, 2010. június 30 – 2010. július 2., ISBN 978-963-87874-5-, CD kiadvány
4. **Szűcs Róbert Sándor**, Pólya Éva (2010q): The Scope of Competition, Legislation and Consumer Socialization to Protect Children, Nyugat-magyarországi Egyetem, Közgazdaságtudományi Kar, „Hitel, Világ, Stádium” nemzetközi tudományos konferencia, 2010. november 3., Sopron (m.a.)

Hungarian full papers with foreign language abstract:

1. **Szűcs Róbert Sándor** (2009d): A reklámok fiatalokra gyakorolt hatásának és szabályozásának elemző bemutatása, Veszprém, 2009. szeptember 4., Pannon Gazdaságtudományi Konferenciasorozat, Növekedés, gyorsítás, vállalati kibontakozás, ISBN 978-963-9696-88-4, p. 90 – 101.
2. **Szűcs Róbert Sándor** (2010c): Az aszimmetrikus információellátottság hatása a vállalati jövedelmezőségre és gyermekkori elhízásra, XVI. ITF Konferencia, 2010. március 25., Keszthely, ISBN 978-963-9639-36-2, CD kiadvány

9. **Szűcs Róbert Sándor** (2011): „Egészségtelen élelmiszerek” attitűdvizsgálata a fiatalok szegmensében, Marketing & Menedzsment, 2011, (m.a.)

Peer-reviewed foreign language papers published in Hungary:

1. **Szűcs Róbert Sándor** (2010f), Csapó Zsolt: Increasing consumption of foods with high level of fats, sugar and/or salt in segment of youth, Abstract (Applied Studies in Agribusiness and Commerce), Vol. 4, Numbers 1-2X, 2010, ISSN 1789-221X, p. 85 – 91.
2. Pólya Éva, **Szűcs Róbert Sándor** (2010k): Developing Employability Skills and Exchanging Management Skills in a Simulated European Business Environment, *Economica*, 2010. 3, ISSN 1585-6216, p. 60 – 67.

Peer-reviewed and referred papers in international journals:

1. Pólya Éva, **Szűcs Róbert Sándor** (2010m): The Role of Consumer Socialization and the Importance of Legal Legislation to Protect Children in Consumer Society, *Journal of East European Research and Science*, p. 14 – 24.
2. **Szűcs Róbert Sándor**, Csapó Zsolt (2011): The effect of childhood obesity on social welfare, *Journal of Modern Accounting and Auditing*, (m.a.)

REFERRED PAPERS IN CONFERENCE PUBLICATIONS

Foreign language full papers published abroad:

1. **Szűcs Róbert Sándor** (2009g), Csapó Zsolt: The product is better when it is branded, 2nd international PhD students conference – New Economic Challenges, Faculty of Economics and Administration Masaryk University, Lipová 41a, Brno, Czech Republic, 20th – 21st January 2010., ISBN 978-80-210-5111-9, p. 404 – 410.
2. **Szűcs Róbert Sándor** (2010j), Csapó Zsolt: The effect of childhood obesity on social welfare, 120th EAAE Seminar, 2-4

Make a proposal how to regulate the communication of the product range by virtue of field researches.

Before writing my thesis I set up the following **hypotheses**:

H1: Correlation studies. I assumed that consumption of foods containing high level of salt, sugar and fat correlate with the age and gender of young people.

H2: Market segmentation, cluster analysis. I assumed that by virtue of field researches, well delineated consumer groups can be formed within the segment of young people in case of foods containing high level of salt, sugar and fat.

H3: I assumed that a well-known brand name has the power to quench the rationality of young people in case of foods with high level of salt, sugar and fat. Products are ranked by brand preference and not by taste. I assumed that in case of foods containing high level of salt, sugar and salt not price, but brand preference is dominant in children's and young's purchase decisions.

H4: I assumed that the ingredients list on the package of foods containing high level of salt, sugar and fat does not have sufficient information content, young people are not aware of the health effect of different components. I assumed that signs on food packages like light, diet, diabetic are not obvious for young people, their knowledge is not sufficient in connection with these signs.

H5: I assumed that it is necessary to examine the role of parents in connection of purchase place and consumption of foods containing

high level of salt, sugar and fat. I assumed that parents buy these products for their children in a high proportion.

H6: I assumed that marketing communication activity of product producers can be broke up into different component and the effectiveness of components can be measured. I also assumed that the effectiveness of producers' marketing communication activity is correlated with the age and gender of young people.

H7: I assumed that in Hungary efficient legal protection of children and young people does not come to fruition, it should be necessary to take over “best practices” of other countries. Hungarian commercial legislation set the upper limit of childhood with reaching the age 14, adulthood with reaching the age of 18. I assumed that domestic legislation does not fit to the opinion of children and young about age limits. Their protection would be risen with delaying the age limits.

2. Premises and applied methods

I used several methods when I researched marketing communication activity influencing young people and children and I examined several regulating elements for foods containing high level of salt, sugar and salt in case of young people. I started my research with gathering desk research data and studying domestic and international literature. I examined marketing stimuli having impact on children, obesity trends, costs; I analyzed best practices. I continued my researches with field researches. During my field researches I used quantitative (surveys, questionnaire) and qualitative (experiment – taste test) methods. In my researches I examined with a questionnaire

and fat, suggestibility of young people in case of these products, measuring the degree of influencing effect by segments.

6. Publications in the field of the dissertation

JOURNAL ARTICLES

Peer-reviewed papers in Hungarian journals with English abstract:

1. **Szűcs Róbert Sándor** (2009b): A piac ritka árucikkei: A reklámfaló nemzedékek,-A gyermek- és fiatalokúakkal folytatott marketingkommunikáció szabályozásának hiányosságai-, *Economica*, 2009. 2., ISSN 1585-6216, p. 113 – 122.
2. **Szűcs Róbert Sándor** (2009e): A nyaggyatás faktortól a megszokásig, *Economica*, 2009. 3., ISSN 1585-6216, p. 80 – 89.
3. **Szűcs Róbert Sándor** (2009f): A marketing felelőssége a gyermekkori elhízásban, *PAIDEIA, A Szent István Egyetem Alkalmazott Bölcsészeti Kar Kiadványa*, ISSN 1787–937X, p. 76 – 88.
4. **Szűcs Róbert Sándor** (2010b): A minőség csak ezüstérmes?, Márkaerő és a fiatalok racionális fogyasztói magatartásának összefüggései, *Economica*, 2010. 1., ISSN 1585-6216, p. 70 – 77.
5. **Szűcs Róbert Sándor** (2010d): Adóval a gyermekkori elhízás ellen – magas zsír-, só-, cukortartalmú élelmiszerek, *Agrár és Vidékfejlesztési Szemle, Tudományos folyóirat*, 5. évfolyam, 2010/1. szám, ISSN 1788-5345, p. 202 – 207.
6. **Szűcs Róbert Sándor** (2010L): Sponge Bob, Hello Kitty, Spiderman a gyermek- marketing sztárjai - A „brand licensing” és szabályozásának kérdései, *Economica*, 2010. 3, ISSN 1585-6216, p. 30 – 38.
7. **Szűcs Róbert Sándor** (2010n): A „brand licensing” és szabályozásának kérdései, *Élelmiszer, táplálkozás és marketing*, VII. évfolyam, 2010. 2. szám, (m.a.)
8. **Szűcs Róbert Sándor** (2010p): A gyermekkori elhízás és élelmiszercímke összefüggéseinek marketing szempontú vizsgálata, *Gazdálkodás*, 74. évf., 2010. évi 7. szám, p. 773 - 777

the side of the producers. By the research results we can state that Consuming foods with high level of fat, salt and sugar is more and more popular in Hungary, consuming intensity of these products is high in young's segment. By the results of the segmentation it can be stated that the majority of young Hungarians is an intensive consumer of foods with high level of fat, salt and sugar, do not understand the notations of food labels, and not aware of the signs' meaning on product packages. There are several ways to decrease uncertainty: rethinking legislation, regulation of communication in case of foods with high level of fat, salt and sugar, increasing the price of products with the tax tools, examining the role of parents. As to my opinion the efficient solution roots in the combination of all of these. It is a fact that foods with high level of fat, salt and sugar are popular among young people, with promoting these products we contribute to childhood obesity. Lack of legislation on market of foods with high level of fat, salt and sugar might lead to success in a short run but only for the producing companies. Profit is realized at the producing companies, but costs are borne nationally as an increased nursing cost of obese children, young and adults. Thinking it over responsibly and rationally it can be foreseeable that the described process is not sustainable and needs intervention, not just in long, but also in a short run.

Hence the utmost practical benefit of the dissertation is that it draws attention to childhood and juvenile obesity, proving high consumption intensity of foods containing high level of salt, sugar

the consumer behavior of young people especially in connection with foods containing high level of salt, sugar and fat and the influencing effect of their commercials. In the survey 1297 questionnaires were filled in North Great Plain Region in secondary schools of four towns (Debrecen, Mezőtúr, Nyíregyháza, Szolnok). Searching and choosing schools in the region were done randomly. Taking part in the research were voluntary, but several secondary schools did not take part in the research. Hence we can state that fortune played the main role who were take into the research. Visit of the schools happened after a telephone coordination, where students could fill in the questionnaire in a calm, school environment. Taking part in the research for pupils were voluntary and anonym without any previous selection. Inquiry of the questionnaires happened between November 2009 and March 2010. Only secondary school age students took part in the research, young people between the age of 13 and 19. Distribution of the sample by gender: 55.4% women, 44.6% men, that fulfill representativity requirements. Average age in the sample ($\bar{x} \pm \sigma$) 16.10 ± 1.328 year, range (R) 13-19 year, modus 15 year. During data procession I used statistical methods (mean, median, deviation, Cramer V statistics, Kendall's rank correlation, factor analysis, cluster analysis, crosstabs etc.) with the help of SPSS 14.0 program and Microsoft Excel 2007. I continued my descriptive researches with simple statistical methods, I used Cramer V statistics for examining correlation among criteria, with Kendall's rank correlation I examined accordance in the group. I used principal axis

factoring for examining the influencing power of commercials, while I used cluster analysis for the two executed segmentation process.

I used qualitative research methods during an experimentation (taste test). Basis for my research were the brand preference test by Thomas Robinson, what I adapted for soft carbonated beverages. I carried out two times my experiment in Szolnok (September 2009, September 2010). I assumed that skepticism of young people strengthen as they get older, hence their purchases are not influenced so much by childhood their brand loyalty. Age group for my research in September 2009 were the 18 year olds in September 2010 secondary school pupils between 11-18. Total number of participants were 152 person, while Robinson involved 63 persons in his experiment.

3. Main statements of the dissertation

1.) During my research I made several analysis to realize at what intensity children and young people take part in the market of foods containing high level of salt, sugar and fat. As to the stance of European Heart Network I limited my research to 3 product categories (fast food products, carbonated soft beverages, especially coke and chips). We can see as a result of my field researches that 38.0% of young men and 29.7% of young women consume at least once a week health-damaging chips. 70.5% of young men and 57.8% of young women consume coke at least once a week. The proportion of weekly fast-food restaurant visitors is 17.1% among young men

on rationality. Age, gender and discretional income of young people are not primary influencing factors.

- I proved that young people are not aware of the meaning of signals on food label; I made proposals to make signs more qualitative. „Light”, „diet” categories are not interpretable for young people, their legal registration is a must.
- I quantified the effects of marketing activity on young people, I identified new segments in connection with commercials, brand licensing and sales promotion tools (free gifts, sweepstakes). I defined and quantified the extent of influencing ability by segments
- I measured the consumption intensity of foods containing high level of salt, sugar and fat, I identified new segments what I summarized in my own model.
- I proved that age limits (childhood, youthful, adulthood) in Advertising Law do not align to the opinion of young people. Taking into consideration the opinion of young people it is necessary to increase the age limits to protect children efficiently.

5. Practical utilization of results

Rudimentary aim of the dissertation is to analyze the consumption intensity of young people, and to measure the influence effect from

- The regulation in State of California in the United States,
- Seriously take into consideration the recommendation of domestic organizations (MNSZA, OFE).

As we could see it is a problem that there is no accordance among European countries as to the regulation for defining childhood and legislation of commercials concerning this age group. This fact does not help to standardize actions. Interviewed young thought that the end of childhood is at the age of 14, the same as the legislation states; but judgment of youthful and adulthood is different from domestic legislation. Upper limit is defined by the interviewed people not at the age of 18, but at a bit higher age (20). Becoming an adult is also fitting to the previous results, young people think that it starts approximately between the age of 20 and 21. Hence it can be stated that the opinion of young people is closer to Estonian legislation. Taking into account my research results I proved H7 hypotheses.

4. New and novel results of the dissertation

- By summarizing the theory of the topic I identified and summarized the risks, costs, effects and regulation of consuming foods containing high level of salt, sugar and fat. Quests drafted measurable categories, numerical analyses.
- I proved that young people do not decide among products by their taste but brand preference is the thing that influence their consumer choice much more; Brand effect has a repressive power

and 11.1% among young women. As to the classification of McDonald's we can refer them as heavy „users. Data is shocking high. I proved with my field research that young people with different gender have different consuming intensity; in market of foods with high level of salt, sugar and fat young men taking part with a higher intensity than young women. They do it even against their opinion that they dine healthier than younger women and that is a paradoxon.. Analyzing foods containing high level of salt, sugar and fat with distribution ratio, it can be stated that women has a lower consumption intensity; but by using higher statistic methods (ex.: Cramer V statistics) this unambiguous trend cannot be validated, the indicator showed only low correlation between the gender of the interviewed and consumption intensity. These results confirmed the high consumption intensity level for both genders. I made a similar statement for the age of the interviewed persons: at a young age consumption intensity showed a minimal decrease with age, and the degree of it is negligible, as Cramer V statistics strengthened this fact. It can be stated that consumption intensity does not depend on age. It can be stated, that consumption of foods containing high level of salt, sugar and fat does not show close correlation with the age and gender of the interviewed, consumption of foods containing high level of salt, sugar and fat represent a generally high intensity among young people. It can be stated that young people of different gender and age have different consumption intensity, but the age and gender of the interviewed is not a determining factor, it is much more determining to which segment

the person belongs by his consumption intensity in the case of foods containing high level of salt, sugar and fat. Hence I confuted hypotheses H1.

2.) Using cluster analysis I segmented the age group of young people by their consumption intensity in the case of foods containing high level of salt, sugar and fat. Groups can be unambiguously identified and have variant nature. Segmentation were done by the age and gender of the interviewed people. By the gender of the interviewed I identified the following segments:

- Health strainers,
- Uninterested unhealthy,
- Healthy self-conscious,
- Fast food chain obsesses,
- Coke-dependents.

Ratio of different segments can be seen on chart 1.

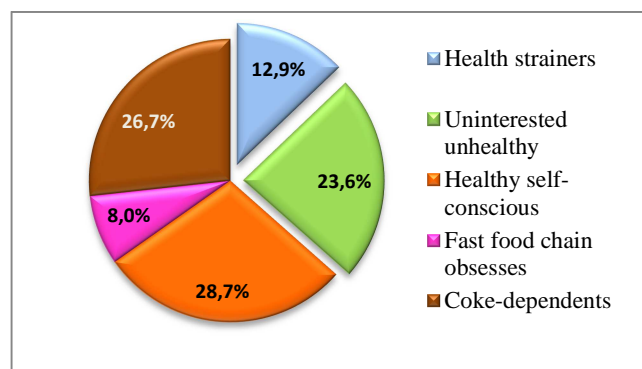


Figure 1: Distribution (%) of revealing segments on the market of foods containing high level of salt, sugar and fat
Source: Own research, 2010

selected celebrity, fairy tale character influence a young consumer in 20%, sweepstakes 50%, free gifts 55%. I detected that age and gender of young people show a correlation with the success of the marketing activity, but in this case segment-belonging is the crucial factor. With this statement I proved H6 hypotheses.

7.) High consumption intensity drew attention to the legal boundaries of persuasion. In Connection of communication to young people we have to reckon on 2 limiting factors (Advertising Law, Code of Advertising Ethics) in Hungary, these factors only use soft definition and shaping, and in several cases adherence is voluntary. By virtue of my desk and field researches it can be stated that self-regulation mechanism of advertising vocation failed in the case young people. Instead of sloppy definitions in Advertising Law, unambiguous appearance is needed. Omission of this can be a source for health problems especially in the market of foods containing high level of salt, sugar and fat. Several countries took steps to restrict regulation in case of foods containing high level of salt, sugar and fat. Hence I propose the consideration of implementing some international regulation when the domestic legislation will be reconsidered, namely:

- The Canadian „The Broadcast Code for Advertising to Children”
- The Romanian „Decizie nr.194 din 22 februarie 2007 pentru modificarea Deciziei nr.187 din 3 aprilie 2006 privind codul de reglementare a conținutului audiovizual”

- Resigned dismissive (cluster 1),
- Credulous pliable (cluster 2),
- Rationally conscious (cluster 3).

Table 1: Segmentation of young people by their sympathy for commercials

	Final segments (cluster)		
	cluster 1	cluster 2	cluster 3
1. Commercials are entertaining	2	3	2
2. Commercials became part of life	4	5	4
3. Commercials influence MY consumer habits	1	3	2
4. Commercials influence PEOPLE's consumer habits	3	4	4
5. I see too much commercials in media	5	5	5
6. PEOPLE buy unnecessary things because of commercial effects	4	4	4
7. I buy unnecessary things because of commercial effects	1	2	2
8. I am a conscious customer	4	4	3
9. I am aware of my consumer rights	4	4	3
10. Gender	Men	Women	Men
Proportion of the segment	30.4%	36.6%	33.0%

Source: Own research, 2010

Reason for existence of the segments is validated by Kendall's rank correlation (66.9%). Different segments can be influenced differently by marketing activity, I measured the degree of this phenomenon with the help of factor analysis. Factors I described explain the influencing effect of marketing activity in almost 60%. I examined and measured the influencing power of celebrities, fairy tale characters (brand licensing), sweepstakes and free gifts. A well

The segmentation proves that there are two segments being consciously healthy or striving for healthy nutrition, and avoid consumption of foods containing high level of salt, sugar and fat. Total proportion is 36,5% of the young. With age segmentation I proved that reformulation of segmentation by the gender of the interviewed does not mean a substantive difference compared to the previous one. F –rates calculated during the segmentation process proved that the gender and age of the interviewed does not have substantive effect on consumption of foods containing high level of salt, sugar and fat, segmentation can be carried out by consumption intensity of products. The developed segments are existing ones and show practically useable segmentation. Hence I proved H2 hypotheses.

3.) During the modified test (taste test it) it were proven that young people find branded products more tastier, than the same but non-branded product version. The statement is also validated by the histograms made for branded products, as they show left side asymmetry (positive judgment), though in the case of non-branded products histograms show a right wing asymmetry (negative judgment). Hence it can be stated that those products whose name were known by customers got a better judgment. Histogram enquiry proved that interview people firstly do not group products by the taste (as they tasted the same products twice) but by brand strengthen and brand loyalty. I also confuted the preassumption that young

people of higher consumption intensity obviously recognize that they consume the same product twice, once as a branded once as a non-branded product, but with growing intensity of consumption influencing power of the brand is not getting smaller. Calculated Cramer's V (0.216) justified that the consumption of products is not primarily price and income dependent. My research proved that brand impact, the influencing power of the brand has the power to overwhelm rationality. Hence my qualitative research, with the modified taste test I proved H3 hypotheses.

4.) By the results of my field research I can state that one (38.9%) of the interviewed young do not bother with healthy nutrition and health protection. Only half of the young read the ingredients list on the back of the products. The situation is even more aggravated as only half of those who read the ingredients list is aware of the effects of the components (by their own avowal). This value is not better in the case of cumulative results: only 42.4% of the whole population said he is aware of the positive effects of the components. In total 17.3% of the interviewed said that he does not mind about the compound of a food. We can ascertain that it is the responsibility of consumer protection that 60% of young people do not understand the signs of food labels. Low level of knowledge especially could be seen when I examined the meaning of „light” and „diet” epithets. Interviewed people gave 26 different definition for “light” and 37 definition for “diet” epithet, as we can see the interviewed had no idea about the meaning of the epithets. By all mean it is suggestible the usage of

MNSZA traffic light proposal. By virtue of my field research results I proved H4 hypotheses.

5.) During my field research I examined where children and young people buy foods -like chips and soft beverages- containing high level of salt, sugar and fat and in what proportion parents buy these products. By the results of my research I can state that in small floorspaced stores the intensity of procurement is high in the case of foods containing high level of salt, sugar and fat (chips 22.2%, soft beverages 18.8%). Buying these products in school buffets is salient, so legal regulation of their assortment has reason for existence. Parental procurement is high in case of both products: 18,4% in the case of chips and 21,1% in the case of soft beverages. Bad family patterns unambiguously contribute to drastic increase of childhood and juvenile obesity. Quantitative questionnaire survey proved H5 hypotheses.

6.) During my researches I examined the effect of marketing communication activity on young people, especially the effect of commercials and sales promotion tools. I measured the influencing effect of companies' marketing activity, attitude directions and intensity towards commercials. Young people ranked their accordance on a five grade scale: where 1 meant „absolutely not agree”, 5 meant „totally agree”. Results of the segmentation can be seen on table 1. I made 3 segments out of the young by the receptivity of communication: