

CONSUMER HABITS AND QUALITY OF THEIR DIET

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Abstract

Nutrition depends on numerous factors. Nutrition habits, customs and environmental impact can often be crucial act on the diet and food choices. These factors often depend on region or city where people are living.

This paper presents the results of research carried out in Bosnia and Herzegovina (BiH) on the impact of consumer habits on the quality of their nutrition. 1338 respondents were included in the survey. The study involved subjects who were of different ages, different levels of education and different social status. Respondents answered on 21 questions. The questionnaire was developed and tested on a small number of respondents. After correction of the questionnaire, it was offered to respondents. Respondent groups (10-15 people) met the questionnaire within 20 minutes. After that, the results were statistically analyzed by calculating χ^2 -test and z-test.

80% of men consider that the amount of vegetables in your diet should be reduced, while women feel that pasta (221 respondents), fat (482) and sugar (286) from their meals should be excluded. 42% of respondents eat sweets "whenever you are ready at hand", and 34% of them eat sweets every day. 784 respondents eat 3-5 times a day, 482 participants consumed less than three times, and only 70 participants consumed more than 5 times. 67% of respondents believe that they should eat less than 6 times a day, while 8% of respondents believe that they should eat 11 times a day. 73% of respondents (1086) maintain body weight through physical activity, while only 9% of them starve to maintain body weight.

Based on gathered data we can make conclusion that respondents in BiH showed good level of knowledge on rational nutrition and the effects of nutrition on their health.

Key words: Consumer habits, Quality of diet, Bosnia And Herzegovina.