

WP6: NATIONAL REPORT OVERVIEW

INSTITUTE OF PUBLIC HEALTH OF MONTENEGRO



Split, 04.02. 2010

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Healthy lifestyle – spontaneous associations

focus group I & focus group II

physical activity	moderate sport activity- according to capability ...
healthy environment	clean nature, healthy, unpolluted...
well balanced diet	quality of food, distribution of meals...
way of living	avoiding alcohol, smoking, too much food...
material security	providing quality food, traveling...
positive psychological atmosphere	Life without stress, politics, psychical relaxation, harmony, stability...

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Relation between food concept and health concept

focus group I & focus group II	
moderate consumption	fruit, vegetable, meat, diary products, cereals.
avoiding or consuming in less amounts	fat and spicy food, industrial products, products with additives and preservatives, sweets, fat of animal origin...
consuming more	light food, white meat...etc
Way of food preparation	it is the best to prepare meal while food is fresh...
Domestic and home made food vs industrially produced food	
diary products	suspicious in quality control , conditions and time of transportation , and possible malversation by retailers...

Explanation for choice of products (conventional in comparison to products with health claims)

Focus group I	Focus group II
Light yogurts- due to health reasons	Balance yogurt and light yogurt, for their children they buy yogurts with higher percent of fat ,
Tea cookies	Integral cookies
Margarines with reduced fat Classic margarine - for preparation of cakes	Juices (100% fruit)
Rarely read nutritional information -they are written with small letters and it is hard to read them.	Read nutritional information on label, especially for new products
Habits in purchasing	Good advertising and packaging , and if they find product as good - they continue to purchase
expire date, producers name ,packaging, and medium price	
They don't understand completely labels on products (such as E300, E250 and other additives and preservatives)	
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Consumer of a product with health claims

Focus group I	Focus group II
They imagine that women buy more than man	
They imagine youngs (mainly women) who wants to be fit and good-looking	
They imagine person who for health reasons consumes this type of product (problems with digestion)	



Products with nutritive and health claims: motives for consumption, believes, expectations, perceptions

Focus group I	Focus group II
mainly do not buy products with health claims , especially men	buy periodically and mainly for personal consumption, but for the family members they buy classic products
Doubts about statements and advertisements	good taste, benefit to organism (in balance - good effect on digestion; calcium fortifies bones), for better form, better body image
Rarely read nutritive information information are written with small letters and it is hard to read them.	Read nutritive information on label, especially for new products
	Good advertisement and packaging , and if they find product as good - they continue to purchase
This products should not be sold in specialized shops, but they should be available in all retailing shops	
Information about products are mainly presented by media , and they also contact their friend and persons who have more information about certain product	

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