

## **Abstract**

**Title:** Nutritional supplements as permitted doping

**Objectives:** The main goal of this thesis is to find out for what specific reasons users of additional resources are willing to invest their money in the purchase of supplements, and also what is the decisive factor in choosing a particular type of product.

**Methods:** To find out the knowledge of people sports at a professional or amateur level in the field of nutritional supplements, the method of questionnaire sociological survey was used. This method was used in order to determine the awareness of athletes about this topic, their possible influence by advertising or product prices, and also to ensure the complete anonymity of respondents.

**Results:** This thesis describes the topic of nutritional supplements among athletes across all possible sports. We have found that the sports population has a very good overview of nutritional supplements, but at the same time it does not give as much of the right balance of their food.

**Keywords:** sport, management, marketing, nutritional supplements, doping, prohibited substances