

# Cultural Determinants of Food Choices by Hospitality Clientele in Commercial Catering Outlets within Kisumu County, Kenya

WERE SIMON O

Nairobi Kenya

---

**Abstract:** When one grows up in a distinctive culture, it's bound to influence his/her lifestyle, including adopted traditions, taboos, rituals, belief system-and perhaps most enjoyable, his/her food choice. Thus, Culture in its diversity, comprising of beliefs, taboos, traditions, as well as rituals, has dietary requirements with regard to the dishes and/ingredients that may be consumed. Melia (2011) asserts that Food choices among the global hospitality clientele are diverse; including ethnic cuisines, fusion cuisines and contemporary cuisines, with a variety of factors determining these choices. However, in spite of this broad classification of cuisines, the menu, and especially the Kenyan menu, has particularly focused on exotic national cuisines such as the French cuisine, Italian cuisine, German cuisine, Mexican cuisine, Indian cuisine etc, in an effort to increase and/ or maintain profitability. Moreover, the Kenyan hospitality training institutions have put more emphasis on culinary skills that incline towards the worlds' cuisines, with very little, and sometimes no focus on the pure ethnic culinary skills within their programs. The general objective was to investigate the hospitality industry's client food choices, and the cultural factors that determine food item choices among the clients. A cross-section survey as well as descriptive correlation survey approach was adopted, while the target population constituted hospitality clientele patronizing the food outlets in Kisumu City of Kisumu County. Purposive sampling, systematic random sampling, as well as simple random sampling were employed, with a sample size of 384 respondents. Data was coded and analyzed by use of SPSS version 20, and presented via descriptive statistics including frequencies and percentages, inferential statistics including regression and chi square ( $\chi^2$ ), ANOVA and t-test.

**Keywords:** Cultural Determinants, Food Choices, Commercial Catering Outlets, cuisines.

---

## 1. INTRODUCTION

The purpose of the study was to investigate the cultural factors that determine food choices among hospitality clientele in the commercial catering outlets within Kisumu City, Kisumu County. Thus, the study was guided by the three study objectives; to establish the relationship between cultural factors and food choices among hospitality clientele in commercial catering outlets within Kisumu city, Kisumu County, to determine the influence of environmental factors on the relationship between cultural factors and food choices by hospitality clientele in commercial catering outlets within Kisumu city in Kisumu County, and to examine the effect of environmental factors on food choices by the hospitality clientele in commercial catering outlets within Kisumu city, Kisumu County.

### 1.1 Literature Survey:

Culture and thus the cultural determinants of food choices are diverse, and ranges from cultural beliefs, food taboos and/ or superstitions, food rituals, as well as traditions which seems to be replaced by contemporary global cultural determinants of food choices.

Traditions are customs that are reiterated at precise times by members of a group or society (Dindyal, 2003). Yet, the current global population has produced contemporary traditions that do not depict the original native traditions of the world, and thus explains the current variations in food choices, with ethnic food choices fading away. On a wider perspective, traditions may be classified as; ethnic traditions, spiritual traditions, and national traditions. On the other hand are beliefs associated with food and food choice that individuals make (Cannors et al, 2014), including customary, scientific and religious beliefs. Taboos, yet another cultural determinant of food choice, are technically defined as a practice inadmissible by society as indecorous or unacceptable (Gordon, 2014). Food taboos and superstitions are common in many societies, known from virtually all human cultures (Stuart, 2008), and includes permanent and temporary taboos. Lastly on cultural determinants of food choices are rituals, constituting ceremonies and social events, believed to have the power to effect meaningful transformations (Aden, 2013), not only in the general life, but also in the global gastronomical patterns. In view of rituals, they are classified into religious and secular rituals.

There are a multiplicity of approaches to study the understanding of food choice and the ultimate food choice behavior resulting from various disciplines, with each discipline bringing its own set of issues and methodological perspectives. In order to express a sense of the deferent approaches taken, a brief overview of selected theories about food choice behavior is provided including the theory of reasoned action, theory of planned behavior, social cognitive theory as well as Fallon and Rozin's Taxonomy of Food.

Lastly are food choice, which is a multifaceted phenomenon influenced by a series of factors including culture in its diversity, which comprises of various components (Good Food Display, 2013). Included are Ethnic Cuisines, which is correspondingly referred to as traditional cuisines (Fosket et al, 2011), Contemporary cuisines, which are novel, modern or nouvelle cuisines, drawn from classical style but with fresh style and the improved aspect of nouvelle presentation (John et al, 1995), and Fusion cuisines, which are traditional cuisines in which traditional ingredients may not be capable to answer all the needs and wants of a worldwide society. Moderating effect of Environmental factors on Cultural Factors determining Food Choices and Food Choices were also looked at in terms of social factors, geographic and economic factors.

### 1.2 Problem Statement:

Melia (2011) asserts that Food choices among the global hospitality clientele are diverse, including ethnic cuisines, fusion cuisines and contemporary cuisines, with a variety of factors determining these choices (Davies, Lockwood, Pantelichi & Alcott, 2008). Nevertheless, in spite of this broad classification of cuisines, the menu, and especially the Kenyan menu, has particularly focused on exotic national cuisines such as the French cuisine, Italian cuisine, German cuisine, Mexican cuisine, Indian cuisine etc (Jee Hye Lee, 2014) in an effort to increase and/ or maintain profitability. On a global perspective, Clayton (2012) argues that although the most popular ethnic cuisines continues to be Italian, Chinese and Mexican, some of the global ethnic restaurants gaining ground in the recent years include Thai, Ethiopian and Indian. This is suggestive that some of the previously dominant global ethnic food choices are diminishing, just like the Kenyan ethnic foods, which is already extinct. And thus today, cultural proliferation, Mcdonaldization and Americanization (Cheung, 2015) has colonized not only the Kenyan but also the global Food and Beverage sector. This has been with the assumption that these cuisines are widely acceptable across the global hospitality market segment (Saraswati, 2015), unlike the pure ethnic Kenyan cuisines. Thus it is common to find foods such as French fries, chicken ala' king, spaghetti cabonara, hollandaise sauce, sweet and sour sauce, chef's salad with French dressing etc. on the menu within the Kenyan catering outlets.

Moreover, the Kenyan hospitality training institutions have put more emphasis on culinary skills that incline towards the worlds' cuisines, with very little, and sometimes no focus on the pure ethnic culinary skills within their programs (Clayton, 2012). The resultant graduates, who forms the key industry players both locally and internationally (Melia, 2011), ends up with vast knowledge on national cuisines from other countries and continents at the expense of their local Kenyan ethnic cuisines. The same has extended to the hospitality's world of academics, with publications of menus and recipe's favoring world exotic cuisines, which comprises an inter-mix of the world ingredients, hence producing world global cuisines (Wales, 2009) such as contemporary as well as fusion cuisines.

In view of the various food choices, Sims (2012) reiterates that the global hospitality industry has over-emphasized fusion and contemporary foods at the expense of pure ethnic cuisines, with Kenya being no exception. This has also been catalyzed by exposure of the current global hospitality clientele, as many are well travelled (Wessel & Brien, 2010), and emigration is largely experienced across the world, thus breaking the Ethnic cuisines traditional borders.

**International Journal of Novel Research in Interdisciplinary Studies**Vol. 3, Issue 6, pp: (1-14), Month: November – December 2016, Available at: [www.noveltyjournals.com](http://www.noveltyjournals.com)

Consequently, the coexistence of several ethnic groups, with their fading cultural characteristics (Elbert, 2011), has given rise to a variety of labels such as cultural diversity, cultural heterogeneity, multiculturalism and polyethnicity. All these has contributed to acculturation, assimilation, diffusion as well as adaptation (Stuart, 2008), which has significantly led to the total demise of ethnic food, as the same has greatly disrupted the original cultural factors that determine food choices.

In combination, these forces against Kenyan ethnic food choices has given birth to loss of authenticity of the ethnic menu, hence being overtaken and/ or replaced by fusion and contemporary foods (Cheung, 2015), with the view of satisfying the current hospitality clientele's needs and preferences. Kenyan ethnic cuisines therefore not only have lost demand and profitability across the world (Saraswati, 2015), but also recognition, which has brought about corresponding extinction. Thus in contrast with the expectations, the ethnic menu is unable to meet the specific objectives of the marketing policy, the catering policy as well as the financial policy (Lillicrap et al, 2010), due to the dwindling attractiveness of the cultural market segment.

**1.3 Research Design:**

A cross-sectional survey design, concerned with examining variation across cases (Henn et al, 2009), as well as a descriptive correlation research survey, which allows the researcher to describe and evaluate the relationship between the study variables by asking questions to the respondents and examining their relationships were adopted. Eric, Alan, Shankar & Christine (2008) asserts that cross-sectional research survey involves using different groups of people who differ in the variable of interest, which formed the DV of the study (Food choice) but share other characteristics such as socioeconomic status, educational background, and ethnicity, which in this case formed the IV of the study. Consequently, descriptive correlation research design was instrumental in examining cultural variations of the hospitality clientele in the multi-ethnic, cosmopolitan Kisumu City of Kisumu County, and was therefore chosen for its appropriateness in fact finding to yield accurate information (Kothari, 2010). Factors under investigation were cultural factors determining food choices as IV, environmental factors as MV, while food choices formed the DV.

**1.4 Study Area:**

Kisumu, is the principle port city of Western Kenya in Kisumu County, the immediate former capital of Nyanza province, and the headquarters of Kisumu County, covering 2,085.9KM<sup>2</sup> with a population of 968,879 (2009 census) (Kisumu County, 2013). Kisumu County's neighbors are: Siaya County to the West, Vihiga County to the North, Nandi County to the North East, and Kericho County to the East. Kisumu is the third largest city in Kenya, the second most important after Kampala in the greater Lake Victoria basin, characterized with pronounced cultural and ethnic diversity among the residents, on the forefront in eco-cultural tourism, a multi-ethnic, cosmopolitan, leading commercial trading, industrial administration and communication Centre in the lake basin region (Helen, Stephen, Alfred, Doris, Michael & Charles, 2015), a key market as well as the gateway to the landlocked countries of East Africa, (Appendix IX, Map of Kisumu).

This City of Kisumu was chosen because of her dense and ever swelling population at a growth rate of 2.1%, comprising of multi-ethnic, cosmopolitan inhabitants (Helen et al, 2015), hence with a pronounced cultural and ethnic diversity, and specifically on food choices among the residents. The data generated therefore represents majority of the Kenyan as hospitality clienteles' food choices.

**1.5 Target Population:**

This constituted commercial catering food outlets with a specific focus on hospitality clientele, as well as managerial and/or supervisory staff within the commercial catering institutions in Kisumu City of Kisumu County. Appendix (III) here-on indicates a list of commercial catering outlets, licensed by Tourism Regulatory Authority (TRA), Western region, which formed the population of the study.

**1.6 Sampling Techniques:**

The study population included commercial catering outlets; bars, pubs, discotheques as well as coffee houses. Thus purposive sampling was adopted, mainly on the selection of commercial catering outlets from the study population of all the licensed catering outlets, with the aim of obtaining facilities that deals with provision of food to the clients. Therefore, a list of twelve (12) licensed commercial catering outlets was obtained, (Appendix IV), from the original population of thirty four (34) Catering Outlets licensed by TRA, western region. Three of the Catering food outlets were selected for pre-testing purposes, thus nine commercial catering outlets formed the sampled population from which respondents were drawn.

**International Journal of Novel Research in Interdisciplinary Studies**

Vol. 3, Issue 6, pp: (1-14), Month: November – December 2016, Available at: [www.noveltyjournals.com](http://www.noveltyjournals.com)

With a sample size of 384 respondents for distribution among the nine sampled commercial catering outlets (listed alphabetically), 43 respondents were drawn from six commercial catering outlets while 42 respondents were drawn from three commercial catering outlets by use of systematic random sampling.

Similarly, purposive sampling was employed for the selection of managerial and/ or supervisory staff for interview schedules as each of the nine (09) commercial Catering Outlets had only one cadre of staff designated for supervisory and/ or managerial function. This methods ensured all subsets, within the population were given an equal probability, since all the respondents of the population had the same chance of selection, which minimized biases (Mugenda, 1999). For the purpose of this research, the catering outlets in Appendix IV were considered.

**1.7 Sample Size:**

The following formula was used to calculate the sample size;  $N = Z^2Pq/d^2$  (Mugenda, 2008). Where;

N=Desired minimum sample,

Z= Standard normal deviation at a set confidence interval, =1.96 at 95% confidence level,

P= Proportion of individuals making food choices on the basis of cultural factors, hence P=0.5 to ensure maximum sample for the study.

q= Proportion of individuals making food choices on the basis of other factors, hence;  $q = 1 - p, = 0.5$

d= Accepted range of error set at statistical significance, thus  $d = 0.05$

Thus;  $N = Z^2Pq/d^2; = (1.96^2 \times 0.5 \times 0.5) / 0.05^2 = 384.16,$

=384 participants, hence the sample distribution of participants among the nine selected commercial catering outlets.

**2. FINDINGS AND DISCUSSIONS**

**2.1 The relationship between cultural factors and food choices by hospitality clientele in commercial catering outlets within Kisumu city in Kisumu County:**

The study sought to establish the relationship between cultural factors and food choices among the commercial catering hospitality clientele within Kisumu City, Kisumu County. These factors included traditions, taboos, beliefs, and rituals. Data was analyzed and the results presented as shown below;

**2.1.1 Traditions of Respondents:**

Respondents were asked to indicate the extent to which the various factors under traditions determine their food choices; the responses were analyzed and presented in table 2.1 below.

A likert scale was used to asses’ the responses regarding the extent to which traditions influence food choices of the hospitality clientele. Nutritional requirements was ranked the highest with 21.9% of respondents who indicated that it determines food choices to a very large extent, 12.5% of respondents indicated religious dietary requirements determine food choices to a very large extent , and 12% indicated that nature of the food item determine food choices to a very large extent.

**Table 2.1: Likert scale on traditions in relation to food choice**

Factors	Extent									
	To no extent at all. (1.)		To a small extent. (2.)		To a moderate extent. (3.)		To a large extent. (4.)		To a very large extent. (5.)	
	F	%	F	%	F	%	F	%	F	%
a. Cultural dietary rules and requirements.	125	33.3	114	30.4	77	20.5	44	11.7	15	4.0
b. Food composition.	52	39.9	123	32.8	120	32.0	60	16	20	5.3
c. Ethnic identity.	47	12.5	75	20	149	39.7	79	21.1	25	6.7
d. Lifestyle.	36	9.6	79	21.1	125	33.3	101	26.9	34	9.1
e. Religious dietary requirements	47	12.5	58	15.5	112	29.9	111	29.6	47	12.5
f. Nature of the food item.	33	8.8	69	18.4	110	29.3	103	27.5	60	16
g. Nutritional requirements.	32	8.5	57	15.2	111	29.6	93	24.8	82	21.9

**International Journal of Novel Research in Interdisciplinary Studies**

Vol. 3, Issue 6, pp: (1-14), Month: November – December 2016, Available at: [www.noveltyjournals.com](http://www.noveltyjournals.com)

On the other extreme, 39.9% of respondents indicated that food composition determines food choices to no extent at all, 33.3% of respondents indicated that cultural dietary rules determine food choices to no extent at all, and 12.5% indicated that ethnic identity and religious dietary requirements determine food choice to no extent at all. From the results obtained, it shows that over eighty percent of food choices are made on the basis of traditions.

In reference to the response from supervisory staff, majority of respondents were found to prefer food items prepared and served in their native ways. (Gill, et al, 2008.), for example “*Nyuka*”, “*aliya*”, “*rech*” among others in Taj Super food, Green garden restaurant, Tilapia beach, the Bistro restaurant and Splash Food service. Consequently, majority of the respondents indicated that traditions are a key factor in their food choices, and thus they were found to prefer food items prepared and served in the native traditional way.

In comparison to a similar research carried out in America, (Kamunyika, 2014), the study is in agreement with the findings that dietary choices of people of various ethnic groups continue to be influenced by traditional food practices and/ or religious customs.

**2.1.2 Taboos of respondents:**

Respondents were asked to indicate whether they strongly disagree, disagree, agree or strongly agree, in relation to the variables under taboos determining their food choices. Using a Likert scale, the results were presented as shown in table 2.2 below;

**Table 2.2: Likert scale on taboos in relation to food choices**

Variables	Strongly Disagree		Disagree		Agree.		Strongly Agree.	
	F	%	f	%	f	%	F	%
a. Religious dietary restrictions.	74	19.7	66	17.6	198	52.8	37	9.9
b. Cultural dietary rules and regulations.	23	6.1	94	25.1	201	53.6	57	15.2
c. Positive cultural attitude towards the food item.	26	6.9	63	16.8	156	41.6	130	34.7
d. Culturally acceptable food preparation, handling and service methods.	26	6.9	74	19.7	136	36.3	139	37.1
e. Acceptable ingredients in the preparation of the food item.	30	8.0	82	21.9	150	40.0	113	30.1
f. Acceptable personnel in handling and service of the food item.	37	9.9	90	24.0	137	36.5	111	29.6
g. Stage of growth and development in regulating consumption of the food.	43	11.5	76	20.3	138	36.8	118	31.5

The results show that 53.6% of the respondents agree that cultural dietary rules and regulations determine food choice, 52.8% agree that religious dietary restrictions determine food choice and 41.6 % agree that positive cultural attitude towards the food item determine food choice.

However, 24% of the respondents disagree that acceptable personnel in handling and service of food item determine food choice, 20.3% disagree that stage of growth and development determine food choice, and 21.9% disagree that acceptable ingredients in preparation and service of food item determine food choice. Thus from the results, the study shows that over sixty percent of respondents agree that taboos determine food choices, hence certain prohibitions on food choices play a big role in determining food choices among hospitality clientele as argued out by Reisch (2013), and thus in agreement with the results of this study.

Responses from supervisory staff indicate that some respondents do not consume goat meat and fish among the Luo and Luhya communities. However, majority of the responses from Haandi Restaurant indicated that respondents do not consume beef; while on the other hand, some responses from Taj super food, Green Garden Restaurant, Splash food service, and Mahfudh Restaurant indicated it was not allowed culturally for children to consume eggs, women are

**International Journal of Novel Research in Interdisciplinary Studies**

Vol. 3, Issue 6, pp: (1-14), Month: November – December 2016, Available at: [www.noveltyjournals.com](http://www.noveltyjournals.com)

prohibited from consuming gizzards and Muslims were only allowed to consume “halal” food. This is in agreement with what is argued out by Guide to Modern meals, second Canadian Edition (1982) that food superstitions and taboos, which forbid eating certain foods because of cultural traditions, are common in many cultures across the world.

**2.1.3 Beliefs of respondents:**

Respondents were asked to select the most important and the least important factors that determine their food choices. The frequencies of the results are as presented in table 2.3 below.

**Table 2.3: Frequency distribution of beliefs of the respondents**

FACTORS	Most important		Least important	
	F	%	F	%
a. I would make food choices based on customary beliefs associated with the food item.	224	59.7	151	40.3
b. I would make food choices based on special diets and healthy eating beliefs.	198	52.8	177	47.2
c. I would make food choices based on beliefs of its content.	207	55.2	168	44.8
d. I would make food choices based on religious beliefs.	171	45.6	204	54.4
e. I would make food choices based on beliefs about its preparation, cooking and service.	209	55.7	166	44.3
f. I would make food choices based psychological beliefs	144	38.4	231	61.6
g. I would make food choices based on perceptions.	156	41.6	219	58.4

The results show that 59.7% of the respondents indicated that customary beliefs associated with the food item is the most important factor that influences food choices, 55.7% indicated that beliefs on food preparation, cooking and service is the most important factor, and 55.2% indicated that beliefs on food content is the most important factor.

On the other hand, 61.6% of the respondents indicated that psychological beliefs is the least important factor, 58.4% indicated that perception is the least important factor, and 54.4% indicated that religious beliefs is the least important factor. Thus the results show that fifty percent of respondents indicated that beliefs forms the least important factor that determines food choices. Notwithstanding, scientific beliefs are becoming more pronounced on the basis of consuming fruits and vegetables of all kinds which has been associated with a reduced risk of many lifestyle related health conditions (Heiner, 2012), and thus this might have contributed on the responses which indicated that beliefs is the most important factor in their food choices by the other fifty percent.

All the same, responses from majority of the supervisory staff show that minority of respondents indicated that beliefs is a key factor in their food choices, against the majority with a contrary opinion. In relation to the Pan-European survey of consumer attitudes to food choice in 15 European member states, 74% of respondents attributed their food choice on beliefs (Glanz et al, 2013). This may be as a result of global differences in beliefs as a determinant of food choice.

**2.1.4 Rituals of respondents:**

Respondents were asked to indicate with either “Yes” or “NO” rituals influence their food choices. The results were presented as shown in table 2.4 below.

**Table 2.4: Binomial Presentation of the Variable Rituals**

Category	Variable	F	%	Proportion.
Special Religious Practices	Yes	261	69.6	.70
	No	114	30.4	.30
Occasion	Yes	161	42.9	.43
	No	165	57.1	.57
Connect with gods	Yes	214	56.0	.56
	No	210	44.0	.44
Values	Yes	44	11.7	.12
	No	331	88.3	.88

**International Journal of Novel Research in Interdisciplinary Studies**

 Vol. 3, Issue 6, pp: (1-14), Month: November – December 2016, Available at: [www.noveltyjournals.com](http://www.noveltyjournals.com)

From the table above, the results show that 261 respondents, with observed proportion of 0.70 make their food choices on the basis of special religious practices and 214 respondents with an observed proportion of 0.56 make their food choices on the basis of connecting with god(s). On the other hand, 331 respondents, with an observed proportion of 0.88 do not make their food choices on the basis of values, and 165 respondents, with an observed proportion of 0.57 do not make food choices on the basis of occasion. Averagely, the study shows that fifty-five percent of respondents indicated that rituals do not determine their food choices.

Consequently the responses from supervisory staff show that majority of the sampled respondents indicated that food rituals is not a key factor in their food choices. However, a few responses from respondents' highlighted that food regulations differ from one Christian denomination to another. Example quoted was the ritual of consuming unleavened bread and wine (Mathew 26: 17-30), in addition to special religious functions which are always practices by religious groups, especially on Friday during lent, thus avoidance of meat and dairy products. This could suggest that the rituals that might be observed by the respondents (45%) may be on the basis of religion. Thus Myrica (2010) asserts that Christianity is the mostly practiced religion in the region and Kenya at large, and thus confirming the influence of religion, and specifically Christianity on food choices.

In comparison to a study carried out by Kathleen Vohs (2013), and published in psychological science, which revealed that small rituals carried out by consumers before consuming food or drinks can alter flavor perception, with the team behind the study suggesting that while many rituals may seem small or mundane, the effects they produce are quite tangible. This might be in agreement with this study as the results show minority of respondents makes food choices on the basis of rituals, which should not be assumed.

## 2.2 The influence of environmental factors on the relationship between cultural factors and food choices among the hospitality clientele in commercial catering outlets within Kisumu city, Kisumu County:

The researcher sought to find out the moderating influence of Environmental Factors on Food Choices among the respondents. The factors forming Moderating Variables of the study were investigated under social, geographic as well as economic factors. Respondents were requested to indicate whether it was true or false these factors influence their food choices. The results of the frequencies were summarized and presented as shown in table 2.5 below;

**Table 2.5: Moderating effect of Environmental factors**

FACTOR	TRUE		FALSE	
	F	%	F	%
1. Physical demands of my job.	245	63.3	130	34.7
2. More information on options through education.	212	56.5	163	43.5
3. Climate and/ or season as dictated by geographic location.	193	51.5	182	48.5
4. Exposure to the food varieties through travel.	197	52.5	177	47.2
5. Interest to try out on other cuisines.	226	60.3	149	39.7
6. Household structures.	216	57.6	159	42.4
7. Meal experience.	220	58.7	155	41.3
8. Self-esteem.	212	56.5	163	43.5
9. Social class and identity.	204	54.5	171	45.6
10. Time of the day.	200	53.3	175	46.7
11. Creation of social bonds and unity between individuals/families/clans.	208	55.5	167	44.5
12. Food choice is made on the basis of cost and income level	203	54.1	172	45.9

From the analysis, 245 respondents (63.3%) indicated that it is true physical demand of a job determines food choices, 229 respondents (60.3%) indicated that it is true interest to try out on other cuisines influence food choice, and 220 respondents (58.7%) indicated that it is true meal experience determine food choices.

**International Journal of Novel Research in Interdisciplinary Studies**

Vol. 3, Issue 6, pp: (1-14), Month: November – December 2016, Available at: [www.noveltyjournals.com](http://www.noveltyjournals.com)

In contrast, 182 respondents (48.5%) indicated that it is false climate/ season determine food choices, 177 respondents (47.2%) indicated it is false exposure to food varieties through travel determines food choices, and 175 respondents (46.7%) indicated it is false availability of time in relation to food production, service and consumption determines food choices. Thus, the results of the study shows that over fifty-five percent of respondents indicated that it is true environmental factors have an influence on the relationship between cultural factors and food choices.

Stephaney (2007) found out that environmental cues influence food choice and intake, and thus in agreement with the findings of this study which show that majority of the respondents’ food choice and cultural factors that determine these food choices, is influenced by environmental factors.

**2.3 Hypotheses Testing:**

The study sought to determine the relationship between cultural factors and food choices by hospitality clientele in commercial catering outlets within Kisumu city in Kisumu County. In addition, the study sought to determine the influence of environmental factors on the relationship between cultural factors determining food choices and the food choices among hospitality clientele in commercial catering outlets in Kisumu City, Kisumu County.

In order for the researcher to obtain information on the three objectives of the study, items on the questionnaire were scored according to the way they were answered by the respondents. And thus to investigate the relationship between cultural factors determining food choices and the food choices and the influence of the moderating factors on the relationship between the IV and the DV, the following null hypotheses were formulated and tested;

**2.3.1 There is no significant relationship between cultural factors and food choices among the hospitality clientele in commercial catering outlets within Kisumu city, Kisumu County:**

A Chi-square test was used to find out whether there is any significant difference in the relationship between cultural factors and food choices. The null hypothesis was tested at 0.05% level of significance and the results were presented as shown in table 2.6 below.

**Table 2.6: Relationship between cultural factors and food choices**

Variable	$\chi^2$ -value	Df	p-value
Tradition	28.042	26	0.356
Taboos	12.187	18	0.876
Beliefs	12.254	9	0.199
Rituals	2.407	4	0.661

From the analysis, at 5% significance level, the results shows that the p-values for the four factors (traditions, taboos, beliefs and rituals) that formed the IV are; 0.356, 0.876, 0.199 and 0.661 respectively. Thus  $p > 0.05$  and hence the study failed to reject the null hypothesis and concludes that at 95% confidence level, there is no significant relationship between cultural factors and food choices by hospitality clientele in commercial catering outlets within Kisumu city in Kisumu County.

**2.3.2 There is no significant influence of environmental factors on the relationship between cultural factors and food choices by hospitality clientele in commercial catering outlets within Kisumu city in Kisumu County:**

Regression analysis was used to find out whether there is significant influence of environment factors on the relationship between cultural factors and food choices among the hospitality clientele in commercial catering outlets within Kisumu city, Kisumu County. The null hypothesis was tested at 0.05% level of significance and the results were presented as shown in table 2.7.

**Table 2.7: regression model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.071 <sup>a</sup>	.005	.000	.635

a. Predictors: (Constant), environmental factors, cultural factors

**International Journal of Novel Research in Interdisciplinary Studies**

Vol. 3, Issue 6, pp: (1-14), Month: November – December 2016, Available at: [www.noveltyjournals.com](http://www.noveltyjournals.com)

b. Dependent variable: Food choices

The model summary provides the correlation coefficient and coefficient of determination ( $r^2$ ) for the regression model. The coefficient of 0.071 suggests there is a weak positive influence of environmental factors on the relationship between cultural factors and food choices.

**Table 2.7: ANOVA**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.767	2	.383	.951	.387 <sup>b</sup>
	Residual	149.990	372	.403		
	Total	150.757	374			
a. Dependent Variable: Food choices						
b. Predictors: (Constant), environmental factors, cultural factors						

The ANOVA shows whether the regression model explains a statistically significant proportion of the variance. Specifically it uses a ratio to compare how well the linear regression model predicts the outcome to how accurate simply using the mean of the outcome data as an estimate is. From the analysis, the model predicts the outcome, and thus given the weakness of the correlation the model is not statistically significant ( $p=.387 > 0.05$ ).

**Table 2.7: Regression Analysis**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.024	.317		3.228	.001
	Cultural	.003	.004	.031	.594	.553
	Environmental	.018	.015	.061	1.173	.241

a. Dependent Variable: Food choices

The Regression Analysis table gives the values for the regression line. In the cultural factors row and environmental factors in the (B) column provides the gradient of the regression line which is the regression coefficient (B). This means that for every cultural factor, the model predicts an increase of 0.003 on food choice and for every environmental factor; the model predicts an increase of 0.018 on food choice. To test whether the model is statistically significant, the t-test is used. From the analysis, the study failed to reject the null hypothesis and concludes that at 95% confidence level, there is no significant influence of environmental factors on the relationship between cultural factors and food choices by hospitality clientele in commercial catering outlets within Kisumu city, Kisumu County.

**2.3.3 There is no significant effect of environmental factors on food choices by the hospitality clientele in commercial catering outlets within Kisumu city, Kisumu County:**

A Chi-square test of independence was used to find out whether there is any significant effect of environmental factors on food choices. The null hypothesis was tested at 0.05% level of significance and the results were presented as shown in table 2.8 below.

**Table 2.8: Relationship between environmental factors and food choices**

Variable	$\chi^2$ -value	Df	p-value
Geographical	8.687	6	0.192
Economic	6.718	6	0.348
Social	9.529	6	0.300

From the analysis, at 5% significance level, environmental factors (geographic, economic and social factors) forming the MV of the study shows that p-values is; 0.192, 0.348 and 0.300 respectively. Thus the p-value  $> 0.05$  for all the variables, hence the study failed to reject the null hypothesis and concludes that at 95% confidence level, there is no effect of

## International Journal of Novel Research in Interdisciplinary Studies

Vol. 3, Issue 6, pp: (1-14), Month: November – December 2016, Available at: [www.noveltyjournals.com](http://www.noveltyjournals.com)

environmental factors on food choices by hospitality clientele in commercial catering outlets within Kisumu city in Kisumu County.

### 3. CONCLUSIONS

#### 3.1 Summary of the study conclusions:

Basing on the results of the study, majority of the respondents indicated that there is a relationship between cultural factors and food choices by hospitality clientele in commercial catering outlets within Kisumu City, Kisumu County. This therefore shows that food choices are determined by the cultural factors; traditions, taboos, beliefs and rituals respectively.

On the other hand, the study results depicts that there is influence of environmental factors on the relationship between cultural factors and food choices by hospitality clientele in commercial catering outlets within Kisumu City in Kisumu County. This implies environmental factors, including geographic factors, economic factors and social factors, have a moderating influence on the food choices by hospitality clientele.

Finally, majority of the respondents indicated that environmental factors have an effect on food choices by hospitality clientele in the commercial catering outlets within Kisumu City of Kisumu County. Basing on this outcome, the study therefore concludes that there is an effect of environmental factors on food choices.

#### 3.2 Recommendations for Policy/Practice:

The results from the study show that cultural factors determine food choices by hospitality clientele in commercial catering outlets in Kisumu City. Thus basing on these results, hospitality professionals should factor in the cultural element during menu planning to strike a balance between the catering policy, the financial policy as well as the marketing policy. Accordingly, culinary training institutions within the country should embrace culture in their training programs so as to equip future hospitality personnel with diverse cultural knowledge, and therefore capable of meeting the hospitality clientele's diverse cultural market needs.

### REFERENCES

- [1] Aden, A. P. (2013, July). "Taboos". Retrieved September 17th, 2016, from Encyclopedia of Food and Culture: <http://www.encyclopedia.com/doc/1G2-3403400565.html>
- [2] Ajzen I. (2001). Nature and operations of attitude. *Annual Rev. Psychology*, 27-58.
- [3] Ajzen I. (1980). *Understanding attitudes and predicting social behavior*. Englewood: Prentice Hall.
- [4] Ajzen I. (1991, December). The theory of planned behavior. *Organ. Behavior in Human*, pp. 179-211.
- [5] Alonzo, E. (26th September 2014). The Impact of Culture, Religion and Traditional Knowledge on Food and Nutritional Security in Developing Countries. Lagos: Center for Institutions and Economic Performance.
- [6] Amand, R. (2011). A study of Determinants Impacting Consumer Food Choice with Reference to Fast Food Consumption in India. *Society and Business Reviews*.
- [7] Arnaiz, Mabel, & Gracia. (2010). Alimentación y Cultura en España. Una aproximación desde la Antropología Social.
- [8] Bandura, A. (2011). The Social and Policy Impact of Social Cognitive Theory. In S. D. M. Mark, *Social Psychology and Evaluation*. New York: Guildford Press.
- [9] Benno V and Meyer-R. (May 2008). Food taboos: their origins and purposes, with type 2 Diabetes: An anthropological approach.
- [10] Bisogni C, C. M. (2002). Who we are and how we eat: A qualitative study of identities in food choice. *Journal of Nutrition Education Behavior*, 128-139.
- [11] Bisogni C, F. L. (2007). Dimensions of everyday eating and drinking episodes. *Appetite*, 218-231.

**International Journal of Novel Research in Interdisciplinary Studies**

 Vol. 3, Issue 6, pp: (1-14), Month: November – December 2016, Available at: [www.noveltyjournals.com](http://www.noveltyjournals.com)

- [12] Bisogni C, J. M. (2005). A Biographical study of food choice capacity: Standards, circumstances, and food management skills. *Journal of Nutrition education behavior*, 284-291.
- [13] Bisogni A, (1986). *Social Foundations of thought and action: A social cognitive theory*. Englewood: Prentice Hall.
- [14] Brevet, P. (2009, October 15). Kenya's eroding food culture. *The Atlantic*.
- [15] Building cultural competence. (2008). A youth leader guide. Retrieved January 29th 2014 from; <http://www.advocatesforyouth.org/forprofessionals/researchcentre?task=view>.
- [16] Cannors M Margaret, J. S. (2014). Sandwiching it in: Spillover of work on to Food Choices and Family Roles in low-and moderate-income urban households. *Social Science and Medicine*.
- [17] Cardan, L. (2015). Origins and Evolutions of the Western Diets. *Health Implications for the 21st Century*.
- [18] Carlson A, Frazao. E. (2012). *Are Healthy Food really Expensive? It depends on how you Measure the Price*. Washington DC: National Academic Press.
- [19] Carol, M., Jeffery, S., Carol, A., & Bisogni, C. (29th April 2008). Food Choices in Three Ethnic Groups; Interactions of Ideas, identities and Roles. *Journal of Nutrition, Education and Behavior*, 86-93.
- [20] Chrisler, J. C. (2007). Adherence to weight loss and Nutritional regiments. In O. Gochman, *Handbook of Health Behavior Research*, V2. New York: Plenum Press.
- [21] Cotugna N, Subar AF., Heimening J., & Kahle L (1992). Nutrition and Cancer Prevention Knowledge, Beliefs, Attitudes, and Practices. The 1987 National Interview Survey.
- [22] Council, T. E. (2013). The Determinants of Food Choice. *European Journal on Nutrition*.
- [23] Culture of Kenya. (2014).
- [24] Davies, B., Lockwood, A., Ioannis, P., & Alcott, P. (2008). *Food and Beverage Management*, 4th Ed. London: Hodder Education.
- [25] De Almeida MDV, G. P. (1997). Sources used and trusted by nationally - representation adults in the European Union for information on healthy eating. *European Journal on Clinical Nutrition*.
- [26] De Arala - Estevez (2000). A systemic review of socio-economic differences in food habits in Europe. Consumption of Fruit and Vegetables, *Europe Journal of Clinical Nutrition*.
- [27] Denitto, E. (2007, November 04th). Not All Fusion Food Blends Flavors Well.
- [28] Dindyal, S. (2003). *Food Choices*. Scientific Publications, Vol.1, No.2.
- [29] Divine CM, C. M. (2003). Sandwiching it in spillovers of work in to food choices and family roles in low - and moderate- income urban households.
- [30] Donkin A. (2000). Mapping Access to Food in a deprived area: The Development of price and Availability indices. *Public Health Nutrition*.
- [31] Dunham, W. (2015). *Curative and Prevention of Lifestyle related diseases*. Washington: Reuters.
- [32] Eric Rindfleisch, A. M. (2008). Cross-sectional Versus Longitudinal Survey Research: Concepts, Findings and Guidelines. *Journal of Marketing Research* , 261-272.
- [33] Elbert, C. (2011). *Gastronomy and Cultural Heritage in a Pluralistic Society*. Faith and Heritage. Retrieved January 9th 2014 from; <http://faithandheritage.com/>.
- [34] Farb, P. G. (1996). *Consuming Passions: The Anthropology of Eating*. New York: Washington Square Press, Pocket Publisher.
- [35] Faugier, J. (2001). Barriers to Healthy Eating in the Nursing Profession. Part 2, *Nursing Standards*.

**International Journal of Novel Research in Interdisciplinary Studies**

 Vol. 3, Issue 6, pp: (1-14), Month: November – December 2016, Available at: [www.noveltyjournals.com](http://www.noveltyjournals.com)

- [36] Feldmann, C. (2015). Food Quality and Preferences. *Consumer Perceptions and Preference for Food: A review*, Vol. 40, 156-164.
- [37] Fields, R. (2015). *Restaurant Success by the Numbers*. Berkeley, California: Ten Speed Press.
- [38] Food and Beverage Operations.(2010, May).E-Library and Resource. Retrieved January 13th 2014 from; [www.cthresources.com](http://www.cthresources.com).
- [39] Food Today, (2004). why we eat what we eat: Social and Economic Determinants of Food Choice.
- [40] Foskett, D., & Patricia, P. (2011).*The theory of hospitality and catering*, 12th Edition. Book power, Hodder Education.
- [41] Foskett, D., Cousins, J., &Cailein, G. (1995). *Food and Beverage Management*, 2nd Ed. London: Pearson Education.
- [42] Furst T, C. M. (1996). Food Choice: A Conceptual Model of the process. *Appetite*, 247-265
- [43] Gardener, S. (n.d.). Ethical Eating in a Diverse World. To Define Identity by Exclusion (Part 4 of a Series).
- [44] Gill, P., Stewart, K., Treasure, E., & Chadwick, B. (22nd March 2008). Methods of Data Collection in Qualitative Research; Interviews and Focus groups. *British Dental journal*.
- [45] Glanz K, & Mullis. (2013). A review of Models programs, and Evidence Health Education. *Environmental Interventions to promote Healthy Eating*.
- [46] Glauz K, Kristal AR., Tilley BC. & Hirst K., (1998).Psychosocial Correlates of Healthful Diets among Male Workers. *Cancer Epidemiology, Biomarkers and Prevention*.
- [47] Good Food Display. (2013). “Food”. Retrieved January 10th 2014 from; <http://www.en.wikipedia.org/wiki/File>.
- [48] Gordon. (2014). *Food Taboos Around the World*. Restaurants.
- [49] Gregory C A, Coleman-Jensen A. (2011). *Do Food Prices Affect Food Security? Evidence from the CPS 2002-2006*. Pittsburgh: PA.
- [50] *Guide to Modern Meals*, Second Canadian Edition. (1982). Toronto, Montreal: Mc Grow- Hill Ryerson Limited.
- [51] Hartma & Lauren.(2014). *Blurred Line between Snacks and Meals*. Snack Food and Wholesale Bakery.
- [52] Heiner Boing, A. B. (2012). Critical Review: Vegetables and Fruits in the Prevention of Chronic Diseases. *European Journal of Nutrition*.
- [53] Helen Arfridson, S. A. (2015). *Urban Development Goals (UDGs); Targets and Indicators: The Case of Kisumu*. Nairobi: Government Publishers.
- [54] Henn, M., Weinstein, M., & Foard, N. (2009).*A critical Introduction to Social Research*, 2nd Ed. SAGE Publication.
- [55] Hofstede, G. (1997). *Cultures and Organizations: Software of the Mind*. New York: McGraw Hill.
- [56] *Holy Bible: New International Version*. (2005). International Bible Society.
- [57] Inglis, D., &Gimlin, D. (2009).*The Globalization of Food*, (Eds). New York: BERG, Oxford.
- [58] Joana, B. (2007). *The Dynamics of Cultural Globalization, the Myth of Cultural Globalization*. Cultural Collaborator. Retrieved February 17th 2014 from; <http://www.inst.at/studies/collab.html>.
- [59] Joel, R. (2011, November 27th). Effects of a Cultural and Religious Belief on Food Choices. Retrieved January 13th 2014 from; [http://contributors.yahoo.com/user/1183065/joel\\_robert.html](http://contributors.yahoo.com/user/1183065/joel_robert.html).
- [60] John, H. (2007, March 28th). Ethnicity and Gender Impact Dietary Choices. Retrieved January 10th 2014 from; <http://www.jhsph.edu/news/>.
- [61] Kamunyika.(2014). Racial and Ethnic Issues in Diet and Cancer Epidemiology.
- [62] Kathleen D. Vohs, Y. W. (2013). Rituals Enhance Consumption. *Psychological Science*.

**International Journal of Novel Research in Interdisciplinary Studies**

 Vol. 3, Issue 6, pp: (1-14), Month: November – December 2016, Available at: [www.noveltyjournals.com](http://www.noveltyjournals.com)

- [63] Kearney M, J. J. (2000). Socio-demographic Determinants of Perceived influences of Food Choice in a nationally representative sample of Irish Adults. *Public Health Nutrition*.
- [64] Kinyuru, J., Konyole, S., Owino, V., Owuor, B., & Estambale, B. (May, 2012). Identification of Traditional Foods with Public Health Potential for Contemporary Feeding In Western Kenya; Vol.1, No.2. *Journal of Food Research*.
- [65] Kisumu County. (2013). Retrieved October 03rd, 2015, from Kisumu City: [https://en.m.wikipedia.org/wiki/kisumu\\_county](https://en.m.wikipedia.org/wiki/kisumu_county)
- [66] Kothari, R. (2010). *Research Methodology*, 2nd Ed. New Delhi: New Age International (P) LTD Publishers.
- [67] Kotler, P., John, T. B., & James, C. M. (2010). *Marketing For Hospitality and Tourism*. London: Hodder Education.
- [68] Lamb, L. (03rd June 2015). How Culture Affects Diet. *Livestrong.com*.
- [69] Leandris, C., & Liburd. (July 2003). Food Identity. *African-American Women*, vol. 16.
- [70] Lillicrap, D., & Cousins, J. (2010). *Food and Beverage Service*, 8th Ed. London: Hodder Education.
- [71] Manson, K. (2011). Case Study: Kenya's uphill battle to overcome deep taboos. Nairobi: WHO.
- [72] McWilliams, M. (2007). *Food around the World; a Cultural Perspective*, 2nd Ed. Pearson Prentice Hall.
- [73] Morgan, W. J. (1994). *Supervision and Management of Quantity Food Preparation, Principles and Processes*. California: McCutchan Publishing Corporation.
- [74] Mugenda, A. G. (2008). *Social Science Research; Theory and Principles*. Nairobi: ACTS Press.
- [75] Mugenda, O. M., & Mugenda, A. G. (1999). *Research Methods; Quantitative and Qualitative Methods*. Nairobi: ACTS Press.
- [76] Mohsen Tavakol, R. D. (2011). Making Sense of Cronchbach's alpha. *International Journal of Medical Education* , 2:53-55.
- [77] Mulcaster, W. R. (2009). *Three Strategic Frameworks; Business Strategy Series*. New York.
- [78] Murcott, A. (1989). *Sociological and Social Anthropological Approaches to Food and Eating*. *World Review of Nutrition and Dietetics*.
- [79] Myrica, J. G. (July 12th, 2010). Pop Culture and Food Choices. You Are What You Eat. Retrieved January 10th 2014 from; <http://www.indianapublicmedia.org/earthheats/>.
- [80] Nutritional Academy of Sciences. (May 2013). Household and Environmental Factors affecting Food Choices and Access. Supplemental Nutrition Assistance Program: Defining the Evidence of Define Benefits Adequacy.
- [81] Patton, M. (2014). *The Power of Simple Food Rituals. No Gimmicks, No Hype, Health and Rituals*.
- [82] Phuketmag (2011, November 29th). Fusion food. Asian Fusion Food to Harmonize with a Healthy Food Trend, pp. [www.phuketmag.co/dining-stories/fusion](http://www.phuketmag.co/dining-stories/fusion).
- [83] Reisch, L., Ebert, U., & Lorek, S. (2013). Sustainable Food Consumption. An Overview of Contemporary Issues and Policies, Vol.9, Issue 2.
- [84] Robert, J. H. (2007). The Impact of Environment and Culture on Prevailing Components, Texture and Flavors in Wine and Food. *Defining Gastronomic Identity*.
- [85] Rozin (2006). *Development in the Food Domain*. *Developmental Psychology*
- [86] Shepherd, Spakes & Guthrie, (1995). Factors influencing Food Choices and Preferences. *Handbook of Psychophysiology of Human Eating*.
- [87] Sims, F. (May, 11th 2012). Ethnic Food-Love of the New. *Caterer and Hotel Keeper*. Retrieved January 12th 2014 from; <http://catererandhotelkeeper.co.uk/landing-pages/>.

**International Journal of Novel Research in Interdisciplinary Studies**

Vol. 3, Issue 6, pp: (1-14), Month: November – December 2016, Available at: [www.noveltyjournals.com](http://www.noveltyjournals.com)

- [88] Somer, I. (2013). An investigation of food choice behavior and dietary intake of children, teenagers and adults with food allergies. *Food Choice behavior*.
- [89] Stephaney, p. (October, 2007). Food Choices and Coping Strategies during Periods of Perceived Food Shortage; perspective From Four Racial/ethnic Groups. *Journal of Extension*. Retrieved April 2nd 2014 from; <http://www.joe.org/>.
- [90] Stuart, M. (2008, December 18th). Cultural Gastronomy. Entertainment Planet. Retrieved January 11th 2014 from; <http://www.entertainmentplanet.org/>.
- [91] The Constitution of Kenya. (2010). Nairobi: Kenya Council of Law.
- [92] The Holy Qur'an. Dar-salaam: Darussalam.
- [93] Vabe, M. (June 2014). The Relationship between Food Preferences and Food Choice: A Theoretical Discussion. *International Journal of Business and Social Sciences*, Vol 5, No. 7.
- [94] Victor, B., & R-Meyer, &. (2009). Food Taboos: Their Origins and Purposes, with type 2 diabetes.
- [95] Wales, M.-E. (2009). Understanding the Role of Convenience in Consumer Food Choices, Vol.2, No.2.
- [96] Wessel, A., & Brien, D. (2010).Re-writing The Menu; The Cultural Dynamics of Contemporary food Choices. *Journal of writing and Writing Courses*, Special Issue 9.
- [97] Wiens, M. (2011, June 13th). Kenyan Food Overview. Kenya's Best Dishes.
- [98] Worsley A & Crowford D. (1985).Awareness and Compliance with Australian Dietary Guidelines. A descriptive study of Melbourne Residents, *Nutrition Research*.