FACTORS THAT INFLUENCE CONSUMPTION PATTERNS OF JUNK FOODS IN FAST FOOD RESTAURANTS IN NAIROBI CITY COUNTY, KENYA

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DECLARATION

I, the undersigned hereby affirm that this research project is my original work and has not been previously presented in part or in totality to any other institution of learning for the award of any degree or examination.

Signed ………………………………… Date ………………………………

Registration number: D65/75611/2014

This research project has been submitted with my approval as the University supervisor.

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DEDICATION

I dedicate this work to my late brother Stanley Mwangi for the mentorship and financial support he offered me since my childhood up to my tertiary level of education.

ABSTRACT

The study sought to investigate consumer buying behaviour and consumption patterns of junk food in Fast Food Restaurants in Nairobi City County. The study was guided by theory of Buyer Behaviour and Theory of Consumer Behaviour. The researcher employed a descriptive correlational research design. The sample population consisted of 30 fast food restaurants that are within Nairobi central business district with a sample size of 90 customers. The research data were collected from the sample customers by use of questionnaires. The research data were organized, analyzed and interpreted using descriptive and inferential methods of data analysis. Descriptive comprised of mean scores and standard deviations while inferential statistics included Pearson correlation and regression analysis. The results revealed that cultural factors influenced consumer buying behaviour of junk food to **moderate** extent, personal factors to a **great** extent, psychological factors to a **moderate** extent and social factors to a **great** extent. The study concluded that consumer buying behaviour influenced consumption pattern of junk food in Fast Food Restaurants in Nairobi City County. Personal and social factors significantly influence consumption of pattern of junk food. The study recommends that junk food offered should be able to meet the target market in terms of pricing and at the same time consider changing lifestyle amongst their consumers. In addition fast food restaurants should ensure that junk foods offered to their customers meet their health concerns hence acquiring positive attitude toward fast food offered at their restaurants. The study suggest for further research, other factors which may have influence on the consumption pattern of junk food such as pricing should be considered.

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CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

In the 21th century businesses are changing the way they operate from product focus to customer focus. The business environment has become challenging and sophisticated making consumers to change their taste and preferences every day. Companies have to find ways of satisfying customer needs through studying their consumption pattern so as customers don't switch from one brand to another (Plessis & Rousseau, 2007). Companies spend billions of dollars to be able to cope up with consumer's change of preference (Deccan Chronicle, 2011).The purchase behaviour of consumers keep on changing from the way they look for information, purchase, use the product and post purchase. Therefore marketers have the responsibility of understanding consumer's behaviour to come up with new strategies.

This study was anchored on two theories; Theory of consumer behaviour and theory of buyer behaviour. The theory of consumer behaviour consists of two theories that is utility theory which was developed by British Economist, William Stanley Jevons (1870). It states that consumer behaviour comes in relation with satisfaction when consumer gets what he was looking for in product (Bray, 2008). The Theory of buying behaviour was developed by Howard in 1963(Du Plessis, Rousseau et al., 1991) but later was developed further in 1969 by Howard and Sheth to become ˮTheory of Buyer Behaviour'' (or Howard and Sheth Model) (Howard & Sheth 1969).This theory explains that consumers make decision to purchase brand depending on the attitude they developed from it.

According to Dube (2015) Fast food business is booming in Kenya attracting both international and local brands making Kenyan consumers to be more and more international. The middle class group in Kenya is growing and as result it attracts international investors to invest in fast food restaurants within the country. According to Linda (2013), there exist stiff competition in fast food chains making restaurants to come up with various strategies on how to retain their loyal customers by observing their consumption patterns and trying to satisfy their needs. In 2013 a

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report by Yummy Magazine indicated that there are 30 Fast Food Restaurant that are found within the central business district in Nairobi and they mostly operate 24 hours daily.

1.1.1 Consumer Buying Behaviour

Consumer buying behaviour is the final decision made by consumer either to purchase product for either directly or indirect consumption (Kumar, 2017). According to Mukherjee (2012) consumers portray a complex and dynamic buying behaviour which cannot be defined easily, making different researchers to define it differently. Schiffman and Kanuk (2014, defined consumer buying behaviour in terms of the character being expressed by consumers when looking for information, purchasing, consuming and disposal of the product. It is important for consumers to put in mind that they have to ask themselves the following questions before the actual purchase is done: why, when, how often and what to buy.

There are two types of consumers, the organizational and personal consumers. Personal consumers usually purchase products for personal use or for the household use after making decision himself while organizational consumer purchases product after consulting various decision makers. The consumer is not only involved in the purchase decision but also in pre-purchase as well as post purchase. In pre- purchase there is need for recognition which involves discovering the need or the problem to be solved by the consumer. After need recognition the consumer search for information related to the benefit of product to make sure it matches his needs. In evaluation stage the consumer chooses the best information that will suit his needs and he purchases it (Applebaum, 2009). In post purchase stage he evaluates if the product was able to meet his satisfaction including product utility.

In the competitive environment, customers are exposed to various different brands   through marketing strategies. It is therefore very important for marketers to understand the buying behaviour of different consumers to meet their satisfaction. According to Lancaster et al. (2005) when businesses meet their customers' needs they are able to achieve their vision. Therefore marketers have the responsibility to identify customer needs and develop products that will ensure their satisfaction. Marketers have to use different strategies in order to stand out from the rest of the brands.

1.1.2 Consumption pattern

Consumption Pattern is described as the process by which individual identify, purchase and consume products to fit their needs (Arulogun, 2011). According to Oxford English Dictionary (2013) consumption pattern is defined as the process in which substance is completely used up or transformed into something else over a period of time. On the other hand junk food is perceived to be foods that have little or no nutritional value but have ingredients that are considered to be unhealthy when eaten over regular period of time (Ashakiran and Deepthi 2012). According to Larson et.al (2008) junk foods are food stuffs that lack micronutrients such as vitamins; amino acids and fibre but have high level of energy known as calories. Consumption pattern of consumers is changing from homemade food to junk food which has higher level of fats and it is unhealthy in their bodies.

There has been transition in food consumption patterns due to change in lifestyle, increase in per capita income, women employment, and other environmental factors. According to (Nielsen et al, 2002) there has been increase in consumption of energy food in developed countries across all age groups which comes from junk food. The same has been experienced all over the world. A study done in Spain between the year 1992 to 2003 concluded that food industries also promote food that have high fats and sugar content hence more energy (French et al, 2001).Thus it appears that junk food is an important food contributor to the current consumers' diets and implicate high rise of health issues. As noted by Sibbad (2002), soon obesity will pass smoking as one of the leading causes of preventable deaths. As the number of people suffering from obesity increases these will more cases related to disorders such as diabetes, cancer and heart diseases.

Urbanization contributes towards consumption pattern of consumers. More urban consumers spent their income on processed food due to doorstep delivery, regular supply, accessibility and quality of the food. Environment   has significant role towards what consumers consume since people will eat food that is available for them (Obaggy & Essery 2012). The choices that most consumers make depends on the food they can get from the environment which are unhealthy. It is important to trace the value chain of food environment before consuming it, so as to understand the level of calories and nutrient in it.

1.1.3 Hospitality Industry in Kenya

Hospitality industries consist of a network of various businesses undertaking different business activities and cumulatively supporting each other in different ways. Hospitality is a service industry that has purely a service structure business with three functional areas of food & beverages, entertainment and accommodation. The three functions can be owned by individual as businesses in terms of motel, food and beverages, food and drinks, night clubs and entertainment. According to Kandapully (2007) hospitality industry operate within a network of service organizations that are interrelated and interdependent. Some of these organizations include entertainment venues, hotels clubs, and recreation.

The industry is one of the major key movers of the performance of tourism industry which contribute to 4.8 % of gross domestic product in 2015 in accordance to world tourism council. Hospitality industry is ranked number two in terms of the economic contribution after agricultural sector. According to Kenya market outlook 2014 there are over 500 hotels that exist in Kenya. There has being a lot of competition in hospitality industry in terms of getting customers and how to segment the market. This has resulted into hotels becoming more innovative so as to be able to compete in the hospitality environment.

1.1.4 Fast Food Restaurants in Nairobi

In Nairobi we have several fast food chains located both in uptown and downtown targeting high ends consumers and low end consumers. Most of the fast food joints are found inside shopping malls, near petrol stations and within center business district. The first fast food restaurant to be established in Kenya was Wimpy, which came to Kenya in 1954,Steers Restaurants in 1996 followed by Innscor Kenya Ltd 1999 which runs several restaurant including GALITO'S (formerly Nandos),Pizza Inn, Chicken Inn, Bakers Inn, Creamy Inn and Vasilis Patisserie. Later other fast food chains started emerging including Java Restaurants which has nine outlets, Dormans's Coffee House has five outlets in the central business district (Wanja 2015).Some of the fast food chains specializes in junk foods while others produce general junk foods for instance Galitos, Kentucky Fried Chicken (KFC), and Chicken Inn which specializes in chips and different styles of chicken meal. Pizza Inn specializes in variety of American –style pizza

and pitta breads and Big Square is known for tasty juicy burgers, succulent ribs and fresh salad. According to (Kang et al, 2012) there are more than 394 restaurants in Nairobi both international and local.

1.2 Research Problem

Consumer purchase behaviour is complex and dynamic issue which is expressed by consumers when selecting and purchasing products that satisfy their needs. It is a new topic that evolved after the Second World War (Fullerton, 2013).It has resulted to a notable shift of manufacturers' attention from consumers to specifically focusing on consumer purchase behaviour (Priest, Carter and Statt, 2013).The purchasing behaviour in fast food market has really experienced a lot of changes due to urbanization, increased awareness on healthy food habits, increase in middle class group, change in lifestyle, globalization and increase in per capita disposable income (Pingali, 2007; Ali et al., 2010).

Most consumers have developed the tendency of consuming Junk foods as their daily meal forgetting that it is improper diet which contains high level of fats, sugar and salt. These result to non-communicable diseases such as diabetes, obesity, cancer and hypertension. According survey done by (Neilson, 2015) 49 percent of the global respondents are overweight while 50 percent are trying to lose weight. The number of people moving to towns to look for livelihood is increasing making them to change their consumption patterns in terms of food habits and consumption habit. It has led to high rate of junk food consumption in urban towns making more Fast food restaurants to expand their businesses. International players have entered the Kenyan market to compete with domestic restaurants making consumers to have variety of junk food to choose from. These have resulted into major problem making food nutrition experts to warn consumers against consumption of junk foods mostly not to be given to children to avoid getting chronic diseases.

Various studies have been done on the area of consumer purchase behaviour and consumption pattern both locally and internationally. Internationally, Ashraf1 et al (2014) examined consumer behaviour in Bangladesh in fast food chains. It was concluded that convenient location, outlet environment, service quality and food quality have positive influence towards customer

satisfaction. (Aruppillai and Phillip 2015) examined Consumers' buying behaviour in fast food: Sri Lankan context and found that location of the fast food outlet, employment, civil status, age of the respondents have significant influence towards consumption of fast food. On the other hand Olise, (2015) examined factors that influence customer's patronage of fast food restaurants in Nigeria and concluded that perceived value, atmospheric quality, service quality; consumer demographics have significant influence towards the behaviour of consumers in fast food restaurants. Ying (2016) concluded that promotion attractiveness, health issues, personal lifestyle, price-quality inference, have significant relationship with fast food consumption behaviour.

Locally, Ochieng (2014) concluded that sales promotion strategies such as gifts, free samples, and sweepstakes and premium products have positive influence towards the behaviour of the customer when purchasing products. Wairimu and Waiganjo (2015) established that there is positive significant on the effect of customer relationship management towards consumer behaviour. On the other hand Otieno and Kerubo (2016) carried out study on characteristics of consumers purchase and consumption behaviour for chickens in Nairobi Kenya, it was concluded that most respondents prefer fresh local slaughtered chicken compared to cooked chickens and also two –third of respondents buy chicken after long duration. Similarly Mungania (2016) examined influence of store atmospherics on consumers' purchasing behaviour in apparel stores within the junction mall in Kenya and found out that store sight, sound, touch and scent influence the consumer purchasing behaviour.

The above studies reviewed focused majorly only on consumer purchase behaviour but have not given focus to consumption patterns. Studies such as Aruppillai and Phillip (2015) examined Consumers' Buying Behaviour in Fast food restaurants but their study was international. On the other hand studies done locally reviewed that most of the studies were based on other contexts other than fast food restaurants. In Nairobi County for instance Otieno and Kerubo (2016) based their study on consumption behaviour of only chickens in Nairobi County but not junk food sold in fast food restaurants where chicken is one among many. Thus there was knowledge gap to be filled. Based on this background, the study sought to respond to the question; what is the

influence of consumer buying behaviour and consumption pattern of junk food sold in fast food restaurants in Nairobi City?

1.3 Objective of the study

To investigate consumer buying behaviour and consumption pattern of junk food in Fast Food Restaurants in Nairobi City.

1.4 Value of the study

This study findings are of great importance to academicians, private sector as well as government. Private sector will find this research useful since it provides information that can be used to implement marketing strategies that help to understand the behaviour of consumers. Fast food restaurants in Kenya will be able to meet customers' needs and satisfaction by understanding their consumption habits as reported in the study. The academicians will also benefit from this study. The topic of consumer behaviour is an interesting area for those in research. The findings of the study will be used as secondary data for researchers and the published result will be used as referencing material for future studies on the topic of consumer behaviour. It will also be used by researchers to formulate hypothesis about consumer behaviour and consumption habit on junk foods in fast food restaurants in Nairobi City.

The government will find this study useful by understanding the emerging trends of consumption behaviour of consumers shifting from one product to another, due to health issues and change of lifestyle. Policy makers will use the findings of the study in formulating policies and regulations which will assist in putting into place the right laws and policies that will enhance consumerism enabling consumers to understand their rights and role. Policy makers can also use the results of the study as one of the guiding tool when coming up with marketing strategies to help small medium enterprise businesses.

Finally, the study will be of assistance to marketing practitioners in making decisions that address consumer purchasing behaviour and consumption habit. The work of practitioners is to advice businesses on how to meet customers' needs and to ensure businesses have competitive edge in the market. Also the study sheds more light on the importance and benefit that comes

along by those fast food joints that understand the consumption behaviour making them to improve the quality of services they offer to customers.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter highlights the theoretical foundation of the study, factors influencing consumer buying behavior, empirical review and summary and the research gap.

2.2 Theoretical Foundation of the Study

The following theories were discussed; the theory of buyer behavior and theory of consumer behavior.

2.2.1 Theory of Buyer Behaviour

The theory of buyer behavior or Howard and Sheth model (Howard & Sheth, 1969) explains the rational product choices behavior that consumers go through before making decision to purchase a product. It is able to provide description of a behavior in terms of cognitive functioning and outcomes. The theory has three different stages that a consumer goes through before making a decision to purchase namely; extensive problem solving, limited problem solving and routinized response behavior. Extensive problem solving, consumers has no knowledge about the product making them to seek information due to lack of preference. To reduce product ambiguity consumers have to be involved in prolonged decision making process whether to buy or not (Munyoki, 2013). Limited problem solving occurs when the consumer cannot fully assess brand differences due partial knowledge of the brand. Consumer has formed criteria by knowing few brands very well that favour them since they have used it several times. Extensive problem solving, the consumer has established knowledge about the brand differences hence little or no external search is needed since the consumer purchases the brand frequently

2.2.2 Theory of Consumer Behaviour

The theory of consumer behavior explains how demand is built by consumers attempting to allocate their income on what to purchase to meet his satisfaction. The two theories that explain consumer behaviour are utility theory and indifference preference theory. Utility theory explains that consumers are rational and they aim at maximizing utility depending on the prices of

products and market prices assuming he has full relevant information about the market and the product. This theory was developed by a British Economist, William Stanley Jevons in 1870. The utility theory has assumption that satisfaction can be measured. On the other hand the theory of indifference preference was developed by an economist Vilfredo Pareto which was modern theory from utility (Alchian, 1953).The theory of indifference preference states that consumers have different products that they can rank according to their preferences to make sure it meets their satisfaction in terms of indifference curves. The indifference curves are assumed to be convex to the origin and it implies that the slope increases. The slope has marginal rate of substitution of commodities in which it implies that the consumers can change the product if it does not meet their expectations.

2.3   Factors influencing Consumer buying Behaviour

Consumer buying behavior is a behavior that is expressed by consumers when selecting and purchasing products or service depending on the available resources they have to satisfy their needs. These factors may include social, cultural, economic, and psychological ones.

2.3.1 Social Factors

We live in a society where every consumer needs to interact with a particular group that share the same goal. The society consists of individuals with different behaviours and preferences which are adopted within the environment we live in. The social factors that are considered to influence the buying behavior of consumers include family, reference groups and role and status. Family members play a critical role developing the behavior and preference of the consumer where he evolves to acquire certain values from the family. A child   tends to develop certain behavior after watching his parents buy a particular product over and over with time until he grows old.

Consumers are influenced by the social environment they are, they tend to eat differently compared to when they are alone. Consumers make choices depending on the social connections to adapt the behaviour of the other group. Consumption pattern is also influenced with the norm that he acquires which can encourage non healthier eating or healthier eating. According to

(Feeley et al, 2009) social norm and friendship is a motivating factor that makes most consumers to eat fast food unwillingly to conform their friendship and not to decline the offer of free meal. Reference group is a group that shares the same goal in which individuals want to be associated with (Kotler 2012). Most of the reference groups have common buying behavior. These groups are able to persuade each other to buy certain type of product. Consumer's role and status in a society influence this consumption pattern.

2.3.2 Cultural factors

Cultural factors are factors that consumers acquire at early stages of life because of socialization within the community such as behavior pattern, set of values and perception that one learns as he grows. Some of the cultural factors include culture, social class and subculture. Culture is the rituals, beliefs, customs that a group of people follow. Culture is an important element that determines the behavior of individual in which it varies with customers from country to country. Culture can be divided into subculture by classifying smaller groups who share the same beliefs, customs and religions. The different subculture results into different market segments which involve marketers to study it very carefully and come up with a strategic plan. The social class influences the purchasing behavior of an individual. Consumers who are in the same social class tend to share same interest, behavior and value .The society is classified into three social class's upper class, middle class and the lower class. Consumers in these groups have different buying behavior. The consumer at upper class purchases products that advocate his status while the lower class consumer buys products that satisfy his needs.

2.3.3 Economic factor

Economic situation has great impact on the purchasing behavior of the consumer. The amount of quantity and quality on product differs from every consumer depending on the level of income, According to Taylor (2001) when there is increase of income the consumer tends to shift the purchasing behavior from normal product to inferior products. It is considered that a person who earns low income and savings will purchase less expensive products (Shah, 2010).The higher the family size the higher the income expenditure hence less savings resulting into purchase of cheap products. Most consumers spend most of their income on meeting the basic necessities of life for

the family before deciding to purchase other luxury items. Consumers credit also influence the purchasing behavior towards a particular product. When the seller offers credit to consumer directly or indirectly either in liberal term the consumption pattern will change. The liquid asset and savings can also predict the type of product that consumer is likely to purchase.

2.3.4 Psychological Factors

Psychological factors are factors that talk about the psychology of an individual that drives his actions to achieve satisfaction. Brown (2006) highlights four psychological factors that affect consumer buying behavior, these includes motivation, learning, beliefs, and attitudes. Motivation is the drive that forces an individual's towards a particular need or action (Kanuk, 2006). Maslow hierarchy of needs consist of different levels of needs such as basic needs, security needs, social needs, esteem needs and self-actualization. Basic need and security needs are more important than other needs to every consumer. Consumers have different perceptions towards products and brands that influence their buying decision behavior. Consumers learn about a product when they are exposed to it over several times making them to respond towards it by acquiring more information about the product affecting their buying behavior. Psychological factors leads to change of consumption pattern of consumers making them to skip meals eat away from home or consume fast food that result into unhealthy eating patterns.

2.4 Consumer Decision Making Process.

Consumer decision making process is undertaken by the consumer when making the transaction to purchase a product or a service which is done before, during and after. Every day consumers are faced with decisions whether to purchase a product or not. In which decisions are not the same in some decisions it involve complex decision while some are routine and little knowledge is required (Kotler & Keller 2012). There are four types of decision making process namely: minor new purchase that involves something new to the consumer but in the mind of the consumer it is not important. Minor re- purchases are the routine purchases that the consumer often purchases without thinking of other product options. The consumer is usually loyal to his brand. Major new purchase, involves more inform search since the consumer has little knowledge about the product and it is important for him making it difficult to make decision.

Lack of confidence of the consumer makes him to have extensive decision making process (Jobber, 2012). Major Re- purchase is important for consumers since it makes them have confidence when purchasing the product due to the previous experience they had.

Consumer behaviour is all about finding why consumers purchase products and later dispose them. Consumers go various stages when making decision to purchase a product or a service. The five stages realizing the need, where the consumer develops the need or want of a particular product so that to satisfy his needs. The consumer feels he is missing something and it needs to be addressed (Kardes, 2011). When the consumer recognizes the need he starts to look for information about the products from various sources such as search engine or from friends. In evaluation stage, the consumer starts to determine the best option that will satisfy his needs. It may be based on quality, price or other factors. Selection stage the consumer decides to try the product by purchasing it. At this level the consumer has already taken risk into consideration. Finally, the consumer decides to evaluate the product if it meets his needs and satisfaction. Fit does the consumer makes repeat purchase and become loyal to the brand and act as brand ambassador.

2.5 Empirical Literature

According to Aruppillai and Phillip (2015) established that most of the fast food industry in Bangladesh are booming due to increase in per capita income among consumers and most of them can now afford expensive outlets. Price, location, convenience, quality of food, environment of the outlets, quality of service influence consumer satisfaction. It was also concluded that all the factors have significant influence on the consumer satisfaction except price. Ying (2016) conducted study on consumption behaviour of generation Y in Malaysia among fast food consumption. He wanted to find out how personal lifestyle, price quality, health issues and promotion influence the changing behaviour of generation y. He concluded that there is more aspect that affects the consumer behaviour of generation y apart from the listed ones.

Olise (2015) examined the factors that affect the consumer's patronage in fast food industry and established that atmospheric quality, environments, consumer demographics, service quality, have significant influence towards the customers patronage. It was concluded that for Nigeria

fast food restaurants to ensure there is consumer patronage they should improve their services quality, perceived value, consumer demographics and modernity. Ogachi (2014) established factors that influence the consumer behaviour on women who buy clothes in Mathare and Garden estates in Nairobi in which it was concluded that there are more married women in both estates and they spend less than two hours shopping for clothes. Income, status, social class, occupation status, influences women during shopping.

According to Ochieng, (2014) used descriptive survey design to establish the influence of sales promotion strategies on the consumption behaviour of Alcoholic Spirits Industry in Kenya in which it was revealed that gifts, free samples, extra products, premium products, vouchers, have positive influence on the behaviour of consumers when purchasing alcoholic Spirits. It was recommended that bars and wines outlets should come up with sales promotion strategies to build awareness of their brand in order to increase sales. Wairimu and Waiganjo (2015) used semi structure questionnaire to obtain information from the respondents in which their conclusion was that there is significant positive effect of coming up with CRM strategy that affect consumer behavior. Otieno and Kerubo (2016) established that more than half of consumers in Nairobi prefer natural reared chicken and they consider price, quality, cleanliness when making purchasing decisions.

2.6 Summary and the Research Gap

This study reviewed two theories. The theory of Buyer Behaviour by Howard and Sheth (1969).Theory of Consumer Behaviour by British Economist, William Stanley Jevons in 1870.The theory of buyer behavior explains that the consumer is rational in terms of choices they make when making decision to purchase a product. It has three different levels of decision making namely: extensive problem solving, limited problem solving and routinised response behavior. The theory of consumer behavior contain two theory in it, utility theory which states that consumer is rational and they maximize utility depending on the price of products while indifference preference theory where the consumer has different products to choose from that meet his preferences.

In Malaysia, Ying (2016) carried out a study to establish how consumption behavior influence food consumption among generation Y. where he concluded that health issues, price quality, personal lifestyle change the behavior of generation Y. In Africa, Olise (2015) conducted a study in Nigeria to examine the customers' patronage in fast food industry and concluded that consumer demographics, service quality, atmospheric quality have positive significant on customer patronage. It was recommended that for Nigeria restaurants need to improve their services and modernity.

Due to inadequacy of various studies in this topic, no similar study has been done on the area of consumer buying behavior and consumption pattern of junk foods in Kenya, only in Nigeria by Olise (2015). In Kenya most scholars focused on consumer behavior, therefore this left a gap on consumer buying behaviour and consumption pattern of junk food which needed be addressed.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

The chapter entails design of the research, sample size, method used to collect data and data analysis techniques that were used for the above study.

3.2 Research Design

This is blue print that researchers use to conduct research. It informs the researcher on how to collect data, make measurement and analysis (Kothari, 2014).The study used descriptive correlation research design that assisted to find the relationship between the variables. In the above study the dependent variable is consumer buying behaviour and the independent variable is consumption pattern.

3.3 Population

According to Smith and Ablum (2012), population is the total number that consists of individuals, businesses and households that researchers intend to use for their study. According to Saunders et al. (2012) population consists of all the subjects which are drawn from the inferences. According to Yummy Magazine (2013) there are total numbers of 30 fast food restaurants that are within Nairobi CBD. The population comprised of all the customers who visit the thirty fast food restaurants in Nairobi on that particular day.

3.4 Sample size and sample Design

Convenience sampling method was used by the researcher, whereby 3 customers were selected from each Fast Food restaurant. The sample size was determined by the rule of thumb Sekaran (2003) that is a sample that is larger than 30 and less than 500 is considered fit for most research therefore, 90 is within the range.

3.5   Data Collection

The primary data used in this study was collected from fast food restaurants in Nairobi central business district by use of semi structured questionnaire that had close ended questions. According to Cooper and Schindler (2014), questionnaire is an instrument that is used to capture data from the research subjects that is relevant to objectives of the study. The questionnaire was tested first to remove any ambiguity through pilot testing. In the questionnaire likert scale statements were used. It contained 5- points rating beginning from no extent to very great extent; whereby 1=no extent, 2=little extent, 3=moderate extent, 4=great extent 5=very great extent. The questionnaire had three sections. Section one was the general information about customers who visited the restaurant, section two was consumer buying behavior while section three was consumption pattern.

3.6 Data Analysis

Data was analysed by use of Statistical Package for Social Sciences (SPSS) software which involved coding and entering the data into the software and it was cleaned before analysis commenced. Descriptive statistics were used to analyse means score, frequencies, standard deviation and percentages, while content analysis was used to analysis qualitative data. Regression analysis was used to investigate the effect of consumer buying behaviour on consumption pattern of junk food. The data was presented using appropriate figures and tables.

$$Y = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + B_5X_5 + \varepsilon$$

Where: Y is consumption pattern; B0 is the model's constant while B_1 to B_4 are the regression coefficients; X1 is Cultural factor; X2 is economic factor; X3 is Psychological factor; x4; Social factor ϵ- is error term

CHAPTER FOUR: DATA ANALYSIS, RESULTS AND DISCUSSION

4.1 Introduction

The chapter presents data analysis, data interpretation and presentation of the results on factors that influence consumption pattern of junk food in Fast Food Restaurants in Nairobi City County.

4.2 Response Rate

Out of the 90 questionnaires distributed randomly to the customers of 30 fast food stores in Nairobi central business district, 77 of the questionnaires were returned well filled while 13 were either not well answered or were considered faulty. This therefore yielded a response rate of 85.5%. This high response rate was achieved by hiring very active research assistants who availed and dedicated themselves in collecting data from respondents.

4.2 Demographic information of the respondents

4.2.1 Gender

The study sought to know the gender of the respondents and therefore requested the respondents to state their gender. The results were as shown in the Table 4.1.

Table 4. 1: Gender

Gender	Frequency	Percentage
Male	48	62.3
Female	29	37.7
Total	**77**	**100**

Source: Primary Data

The study found that majority of the customers 62.3% were males while 37.7% of the respondents were females, an indication that both genders were involved in this study. However, presence of more male than female implies that majority of male preferred junk food in fast food restaurants as compared to female and this can be attributed to availability and convenience of fast food joints.

4.2.2 Level of Education

The study sought to determine the highest level of Education of the respondents and therefore requested the respondents to indicate their level of education. The results were as shown in the Table 4.2.

Table 4. 2: Level of Education

Level of Education	Frequency	Percentage
Secondary	2	2.6
Diploma	20	25.9
Degree	37	48.1
Masters	18	23.4
PhD	0	0
Total	**77**	**100**

Source: Primary Data

It was reported that 25.9% or 20 were diploma holders while two of them were secondary students. Bachelor's graduates were found to be 48.1% and masters' graduates were 23.4% of the respondents. The result shows that majority of the customers are well educated. This implies that most of the respondents in one way or another understand the benefits and risks of consuming junk foods.

4.2.3 Age Bracket

The study was seeking to know the age bracket of the consumers hence respondents were to tick against their age bracket. Table 4.3 contains the research findings on the question.

Table 4. 3: Age Bracket

Age	Frequency	Percentage
Less than 20	12	15.6
20-30	32	41.6

31- 40	21	27.3
41-50	7	9.1
51-60	5	6.4
older than 61	0	0
Total	**77**	**100**

Source: Primary Data

The study found that moajority of the respondents as shown by 41.6% indicated that they were aged between 20 and 30 years old. 27.3% of the respondents indicated that they were aged between 31 and 40 Years. 9.1% of the respondents indicated that they were aged Between 41 and 50 years, whereas 6.4% of the respondents indicated they were aged between 51 and 60 years and less than 20 years were 15.6%. This is an indication that respondents were well distributed in term of their age.

4.2.4 Marital Status

The study was seeking to determine the marital status of the consumers and therefore requested the respondents to state their marital status. Table 4.4 contains the research findings.

Table 4. 4: Marital Status

Marital Status	**Frequency**	**Percentage**
Single	34	44.16
Married	24	31.17
Living with partner	16	20.78
Separated	3	3.9
Divorced	0	0
Total	**77**	**100**

Source: Primary Data

From Table above, majority of the respondents were single as shown by 44.2% of the sampled customers and this indicate the love for fast food due to its availability and convenience. Married and living with partner combined constituted 51.9% of the respondents also involved in this study and this indicates that fast food is not preserved for single customers. For the case of married customers, the consumption is based on specific time of the day especially during lunch

hour when they are out of their house. Married were 31.2% while living with partners was found to be 20.8% of the sampled respondents.

4.3 Consumption Pattern of Junk Food

4.3.1 Frequency of Consumption of Junk Food

The respondents were asked to indicate the frequency of consumption of fast food within the last one month. The results are as shown in Table 4.5

Table 4. 5: Frequency of Consumption of Junk Food

Frequency	Frequency	Percentage
Not at all	0	0
rarely	8	10.4
Unsure	20	25.97
occasionally	24	31.17
frequently	25	32.5
Total	**77**	**100**

Source: Primary Data

From Table 4.5, 32.5% of the respondent visited fast food store frequently in the last one month therefore they consumed junk food frequently while 31.2% consumed junk food occasionally. Only 10.4% rarely consumed junk food while 25.9% were unsure about their consumption rate of junk food. From these results it is evident majority of Nairobi resident consumed fast food and therefore, it was necessary to find out why they prefer fast food.

4.3.2 Preference of Junk Food

The sampled customers were asked to indicate why they preferred junk food. The results are as shown in Table 4.6

Table 4. 6: Preference of Junk Food

Reason for Preference	Frequency	Percentage

Just for taste	7	9.1
Status symbol	8	10.4
As a normal meal	22	28.6
Availability	12	15.6
Convenient	28	36.4
Total	**77**	**100**

Source: Primary Data

From the above table, 9.1% of the sampled customers consumed junk food just for taste while 10.4% as status symbol. Availability of junk food was also another cause for consumption of junk food as indicated by 15.6% of the sampled customers. Majority of the respondent 36.4% consumed junk food as it is convenient as compared to other foods while 28.6% of the sampled customers considered junk food as normal food hence reason for their consumption.

4.3.3 Time preference to eat junk food

The sampled customers were asked to indicate the time they preferred eating junk food. The results are as shown in Figure 4.1
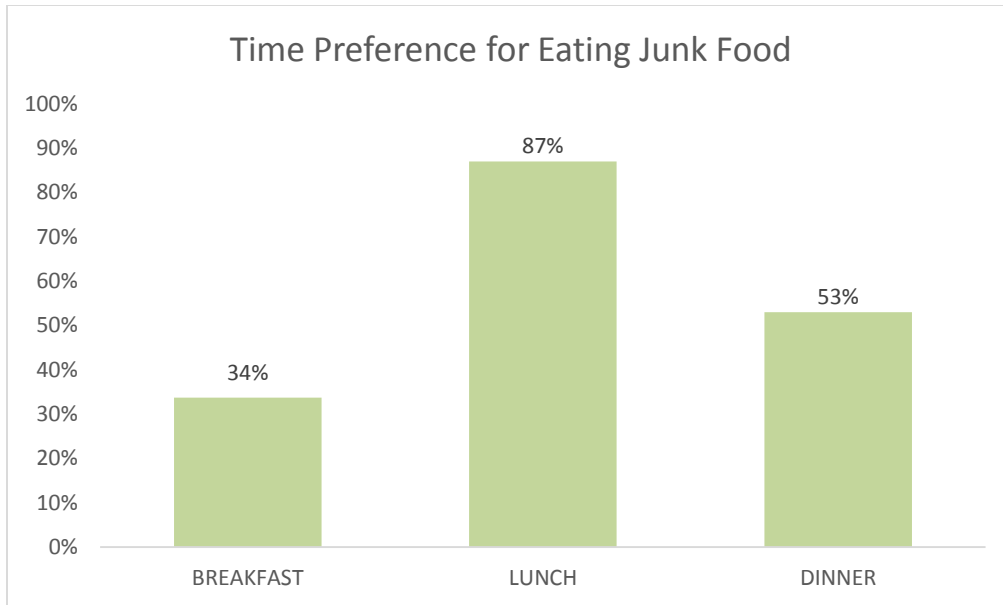
Figure 4. 1: Time preference for eating junk food

The above figure show that majority of the sampled customers proffered to take fast food during lunch time as shown by 87% of the respondents while 53.3% would prefer it for dinner. Only 33.7% of the respondents took junk food for breakfast. The results further revealed that junk food was preferred more than once in a day with majority of respondents indicating they would consumed at breakfast and lunch. This implies that fast food is part and parcel of Nairobi residents.

4.4 Factors Influencing Consumer Buying Behaviour of Junk Food

The customers were requested to show by way of indicating the extent various factors that influence consumption of junk food in Likert scale of 1-5 where: 1= No Extent; 2= Little Extent; 3= Moderate Extent; 4= Great Extent; 5=Very Great Extent. The measure of factor was based on mean scores and standard deviation. Mean scores and standard deviation were computed for each statement and summarized in table 4.5. A mean score of less than 1.4 was considered as no extent, between 1.5-2.4 little extent, 2.5-3.4 moderate extent, and 3.5-4.4 great extent and above 4.4 as very great extent. Standard deviation of more than 0.9 was considered as significant from the mean. The factors were grouped as cultural factors, personal factors, social factors and

psychological factors. The presentation of finding of this section is based on the above name factors.

4.4.1 Cultural factors and Consumer Buying Behaviour

The study sought to find out the extent to which cultural factors influence consumer buying behaviour of junk food. The results are contained in Table 4.7.

Table 4. 7: Cultural factors and Consumer Buying Behaviour

Cultural factors	Mean Score	Standard Deviation
Beliefs influence my choice of junk food.	2.6494	.91430
Morals is the primary reason behind consumption of junk food	2.2208	.62034
My culture allows me to consume junk foods	2.4026	.79901
My cultural values are not considered when purchasing junk food	3.2727	.89790
Average Mean	**2.6364**	

Source: Primary Data

From Table 4.7, belief of the customers influences their choice of junk food at moderate extent as shown by a mean of 2.65 and standard deviation 0.91. High standard deviation implies there was no consensus on the belief as influence of junk food among the respondents. Similarly, customer's cultural values are not considered when purchasing junk food at moderate extent as indicated by a mean of 3.27 and standard deviation of 0.90. The results further revealed that consumer culture allows then to consume junk foods at little extent as shown by a mean of 2.4 and standard deviation of 0.80 with small deviation from the mean (little extent).Lastly, the results revealed that morals are the primary reason behind consumption of junk food at little extent as indicated by a mean of 2.22 and standard deviation of 0.62. The small standard deviation indicates that there is consensus among respondents in respect to their cultural values in considering purchase of junk food. The overall results indicated that cultural factors influenced consumer buying behaviour of junk food at moderate extent.

4.4.2 Personal factors and Consumer Buying Behaviour

The study also sought to find out the extent personal factors Influencing Consumer Buying Behaviour of Junk Food. The results are contained in Table 4.8.

Table 4. 8: Personal factors and Consumer Buying Behaviour

Personal factors	Mean Score	Standard Deviation
My occupation makes me to consume junk food	4.1039	.69933
I consume junk food due to my marital status.	3.4286	.90943
Change of lifestyle makes me to consume junk food	3.8571	.70177
My monthly gross income makes me to consume junk	3.6104	.79730
Grand Mean	**3.75**	

Source: Primary Data

Results in Table 4.8 revealed that consumer occupation makes them to consume junk food at great extent as shown by a mean of 4.10 and standard deviation of 0.70. The low standard deviation implies that there is consensus among consumers that their occupation made them to consume junk food. Similarly, change of lifestyle made consumer to consume junk food at great extent as shown by a mean of 3.86 and standard deviation of 0.70. Likewise, consumer monthly gross income made them to consume junk foods at great extent as indicated by a mean of 3.61 and standard deviation of 0.80. Lastly, sampled consumers consumed junk food due to their marital status at moderate extent as shown by a mean of 3.43 and standard deviation of 0.91.The high standard deviation indicates there was lack of consensus as far as consumption of junk food due to marital status is concerned. The overall mean of 3.75 revealed that personal factors influence Consumer Buying Behaviour of Junk Food at great extent.

4.4.3 Psychological factors and Consumer Buying Behaviour

The study also sought to find out the Psychological factors Influencing Consumer Buying Behaviour of Junk Food. The results are contained in Table 4.9.

From Table 4.9, consumers are influenced to consume junk food after learning about it at moderate extent as shown by a mean of 3.40 and standard deviation of 0.67. The small value of standard deviation implies there is consensus on consumption of junk food after learning about it. Similarly, sampled consumers bought junk food so as to fulfill their needs as shown by a mean of 3.45 and standard deviation of 0.81.

Table 4. 9: Psychological factor and Consumer Buying Behaviour

Psychological factors	Mean Score	Standard Deviation
I am influenced to consume junk food after learning about it.	3.4026	.67395
I buy junk food so as to fulfill my needs.	3.4545	.81991
I have positive attitude towards junk food.	2.4026	.49364
I perceive junk foods to be healthy.	2.4156	.78389
Grand Mean	**2.9188**	

Source: Primary Data

The results also revealed that consumers have positive attitude towards junk food at little extent as shown by mean of 2.40 and standard deviation 0.49 implying there is little deviation from the mean (little extent). Lastly, sampled consumers perceived junk foods to be healthy at little extent as shown by a mean of 2.41 and standard deviation of 0.78. The small standard deviation (<0.9) implies there was consensus among sampled consumers in relation to psychological factor influencing consumer buying behaviour of junk food. Further, the overall mean of 2.91 indicates that psychological factor influenced consumer buying behaviour of junk food at moderate extent.

4.4.4 Social factors and Consumer Buying Behaviour

Lastly the study sought to find out the extent social factors influence consumer buying behaviour of junk food. The results are contained in Table 4.10.

Table 4. 10: Social factors and Consumer Buying Behaviour

Social factors	Mean Score	Standard Deviation
Self-identity and normative influences consumption of junk food	3.6883	.89236

I was influenced by my friends to purchase junk foods	4.2987	.77908
I got recommendation from social group to start consuming junk food	3.8961	.69933
I consume junk food due to my status	3.7143	.92987
Grand mean	**3.8994**	

Source: Primary Data

From Table above, self-identity and normative influences consumption of junk food by the sampled consumers at great extent as shown by 3.69 and standard deviation of 0.89. Similarly, consumers were influenced by their friends to purchase junk foods at great extent as shown by mean of 4.30 and standard deviation of 0.78. The results also revealed that sampled consumers got recommendation from social group to start consuming junk food at great extent as indicated by a mean of 3.90 and standard deviation of 0.70. The low standard deviation as indicated in these three statements implies that there was consensus among sampled consumers on friend influence, social group recommendations, Self-identity and normative influences on the consumption of junk foods. Lastly, sampled consumers consumed junk food due to their status as revealed by a mean of 3.71 and standard deviation of 0.93. The high standard deviation indicates there was no consensus among the sampled respondents as for as their status and consumption of junk food is concerned. The overall mean of 3.90 indicates that Social factor Influence Consumer Buying Behaviour of Junk Food at great extent.

4.5 Consumer buying behaviour and consumption pattern

To find the relationship between consumer buying behaviour and consumption pattern of junk food among Fast Food Restaurants in Nairobi County, inferential statistics which comprised of Pearson correlation and multiple regression analysis was conducted at 95.0% confidence level ($P<0.05$)

4.5.1 Correlational analysis

Pearson correlation analysis was conducted to find out the relationship between consumer buying behaviour and consumption pattern of junk food among Fast Food Restaurants in Nairobi City. The results are as shown in Table 4.11

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Table 4. 11: Correlational analysis Matrix

		CF	PF	PSF	SF
CF-Cultural factors	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	77			
PF-Personal Factors	Pearson Correlation	.456**	1		
	Sig. (2-tailed)	.000			
	N	77	77		
PSF-psychological factors	Pearson Correlation	.349**	.675**	1	
	Sig. (2-tailed)	.002	.000		
	N	77	77	77	
SF-Social Factors	Pearson Correlation	.186	.705**	.694**	1
	Sig. (2-tailed)	.106	.000	.000	
	N	77	77	77	77
CP-consumption pattern of junk	Pearson Correlation	.135	.731**	.488**	.779**
	Sig. (2-tailed)	.240	.000	.000	.000
	N	77	77	77	77

Source: Primary Data

From Table 4.11, the relationship between cultural factors and consumption pattern of junk food among Fast Food Restaurants in Nairobi City was weak and insignificant (R=0.135 P>0.05). This implies that increase in the effect of cultural factors would results to increase in consumption pattern of junk food among Fast Food Restaurants in Nairobi City insignificantly. However, the relationship between personal Factors and consumption pattern of junk food is strong, positive and significant(R=0.731**, P<0.05). This suggests that increase in personal factors such as occupation demand would result to significant increase in consumption pattern of junk food among Fast Food Restaurants in Nairobi County. The relationship between psychological factors and consumption pattern of junk food was found to be moderate, positive and significant (R=0.488**, P<0.05). Lastly, there was strong significant positive relationship between Social Factors and consumption pattern of junk food (R=0.779**, P<0.05).

From the findings it can be deduced that social factors have higher relationship with consumption of junk food among Fast Food Restaurants in Nairobi City as compared to other factors used in this study. However, increase in cultural factors would results to significant increase in consumption of junk food implying cultural factors does not influence consumption of junk food among Fast Food Restaurants in Nairobi City.

4.5.2 Regression analysis for consumer buying behaviour and consumption pattern

Multiple Linear Regression analysis for consumer buying behaviour on consumption pattern of junk food was done so as to find out the overall influence of consumer buying behaviour on consumption pattern of junk food among Fast Food Restaurants. This aided in coming up with the coefficients of the study model as well as R square of the study.

Table 4. 12: Modal Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848[a]	.719	.703	.47893

a. Predictors: (Constant), Social Factors, Personal Factors, Psychological factors, Cultural factors

The results of regressing the four factors of consumer buying behaviour against consumption pattern of junk food as indicated in Table 4.12. The first table is the output 'model summary' shows the four factors of consumer buying behaviour that are entered into the regression model, the R (0.848) which is the correlation of the four factors of consumer buying behaviour with the consumption pattern of junk food in Fast Food Restaurants. After all the inter correlation among the four factors of consumer buying behaviour are taken into account, and the R square (0.719). This is the explained variance and is actually the square of the multiple R $(0.848)^2$. Thus only 71.9% of the four factors of consumer buying behaviour influence the consumption pattern of junk food leaving 28.1% explained by other factors.

Table 4. 13: ANOVA Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.161	4	10.540	45.953	.000[b]
	Residual	16.515	72	.229		
	Total	58.675	76			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Social Factors, Personal Factors, Psychological factors, Cultural factors

From Table 4.13, The ANOVA table shows that the F value of 45.97 is significant at the 0.05 level, what the results mean is that 71.9% of the variance (R-square) in consumption pattern of junk food in Fast Food Restaurants has been significantly explained by the four factors of consumer buying behaviour. It also means the four factors of consumer buying behaviour is a useful predictor of consumption pattern of junk food in Fast Food Restaurants.

Table 4. 14: Regression Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.228	.593		2.071	.042
	Cultural factors	-.386	.206	-.137	-1.872	.065
	Personal Factors	.685	.132	.537	5.203	.000
	Psychological	-.510	.205	-.236	-2.493	.015
	Social Factors	.715	.122	.589	5.856	.000

a. Dependent Variable: Customer Loyalty

From Table 4.14, in the absence of four factors of consumer buying behaviour, consumption pattern of junk food is significant at 1.228 (P=0.042). When personal factors, psychological factors and social factors are controlled, cultural factors with a beta of -0.386 is at statistically insignificant level implying that an increase in cultural factors by one unit will result to insignificant decrease in consumption pattern of junk food by 0.386. When social factors, psychological factors and cultural factors are controlled, personal factors with a beta of 0.685 is

at statistically significant level implying that an increase in personal factors by one unit will result to significant increase in consumption pattern of junk food by 0.685. When social factors, personal factors and cultural factors are controlled, psychological factors with a beta of -0.510 is at statistically significant level implying that an increase in psychological factors by one unit will result to significant decrease in consumption pattern of junk food by 0.510. Lastly, when social factors, psychological factors and cultural factors are controlled, social factors with a beta of 0.715 is at statistically significant level implying that an increase in social factors by one percent will result to significant increase in consumption pattern of junk food 0.715. A regression of the four factors of consumer buying behaviour against consumption pattern of junk food established the multiple linear regression model as below as indicated in Table 4.14:

Consumption pattern of junk food $= 1.228 - 0.386_{X1} + 0.685_{X2} - 0.510_{X3} + 0.715_{X4}$

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The chapter presents findings summary on the factors influencing consumption patterns of junk food in Fast Food Restaurants in Nairobi City, the conclusions, and recommendations are drawn from it. The chapter also highlight the limitations of the study as well as area for further research.

5.2 Summary

The findings revealed that majority of the sampled respondents were educated male between 20 and 40 years old. Apart from respondents who were not married dominating sampled respondents, married respondents also formed part of this study. Fast food was consumed frequently by 32.5% of the respondents while occasionally by 31.2% of the sampled consumers. Most of the sampled consumers preferred junk food because of convenience, availability as well as normal meal where they consumed more than once in a day with majority of the sampled consumers taking it at lunch time and evening.

Various factors on consumer buying behaviour were found to influence consumption of junk food at various extents. Cultural factors influenced consumer buying behaviour of junk food to moderate extent in which cultural value and beliefs are considered when purchasing junk food to the moderate extent. However, moral and culture factors influenced consumption of junk food to little extent. Personal factors influenced consumer buying behaviour of junk food to a great extent with occupation, income, and change of lifestyle influencing at great extent. Marital status sparingly influenced consumption of junk food. Psychological factor influenced consumer buying behaviour of junk food to moderate extent as consumers are influenced at moderate extent after learning about junk food. However, sampled consumers had a moderate positive attitude toward junk food and perceive junk food as healthy at little extent. Lastly, social factor influenced Consumer Buying Behaviour of Junk Food to great extent as consumers were found to be influenced by friends as well as recommendation from social groups.

The inferential analysis yielded that there was relationship between consumer buying behavior and consumption pattern of junk food in Fast Food Restaurants in Nairobi County. This implies

that consumer buying behavior factors influence the consumption pattern of junk food. However, cultural factors were found to have insignificant influence on the consumption pattern of junk food. Regression analysis revealed that up to 71.9% of the variance in the consumption pattern of junk food is significantly influenced by consumer buying behavior. A unit increase in Cultural factors would result to insignificant decrease in consumption pattern of junk food and a unit increase in Psychological factors would result to insignificant decrease in the consumption pattern of junk food. Increase in other factors (social and personal) would result to increase in consumption pattern of junk food.

5.3 Conclusion

Based on the findings of this study of investigating consumer buying behavior and consumption pattern of junk food in Fast Food Restaurants in Nairobi County, the researcher made the following conclusions:

Cultural factors influence consumption pattern of junk food among Fast Food Restaurants in Nairobi County at moderate extent as majority of the consumers do not take into consideration their cultural values in purchase, beliefs in the choices and morality as reason for consumption of junk food. Psychological factor influenced consumption of junk food pattern at moderate extent as the sampled consumer had little extent of positive attitude toward fast food and most of them considered junk food as not healthy therefore they buy junk food to fulfill their hunger needs. However, increase in psychological factors such learning about junk food would result to decrease in consumption of junk foods. Further, cultural factors have no influence on the consumption pattern of junk food

Personal factors influenced consumption of junk food pattern to great extent as the occupation which in turn determines monthly gross income and lifestyle greatly influenced consumption of junk food. It can be deduced consumers are likely to eat what is available and convenient to them in their place of work. This further revealed that increase in personal factors would result to increase in consumption of junk food. Social factor influenced consumption of junk food pattern to great extent. Majority of the sampled consumers consumed junk food as a result of friend influence and recommendations from their social groups. It can be noted that individual who

belong to certain social groups at workplace, schools are likely to consume junk foods. Consumers have friends that consume junk food are also likely to change their consumption pattern in favor of junk food so as to suit the expectation of their friends. Therefore, personal factors and social factors influence consumption pattern of junk food.

5.3 Limitations

The following limitations have been identified; Data collection exercise was carried out during morning, lunch or evening hours. This period is considered crucial since most of consumers were in hurry to take either lunch or breakfast so that they could rush to work, therefore convincing them to answer the questionnaires was rather challenging. However, the researcher was able to convince respondents based on the simplicity of the questionnaire. Some respondents could not respond to all the items on the questionnaire which made them invalid and therefore had to be excluded from the data.

5.4 Recommendations

The study recommends that fast food restaurant managements should put into consideration the personal factors of their target markets (customers) such as their occupation and lifestyle. The junk food offered should be able to meet the occupation of the target market in terms of pricing and at the same time consider changing lifestyle amongst their consumers. The results revealed that customers do have positive attitude toward junk food and some of them consider them as unhealthy. It is therefore recommended that fast food restaurant should ensure that food offered to their customers meet their healthy demands hence acquiring positive attitude toward fast food offered at their restaurants.

Fast food restaurants in Nairobi City should have foods that cross-cut among various cultural backgrounds so that consumer is able to fulfill their cultural expectations. This is eminent from the fact that cultural values are not considered when purchasing junk food. Friends and social groups have been found to influence consumption pattern of junk food. For fast food restaurant to achieve their financial and non-financial objectives, the study recommends that there is need for the restaurants to offer quality junk food which would result in positive word of mouth to potential consumers.

5.5 Suggestions for Further Studies

A study of this magnitude cannot be exhaustive in covering the area of investigation. More research can be undertaken in related areas. The study focused on the influence of social, cultural, psychological and personal factors on consumption pattern of junk food. Other factors which may have influence on the consumption pattern of junk food were omitted due to the scope of the study, further studies should consider factors such as pricing.

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Appendix I: Questionnaire

This questionnaire is for a research that aims to establish consumer buying behaviour and consumption pattern of junk food in Fast Food Restaurants in Nairobi County.This questionnaire has two sections and will take one less than 10 minutes to complete. Information provided for this research will be used solely for the purpose of this research and all respondents will remain anonymous. There is no right or wrong answers. It is your candid opinion that is of interest

SECTION A: BACKGROUND INFORMATION

Please tick against the most appropriate answer

1. Tick your gender?

Male [   ]   Female [   ]

2. Indicate your highest level of Education.

Secondary   [ ] Diploma [ ] Degree [   ]   Masters [   ] PhD [   ]

3. Please indicate your age bracket?

Less than 20 [   ] 20-30 [   ]   31- 40 [   ] 41-50 [ ] 51-60 [   ]   older than 61 [   ]

4. Indicate your marital status

Single [ ]   Married [ ]   Living with partner [   ]   Separated   [   ]   Divorced   [ ]

5. Tick your monthly gross income range (In Ksh)

 0 to 40,000 [   ]   40,001 to 80,000 [   ]   80,001 to 120,000 [ ] 120,001 to 160,000 [ ] 160,001 to 200,000 [ ] 200,001 to 240,000 [ ] 240,000 and above [   ]

SECTION B: CONSUMPTION PATTERN OF JUNK FOOD

10. Within the last one month how often have you consumed junk food?

Not at all [   ] rarely [   ]   Unsure [   ] occasionally [   ] frequently   [   ]

11. Why do you prefer junk food?

Just for taste [ ]   Status symbol [   ]   As a normal meal [ ]   Availability [ ] Convenient [ ]

12 At which time you prefer to eat junk food

Breakfast [ ]   Lunch [ ]   Dinner [ ]   More than two [   ]

SECTION 3:   FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR OF JUNK FOOD

12. To what extent do the following factors influence Consumption of junk food? Tick as appropriate using the following Likert scale of 1-5 where: 1= No Extent; 2= Little Extent; 3= Moderate Extent; 4= Great Extent; 5=Very Great Extent.

Cultural factor	Respondents				
1. Beliefs influence my choice of junk food.	1	2	3	4	5
2. Morals is the primary reason behind consumption of junk food	1	2	3	4	5
3. My culture allows me to consume junk foods	1	2	3	4	5
4. My cultural values are not considered when purchasing junk food	1	2	3	4	5

. **Personal factor**		Respondents				
1.	My occupation makes me to consume junk food	1	2	3	4	5
2.	I consume junk food due to my marital status.	1	2	3	4	5
3.	Change of lifestyle makes me to consume junk food	1	2	3	4	5
4.	My monthly gross income makes me to consume junk foods	1	2	3	4	5

. **Psychological factors**		Respondents				
5.	Iam influenced to consume junk food after learning about it.	1	2	3	4	5
6.	I buy junk food so that to fulfill my needs.	1	2	3	4	5
7.	I have positive attitude towards junk food.	1	2	3	4	5
8.	I perceive junk foods to be healthy.	1	2	3	4	5
	Social factors					
9.	Self-identity and normative influences consumption of junk food	1	2	3	4	5
10.	I was influenced by my friends to purchase junk foods	1	2	3	4	5
11.	I got recommendation from social group to start consuming junk	1	2	3	4	5
12.	I consume junk food due to my status	1	2	3	4	5

Thank you for taking your time to fill this questionnaire

Appendix 2: List of Fat food restaurant in Nairobi city

Big knife Turkish Döner Shawarma

Wing It Nairobi

Jus Chicken

Hardee's Kenya

Hardee's Kenya

Burger Hut Restaurant

Manhattan Chicken

Shawarma Xpress Kenya

Bhagwanji Foods

Pizza Inn Kenya

Big Square Adlife Plaza

Olive Gardens hotel

Peri-Peri Grill Ltd

Domino's Pizza Kenya

K-Chick Fastfoods

The Chicken House

Planet Barbeque

Strollers Haven Restaurant

Jay's Grill

East Seoul Street Food

Burger King Kenya

ChicKing Kenya

Sizzling Grills

The Chicken Joint

Urban Flavas

Didi Fast Foods

Burger King Kenya

Kem Fries

KFC

Bakers inn

Crearmy inn

Hoggers

InnscorKenya

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