



Cultural Dynamism in Food Choice by Hospitality Clients: a Case Study of Kisumu County in Kenya

Simon Were Okwachi

EasyChair preprints are intended for rapid dissemination of research results and are integrated with the rest of EasyChair.

August 25, 2018

CULTURAL DYNAMISM IN FOOD CHOICE BY HOSPITALITY CLIENTS: A CASE STUDY OF KISUMU COUNTY IN KENYA.

Simon Were O
Kenyatta University
Tel. 0722827247
sokwachi@mmust.ac.ke

ABSTRACT

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. Consequently, food choices among the global hospitality clientele are diverse; including ethnic, fusion and contemporary cuisines, with a variety of factors determining these choices. However, in spite of this broad classification of cuisines, the Kenyan menu has particularly focused on exotic national cuisines 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 purpose of this study therefore was to investigate the cultural dynamics of food choice among hospitality clients. On the other hand, the general objective was to investigate the hospitality industry's client food choice, and the cultural dynamics in the food choices among the clients. A cross-section survey as well as descriptive correlation survey approach was adopted, while the target population constituted hospitality clients. Purposive sampling, as well as simple random sampling was employed, with a sample size of 384 respondents. Interview schedules and questionnaires were administered to the study population and recorded a response rate of 97.6%. Data was coded and analyzed by use of SPSS version 20, and presented via descriptive statistics; frequencies and percentages, inferential statistics; regression and chi square (χ^2), ANOVA and t-test. The results of the study show that there is a relationship between cultural dynamics and food choice by hospitality clients. Conversely, the study results depicts that there is influence of environmental factors on the relationship between cultural dynamics and food choice by hospitality clients.

KEY WORDS

Cultural dynamism, Food Choices, Contemporary Cuisine, Fusion Cuisine, Ethnic Cuisine

1.0 Introduction

Food and culture are two different worlds that go very well together. 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 (Lamb 2015). This means cultural dynamism remain fundamental in our daily food choice and consumption across the world, and thus it is true to say that hospitality clientele's food choice has been, and will remain to be as a result of the cultural dynamics.

According to Lillicrap & Cousins (2010), modern day food choices are as a result of a number of factors, including culture, and thus food choice diversity. This is principally experienced around the globe, with differing needs and preferences in cookery and food choices, which possesses great importance in expressing culture and values of certain groups of people as well as communities (Joel, 2011). Further, Foskett & Patricia, (2011) concedes that on a global perspective, the races and nations of the world represent a great variety of cultures, each with their own way of cooking, as well as serving, and thus broadly determine food choice within the wider hospitality environment, hence the dynamism in food choice patterns.

Besides, Murcott, 1989; Shepherd, Spakes, & Guthrie, (1995), confirm that studies about food choice on a global viewpoint have focused on consumer attitude; a long term learned and adopted experience. For that reason, there is a gap in research on cultural dynamism and food choice patterns, especially in the current culturally volatile world. However, a series of findings of related studies reveal that hospitality consumers prioritize and hence make food and/ or cuisines choices from social and health friendly food sources and/ or ingredients. This applies to the contemporary hospitality clientele, whose food choices has resulted in to health and social complications as a result of abandonment of ethnic cuisine, and the resultant embracement of the contemporary cuisine. Furthermore, researchers even found differing global, continental, national as well as societal eating norms imposed on sexual characteristics as to what type of food is perceived as 'feminine', or 'masculine' (Wales, 2009).

1.1 The Problem Statement

Melia (2011) asserts that Food choice among the global hospitality clientele are diverse including; ethnic cuisines, fusion cuisines and contemporary cuisines, with multiplicity of factors influencing these choices (Davies, Lockwood, Pantelichi & Alcott, 2008). Nonetheless, in spite of this wide classification of cuisines, the Kenyan menu has predominantly focused on exotic cuisines (Jee Hye Lee, 2014) in an effort to increase and/ or uphold profitability. Additionally, 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, and thus Clayton (2012) reveals that even though the most popular ethnic cuisines on a global perspective continues to be Italian, Chinese and Mexican, some of the global ethnic restaurants gaining ground in the recent years include; Thai, Ethiopian and Indian, suggesting that some of the previously dominant global ethnic food choices are diminishing, just like the Kenyan ethnic foods, which is already extinct.

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.

In combination therefore, 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.

1.2 Specific Objectives

The study was guided by two specific objectives below;

- a. To establish the relationship between cultural dynamics and food choice among hospitality clients within Kisumu County.
- b. To determine the influence of environmental factors on the relationship between cultural dynamics and food choice by hospitality clients within Kisumu County.

1.3 Hypotheses

- i. There is no significant relationship between cultural dynamics and food choice among the hospitality clients in Kisumu County.
- ii. There is no significant influence of environmental factors on the relationship between cultural dynamics and food choice by hospitality clients in Kisumu County.

1.4 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.

1.5 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. Simple random sampling was employed in the selection of hospitality clients within the selected food outlets 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.

2.0 Results and Discussions

2.1 Response rate

The study used questionnaires to collect data from commercial catering clients, interview schedules were used to collect data from supervisory staff of commercial catering outlets. 375 questionnaires (97.7%), out of 384 questionnaires issued to commercial catering clients were returned. According to Kothari, C (2010) over 60% response rates was acceptable for survey study, such as this one. A total of 9 interview schedules were administered to commercial catering outlets. Statistical language was used to code the returned questionnaire; SPSS (version 20) software was used to analyze the statistical coded language so as to get the required data for analysis.

2.2 The relationship between cultural dynamics and food choice by hospitality clients 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;

2.2.1 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 assess 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

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.

2.2.2 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 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.

2.2.3 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.

2.2.4 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

From table 2.4 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.

2.3 The influence of environmental factors on the relationship between cultural dynamics and food choice among the hospitality clients in 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.

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.

2.4 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;

2.4.1 There is no significant relationship between cultural dynamics and food choice among hospitality clients in 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 dynamics and food choice

Variable	χ^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.

2.4.2 There is no significant influence of environmental factors on the relationship between cultural dynamics and food choice by hospitality clients 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	Error of the Estimate
1	.071 ^a	.005	.000	.635

Cultural dynamics: (Constant), environmental factors, cultural factors

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 2.8: ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	.767	2	.383	.951	.387 ^b
Residual	149.990	372	.403		
Total	150.757	374			

Dependent Variable: Food choices

Cultural dynamics: (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 2.9: 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.

2.5 Conclusions

Basing on the results of the study, majority of the respondents indicated that there is a relationship between cultural dynamism 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 dynamism 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.

REFERENCES

- Amand, R. (2011). A study of Determinants Impacting Consumer Food Choice with Reference to Fast Food Consumption in India. *Society and Business Reviews*.
- Davies, B., Lockwood, A., Ioannis, P., & Alcott, P. (2008). *Food and Beverage Management*, 4th Ed. London: Hodder Education.
- Eric Rindfleisch, A. M. (2008). Cross-sectional Versus Longitudinal Survey Research: Concepts, Findings and Guidelines. *Journal of Marketing Research* , 261-272.
- Foskett, D., & Patricia, P. (2011). *The theory of hospitality and catering*, 12th Edition. Book power, Hodder Education.
- 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*.
- Glanz K, & Mullis. (2013). A review of Models programs, and Evidence Health Education. *Environmental Interventions to promote Healthy Eating*.
- Guide to Modern Meals, Second Canadian Edition. (1982). Toronto, Montreal: Mc Grow- Hill Ryerson Limited.
- Heiner Boing, A. B. (2012). Critical Review: Vegetables and Fruits in the Prevention of Chronic Diseases. *European Journal of Nutrition*.

Henn, M., Weinstein, M., & Foard, N. (2009). *A critical Introduction to Social Research*, 2nd Ed. SAGE Publication.

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.

Kamunyika.(2014). Racial and Ethnic Issues in Diet and Cancer Epidemiology.

Kathleen D. Vohs, Y. W. (2013). Rituals Enhance Consumption. *Psychological Science*.

Kothari, R. (2010). *Research Methodology*, 2nd Ed. New Delhi: New Age International (P) LTD Publishers.

Lamb, L. (03rd June 2015). How Culture Affects Diet. [Livestrong.com](http://www.livestrong.com).

Lillicrap, D., & Cousins, J. (2010). *Food and Beverage Service*, 8th Ed. London: Hodder Education.

Mugenda, O. M., & Mugenda, A. G. (1999). *Research Methods; Quantitative and Qualitative Methods*. Nairobi: ACTS Press.

Murcott, A. (1989). *Sociological and Social Anthropological Approaches to Food and Eating*. World Review of Nutrition and Dietetics.

Patton, M. (2014). The Power of Simple Food Rituals. No Gimmicks, No Hype, Health and Rituals.

Shepherd, Spakes & Guthrie, (1995). Factors influencing Food Choices and Preferences. *Handbook of Psychophysiology of Human Eating*.

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/>.

Wales, M.-E. (2009). Understanding the Role of Convenience in Consumer Food Choices, Vol.2, No.2.

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.

Wiens, M. (2011, June 13th). Kenyan Food Overview. Kenya's Best Dishes.

Worsley A & Crawford D. (1985). Awareness and Compliance with Australian Dietary Guidelines. A descriptive study of Melbourne Residents, *Nutrition Research*.