

**INTEGRATION OF TRADITIONAL FOODS IN  
MULTINATIONAL CHAIN STORES OF LUSAKA DISTRICT  
OF ZAMBIA**

**By**

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fulfilment of the requirement for the degree of Master of Science  
in Environmental and Natural Resources Management**

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## DECLARATION

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Signature.....

Date.....

## **APPROVAL**

This dissertation of Pethias Chalwe has been approved as fulfilling the requirements for the award of Master of Science in Environmental and Natural Resources Management by the University of Zambia.

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## ABSTRACT

There has been an increase in multinational chain stores in Zambia and they have now included the sale of Zambian traditional foods though marginally. Hence, there is a possibility of foreign food products which are mostly sold in multinational chain stores affecting commercialisation of the limited integrated Zambian traditional foods negatively. This study compared pricing of traditional food in multinational chain stores and local public markets. It also assessed the diversity of traditional foods in chain stores and in local public markets. Further, the study identified the barriers to commercialisation of traditional foods in multinational chain stores. Data was collected using questionnaire, semi-structured interviews and direct observation in six multinational chain stores branch managers, 111 traders in public markets, 65 suppliers, two key informants from the Zambia Bureau of Standards (ZABS), one key informant from the Ministry of Commerce Trade and Industry and two key informants from Zambia National Farmers Union(ZNFU). Qualitative data analysis was a continuous process of content analysis, creating themes and revisiting respondents to come up with a clear picture on the barriers to commercialization of traditional foods. Quantitative data was analyzed using a one tailed two independent sample T-test to compare the price per unit of the traditional foods in multinational chain stores with those stocked in local public markets. The mean prices per kilograms of all food types except insects and poultry products sold in multinational chain stores were higher than those food types sold in local public markets ( $p \leq 0.001$ ). In terms of diversity of food types, results showed that local public markets have more livestock products, forest products, fruits, insects, poultry products, roots and tubers and wild vegetables than chain stores. Multinational stores have more beverages, fish, garden vegetables, cereals and legumes than local public markets. The differences are largely due to differences in value addition which are more in chain stores. The identified barriers to commercialization of traditional foods in multinational chain stores included low quality produce, short shelf life span, and inadequate machinery, low income to meet demand, lack of consistency, branding and packaging. Overall, the results showed huge potential of traditional foods being integrated though the results indicates five times loss in terms of prices in public local markets due to lack of support systems. Based on the findings, the study recommends the government to broaden support systems through programs such as citizen economic empowerment commission (CEEC) in order to improve value addition of traditional foods so that we can maximize huge high potential of prices offered in chain stores. Therefore, efficiency and effectiveness of the government in providing extension services to traders and suppliers of traditional foods to improve traditional food production as well as preservation are essential.

**Keywords:** *Local public markets, urban food systems, Diversity, Pricing, Commercialization.*

## **DEDICATION**

I dedicate this work to the soul of my late mother Rebecca, soul of my late grandmother Magdalene, my Father Jacob, my wife Tiwame and my daughter Rabbecca Mwela Chalwe.

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First, I thank the Almighty God, for enabling me to reach this level of the academic ladder. It is all because of His power, mercy and grace.

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## ACRONYMS

|              |                                         |
|--------------|-----------------------------------------|
| <b>HACCP</b> | Hazard Analysis Critical Control Points |
| <b>IDP</b>   | Integrated Development Plan             |
| <b>IT</b>    | Information Technology                  |
| <b>GS</b>    | Global Standard                         |
| <b>ZABS</b>  | Zambia Bureau of Standards              |
| <b>CEEC</b>  | Citizen Economic Empowerment Commission |
| <b>CSO</b>   | Central Statistical Office              |
| <b>FAO</b>   | Food and Agriculture Organisation       |
| <b>FDI</b>   | Foreign Direct Investment               |
| <b>FFV</b>   | Fresh Fruits and Vegetables             |
| <b>ITCZ</b>  | Inter Tropical Convergence Zone         |
| <b>LCC</b>   | Lusaka City Council                     |
| <b>LPO</b>   | Law of One Price                        |
| <b>MFEZ</b>  | Multi Facility Economic Zone            |
| <b>NGO</b>   | Non- Governmental Organisation          |
| <b>WFP</b>   | World Food Programme                    |
| <b>ZEMA</b>  | Zambia Environmental Management Agency  |
| <b>ZNFU</b>  | Zambia National Farmers Union           |

## **CHAPTER ONE: INTRODUCTION**

### **1.1 Background**

Multinational chain stores are a group of retail outlets operating beyond one country (Reardon and Gulati, 2008). In Zambia, these include large chain stores such as Food lovers market, Shoprite, Pick n Pay, Spar, Choppies, Woolworths and Checkers among others. There has been an increase in multinational chain stores in Zambia (Reardon et al., 2003). Their areas of operation in the recent past have included the sale of Zambian traditional foods though marginally. Vanhonacker et al., (2010) defines traditional foods as locally produced and usually non-commercially processed agrifood products associated to specific culture and transmitted from one generation to the other. Traditional foods are secular indigenous foods that are as old as the culture of people who eat them (Lupton, 1996). The notion of ethnic foods (Cook et al., 1999) goes with them. Lupton (1996) observes that traditional foods are core to ancient, endogenous food habits which are described in terms of the kind of customary and ritualized behaviour that underpins the reproduction of a stable society together and mostly sold in local public markets. In this study, local public markets are defined as open air markets with many retailers specializing in selling a small amount of one item or a few items and are mainly owned by locals (Weatherspoon and Reardon, 2003).

Reardon and Weatherspoon (2003) observe that the expansion of multinational chain stores in Zambia has been driven by a number of factors, mainly changes in domestic consumption, the Foreign Direct Investment (FDI), liberalization policy and marketing strategies. These factors are to some extent associated with the rise in incomes, demographic pattern shifts, development of technology for food supply management, and globalization (Reardon et al., 2007).

Despite low level of integration of traditional foods in multinational chain stores, the level of integration is on an increase in Zambia and other parts of Africa (Reardon and Berdegúé, 2002). This is because of the changing consumer preferences being one of the major facilitators of this growth. Other factors such as health and nutritional values are also responsible for this growth (Mengesha, 2012).

Several public discussions have seemingly expressed displeasure at the increasing number of multinational chain stores in Zambia. The debate has ranged from those arguing that these multinational chain stores promote foreign foods at the expense of locally produced foods (Syampeyo, 2017). In this study, foreign food means foods that are quite new and are brought from outside the community or culture (Popkin, 2003).

In supporting the argument that multinational chain store promote foreign foods at the expense of traditional foods, the Government of Zambia in March, 2017 through the Control of goods (Amendment) Act, Cap. 416 of 2017 banned the importation of fruits and vegetables which are mostly sold in multinational chain stores (Syampeyo, 2017). This delighted traders and local suppliers while seemingly inconveniencing the multinational chain stores who have long argued that local Zambian food suppliers have failed to consistently supply their chain stores with products of the right quality at the right price and right time leading to them opting to source their products directly from South Africa (Neven and Reardon, 2003).

With all this debate, there seems to be no argument being made for the obvious benefit multinational chain stores are bringing to the Zambian economy with regards to the inclusion of Zambian traditional foods in multinational chain stores. It is against this backdrop that this study assessed the inclusion of Zambian traditional foods in multinational chain stores in Lusaka district of Zambia.

## **1.2 Statement of the problem**

Though there are indications, from anecdotal sources, of inclusion of Zambian traditional foods in multinational chain stores, the rate at which the Zambian traditional foods are integrated is quite low as compared to the rate at which multinational chain stores are being established and not to mention the more than 7 years of their operation in Zambia (Muradzikwa, 2002). Hence, there is a possibility that imported food products which are mostly sold in multinational chain stores could be affecting commercialisation of Zambian traditional foods negatively (Dries et al., 2009). This may negatively affect food value chain of Zambian traditional foods, food security and pose a threat

towards cultural erosion with respect to traditional foods. Above all, the economy in terms of production and productivity may be affected (Ziba and Phiri, 2017). There are many studies on the impact of South African multinational chain stores on agricultural and industrial development in Zambia (Emongor, 2007; Ziba and Phiri, 2017; Timmer, 2009). However, integration of Zambian traditional foods in multinational chain stores has largely not been studied in Zambia and this study intends to contribute evidence on multinational chain stores and traditional foods in Zambia.

### **1.3 Aim**

To assess the inclusion of Zambian traditional foods in multinational chain stores in Lusaka district of Zambia.

### **1.4 Objectives of the study**

- i. To compare pricing of traditional food in multinational chain stores and local public markets in Lusaka.
- ii. To assess the diversity of traditional foods in multinational chain stores and in local public markets in Lusaka.
- iii. To identify the barriers to commercialisation of traditional foods in multinational chain stores in Lusaka.

### **1.5 Research Hypothesis**

1. The price per unit of the Zambian traditional foods is higher in multinational chain stores than in local public markets.
2. There is a statistically significance difference in seasonal variations of mean prices of traditional foods in local public market and multinational chain stores.

### **1.6 Research questions**

- i. What traditional foods are stocked in multinational chain stores?
- ii. How do traditional foods stocked in local public markets compare with those in multinational chain stores in terms of diversity?
- iii. What is the diversity of traditional foods in multinational chain stores?
- iv. What are the challenges to commercialization of traditional foods in multinational chain stores beyond the current status?

### **1.7 Significance of the study**

This study highlighted the potential for reducing tradeoff between commercial food system and traditional food system. Thus findings will be of use as it will provide information to organizations such as the Ministry of Agriculture, Ministry of Commerce, Trade and Industry, Food Agriculture Organizations (FAO), World Food Programme (WFP), Food and Nutrition Commission of Zambia (FNCZ) and Zambia Farmers Union (ZNFU) for their use in the effort of addressing food security for everyone. Further, It will highlight the potential that exists for traditional producers of Zambian foods benefiting from being able to access secure markets in multinational chain stores locally. This study is also important as it will provide feedback to policy makers and Non-Governmental Organizations (NGOs) on the need to enhance commercialization and value addition of Zambian traditional food as it can boost the Zambian economy through increased production. The study might also contribute to the existing academic literature on traditional food systems.

### **1.8 Organization of the dissertation**

The dissertation consists of seven chapters. The first chapter has introduced the study through some background information, problem statement, research objectives, hypothesis, research questions and also presented the significance of the study. Chapter two reviews the relevant literature and gives a theoretical framework of the study. The third chapter deals with the description of the study area in terms of location and administration, physical environment and socioeconomic environment. Research methodology which is chapter four has the methodological approach, sampling, data collection methods, data presentation and analysis, limitations of the study and ethical considerations. Chapter five, deals with the presentation of results and Chapter six discusses the results. The final chapter seven presents the conclusion and recommendations of the study.

## **CHAPTER TWO: LITERATURE REVIEW**

### **2.1 Overview**

This section reviews literature within the following thematic areas i.e. overview of multinational chain stores, drivers of growth, and comparison of traditional foods in multinational chain stores and local public markets, diversity of traditional foods in multinational chain stores and local public markets and barriers to full commercialisation of traditional foods in multinational chain stores.

### **2.2 Overview of Multinational chain stores in Zambia**

The last decade has seen increased interest in multinational chain stores in developing countries (Reardon, 2003). This is probably a result of a realization that multinational chain stores are no longer a privilege of the rich (Reardon, 2003). In Zambia there are currently a good number of multinational chain stores that are projected to control almost 50% share of food trade, with traditional foods taking a bigger portion (Ziba and Phiri, 2017). For instance Shoprite alone has 37 outlets in Zambia with other growing chain stores such as Food lovers market, Pick n' pay, Spar, Choppies, Woolworths, Game and Checkers (CSO, 2018).

Multinational chain stores though not very important currently are nevertheless becoming a more important source of traditional foods in Zambia. Currently, local public markets remain the most important outlet for traditional foods in Zambia providing nutritional traditional foods particularly in Lusaka district (CSO, 2015). In the food retail market, multinational chain stores are the fastest growing segment in rapidly growing urban areas stocking some Zambian traditional foods.

The consumption of traditional foods is increasing significantly amongst the urban population (Neven and Reardon, 2003). This is because of the growing recognition by Lusaka households of their high nutritional value.

### **2.3 Drivers of Multinational chain stores growth**

The growth of multinational chain stores is largely driven by increasing average household income, urbanization, change in lifestyle and economic liberalization (Chowdhury, *et al.*, 2005). It is meaning driven by demand and supply side factors. On the demand side, urbanization is a primary explanatory factor because urban consumers have higher disposable incomes, less time to prepare meals and less opportunity to grow food themselves. The other factor that may influence the emergence of multinational chain stores in Zambia is the engagement of women in gainful employment in the formal and informal sectors. In this way, women are likely to spend less time buying food and thus less time to spend in Local public markets. On the supply side, the growth of multinational chain stores is driven by competition among suppliers, market and trade liberalization and the introduction of new technologies (Neven & Reardon., 2003). New technologies within fields such as electromagnetic processing, texturizing techniques, mild processing and advanced packaging can help meet these challenges by facilitating processing, logistics, storage and preparation methods through which existing product attributes, such as safety, quality and taste, are preserved (Roco and Bainbridge, 2003). Furthermore, these technologies can also result in lower wastage along the food chain from initial production to consumption, whilst allowing new products and assortments to be developed, for example by ensuring that perishable goods stay fresh for longer or can be marketed outside refrigerated areas. Some multinational chain stores perform value addition of their goods and thus make them more appealing to the customers (Ziba and Phiri, 2017). For instance, some multinational chain stores have a specialized wholesaler fresh juice limited that performs value addition activities which includes trimming, weighing and packaging. The Local public markets where they trade on the other hand are more often than not cluttered, dirty, disorganized and inaccessible especially during the rainy seasons (Neven & Reardon., 2003).

## 2.4 Key players in Multinational chain stores landscape in Zambia

Ziba and Phiri (2017) observe that the multinational chain stores landscape in Zambia is largely dominated in terms of market presence by three main retailers: Shoprite, Pick n Pay, and Spur. These chain stores are mainly concentrated in urban towns, particularly Lusaka, which has attracted many foreign retail stores owing to its large population size and infrastructure development. In addition to the aforementioned chain stores, Ziba and Phiri (2017) observe that Food Lover's Market, and Choppies are among the chain stores that have penetrated the Zambian retail market.

Table 2. 1: Major Multinational chain stores in Zambia as of March 2018

| Name                | Origin       | Core business                     | Year opened | Total |
|---------------------|--------------|-----------------------------------|-------------|-------|
| Shoprite            | South Africa | Groceries                         | 1995        | 37    |
| Pick n Pay          | South Africa | Groceries and apparel             | 2010        | 16    |
| Spar                | Netherlands  | Groceries                         | 2003        | 15    |
| Food Lover's Market | South Africa | Groceries                         | 2015        | 4     |
| Choppies            | Bostwana     | Groceries                         | 2014        | 8     |
| Game store          | South Africa | General merchandise and groceries | 2001        | 7     |
| Woolworths          | South Africa | Apparels and groceries            | 2000        | 3     |

(Source: Authors' compilation 2018)

## 2.5 Conceptual Framework of Integration of Traditional Foods.

Food security is a function of both commercial food system and traditional food systems (Maxwell, D., 1998). Hence, for enhanced integration of traditional foods in multinational chain stores there is need for increased available diversity of traditional foods. Multinational chain stores offer market channels and act as a point of interaction as well as cooperation through which traditional food systems and commercial food system can reach the end

consumer. Traditional food suppliers have an opportunity to extract benefits from such participation at various stages through the integration of traditional foods in multinational chain stores (Emongor, 2007). This might be at the upstream end such as growing and supplying agricultural produce such as fresh fruits and vegetables or downstream end which involves higher value addition activities such as processing and packaging traditional food stuffs. Access to a wider market such as chain stores entails demand for high volumes of traditional foods from traders which could in turn lead to the acquisition of economies of scale as local firms expand their output to meet higher demand for traditional foods.

In the long term this could trigger employment creation and poverty reduction Timmer (2009). On one hand, for enhanced integration of Zambian traditional foods to be achieved, there is need to address the aspects of pricing of traditional foods, diversity of traditional foods and barriers to commercialisation of traditional foods in multinational chain stores.

Figure 2. 1 summarises the conceptual framework within which this research was executed.

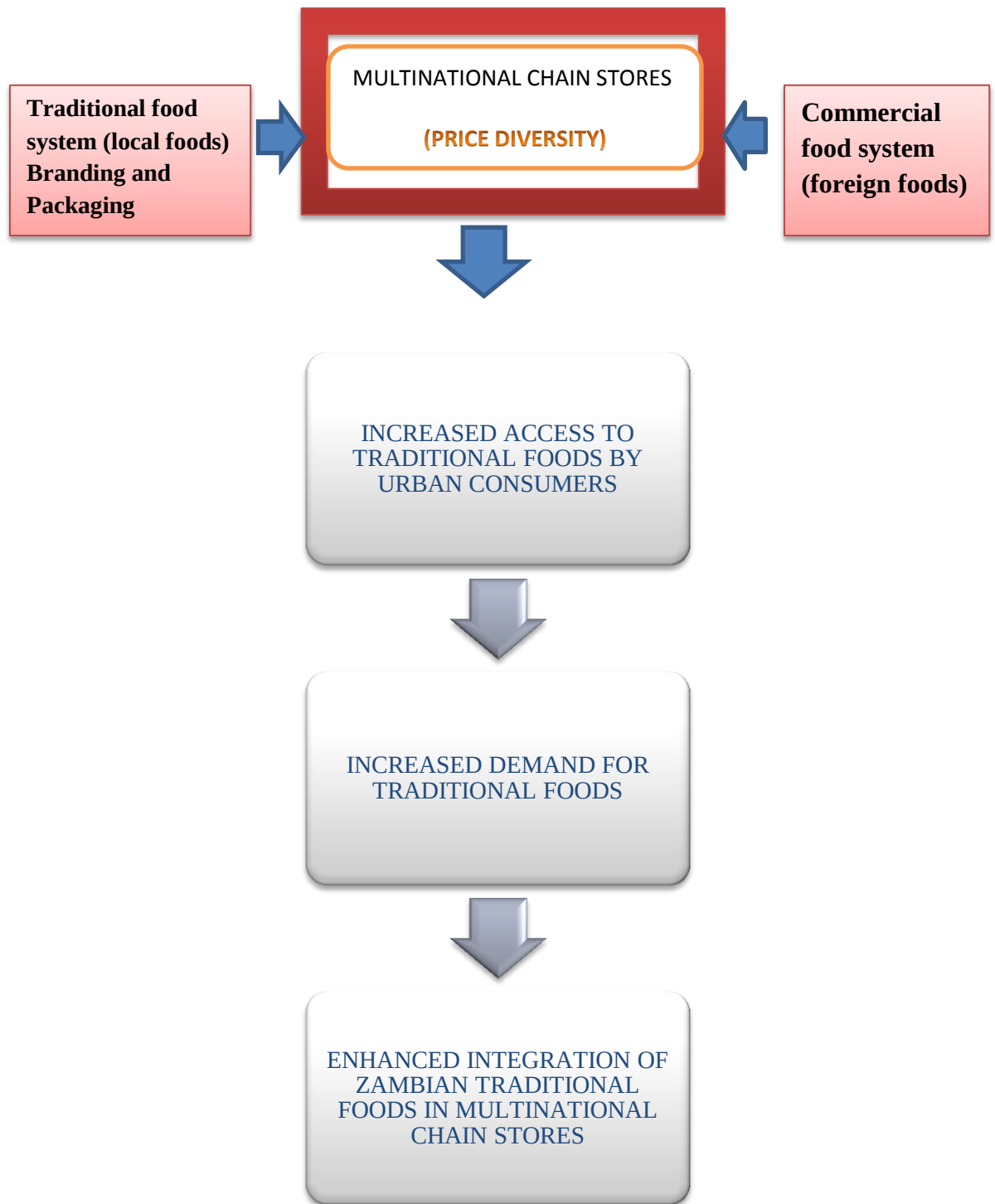


**Figure 2.1: Framework for integrating traditional foods in chain stores.**  
(Source: Author, 2018)

### **2.5.1 Pricing of traditional foods in chain stores and local public markets.**

We review the recent available evidence on traditional food prices in multinational chain stores and local public markets from a spectrum of cases ranging over the first, second, and third-wave countries: Hong Kong, Mexico, South Africa, Thailand, Ecuador, Indonesia, Kenya, Botswana, Zambia, and Vietnam. Wave countries are spectrum of cases that signaled the inception of multinational chain stores. In this discussion, we distinguish prices of traditional processed foods, packaged foods and fresh foods in multinational chain stores and local public markets in the named countries.

In Hong Kong, a first-wave country, Ho (2005) investigated the ‘Evolution versus Tradition in Marketing systems’ and shows that in the 1970s/1980s, multinational chain stores shifted from a high-price pricing strategy that focused on the upper-income consumer segment of marketing to the mass market. The results shows multinational chain stores charging lower prices for food compared to traditional retailers, reducing the cost of the food consumption basket of lower and middle-income consumers. The same trend has also been documented more specifically in South-East Asia where modern distribution outlets like department stores, multinational chain stores and hypermarkets often sell traditional food products cheaper than independent retailers given the farmers’ economies of scale and more efficient sourcing and distribution strategies (D’Haese and Van Huylenbroeck, 2005).

In South Africa, another first-wave country, D’Haese and Huylenbroeck (2005) surveyed ‘The rise of multinational chain stores and changing expenditure patterns of poor rural households’ and found that supermarket prices were well below the prices of small shops in South Africa in particular for the processed foods and staples that accounted for the top ten consumer purchase items.

However, this study mostly concentrated on processed foods such as legumes, cereals and root tubers and used quantitative methodology.

In Mexico, a second-wave country, Martinez (2006) examined Mexican government retail survey data explicitly controlling for similar quality products

over different retail channels from 2003 and 2005. The results showed that supermarket prices were lower than traditional shops for processed foods and non-food items.

Furthermore, in Thailand, a second-wave country, TDRI (2002) investigated the 'Impact of the large scale multinational corporation retails in Thailand' and highlighted that on average, multinational chain stores sell processed products 12 percent cheaper, and fresh foods 10 percent dearer, than do local public markets. They observed that multinational chain stores added non price incentives as well as lines of cheap private label processed products to compete with local public markets. The modern retailers competed for middle and upper income consumers by focusing on offering higher quality in fresh foods, rather than competing with local public markets on price.

Zamora (2005) investigated 'Multinational chain stores, dairy and potatoes, in Ecuador,' a second wave country and the results showed that potatoes, the most consumed staple as well as storable produce item, were cheaper in multinational chain stores than in local public markets. The study further added that multinational chain stores competed on price by sourcing potatoes in bulk. They also had stricter private standards for quality than the local public market. However, the study was limited to dairy products and potatoes only.

Further, Timmer (2009) in his study 'Do multinational chain stores change the food policy agenda' agrees with the above views and observed that multinational chain stores in Botswana and Zambia appeared to be the natural place to buy traditional food products because they carry a greater variety of processed foods and in some countries prices are lower than smaller local public markets due to significant economies of scale, good retail logistics, centralized procurement, consolidated distribution and better inventory management.

In Kenya, a third-wave country, Neven et al., (2006) show, based on a consumer shopping survey, that on average multinational chain stores prices were lower than traditional shops for processed foods and non-food items, but not for fresh produce generally speaking, except for some mass commodity

produce items, such as kale, that multinational chain stores used to draw consumers.

Further, in Botswana and Zambia, third-wave countries, Emongor (2007) investigated ‘The impact of South African multinational chain stores on agricultural and industrial development in SADC’. In both countries, multinational chain stores are much cheaper than the local public markets in all processed staples and packaged products. However, the qualitative methodology used makes the findings usually not to be generalized to the study population.

Furthermore, research conducted in Botswana and Zambia has shown that prices of processed food products were cheaper in multinational chain stores compared to local public markets (Emongor and Kirsten, 2009). The research which used a case-study approach in two countries further indicated that small-scale farmers who supplied to multinational chain stores in Zambia registered higher income compared to their counterparts who sold on local public markets (Emongor and Kirsten, 2009). However, this study limited the choice of products to only key processed foods and did not consider traditional fresh food products.

On the contrary, some literature suggests that large multinational chain stores offer high prices in processed and unprocessed food products compared to local public markets. In Zambia, Ziba and Phiri (2017) recently looked at ‘Expansion of regional supermarket chains: Implication for local suppliers in Zambia’ and argued that multinational chain stores offer better and competitive prices in high-value added foods such as processed goods compared to local public markets due to higher standards of branding, packaging and quality of produce.

Further, the study conducted in Vietnam by Cadilhon et al., (2006) confirms the above assertion and observed that the price comparison between the two modern distribution channels and the traditional supply chains shows that farmers in the modern channels get a better price for their produce, mainly thanks to the direct supply without middlemen. However, there are two principal limitations of the methodology implemented for this study. First, the

case study methodology has a low degree of generalisations. Second, the vertical supply chain framework oversimplifies the impacts of the network structure of the marketing system (Lazzarini et al., 2001) which was uncovered by the case findings.

Further, in Ghana, Maxwell et al., (2000) looked at ‘Urban livelihoods and food nutrition security in Ghana’ and asserted that the consumption of street food was cheap, convenient for many urban citizens as compared to multinational chain stores (Kennedy et al., 2004). However, the study utilised descriptive statistics only which could not be used in determining cause and effect of the research problem.

In Vietnam, Hanoi a third-wave case, Moustier et al., (2006) looked at ‘Multinational chain stores and the Poor in Vietnam’ and the results showed that staple fresh processed products such as pork were cheaper in multinational chain stores, but in general fresh produce was more expensive. This is because multinational chain stores focus on high-quality rice and sell it in packages with labels, and have not yet started to either buy rice in mass volumes or sell to consumers in bulk.

In summary, available survey-based evidence from the above developing countries reveals a stable and predictable pattern in multinational chain stores pricing and quality offerings compared to local public markets.

On the other hand, the results from the above studies indicate that in the early stages multinational chain stores tend to focus on packaged and high-quality products then shift over time toward a variety of qualities and of packaging to add the mass market to their marketing targets.

However, the above early research results concerning price and quality leave a gap in research that would be of interest to pursue. Most of the price comparisons are done examining gross prices, rather than prices adjusted to take into account transaction costs. Casual observation suggests a hypothesis to test in future work.

### **2.5.2 Diversity of traditional foods in chain stores and local public markets**

In terms of traditional food diversity, literature has shown that there has been significant growth of processed traditional foods in multinational chain stores.

Emongor and Kirsten (2009) investigated the impact of supermarket chains on various participants in the supply chain in Botswana, Namibia and Zambia in 2004, 2005 and 2007. The results showed that over 80% of all processed food products in Botswana, Namibia and Zambia were imported from South Africa, and that multinational chain stores used a mixture of procurement systems for fresh fruit and vegetables and processed food products with rich nutritional values.

The same trend has also been documented more specifically in Zambia where according to Emongor and Kirsten (2008) about 80 per cent diversity of processed foods sold in multinational chain stores in Zambia are imported from South Africa. This assertion is further evidenced by the dominance of imports of selected processed foods and household products from South Africa. On average, over the period 2008 to 2014, more than half of Zambia's imports of various categories of manufactured products were imported from South Africa (World Bank, 2015).

However, Timmer (2009) in 'Supermarket change the food policy agenda?' agrees with the above assertions and observes that at the establishment of multinational chain stores, the proportion of imported processed goods outweighs the proportion of locally sourced goods.

On the contrary, Neven and Reardon (2004) looked at 'The rise of Kenyan multinational chain stores and the evolution of their horticulture product

Procurement Systems' and observed that multinational chain stores are becoming dominant outlets for local fresh produce compared with export markets (Neven and Reardon, 2004; Reardon and Berdegúé, 2002).

Further, Cadilhon et al., (2006) conducted a study in Vietnam on the development of vegetable marketing in Ho Chi Minh City (Vietnam), where modern distribution outlets are competing fiercely with traditional traders for wholesale and retail customers. The findings reveal that modern marketing channels are generally more efficient than traditional ones but still account for only around 2% of vegetable distribution. The article argues that policy-makers

should not promote the modernisation of food systems at the expense of traditional channels which meet important consumer needs.

In terms of traditional food diversity in local public markets, literature has shown that the basic of staple processed commodities tend to be the same in local public markets for instance flour mill brands, the edible oil brands, the rice lines among others. Emongor and Kirsten (2009) observed that local public markets have less labelled and branded food produce compared to multinational chain stores which has more private labels, perhaps more imported brands and more health brands.

Timmer (2009) observed that the meat section was similar between multinational chain stores and local public markets, but with a less share of packaged fresh meat in local public markets. The study observed that there might be a greater variety of processed meats from imports in multinational chain stores than local public markets.

Further, Cadilhon et al., (2006) observed that the dairy section was stunning different in a multinational chain store compared to local public market. Multinational chain stores had high dairy product diversity which allowed for more choice and a greater range of value added to products. The study observed that multinational chain stores had a far greater shelf space and better refrigeration facilities than local public markets, and this is one of the key factors that made local public markets to have less dairy section than multinational chain stores.

Emongor and Kirsten (2008) observed that the produce section (fruit/vegetables) was more diverse and larger in local public markets compared to multinational chain stores, but multinational chain stores would be similar in diversity (or less) compared to local public market. However, the study observed that there was a key time dimension to the diversity of the produce section. From observation, it appeared that in local public markets, there was high diversity on sale, with sharp seasonality.

### **2.5.3 Barriers to commercialisation of traditional foods**

A review of the literature shows that there are various barriers to the commercialisation of traditional foods in multinational chain stores. Ziba and Phiri (2017) investigated the hindrances to local processing firms' participation in supermarket value chains and how those firms' participation might stimulate growth through regional trade. The results showed that local processing firms' participation in regional supermarket value chains is constrained by a number of factors that pose either strategic or structural barriers to entry, and lack capabilities to compete against foreign firms in both domestic and export markets. Some of the factors include adherence to all Zambian legal standards and supermarket procurement criteria.

Ziba and Phiri (2017) further point out that multinational chain stores demand adherence to all Zambian legal standards, such as those stipulated by Zambia Bureau of Standards (ZABS), the Zambia Environmental Management Agency(ZEMA), the Medicines Act, and the Sale of Goods Act, by domestic firms to ensure public health protection and safety, consumer protection, and environmental safety. But these legal requirements in themselves present regulatory barriers to entry for local suppliers. ZABS is one of the key regulatory institutions responsible for promoting product quality assurance, setting Zambian standards and promoting their use. ZABS is guided by the Standards (Amendment) Act, Cap. 416 of 1997, which sets out standards of quality control for certain commodities, conditions under which manufactured goods can be supplied, guidelines for the promotion of commodities, and guidelines about dangerous or defective commodities. Standards developed in the Act include both voluntary and mandatory standards. While ZABS does not have a mandate to enforce voluntary standards, in order to ensure public safety, health, and environmental protection, ZABS seeks to ensure that all the legal mandatory requirements set by the government are adhered to by firms.

Tschirley (2010) conducted a study on opportunities and constraints to increased fresh produce trade in East and Southern Africa. The findings revealed that arrangement of the firm's own transport logistics when supplying

goods to multinational chain stores is a barrier to commercialisation of traditional foods. These demands impose additional costs on local firms, as they require additional capital injections in order to be fulfilled. This tends to act as a barrier to entry for local firms, particularly for small firms that are more financially constrained.

Further, Neven and Reardon (2003) agree with the above views and observed that other private standards crucial for multinational chain stores include; the ability of firms to supply products consistently; the ability of firms to meet predetermined delivery timelines throughout the year; and the quality and attractiveness of the packaging of the products. The latter is particularly important for ensuring customer satisfaction and attracting and retaining customer loyalty, and is thus a critical criterion for supplying multinational chain stores.

The above assertions are supported by García, Martinez and Poole, 2004, who observed that multinational chain stores attach extreme importance to quality, volume, lead times, the condition of the processing plant, and packaging compared with the perceptions of domestic firms.

Cacho (2003) stipulated that the payments terms offered by multinational chain stores can be quite problematic, particularly for micro, small, and medium enterprises. The longer payment period presents cash flow challenges, especially for smaller processing firms, and potentially deters entry into supermarket value chains. Further, Nyoro (2004) in the study conducted in East Africa observed that access to adequate finance for investment in equipment and other assets is another challenge faced by firms. For instance, investment in machinery is one of the factors likely to influence domestic firms' participation in supermarket value chains.

The various empirical accounts covered in this section all point to the possibility that local traders and suppliers face fairly high degrees of marginalization in the multinational chain stores value chain. The following section describes the empirical approach that this study used to systematically consider some of the anecdotal issues already covered.

## **2.6 Theoretical framework**

### **2.6.1 Spatial Market Integration Economic Theory**

The present study was premised on Economic Theory of Spatial Market Integration. The economic theory of spatial market integration is founded on the equilibrium condition known as the Law of One Price (LOP) (Fackler & Goodwin, 2000). This law states that any homogeneous good traded easily and freely between geographically separated markets, should sell at the same common currency price, once transfer costs are accounted for. However, two main conditions must hold for the LOP to be valid (Officer, 1986). The first is that markets involved must be perfectly competitive so as to allow perfect spatial arbitrage. The second is that the underlying commodity must be homogeneous (identical). In essence, the logic behind this law is simple. If prices in one location are much lower, it would pay for a profit-seeking trader to buy a commodity in that location and sell it in a market location with higher prices. In the process, arbitrage eliminates the price difference below and above the transfer costs. The law thus predicts that spatial arbitrage restores equilibrium prices to equality across well integrated trading markets (Rapsomanikis *et al.*, 2003). However, the economic theory of spatial market integration outlines the necessary conditions and factors that affect commodity integration in markets. These factors include transport costs, physical infrastructure, nature of competition (market power), market information, and trade and government policies. It is important to note, however, that while each of these factors has the potential to individually influence commodity integration in markets, the influence is greater when a combination of them is at play (Goletti *et al.*, 1995; Rapsomanikis *et al.*, 2003 and Kabbiri *et al.*, 2016). In practice, however, conventional techniques for measuring commodity integration do not endogenously incorporate these determinants so as to disentangle each factors contribution to the findings. Conclusions drawn are simply based on whether or not markets share a common long run relation and to what extent. While this study followed a similar path, it however explored the relative importance of physical trade volume and the absence of direct

government influence on integration of traditional foods in multinational chain stores.

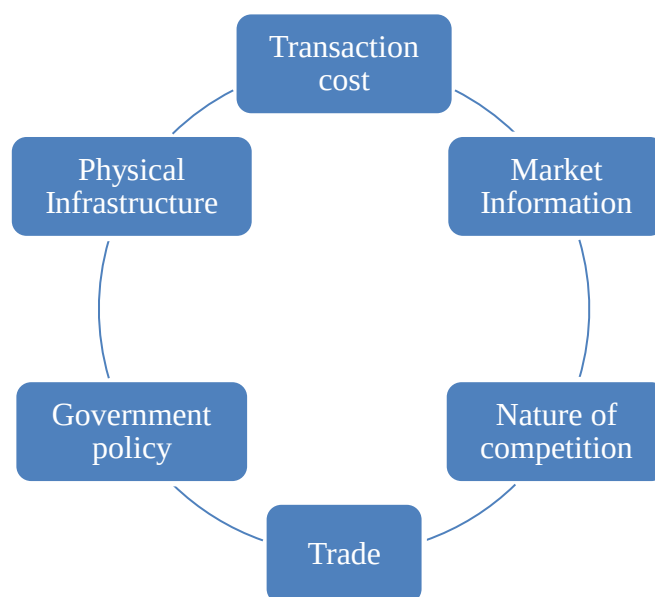


**Figure 2. 2:** Factors influencing spatial market integration

Source: Goletti *et al.* 1995; Rapsomanikis *et al.* (2003) and Kabbiri *et al.* (2016)

Generally static price correlation approach was applied in this research to analyze integration of traditional foods in multinational chain stores. Static price correlation approach is purely based on price data and measures integration by estimating the extent to which prices of an identical commodity in two markets correlate. Literature shows that effective and efficient integration of traditional food commodities in chain stores is largely inefficient in most developing countries (Tschirley, 2010). There is overwhelming literature on multinational chain store expansion and their role in development in a number of countries (Neven *et al.*, 2006; Reardon and Hopkins, 2006). However, in the case of Zambia, literature is on the expansion of regional supermarket chains (Ziba and Phiri 2017; Muradzikwa, 2002) and integration of Zambian traditional foods in multinational chain stores has largely not been studied in Zambia. This study thus sought to fill the knowledge gap by studying the inclusion of Zambian traditional foods among multinational chain stores in Lusaka district and used the spatial market integration economic theory as a theoretical lens.

## **CHAPTER THREE: DESCRIPTION OF THE STUDY AREA**

### **3.1 Overview**

This section presents the description of Lusaka City in terms of location and administration, physical environment and socioeconomic activities. Lusaka city was chosen as a study area because it has a large and increasing number of multinational chain stores of various sizes located in both high-end affluent urban areas and low-income residential areas. The identified study sites had reputations of offering a variety of Zambian traditional foods.

### **3.2. Location and Administration**

The study was conducted in Lusaka District. Lusaka District is located in the Lusaka Province of Zambia. Lusaka district shares its borders with Chibombo district in the North, Chongwe district in the South-West, Chilanga district in the East and Kafue district in the South East (CSO, 2003).

Lusaka is administered by two governance systems. These are the Central government and Local Authority (Council). Administratively, local government structures start from ward level. Usually each ward has a representative who sits on the full council, which is the top decision making organ for the local authority. Two sets of policies govern the local government; the national and locally adopted policies. In cases where the local-by-laws are in conflict with national level policies the former supersedes (Chikulo, 2009).

Key institutions involved in the governance of traditional foods in Lusaka district are government, private sector, international donors with food programmes, Non-Governmental Organizations (NGOs) that attempt to promote food security, marketing and distribution networks, traders associations and community groups (FAO and RUAF, 2019).

### **3.3 Physical environment.**

Lusaka is located in central Zambia on the central African plateau, 1300m above sea level. The city occupies a watershed area. The Ngwerere and Chalimbana streams drain most of the Northeast of the city into the Chongwe River, a tributary of the Zambezi River. Other sectors of the city are drained to the Kafue River by the Chunga stream in the Northwest and a series of small

streams to the south of the city (Aongola et al, 2009). The Inter Tropical Convergence Zone movements largely influence the annual weather pattern across Lusaka and the rest of the country. It has an average annual rainfall of 803mm (Aongola et al, 2009). The temperatures are moderate with average maximum temperature measuring 31.2°C in October and an average lowest temperature of 9.6°C in July. Savannah grasslands cover certain parts of the city (Aongola et al, 2009). The city is under the agro-ecological region IIa with climatic characteristics highlighted above. The vegetation in the area is characterized by *Miombo* woodlands with a dominance of *Acacia* and *Brachystegia* species. However, only remnant small patches of this forest is still in existence providing timber, mushrooms, medicine among other benefits to the city (Aongola et al, 2009).

### **3.4 Socioeconomic Environment**

The City faces a number of challenges in the socioeconomic sector including rapid population growth, transportation, and migration, health, HIV/AIDS, education, employment and governance issues (FAO and RUAF, 2019).

#### **3.4.1 Population and Settlements**

Lusaka has steadily developed into a vibrant metropolis with a population increase of about 4.6 percent per annum which is considerably higher than the national average of 2.8 percent (CSO, 2018). The population of Lusaka is estimated to be about 1.7 million and the city is growing rapidly. The highest population is concentrated in the peri-urban areas. The population of Lusaka, like the rest of the country is predominantly young. Up to 70 percent of the population is below the age of 30 years (CSO, 2018). Gender desegregated data shows that 49 percent are males and 51 percent are females. There are slightly more females than males in their teens and in the twenty to thirty years age categories (CSO, 2018). The growth of the city in part is attributed to a high immigration from other parts of the country in search of higher wage employment, education and economic prospects.

The other feature of Lusaka's population that has a bearing on the environment in the City is its distribution. The highest population is concentrated in the peri-urban areas. The high population density in the peri-urban areas means limited access to among many other services water and sanitation, waste management

and health facilities. The average density of population is 150 per ha, but varies significantly from 5 persons per ha in the high cost areas to almost 1,450 persons in the informal settlements (CSO, 2018).

### **3.4.2 Economic activities**

Lusaka offers a wide range of economic activities offering employment to various occupational groups. Almost half of the people of Lusaka are in the manufacturing industry (CSO, 2018). However, there are currently approximately (40 percent) in formal employment in the study area. In other words the majority of the population (61.6%) of Lusaka work mainly in the informal sector (CSO, 2018). Further, 11% of Lusaka population is projected to be living in extreme poverty with an estimated monthly average household income of ZMW2, 892 (CSO, 2018).

Lusaka provide among other services, administrative functions to Zambia as a whole. It also plays a significant role in the country's manufacturing. Though the economy of the city is more diversified than that of the country, it is quite weak, as most of the sectors are underdeveloped. The basic manufacturing activities, such as food processing and beverages, textiles and leather goods for example dominate the manufacturing activities (CSO, 2018). The construction sector, on the other hand, has mirrored the performance of the overall economy in a good way. This can be attributed to the rehabilitation of major roads and the construction of new housing estates and conference facilities in the city (GRZ, 2010). The economy of the city of Lusaka only provides formal employment to a small proportion of its labour force. The Integrated Development Plan (IDP) which meant to address the key economic challenges for Lusaka, for example, put the number of people in formal employment in Lusaka at 35 percent of the labour force (CSO, 2018). The majority 65 percent of the city's labour force, therefore, earns its livelihood from informal economic activities, which predominantly consist of unregistered and unregulated small-scale non-agricultural economic activities ranging from petty trading to metal fabrication and wood processing. The bulk of the informal economic activities are, however, essentially in trading (CSO, 2018). Informal land delivery is the most commonly used delivery system accounting for not less than 60 percent of all new developments in the City of Lusaka. The

local authority has a good number of local public markets and recently recorded a rise in the number of multinational chain stores (CSO, 2018).

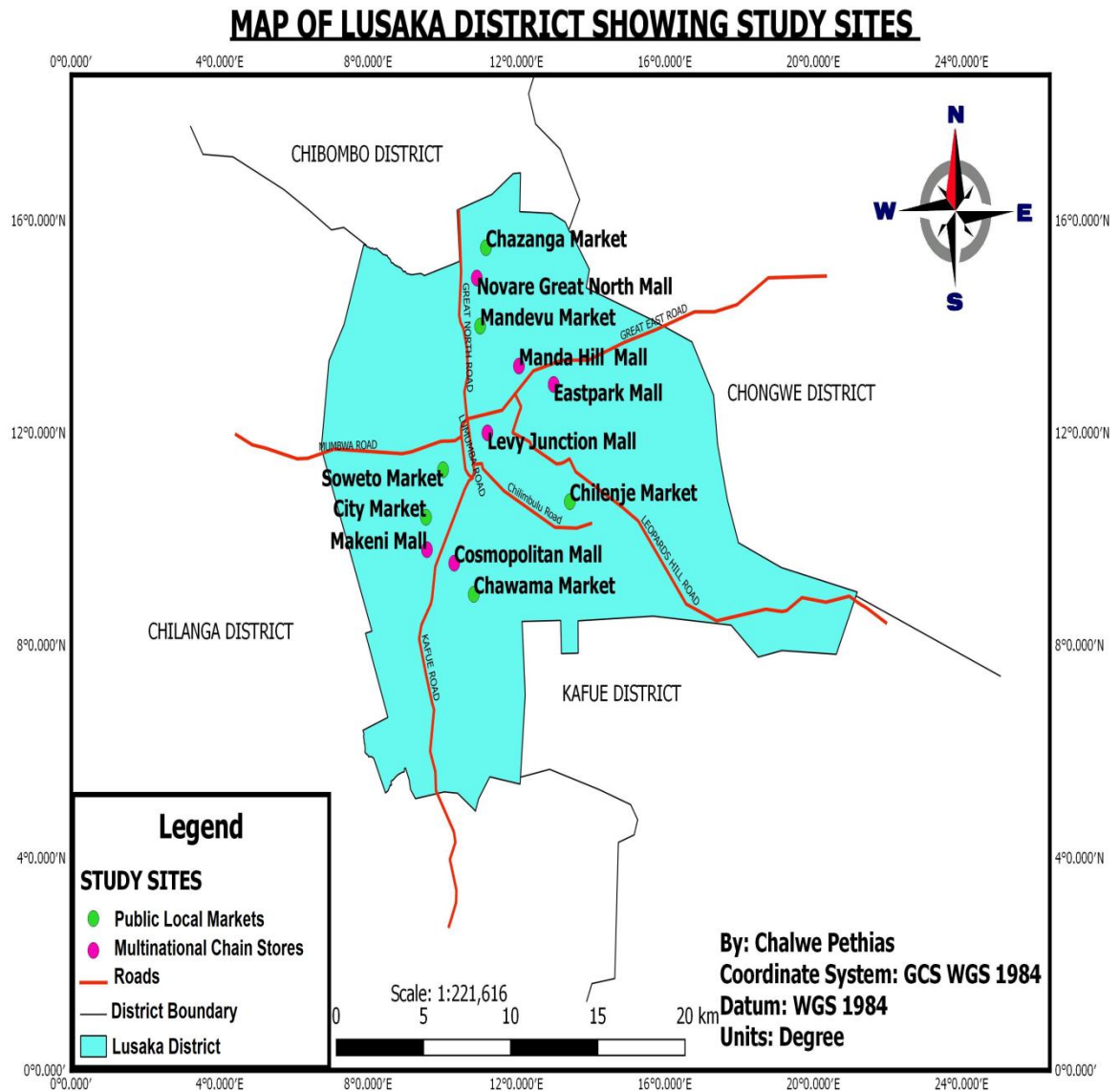


**Figure 3. 1: Map of Lusaka city**

(Source: Author, 2018)

## **CHAPTER FOUR: RESEARCH METHODOLOGY**

### **4.1 Overview**

This chapter outlines the methods which were used to collect and analyse the data. It is divided into four sections. Section one deals with the methodological approach. The second section looks at the sampling procedures that were used. Section three deals with data collection methods and sources of data. The last section deals with data analysis methods used, validity and reliability aspects.

### **4.2 Methodological approach**

This study adopted a mixed research design that is concurrent triangulation (Bryman, 2004). Mixed research design integrates the qualitative and quantitative research strategies in a single project (Bryman, 2004). The essence of mixed method is that it provides a more complete and comprehensive understanding of the research problem than either quantitative or qualitative approaches alone (Charles, 1995). Thus, it was appropriate to adopt mixed method strategies in studying inclusion of traditional foods in multinational chain stores in Lusaka city since mixed research approaches help in observing, understanding, assessing and exploring the nature and extent of the subject matter in depth and to see the situation as it is without being speculative (Charles, 1995). According to Gubrium and Holstein (1997), qualitative research follows four major traditions. One such tradition is naturalism. By this, qualitative research seeks to “understand social reality in its own terms, as it really is; provides rich description of people and interaction in natural settings” (Gubrium and Holstein, 1997 cited in Bryman, 2008: 367). On the other hand, researchers who use quantitative research employ experimental methods and quantitative measures to test hypothetical generalizations (Hoepfl, 1997), and they also emphasize the measurement and analysis of causal relationships between variables (Denzin and Lincoln, 1998). Quantitative research allows the researcher to familiarize him/herself with the problem or concept to be studied, and perhaps generate hypotheses to be tested (Bogdan and Biklen, 1998). Hence this study used both strategies as they complemented each other.

In dealing with issues that required an in-depth contextual understanding such as the barriers to commercialisation of traditional foods in multinational chain stores and diversity of traditional foods in multinational chain stores and local public markets, qualitative research strategies were used. However, when testing the hypothesis which stated that the price per unit of the Zambian traditional foods is higher in multinational chain stores than in local public markets, quantitative research strategy was used. The two thus complemented each other.

#### **4.3. Sampling of study sites**

Sampling is defined as ‘the use of a subset of a population to represent the whole’ (Singpurwalla, 2013:16). This implied that sampling involved a process of selecting a suitable sample or a representative part of a population from the target population. Sampling for the study began with the purposeful selection of a town from which to select the respondents. Lusaka town in Lusaka province was purposefully selected because it has a large and increasing number of multinational chain stores located within the town centre as well as in high, middle and low cost residential areas. In addition, six multinational chain stores were purposively selected within Lusaka town based on their size and location in high, middle and low residential areas. The selected multinational chain stores were Food lovers market, Shoprite, Pick n Pay, Choppies, Game and Spur. These were picked from the following shopping malls and included Novare Great North mall, East park mall, Manda hill mall, Levy junction mall, Cosmopolitan mall and Makeni mall. Additionally, six local public markets were purposively selected within Lusaka town based on their size and located in high, middle and low cost residential areas. The selected local public markets included Soweto market, Lusaka city market, Chilenje market, Chawama market, Chazanga market and Mandevu market. The selected local public markets and multinational chain stores were purposively selected because they have a reputation of having a variety of Zambian traditional foods and are able to provide the required information.

#### **4.4. Sampling of respondents**

Four sampling procedures were used in this study and these are purposive sampling, snowball sampling, convenience sampling and simple random sampling.

The selection of key informants was purposefully done. Purposive (Judgemental) sampling is the process of purposively handpicking individuals from the population based on the researcher's knowledge and judgement (Kumar, 1989). This method was used in order to enable selection of officers from the organisations that have knowledge which were relevant for this study. This is because purposive sampling allows one to hand-pick certain groups or individuals to include in the sample on the basis of their relevance to the problem under study (Kumar, 1989). These were people who provided important information on the diversity of traditional foods as well as barriers to commercialisation of traditional foods in multinational chain stores. According to Joppe (2000) the logic and power of purposive sampling lies in selecting information rich cases for in-depth study. This approach ensured that only those with knowledge of particular issues were interviewed. Additionally, a total of eleven key informant interviews were conducted that is two experts from Zambia National Farmers Union (ZNFU), six multinational chain stores managers and one official from the Ministry of Commerce, Trade and Industry within Lusaka and two officials from the Zambia Bureau of Standards (ZABS). In addition, snowball sampling was used for the selection of informants for semi-structured interviews in each of the local public markets. Snow ball sampling is a purposive selection of informants in which the first informant directs you to the next informant with same or similar characteristics and the series continues (Mikkelsen, 2005; Bryman, 2004 and Salkind, 2003). It was important to use this method because it emphasized on selection of informants that have not only experience in trading and supplying Zambian traditional foods to multinational chain stores but also are known to have views on the issue. Snowball sampling was particularly useful in hard-to-track populations, especially that some traditional food suppliers were located in the outskirts of Lusaka city.

Additionally, convenience sampling was also utilised when questionnaires were administered to traders of Zambian traditional foods within the local public markets. A convenience sample is one that is simply available to the researcher by virtue of its accessibility (Bryman, 2012).

Further, suppliers of Zambian traditional foods to multinational chain stores were sampled using complete list obtained from multinational chain stores and traders. Within the list suppliers who specialised in specific categories of Zambian traditional food types were sampled randomly. The simple random sample is the most basic form of probability sample. With random sampling, each unit of the population has an equal probability of inclusion in the sample (Bryman, 2012).

Further, qualitative sample size was determined by the theoretical saturation while quantitative structured interviews were administered to 176 respondents. The sample size was determined through *a priori* power analysis using the software G power 3.2 (Erdfelder et al., 1996). The sample size provided statistical power of 0.95 for detecting moderate effect size at the one tailed 0.05 level of significance (Erdfelder et al., 1996).

#### **4.5. Data Collection Methods**

Primary data was gathered through in-depth interviews, observation and survey.

##### **4.5.1. Primary Sources of Data**

Primary data was collected through interviews by the use of questionnaires prepared for traders, suppliers and semi-structured interview schedules prepared for key informants. Qualitative data was collected by means of Key informant interviews, semi-structured interviews and observations while quantitative data was collected by means of structured interviews. Key informant interviews involve the collection of data through direct contact between the researcher and respondents presumed to have certain experiences hence enhance in-depth understanding of the problem under investigation (Bryman, 2012). Hence key informant interviews were used in order to gather traders as well as suppliers opinions and views on the barriers to commercialisation of traditional foods in multinational chain stores.

Furthermore, semi-structured interviews are flexible, adaptable and provide direct human interaction that enables the researcher to probe and clarify answers with the respondents, follow-up leads, elaborate on the original response and obtain more data with greater detail and clarity (Bryman, 2012). On one hand, structured interviews ensure respondents to have equal opportunities to provide information and are assessed accurately and consistently. Interview guide, structured interview schedule, checklist and observation data sheets were used as tools. Data was collected from traders, multinational chain stores branch managers, other key informants from the Ministry of Commerce Trade and Industry, responsible for commercial, industrial, and trade policies and the Zambia Bureau of Standards (ZABS), responsible for providing standards of quality control for manufactured products, Zambia national farmers union (ZNFU) and suppliers.

Based on the information from multinational chain stores managers, traders and suppliers of Zambian traditional foods, twelve categories of Zambian traditional food types were identified and prices per kilograms were observed and collected for a period of seven months from March to September 2018 from both multinational chain stores and local public markets.

#### **4.5.1.1. Surveys**

The study employed a survey method and used a questionnaire as the main data collection instrument that fit diverse experiences into predetermined response categories (Bryman, 2008). Data collected through quantitative methods is usually easy to summarize, compare, and generalize (Bryman, 2008).

Zambian traditional food traders from Chazanga, Mandevu, Chilenje, Chawama, Soweto and Lusaka city markets participated by answering the questionnaire. This was done by training research assistants and deploying them in the field to administer the questionnaires. And during the 92<sup>nd</sup> Zambia Agricultural and Commercial show held in Lusaka from 1<sup>st</sup> to 6<sup>th</sup> August, 2018 under the theme ‘Sustainable Economic Empowerment’, the researcher took advantage of the presence of exhibitors especially Zambian traditional food traders and suppliers from outside Lusaka and interviewed 20 of them. Participants were those that were willing to talk about their work experiences

in as far as supplying traditional foods to multinational chain stores is concerned.

Table 4. 1: Number of questionnaires administered in each local public market

| S/N | Local public market                     | Total number of questionnaires administered |
|-----|-----------------------------------------|---------------------------------------------|
| 1   | Chazanga market                         | 25                                          |
| 2   | Mandevu market                          | 23                                          |
| 3   | Chilenje market                         | 24                                          |
| 4   | Chawama market                          | 29                                          |
| 5   | Soweto market                           | 25                                          |
| 6   | Lusaka city market                      | 30                                          |
| 7   | Lusaka Agricultural and commercial show | 20                                          |
|     | TOTAL                                   | 176                                         |

(Source; Field data 2018)

#### 4.5.1.2. Observations

Observations were largely used in this research both as data collections tool and a means to ground truth the responses (triangulation). Kombo and Tromp (2006) observe that observation is a data collection tool that provides information about the actual behaviour of the subject of study. This study utilized observations when examining the different types of traditional foods commonly sold in multinational chain stores and local public markets and the relative prices of traditional food items. Observations were done on the types of traditional foods available in multinational chain stores as well as local public markets from March up to September 2018. In each month, three visits were made to selected local public markets as well as three visits to selected multinational chain stores to observe the available traditional food types and their pricing. This was repeated every month for a period of seven months. Observational data sheets were used as the main data collection instrument.

#### **4.5.1.3 In-depth interviews**

In-depth interviews were largely used in this study. Kumar (1989) observes that in-depth interviews involve exploration as well as probing a select group of individuals to get details, ideas and insights on a particular subject.

In-depth interviews were conducted with six branch multinational chain stores managers, two officers from Zambia National Farmers Union (ZNFU), two officers from Zambia Bureau of Standard (ZABS), one government official from the Ministry of Commerce, Trade and Industry. The key informants were from both government and non-government organisations. The main advantage of using this method was that there was direct contact with respondents during data collection and this is good because it gives room for additional questions depending on the responses obtained (Kumar, 1989). This led to specific constructive suggestions and detailed information being obtained. Interview guides were largely used as the main data collection instruments.

#### **4.6. Data Presentation and Analysis**

Data for this study was analysed using both quantitative and qualitative analysis.

##### **4.6.1. Quantitative Data Analysis**

Different prices per unit of Zambian traditional food types in multinational chain stores and local public markets were collected from March to September 2018. Statistical analyses were carried out using MINITAB 14 for personal computers (Minitab, 2009). All units were converted to kilograms for standardisation, entered into Excel, coded and cleaned. Quantitative data was analysed using a one tailed two independent sample T-test at a probability level of  $p \leq 0.05$  to compare the price per unit of the traditional foods in multinational chain stores with those stocked in local public markets. Descriptive statistics such as means, standard deviations and percentages were also used to analyse results from the questionnaire survey. The results were presented in form of graphs, tables and these operations were done with the help of Microsoft Excel 2010 (Microsoft Corporation, 2010). Analysis of variances (ANOVA) was conducted at a probability level  $p \leq 0.05$ .

#### **4.6.2. Qualitative Data Analysis**

Qualitative data analysis was a continuous process of thematic analysis, creating themes and revisiting respondents to come up with a clear picture on the barriers to commercialisation of traditional foods in multinational chain stores as well as the diversity of traditional foods. This type of qualitative data analysis is called thematic analysis (Braun and Clarke, 2006). Thematic analysis is a method of identifying, analysing and reporting patterns in the data (Braun and Clarke, 2006). Thematic analysis was done with the aid of QDA Miner 5.0 (Dey, 1993). Further, qualitative analysis of information from the semi-structured interviews with the key informants was analysed by summarizing the data into key themes. The summarized key themes were diversity, pricing, barriers and options for enhancing inclusion of traditional foods in multinational chain stores. The researcher grouped the responses in classes of similarity. The emerging themes in these classes portrayed the prevailing view of the majority of respondents who in this case were the traders and branch managers from multinational chain stores.

In order to fully understand the diversity of traditional foods in multinational chain stores and local public markets, a food diversity index was calculated. The study drew upon the existing Healthy Food Diversity (HFD) index and developed and evaluated the traditional food diversity index which measured the dietary diversity, dietary quality and proportionality. In the present study 13 categories of traditional foods were used to estimate food diversity in local public market and multinational chain stores. The food diversity index ranged from between 0 (poor) and  $12-12/n$ , where  $n$  is the number of traditional foods present. The score was maximized by having a variety of traditional foods in proportions as recommended by 2010 Dietary Guidelines (UNDP, 2010).

#### **4.7 Validity and Reliability**

In this study the following practices were observed to ensure credibility, validity and reliability of results.

First and foremost, a pilot survey was conducted in February 2018 to test the survey instruments and logistics covering some selected local public markets and multinational chain stores. The main objective of the pilot survey was to

review the practicality of the administration process of the survey and check whether the traditional food list was clearly stated and could be understood.

Data in this study was collected in a systematic and rigorous way using diverse participatory data collection methods. Internal triangulation, cross checking of data using different research methods within qualitative and quantitative methodology, was done. The use of various sources of data helped to confirm the authenticity of the information and sources (O'Leary, 2004). For instance triangulation was used to enhance the validity of the research findings. Triangulation is a process of verification that increases validity and overcomes the weakness or intrinsic biases and the problems that come from single method, single-observer, and single-theory studies by incorporating several viewpoints and methods (Blaikie, 1991). It refers to the combination of two or more theories, data sources, methods or investigators in one study of a single phenomenon to converge on a single construct, and can be employed in both quantitative and qualitative studies (Blaikie, 1991).

In addition, transcribed interviews along with observational field notes, and documents on multinational chain stores were triangulated in order to corroborate and assess the integration of traditional foods in multinational chain stores as well as diversity of traditional foods in multinational chain stores. Additionally, transparency of procedure was upheld through a detailed and reasoned description of how the data was collected and analyzed.

Further, reliability was also ensured through the strict following of sampling techniques and procedures to ensure the sample was representative and the data collected from the sample was reliable.

Moreover, allowing the informants to analyze their own situation authenticates the findings. Provision of sufficient examples of actual observations in form of photos and quotation of actual words from informants makes data in this study more explicit. Barker and Pistrang (2005) elaborate that information directly communicated from informants to readers does not only provide a comprehensive understanding of data but also gives an opportunity for the readers to judge the correctness of the analysis and conclusions made, and possibly make alternative conclusions.

Furthermore, in order to ensure correctness of information, informants in interviews were occasionally asked to confirm whether their responses were correctly captured. Above all, loss of information from the informants to the researcher during data collection and from the time of data collection to further analysis of results and write up of this dissertation was minimized by taking of notes and as well as voice recording.

A diagrammatic methodology summary is shown in Figure 4.1 below.

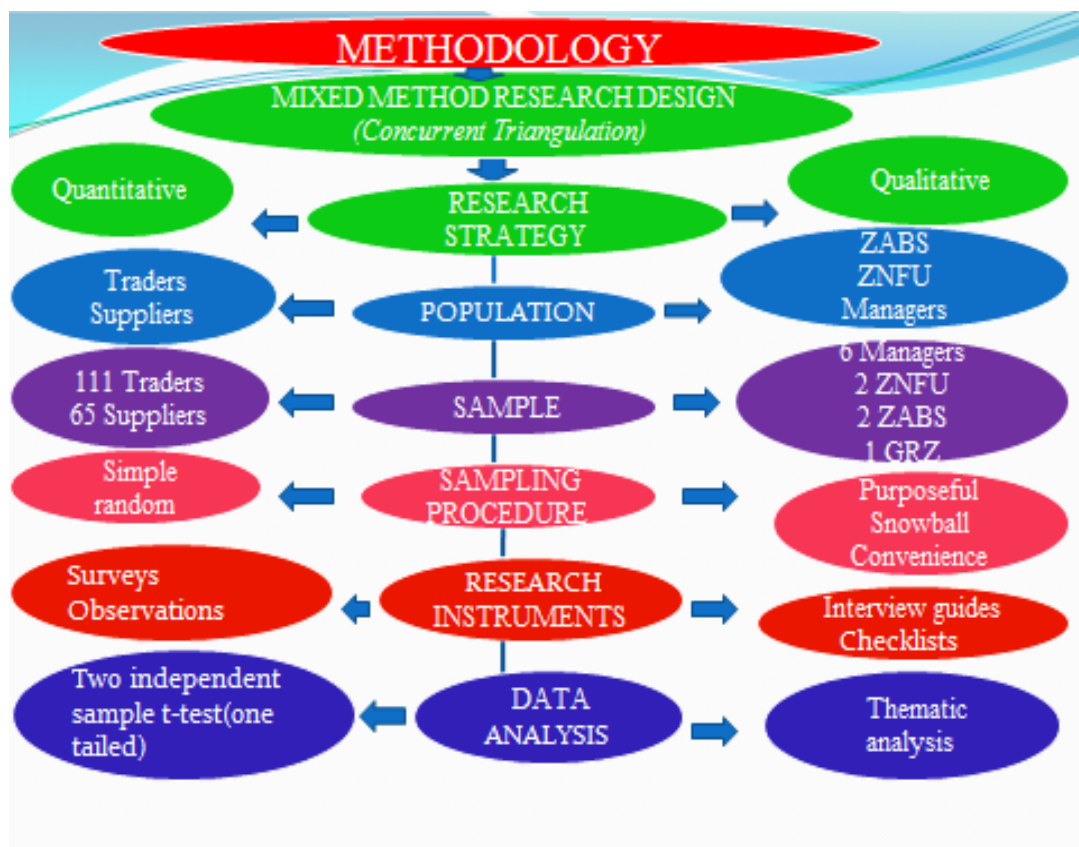


**Figure 4. 1: Summary of the research methodology**

(Source: Author 2019)

#### 4.8 Ethical Considerations

Ethical considerations are important in ensuring the integrity of the knowledge produced and dignity and well-being of the researched (O'Leary, 2004). In this research ethical principles were discussed with research assistants before starting field work and the following ethical issues were considered in the field.

Informants were told of the nature and purpose of the research, how the information will be used and types of activities that they would be involved in as well as an approximation of time it would take. They were also reminded of their participation as being voluntary and the right not to respond to questions they felt would be an invasion of their privacy. It was also made clear to participants that they had a right to withdraw at any time in the process of data collection.

Permission to record the discussions and interviews was also requested. Whenever it was not possible to record the interview, notes were taken. In order to avoid plagiarism, all secondary sources of data were appropriately acknowledged. Moreover, the interviewees were assured that the collected data would remain strictly confidential. In addition, in order to protect their identity, each participant received a code number, which was used instead of their actual names during data analysis. All identifying data was securely stored and kept by the researcher and the manner of publication of results does not allow the reader to identify particular individuals who provided the information. Respect was shown to all the participants, their views and sincere appreciation for their time and valuable information. Show of respect contributed a lot to building rapport and mutual trust between the researcher and informants.

## **CHAPTER FIVE: PRESENTATION OF RESEARCH FINDINGS**

### **5.1 Overview**

This chapter presents research findings as given by respondents and key informants. It also includes findings from field observations. The presentation is done based on the study objectives. Thus comparison of pricing of traditional food in multinational chain stores and local public markets is first presented followed by diversity of traditional foods in multinational chain stores and local public markets and then the identified barriers to commercialisation of traditional food in multinational chain stores.

### **5.2 Pricing of traditional foods in chain stores and local public markets.**

In the context of objective number one, this section shows pricing of traditional foods in multinational chain stores and local public markets of studied areas within Lusaka District.

#### **5.2.1 Comparison of prices of Zambian traditional foods**

In order to examine traditional food pricing in multinational chain stores compared to local public markets, a comparison of prices of similar traditional foods in multinational chain stores and local public markets was carried out. Data on traditional food pricing were collected from six chain stores and six local public markets in Lusaka district. The retail prices per kilogram across multinational chain stores and local public markets were observed and documented. Prices were collected from March to September 2018. The results of the mean prices per kilogram were analysed. A one tailed two independent sample T-test was performed to determine whether the mean price per unit of the Zambian traditional foods was higher in multinational chain stores than in local public markets (Table 5.1).

Table 5. 1: Statistical analysis of prices in multinational stores and local public markets, Lusaka.

| S/N | Food Type         | Type of market | N   | Mean ZMK/Kg | St Dev | SE Mean | T-Value | DF  | P-value |
|-----|-------------------|----------------|-----|-------------|--------|---------|---------|-----|---------|
| 1   | General(Overall)  | Local          | 769 | 12.7        | 14.4   | 0.52    | -10.37  | 773 | 0.001   |
|     |                   | Multinational  | 754 | 59          | 123    | 4.5     |         |     |         |
| 2   | Fish              | Local          | 63  | 27.2        | 14.3   | 1.8     | -7.87   | 94  | 0.001   |
|     |                   | Multinational  | 76  | 68.7        | 43.1   | 4.9     |         |     |         |
| 3   | Forest products   | Local          | 43  | 19.8        | 15.8   | 2.4     | -8.73   | 73  | 0.001   |
|     |                   | Multinational  | 32  | 76.4        | 38.5   | 6.8     |         |     |         |
| 4   | Beverages         | Local          | 18  | 13.88       | 5.76   | 1.4     | -5.18   | 46  | 0.001   |
|     |                   | Multinational  | 30  | 365         | 285    | 52      |         |     |         |
| 5   | Fruits            | Local          | 76  | 5.83        | 6.59   | 0.76    | -2.33   | 131 | 0.021   |
|     |                   | Multinational  | 57  | 67          | 230    | 30      |         |     |         |
| 6   | Wild vegetables   | Local          | 107 | 15.0        | 13.2   | 1.3     | -12.64  | 122 | 0.001   |
|     |                   | Multinational  | 17  | 91.9        | 54.8   | 13      |         |     |         |
| 7   | Legumes           | Local          | 125 | 8.31        | 5.47   | 0.49    | -5.32   | 271 | 0.001   |
|     |                   | Multinational  | 148 | 40.5        | 67.3   | 5.5     |         |     |         |
| 8   | Grains            | Local          | 60  | 6.83        | 3.25   | 0.42    | -2.92   | 160 | 0.004   |
|     |                   | Multinational  | 102 | 23.2        | 43.5   | 4.3     |         |     |         |
| 9   | Poultry products  | Local          | 9   | 31.86       | 7.59   | 2.5     | -1.21   | 11  | 0.251   |
|     |                   | Multinational  | 4   | 43.6        | 28.3   | 14      |         |     |         |
| 10  | Animal products   | Local          | 9   | 11.56       | 6.77   | 2.3     | -3.36   | 11  | 0.006   |
|     |                   | Multinational  | 4   | 54.4        | 39.2   | 20      |         |     |         |
| 12  | Roots and tubers  | Local          | 47  | 4.55        | 3.80   | 0.55    | -4.53   | 82  | 0.001   |
|     |                   | Multinational  | 37  | 19.3        | 22.0   | 3.6     |         |     |         |
| 13  | Garden vegetables | Local          | 174 | 11.9        | 11.3   | 0.86    | -5.03   | 407 | 0.001   |
|     |                   | Multinational  | 235 | 45.3        | 87.1   | 5.7     |         |     |         |
| 14  | Insects           | Local          | 13  | 23.6        | 21.8   | 6.0     | -0.74   | 16  | 0.471   |
|     |                   | Multinational  | 5   | 30.92       | 2.8    | 1.0     |         |     |         |

**Significantly different at 5% level of significance**

(Source: Field data, 2018)

The mean prices of all food types except insects and poultry were higher in multinational chain stores compared to local public markets ( $p \leq 0.001$ ).

A graphical illustration of the mean comparison of prices per kilograms of different traditional food types in multinational chain stores and local public markets is shown in Figure 5.1.

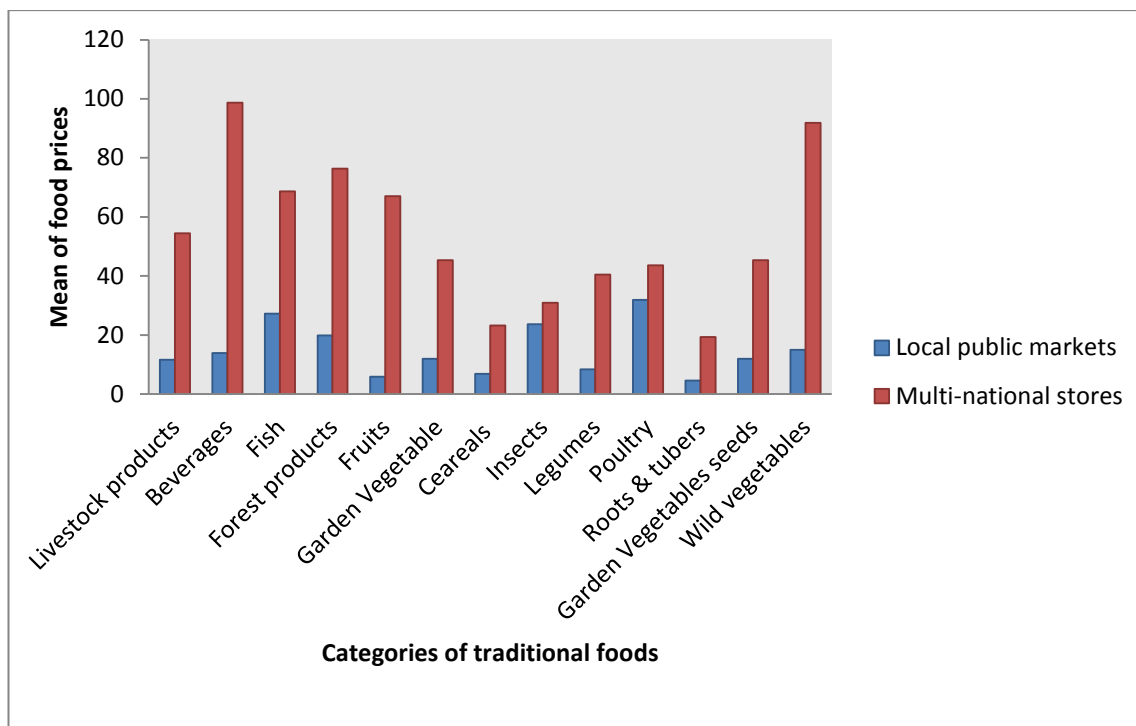


**Figure 5. 1: Mean comparisons of prices per kilograms of traditional foods.**

(Source: Field data, 2018)

The mean prices per kilograms of all food types sold in multinational chain stores were significantly higher compared to those food types sold in local public markets except for poultry products and insects. The poultry products were food products such as Eggs, Ducks, Village chicken, fresh quail, Peking duck while the insect includes Grasshoppers and Caterpillars.

Further, Table 5.2 and Table 5.3 indicate variations of prices over time between March and September within multinational chain stores and within local public markets and the results from the analysis of variance (ANOVA) indicates statistically significance difference in seasonal variations of mean prices of traditional foods within local public market and within chain stores. These price variations of traditional foods were attributed to seasonal patterns of most traditional foods which affected their availability. It was observed that retail prices rose sharply in off-peak months of some traditional foods and persistently falls during peak months. Further, it was observed that demand schedule of some traditional foods also affected the pricing. For instance traditional food that was less in supply was purchased at higher prices.

Table 5. 2: Mean comparison of seasonal variations of prices of traditional food within local public markets

| VARIABLE                                  | MEAN  | St Dev | F    | P value |
|-------------------------------------------|-------|--------|------|---------|
| <b>END OF RAINY SEASON</b> (March/ April) | 14.72 | 12.75  | 6.76 | 0.001   |
| <b>COLD SEASON</b> (May, June, July)      | 11.70 | 12.60  | 6.76 | 0.001   |
| <b>HOT SEASON</b> (August, September)     | 10.87 | 10.21  | 6.76 | 0.001   |

**Significantly different at 5% level of significance**

(Source: Field data, 2018)

Table 5. 3: Mean comparison of seasonal variations of prices of traditional food within multinational chain stores

| VARIABLE                                  | MEAN | St Dev | F    | P value |
|-------------------------------------------|------|--------|------|---------|
| <b>END OF RAINY SEASON</b> (March/ April) | 72.9 | 131.9  | 1.54 | 0.002   |
| <b>COLD SEASON</b> (May, June, July)      | 58.1 | 133.1  | 1.54 | 0.001   |
| <b>HOT SEASON</b> (August, September)     | 52.1 | 100.5  | 1.54 | 0.001   |

**Significantly different at 5% level of significance**

(Source: Field data, 2018)

However, observation data showed that the quality, packaging and branding of the observed traditional foods were different in chain stores and local public markets. Further, it was observed that some prices, especially in local public markets were negotiated as compared to chain stores whose prices only dropped during promotions and when products were nearing expiry date. Figure 5.2 gives information on the comparison in branding, packaging and quality of similar traditional foods in local public markets and chain stores.



**Figure 5. 2:** Comparison in quality, branding and packaging of some traditional foods in local public markets and multinational chain stores.

(Source: Field data, 2018)

### 5.3. Diversity of traditional foods in chain stores compared to local food markets

The second objective of the study was to assess the diversity of traditional food in multinational chain stores and local public markets. Views from both traders and observations were cardinal to answer the research objectives. These research findings are presented thematically below according to the way they emerged.

#### 5.3.1 Diversity of Zambian traditional foods

In terms of diversity of Zambian traditional food types figure 5.3 shows a graphical illustration in multinational chain stores compared to local public markets.

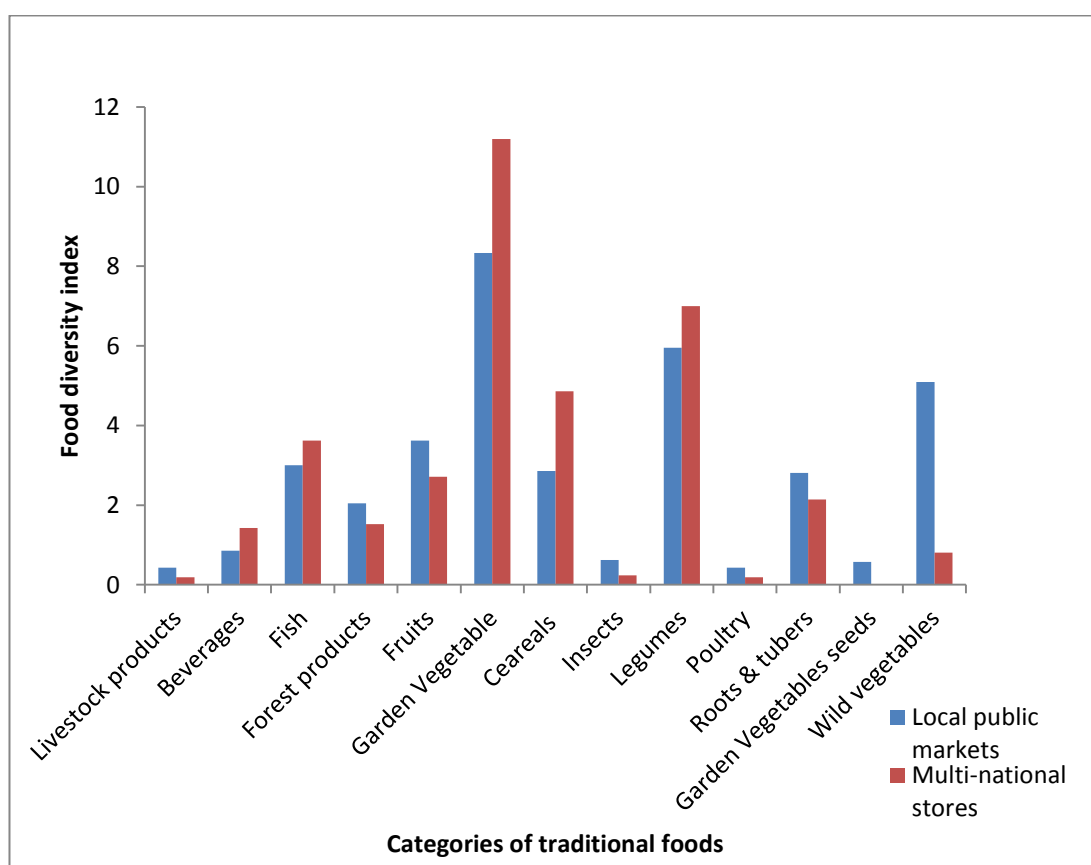


**Figure 5. 3: Traditional food diversity in Multinational chain stores and Local public market, Lusaka**

(Source: Field data 2018)

There was more diversity of cereals, beverages, garden vegetables and legumes in multinational chain stores than in local public markets. The largest

difference was for garden vegetables. Respondents said that this was due to more imported cereal brands and some legumes as well as value addition of these food products. Further, the observed results showed that there was a slight difference in the diversity of fish section in multinational chain stores compared to local public markets. Fresh fish was found more in multinational chain stores than dried fish. From the observations made, only Food lovers market had smoked packaged dry bream fish. Stocking more fresh fish varieties in multinational chain stores was attributed to better storage facilities which enabled them stock a greater variety of processed and packaged fresh fish that could stay for a longer period of time.

Respondents further observed that the processed and packaged fish products were not affected by government policies such as the yearly seasonal fish ban as compared to local public markets which sell local fish which is affected by yearly seasonal fishing ban which begins every year on December 1, to the beginning of March. However, dried fish were found to be more in local public markets than multinational chain stores which mostly stocked dry Kapenta.

Furthermore, Figure 5.3 above showed that there was more diversity of beverages and garden vegetables in multinational chain stores than local public markets. These results were attributed to the fact that multinational chain stores enjoy economies of scale thus high vegetable diversity which allows for choice and greater range of value addition to products. Furthermore, key informants from multinational chain stores observed that multinational chain stores have a greater shelf space and better refrigeration facilities than local public markets making them to have more diversity of garden vegetables than local public markets. Additionally, Figure 5.3 above shows more diversity of fruits, forest products, insects, roots and tubers, wild vegetables and garden vegetable seeds in local public markets than multinational chain stores. Respondents attributed this to the fact that in local public markets, there were sharp drops and changes in prices with seasons. Interestingly, the results show non-existence of some Zambian traditional foods in multinational chain stores. Evidence in figure 5.3 above shows that garden vegetable seeds do not exist in multinational chain

stores. Generally, the results show low diversity of Zambian traditional foods in multinational chain stores compared to local public markets.

Further, it was observed that when multinational chain stores are in early take over stages, they stock less diversity of Zambian traditional foods than the local public markets because they select products based on low cost (transaction cost and product costs) hence at this stage, local diversity products are cheap for gatherers and local public markets, but expensive for multinational chain stores to obtain and stock. This is because of the perceived quality and freshness of local food and support for the local economy by consumers. Consumers who are willing to pay higher prices for locally produced foods place importance on product quality, nutritional value, methods of raising a product and those methods effects on the environment, and support for local farmers.

Table 5. 4: Summary of observed categories of traditional food types

|    | FOOD TYPE CATEGORIES | AVAILABLE TRADITIONAL FOOD TYPES                                                                                                                                                                                                                  |                                                                                                                                                                                                                                      |
|----|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |                      | Local public Market                                                                                                                                                                                                                               | Multinational chain stores                                                                                                                                                                                                           |
| 1  | Garden vegetables    | Bondwe, Rape, Fresh bean leaves, Sweet potato leaves, Dry pumpkin leaves, Cabbage, Okra, Egg plants, Tomatoes, Onion, Ginger, Garlic, Chinese cabbage, Chillies, Carrots, Maize cob, Popcorns, Impwa.                                             | Bondwe, Rape, Fresh bean leaves, Sweet potato leaves, Dry pumpkin leaves, Cabbage, Okra, Egg plants, Tomatoes, Onion, Spinach, Lettuce, Ginger, Garlic, Chinese cabbage, Chillies, Carrots, Maize cob, Popcorns, Baby marrow, Impwa. |
| 2  | Fruits               | Mangoes, Guavas, Limes, Pawpaw, Pineapples, Lemons, Bananas, Avocados, Butternuts, Pumpkins, Oranges, Cucumber, Dried Mangoes, Watermelon, Makole, Mango jam, Mixed fruit jam, Dried guavas                                                       | Butternuts, Cucumber, Dried, Watermelon, Mango jam, Mixed fruit jam, Dried guavas                                                                                                                                                    |
| 3  | Grains               | Sorghum, Maize sample, Grain rice, Cooked nsima, Fresh green maize, Finger Millet, Sweet corn, Maize grit, Rice, Millet millie meal, Whole grain and bean mix.                                                                                    | Sorghum, Maize sample, Grain rice, Cooked nsima, Fresh green maize, Finger Millet, Sweet corn, Maize grit, Rice, Wheat, Millet millie meal, Whole grain and bean mix.                                                                |
| 4  | Insects              | Caterpillar's, Small caterpillar's and Grasshopper's                                                                                                                                                                                              | Caterpillar's                                                                                                                                                                                                                        |
| 5  | Legumes              | Green beans, Soya flour, Pounded soya beans, Beans, Crunchy peanut butter, Peanut butter, Pounded groundnuts, Intoyo, Sweet Mbalala, Raw groundnuts, Soya pieces, Fried groundnuts,r, Ilanda, Sugar beans, Maulu, Chimponde, Rednuts and Peanuts. | Green beans, Soya flour, Pounded soya beans, Pigeon peas, Beans, Crunchy peanut butter, Peanut butter, Pounded groundnuts, Sun flower, Sugar beans, Rednuts and Peanuts.                                                             |
| 6  | Forest products      | Honey, Fresh mushroom, Dry mushroom, Ifibuyu, Umumbu, Intungulu, Kaboba, Amasuku, Infungo, Kawawasha.                                                                                                                                             | Honey, Fresh mushroom, Strawberry jam.                                                                                                                                                                                               |
| 7  | Livestock products   | Sour milk, Goat meat, Beef, Fresh ox liver, Lamb, Pork, Bush meat, Imbeba                                                                                                                                                                         | Sour milk, Goat meat, Beef, Fresh ox liver, Lamb, Pork                                                                                                                                                                               |
| 8  | Beverages            | Tea (Moringa and Makonike), Coffee (Kasama and Zam), Munkoyo , Chibwantu                                                                                                                                                                          | Tea (Moringa and Makonike), Coffee (Kasama and Zam), Munkoyo , Chibwantu                                                                                                                                                             |
| 9  | Fish                 | Fresh fish (Bream, Kasepa, Tiger), Dry Kapenta, Fresh Kapenta, Dry Fish (Bream, Tiger, Kasepa).                                                                                                                                                   | Fresh fish(Bream),Dry Kapenta, Fresh Kapenta, Dry Fish(Bream)                                                                                                                                                                        |
| 10 | Poultry products     | Eggs, Ducks, Village chicken, fresh quail, Peking duck.                                                                                                                                                                                           | Eggs, fresh quail, Peking duck.                                                                                                                                                                                                      |
| 11 | Root tubers          | Cassava flour, Potatoes, Dry sweet potatoes, Cassava (fresh, dry, roasted), Yams, Fried sweet potatoes                                                                                                                                            | Cassava flour, Potatoes, Yams                                                                                                                                                                                                        |
| 12 | Roots                | Beetroots, Munkoyo roots, Busala                                                                                                                                                                                                                  | Beetroots                                                                                                                                                                                                                            |
| 13 | Vegetable seeds      | Pumpkin seeds, Dora seeds, Cucurbit seed                                                                                                                                                                                                          |                                                                                                                                                                                                                                      |
| 14 | Wild vegetables      | Lumanda, Nyemba, Brown chipumi, Chikanda, Lenga lenga, Amankolobwe, Dry kachesha, Lubanga, Mundambi, Mupilu, Umulembwe, Kanunka, Zumba, Chilungu ntanda, wild spinach(Chamudoga), Bunkulunkulu flowers.                                           | Lumanda, Chikanda, Dry kachesha, Kanunka.                                                                                                                                                                                            |

(Source: Field data 2018)

### 5.3.2 Dominance of Zambian traditional foods

The majority of the key informants (80%) reported that there has been a steady though marginal increase in the diversity of Zambian traditional foods since they started including them in chain stores while the rest (20%) said that there was no increase on diversity of traditional foods in chain stores. The reasons given for this steady but marginal increase included; the high demand from customers (45%), government policy (23%), supporting Zambian traditional food industry (20%), nutritional value and no health complications (12%).

However several participants expressed concern about the low diversity of Zambian traditional foods in multinational chain stores. A key informant from the Zambia National Farmers Union (ZNFU) had this to say:

*We have had numerous complaints from our traders that the local produce especially fruits and wild vegetables are low in multinational chain stores than local public markets. This is bad for the growth of our economy as our country has the capacity to produce and consistently supply fruits and vegetables to satisfy local demands (Personal communication, 2018).*

### 5.3.3 Inclusion of Zambian traditional foods

Further, the observational results showed that multinational chain stores have not started stocking some Zambian traditional foods. Zambian traditional foods such as garden vegetable seeds, fruits such as mangoes (*Mangifera Indica*), water yams(*umumbu*), infungo (*Anisofilia boemi*), masuku (*Eriobotrya Japonica*), amankolobwe, utusongole (*Strychnos coccoloides*), impundu (*Parinari curatelifolia*), guavas, fresh and dry mushrooms, *ulumanda*, *intooyo*, village chicken, bush meat among other traditional foods as shown in Figure 5.4.

A key informant expressed concern and had this to say:

*Recently we have seen tomatoes, potatoes, mangoes and watermelon among fruits and vegetables being imported from neighbouring Tanzania, and from South Africa hence most multinational chain stores are filled with more foreign foods with*

*few local food types. We are equal to the task as a country and our farmers have the capacity to produce and supply fruits and vegetables to multinational chain stores to fill the shelves. Chibombo, Chisamba and Mkushi, among other areas, are growing most of the fruits and vegetables that some foreign multinational chain stores are importing (Personal communication, 2018).*

Figure 5.4 gives information on some Zambian traditional foods that have not been commercialized.



**Figure 5. 4: Some traditional foods that have not been commercialised**  
(Source: Field data, 2018)

(a) *Anisofilia boemi* (b) Tamarind (c) *Strychnos coccoloides* (d) *Mangifera indica* (e) *Eriobotrya japonica* (f) Dry mushroom (g) Intoyo (h) *Cucurbita* (i) Parinari (j) Guavas (k) Small caterpillar (l) Village chicken (m) Raw cassava (n) wild vegetable.

#### 5.4. Barriers to commercialisation of traditional foods in chain stores

The third objective to this study was to identify the barriers to commercialisation of traditional foods in multinational chain stores. Views from both key informants and traders were cardinal to answer this objective as shown in Figure 5.5.

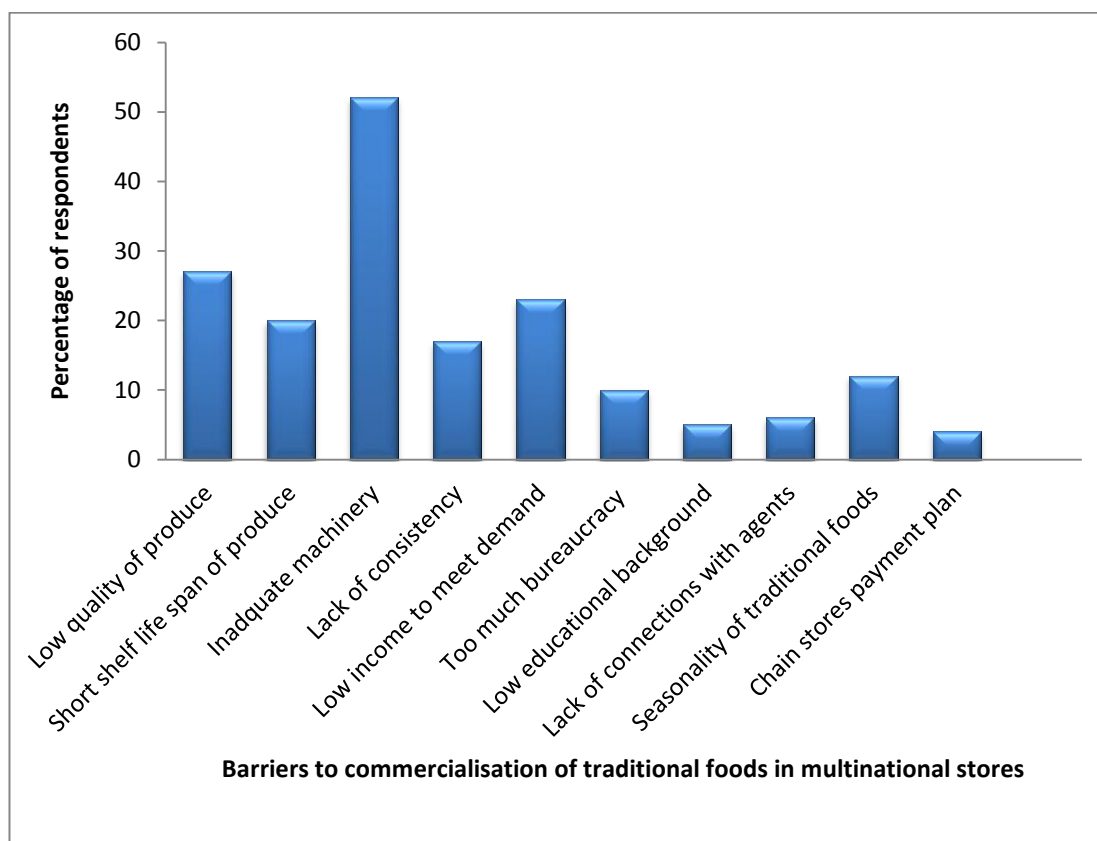


**Figure 5. 5: Identified barriers to commercialisation of traditional foods.**

(Source: Field data, 2018)

These research findings are presented thematically.

##### 5.4.1 Inadequate machinery

52% of the traders revealed that the main challenge to commercialisation of Zambian traditional foods in multinational chain stores was the lack of adequate machinery to add value to traditional foods. During the interviews many respondents stated that processed foods are preferred in multinational chain stores because of their long shelf life and there is high demand for such goods. A 72 year old trader from Soweto market, when asked about the

challenges to commercialisation of traditional food in multinational chain stores, stated and reaffirmed the lack of machinery and later on showed the researcher the machine (Figure 5.6) he had been using in making peanut butter for the past fifteen years and explained as follows:

*We have a variety of crops like legumes and cereals which are stocked by most multinational chain stores in Zambia. But we lack proper machinery to process our crops as a means of adding value to our produce. We have the potential once empowered with the necessary machinery or through micro enterprises on value addition. We urge government to provide more incentives like lower taxes on imported farm machinery (Personal communication, 2018).*



**Figure 5. 6: Machine used by local traders to process peanut butter.**  
(Source: Field data, 2018)

Figure 5.6 shows the locally made processing machine used for making peanut butter. It was observed that the inadequate and poor machinery pose challenges to traders in processing and adding value to some Zambian traditional foods such as peanut butter. The respondent further revealed that in spite of the poor machinery, the locally processed peanut butter is supplied to some

multinational chain stores that later re-sell them at slightly higher prices and brand them with their own local eco-labels.

#### 5.4.2 Short shelf life span of traditional foods

Another identified challenge to commercialisation of traditional foods in multinational chain stores was short shelf life span of fresh traditional foods. Some key informants from multinational chain stores observed that Zambian traditional foods such as locally produced potatoes and onions, among others easily get rotten. Hence they would prefer stocking imported products because they have a longer shelf life span and their quality is to consumers' satisfaction. They reaffirmed the lack of equipment such as driers and storage facilities for Zambian traditional foods among traders and local companies. Most of the fresh traditional foods easily get rotten. Multinational chain stores are reluctant to have them on their shelves. Zambia Daily mail newspaper article dated 4<sup>th</sup> May, 2019 confirms the lack of incentives among indigenous companies (Figure 5.7).



Figure 5. 7: Newspaper article

(Source: Phiri, 2019)

#### **5.4.3 Lack of consistency in the supply of traditional foods**

Another challenge to commercialisation of Zambian traditional foods in multinational chain stores is lack of consistency by local suppliers in supplying Zambian traditional foods. One Key informant who has been trading with multinational chain stores for eight years narrated the following:

*Resources and Economy cannot allow local suppliers to trade with multinational chain stores. A lot is involved such as expenses on factory workers, branding and packaging, sourcing raw materials, delivering, consistency in supply, health officials to inspect the products and standard check by the Zambia Bureau of Standards hence most local suppliers cannot manage. If a bank gives them a loan the interest rates are high hence they run into a loss (Personal communication, 2018).*

Similar sentiments were put forward by a key informant from a multinational chain store that expressed concern over the lack of consistency by local suppliers and gave the following account:

*The challenge we have with local farmers is, today they supply us and tomorrow they have gone to 'dance'. As we speak, the shelf for potatoes is empty because our local suppliers have not delivered. If as a supermarket we are inconsistent in stocking certain products, we risk losing customers (Personal communication, 2018).*

#### **5.4.4 Seasonality of Zambian traditional foods**

Another challenge to commercialisation of Zambian traditional foods is the seasonality of the Zambian traditional foods. Respondents observed that some wild vegetables and fruits such as *Lumanda*, *Kachesha*, *Kanunka*, *Magoes* (*Mangifera Indica*), water yams (*umumbu*), *infungo* (*Anisofilia boemi*), *masuku* (*Eriobotrya Japonica*), *amankolobwe*, *utusongole* (*Strychnos coccoloides*), *impundu* (*Parinari curatelifolia*), guavas, fresh mushrooms, *ulumanda*, *intoyo* and pumpkins among others are seasonal. This affects local suppliers' ability to consistently supply them to multinational chain stores.

#### **5.4.5 Too much Bureaucracy**

10% of the key informants revealed that too much bureaucracy coupled with paper work in the supply of traditional foods to multinational chain stores is a challenge to commercialisation of Zambian traditional foods. Respondents observed that multinational chain stores demand adherence to all Zambian legal standards, such as those stipulated by ZABS, ZEMA, the Medicines Act(No.3 of 2013), and the Sale of Goods Act,1893, by domestic firms to ensure public health protection and safety, consumer protection, and environmental safety. These legal requirements in themselves present regulatory barriers to entry for local suppliers as it requires traders or suppliers to go through many offices.

When asked whether a solution was found of helping traders to supply Zambian traditional foods without going through a tedious bureaucratic procedure, the key informant from Ministry of Commerce Trade and Industry, responsible for commercial, industrial and trade policies observed that bureaucratic procedures cannot be avoided as ZABS is guided by the Standards (Amendment) Act, Cap. 416 of 1997, which sets out standards of quality control for certain commodities, conditions under which manufactured goods can be supplied, guidelines for the promotion of commodities, and guidelines about dangerous or defective commodities hence cannot be avoided.

An officer from the Zambia Bureau of Standards (ZABS) expressed similar views which he cited as barriers to commercialisation of foods. He observed that ZABS provide two types of accreditation: permit to supply and certification. The acquisition of these accreditations presents additional costs for firms, who have to pay inspection fees in order to be inspected by ZABS. These costs are based on the firm's production capacity, and although they may be relative, the process and additional paperwork involved impose regulatory barriers to entry.

#### **5.4.6 Low quality of produce**

In addition to adhering to all the legal requirements stipulated by ZABS and other regulatory institutions, most of the key informants revealed that multinational chain stores more often than not impose additional, private

standards not mandated by law that domestic firms are expected to meet in order to be able to supply them. These additional criteria may further exclude some domestic firms from supplying multinational chain stores.

#### 5.4.7 Multinational chain stores payment plans

Furthermore, there is also the challenge of 30 day payment terms which most local traders and suppliers find very difficult to cope with due to low capital investments. Several participants observed that the payment terms offered by multinational chain stores can be quite retrogressive especially to traders with limited capital. For instance, Spar offers payments to the suppliers every after a week of delivery while Shoprite and other chain stores pays the suppliers on average 25 to 30 days from the date of supply through cheques. This is in contrast to the cash spot payments made in local public markets. Additionally, respondents observed that longer payment periods present cash flow challenges, especially for traders with limited capital and potentially deters entry into multinational chain store value chain.

#### 5.5. Theory of spatial market integration and traditional foods in Zambia.

The results indicate that the Zambian traditional food products in multinational chain stores and local public markets are not homogeneous but are a pool of diversity as can be observed by the results.

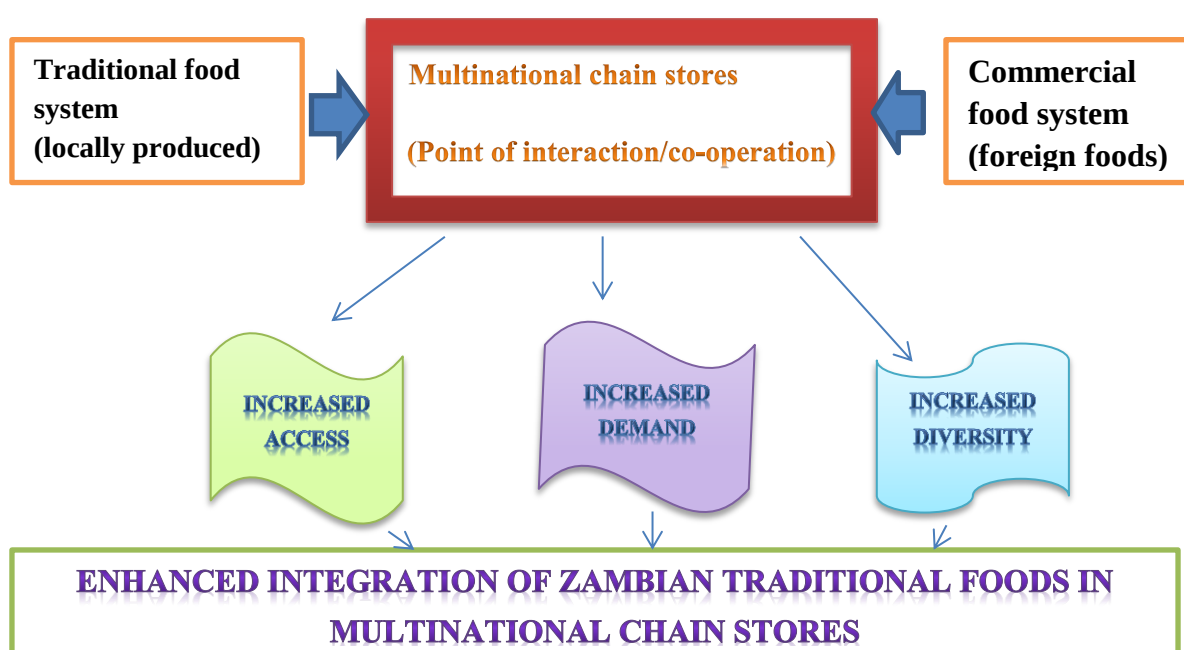


**Figure 5. 8: Traditional food integration**

(Source: Author, 2018).

## **CHAPTER SIX: DISCUSSION OF RESULTS**

### **6.1. Overview**

This chapter discusses and interprets the results presented in chapter five in the context of research objectives. The section is basically divided into three sections. The first part discusses the findings on the pricing of traditional food in multinational chain stores and local public markets while the second section discusses findings on the diversity of traditional foods in multinational chain stores and local public markets and section three discusses findings on the barriers to commercialisation of traditional foods in multinational chain stores.

### **6.2. Pricing and competitiveness**

The results have shown that multinational chain stores offer higher prices for Zambian traditional foods than local public markets. This means that in terms of competition, local public markets have more competitive prices compared to multinational chain stores but when it comes to value addition, local public markets has less value added food products. This observation agrees with the findings of the recent research conducted in Botswana and Zambia that showed similar traits (Emongor and Kirsten (2009).

In terms of poverty levels which stands at 20.6% in Lusaka district (CSO, 2018), these results imply that the vast majority (61.6%) of the population of Lusaka district who are in the informal sector (CSO, 2018) tend to go for cheaper pricing in local public markets than in multinational chain stores where prices are slightly higher.

In addition, in terms of empowerment and job creation, the findings of the study imply that traders supplying traditional foods to multinational chain stores supply in large quantities and thus get more money though the prices are lower but it has created an opportunity for increasing their incomes. This has a positive effect on their incomes and livelihood. Neven and Reardon (2003) agree with the above views and observed that multinational chain stores have created employment for suppliers of fresh fruits and vegetables. Other studies done in Zambia have equally observed that multinational chain stores offer high and competitive prices in high value added foods like processed foods than local public markets. This has empowered suppliers (Ziba and Phiri, 2017). This observation supports the reports of the study conducted in Vietnam

by Cadilhon et al., (2006) who confirmed the above assertion and observed that the price comparison between multinational chain stores and local public markets shows that traders in the multinational chain stores get a high price for their produce. On the contrary, the results of our study seem to contradict the literature claiming that multinational chain stores often sell products cheaper than local public markets given economies of scale (Haese and Van Huylenbroeck, 2005; Timmer, 2009; Pingali, 2006). Our study observes that multinational chain stores get a high price for their produce because they have high demand of food produce and access to a larger and broader market owing to their strategic locations in prime shopping malls and their spread in various towns. Access to a wider market entails demand for higher volumes of food produce from local suppliers, which could in turn lead to the acquisition of economies of scale as local suppliers expand their output to meet the higher demand for both processed and fresh fruits and vegetables. In addition, multinational chain stores are consistent with their orders and demand higher standards and quality of produce. The latter is particularly crucial for attracting and retaining consumers. Adherence to strict quality standard instils consumer confidence and loyalty even when prices are slightly increased.

Our results are consistent with the economic theory of spatial market integration which shows differences in pricing of traditional foods between geographically separated trading environments. This could be attributed to the fact that the trading environments involved are not perfectly competitive. This is in spite of the underlying traditional foods been homogeneous though branding, quality of produce and packaging were different.

### **6.3. Dietary diversity**

Results have shown that there is rich dietary diversity in local public markets because they stocks a larger variety of traditional foods compared to multinational chain stores. This implies that the increased dietary diversity in local public markets helps to ensure adequate intake of essential nutrients and promotes good health. Emongor and Kirsten (2009) agree with the above assertion and observe that rich dietary diversity in local public markets promotes good health to the customers. However, limitation of not having more diversity of traditional foods in multinational chain stores is attributed to lack

of adequate machinery to process some traditional foods by suppliers. This acts as a bottleneck to commercialisation of some traditional foods in multinational chain stores.

In terms of accessing nutritional values, results show that multinational chain stores are better than local public markets. This is due to the nutrients and vitamins that are added to many foods in order to enrich their nutritional value during processing. This means that better nutrition values in chain stores with high quality foods helps reduce the risk of some diseases including heart diseases, diabetes, stroke, cancer among others (Moustier et al., 2006).

Further, our results show that in terms of economic market, local public markets are not doing well as compared to multinational chain stores. This is largely due to lack of value addition of traditional foods as compared to multinational chain stores which have more processed foods which carters for almost all seasons than local public markets. This result is in agreement with other results of studies conducted in South Africa (Timmer, 2009; Pingali, 2006; Weatherspoon and Reardon, 2003) which reported that multinational chain stores appear to be the natural place to buy food products because they carry a greater variety of processed foods than traditional open markets.

In terms of physical infrastructure, our results have shown that multinational chain stores have better storage facilities such as refrigeration facilities and driers than local public markets. This implies that multinational chain stores are able to preserve traditional foods for a longer period of time compared to local public markets whose food have a short shelf life span. Cadilhon et al., (2006) agree with the results and observe that multinational chain stores have a far greater shelf space and better refrigeration facilities than local public markets.

#### **6.4. Barriers to commercialisation of traditional food in chain stores**

Results have shown that there is huge opportunity for integrating traditional foods in multinational chain stores but it is lost due to inadequate machinery, low quality of produce, low income to meet demand, short shelf life span, lack of consistence, off seasonality of most traditional foods and multinational chain stores payment plans. Therefore, in order to realise the lost opportunity there is need to look at institutional framework that will help address these challenges. Further, the results imply that there is need to increase capacity building in

value addition in order to enhance integration of traditional foods in multinational chain stores. Nyoro (2004) agrees with the results and emphasise on the need to enhance technology and capital among traders so that they can make use of the lost opportunities. He further states that this approach could be adopted as it can enhance integration of traditional foods in multinational chain stores. This is in agreement with the observations in the economic theory of spatial market integration that emphasises on the need for enhanced capital and government policies as the necessary conditions for inclusion of commodities in markets (Goletti et al., 1995; Rapsomanikis et al., 2003 and Kabbiri et al., 2016).

From the foregoing, it can be explained that multinational chain stores are an important avenue which acts as point of interaction as well as co-operation between the traditional food system and commercial food system. This is because its nature of infrastructure provides different opportunities for some specific food systems to extend their operations. For example, cooling devices (cold storage and freezing) providing long term conservation of minimally processed fresh products such as fish, vegetables and meat. Furthermore, multinational chain stores act as a point of interaction as it stocks a variety of traditional foods which is a fundamental way of building and displaying customer's identity. Furthermore, traditional foods stocked in chain stores connect humans to their environment. This is because food does not only deal with nutrition and health but also with well-being and the way human beings live together and interact with their environment.

## **CHAPTER SEVEN: CONCLUSION AND RECOMMENDATIONS**

### **7.1 Conclusion**

This study aimed at examining the inclusion of Zambian traditional foods in multinational chain stores in Lusaka city. The study is informed by the objective which compared prices of traditional food in multinational chain stores and local public markets. It was observed that prices of traditional foods in multinational chain stores were higher than that of local public markets. The study also assessed the diversity of traditional foods in multinational chain stores and local public markets. The study observed that there is low diversity of traditional foods in multinational chain stores compared to local public markets. Further, the study looked at the barriers to commercialisation of traditional foods and observed a huge opportunity for commercialization of traditional foods once the barriers are addressed. The research concludes that prices in multinational chain stores were on average higher than that of local public markets. Overall, the results showed huge potential of traditional foods being integrated in chain stores.

Further, the study observed that increasing the inclusion of Zambian traditional foods in multinational chains stores in Zambia has the potential to confer greater benefits than the mere provision of various goods and services. While Zambian consumers now enjoy increased consumer choice and the availability of an assortment of products offered by multinational chain stores, greater benefits can be extended to the revitalization of the country's manufacturing industry. Multinational chain stores provide one avenue through which industrial production of traditional foods can be stimulated with the participation of local processing firms in their value chains.

The supply of traditional foods to multinational chain stores offers potential to boost manufacturing growth in Zambia. Multinational chain stores can also aid the broadening of Zambia's export base of traditional foods to counter the risks associated with dependence on metal commodities, which are susceptible to international price shocks

## 7.2 Recommendations

1. There is a need for the government in Zambia to provide strong co-ordinating mechanisms by broadening support systems through programs such as citizen economic empowerment commission (CEEC) in order to improve and increase capacity building in value addition of Zambian traditional foods.
2. The government must support and nurture the development of non-competitive bottom up interventions such as micro-finance credit facilities so as to improve access to credit by traders and suppliers.
3. Government need infant industry protection policies so that local industries could be protected and promoted.
4. Traders and suppliers should establish better quality control systems such as training themselves on food safety and quality management.
5. The government needs to facilitate local firms' entry into multinational chain stores' value chains. This can be achieved by introducing a local content policy that requires multinational chain stores to allocate a quota of multinational chain stores' procurement of goods to local processed goods. The development of such a policy will require the participation of both the government and multinational chain stores in order to collectively agree on the proportion to be allocated, the product quality, and the assessment of local capacity. This will ensure that such a policy is embraced by all stakeholders and meets with no resistance from multinational chain stores.
6. Since this research was only a snapshot in time covering March to September 2018, it would be interesting to return and complete a similar study in future in order to see if changes have taken place especially on the integration of traditional foods in multinational chain stores. Second, to add more depth, assessment of the perceived nutritional implications of commercialization of some traditional foods for consumers could be recorded in order to track whether consumption behaviour and access to certain foods types are resulting in an increase in good health.

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## APPENDICES

### Appendix A. INTERVIEW GUIDE FOR MULTINATIONAL CHAIN STORES ON THE INTEGRATION OF TRADITIONAL FOODS IN MULTINATIONAL STORES

#### Confidentiality and pre-informed consent

I am Pethias Chalwe from the University of Zambia. I am conducting a research on the integration of traditional foods in multinational chain stores in Lusaka District, Zambia.

The purpose of this research is to help me learn and get understanding on the subject matter. The information that you will provide will not be disclosed to any third party and will be used for academic purposes. I am kindly asking if you are willing to participate in this study.

#### Section A: Identification and Basic Information *(To be filled in by the researcher at the start of the interview.)*

A1 Starting time: \_\_\_\_:\_\_\_\_hrs. A2. Location:\_\_\_\_ A3. Name of Chain store\_\_\_\_\_

A4. Interviewer\_\_\_\_\_ A5. GPS E=\_\_\_\_N=\_\_\_\_\_ A6. Respondent's sex (M/F)\_\_\_\_

A7 Current position\_\_\_\_\_

A8. Years of working with the Multinational store\_\_\_\_\_

A9. When did you as a multinational store start to operate in Lusaka?  
\_\_\_\_\_

A10 What is the total number of people working including yourself?

|                   |             |               |
|-------------------|-------------|---------------|
| NUMBER OF WORKERS | MALE: _____ | FEMALE: _____ |
|-------------------|-------------|---------------|

#### Section B: Comparison of traditional foods in multinational stores and traditional food markets.

B1. Kindly provide the following information concerning traditional foods

|    | Name of Traditional foods | Kindly list the sources either 1= locally supplied, 2= imported or 3=both, 4=Not stocked | Nature of packaging | Prices per unit/ kg | Suppliers |
|----|---------------------------|------------------------------------------------------------------------------------------|---------------------|---------------------|-----------|
| 1  | Mangoes                   |                                                                                          |                     |                     |           |
| 2  | Fresh maize               |                                                                                          |                     |                     |           |
| 3  | Bondwe                    |                                                                                          |                     |                     |           |
| 4  | Village chicken           |                                                                                          |                     |                     |           |
| 5  | Dry Kanunka               |                                                                                          |                     |                     |           |
| 6  | Goat meat                 |                                                                                          |                     |                     |           |
| 7  | Cassava                   |                                                                                          |                     |                     |           |
| 8  | Sweet potato leaves       |                                                                                          |                     |                     |           |
| 9  | Tomatoes                  |                                                                                          |                     |                     |           |
| 10 | Others specify            |                                                                                          |                     |                     |           |
| 11 |                           |                                                                                          |                     |                     |           |

#### Section C: Reasons for inclusion of traditional foods in multinational stores

C1. From whom/ where do you source your Zambian traditional foods?\_\_\_\_\_

C2. How often do they supply traditional foods?\_\_\_\_\_

C3. Do the traditional food that you sell change with seasons \_\_\_\_\_

C4. If yes, please explain \_\_\_\_\_

C5. What has led to the inclusion of traditional food in multinational stores \_\_\_\_\_

**Section D: Barriers to commercialisation of traditional foods**

D1. What type of support do you give to your suppliers \_\_\_\_\_

D3. What benefits have you obtained since you started integrating traditional food in to Chain stores \_\_\_\_\_

D4. What grade/ standard do suppliers have to meet in order to supply to the multinational stores \_\_\_\_\_

D5. What problems have you experienced with the inclusion of traditional foods in multinational stores? \_\_\_\_\_

D6. What are the barriers to full commercialisation of some traditional foods \_\_\_\_\_

**Section E: Opportunities for integration of traditional foods**

E1. List benefits multinational stores offer to local traders trading in Zambian traditional foods \_\_\_\_\_

E2. List benefits multinational stores derives from local traders trading in Zambian traditional foods \_\_\_\_\_

E3. Suggest ways of improving the relationship between local traders in traditional food products and multinational stores trading in similar products \_\_\_\_\_

E4. What are the opportunities for integration of the Zambian traditional foods in multinational chain stores? \_\_\_\_\_

Do you have anything to say? \_\_\_\_\_

**Thank you very much for your time and information**

**End time: \_\_\_\_: \_\_\_\_ hrs**

## Appendix B. QUESTIONNAIRE FOR TRADERS ON THE INTEGRATION OF TRADITIONAL FOODS IN MULTINATIONAL CHAIN STORES

### Confidentiality and pre-informed consent

I am Pethias Chalwe from the University of Zambia. I am conducting a research on the integration of traditional foods in multinational chain stores in Lusaka District, Zambia. The purpose of this research is to help me learn and get understanding on the subject matter. The information that you will provide will not be disclosed to any third party and will be used for academic purposes. I am kindly asking if you are willing to participate in this study.

### Section A: Identification and Basic Information *(To be filled in by the enumerator at the start of the interview.)*

A1 Questionnaire code: *(to be filled after data collection)* A2. Starting time: \_\_\_\_:\_\_\_\_hrs

A3. Interviewer's name: \_\_\_\_\_

A4 Name of the market \_\_\_\_\_ A5. Residential area of the respondent: \_\_\_\_\_

A6 GPS E= \_\_\_\_\_ : N= \_\_\_\_\_

A7. Respondent's sex (M/F) \_\_\_\_\_ A8. Respondent's age \_\_\_\_\_

A9. What is your marital status? Single ☐ Married ☐ Divorced ☐ Widowed ☐ Co-habiting ☐

A10. What is your age?

| Age of respondents | Under 30 years |        | Between 30-60 years |        | Over 60 years |        |
|--------------------|----------------|--------|---------------------|--------|---------------|--------|
|                    | Male           | Female | Male                | Female | Male          | Female |
|                    |                |        |                     |        |               |        |

A11. What is your highest level of formal education?

No formal education ☐ Primary ☐ Secondary ☐ Tertiary ☐ \_\_\_\_\_

A12. For how long have you been trading? \_\_\_\_\_

A13. Are you the owner of the business?

Yes ☐ No ☐

A14. If no, who are you in this business?

### Section B: Understanding of the concept of multinational stores and Traditional food markets

B1. Do you know what a multinational store is? Yes ☐ No ☐

B2. If yes to the above kindly give an example

B3. Do you know what traditional food market is? Yes ☐ No ☐

B4. If yes to the above kindly give an example

*( If no to any of the above explain their meaning to the respondent and give examples before the next question)*

**Section C: Comparison of traditional foods in multinational stores and traditional food markets.**

| S/N | Name of Traditional foods (specify) | Tick those you sell | Quantity usually ordered (specify unit) | Price per unit | Total amount made when a unit is sold (retailed) | Nature of packaging | Explain reason for your answer on the nature of packaging. |
|-----|-------------------------------------|---------------------|-----------------------------------------|----------------|--------------------------------------------------|---------------------|------------------------------------------------------------|
| 1   |                                     |                     |                                         |                |                                                  |                     |                                                            |
| 2   |                                     |                     |                                         |                |                                                  |                     |                                                            |
| 3   |                                     |                     |                                         |                |                                                  |                     |                                                            |
| 4   |                                     |                     |                                         |                |                                                  |                     |                                                            |
| 5   |                                     |                     |                                         |                |                                                  |                     |                                                            |
| 6   |                                     |                     |                                         |                |                                                  |                     |                                                            |

**Section D: Reasons for inclusion of traditional foods in Multinational stores.**

**D1.** What is the source of your Zambian traditional foods?

**D2.** Where do you sell your Zambian traditional foods (1) Multinational store ☐ (2)

Local market ☐ (3) Other \_\_\_\_\_

**D3.** Explain why? \_\_\_\_\_

**D4.** If multinational stores, which chain stores do you supply to? \_\_\_\_\_

**D5.** Do the traditional food that you sell change with seasons? \_\_\_\_\_

**D6.** If yes, please explain \_\_\_\_\_

**D7.** What has led to the inclusion of traditional food in multinational stores \_\_\_\_\_

**Section E: Barriers to full commercialisation of traditional foods**

**E1.** When did you start supplying to the named multinational chain store \_\_\_\_\_

**E2.** If not, why don't you supply to multinational chain stores \_\_\_\_\_

**E3.** What changes have occurred in your output and input income since you started supplying to multinational stores \_\_\_\_\_

(1) Increased ☐ (2) Decreased ☐ (3) No change ☐

**E4.** What benefits have you obtained since you started supplying to multinational stores \_\_\_\_\_

**E5.** If not, what benefits are you losing out as result of not supplying to multinational chain stores \_\_\_\_\_

**E6.** What grade/ standard do you have to meet in order to supply to the multinational stores \_\_\_\_\_

**E7.** What cost do you incur in meeting this grade and standard \_\_\_\_\_

**E8.** What problems have you experienced in adhering to these grade and standard? \_\_\_\_\_

**E9.** What are the barriers to full commercialisation of some traditional foods? \_\_\_\_\_

**Section F: Opportunities for integration of traditional foods**

**F1.** List benefits multinational stores offer to local traders trading in Zambian traditional foods \_\_\_\_\_

**F2.** List benefits multinational stores derives from local traders trading in Zambian traditional foods \_\_\_\_\_

**F3.** Suggest ways of improving the relationship between local traders in traditional food products and multinational stores trading in similar products \_\_\_\_\_

**F4.** What are the opportunities for integration of the Zambian traditional foods in multinational chain stores? \_\_\_\_\_

**Do you have anything to say?** \_\_\_\_\_

**Thank you very much for your time and information**

**End time:** \_\_\_\_:\_\_\_\_hrs

### Appendix C: OBSERVATIONAL DATA SHEET

#### PROFILE OF TRADITIONAL FOODS IN MULTINATIONAL CHAIN STORES/ LOCAL PUBLIC MARKETS

NAME OF CHAIN STORE:  
LOCATION:

NAME OF LOCAL PUBLIC MARKET:  
LOCATION:

| S/N | NAME OF<br>TRADITIONAL<br>FOOD | NATURE OF<br>PACKAGING | AVAILABLE | MONTH | PRICES<br>( PER KG) | SUPPLIERS | PHONE/<br>Email |
|-----|--------------------------------|------------------------|-----------|-------|---------------------|-----------|-----------------|
|     |                                |                        |           |       |                     |           |                 |
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