

**CONSUMER PERCEPTION AND CONSUMPTION PATTERNS OF FAST FOODS IN  
ZAMBIA'S LUSAKA DISTRICT**

**A Research Report presented to the Department of Agricultural Economics and Extension  
of the University of Zambia.**

**BY**

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## LIST OF ACRONYMNS

<b>C.S.O</b>	Central Statistics Office
<b>FFF</b>	Fast Food Facility
<b>NRC</b>	Non regular Consumers
<b>RC</b>	Regular Consumers
<b>SDA</b>	Seventh Day Adventist Church
<b>SPSS</b>	Statistical Package for Social Sciences
<b>UCZ</b>	United Church of Zambia
<b>ZBZ</b>	Zambia Bureau of Standards

## ABSTRACT

### **Consumer Perception and Consumption Patterns of Fast Foods in Zambia's Lusaka District**

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The purpose of this study was to examine the consumer characteristics and purchasing patterns of fast foods. It was carried out in parts of Lusaka district where fast food facilities are prominent and the data was collected from 81 randomly selected consumers. The study used Probit model in determining some of factors that affect consumption of fast foods. The factors considered in the model were, Distance to the nearest Fast Food Facility, Time taken, and Packaging, Health restrictions and provision of Nutritional Information. The other factors considered were of nature of dummy variable and these were Gender, Sex and income. The factors considered in this research were identified from the results of the regression which was done in STATA.

The study revealed that some of factors that affect frequency of consumption were Dietary restrictions ( $P= 0.035$ ); Cleanness ( $P=0.04$ ); Consumer Overall Service ( $P=0.023$ ); Packaging ( $P=0.007$ ) and Nutritional Information ( $P=0.001$ ). These factors were significant at 95% confidence level. Nutritional information, Packaging had positive relationship with purchasing frequency. This means that increase in provisional of Nutritional information and improvements in packaging of fast foods will lead to the increase in the consumption of fast foods. On the other hand dietary restrictions had a negative relationship with purchasing frequency which means that the more dietary restrictions a consumer is faced with the lesser the number of times he or she is likely to purchase fast foods. Distance to reach the fast food facility ( $P=0.105$ ), Time Taken to reach the facility ( $P=0.433$ ) and Means of transport used ( $P=0.626$ ) were not statistically significant variables at 95% confidence level.

In view of the findings, it is recommended that the key players in the Zambian fast food industry find ways of providing nutritional information and also find innovative ways of packaging their products.



# CHAPTER ONE

## INTRODUCTION

### 1.1 Background

The pressure of working life along with time constraints has resulted in an increasing number of consumers opting for fast food restaurants. In Zambia particularly Lusaka the increase in the number of people opting for fast foods led to rapid growth of fast food facilities in the city (under ministry of commerce trade and industries: economic report book, 2010). The common fast food facility comprises of restaurants and other outlets that provide prepared food stuffs within a short period of time. Three quarters of the sales in most of these facilities come from food stuffs while a quarter are in form of drinks (focusing Zabs-2010). More than 80% constituents of these food stuffs come from agricultural products. It is the final use of agricultural products that are sometimes processed from their raw form such as maize into meals, potatoes into chips. The growth of fast food market has been an effect of societal development and changes in the socio-economic shape which has led to many people in Zambia, particularly Lusaka, not to be having that much time, and energy, available to devote themselves for own prepared meals. It is for this reason that a number of eating out facilities particularly fast food chains came up to cater to this lucrative market. Since 1991 the industry has continued to grow at very fast rate. Women in Zambia especially in Lusaka city do not stay at home carrying out household tasks but rather prefer remunerated work in striving towards equality and economic independence. Alkines and Bowler in 2010 did a study in Malaysian where they tried to understand why fast food consumption in Malaysia was on the raise, around one-third of consumers felt they lacked the time to prepare healthy meals, resulting in food being consumed quickly at work or in the car. For this reason these same people have actually replaced many of their meals with snacks or quick meal. Consumers have changed attitude about the economy, their lifestyle, financial planning and shopping habits and eating behavior. This is due to busier consumer lifestyles and dual-working families with children; emphasis is increasingly being placed on quick meal solutions.

In the case of our *Zambian fast food industry*, economic report (C.S.O,2010) shown that people in this industry have experienced a number of problems especially decline in profits levels due to decreased number of people visiting most of these facilities, which has led to many being forced out of business. Therefore this research will try to understand the industry by looking at the needs and requirements of consumers so as to increase the sales, because this can only happen if consumers are happy with the service provided to them.

## **1.2 Problem Statement**

Though the fast food industry has continued to be one of the main businesses in Zambia, Recent statistics show that profits have continued to decline in most of the fast foods facilities (C.S.O, 2010).The fast food owners have complained of decline in the number of people visiting many of these facilities.

The recent decline in the profits made in these facilities has made the *Zambian fast industry* to be experiencing an annual growth of 2.5 % instead of the required annual growth expected of (5-6) % by government through Ministry of commerce and trade in 2010 (C.S.O, 2010).Many consumers have complained that a number of these facilities fail to provide variety of fast foods to meet the requirements of different consumers (Chinyama, 2007). Some have even gone to say that some facilities keep on providing some types of foods that they used to provide years back overlooking changing preferences of consumers. Though it is true that some businesses have scored some success many especially the smaller facilities have failed to get anything out of it (Sean, 2007). The most important reason given by many economists for this unexpected failure has been attributed to lack of consumer knowledge by the people in this industry. Therefore this research will try to understand these consumer requirements and perception towards fast foods so as to increase the knowledge of consumer's needs and requirements. This will be necessary because Consumers are a critical element for the profitability and survival of any business. Therefore, there is need to understand their motivation for visiting restaurants among other alternatives. Having accurate and current information on consumer trends is vital for the viability of the business as it is the interest to the owner in knowing the best marketing strategies and what

consumers want. Furthermore, knowledge of consumer preference, attitude and expectation allow owners to plan supply, pricing and marketing strategies more efficiently.

Therefore, the purpose of this study is to understand the characteristics and purchasing patterns and other factors affecting consumption of fast foods

### **1.3 Objectives**

#### **1.3.1 Overall Objective**

- The principal aim of this study is to understand consumer characteristics, perception and purchasing patterns of fast foods.

#### **1.3.2 Specific Objectives**

- To identify the characteristics of fast foods consumers.
- To determine the purchasing frequency of fast foods.
- To investigate the factors that affects the consumption of fast foods.
- To assess how to increase the consumer's consumption of fast foods.

### **1.4. Statement of Hypothesis**

- Consumers with dietary restrictions are less likely to purchase fast foods frequently
- Consumers near fast food facilities purchase fast foods more frequently than those who are not.
- Demographic factors of the consumers influence consumption frequency of fast foods.

### **1.5 Rationale**

The findings of this research will help fast food owner to understand best ways of meeting the requirement and needs of their consumers who have complained of poor quality of service in

most of these facilities. This will therefore directly benefit the consumers who have complained of poor quality of services in these facilities because the facility owners will understand them better and met their requirements. Meeting the needs and requirement of consumers means increasing consumptions of fast foods which is of great importance to the agricultural sector also as it will provide information regarding consumption of the agricultural end products.

The findings will also be important to businesses owner because they will be using these findings to make decisions in their daily provision of fast foods which will increase their sales and profits. The findings would also provide the background information to be used as basis for further research.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This section reviews the findings by other researchers and tries to analyse the findings and identifies some of the gaps in knowledge and also tries to understand some of the findings that do not apply to Zambia.

#### **2.2 Definition of Key Terms**

Fast foods can be defined as: quickly prepared, reasonably priced, and readily available alternatives to home cooked food. The free dictionary has defined fast food as “inexpensive food, such as hamburgers and fried chicken, prepared and served quickly”. According to Goyal and Singh (2007), fast food is the world’s fastest growing food type and it is quick, reasonably priced and readily available alternatives to home cooked food. While convenient and economical for a busy lifestyle, Data Monitor (2005) defined fast food as food and drinks for immediate consumption either on the premises or for consumption elsewhere. For the purpose of this study, we define fast-food as specialized food that can be prepared in short time for immediate consumption either on the premises or elsewhere and relatively inexpensive.

#### **2.3 Consumption Patterns of Fast Foods**

Several studies have been done to assess the consumption of fast foods in a number of countries. One of such studies was done by Schroeder and (McEachern, 2005) in United Kingdom in which they looked at consumption of fast foods by two groups of students. One was for students coming from United Kingdom and the other were coming from Malaysia but studying in United Kingdom. Results from this study showed that 82% of the students were consuming fast foods. It was also shown that among Malaysian students 70% of respondents consume fast foods daily and 30% only consume 2-3 times per week while among students from United Kingdom, only 35% of the students were able to consume fast foods daily and the rest did not consume fast

foods daily. Therefore, the results of this study show that the consumption of fast food among Malaysian students in the same age range is higher than the United Kingdom. The reason for the differences in consumption of fast foods among United Kingdom and Malaysia student was that Malaysian students found it cheap to consume fast than prepare their own meals as compared to the United Kingdom students who had homes nearby. In terms of consumption spending the study showed that on average students from Malaysia spent (allowance) RM356.00 per month while those from U.K spent RM 90 on fast foods. In this study it was found that more than 67% of the respondents purchase chicken-based fast-food at least twice per week, and the reason that was given by many students opting for chicken based foods was that chicken was relatively cheaper and delicious as compared to the other foods.

The consumption of pattern also showed that most students preferred KFC fast though the study did not give the reasons why most students preferred KFC fast foods as compared to the others facilities. The result contradicted Schroeder and (McEachern, 2005) findings, where students in the UK preferred McDonald rather than KFC. This finding also contradicts the trend of the Indian consumers towards the purchase of fast-foods. Indian consumers' preference was for Pizza Hut products followed by McDonald's (Goyal and Singh, 2007).

From these studies it can be concluded that consumption of fast foods is the matter of convenience, which implies that consumers will buy more of fast foods when it is more expensive to prepare their own meals and this was the reason why Malaysian student purchased fast food more frequently than United Kingdom students who had homes near.

## **2.4 Increasing Fast Foods Consumption**

A study done by Anold Kennedy in India 2002 assessed what Consumers thought would be done to increase the consumption of fast foods. The results showed that 40% of respondents said they would want fast foods to contain moderate fat that promoted lowering of cholesterol; proper meals, containing protein and providing relief from menopause symptoms and preventing obesity.

These findings cannot be used to make generalization for countries like Zambia because consumers differ and can have broader views on the same question.

## **2.5 Factors Influencing the Consumption of Fast Foods**

Some studies have been done to identify some of the factors that have an impact on consumption of fast foods, among these studies done is the one by Keynote Sean (2003) in the Malaysia, one of the factors that was found to be significant was income, the study showed that 65% of consumers with income of RM 2000 per month were able to purchase fast foods daily and only 15% of consumers with income of less than RM1000 were able to purchase fast foods daily. Another factor that was found to be significant was the sex of the respondents. It was found that female in Malaysian consumer and purchase fast foods more than males.

The problem with this study is that it did not include the impact of important variables such as distance of consumers from food facility. It did not go further to assess if the time the consumer takes to reach a particular fast food facility has an impact on fast food consumption

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Introduction**

This chapter describes the methods and procedures that were used to help in the achievement of stated objectives. The chapter also describes the study area, sample that was used and the method of collecting and analyzing data.

A research design is defined as a plan used to study a problem or question. (Hines and Vailant, 2000).

#### **3.2 Area of Study**

The study was undertaken in Lusaka district of the Lusaka province. The consumers sampled consisted of both males and females having a minimum age of 16 years from Lusaka. It covered low density areas like Kabulonga, medium density areas like Libala and high density areas like Kalingalinga. This study was conducted in Lusaka city covering people who were found in different fast food facilities around Lusaka. Lusaka city was chosen because the city has well represented population in terms of income and education level which are some of the variables this study will measure.

#### **3.3 Research Design**

The research design that was used is a case study under non experimental research design. A non experimental research design was selected because consumers in the target area were not divided into groups based on their similarities i.e. control and target groups but rather were considered as being part of one group. A case study was used so as to have a deeper understanding and knowledge on consumers of fast foods. Besides, resources were inadequate to be able to carry out the study in all the districts of Lusaka province worse still in all the districts of Zambia.



### **3.3 Study Population and Sampling Procedure**

A sample of 105 consumers was randomly selected from Lusaka district. Random sampling was done using on the spot contact with any consumers found in fast food facility. An individual consumer was used as a sampling unit.

### **3.4 Collection Techniques and Data Analysis**

Data collection is the systematic collection of information about research subjects or objects. A questionnaire was used as the primary method of data collection in this research. A questionnaire is a simple data collection tool in which written questions are presented. These questions are answered by respondents in a written form. Secondary data was also collected from various organizations (e.g. C.S.O and Ministry of Trades).

The analysis of data employed statistical tools which include frequencies, graphs such as the bar and histogram. Data processing employed the use of a computer. This was done with the help of the computer software statistical package for the social sciences (SPSS). A probit model was also run in STATA to ascertain how certain demographic variables influence consumption of fast foods.

### **3.5 Conceptual Frame Work**

To capture the magnitude of the independent variables effect on the qualitative dependent variable, the Probit model was used. Probit model was used to avoid having to work with negative dependent variables and assuming non-linear effects of the explanatory variables. Also, the Probit model discriminate better near median potency (i.e. probability of response)it is particularly well suited to experimental data and is more appropriate when the binary dependent is assumed to represent a normal distribution. This model is a popular specification of a generalized linear model, using the Probit link function. The Probit model is specified as:

$$\Pr(Y=1|X = x) = \Phi (x' \beta)$$

Where  $\beta$  is a parameter to be estimated, and  $\Phi$  is the normal cumulative distribution function (cdf). Under Probit model, the frequency of purchase of fast foods,  $Y_i$ , can be represented by the equation;

$$Y_i = 1 (Y^* > 0) = \begin{cases} 1 & \text{if } Y_i^* > 0 \\ 0 & \text{otherwise} \end{cases}, \text{ where } Y_i^* = x'\beta + \varepsilon, \text{ and } \varepsilon|x \sim N(0, 1).$$

Here  $i = 1, 2, 3, 4, 5 \dots n$  and denotes the sample size surveyed,  $Y_i$  is the dependent variable representing the frequency of purchasing fast foods,  $\beta$  is the set of parameters to be estimated which reflect the impact of changes in  $x$  on the probability,  $x$  is a vector of independent variables and  $\varepsilon$  is the independent normally distributed error term assumed to be normal with zero mean and variance 1.

The dependent variable, the consumers were asked how often they purchase fast foods within a week, that is, while the independent variables were dietary restrictions, church to which the respondent belonged, sex of the respondents, distance of respondent away from the fast food facility, time a respondent a consumer takes to reach fast food facility, highest education attained by the consumer, marital status of the consumer, and age of the consumer.

### **3.6 Limitations of the Study**

In this research, the initial sample consisted of 105 questionnaire but 24 of them could not be collected because some consumers could not accept answering the questionnaires

Financial problems were also encountered especially as regards to transport. This implied that a small radius was covered in this research.

## **CHAPTER FOUR**

### **RESULTS AND DISCUSSION**

#### **4.1. Introduction**

This chapter presents and discusses the study findings. It starts the analysis with a presentation and discussion of the demographic characteristics. Then consumption patterns and reasons for low consumption are presented and discussed. The Probit regression estimates with a discussion of the resulting estimates will be stated later on.

#### **4.2 Demographic Statistics**

Respondents of this research were consumers of fast foods within Lusaka. The initial sample consisted of 104 questionnaires but 24 could not accept answering the questionnaires. This section therefore presents the findings of the study beginning with the background characteristics of the respondents that have been used in the analysis. These are; sex, education, age distribution, marital status, residential area, socio-economic status and religiosity. This will be followed by a Univariate analysis of key variables in SPSS and a Probit will be run in Stata.

Table 1 shows demographic characteristics of 81 respondents surveyed and considered for analysis. The result showed that the majority of respondents (66.7%) were males and the rest (27%) were females. With respect to marital status, table 1 shows that the majority of the respondents (63%) were married, while (39.2%) were single and only (2.5%) of them were divorced.

As shown in table 1 most of the people in the sample were in the age group of 17-30 years representing 49.4% followed by those aged above 30 years representing (32%). Out of the 81 consumers, only 1 consumer attained no education, 1 consumers attained primary education, 12 consumers attained secondary education, 35 consumers attained trade certificate/diploma, 25 consumers attained bachelors' degree and 3 consumers attained PHD. Table 1 also shows that (34.6%) of the consumers had their areas classified as medium density, (45.7%) of the

consumers had their areas classified low density and (19.8%) of the consumers had their areas classified as high density.

The study also showed that, out of 81 consumers covered in this research, (32.1%) belonged to catholic, (27.2%) belonged to Pentecostal, (19.8%) belonged to Anglican, (14.8%) belonged SDA, (2%) belonged to Muslim and (4.9%) indicated no response implying that they were non believers.

**Table 1: Demographic Statistics**

	<b>NUMBER</b>	<b>PERCENT</b>
<b>Sex</b>		
Male	57	66.7
Female	27	33.3
<b>Marital Status</b>		
Married	51	63
Single	28	34.6
Divorced	2	2.5
<b>Education Level</b>		
No Education	1	1.2
Primary	1	1.2
Secondary	12	14.8
Diploma	35	43.2
Degree	25	30.9
PHD	3	3.7
<b>Classification of Area</b>		
Low Density	37	45.7
Medium Density	28	34.6
High Density	16	19.8
<b>Age</b>		
0-16 year	1	1.2
17-30	35	43.2
Above 30	45	55.1

### 4.3 Consumers purchasing frequency

As shown in table 2 respondents were grouped into two categories according to the purchasing frequency. Those who visited and purchased fast foods at least 4-6 times per week were classified as Regular consumers of fast foods (RC) while those who visited and purchased not more than 1 time per week were regarded as non regular consumers (Non-RC). Among the total consumers 43.3% of the consumers were able to purchase fast foods at least once per week while 55.7 % of total consumers could only visit and purchase fast foods not more than 1 time per week.

**Table 2: Regular or None Regular Consumers**

Segments	Frequency	Percentage
RC	35	43.3
NRC	46	55.7

#### **Regular Consumers (RC) or Non Regular Consumer (NRC)**

Table 3 clearly shows the results of grouping consumers to RC and NRC. The table shows that the majority of RC and NRC were found to be Zambian. This is because most of respondents covered in this research were Zambian. Males were the majority in both categories; this may be because men are economically advantaged than women and hence find it easy to visit these fast food facilities. The regular consumers (RC) were mostly aged between 17 and 30 years while NRC were mostly aged between 31-40 of years. The result also showed that in both categories the majority of consumers had degrees and above.

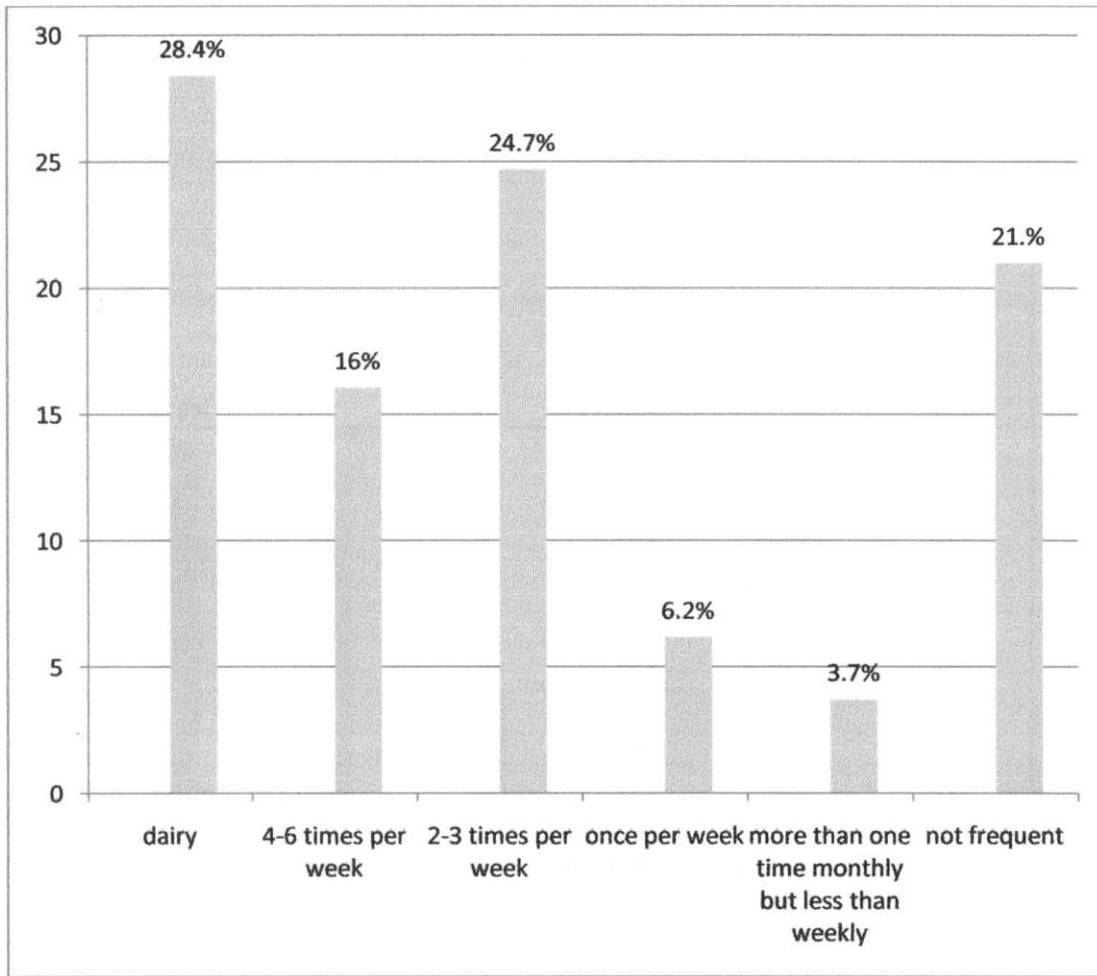
**Table 3: Regular Consumers (RC) or Non Regular Consumer (NRC)**

<b>Variable</b>	<b>Category</b>	<b>RC (%)</b>	<b>NRC %</b>
<b>Sex</b>	Male	35.3	41.8
	Female	18.0	13.9
<b>Age</b>	0-16 year	0	1
	17-30	20	7.5
	31-40	12	18.2
	41-60	10	24.3
	Above 60	1.3	4.7
<b>Education</b>	Secondary	8.6	11.7
	Certificate	4.3	5.7
	Diploma	10	16.9
	Degree and Above	21	22
<b>Marital Status</b>	Married	15.1	24.3
	Unmarried	27.2	29.4
	Divorced	1.4	1.3
<b>Nationality</b>	Zambian	34	54.1
	Non Zambian	1.2	1.6

#### **4.4 Frequency of Fast Food Purchases**

As shown in figure 1, respondents were asked to state how often they purchase fast food ranging from daily to not frequent. As shown in Figure 1 28.4% of the respondents purchase fast foods daily. The 16% of respondents purchase fast foods 4-6 times per week and 24.7% of respondents purchase fast foods 2-3 times per week, only 6.2% and 3.7% purchase once per week and more than one time monthly but less than weekly respectively and lastly 21.1%. Therefore it can be concluded from these findings that most consumers on average consumers consume foods at least more than once per week.

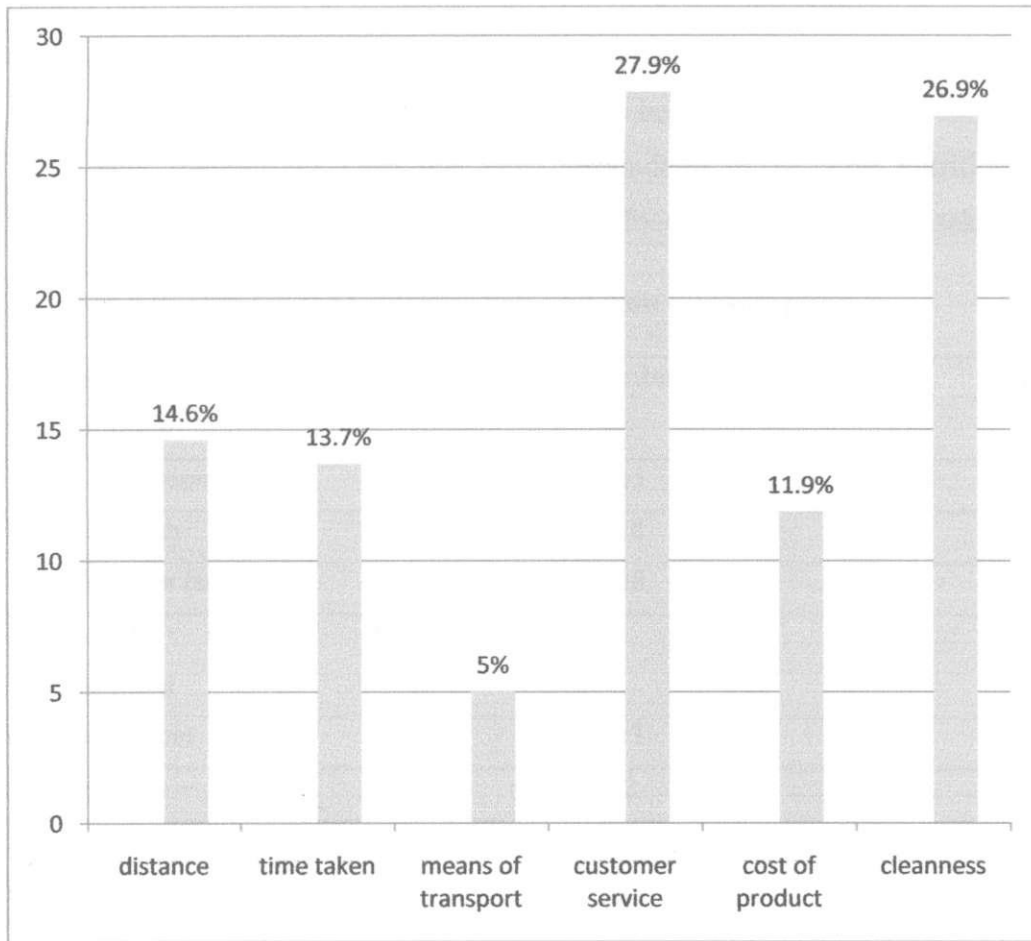
**Figure 1: Frequency of Consumption**



#### **4.5 Factors Affecting Consumption of Fast Foods in the Fast Food Facilities**

As clearly shown in figure 2 below, it was found that 27.9 % of the respondents consider overall customer service as the most important factor in choosing the facility, the second factor that most respondents put into consideration was cleanness of the facility which represented 26.9% with distance coming the third factor representing 14.5% and then time taken to reach the facility. These findings clearly show that distance and time is not the major reason considered in consumption of fast foods in the facilities. Therefore these findings tell us that business owners and those who intend to initiate such enterprises should spend time in finding ways of satisfying consumers rather than trying to locate their businesses in towns.

**Figure 2: Influential Factors**



#### **4.5 Key Drivers for Consumption/Non Consumption of Fast Food in most Facilities**

Table 4 and Figure 3 show the results that were obtained after asking Consumers on what they thought should be done to increase their consumption of fast foods in their favorite restaurants. The findings showed that 31.8% of respondents thought restaurant owners should be providing them with nutritional information in order for them to know exactly the nutrient content of the foods they eating. The reason those who recommended provision of nutritional information gave was related to health risks that come with most of these foods found in fast food facilities, it is because of this that most people thought provision of nutritional information will help consumers to avoid those for that are more risky. From the consumers asked 28.9% of them said packaging was also critical. Most respondents felt that restaurants are not doing enough when it comes to packaging of their products.



Lowering of prices come as the third issue which should be considered by fast food owners though only 16.5% of the respondent thought these was the issue to be considered. Then 11.4% and 9.1% of the respondents thought quality improvement and giving of information on production process of foods respectively were to be considered.

From these findings it's clear that most respondents (61%) want nutritional information and packaging of fast foods to be addressed in most food facilities within Lusaka

**Table 4: Key Drivers for Consumption and Non Consumption.**

<b>Reasons For Lower Consumption</b>	<b>Number</b>	<b>Percentage</b>
Health restriction	35	43.2
Prices too high	18	22.2
Safety of most fast foods	28	34.5
<b>Ways to Increase the Consumption</b>		
Lowering prices	13	16.5
Recipes	2	2.3
Nutritional information	26	31.8
Packaging	22	28

**Figure 3: Ways of Increasing Consumption of Fast Foods in Restaurants**

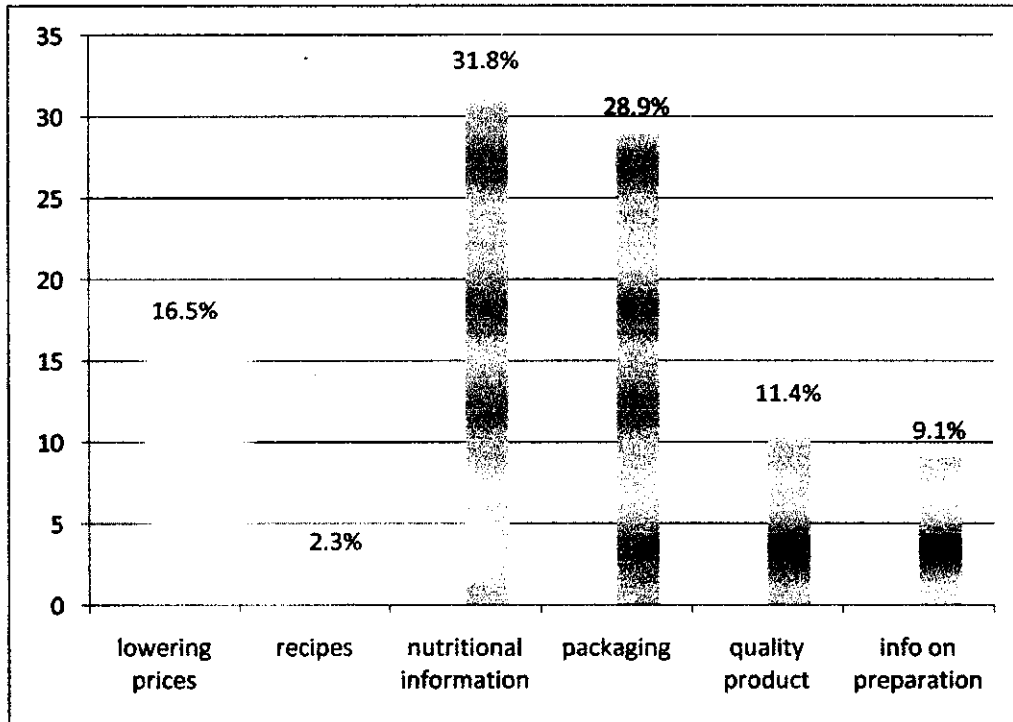
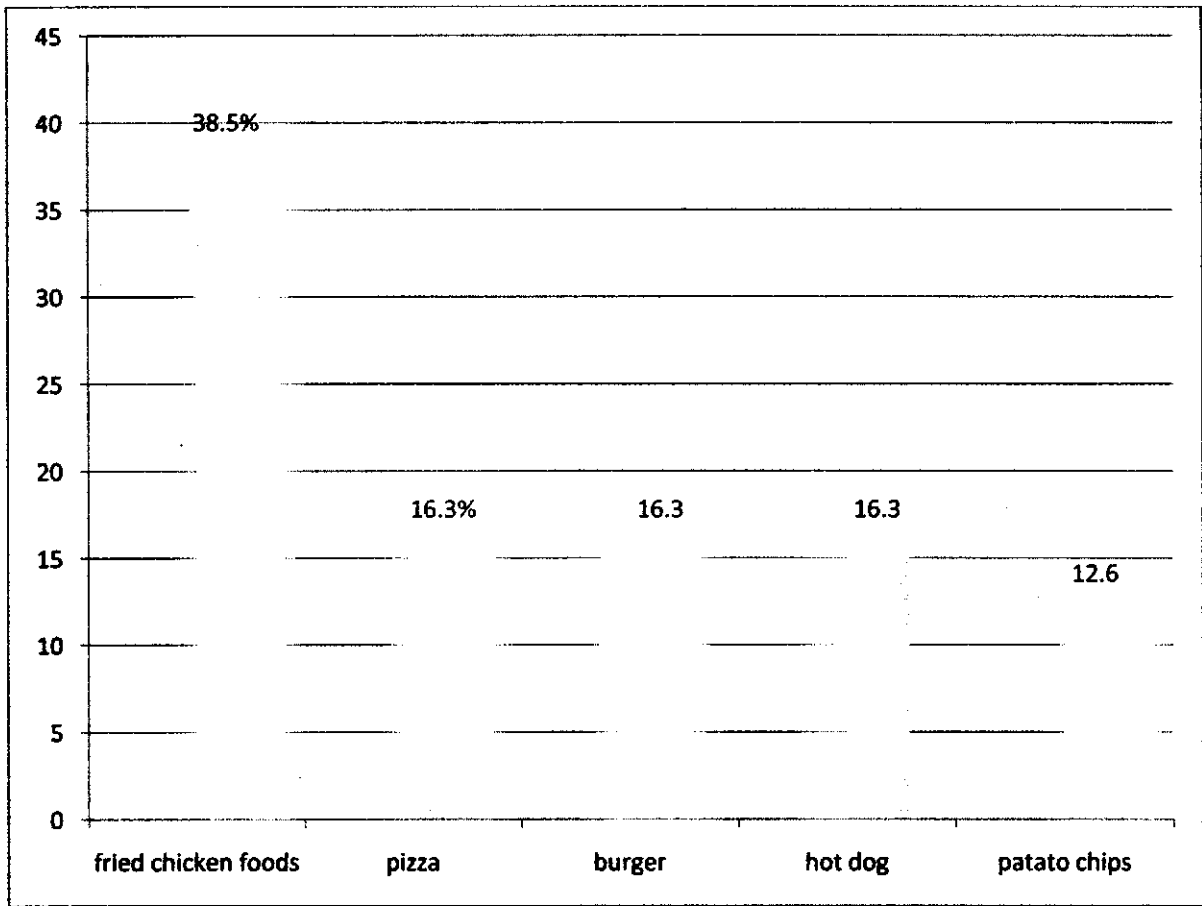
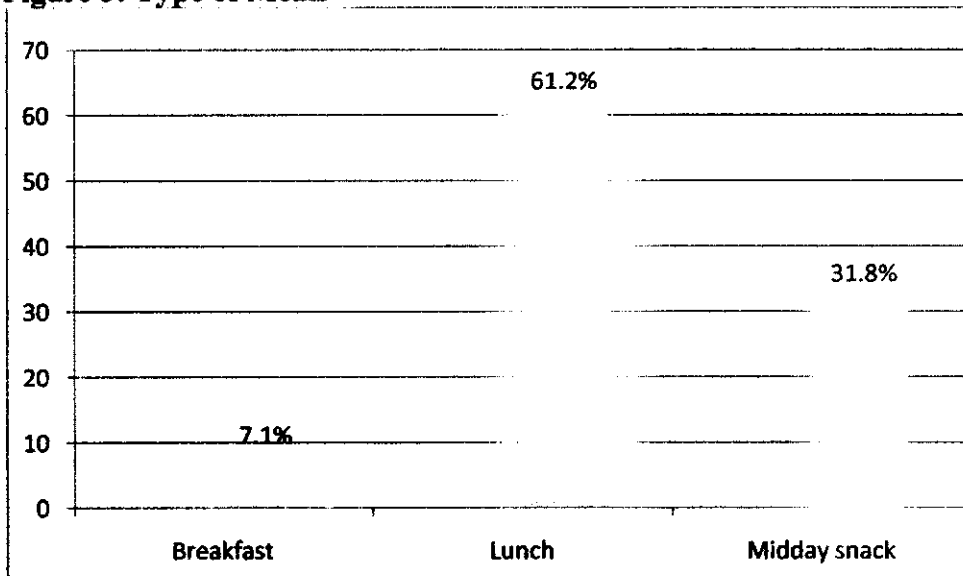


Figure 4 and 5 shows findings on the types of fast foods consumers eat at different times. From figure 4 it can be observed that 38.5% of respondents are interested in chicken based foods. This was followed by pizza with 16.3% of the respondents buying them. Figure 5 also shows that 61.2% of their respondents said they eat these foods at lunch time with 31.8% of respondents going for midday break and only 7.1% of respondents eating these foods at breakfast time. These findings clearly indicate that fast foods owners should spend most of resources on diversifying chicken based products.

**Figure 4: Food Types**



**Figure 5: Type of Meals**



#### **4.6 Estimated Factors using Probit Model**

The dependent variable was frequency of fast food consumption, that is, the consumers were asked how often they purchase fast foods within a week, while the independent variables were dietary restrictions, church to which the respondent belonged, sex of the respondents, distance of respondent away from the fast food facility, time a consumer takes to reach fast food facility, highest education attained by the consumer, marital status of the consumer and packaging and provision nutritional information.

Various factors that have been identified to influence consumer's purchasing frequency of fast foods. The probit model estimate of the factors influencing purchasing pattern are presented in table 5. The results show that, packaging, dietary restrictions, cleanness and overall consumer service and nutritional informational and price were significant at P less than 0.01.

**Table 5: Probit Results**

<b>Independent variables</b>	<b>Dy/Dx</b>	<b>Std error</b>	<b>P-value</b>
distance	.1094845	.7396695	0.105
Time taken	.0454867	.6349215	0.433
Means of transport	-.0314789	.7068529	0.626
Consumer service	-.2049754	.9847141	0.023*
Source of information	-.0009126	.5793967	0.986
cleanness	.038834	.6187725	0.04*
Dietary restriction	-.0908702	.658376	0.131
Lower price	.1735874	.6396628	0.003**
Availability of products	-.0903176	.6547926	0.131
Dietary restriction	-.1424317	.7402873	0.035*
safety	-.1115099	.5970035	0.041
sex	.0640309	.5078902	0.168
Packaging	.6445773	.11075	0.007*
Nutritional information	.474874	.7289442	0.001***

From table 5 results, it can be shown that there is a negative relationship between overall consumer service and purchasing frequency of fast foods, which means that a consumer is 20.49% less likely to purchase fast foods from fast food facilities if he/she feels that overall consumer service is not up to the standard. This means that fast food owners have to pay much attention towards improving the overall consumer service in order for them to increase the number of people visiting their facilities leading to increased sales and hence improved profits.

The table also shows a positive relationship between lowering prices and consumption of fast foods which means that a consumer is 17.35% more likely to purchase fast foods if the prices are reduced in a fast food facility. The lower percentage can be attributed to that fact that consumers are paying much of their attention to other variable like labels and consumer services etc. This clearly shows that it will be of great important for fast food owners not be competing in prices but should find creative ways of meeting consumer needs such as provision of quality products etc.

The result also shows a positive relationship between quality packaging and consumption frequency of fast foods. This means that a consumer is 64.4% more likely to purchase fast foods that is well packaged than those that are not well packaged. This is in line with increased demand for fast foods called take ways. Because of time constraints consumers prefer to have foods packaged and then eat them in cars or offices and even at home.

The findings also show a negative relationship between consumption frequency of fast foods and provision of nutritional information. A consumer is 47.4% less likely to purchase fast foods that contain no nutritional information than those that contains some of this information.

The results further indicate that a consumer with some dietary restrictions especially those that are health related are 14.23% less likely to consumer fast foods. The smaller percentage clearly indicates that as long as quality foods that meet the requirements of consumers are provided consumers even those with dietary restrictions will purchase.

Therefore it is clear from these finding that variables such distance, time taken to reach a fast food facility, sex, and means of transport available have no influence on fast food consumption. These findings from regression results clearly match with those that were found in multiple responses presented in figures.

## **CHAPTER FIVE**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter presents the conclusion and recommendations of the study based on the findings and interpretations of the study.

#### **5.2 Conclusion**

The fast food consumers are of medium age, educated, highly paid and had dietary restrictions. The findings showed that lack of proper nutritional information so that people are able to know the nutritional content of the products of what they are eating is the major reasons why many people do not consumer fast foods, this is because many consumers felt that fast foods are contributing to many of these diseases people are suffering from.

From this research it has been observed that consumers of fast foods in Lusaka are not paying so much attention to the prices of these foods but many are more concerned with the consequences of eating these foods.

From these findings it has also been concluded that it is not true that the consumers who are near to their favorite facilities visit and purchase the fast foods more frequently than those who are not. This conclusion is being supported by the significant value (P-value) 0.105 which is more than the probability value 0.05.

It has also been concluded that consumers with health related restrictions visit less frequently their favorite facilities than those without any health related restrictions. This conclusion is being supported by the p-value of 0.035 which is less than the probability value 0.05.

### **5.3 Recommendations**

Based on the Pobit regression results it is strongly recommend that cleanness should always be the number one factor that most facilities should improve on in order to increase the consumption of fast foods in the industry because cleanness was significant from probit regression results.

The second recommendation will be based on encouraging the major players in this industry to come up with innovative ways of providing nutritional information on their products like the way KFC is doing because it was found to be significant in the regression results.

It will also be important that major investments are done by facility owners in packaging especially the so called “Taker Ways”.

Most facilities especially those in places like Arcades, Manda Hill and many others should work on reducing prices because price was found to be significant.

It is also recommended that the owners of these facilities should make sure that the foods they provide contain less sugar and fat. This is because dietary restriction was significant and that most of these restrictions are those to do with sugar and fat related diets.

Future research can be done to assess the impact of food labeling and provision of nutritional information on frequency of purchase of these fast foods



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## APPENDICES

*Questionnaire serial number:*

### **Consumer perception and purchasing patterns of fast foods**

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The University of Zambia - Lusaka

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This questionnaire is for academic purpose only. Be rest assured that all the information you provide will be treated as private and confidential as possible. Feel free to answer all the questions honestly. Your cooperation in this regard will be highly appreciated.

Instructions: Please tick in the boxes provided and write in the blank spaces provided.

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### **SECTION A**

#### **Personal detail**

2. District.....
3. Place of residence.....
4. Year of birth (e.g. 1985).....
5. Nationality.....
6. Sex of respondent
  - a) Male
  - b) Female
7. Marital status
  - a) Married
  - b) Single
  - c) Divorced
8. Highest education level attained

- 1) No education
- 2) Primary
- 3) secondary
- 4) trade certificate /diploma
- 5) Bachelor
- 6) Masters
- PhD

- 9. What is your household annual (year) income (ZMK)?
- 10. What is your household size?.....

How do classify the area where you stay?

- a) Low density area (e.g Kabulonga)
- b) medium density area (e.g Kabwata)
- c) High density areas (e.g Kalingalinga)
- d) Others (specify).....

11. What is your religious denomination?

- a) Catholic
- b) Anglican/ACK
- c) Evangelical
- d) Pentecostal
- e) Muslim
- f) None
- g) Other specify .....

12. What is your nationality?

- a) Zambian
- b) Others (specify) .....

13. Indicate the number of people in your household between:

(Please indicate all that apply to your household).

- a) 0 and 16 years .....
- b) 16 and 30 years .....
- c) 31 and 40 .....
- d) 41 and 60 .....
- e) Above 60 years .....

14. Are there any dietary restrictions in the household?

- a) Yes
- b) No

15. If your answer to question 14 is yes, state or explain exactly the dietary restrictions that are there in your household?

.....

**SECTION B**

**Consumer perception toward fast foods**

16) What meal are you mostly likely to eat at fast food restaurant?

- a) Breakfast
- b) Lunch
- c) Midday snack

17. Please indicate how often you purchase/consume fast foods

- a) Dairy
- b) 4 – 6 times per week
- c) 2 – 3 times per week
- d) Once per week
- e) More than 1 time monthly but less than weekly
- f) Not frequent

18. Please rank the top three reasons why you purchase/consume fast foods.

- a) Enjoy flavor of fast foods
- b) Fast foods are delicious than home prepared foods
- c) Convenience
- d) Fast foods are cheaper
- e) Time is not enough for me to prepare my own food
- f) Easily accessible
- g) Product safety
- h) Others (specify).....

19. Reasons why you do not normally consume fast foods

- a) Price is too high
- b) Fast foods are not easily available
- c) Because of health reasons

- d) I do not trust the safety of most fast foods
- e) Do not like foods prepared outside my home
- f) Others (specify).....

20. Which Of the following would increase your consumption of fast foods?

- a) Lowering prices
- b) Recipes
- c) Nutritional information
- d) Packaging
- e) Availability of quality product
- f) Information on preparation process
- g) Others (specify).....

21. What fast foods do you normally consume/purchase?

- a) Fried chicken based fast foods
- b) Pizza
- c) Burger
- d) Hot dog
- e) Potato chips and other related foods
- f) Others specify.....

22. Give a reason(s) why you normally consumer/purchase the above motioned fast food

- a) Because I enjoy the taste
- b) It is the most available in most restaurants
- c) Its price is lower when compared to others
- d) Convenient
- e) Product safety
- f) Know how to prepare
- g) Others specify.....

23. From where do you purchase fast foods?

- a) From well established and registered restaurants
- b) Small restaurants
- c) Mobile restaurants (e.g. foods brought to the place of work in cars)
- d) (Specify).....

24. How do you get information regarding fast foods provided in various facilities?

- a) Through TV
- b) Radio
- c) Brochures
- d) Others (specify).....

**SECTION C**

**Influential factors and consumer loyalty**

25. When choosing the fast food facility to go to what factors do you put into consideration? Please indicate all that apply to you

- a) Distance to reach the facility
- b) Time it takes to reach the facility
- c) Means of transport available to reach
- d) Overall Customer service
- e) Cost of products in particular restaurant
- f) Cleanness of restaurant
- g) Other (specify)

26. Please indicate the following:

- a) The distance to the nearest favourite restaurant .....
- b) Time you take to reach your favourite restaurant .....
- c) The means of transport you use to reach your favourite restaurant .....

27. Do you frequently visit or are you most loyal towards one restaurant over others?

- a) Yes
- b) No

28. Please give a reason for your answer given to question 25?

.....  
.....

29. If you had to travel a further distance for your favorite restaurant, would you do so?

- a) Yes
- b) No