

**DETERMINANTS OF DINER RESPONSE TO ORIENTAL CUISINE
IN SPECIALITY RESTAURANTS AND SELECTED CLASSIFIED
HOTELS IN NAIROBI COUNTY, KENYA**


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Declaration

This proposal is my original work and has not been presented for a Degree in any other University.


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Abbreviations and Acronyms

CBD	Central Business District
DFAT	Department of Foreign Affairs and Trade
FCQ	Food Choice Questionnaire
GoK	Government of Kenya
KNBS	Kenya National Bureau of Statistics
NRA	National Restaurant Association
UNESCO	United Nations Education, Scientific and Cultural Organization
WTO	World Trade Organisation

Operational Definitions of Terms

Diner-a person who dines especially in the restaurant

Far East Asia-includes China, Japan, Korea, Malaysia, Vietnam and Thailand

Ethnic food – regional cuisine of another land, race, nation or cultural group

Fine Dining Restaurant - a formal, structured dining experience at the high end of the market.

Fusion cuisine-blends of culinary traditions of two or more nations to create innovative dishes

Food neophobia- defined as the reluctance to eat novel foods, is a personality trait that influences every day human food choices

Migrant – Outsiders or people who come from another land and are foreign to the mainstream culture

Oriental Cuisine – a combination of cuisine of Central Asia, East Asia, North Asia, South Asia, South East Asia and Western Asia

Proliferation – The sudden increase in numbers or a large number of a particular thing.

Speciality Restaurant – It specializes in a particular kind of national food or it may depend in atmosphere and decor.

Xenophobia – A strong feeling of dislike or fear of people from other countries.

Abstract

Oriental cuisine refers to ethnic food or specific regional cuisine of the Far East. Countries of the Far East are Japan, China, Malaysia, Korea, Vietnam, Indonesia and Thailand. Cuisine of the East is viewed as inedible by some diners. There has been great need to understand diner food preference from a global or cross-cultural perspective due to the growing amount of international business especially from the East. Studies on culinary cuisine have concentrated on African traditional foods, yet information on oriental cuisine is negligible locally. This study has to rely on studies done in Europe and Asia from which to develop an approach to this study. The researcher will look at oriental cuisine phenomenon from the viewpoint of diners by exploring diners' demographic profiles, response to oriental cuisine of Far East speciality restaurants, factors that influence diner's decision to dine in the Far East oriental, evaluate diner experience in oriental cuisine restaurants and perception towards oriental cuisine in speciality restaurants and classified hotels in Nairobi County. These objectives will set the stage that will help demystify the beliefs held by diners about this cuisine. Methodology part discusses the target population and the sample size arrived at which is proportionate to the population. The study will employ cross-sectional exploratory and descriptive survey design. Data analysis techniques to be used in this study, such as descriptive statistical analysis, multivariate regression analysis and inferential statistics among other methods are briefly discussed together with how the dependent and independent variables will be measured. The study will take place in Nairobi County which is the capital city of Kenya and is cosmopolitan with a diverse multi-ethnic population. Purposive random sampling, systematic random sampling, census and simple random sampling and will be used in the study. Descriptive statistics such as frequencies and means will be used to describe the demographic profile of respondents. Descriptive analysis will also be used to analyze questions on the likert scale. Chi-square (χ^2) will be used to measure categorical data and association of two attributes to determine the strengths of associations. Diner experience and perception will be measured using regression analysis and their relationship with intervening variables and later described using inferential statistics. The findings of the study is likely to reveal that while some domestic diners hold a negative perception towards oriental cuisine, those who are exposed by frequent dining out or have possibly visited the East may be willing to eat oriental cuisine. There is also a possibility that oriental cuisine of East Asia has been changed to suite the local palate of diners in speciality restaurants. These are known as blended or fusion cuisine which is acceptable among domestic diners. The findings of this study will be used to identify important consumer concerns in the foodservice industry especially in oriental cuisine restaurants. It will be beneficial to the hospitality industry in unveiling food biases and will suggest the need to create awareness through food festivals and which will in turn promote Kenya as a multicultural destination – "a home away from home" with an for integrated economy.