

**CULTURAL PRACTICES, DECISION-MAKING PROCESS AND
FOOD CONSUMPTION BEHAVIOUR OF GUESTS DINING IN
FOUR AND FIVE STAR HOTELS IN NAIROBI CITY COUNTY,
KENYA**

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REQUIREMENTS FOR THE AWARD OF THE DEGREE OF
MASTER OF HOSPITALITY MANAGEMENT**

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DECLARATION

This thesis is my original work and has not been presented for a degree at any other University.

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DEDICATION

I dedicate this work to my children, Chloe, Noelle, and Shana. May you grow to be intelligent citizens with excellent knowledge and Astuteness.

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I thank the almighty God for having brought me this far. I appreciate the assistance accorded to me by Dr. Rosemarie Khayiya and Dr. Beatrice Kamau in developing this piece of work for their unwavering commitment and guidance. I am truly thankful for the encouragement, and support bestowed upon me by my husband, Kim Musyoka; esteemed colleagues at Kenyatta University, parents, siblings, and cherished friends; your constant and invaluable advice have been a source of fortitude throughout my journey. I am profoundly grateful to all who have stood steadfastly by my side. May the blessing of God rain abundantly upon each and every one of you for the significant impact you have had in my life.

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ABBREVIATIONS AND ACRONYMS

CSI	- Consumer Decision-Making Style Investigation
CVS	- Cultural Value Scale
NRA	- National Restaurant Association
SPSS	- Statistical Package for Social Sciences
TPB	- Theory of Planned Behavior
TRA	- Tourism Regulatory Authority
US	- United States
WOM	- Word of Mouth
KPMG	- Klynveld Peat Marwick Goerdele

OPERATIONAL DEFINITION OF TERMS

Culture:	In this study, this is used to mean a group of people's norms, beliefs, and rituals.
Cultural Practices:	Used in this study to mean the effect of society's characteristics which includes values, norms, rituals, customs, and traditions, created, and valued in a group.
Consumption Pattern:	This is used in this study to refer to guests' decisions when choosing which foods to eat.
Food Consumption Behavior:	A set of food-related behaviors and actions expressed by guests that become important when deciding on food to eat in a restaurant
Restaurant:	Full-service restaurant in four and five-star hotels with a high-quality environment and carefully prepared products presented in a unique and superior quality.
Restriction	Refers to partial limitations or controls on specific actions or behaviors.
Prohibition	Refers to a complete and absolute ban on a particular activity or behavior.
Table Service:	This refers to service whereby a waiter serves guests
Taboo:	In this study, taboo refers to culturally or religiously imposed food restrictions that influence diners' meal choices and consumption behavior in four- and five-star hotels in Nairobi City County.

ABSTRACT

Cultural aspects in four- and five-star hotels influence dining experiences through diverse menu offerings, adherence to religious dietary laws, accommodation of traditional food preferences, and observance of dining etiquette and service customs to enhance guest satisfaction. The shift in today's restaurant customer expectations in terms of food preferences and concerns about their diet puts the restaurant industry in challenging situations as they strive to achieve customer expectations and preferences that befit their concerns and provide for the varying tastes of each guest. In a culturally diverse market such as Kenya, consumers form a mindset of foods to consume while dining out, have different food preferences, and assume different consumption behavior patterns while making food purchases. Cultural practices may influence their decisions, prohibiting them from eating certain foods. The study sought to investigate the influence of cultural practices on behaviors regarding food consumption of guests when dining out in restaurants found in 4–5-star hotels in Nairobi County. Providing insights into the extent to which cultural practices influence guests' food preferences, choices, and purchasing decisions. This illustrates the restaurants' need to deliver great food products geared toward fulfilling the guests' preferences that do not disappoint them due to cultural biases. The information will guide the restaurants on how to prioritize their decisions when planning their products offered and services for the benefit of their guests. The study adopted a descriptive survey design. The study's target population was guests dining out in restaurants in four and five-star hotels in Nairobi County and respective restaurant managers. A suitable pretest sample of 10 respondents was selected from walk-in guests and three restaurant managers from three restaurants picked from the hotels that were not part of the sample. Cronbach's Alpha obtained from the pre-tested 13 participants was 0.743. The ideal sample size of respondents drawn from restaurants in hotels classified as four- and five-star hotels according to the Tourism Regulatory Authority classification 2016 was determined by proportionate stratified sampling. The sampling technique for the Managers was purposive, selecting each Restaurant's Manager. The sample size comprised 385 respondents from a sample of restaurants in 21 hotels ranked as four and five-star hotels in Nairobi County. Data collection involved questionnaires and direct interviews, yielding an 80.5% response rate with 310 adequately completed questionnaires and seven interviews. The analysis utilized descriptive and inferential statistics, presenting the data in tables, charts, and graphs for each category of variables. The Chi-square Test was employed to assess the relationship between dependent and independent variables at a 95% confidence level. The findings showed a significant association between food taboos and the dining habits of patrons in four and five-star hotel restaurants in Nairobi County ($\chi^2=8.980$, $p=0.003$), a notable link between cultural beliefs and dining habits in the same context ($\chi^2=22.099$, $p<0.05$), and a significant influence of rituals on these dining habits ($\chi^2=5.361$, $p=0.021<0.05$). The study further established that the decision-making process significantly moderated the relationship between cultural practices and consumption behavior of diners in restaurants in four and five-star hotels in Nairobi County. The study concludes that modern-day food consumption behaviors are influenced by several factors, including culture, taboo, religious beliefs, rituals, and thus food choice diversity. Therefore, four and five-star hotel professionals should factor in the cultural element during menu planning to balance the policies on catering, finance, and marketing.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

There are several factors that influence the food consumption behaviors that people portray. Culture is one of the most notable factors that determine food consumption behavior. It refers to how cultural factors such as beliefs, value, norms, traditions and practices shape individuals' food choices and eating habits. Food consumption behaviors are a standardized set of food-related behaviors that people express within a given cultural tradition, as suggested by Wijaya (2019). These behaviors involve various aspects related to the utilization of food, including the selection, acquisition, and distribution, as well as the individuals involved in cooking, serving and consuming the food (Wijaya, 2019).

In addition to being a significant component that has a significant impact on consumer behaviour, culture also refers to the values, rituals, habits, lifestyles, attitudes, beliefs, regulations, and practices that are characteristic of a particular group of people at a certain point in time (Ram & Sharma, 2018). It is a set of behavior patterns common to group members, learned, shared, and transferred from generation to generation (Wijaya, 2019). Understanding the cultural influences is crucial for grasping why people consume certain foods and how their food preferences are established. Culture determines consumer expectations and how they perceive food, influencing preferences for food choices, and acceptance of certain foods, purchasing decisions, and defining what foods to consume or not to consume (Sibal, 2018; Jeong & Lee, 2021).

Cultural practices are the factors or forces within cultures that affect and influence people's behaviors. Globally several studies put forward various ways in which culture may influence different consumption behaviors. For example, a study conducted to determine the factors influencing the food consumption choices of a traveler while away from home revealed that culture is one of the consistently significant predictors of food consumption (González, Curtis, Washburn & Shirsat, 2019). While culture is seen as dominant contributor of various food choices away from home, globalization on the other hand has contributed to blending of cultures and dissemination of different cuisines. This has led to the adoption of new food preferences and behaviours influenced by other cultures.

Cultural practices are fundamental in defining individuals' food consumption behaviors, particularly in social dining environments such as restaurants in four- and five-star hotels. These practices, deeply embedded in traditions, values, and belief systems, influence dietary choices, meal preparation, and dining etiquette. Cultural food preferences are often dictated by religious beliefs, ancestral traditions, and societal norms, which collectively guide individuals on what is deemed acceptable or forbidden in their diets (Fieldhouse, 2017). Food taboos, one of the key components of cultural practices, impose restrictions on the consumption of certain foods due to religious, ethical, or health-related reasons. For instance, some religious groups prohibit specific foods, such as pork in Islam and Judaism, or beef among certain Hindu communities (Rozin, 2020).

Similarly, cultural beliefs dictate food preferences, influencing individuals' inclination toward familiar or traditional meals rather than foreign cuisines, even in upscale dining establishments (Counihan & Van Esterik, 2019). Rituals further supports cultural food

habits by prescribing specific ways of preparing, serving, and consuming food. In many cultures, food is not only a means of sustenance but also a vehicle for expressing identity, heritage, and community belonging (Goody, 2018). These cultural dimensions to a greater extent determines consumer behavior in restaurants, particularly in Nairobi City County's luxury dining sector, where local and international patrons bring diverse dietary expectations. The relationship between cultural practices and food consumption behavior necessitates that high-end restaurants adopt culturally sensitive menu options and dining experiences to accommodate the varied backgrounds of their clientele. Understanding how food taboos, beliefs, and rituals influence dining preferences helps hospitality establishments revise their service offerings and enhance customer satisfaction, particularly in culturally diverse markets (Mintz & Du Bois, 2018).

Culture can lead to adoption of traditional dishes and eating practices that reflect a particular cultural group. In the United States (US), a study found out that Southern black Americans may occasionally eat soul food, which is typically their cuisine, as an expression of ethnic solidarity (Vance, 2018). The "soul food" is often prepared during funerals gatherings as a way to bring comfort, strength and nourishment during a difficult time. The soul food in this case is used to connect people with their heritage and feel a sense of belonging within their cultural community. Preparation of certain foods especially during extraordinary times such as festivals, weddings or religious ceremonies in various cultures, are significantly influenced by cultural beliefs and traditions, as pointed out in a case study of special religious days in turkey (Shipman & Durmus, 2017). Specific food preparations are often carried out to honour traditions and cultural

values. For example in many Asian cultures the lunar year is celebrated with various special dishes each symbolizing something meaningful for the upcoming year.

In Africa, culture plays a significant role in shaping food consumption behaviours. Food is deeply intertwined with African culture and traditional beliefs, practices and values; having a strong impact on how food is prepared, shared and consumed. For instance culture and ethnicity are the most critical determinants of consumption behavior of food and beverages in Egyptian communities, influencing their food choices, preparation, and consumption (Ansari, 2021). Food is often seen as more than just sustenance but also as a way to connect with one's heritage and ancestors. Traditional dishes and cooking practices are highly valued and passed down through generations, playing a central role in cultural celebrations, rituals and gatherings.

The cultural practices that affect the consumption decisions of consumers in Sub-Saharan Africa are unique to a given region with similar ethnic groups. Many prioritize the use of locally sourced and seasonal ingredients; traditional cooking methods are also preferred as they are believed to have beneficial qualities to the food. This was noted in a research finding in Ghana that cultural practices such as ethnic eating habits influence consumers' attitudes to specific food items (Bujac, 2018). It is also revealed from the results of the research conducted in Hungary that culture has an impact on the consumption behavior of international students, distinguishing the kind of ethnicity somebody belongs to and developing consumption habits and preferences as well as (Nemeth, Rudnak, Ymeri, & Fogarassy, 2019). Another study conducted in Gaborone, Botswana, revealed that open culture, which is indicative of culture amongst diners, is a significant predictor of tourists' food consumption behavior (Mahachi-Chatibura, 2015).

Similarly, in different East African communities, perceptions, preferences, and food choices are influenced by culture and social status, determining consumption of specific foods. Cultural norms and etiquette shapes shape how food is shared. Communal eating is highly valued with individuals gathering to share meals and often eating from the same plate. This practice promotes sense of unity, solidarity and social interaction in the communities. Additionally certain foods are associated with specific cultural beliefs, and customs; with these foods holding symbolic significance. These cultural influences have a profound impact on consumption behaviours even when dining away from home. It was noted in a study that examined the determinants of patronage of guests at local food restaurants in the sub-Saharan African setting that cultural influence is one of the significant determinants of customer patronage (Sunday & Vivian, 2020).

Food consumption behavior in Kenya is varied and laced up with rich cultural practices, rituals, beliefs, and societal norms that define them as a distinct cultural identity as well as contributing to a wide array of traditional foods and customs surrounding their consumption. Cultural practices in Kenya greatly influence what people eat, how they prepare food, the mealtime schedules, and even the prohibition of specific food and portion sizes for different age groups and genders (Ngugi, Mwangi & Apollos, 2018). A study conducted in Kisumu County by Okwachi, Miricho & Maranga (2017) cited that “food consumption behavior is determined by cultural practices such as beliefs, taboos, and rituals; the study points out that these factors influence the menu-item choices of the guests patronizing commercial catering establishments (Okwachi et al., 2017).

Similarly, another study on socio-cultural influences of the food consumption patterns of individuals living in Kisumu identified that cultural practices, such as beliefs, had a

noticeable impact on food consumption patterns (Owino, 2019). Certain foods are associated with specific cultural beliefs and practices. For instance the Maasai community has a symbolic significance to milk and meat and these foods can be seen in various ceremonies and their everyday meals.

Food consumption in Kenya is deeply entrenched in the cultural fabric and has a higher priority amongst the diverse cultures in Kenya. It shapes the culinary traditions associated with specific ethnic groups, types of cuisine associated to specific communities and foods consumed on religious events. A Klynveld Peat Marwick Goerdeler (KPMG) Innovation Lab report on key trends driving innovation in the restaurant industry held that increasing preferences for cultural cuisines inspire restaurants to diversify their food offerings (Fultz, 2016). Hence, restaurants strive to sell a range of foods to meet the needs of the diversified cultural market. It is for this reason that restaurants must remain vigilant and have a deeper understanding of the cultural context within which the consumer behavior takes place, the extent to which consumers' culture influences their behavior and decisions related to purchasing, and how culture affects consumers' selection criteria (Josiam & Henry, 2014). Therefore, this study looked at the determinants of culture that influence how guests eat when dining out in restaurants in hotels rated as four and five stars in Nairobi County.

Furthermore, decision-making process in food consumption involves assessing the relationship between of cultural norms, personal preferences, social influences, and situational factors that guide diners in selecting meals (Schiffman & Wisenblit, 2019). In four- and five-star hotels, guests' food choices are influenced by cultural taboos, beliefs, rituals, and perceived social expectations, affecting their dining behavior (Kotler &

Keller, 2020). According to Ajzen (1991), individuals evaluate food options based on attitudes, subjective norms, and perceived behavioral control, which collectively determine their intention to consume a specific meal. Studies indicate that 47% of high-end hotel guests prioritize culturally familiar dishes, while 38% consider religious dietary restrictions when dining out (Kenya Hospitality Report, 2022). Additionally, decision-making in fine dining settings is influenced by status, exclusivity, and brand perception, making it essential for hotels to align their offerings with cultural expectations (Mitra & Majumder, 2019). Understanding these dynamics enables hotels to design inclusive menus and service experiences that enhance guest satisfaction while respecting diverse cultural practices.

1.2 Problem Statement

Food consumption behavior in four and five-star hotels in Nairobi City County is increasingly defined by cultural practices, yet many high-end restaurants still struggle to accommodate the diverse dietary expectations of their clientele. The challenge lies in balancing globalized fine dining experiences with deeply rooted cultural preferences, food taboos, and rituals that influence meal selection, dining etiquette, and overall customer satisfaction. Studies indicate that 64% of diners in Nairobi's luxury hotels consider religious or cultural food restrictions when choosing meals, with 42% actively avoiding certain dishes due to food taboos (Kenya Hospitality Report, 2022). Additionally, cultural beliefs play a crucial role in shaping food preferences, as 57% of local diners in high-end hotels prefer traditional Kenyan dishes over international cuisine, highlighting a strong inclination toward culturally familiar foods (Tourism Research Institute, 2021). However, the integration of these cultural preferences into hotel menus

remains inadequate, with only 35% of five star restaurants in Nairobi offering a dedicated section for traditional Kenyan meals (Kenya Restaurant Industry Review, 2023).

Despite the limited integration of cultural preferences into hotel menus, consumer behavior in the city indicate a growing shift toward modern dining habits, For instance, Njagi (2017) conducted a study on the consumption of junk food in fast-food restaurants in Nairobi, highlighting the growing preference for convenience over traditional meals. The study also revealed that consumer buying behaviour has a major influence on the consumption of junk food in these restaurants. This study mostly examined fast-food outlets rather than four and five star hotels, which creates a methodological gap. Moreover, the study employed the theory of buyer behaviour and the consumer behaviour theory, which diverges from the present study, thus indicating a theoretical gap. Another study conducted by Fwaya & Mbithe, (2017) looked at the factors influencing the need for consumption of healthy foods in selected Restaurants in Nairobi City; it revealed that culture was the second most noticeable factor that directed the consumption of healthy eating foods in restaurants. In contrast, the current study used the theory of planned behavior (TPB), which proposes that individuals' behavior can be predicted and understood through the behavioral intentions. These behaviours are influenced by three main factors namely; the attitude towards that behavior, which refers to an individual's overall evaluation and personal feeling towards a specific behavior; the subjective norms, often the perceptions of social pressure about the opinion of others and finally the perceived behavioral control, which is the individuals perception of their ability to perform the behaviour (Ajzen, 2015).

Similarly, Were and Maranga (2017) conducted a study on "the cultural factors influencing food choices in commercial catering outlets found in Kisumu County." The findings of the study revealed that culture has a substantial impact on customer behaviour. Understanding the influence of cultural customs on consumer behaviour in restaurants is crucial for restaurants to establish appropriate customer expectations. Furthermore, Wambui, Kibe, and Macharia (2019) conducted a study on "the utilisation of goods and services in franchised eateries in Nairobi." The data indicate that the consumption of products and services in these restaurants is driven by two main factors: meal quality and price. The study placed greater emphasis on service quality, specifically focused on the service quality model. In contrast, this study employed the researcher utilized the three-stage model of service consumption, which delineates the consecutive stages that consumers commonly undergo when engaging with services. The model seeks to help restaurants diversify their offerings based on guests' needs and differentiate themselves from others to attract and retain new guests.

Lastly, a study by Zocchi and Fontefrancesco (2020) investigated the developments in the restaurant sector in Nakuru County. It concluded that cultural authenticity was not the reason for re-launching traditional food and cuisine development but rather the demand for healthy and natural products. Nonetheless, the reviewed literature has not given the focus on how culture influences food consumption behaviors in restaurants located within the four and five star rated hotels in Nairobi, Kenya. The only study which looked at four and five-star hotels was by Kariru, Edwin, & Kambona (2015) but focused on consumer-driven factors that influence consumer behavior. In addition, the above-cited studies were informed by different theories; hence theoretical gap is identified. Moreover, the studies

adopted different methodologies; for example, Njagi (2017) employed descriptive correlational research design and looked at 30 fast food restaurants, Were and Maranga (2017) adopted a cross-section survey design and targeted food outlets in Kisumu and the others also used different methodologies, hence methodological gaps are presented. Therefore, this study aimed focuses on understanding the cultural practices that act as key drivers of consumption behavior, as well as addressing the identified gaps by examining how cultural practices influence the food consumption behavior of diners in restaurants located within the four and five-star rated hotels in Nairobi County.

1.3 Purpose of the study

This study aimed to examine how cultural practices influence the food consumption behaviors of diners in restaurants located within the four and five star rated hotels in Nairobi City County. It sought to examine how much the cultural practices influence guests' food consumption behavior while dining out in these restaurants. It points out the contributions of different cultural practices to guests' behavior when making various food choices when in the restaurant.

1.4 Objectives of the Study

1. To assess the influence of food taboos on food consumption behavior of guest dining in five and four star hotels in Nairobi County.
2. To establish how cultural beliefs affect food consumption behavior of guest dining in five and four star hotels in Nairobi County.
3. To determine the effect of rituals on food consumption behavior of guest dining at five and four star hotels in Nairobi County.

4. To examine the moderating influence of the decision-making process on the relationship between cultural practices and consumption behavior of guest dining in the five and four star hotels in Nairobi County.

1.5 Research hypotheses

H₀₁ There is no significant association between food taboos and the food consumption behavior of guest dining in five and four star hotels in Nairobi County.

H₀₂ There is no significant association between cultural beliefs and the food consumption behavior of guest dining in five and four star hotels in Nairobi County.

H₀₃ There is no significant association between rituals and the food consumption behavior of guest dining in five and four star hotels in Nairobi County.

1.6 Significance of the Study

The study is a basis for policymaking to enhance gastronomic tourism. Since it involves learning from diverse cultures, acquiring knowledge, and understanding the cultural attributes of food specialties produced in a region through its consumption will be valuable. To attract and retain different segments of guests patronizing restaurants in the hotels categorized as four and five-star, marketers ought to deeply understand how consumers are culturally influenced when making their consumption decisions. This study provides helpful information to restaurants in Nairobi County to develop their marketing mix. The report will guide them in prioritizing their choices when planning their products and services for the benefit of their guests. The study also is helpful in contributing to the knowledge, especially in the hospitality area, to add to the available

documentation on how culture influences the guests' food consumption behavior when dining out in restaurants.

1.7 Scope of the study

The scope of this study was confined to how culture determines the food consumption behavior of diners while dining out in restaurants found in five and four-star hotels in Nairobi County. As a cosmopolitan city, Nairobi County has a diverse ethnic composition, each bringing to the city its culture and a suitable location to generalize the research outcome.

1.8 Limitations of the Study

The researcher met several challenges during the entire research process. The number of guests targeted was not attained because some restaurant managers restricted customer access and information sharing. As a result, the researcher gathered insufficient data within the stipulated period provided by NACOSTI; Consequently, the timeline to acquire all necessary approvals from the hotel management and eventually collect the desired data sufficient for reliable results took longer.

Secondly, the research was conducted during hours when most guests were in a hurry to take their food and rush to work or perhaps return to a meeting hosted in the hotel conference rooms; hence, persuading them to participate in the study was quite challenging. Nevertheless, the researcher was able to counter these challenges by writing formally to the restaurant management to be allowed to gather/access relevant data and even have a pre-scheduled visit program, which would make it convenient to talk to the targeted respondents.

1.9 Assumptions

This study operated under the assumption that all the respondents would willingly cooperate and provide trustworthy responses.

1.10 Conceptual framework

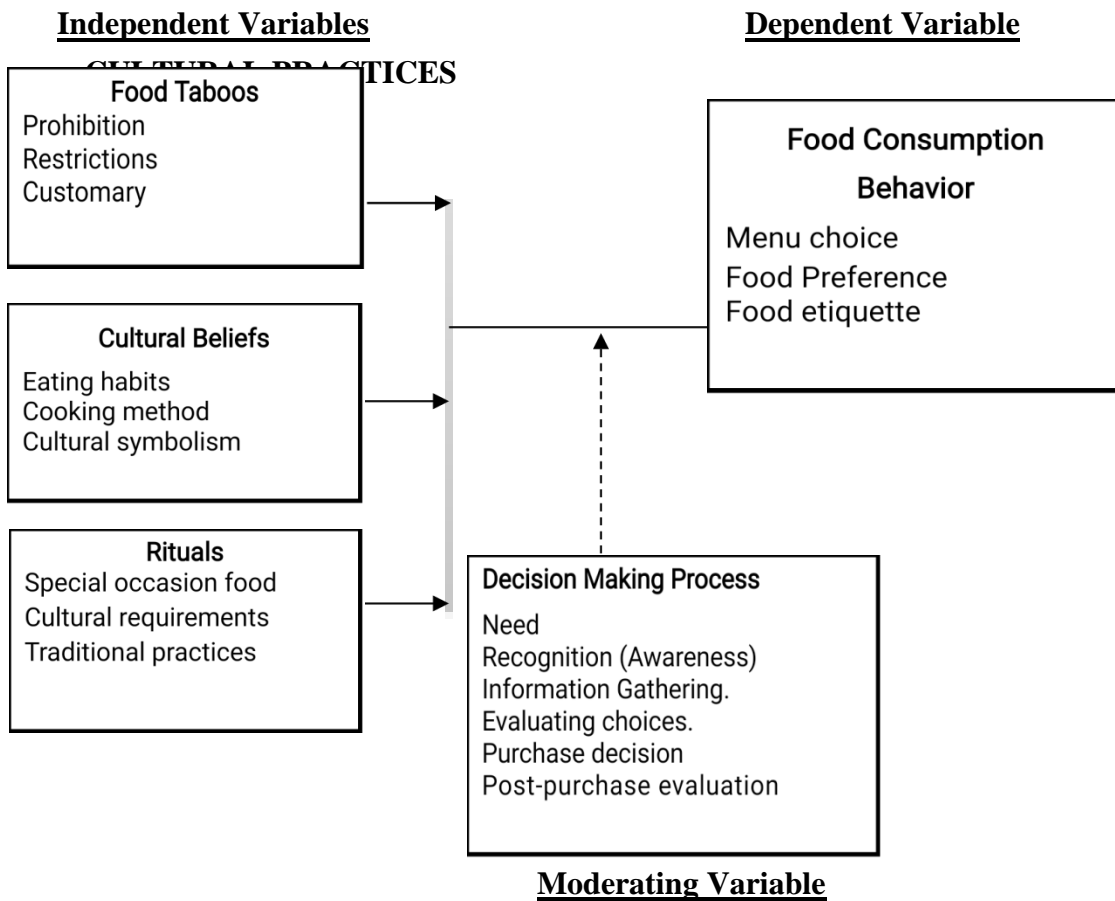


Figure 1.1: Conceptual framework on cultural practices and food consumption

SOURCE: Adapted from Lamb et al. (2004)

Lamb et al. (2004) suggested “that the changes in consumer behaviors result from guests' learning process, which subsequently influences their interactions, experiences, and

consumption of products or services”. The conceptual Framework was adapted from the consumer decision-making process model as recommended by Lamb et al. (2004). They suggested that cultural practices exert the broadest and most profound influence on consumer decision-making by forming changes in consumer behaviors through guests’ learning procedures, eventually contributing to the ultimate decisions consumers make toward products or services (Lamb et al., 2011). This aligns well with the conceptual framework by emphasizing the role of culture in shaping consumer behavior, through cultural exposure to diverse cuisines, food preferences, dining etiquette and dining rituals thus refining preferences through repeated experiences.

The conceptual framework comprised the cultural practices influencing consumption behavior as the independent variable. These are cultural values exhibited as food taboos, cultural beliefs, and rituals act as independent variables influencing individuals' choices regarding food and consumption patterns. Food taboos are restrictions on consuming certain foods, limiting food choices and shaping food preferences within a cultural group. Cultural beliefs on the other hand dictate food choices based on perceived health benefits, religious significance, or historical traditions influencing purchasing decisions and food consumption habits. Rituals involve specific practices surrounding food preparation, consumption, and communal dining, which create structured consumption patterns, reinforcing cultural norms and shaping individual behaviors.

In this study, food consumption behavior is considered the dependent variable focusing on routine consumption behavior based on habits or routines developed due to cultural values. This means that individuals' eating patterns are not random but are systematically developed based on cultural taboos, cultural beliefs, and rituals.

The decision-making process moderates the influence of these variables on consumption behavior, guiding individuals through various stages where they assess and adapt food related norms. As a result, guests determine which foods they consider acceptable or unacceptable based on established traditions, cultural beliefs, and social affiliations of different cultures, sub-cultures, and social affiliations (Wijaya, 2019). Eventually, this may lead to various food consumption behaviors ranging from; habitual consumption of certain foods, restrictions on specific foods, preferences on food choices, table manners, and some food consumption practices (Vabø & Hansen, 2014). These food consumption behaviors are often inspired by the desire to buy or eat the ultimate decision to purchase, and then the consumption of chosen food, as exhibited in the five stages of the decision-making process.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The study focused on the existing body of research literature and documented findings on the cultural practices influencing food consumption behaviors. The literature review relates the independent variable to the dependent variables. It has been structured by first understanding the cultural determinants influencing consumption behavior. These are cultural values expressed as food taboos, cultural beliefs, and rituals. Second is the Food consumption behaviors and how they are influenced by culture. Finally, the decision-making process is moderating food consumption behaviors.

2.1 Understanding the Role of Cultural Practices on Food Consumption

According to House, Brons, Wertheim-Heck and van der Horst (2024), understanding cultural practices' role in food consumption forms a basis for exploring the influence on consumption behavior. Different scholars describe the relationship between food and culture in different ways. Culture is a set of behaviors, habits, as well as beliefs accepted by people, which is learned, shared, and transferred from one group to another (Özdemir & Emir, 2019). Culture also refers to how people live, basically the behavior of people living together. It gives orders, directions, and guides societies in all phases of life by providing essential ways of satisfying their needs. Therefore, it is sensible to say that culture can significantly determine and act as a means that regulates the way of life, especially people's consumption-related behaviors. Culture is learned and acquired through exposure and interaction with a group. As reiterated by Monterrosa et al. (2020),

the foods that people like and their food preferences are acquired as a result of the repeated exposure to foods, which is primarily learned through conditioning. They further noted that parents significantly shape the food consumption behavior of children by serving as role models, offering encouragements, setting limits and use food a form of incentive.

Even though literature highlights the significance of cultural influence in light of consumption behaviors, its effect is so common that its behavioral impact is assumed to be natural. According to Gurbuz and Macabangin (2019), in a study on factors affecting consumers' behavior in purchasing products, it is pointed out that cultural aspects and consumption have a substantial connection. Similarly, Qoura and Ali (2018) also noted that culture is a significant determinant influencing food consumption; the cultural background of individuals impacts their attitudes and behaviours towards products and their food consumption habits, ultimately influencing their purchasing decisions and actions related to buying goods and services(González et al., 2019). Within a specific group, culture influences what food is acceptable or unacceptable, affecting the type of ingredients used and considered suitable. Culture enables individuals to decide how to act and what characteristics, attitudes, behaviors, and values to share (González et al., 2019).

Cultural values are the most significant part of the culture affecting consumer behavior. The cultural values recognized by the members of a group define the concept of culture and are known to influence consumers' buying behavior (Pärson & Vancic, 2020). Generally, the influence of cultural values associated with food and food consumption is strictly embedded in society, and it is hard to avoid them. These cultural values hold

groups of people together and significantly influence the selection and level of food consumed (Özdemir & Emir, 2019).

Correspondingly food consumption behaviors of people are mainly dependent on culture. Food serves as representation of group association, personal identity and forms peoples' cultural heritage. Across various cultures, food plays a crucial role in signifying their unique identity through cultural practices, celebrations, and festivals. Foskett et al. (2021) emphasize that, subcultural groups have their own culture influencing their cooking and serving, resulting in various food choices and subsequent consumption behavior. Therefore, food consumption is regarded as a cultural practice distinguishing one culture from another and is often expressed through food taboos, cultural beliefs and rituals as they can hold symbolic meanings, within a group of people (Wijaya, 2019). They reflect the values, traditions and identity of a particular group and through these expressions, individual and communities strengthen their cultural bonds and preserve their heritage. It has always been significant in many cultural practices enabling people to connect and relate to one another through sharing food, cultural food practices, and other food consumption behaviors. These practices shape food choices through an interplay of factors whereby food preferences are acquired, leading to consistent patterns in food choices among cultural or regional groups (Marconi et al., 2020). Food consumption behaviors are a set of food-related behaviors expressed by individuals belonging to a particular group, relating to the selection of who prepares, serves, and eats it (Wijaya, 2019). It is therefore implied that consumption behaviors can reveal an insight into a culture.

Over time social and lifestyle changes have brought about shifts in the way people consume food and thus significantly shaping people's eating behaviors. These lifestyle changes are affecting the restaurant industry all over the world. Consumers are acquiring new eating habits, preferences, and the demand for alternative foods, such as local products, ethnic cuisines, and healthy foods. These dramatic changes and increase in consumers' food demands reflects on traditions and flavours of a particular culture and are putting pressure on to restaurants, leading to multicultural cuisines and true to origin dining experiences (Fidan et al., 2018). One of the studies focusing on determining the factors influencing buying of ready-to-eat food suggested that restaurants should pay more attention to cultural variables in order to provide their offerings in consideration of the guests' culture; the results revealed that cultural practices did not dominate the purchase of ready-to-eat food and thus the need to incorporate the cultural practices into restaurants food offerings (Rudianto, 2018). Another study at an Indonesian Burger King aiming at “determining the cultural, social, personal, and psychological that influence on purchasing decisions also revealed that cultural practices have the least significant effect on purchasing decisions (Musrif'an & Hariyanto, 2020). It is apparent that for restaurants to create a more authentic and enriching dining experience, for their guests, restaurants should incorporate cultural practices into their food offerings. For this reason therefore, this study assessed the contribution of cultural practices (food taboos, cultural beliefs, and rituals) on consumption behavior in restaurants in four and five star hotels.

2.2 Contribution of cultural practices on food consumption behavior

Cultural practices profoundly influence the food consumption behavior of diners in restaurants. They shape individuals' preferences, choices, and rituals surrounding food.

Several studies have recognized the cultural influences on food consumption behavior as a network of practices, one of the most notable being food customs (Vance, 2018). These customs give rise to food choices, variations in consumption patterns of certain foods, and restrictions on some foods depending on an individual's interaction with the cultural groups they belong to (Shipman & Durmus, 2017; Monterrosa et al., 2020). According to Sibal (2018), the association between culture and food is that through food consumption patterns, people connect to their culture, hence retaining their cultural identity. Several studies reported that the behavior of consumers differs due to differences in their cultural background; thus, various cultural contexts lead to different consumer decisions and consumption behavior patterns (Amulike, 2018). Further suggestion by Amulike (2018) reveals that the norms and values of a culture have an impact on consumers who are exposed to it and this provide conditions that consumers use to direct their consumption behavior.

Cultural practices significantly shape consumers' beliefs and food choices resulting to varied consumption patterns and behaviors of restaurant guests (Singh, 2022). In line with the aforementioned, Wijaya (2019) illustrates how culture influences the food consumption behavior of people. He viewed culture as characterized by noticeable elements, with some observable behavior characteristics. He further spells out that the manifestations of culture are in the basic ingredients used to prepare food; how it is prepared and cooked. Moreover, these observable consumption behaviours are such as the customs of serving or consuming dishes, specific dining etiquette such as using specific equipment and utensils as well as particular beliefs about some foods; the order of service and consumption of meals, the portion sizes and variety of menu items

available at each meal all demonstrate how culture influences the food consumption behavior.

Food consumption is a cultural practice distinguishing one culture from another and is expressed through rituals, traditions, and beliefs that have symbolic meanings within a group of people (Wijaya, 2019). Culture prescribes rules for the recommended food in a particular group, the quantity to eat, and the combination of food choices (Tobing et al., 2019). It also defines the preferences, likes, and dislikes of some food categories or tastes. Culture further classifies some foods as taboo, describing what people should eat or not eat, when to eat, and how much. These differences in food choices and consumption behaviors vary from region to region and even from different cultural backgrounds, as Singh (2022) opined.

Nevertheless, culture proposes some parameters for the consumption of some foods. The eating pattern of people is based on their acquired behaviors inherited from the society they live in or learned from the groups they associate with. Notably, behaviors concerning the serving or consumption of meals, specific dining etiquette, particular beliefs about some foods, the order of service, the portion sizes, variety of menu items available at each meal and meal patterns such as breakfast, dinner, and lunch are typical behavioral patterns observed in many cultures and repetitively performed like a ritual (Monterrosa et al., 2020).

2.2.1 Food Taboos on Consumption Behavior

Culture insists on a variety of norms, such as taboos, that inspire and set guidelines, restrictions, beliefs, habitual practices, and patterns related to consumer behavior and specify culturally agreed and acceptable behavior, even modifying the perception of

behavior (Pellandini-Simányi, 2014; Lawan & Zanna, 2013). Food taboos are practices known to set rules that dictates which foods or combinations of foods or ingredients that are prohibited for consumption (Chakona & Shackleton, 2019). These food taboos can be influenced by religious teachings, health beliefs, environmental considerations or cultural practices surrounding food preparation, consumption or sourcing.

Food taboos play a significant role in shaping dietary choices and consumption patterns within a culture. Most food taboos affect individuals' consumption behavior, including their dining preferences and attitude toward some food. Taboos are social, cultural, or religious restrictions that forbid the consumption of particular food or impose specific rules and customs around food. Food taboos set regulations on food consumption by restricting some types of foods. They prohibit people from consuming food and beverage for religious and cultural reasons. In contrast, others dictate who can eat certain foods, dictating the foods for a particular gender, adults, and children. There can be permanent food taboos whereby food and drinks are avoided throughout peoples' life or avoidance of some foods for specific periods (Getnet et al., 2018).

Many religions and spiritual practices impose food taboos to demonstrate devotion, purity, or respect for certain beliefs resulting to specific dietary guidelines. For example Islam, the consumption of alcohol or pork is prohibited while in Hinduism, beef is considered a taboo due to belief in sanctity of cows. Further, some religious commemorations, such as Ramadhan for Muslims and the Lent period for Christians, dictate what to eat for breakfast, lunch, and dinner or what to serve during special events and ceremonies (Ijewere & Odi, 2012). As a result, food preferences are formed, Such as the likes and dislikes of some food and specific patterns of food choices within a

particular cultural or regional group. Restaurants sensitive to these taboos can attract diners seeking options that align with their religious or spiritual beliefs and the restaurants can cater to this target market effectively.

Taboos often result in specific dietary restrictions, some arising from health or safety concerns surrounding some foods. For example, certain cultures avoid raw or undercooked foods to prevent food borne illnesses or because of disgust factor. Allison & Ramenzoni (2020) noted that taboo restricts the consumption of food items to prevent some diseases owing to them have protective purposes. Individuals who adhere to these taboos avoid certain foods, ingredients, or preparation methods, leading them to seek out restaurants that prioritize food safety or those that align with their appropriate food options that adhere to their taboos.

Food taboos may limit a particular quality of food, and the portion sizes an individual may choose to eat. For example, Chakona & Shackleton (2019) opined that in some parts of Africa, consumption of foods rich in protein such as meat, fish, eggs, and legumes is discouraged for pregnant women as there is a belief that avoiding them will safeguard the health of the new-born.

Taboos influence individuals' food choices and consumption behaviors due to social conformity and maintaining a group's identity. For example, Muslims observe Ramadan, which entails a daily prohibition on food and drink. The Christians during the Lent period observed the practice of refraining from consuming meat on Ash Wednesday and Good Friday; all these contribute to establishing and maintaining the group's identity. People may be hesitant to consume some foods considered taboo within their cultural context for fear of judgment.

Cultural taboos are often deeply rooted in traditions and customs. These customs are passed down through generations, shaping individuals' food consumption behaviors. According to Pellandini-Simányi (2014), some food taboos are codified by law and enforced as legal regulations passed and supported by the state's power. These are the written rules governing what and how much food an individual can consume. According to Pellandini-Simányi (2014), taboos regulate various practices and behavior. Consequently, this study focused on food taboos as another cultural determinant that regulates the food consumption behavior of diners in restaurants.

2.2.2 Cultural Belief on Consumption Behavior

A belief is an individual's distinctive thought, perspective and understanding about something; often rooted in acquired knowledge, opinion, and faith (Saygi & Shipman, 2021). Beliefs can be challenged and changed; for instance, when people migrate from one region to another, their beliefs may be adapted to the new location. Beliefs about acceptable or unacceptable food vary depending on religion, cultural heritage, and geographical location (Saygi & Shipman, 2021). Consumers' food consumption patterns have undergone noticeable changes due to shifts in beliefs in the recent years. However these beliefs can vary significantly across different regions and communities, resulting in diverse dietary practices and preference.

Consumption behavior is influenced by beliefs people may have acquired through learning (Tunkkari, 2020). Interactions of individuals with the society in which their live has an impact on the food choices and dietary behaviors they adopt. An illustrative example is when individuals acquire their dietary preferences, likes, and dislikes mostly through the process of conditioning and the accumulation of personal experiences with

different types of food. An individual's food choices are influenced by observing the decisions made by family members and social ties, engaging in negotiations with others during shared meals, and receiving either supportive or unsupportive reactions (Monterrosa et al., 2020). As a result these interactions, some beliefs are formed, modified and ultimately, behavior towards the food is shaped.

It is noted that religious beliefs influence guest behavior towards purchase intentions and consumption of some food. They are known to significantly influence the eating behaviors as they often dictate specific dietary guidelines that condemn certain foods while promoting others. For instance, Muslim-affiliated consumers are specific about adherence to consuming food products that conform to Islamic guidelines, beliefs and practices (Imtiyaz & Soni, 2021).

Beliefs influence food consumption by setting specific dietary limitations. For example, religious or ethical views might cause individuals to abstain from consuming specific foods, which in turn affects food preparation and cooking methods, as well as determines which foods are considered to be compatible with each other (Qoura & Ali, 2018). Currently, individuals from North America and Europe refrain from consuming insects primarily because of the perceived "disgust" element (Monterrosa et al., 2020). The Hindu society exclusively employs the right hand for the purpose of consuming food. Food eating is regarded by the French as a source of satisfaction and a means to foster social connections.

In parts of sub-Saharan Africa, women and young children often face restrictions on consuming specific food due to some cultural beliefs that the foods could be harmful (Chakona & Shackleton, 2019). Yet again pregnant women, lactating mothers, and

children are encouraged to vary their diets to promote maternal and child health and improve the child. In Kenya, there are several cultural beliefs stemming from diverse ethnic groups that significantly influence food consumption behaviours. Some communities may avoid foods believed “unclean or impure” due to cultural beliefs related to purity and cleanliness. The Maasai believe that eating partially cooked and even raw meat is curative. Additionally, the traditional fermented foods such as Mursik (fermented milk) among the Kalenjin community are believed to promote gut health because of their probiotic properties and hence seen as beneficial for overall well-being.

These beliefs stem from cultural practices, customs and concepts surrounding purity, health or spiritual well-being of the individual for which they impose restrictions and guidelines impacting on food consumption behaviours and patterns (Sommer, 2013; Fontefrancesco & Lekanayia, 2018).

People have different beliefs about how they portray their food choices when dining in restaurants. They may consciously adhere to these beliefs even when dining out in restaurants. As a result, they respond positively or negatively to foods on offer by expressing their preferences on the cuisines aligned with their cultural beliefs; they may select specific menu dishes that are permissible or preferred within their cultural framework; some may also observe specific dining etiquettes rooted in their cultural practices (Tunkkari, 2020).

2.2.3 Rituals on Consumption Behavior

Rituals are patterned and repeated practices and activities that refer to the range of actions and customs associated with food, including how it is chosen, consumed and shared within social context. These rituals involve decisions about the type of food, the timing of

meals, the location and manner of eating and individual with whom one shares these experiences (Brumberg-Kraus, 2020). Rituals can also refer to special religious practices where various occasions and deeply held values guide the selection of specific foods. Cultural rituals are regarded as norms in eating patterns symbolic of broader structures of society, conveying symbolic meaning about the context of food consumption and differentiating them from a mere routine (Ondieki et al., 2017). They often involve prescribed behaviours, gestures, or practices that are repeated or performed during specific periods, occasions or events.

Cultural practices are closely tied to food rituals and celebrations such as festivals, religious ceremonies, and social gatherings often embracing specific foods, preparation methods, and serving customs. Restaurants must effectively cater to these cultural practices to tap into the market of diners seeking an authentic and culturally significant dining experience. Rituals play an essential role in allowing cultures to reflect on their shared values and experiences, reinforce social cohesion, and create a sense of identity through festivals, celebrations and commemorations, feasts, and initiations often repeated from time to time, as suggested by Kire & Rajkumar (2017). To gain insights into the food consumption behaviors of people Garay-Quintero et al. (2018) pointed out that it is necessary to understand the rituals associated with the types of products they consume. In this regard, it is essential to state rituals' contributions to society.

Rituals have a significant role in society in several ways by enhancing the ways people eat. Rituals influence an individual's food choices and consumption behavior through themed celebrations that express specific meanings to participants and spectators. Various activities related to the preparation and cooking of food as well as the distinct

locations and times designated for meals, the use of specialized equipment, the sequence of eating and serving foods, and even the sequence of a meal consumption relate strongly to ritual (Raji et al., 2017; Ratcliffe et al., 2018).

Rituals associated with food preparation and presentation influence individuals' preferences. According to Wang & Gino (2013), rituals can enhance food consumption by leading to greater involvement and interest when participating in the practices, increasing the consumer perceptions of given food, and contributing to a wide variety of desirable behaviors such as healthy eating. He further asserts that rituals influence consumption behavior by regulating the slaughter, preparation, and consumption of food and beverages, setting some foods aside for special occasions and feasts, in line with a study that looked at the traditional food beliefs and life events of Malay people and found that their cultural practices can be observed through ceremonies involving preparation, cooking, serving, and the consumption of food (Raji et al., 2017).

Rituals not only enhance consumption, as presented by some researchers, but also bring communities together, reinforcing social and family bonds, increasing consumption enjoyment, and transforming food choices desirable within a group. The act of family members eating together, symbolizes a sense of unity, providing a sense of belonging and a means through which critical social relations are recognized and nurtured (Ram, 2020). Rituals often foster sense of belonging, promoting social cohesion and strengthen group identity through shared meals and communal dining practices. The food consumed within these contexts serves as a means of fostering social connections and showcasing cultural interactions.

Certain Rituals aimed at marking significant milestones and life events such as birthdays, weddings, religious ceremonies, and funerals will have specific food intakes. Food is often a central component of these rituals and is consumed to express love, sorrow, life, and happiness. Consumption of specific dishes in these events reinforces cultural belief and practices. Family rituals promote consensus, building and assist in resolving conflict and rebuilding relationships. Providing a sense of order, offer comfort, create a sense of continuity and provide moments of reflection (Coe et al., 2019). This can influence food consumption behaviors by shaping individuals attitudes, preferences and approach to food.

In Western cultures, dining out is a ritualized expedition; in some restaurants, food is served in a specific number of meal courses or a defined sequence. For instance, in a traditional western meal, savory foods eaten before a sweet dessert can be a ritual of eating; celebrations such as weddings, holidays, birthdays, and family dinners are taken into exclusive restaurants, which are the arenas of public ritual, making eating out special (Fox, 2014). These ritualized dining behaviors impact the choice of food because restaurant guests will tend to follow the established patterns and meal sequences.

2.3 Food consumption behaviors

The studies of consumption behaviors are based on consumer buying behavior, as Kotni & Divya (2019) cited. These behaviors or patterns consumers depict when buying are captivated by their needs, preferences, and tastes. These may result in habitual buying behavior, whereby guests make choices routinely and may not need to consult anyone for their opinions before making routine consumptions (Kotler & Armstrong, 2018). The guests, in this case, are likely to repeatedly choose one type of product that they are

familiar with since they get satisfied when consuming the same food item often; as a result, they may not evaluate the choices even after the purchase because of beliefs about the product formed by impulsive learning that occurred in response to a stimulus (Kotler & Armstrong, 2018).

2.3.1 Food-Related Consumption Behaviors

The different food consumption behaviors that diners portray while dining out in restaurants are tailored through the Consumer decision-making Style Investigation (CSI) model (Sproles & Kendall, 1986; Bandara, 2014). The consumer decision-making styles are observed as the 'basic buying-decision-making behaviors that buyers possess when making purchasing decisions (M,acik, 2016). Essentially, Sproles and Kendall pointed out that “the basic consumer personality trait reveals the behaviors and attitudes of consumers when making choices among alternatives” (Andersson, Hallberg & Ingfors, 2016).

Several studies reported that consumers' personality traits differ due to differences in their cultural backgrounds; hence, different cultural contexts lead to different consumer decisions and consumption behavior patterns (Amulike, 2018). Further suggestion by Amulike (2018) reveals that the norms and values that prevail in a given culture have an impact on the consumers who are exposed to it, which offer conditions that consumers use to direct their consumption behavior. Food consumption behaviors are learned and acquired mainly from the cultural background and through exposure or interactions with a particular group of people or even as a result of structured daily routines and in modeling food behavior. These factors influence food choices by establishing preferences, likes and dislikes, and food-related etiquette (Shah, 2018). Culturally

speaking, what people eat is an expression of cultural identity that defines who they are, connecting different cultural groups to their ethnic behaviors and religious beliefs through food choices (Kittler et al., 2012). This is apparent in food recipes passed down through generations to keep a culture thriving, educate others, and conserve culture (Fabiano, 2014).

There are culture-specific behaviors to particular foods which can be depicted in restaurants that illustrate the cultural expectation of eating food, Such as the manner of eating (e.g., use of fork or chopsticks), the order of serving food (e.g., chronological menu sequence), the etiquette of eating, and the particular choice of foods suitable for specific individuals or certain times. It is also noted that some diners use only the right hand, especially when using their fingers. Therefore, food consumption is considered a way to express cultural identity and consumption of their food; where, how, and when people eat help them remember various cultures through the experience of going out to eat in a restaurant (Almerico, 2014).

2.3.2 Guest's Food Choices in Restaurants

According to Hammond (2016), the rules of specific cultures and sub-cultures (such as age, gender, and ethnicity) create a framework of food preferences, acceptances, and appropriateness. Dobal, Wesley, & Wilson (2017) noted that affiliations with certain beliefs and the formation of preferences for specific foods, in turn, influence decisions that lead to higher consumption of preferred foods in restaurants, where the wealthy and abundance dines (Shah, 2018).

Guest's food choices while dining out are exhibited in the three-step process of service consumption which encompasses pre-purchase considerations, the actual purchase, and

post-purchase experiences, as embraced by (Wirtz & Christopher, 2022). In these three circumstances, the preferences and choices for specific food products offered by restaurants can be reflected throughout the consumption process in the form of the usage rate, repurchasing intentions, complaining, recommendations and word of mouth, compliments to service providers, and even repeat-patronage (Wirtz & Christopher, 2022)

As articulated by Franchi (2012), the food choices by a guest are often founded on some cultural values, perceptions, beliefs, and attitudes held by the individual. This is evident in some cultural practices and restrictions that result in unchanging and rigid food habits that affect food consumption even in a restaurant context (Mak, Lumbers, Anita, & Chang, 2012; Mak, 2018). For example, all Muslims are obligated to eat halal food in family settings and even when dining out (Mak et al., 2012; Mak, 2018). Similarly, Japanese, French, and Italian tourists dining out in restaurants are perceived to avoid local food in tourist destinations and always prefer to eat their articular cultural food (Mak et al., 2012; Mak, 2018). Therefore cultural values that people prescribe dictate their perception and how they think about certain foods; thus, it becomes unlikely to go against their cultural rules even when making food choices while dining out in a restaurant (Franchi, 2012).

2.3.3 Food Preferences

Preferences are people's attitudes created from the evaluative judgment of a consideration set of valued options, discovered after the decision-making process, and mostly a learned behavior determined by exposure (Shipman & Durmus, 2017). They are usually a combination of liking some foods, disliking others and even how often people want to eat

a specific type of food. Eating habits reveal persons' food preferences often connected to culture, among other factors, as presented by Krause et al. (2015). Food preferences and choices are embedded in aspects such as; rituals, cultural beliefs, and family structure and may differ due to the cultural diversity in different subcultures or subgroups within a nation or region. These preferences are cultured unconsciously as people grow up or through socialization with reference groups, in situations of mere exposure to repeated food consumption habits and observing other people as they eat (Vabø & Hansen, 2014). For example, some food served on particular days in different families and shared communally can influence food preferences. Thus Shipman & Durmus (2017) concluded that through family, food culture, and traditions, preferences for certain foods develop, and eventually, habitual consumption behavior is recognized. It is, therefore, vital for restaurants to identify the factors influencing customer preferences that will help incorporate products and services offered to satisfy culturally diverse guests more effectively, as noted by Kiunga et al. (2019).

2.3.4 Food-Related Etiquette

Etiquette is a set of rules that control reputable behavior in specific social groups or situations. Food etiquette is defined by how and what a particular culture eats and is another identifier of regional cuisine, as Ondieki et al. (2017) pointed out. Food etiquette consists of rules that guide behavior during cooking and dining, often reflecting cultural expectations at the table. As mentioned by (Monterrosa et al. (2020), these behaviors are learned from social groups either by explicit verbal communication about what to eat or by implied daily routines and modeling of food behaviors.

Culture plays a significant role in food-related etiquette, as cited by Sibal (2018). For instance, food etiquette in many cultures differs when it comes to the selection of food, the manners of eating, timing of meals and dining locations. These food etiquettes vary widely between different cultures due to diverse cultural customs. This is observed even in restaurant contexts; a case in point is when Chinese people exemplify their diversity in food etiquette as they commonly practice the use of a pair of serving chopsticks in restaurants serving graciously to serving their guests with food thus showcasing their commitment in preserving traditional eating habits and table manners (Zhang, 2013). In addition, Muslims must eat only halal food even when dining out in restaurants (Mak et al., 2012; Mak, 2018). Similarly, Japanese, French, and Italian tourists dining out in restaurants are perceived to avoid local food in tourist destinations and always prefer to eat their particular cultural food (Mak et al., 2012; Mak, 2018).

The etiquette relating to the order in which food is eaten in four and five star restaurants is highly ritualized; for example, where sweet foods should not be eaten before savory. Similarly, the French people eat salads after the main dish, whereas the Americans prefer them before the main dish; besides, the English people put salads on the same plate as the (cold) meat. Moreover, in the East, all the food is commonly served together, often in communal dishes, allowing a wide selection of food items (Fox, 2014).

All of these illustrate how food-related etiquette varies from culture to culture, thus affecting food choices, as suggested by Sibal (2018). Therefore, cultural values that people prescribe dictate the perception and how they think about certain foods and food-related habits and consumption patterns; thus, it becomes unlikely to go against their

cultural rules even when making food choices while dining out in a restaurant (Franchi, 2012).

2.4 Decision-Making Process of Guests in Restaurants Settings

Decision-making indicates the phases involving choices among different courses of action. The decision-making process goes through five stages, as most literature on consumer behavior describes. The first stage is need recognition, when guests realize they need something, often triggered by several reasons.

The second stage is the search for information, where the guest will look for different information and alternatives that can support them in making a purchase decision and satisfy their need. The guest then evaluates options and forms the most preferred choices. Even though assessing alternatives is essential in decision-making, consumers skip some routine purchases at this stage. They choose one type of product they are familiar with since they get satisfied whenever they repeatedly consume the same food item. They may not evaluate the choice even after the purchase because of beliefs about the product formed by impulsive learning (Kotler & Armstrong, 2018).

The next stage is the purchase when the guest must choose what to buy, where, and how to buy the product. Here the guest decides between different hotel brands, restaurant options within the hotel brands, and the products available on the menu mix. Guest choices at this stage can be complex, as when they encounter several decisions and the uncertainty of their preferences, they may often find it challenging to make some choices than others, as Wei et al. (2021) noted. Various sources of information can affect the consumer's decision, including the guests' experience at the moment of purchase and previous interactions with the hotel brand, the restaurant, or the products (Schoultz et al.,

2022). Some studies have found that some consumers' choices may be deferred, postponing their purchase to some time, affecting their decision preferences and, eventually, the final purchase possibility(Wei et al., 2021).

Then the final stage is post-purchase which involves evaluating the guests' post-purchase behavior that would ultimately bring about the actions taken after purchase based on satisfaction or dissatisfaction (Monterrosa et al., 2020). Guests' satisfaction or dissatisfaction with their product choice sets out the guests' future consumption behavior (Schoultz et al., 2022). Though the decision-making process provides critical information and background for understanding how guests make purchase decisions, not all decision processes can lead to a purchase. Since consumers do not always follow the five stages sequentially (Wei et al., 2021).

A guest's decision-making process in restaurant settings is exhibited in the three-stage process of consumption of services; pre-purchase, purchase, and post-purchase, as Wirtz (2017) embraced. The process begins with the pre-purchase evaluation when guests recognize a need that can be fulfilled by consuming a restaurant's food or service. First, consumers discover their need for food consumption, such as having a quick meal because they are hungry, celebrating special occasions, entertaining business clients, etc. Then, gathering information about the food products that would satisfy the identified need and comparing available restaurant options with the food choices to select the best and the right food option. Then finally, a decision on which restaurant to dine at is made, and then move on to interact directly with the restaurant making subsequent choices resulting in a service experience (Chua et al., 2020; Wirtz, 2017).

Guest pursues products considering important purchase choices based on attributes that are more relevant to them. This evaluation involves two stages; first is the evaluation of alternatives where important food attributes are defined, then beliefs and attitudes about the food attributes are formed, and then deciding which option to take. Finally, it is the ultimate choice of food product to purchase. This stage deals with the preference for various decisions (Longarta et al., 2016).

Many specific factors influence guests in their decision-making processes; according to Musrif'an & Hariyanto (2020), the guest is influenced by cultural trends and led by his culture, subculture, and social class, among other factors, in making selections, purchases, and consumption of goods or services for the satisfaction of their desires. Thus, as a result, modifying the preferences for given foods and the decisions people make bring about varied consumption behaviors (Almerico, 2014; Ting et al., 2017). The preferences and choices for specific food products offered by restaurants are reflected throughout the decision-making process in the form of usage rate, repurchase intentions, complaining, recommendations to word of mouth, and compliments to service providers, and even re-patronage (Wirtz & Christopher, 2022).

2.4.1 Effects of Culture on the Decision-Making Process

According to Ram & Sharma (2018), several factors affect the choices of food that guests make, and notably, culture in many societies affects consumers' food choices and preferences. The effects of cultural influences on consumption behavior consist of evaluating options (Dziadkowiec & Rood, 2017). Choosing a particular menu over another ultimately decides whether to buy or not.

When food preferences interact with several factors that contribute to food choices, such as cultural practices and socio-demographic features of the consumer (such as age, nationality, gender, and education) eventually results in the frequency of food intake (Ram & Sharma, 2018). These food preferences also lead to food choice patterns, such as the likes and dislikes of some food within a cultural group (Sibal, 2018).

These preferences are cultured unconsciously as people grow up or through socialization with reference groups, in situations of mere exposure to repeated food consumption habits and observing other people as they eat (Vabø & Hansen, 2014). For example, some food served on particular days in different families and shared communally can influence food preferences. Thus, Shipman & Durmus (2017) concluded that preferences for certain foods develop through the family structure, food culture, and traditions. Eventually, routine-response consumption behavior is recognized and transmitted when making decisions on particular food choices (Franchi, 2012).

2.4.2 Moderating Effect of Guests' Decision-Making Process

It is noted that the decision-making process can moderate food consumption behavior by modifying the preferences for given foods, bringing about varied consumption behaviors (Almerico, 2014; Ting et al., 2017). The process induces guests to think about food products and, as a result, make food choices, buy them, and eventually consume them (Almerico, 2014).

According to Stankevich (2017), the consumer buying process moderates the consumers' decision-making process. Dining out in a restaurant may be considered a complex high, involvement purchase behavior with diverse product features whereby cultural practices greatly influence the decision-making process (Mak, 2018). It is regarded as complex

because dining events and activities before and after are characterized by making a thoughtful purchase choice. This consumer involvement can be an interest, concern, or commitment toward a product, considered a thought-provoking force apparent in the various stages of the decision-making process (Aghdaie et al., 2014). For example, after the guest identifies a need, information search about the different choices that can satisfy the need is sought to help make decisions. Guests may use recommendations from reference people such as friends and family. Alternatively, their habituated past experiences with the product/service will form an attitude toward the product before a commitment or intention to try it (Stankevich, 2017). A set of alternative products to choose from is created, and if the guest finds the product satisfying, he would then buy the products, which may define the usage rate and repurchase intentions (Aghdaie et al., 2014).

Stankevich (2017) expresses that many buying decisions people make as consumers are based on routine choice processes where the same choices are made repeatedly. Even so, he further points out those guests do not always follow the exact order of the decision-making process. Notably, some stages, such as the second stage on information search and the third stage, could be repeated several times to ascertain the suitable product choice. In addition, in some cases, the evaluation stage may not result in the product's purchase (Stankevich, 2017).

2.5 Theoretical framework

2.5.1 Theory of Planned Behavior

The Theory of Planned Behavior (TPB) that links beliefs to behavior, as first described by Icek Ajzen in 1985, suggests that an individual's behavior is determined by behavioral

intentions that are formed by three factors that work together to shape an individual's behavior and explain the behavioral intention before the behavior occurs (Ajzen, 1991). These factors are; the formation of attitude towards a behavior, the subjective norm, and the perceived behavioral control (Ajzen, 2015). When people form an attitude towards a behaviour, they affirm how they think and believe, which is related to the expectations that people have regarding that behaviour. Subjective norms, on the other hand, are those that pertain to the support and encouragement that are permitted or not permitted by society, which in turn influence the behaviour of members of the individual. Perceived behaviour control is a term that describes how a person feels about their ability to carry out the behaviour that they have planned to carry out (Ajzen, 1991). The TPB is able to forecast an individual's intention to carry out a particular behaviour at a particular time and location. Consequently, it aims to provide an explanation for behaviours that are imposed on a person that are not totally under their control.

The three key concepts of the Theory of Planned Behavior; attitude, subjective norm, and perceived behavioral control are applicable to cultural practices and food consumption behavior, particularly in the context of dining in four- and five-star hotels. Attitude toward food consumption is shaped by cultural beliefs, food taboos, and personal experiences, influencing an individual's preference for certain dishes while avoiding others. For example, individuals from religious backgrounds that prohibit certain foods, such as Muslims avoiding pork or Hindus refraining from beef, develop strong attitudes toward what is acceptable or unacceptable for consumption (Ajzen, 2015). Subjective norms further reinforce food choices, as societal expectations and communal dining traditions dictate what individuals consume in social settings. Cultural norms, such as the

communal eating practices in many African and Asian cultures, influence not only the choice of food but also the manner in which it is consumed, such as eating with hands or adhering to specific meal structures (Ajzen, 1991).

Moreover, perceived behavioral control determines an individual's ability to adhere to cultural food norms when dining out. While some diners may have the freedom to make independent choices, others may feel constrained by cultural expectations, religious obligations, or the limited availability of culturally appropriate meals in high-end restaurants. If individuals perceive that they lack control over their food choices due to unavailability of traditional dishes or fear of social disapproval, they may experience discomfort or dissatisfaction when dining in unfamiliar settings.

2.5.2 The Veblen theory

The Veblenian social-psychological model advanced by Thorstein Veblen in 1899 holds that people's behavior should conform to the norms of their culture, subculture, and the standards of the close social groups they associate with. It says that people act depending on past and present social groups. This implies that the decisions and behaviors people display are hence influenced by the society in which they live (Kotler, 2000). This model places a lot of emphasis on the social nature of consumption. Since the consumers' social and cultural backgrounds are essential to their buying behavior, Mitra & Majumder (2019) assert that humans make purchases based on societal and cultural associations. This theory is therefore used to explain how people's consumption decisions are greatly affected by cultural forces. Consequently, the importance of diverse cultural influences, such as culture, subculture, and social reference groups, is significant when businesses differentiate their products or services.

In the context of four and five-star hotels, guests often make dining decisions that are consistent with their cultural backgrounds and the expectations of their social circles. For instance, luxury dining is often associated with status and prestige, leading some guests to select high-end restaurants and premium menu options to align with the social class they aspire to or belong to (Mitra & Majumder, 2019). At the same time, cultural traditions play a crucial role in food selection, as individuals may opt for meals that reflect their ethnic heritage, religious beliefs, or customary dietary practices. Subcultural factors, such as regional cuisine preferences, influence the demand for specific dishes, making it imperative for hotels to offer culturally diverse menus that cater to a broad clientele. Moreover, social reference groups, including family, friends, or business associates, further shape consumption behavior, as individuals may conform to group preferences when selecting food in a restaurant setting. For example, a guest dining in a formal business setting may opt for sophisticated international cuisine, whereas those dining with family may choose traditional meals that reflect their cultural heritage. The model emphasizes that food choices are not made in isolation but are deeply embedded in social and cultural contexts, reinforcing the need for restaurants in high-end hotels to integrate culturally sensitive menu offerings and dining experiences that cater to the diverse expectations of their guests (Kotler, 2000).

2.5.3 The Three-Stage Model of Service Consumption

This model, which was initially proposed by Fisk (1981), explains how guests go through three significant stages when they are consuming services in order to select the options that best suit their needs. The pre-purchase stage, the service encounter stage, and the post-encounter stage respectively are the stages that make up this process. The pre-

purchase stage is where consumption behavior is prompted by arousing a need to search for appropriate information for solutions to satisfy guests' needs, evaluating available choices before they make a purchase decision, then forming consideration sets and expectations before making a preferred choice (Tsiotsou & Wirtz, 2015; Wirtz, 2017; Wirtz & Christopher, 2022).

Through the service encounter stage, guests have the opportunity to engage in direct interaction with the restaurant's staff. During the course of the service experience, guests engage in conversation with the service environment, service staff, and even individual guests who are there. The framework in which guests can establish, express, and increase their involvement (whether good or negative) with a service firm could be provided by this (Wirtz, 2017; Wirtz & Christopher, 2022).

Finally, there is the post-encounter stage, where the service performance is assessed and compared to the customer's initial expectations. Customer loyalty behaviours, including as preference, liking, and future intentions to repurchase from the same firm and suggest it to friends, can be influenced by this factor (Tsiotsou & Wirtz, 2012). This model aims to provide insights into the process by which guests identify their needs, explore different options, mitigate perceived risks, make a selection, utilise and engage with a specific service, and ultimately assess their overall happiness with the service experience (Wirtz, 2017). Moreover, the restaurants would employ this theoretical framework to comprehend methods of expanding their menu options in accordance with guests' preferences and distinguishing themselves from competitors in order to attract or to be appealing to new guests and retain their current clientele.

2.6 Summary of Gaps in the Literature

Throughout the literature review, several studies have recognized the influence of cultural practices on food consumption behavior, and general knowledge about cultural practices influencing food consumption behaviors is gained. Some studies have been done in Kenya on consumption behavior in different contexts. For instance, Otieno & Kerubo (2016) looked at consumption behavior for chicken in Nairobi and found that the food source was important to consumers, as more than half of the consumers preferred naturally reared chicken. This study did not focus on the factors influencing consumption behavior nor looked at consumption in hotels and restaurants. And thus, a conceptual gap to look into the behavior of guests dining in hotels' restaurants rated four and five stars. In addition, the study only targeted chicken consumers, hence the methodological gap. The study was not anchored on any theoretical framework; thus, a theoretical gap is evident.

Njagi (2017) looked at the factors that influence consumption patterns of junk foods in fast-food restaurants. This study investigated consumer buying behavior and consumption patterns of junk food in restaurants in Nairobi. The results revealed that cultural practices influenced the consumption of junk foods. The study used the theory of buyer behavior and consumer behavior, which is different from the current study, hence the theoretical gap. Moreover, the study focused more on fast-food restaurants than those in four and five hotels, thus a methodological gap.

Daniel & Oduor, P. (2015) examined the effects of Hofstede's dimensions of culture on consumer purchase decisions amongst the Kipsigis community and concluded that cultural dimensions had a more significant influence on purchase decisions. Their

research was based in Bomet County, focusing on the impact of cultural dimensions on the Kipsigis community. It did not address cultural influence on hotels or restaurants hence a conceptual gap that needs to be investigated further in the hotel and restaurants. Since the study targeted locals of the Kipsigis community, a methodological gap is presented, which the current study sought to address by looking at guests of four and five-star hotels in Nairobi.

On the other hand, studies such as Were (2016) have looked at the cultural determinants of food choices by hospitality clientele. The study was in commercial catering outlets, specifically within Kisumu County. Because it investigated the cultural influences, it neither focused explicitly on the restaurants in four and five star hotels nor looked into the catering establishments in Nairobi city. The selected literature does not show the extent and to what specific aspects culture has influenced the food consumption behavior of diners in luxury restaurants found in five and four-star hotels. Besides, no empirical studies have been conducted on the cultural determinants influencing consumers' food consumption behavior while dining in four and five-star hotels in Nairobi County. The only studies which looked at four and five-star hotels were Kariru, Edwin, & Kambona (2015), which focused on consumer-driven factors which did not highlight culture as an influential factor in consumption behavior.

Additionally, the study used purely qualitative data compared to the quantitative used by the current study, thus creating a methodological gap. Furthermore, the study was not anchored on any theory, hence the theoretical gap. Kiunga, Maranga & Kamau (2019) also looked at four and five-star hotels, and their study was on the influence of customer cultural orientation on service quality expectations among 3-5 Star Hotels in Nairobi

County. Their emphasis was on service quality and not the consumption behavior of guests. It was, therefore, essential to continue researching cultural influences on the food consumption behavior in the restaurants found in four and five-star hotels and fill the knowledge gap.

Restaurants serve as platforms for cultural representations and diversity. Acknowledging and incorporating cultural influences, not only provide a rich and varied culinary offering but also foster inclusivity and appreciation of different cultures. However, there is need to understand the extent and implications of these cultural influences for ensuring customer satisfaction and for restaurant to create memorable dining experience that cater for diverse tastes and preferences of their guests as well as contributing to business success.

The restaurant guests have unpredictable and ever-increasing expectations, bringing about challenges to the restaurant industry on the restaurant offerings as eluded by (Chua et al., 2020). Different guests have distinct food preferences and dining experiences. They expect to have a variety of menu food items that suit their food preferences. These concerns can benefit restaurant managers in tailoring strategies that satisfy the needs and expectations of different groups of guests. The restaurant industry outlook report presented by the National Restaurant Association (NRA, 2017) reveals that food consumption behavior is changing, and today's restaurant guests not only desire warm and engaging service they also require some cultural connection (Fultz, 2016).

The study further indicates that at least 80 percent of consumers eat approximately one cultural cuisine per month. Another survey by Zocchi & Fontefrancesco (2020) reveals that the food consumption behavior of restaurant guests is changing with rising demand for traditional products attributed to the unique culinary traditions of specific ethnic

groups. The study carries on saying that designing restaurant menus is primarily influenced by the ethnic backgrounds of the guests. The primary menu decision-makers believe that, for restaurants to remain competitive in the market, they should provide a rich and varied menu offering that can satisfy the needs of their guests (Zocchi & Fontefrancesco, 2020). This can increase the appeal and accessibility of the restaurants to a broader customer base.

Moreover, Klynveld Peat Marwick Goerdeler's (KPMG) innovation Lab held that the key trend driving innovation in the restaurant industry is increasing preferences for cultural cuisines, inspiring restaurants to diversify their food offerings (Fultz, 2016). Hence restaurants strive to sell various food products to fulfill the needs of the diversified cultural market. A profound insight was also put forward in a report by The Ritz Carlton Hotel Company, recommending that restaurants deliver the type of cultural connection and experience guests desire by introducing and celebrating local products and influences (SGEInternational, 2018).

To understand critically the factors that influence decisions on food choices of the consumers within a culture and the extent to which culture influences consumer behavior, it is ultimately desirable that restaurants effectively address consumers' needs in different cultural groups and deliver food products that do not disappoint them due to cultural biases. In so doing, restaurants must balance how to carefully provide for the varying precise guest's tastes to deliver the type of cultural connection and experience guests look forward to satisfying. They will also be able to improve diners' visiting frequency and intentions to revisit, increasing their competitive advantage (NRA 2017).

In the African region, cultural eating practices of many sub-Saharan African countries prohibit the consumption of particular food items. These prohibitions are possibly restricted entirely or have limitation to certain days of the week or specific occasions. Overtime this inclination slowly influences the individual's food choice, becoming a determining factor in their selection of what to eat, thus altering habits and behaviors (Miassi et al., 2022). Enriquez & Archila-Godinez (2022) emphasize that culture affects food choice by influencing consumers' acceptance of new food technologies and innovations, resulting in varied food beliefs, consequently specifying what food consumers choose. A study in urban sub-Saharan Africa suggests that culture informs food beliefs that variably influence food consumption behavior for men and women (Yiga et al. 2020). The study recommended comprehensive investigations into the potential determinants of food consumption behavior, especially within East Africa. In Kenya, culture greatly influences food-related behaviors ranging from feeding practices, what people eat, and how they prepare their food. Various studies have been done on consumption behavior in different contexts.

Table: 2.1 Summary of gaps

Study	Gaps
Factors that influence consumption patterns of junk foods in fast-food restaurants (Njagi, 2017)	This study investigated consumer buying behavior and consumption patterns of junk food in restaurants in Nairobi. The results revealed that cultural practices influenced the consumption of junk foods. The study used the theory of buyer behavior and the theory of consumer behavior, which is different from the current study, hence a theoretical gap. Moreover, the study focused more

	on the fast-food restaurants than the restaurants in four and five hotels, thus a methodological gap.
Otieno & Kerubo (2016) looked at consumers' purchase and consumption behavior for chicken in Nairobi,	This study never addressed the consumption behavior in hotels & restaurants and, thus, a conceptual gap. In addition, the study only targeted chicken consumers, hence the methodological gap. The study was not anchored on any theoretical framework; thus, a theoretical gap is evident.
Daniel & Oduor, P. (2015) examined the effects of Hofstede's dimensions of culture on consumer purchase decisions amongst the Kipsigis community.	Their research was based in Bomet county, focusing on the influence of cultural dimensions on the Kipsigis community. It did not address cultural influence on hotels or restaurants hence a conceptual gap that needs to be investigated further in the hotel and restaurants. Since the study targeted locals of the Kipsigis community, a methodological gap is presented, which the current study sought to address by looking at guests of four and five-star hotels in Nairobi.
Were (2016) have looked at the cultural determinants of food choices by hospitality clientele,	This study concentrated on commercial catering outlets generally within Kisumu City. Nevertheless, it never focused on the four and five star hotel, more so in the Nairobi city county and thus a gap.
Kariru, Edwin, & Kambona (2015) focused on consumer-driven factors.	This study explored the purchase decisions of hotel guests, especially four and five star hotels. Nonetheless, the study looked at the customer-driven Factors Influencing the Purchase Decisions of Guests. Cultural practices were not addressed and, therefore, the conceptual gap. Additionally, the study used purely qualitative data compared to

	the quantitative used by the current study, thus creating a methodological gap. Furthermore, the study was not anchored on any theory, hence a theoretical gap.
Influence of Customer Experience Dimensions on Purchase Behavior in Kenyan Hotels (Chepngetich et al., 2019)	This study explored the influence of Customer Experience Dimensions on Purchase Behavior in Kenyan Hotels and never looked at the influence of cultural practices on purchase behavior. A methodological gap was identified since the study used a wider scope by focusing on hotels in Kenya.
The impact of customer cultural orientation on service quality expectations in hotels rated between 3 and 5 stars located in Nairobi County, Kenya (Kiunga, Maranga & Kamau, 2019).	This study investigated the impact of Customer Cultural Orientation on Service Quality Expectations in 3-5 Star Hotels located in Nairobi County, Kenya. It failed to explain the influence of cultural practices on consumers' consumption behaviors while dining in four and five star hotels and, thus, a gap in the literature.

In summary, the research on cultural practices influencing the food consumption behavior of guests in four and five star hotels is not exhaustive. There appears to be a gap in understanding how local and international cultural practices directly impact guests' food choices and overall dining experience. While some studies have analyzed general consumer behavior and preferences in the hospitality industry, very few, if any, have focused explicitly on the interplay between cultural practices and food consumption behavior in the context of high-end hotels in Nairobi. Therefore, a study on this subject would significantly contribute to the existing body of knowledge.

Furthermore, the existing research lacks a granular perspective on the various cultural subsets within the country and how these influence food consumption behaviors. Kenya is a culturally diverse country with more than 40 diverse ethnic groups, each with its unique culinary traditions and dining etiquette. These differences could potentially affect guests' food consumption behavior in several ways. Additionally, the influence of international guests' cultural practices on their food consumption behavior in these Kenyan high-end hotels has been largely unexplored. This study may reveal exciting insights into how cultural practices shape food consumption behavior in this setting.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter presents multiple aspects regarding the methodology employed in the study. This includes the research methodology adopted by the study, the geographical location of the study and the rationale behind selecting the study area, the data collection tool employed for the investigation, and the process of developing the research instruments. The chapter additionally elucidates the sampling frame, the sample size, and the methodology employed to pick the restaurants and clients included in the study. The chapter provides additional details on the analysis and presentation of the findings.

3.1 Research Design

The study employed a descriptive survey research design to examine how cultural practices influence the food consumption behaviors of diners in restaurants located within the four and five star rated hotels in Nairobi City County. The design was suitable for the study as it prevented any manipulation of the variables gathered from the target population (Martin, Hannington &Hannington., 2012).The descriptive design used quantitative and qualitative methodologies to allow the description of the study in a greater depth producing sufficient data as needed, which can be used to give essential recommendations.

The qualitative technique, which focused on obtaining data through open-ended questions and interviews, was applied to allow the collection of diverse views to enhance the understanding of the extent to which culture influences guests' food consumption

behavior while dining in restaurants (Creswell, 2014). It produced findings not arrived at by statistical procedures but rather by a detailed description of participants' experiences, behaviors, sentiments, feelings, opinions, and cultural influences on behavior during interactions between guests and restaurants.

3.2 Study Area

The study was conducted in Nairobi County (*Refer to Appendix G*), a cosmopolitan city with diverse ethnic composition, different people of various cultural backgrounds, and an area with most four- and five-star hotels.

3.3 Target Population

The target population was the four and five star rated hotels in Nairobi City County, Kenya which formed the units of analysis. These hotels are formal full-service restaurants, often with high-quality environments offering table service with varied menus for each meal period, carefully prepared and presented, unique and superior in quality, as cited by (Chen, 2015). The key respondents were the guests dining in restaurants in these four and five-star hotels in Nairobi County. The restaurant managers were also included as part of the critical menu decision-makers who have the best available valuable and relevant information knowledge concerning the sample subjects.

According to Tourism Regulatory Authority (TRA, 2016), 11 hotels were classified as four-star and ten ranked as five-star hotels in Nairobi, giving 21 hotels. The target population of respondents, guests, and restaurant managers, was drawn from these 21 hotels. The respondents' target population was 9,000 guests, based on the daily occupancy profile of the hotels with an average bed capacity of 198 - 450 beds, as

predicted by Theuri (2021). The study selected approximately 35 guest respondents from each hotel sampled, and 11 respondents were also drawn from the restaurant managers.

(Refer to table 3.2: Distribution of sample size).

Inclusion and Exclusion Criteria

Inclusion Criteria

The study included the following categories of respondents:

- i. Only guests who were actively dining in the restaurants of the selected four and five star hotels in Nairobi were eligible to participate. This ensured that responses were drawn from individuals with firsthand experience in making dining choices in high-end hospitality settings.
- ii. The study targeted adult guests who could make independent dining decisions. Excluding minors ensured that the responses reflected personal dining preferences rather than parental or guardian influence.
- iii. Respondents who had dined in these restaurants at least twice in the past six months were included. This criterion ensured that participants had sufficient experience with menu offerings and service quality to provide meaningful insights into food consumption behavior.
- iv. Restaurant managers were included as they play a crucial role in menu planning, food selection, and service delivery. Their input provided insights into how cultural preferences shape menu offerings and how restaurants cater to diverse customer needs.

Exclusion Criteria

The study excluded the following groups to maintain relevance and data accuracy:

- i. Guests from other hospitality establishments of lower classification, such as one, two and three-star rated hotels or budget hotels, were excluded since their dining experiences might not align with the service standards and menu offerings of four and five star hotels.
- ii. Children and adolescents were excluded as their food choices are often influenced by parents or guardians, making it difficult to assess independent consumption behavior.
- iii. Guests who had dined at the selected hotels only once were excluded to prevent capturing temporary or non-representative dining experiences. Frequent diners were prioritized to ensure consistency in responses.
- iv. While restaurant managers were included for their menu-related expertise, other hotel employees, such as wait staff and kitchen staff, were excluded unless they held decision-making roles related to menu development and guest dining experiences.

3.4 Sampling Technique

Proportionate stratified sampling was used to determine a suitable number of hotels for the sample. The hotels where the luxury restaurants are found were grouped into two strata according to their star rating. These are the five- and four-star hotels in Nairobi County, as the TRA (2016) provided. Ten (10) hotels are classified as five-star and eleven (11) hotels as four-star, making a total of twenty-one (21) hotels in Nairobi. Therefore, hotels from each stratum were picked randomly to be included in the sample.

Using a proportion of 10 %, the Researcher also identified the selection of restaurants from the selected hotel samples, which was proportional to their size in the population, as observed by Bhattacharjee (2012). This ensured that each hotel had equal representation since not all hotels have a uniform number of restaurants.

A proportional sample of 10 % of the respondents per restaurant was an adequate sample, as Pandey & Pandey (2015) suggested. To be methodical, the Researcher selected respondents' samples by convenient sampling technique, randomly selecting guests who walked into the restaurant and considering their accessibility. Every selected participant of the target population was approached after they were seated and asked to participate in the research. If they showed consent, the study was done to get desired sample size for a particular restaurant (*Refer to Table 3.2: Distribution of sample size*). The sampling was made possible with the help of research assistants who provided support by distributing questionnaires, assisting the respondents where necessary, and eventually collecting the desired data.

The sampling technique for the Managers was purposive, selecting each Restaurant's Manager. This technique was ideal because the restaurant managers have the best available knowledge of the sample subjects.

Table 3.1: The sampling techniques used

SAMPLE	METHOD OF SAMPLING	REASONS
HOTELS: <u>2 strata</u> <ul style="list-style-type: none"> ▪ Four-star hotels ▪ Five-star hotels 	<ul style="list-style-type: none"> ▪ Proportionate stratified sampling 	<ul style="list-style-type: none"> ➤ Ensure they are Proportional to their size in the population.

RESTAURANTS	<ul style="list-style-type: none"> ▪ 10% Proportionate sampling 	<ul style="list-style-type: none"> ➤ Ensure equal representation since all the hotels do not have a uniform number of restaurants
<ul style="list-style-type: none"> ▪ Guests 	<ul style="list-style-type: none"> ▪ Convenient sampling 	<ul style="list-style-type: none"> ➤ Select sample units based on their accessibility. Data was collected from potential guests randomly selected.
<ul style="list-style-type: none"> ▪ Managers 	<ul style="list-style-type: none"> ▪ Purposive sampling 	<ul style="list-style-type: none"> ➤ The potential samples because they have the relevant information

3.5 Sample Size

A sample size of 10% of restaurants was a suitable sample drawn from the population of the four and five star hotels in Nairobi County as per the TRA classification 2016. Based on the occupancy profiles of the hotels, an estimated target population of 9,000 guest was established. To determine a representative sample size of respondents dining in the four and five star rated hotel's restaurants, appropriate formulae for large population sizes were applied.

$$SS = \frac{z^2 \times (p) \times (1 - p)}{c^2} \quad \text{Where } SS = \text{required sample size, } Z^2 = Z\text{-value,}$$

P = proportion of the population having the characteristic, C = the degree of precision, which is the acceptable margin of error.

The researcher used a confidence level of 95% and a standard deviation of 0.5 was used.

A margin of error of +/- 5% was also assumed.

$$SS = \frac{1.96^2 \times (0.5) \times (1 - 0.5)}{0.05^2}$$

$$= \frac{3.8416 \times 0.25}{0.0025} = \frac{0.9604}{0.0025} = 384.16$$

Therefore;

The estimated number of guest respondents from the formula was **385**, and there are **11** sampled hotels. Therefore, the total number of guests from the formula was divided by the **11** hotels to get approximately **35** respondents of guests per hotel sampled (*Refer to Table 3.2: Distribution of sample size below*)

Table 3.2: Distribution of Sample Size

Strata	Target Population	%	Sampling Units	Guest Respondents	Restaurant Managers
5 Star Hotels	10 hotels	40%	4 hotels	35×4=140	1×4 = 4
4 Star Hotels	11 hotels	60%	7 hotels	35×7 = 245	1×7 =7
	21 hotels	100%	11 hotels	385	11

3.6 Research Instruments

The researcher used questionnaires as well as face-to-face interviews. The questionnaire adapted from the original Cultural Values Scale (CVS) sought to measure various beliefs, views, and attitudes of guests with diverse cultural backgrounds that influence food consumption behavior while dining in restaurants in four and five–star rated hotels in Nairobi County.

3.6.1 Questionnaires

The questionnaire items were presented on a Likert-type scale and open-ended questions to collect diverse views. This enhanced the understanding of how cultural affiliations

influence food preferences, formed attitudes about food, and acquired eating behavior. The questionnaire had three sections; the first section provided general information about the respondents, the second section presented details on how guests choose foods and preferences, and lastly, the third section dealt with how cultural affiliations influence consumption behavior.

3.6.2 Interview Schedule

The Researcher also interviewed the Restaurant Managers to establish their opinion on the cultural influence on the food consumption behavior of their patrons. This sought to determine the differences in food service provisions, depending on the customer's cultural relationships. This offered valuable information for a more culturally proficient service interaction with restaurant managers and servers.

3.7 Pre-Testing

Assessing the clarity and comprehensiveness of the research instruments can gauge their understandability; a pretest was done on the questionnaires and interview guides. The pretest sample of respondents followed recommendations about the appropriate size of questionnaire pretests ranging between 10 to 30 participants and 3 to 6 participants for interviews to provide accurate results (Howard, 2018). Therefore, a suitable pretest sample of 13 respondents was selected from walk-in guests and 3 restaurant managers from three restaurants picked from the hotels that are not part of the sample. Necessary corrections were made to improve the instruments and establish the content validity.

3.8 Validity and Reliability

Validity determines the accuracy of the data obtained, and reliability measures the degree to which a research instrument yields consistent results after repeated trials (Creswell, 2014).

3.8.1 Validity

The researcher discussed the research instruments with the supervisors to objectively review them for accuracy and corrections made where necessary. To enhance their validity, the tools were pre-tested by administering the research instruments to respondents in similar restaurants that were not part of the sample size. Triangulation through examining the suggestion of information from different data sources was also a suitable strategy to enhance the validity of the qualitative data. This meant that the researcher not only conducted interviews but also did some observations and made documentation so that the same data could be obtained by using those various sources of data.

3.8.2 Reliability

For reliability, the researcher used Cronbach's alpha to test the formulated questionnaire's reliability, accuracy, and consistency. The Cronbach's Alpha obtained from the pre-tested 13 participants was 0.743. Nunnally & Bernstein (1994) gave an alpha of 0.7 as an acceptable threshold, supported by Šerbetar (2016). Therefore, this determined that the questionnaires could gather the correct information from the respondents.

Table 3.3 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized questionnaires	Number of questionnaires (Participants)
.743	.782	13

3.9 Data Collection Techniques

Before commencing data collection, the researcher first sought approval from Kenyatta University, ensuring the study met academic and ethical standards. Following this, permission was obtained from the National Commission for Science, Technology, and Innovation (NACOSTI) to conduct research in Nairobi County. With all necessary approvals in place, the researcher proceeded to engage restaurant management and participants, ensuring compliance with ethical research protocols throughout the study.

Primary Data was collected using researcher-assisted questionnaires, presented to guests who were approached after they were seated and asked for participation in the research. Those who consented were then given the questionnaires to fill out, after which the researcher collected the filled questionnaires. The questionnaires included both closed and open-ended sets of questions. Self-administered questionnaires were hand-delivered, administered to guests on scheduled days apportioned by the management of the sampled restaurants, and collected once each guest was done. Data collection was made possible with the help of research assistants who provided support by seeking consent to participate in the research from the identified respondents, distributing questionnaires, assisting the respondents where necessary, and collecting the filled questionnaires. Some respondents were not able to complete the questionnaires. Therefore, this compelled the

researcher to conduct the exercise for a more extended period than the projected time limit to attain the desired sample. Out of the 385 administered questionnaires, 310 questionnaires were correctly filled and returned, yielding a response rate of 80.5%.

Face-to-face interviews were also administered to the restaurant managers on scheduled days. The interviews aimed to get the opinion of the managers on the differences in food service provisions, depending on the guests' cultural relationships.

3.10 Data Analysis

Once data collection process was done, the data was then coded and cleaned ready for analysis to check for any errors. The Statistical Package for Social Sciences software (SPSS) was employed to analyze the data. Descriptive statistics were employed to provide condensed data in tables, charts, and graphs illustrating the responses for each category of variables. Descriptive statistics were used to analyze the demographic profile. In order to streamline the examination of open-ended questions and interview questions, the data was systematically encoded and organized into thematic categories that aligned with the research objectives. Statistical inference was employed to make conclusions about a population based on the answers of the samples. A Chi-square Test was performed to ascertain the existence of a correlation between the dependent and independent variables with a confidence level of 95%. The chi-square test findings were used to test the hypotheses. The criterion for rejecting or accepting the hypotheses was based on the p-value, which needed to be less than 0.05 at a 95% confidence range. If the p-value met this condition, the null hypothesis (H₀) was rejected; otherwise, it was not rejected.

Table 3.4: Method of Analysis for Each Objective

Specific Objectives	Method Of Analysis
To assess the influence of food taboos on the food consumption behavior of diners in restaurants in four and five-star hotels in Nairobi County.	Descriptive statistics Chi-square
To establish how cultural beliefs affect food consumption behavior of diners in restaurants in 4and 5-star hotels in Nairobi County.	Descriptive statistics Chi-square
To determine the effect of rituals on food consumption behavior of diners in restaurants in four and five-star hotels in Nairobi County.	Descriptive statistics Chi-square
To examine the moderating influence of the decision-making process on the relationship between cultural practices and consumption behavior of guest dining in the five and four star hotels in Nairobi County.	Cross tabulation Chi-square

3.11 Ethical Considerations

A research permit was obtained from Kenyatta University Graduate School, NACOSTI, and the management of the sampled hotels. The respondents were informed of the purpose and nature of the study and their role before they agreed to complete the questionnaires or take part in any interview schedule. The researcher also made it clear that the names of the respondents should not be included in the questionnaires because the information they provide must be treated with confidentiality.

CHAPTER FOUR

FINDINGS AND DISCUSSION

4.1 Introduction

This study aimed to examine the influence of cultural practices on the food consumption behavior of guests dining out in restaurants in four and five-star hotels in Nairobi City County. This chapter presents the profile information of the study respondents, study findings, and discussions. Results, presentations, and interpretation are presented in this chapter as per the objectives that guided the study.

4.2 Response rate

385 questionnaires were distributed to the guest respondents from the sampled 21 hotels ranked as four and five star in Nairobi County. Of the 385 administered questionnaires, 310 were correctly filled and returned, yielding a response rate of 80.5%. Additionally, interviews were done with the sampled 11 restaurant managers, and 7 interviews were completed. All completed questionnaires were edited for accuracy, uniformity, consistency, and completeness.

Mugenda & Mugenda(2006) state that a response rate of 50% is deemed sufficient for the purposes of analysis and reporting. A rate of 60% or more is deemed satisfactory, while a rate of 70% is regarded as outstanding. Hence, a response rate of 80.5% was deemed exceptionally favorable for the purpose of data analysis and reporting. Johnson and Wislar (2012) corroborate this claim, stating that a response rate of 60% is considered the benchmark for high-quality surveys in the field of social sciences.

4.3 Demographic information of the respondents

The study sought to present the demographic details of guest respondents dining in four and five-star hotels in Nairobi. This was explicitly done to seek the demographic differences in food consumption behavior. This was important because some food-related behaviors are influenced by demographic factors and documented in several studies as being essential variables in clarifying differences in food consumption, and thus some demographic characteristics like gender and income influence restaurant dining habits. (Omar et al., 2016; González et al., 2020). Therefore, in this study, gender, age, level of income, and level of education, among other demographic factors, are examined.

Furthermore, Kotler & Keller (2012) provides that the indicators of cultural practices that influence consumption behavior are sub-culture and social class. This study considers the sub-culture and social class variables as demographic characteristics. The demographic characteristics established in this study are; gender, age, nationality, highest level of education, current employment status, and monthly income level. The demographic information about the respondents is presented below:

4.3.1 Gender of Respondent

The study explored the gender of the guests. This was necessary to describe the guest's food consumption behavior based on gender. Figure 4.1 shows the results.

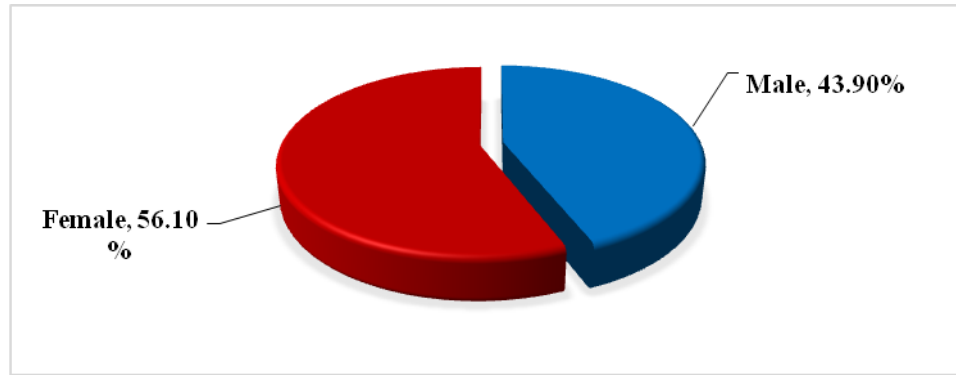


Figure 4.1: Gender of Respondent

Based on the results in Figure 4.1, the majority (56.10%) of the guest respondents were female, compared to 43.90% of male guests. This implies that most of the guests that dine in most of the four and five-star hotels in Nairobi County are of the female gender. Disparities may exist between the male and female guests for restaurants' products in how they evaluate choices, process information, and make judgments. This means that female guests view the restaurants as venues that offer a satisfying eating environment and a place to socialize and entertain themselves, as articulated by (Panchapakesan et al., 2022). These findings concur with those of Lombardo et al. (2020), which indicate that the gender differences between men and women related to food consumption behaviors and specific food categories, with women being more knowledgeable on food-related matters. Additionally Mahmud J, (2018) as cited that gender has a high influence on cuisine preference. It can thus be concluded that gender influences consumption behavior of guests while dining.

4.3.2 Age of Respondent

It was important for the researcher to determine the age distribution of guests dining in the selected hotels. Perhaps establish whether age can influence the consumption

behavior of the respondents when dining out in restaurants. The respondents were therefore asked to indicate their age brackets, and the responses were as shown in Figure 4.2.

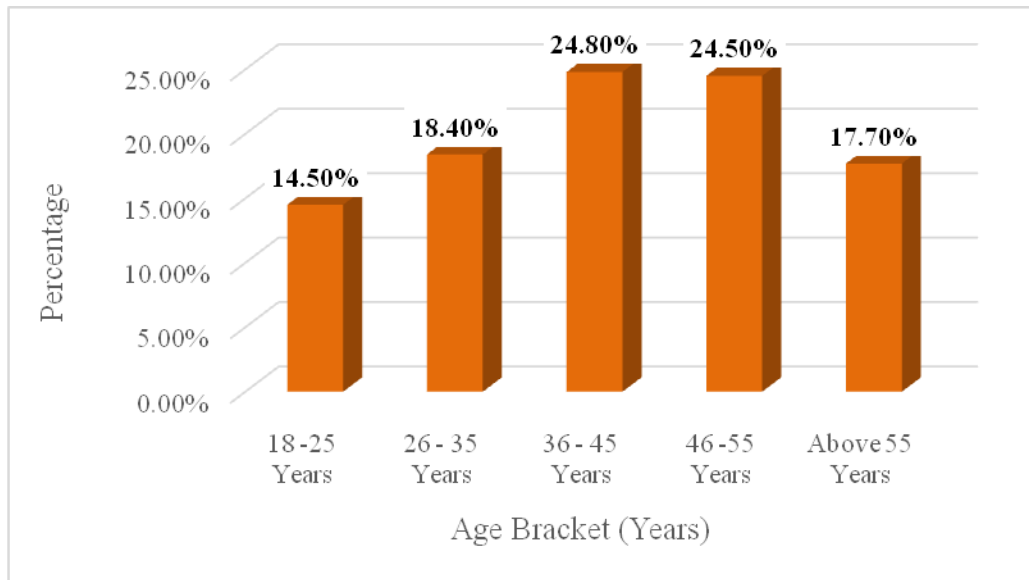


Figure 4.2: Age of Respondent

Based on the results in Figure 4.2, most (24.80%) of the respondents were aged between 36-45 years, 24.50% were aged between 46-55 years, and 18.40% were within the age bracket of 26-35 years. It was further established that 17.7% of the study participants were at least 55 years old, and 14.50% were the youngest guests within the age bracket of 18-25 years. Based on these age distributions, most of the guests dining in most four and five-star hotels in Nairobi are senior people of at least 36 years. This could be attributed to the fact that senior people have a considerably higher purchasing power hence frequenting the restaurants. These findings align with Chua et al., (2020), who noted that this group of respondents could earn a disposable income and make decisions in

restaurant selection. Other studies indicate that older customer engage in repeat purchase of familiar food choices.

4.3.3 Country of Origin

The study sought to establish the distribution of guests visiting four and five hotels in Nairobi based on their nationalities. The respondents were thus asked to indicate the names of the countries or regions they were hailing from, and the responses were as shown in Figure 4.3.

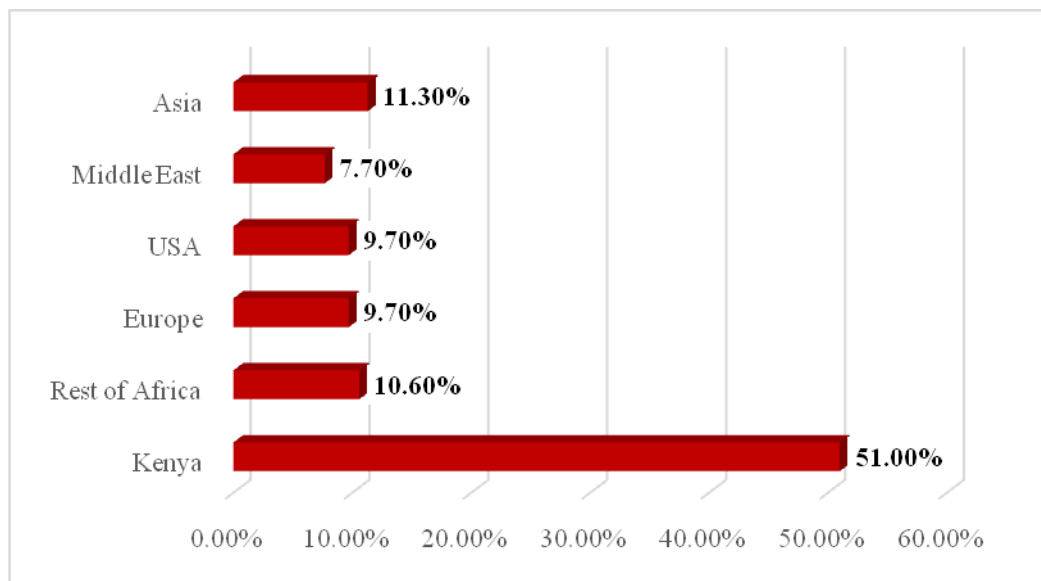


Figure 4.3: Respondent's Origin

Given the results in Figure 4.3, most respondents were local Kenyan citizens, followed by guests from Asia at 11.30%, and 10.60% indicated that they were from other parts of the African continent and in comparison, those from the USA and the larger Europe were 9.70% each. The lowest numbers of guests were from the Middle East region at 7.70%. This indicates that most guests visiting four and five-star hotels in Nairobi are locals. This points out to the fact that most four and five star hotels in Nairobi City draw their

guests from the local citizens. The respondent's country of origin is important when guests evaluate a menu product. It is known to influence the image the choices of the meal to consume, ultimately affecting the intention to purchase (Berbel-Pineda et al., 2018).

4.3.4 Monthly Income

The respondents were asked to indicate their average monthly income. This was meant to help the researcher establish the link between income and food consumption behavior of guests dining in restaurants in four and five star hotels in Nairobi City County. The respondents' responses on this were presented in Figure 4.4.

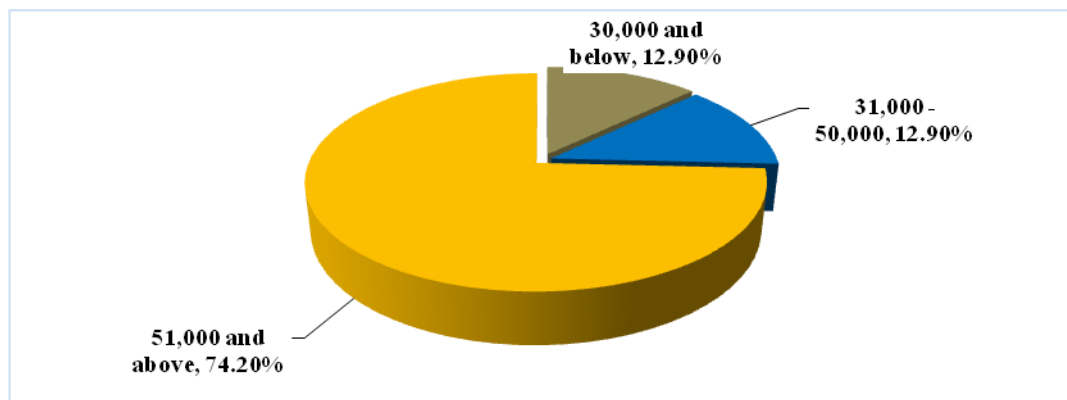


Figure 4.4: Monthly Income

It is evident from the results in Figure 4.4 that approximately three quarters (74.90%) of the study participants were earning an average monthly salary of KES 51,000 and above, 12.90% were making a monthly salary of between KES 31,000-50,000, while another 12.90% were earning an average of KES 30,000 and below per month. Income significantly determines what guests can afford, and these results show the guests' average spending power. In support of the findings researchers, Kholis & Ma'rifa (2021)

reported that consumers with higher income would make serious exclusive purchasing decisions more often than those with lower income earners, and in this case, therefore, the findings indicate that the higher income levels allow guests to visit the restaurants in the four and five star hotel often viewed and defined as exceptional restaurants from regular restaurants because of the provisions they provide. These restaurants offer formal full service with high operating standards and the highest quality of food, which is a crucial consideration by guests who search for value for their money (Kung'u et al., 2022).

4.3.5 Highest Level of Education

The researcher aimed to determine the respondents' highest level of education and establish its correlation with the food consumption behaviour of patrons dining at restaurants in four and five star hotels in Nairobi City County. The respondents were asked to indicate their education levels, as shown in Figure 4.5.

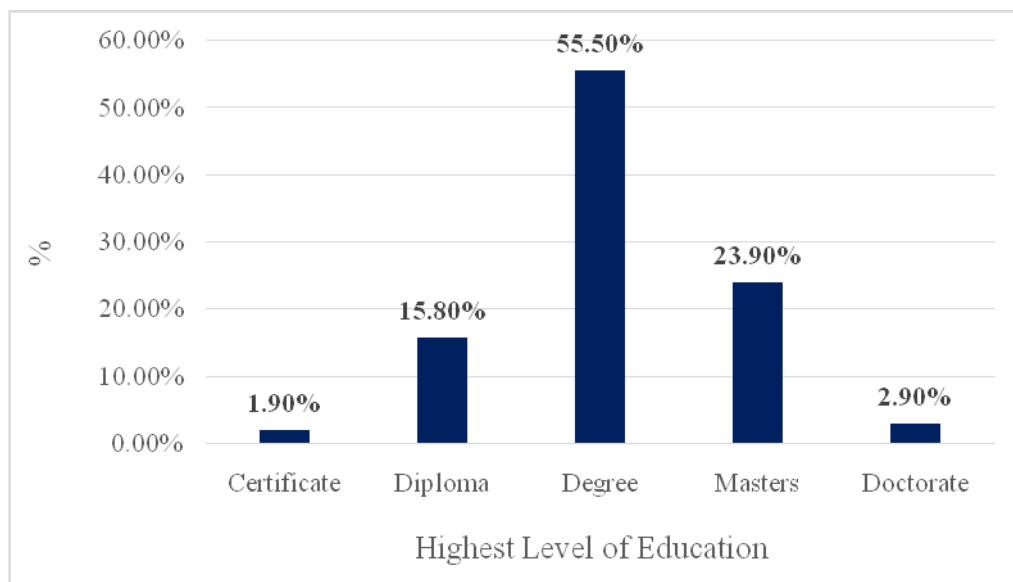


Figure 4.5: Level of Education

As shown in Figure 4.5, most of the study participants (55.5%) were bachelor’s degree holders, 23.9% had master’s degrees, 15.8% were diploma holders, and 2.9% had doctorate degrees. Only 1.9% of the respondents had a certificate as the highest academic qualification. The results imply that most of the guests dining out at four and five star hotels in Nairobi City County are well-educated people who understand what they are looking for in terms of what to eat. These findings are consistent with the results of Jeong & Lee (2021), who assert that people with higher education have a positive attitude toward foods.

4.3.6 Employment Status

Furthermore, the respondents were asked to indicate their employment status, and their responses were as shown in Figure 4.6.

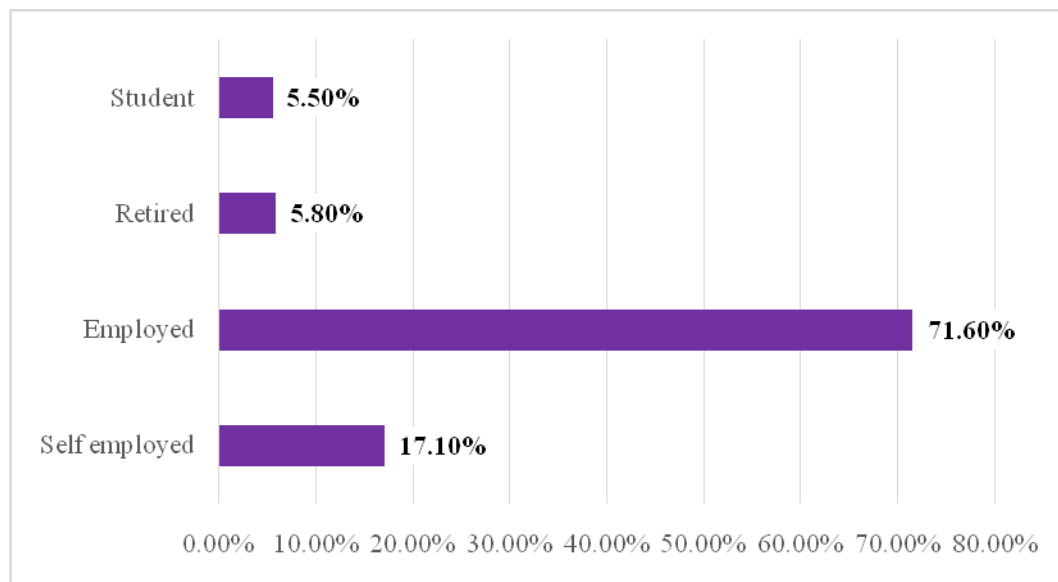


Figure 4.6: Employment Status

Most respondents (71.6%) were in formal employment, 17.1% were self-employed, 5.8% were retired, and 5.5% were students. This implies that most of the guests dining at four and five-star hotels in Nairobi City are working class and have disposable income to spend on some food in this category of restaurants. These findings align with the sentiments reported by Chua et al., (2020), that employed consumers seek variety in product/service offered in restaurants and earn a disposable income to make decisions in restaurant selection.

4.3.7 Number of Visits

The study sought to determine the number of times the guests were visiting the selected hotels to find out the frequency of visits to these hotels by guests. The study outcomes were as shown in Figure 4.7.

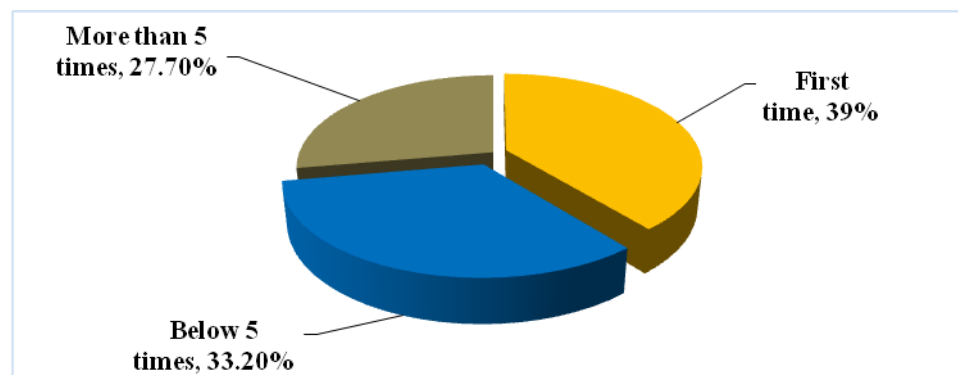


Figure 4.7: Number of Visits to Restaurant

The results in Figure 4.7 show that most (39%) of the study participants visited particular restaurants for the first time; 33.2% had visited the facilities less than 5 times, while 27.7% had visited the establishments more than 5 times. The results imply that most hotel guests in four and five-star hotels in Nairobi City County had made repeat visits;

however, they also received new guests daily. For those who were making a repeat visit to a restaurant show, the guests' experience was satisfactory, hence visiting the place once more. The more revisits behaviors a guest makes to a restaurant, show more preference for the restaurant brand and the services offered (Okhai et al., 2021).

4.3.8 Reason for Visit

The respondents were asked to indicate why they were visiting the hotels to dine. The responses are shown in Table 4.1.

Table 4.1: Reasons for Visiting Restaurant

Reason	Frequency	Percentage
Special occasion	59	19
Family outing	48	15.5
Social gathering	60	19.4
Leisure	60	19.4
Business	83	26.8
Total	310	100

From the responses in Table 4.1, most (26.8%) of the guests were dining over business deals, those who were visiting the hotels for social gathering reasons and leisure were each 19.4%, and 15.5% of the guests cited family outings as the reason for visiting the hotel. The results also show that 19% of the respondents visited the hotels on special occasions. The results imply that there are varied reasons as to why guests visit four and five-star hotels in Nairobi. Food and restaurant preferences vary depending on the motivation for eating out, which would describe their food consumption behavior. Reasons for visiting restaurants and eating out can be part of cultural heritage and as a

show of expert witness during important occasions and celebrations of special events (Frances, 2016).

4.4 Food taboos and food consumption behavior

The study sought to assess the influence of food taboos on the food consumption behavior of diners in restaurants in four and five star hotels in Nairobi County. This section presents descriptive results on food taboos influencing food consumption behavior, chi-square results, and the hypothesis testing results.

4.4.1 Descriptive Statistics

Table 4.2 shows descriptive statistics on food taboos as a determinant of food consumption behavior among guests dining in four and five-star hotels in Nairobi City County.

Table 4.2: Descriptive Statistics on Food Taboo

Statement	Response	f	%
Do you have any foods prohibited (Food taboos) by your religion?	Yes	167	53.9
	No	143	46.1
Do these taboos dictate your food choice while dining out in the Restaurant?	Yes	161	51.9
	No	149	48.1
Food choice and consumption behavior are in accordance with traditional practices	Yes	212	68.4
	No	98	31.6

Based on the results in Table 4.2, most of the respondents (53.9%) agreed that some foods were prohibited (Food taboos) by their religion, and 46.1% believed that their religions do not restrict any food. Additionally, most of the respondents (51.9%) did

agree that taboos dictate their choice of food to eat while dining out in the restaurant, while 48.1% indicated that taboos do not dictate their choice of food to eat while dining out in the restaurant.

Moreover, most of the respondents (68.4%) agreed that food choice and consumption behavior was per traditional practices, while 31.6% indicated that food choice and consumption behavior was not in accordance with traditional practices. These results are consistent with the assertions of Pellandini-Simányi (2014); Lawan and Zanna (2013) that culture insists on a variety of norms, such as taboos that inspire and set guidelines, restrictions, beliefs, customary practices, and patterns related to consumption behavior and specify culturally agreed and acceptable behavior, even modifying the perception of behavior. In addition to the responses from the questionnaire, face-to-face interviews were administered to the restaurant managers to assess the influence of food taboos on consumption behavior. Some reiterated that food taboos as a cultural determinant prohibited the consumption of some kinds of food such as red meat or foods with meat, especially during the Lent period for the Catholics; foods with alcohol due to its effect on the behavior of an individual; Pork for the Muslims; Jewish food (Kosher) and gizzards for women among others hence dictating the food choice while dining out in restaurants. This was supported by one restaurant manager who insisted.

“Food prohibitions influence a lot on the specific foods that guests choose to eat.”

This was echoed by another manager who gave a strong emphasis on taboos saying;

“.....these food taboos restrict guests to some foods such that even when visiting foreign countries, they still want to eat food that they grew up eating or

the foods that they have been familiar with. Moreover, taboos have triggered the formation of dietary habits for some guests! Hence we are obligated to design menus that address their dietary preferences.”

In addition to the above quantitative aspects, in an interview, the managers were asked to indicate if cultural practices such as taboos, beliefs, and rituals influence consumption behavior more than others and which of the factors would determine the food consumption behavior of your guests the most. The first manager pointed out that:

“Religious beliefs, taboos, traditional beliefs, moreover, taboos trigger some dietary habits for some guests! Hence we are obligated to design menus that address their dietary preferences.”

The second and third managers believed that:

“Some religious activities such as Ramathan, lent, Diwali, Christmas celebrations, and Easter festivals dictate the kind of foods to eat, how and when to eat. Such as, during the lent period, Catholics would not choose red meat and meat food items.”

The other manager said:

“Some foods are taboos, and guests would not even want to choose such food items from the menu or the buffet, such as pork, gizzards, alcohol.”

All these responses align with the findings by Getnet et al., (2018), who confirm that taboos restrict consumption of some foods for specific periods while other taboos entirely prohibit consumption of some foods (Getnet et al., 2018).

4.4.2 Chi-square test between Food taboo and food consumption behavior

To determine the influence of food taboos on the food consumption behavior of diners in restaurants in four and five star hotels in Nairobi County, the researcher conducted a Chi-square test analysis, and the results are presented in Table 4.3.

Table 4.3: Influence of food taboos on food consumption behavior

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.980 ^a	1	.003
Likelihood Ratio	9.139	1	.002
Linear-by-Linear Association	8.951	1	.000
N of Valid Cases	310		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 41.98.			

The results in Table 4.3 show a significant association between food taboos and food consumption behavior of guests dining in restaurants in four and five star hotels in Nairobi County ($\chi^2=8.980$, $p=0.003$). Taboo significantly influences the food consumption behavior of diners in restaurants in four and five star hotels in Nairobi County. This agrees with the conclusion made by Pellandini-Simányi (2014) that taboos regulate a wide array of practices and behavior. As a result, food preferences such as likes and dislikes of some food and specific patterns of food choices within a particular cultural group or regional group are formed.

4.4.3 Hypothesis Testing

The study tested the null hypothesis (H_0) that; there is no significant association between food taboos and the food consumption behavior of guest dining in five and four star hotels in Nairobi County. The hypothesis was tested using chi-square results presented in

Table 4.3. The acceptance or rejection criterion was that if the p-value is less than 0.05, then the null hypothesis is rejected; otherwise, it is retained. Since the p-value=0.003<0.05, the null hypothesis was rejected, and the alternative hypothesis adopted that food taboos are significantly associated with food consumption behavior of diners in restaurants in four and five star hotels in Nairobi County. This agrees with the assertions by Pellandini-Simányi (2014) that, some taboos are codified by law and enforced as legal regulations passed and supported by the power of the state. Moreover, having a significant influence on food consumption behavior, taboos regulate various practices and behavior.

4.5 Cultural Beliefs and Food Consumption Behaviour

The study sought to assess cultural beliefs' influence on diners' food consumption behavior in restaurants in four and five star hotels in Nairobi County. This section presents descriptive results on cultural beliefs as a determinant of food consumption behavior. Chi-square results and the hypothesis testing results are also presented in this section.

4.5.1 Descriptive Statistics

Table 4.4 shows, the descriptive statistics of cultural beliefs as a determinant of food consumption behavior among guests dining in four and five-star hotels in Nairobi City County.

Table 4.4: Descriptive statistics on cultural beliefs

Statement	Response	f	%
	Yes	219	70.6
Do you have a religious affiliation?	No	91	29.4
Do you ever choose luxury restaurants in 4- & 5-star hotels as your preferred choice of eatery that offers your cultural foods?	Yes	103	33.2
	No	207	66.8
Do religious beliefs have some influence on the choice of food you eat?	Yes	160	51.6
	No	150	48.4
Do customary beliefs have some influence on the choice of food you eat?	Yes	186	60.0
	No	124	40.0
Do beliefs on healthy eating influence the choice of food you eat?	Yes	198	63.9
	No	112	36.1
Do perceptions about food have some influence on the choice of food you eat?	Yes	111	35.8
	No	199	64.2
Do beliefs on the food preparation method have some influence on the choice of food you eat?	Yes	82	26.5
	No	228	73.5

The majority (70.6%) of the respondents had a religious affiliation, and most (66.8%) indicated that they do not choose luxury restaurants in four and five-star hotels as their preferred eatery offering cultural foods. The majority (51.6%) of the respondents agreed that religious beliefs have some influence on the choice of food they eat, 60% agreed that customary beliefs have some influence on the selection of food they eat, while 63.9% agreed that beliefs on healthy eating have some influence on the choice of food they eat. The results further point out that most (64.2%) of the respondents disagreed with the fact that perceptions about food had some influence on the choice of food they eat.

Furthermore, it is evident that most of the guests (73.5%) were positive that beliefs on the food preparation method had no influence on their choice of food. This concurs with the findings of a study by Tunkkari (2020) which indicated that consumption behavior of guests is influenced by beliefs that guests may have acquired through learning. A case in point is where Food practices are transmitted from parents to children defining beliefs on structure and timing of meals, where food can be consumed such as at the table, with others, and how to eat commonly known food manners, eating pleasure (Monterrosa et al., 2020). These beliefs have become deeply entrenched in their routines, and resist change even when dining out. In Kenya, the Maasai foodscape is influenced by solid cultural beliefs. Consuming blood, meat, and milk has meaningful cultural beliefs that are expressive and reinforce relationships. They believe eating partially cooked and raw meat is curative (Fontefrancesco & Lekanayia, 2018).

In an interview, the hotel managers were asked; if culture influences people's consumption behavior/eating habits; in your opinion, what are some of the eating habits/ consumption behavior/ patterns that some of your guests portray while dining in your restaurant(s)? The first manager said that:

“Culture does not influence much because these branded hotels provide similar food choices that most guests must follow. However, there is a choice of guests using their hands as opposed to cutlery. So for this case, hot towels must be provided to clean their hands.”

The third manager said:

“Many of our guests are on business trips whose choice of menu is decided by their organizers; hence they do not have much to choose from.”

The other managers did indicate that:

“Wine has to accompany some food items, especially when serving foreign guests especially during diner and special occasions. Some guest suggests Turkey served on their Christmas festivals. Celebration cakes for birthdays and baby showers are provided with our waiting staff chanting songs.”

The hotel managers were further asked in the same interview to indicate how various cultural practices affect their guests' food choices, eating habits and feeding patterns. In response, the first manager pointed out that:

“Some guests prefer eating with their hands especially Kenyans eating fish, roast meat or ugali and so the hot towels are provided to clean their hands whenever needed.”

All the managers share a common ground that:

“There is that choice of guests who would often ask/insist on the ingredients for specific food items to be natural, or excluding some ingredients used in a dish or the food to be prepared in a certain way. Precisely some are very courteous about how the food is prepared and the ingredients used, especially due to their age, with some health issues, religion, or other factors not disclosed to us. However, some do not care at all.”

The sixth and the seventh managers explained that:

“In cases where guests’ menu choices are not on the menu, our chefs decide on menu specials – these are offered as daily specials or menu special for the week, usually borne out of guests’ demands and preferences.”

In addition to the responses from the questionnaire, face-to-face interviews were administered to the restaurant managers on scheduled days to get the opinion of the managers on the differences in food service provisions, depending on the guests' cultural relationships. The managers were asked to indicate if they were offering specific cuisines/menus that meet/address some special cultural needs and religious requirements of any given target group of guests (such as halal, kosher, vegetarian, Hindu, etc.) or if they have a fusion of different culture(s). One of the managers said that:

“Yes – Only on specific days.”

This was further then emphasized by another manager who said;

“We have specific days with different menu items on the buffet; for example our Sunday brunch buffet menus should always contain vegetarian foods.”

Another manager explained that:

“Our menus generally blend different cultures, but we usually have chefs ‘daily specials which focus on a given culture.’”

The third manager indicated that:

“Yes – especially with groups of guests holding a function or meeting in our conference rooms, we try to prepare menus that they select/ prefer.”

The fourth and fifth managers pointed out that:

“We have specific days with different menu items on the buffet for different groups, such as Swahili dishes, Indian dishes, and African dishes.”

The seventh manager explained that:

“One of our restaurants offers purely Thai cuisine taking care of the guests who prefer hot Thai cuisine. Another restaurant (B), Offers African foods on a specific day of the week.”

The hotel managers were also asked to indicate if most of the regular guests choose the same/similar foods every time they visit. One of the managers indicated that:

“Not necessarily”

Additionally, some managers stated that;

“Some regular guests, especially Kenyans, would prefer their tea brewed with milk together with tea leaves and boiled for some time. But foreign guests want their tea brewed as black tea and milk provided separately.”

Regarding food preference, the managers were asked if they often got guests with food preferences different from their menu provisions or not. In response most of the managers explained that:

“Yes – quite often, especially when they are choosing from our ala carte menu. Most of our regular guests are quite comfortable with our menus. Some food preferences include Non-spicy foods, salt-free, boiled meat, African traditional vegetables (Kienyenji), no alcohol, halal foods, pork, etc.”

4.5.2 Cross-tabulation on cultural beliefs and food consumption behavior

To determine the influence of cultural beliefs on the food consumption behavior of diners in restaurants in four and five star hotels in Nairobi County, the researcher conducted a Chi-square test analysis, and the results are presented in Table 4.5.

Table 4.5: Influence of cultural beliefs on food consumption behavior

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.099 ^a	3	.000
Likelihood Ratio	20.995	3	.000
Linear-by-Linear Association	4.833	1	.028
N of Valid Cases	310		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.97.			

The results in Table 4.5 show a significant association between cultural beliefs and food consumption behavior of diners in restaurants in four and five star hotels in Nairobi County ($\chi^2=22.099$, $p=0.000<0.05$). This implies that cultural beliefs significantly influence the food consumption behavior of diners in restaurants in four and five star hotels in Nairobi County. The results are consistent with the findings of Qoura and Ali (2018), which demonstrated that beliefs have an impact on food consumption in situations where some meals are forbidden, requiring specific techniques of preparation, or during periods of fasting or feasting. The guests hold divergent opinions regarding their dietary preferences when dining at eateries.

4.5.3 Hypothesis Testing

The hypothesis (Ho2) was examined using a chi-square test, and the findings are displayed in Table 4.5. The acceptance or rejection criterion was based on the p-value, with a threshold of 0.05. If the p-value is below this threshold, the null hypothesis is rejected; otherwise, it is preserved. The study test the null hypothesis (**H02**) that there is no significant association between cultural beliefs and the food consumption behavior of guest dining in five and four star hotels in Nairobi County. Given that the p-value is

0.000, which is less than 0.05, the null hypothesis was therefore rejected in favour of the alternative hypothesis. This implies that there is significant association between cultural ideas and food consumption behaviour of diners at restaurants located in four and five star hotels in Nairobi County. This is in support of the findings of a study by Dziadkowiec and Rood (2017) which found an association between cultural beliefs and consumption behavior and indicated that the effects of cultural influences on consumption behavior consist of an evaluation of choice choosing a particular menu choice over another, deciding whether to buy or not buy.

4.6 Rituals and food consumption behavior

The study sought to assess the influence of rituals on the food consumption behavior of diners in restaurants in four and five star hotels in Nairobi County. This section presents descriptive results on rituals as a cultural practice influencing food consumption behavior; chi-square results and the hypothesis testing results are also given.

4.6.1 Descriptive Statistics

The respondents were asked to indicate the choice of foods they are concerned about when choosing menu items, and their responses were as shown in Figure 4.8.

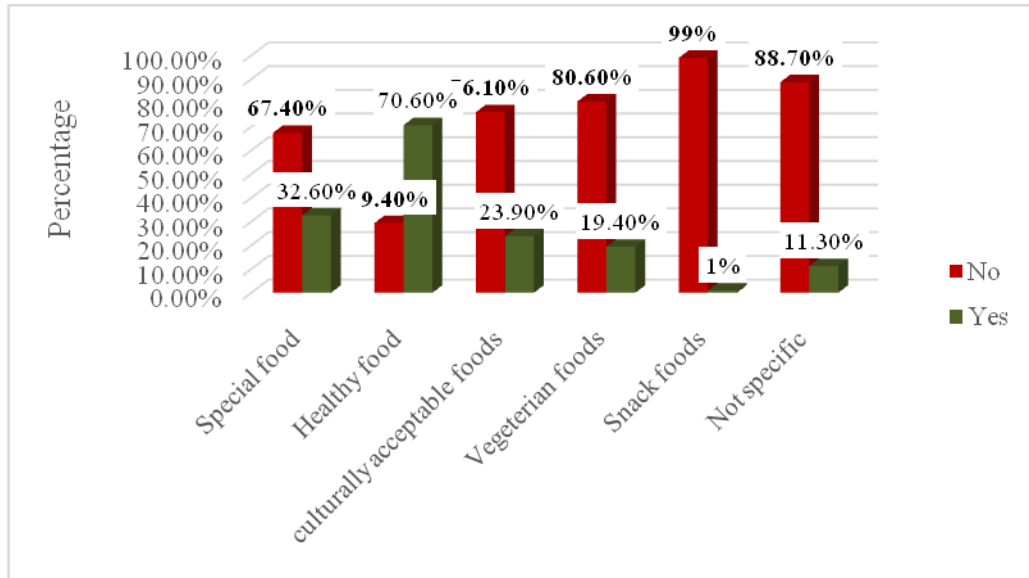


Figure 4.8: Choice of Foods when Choosing Menu Items

Based on the results in Figure 4.8, only 32.6% of the respondents considered special food while chasing menu items, while 67.4% were not concerned about special food. Regarding healthy foods, a majority (70.6%) agreed that they were worried about healthy foods when choosing menu items, while 29.4% were not concerned about healthy foods. Furthermore, 76.1% of the guests were not concerned about culturally acceptable foods, with only 23.9% indicating they were worried about them when choosing menu items. It is further evident that most of the respondents (80.6%) were not concerned about vegetarian foods, 99% were not concerned about snack foods while 88.7% indicated that they did not have specifics when choosing menu items in the restaurant. These results imply that most of the guests dining out at four and five star hotels in Nairobi County are more concerned about healthy foods when choosing menu items than any other aspect. This is because healthy food is safe to eat, prevents harmful microbes that can cause severe infection from contaminating food, prevents cross-contamination, enables businesses to act according to the law, and protects their business reputation.

This agrees with the conclusion made by Shipman and Durmus (2017) that through family, food culture, and traditions, preferences for certain foods develop, and eventually, habitual consumption behavior is recognized. Therefore, restaurants need to identify the factors influencing customer preferences that will help incorporate products and services to satisfy culturally diverse guests more effectively, as Kiunga et al. (2019) noted.

The respondents were also asked to indicate more information about the menu they would like to be emphasized to ensure their food preferences are satisfactorily met. The responses are presented in Figure 4.9.

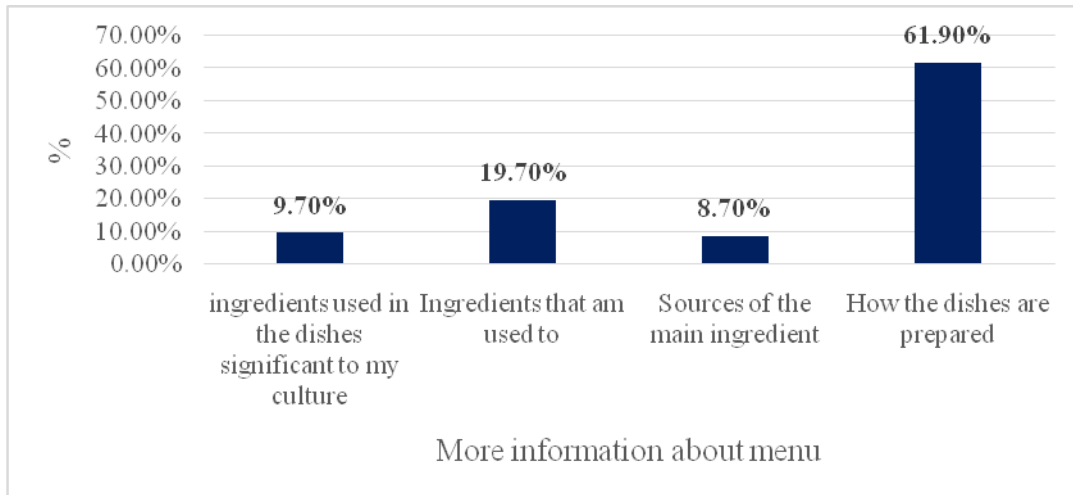


Figure 4.9: More Information about the Menu

Based on the results, the majority (61.9%) of the respondents would have preferred that the information on how the dishes were prepared were given more emphasis to ensure their food preferences were satisfactorily met. The results also show that 19.7% of the guests would have liked that the information on ingredients they are used to was given more emphasis, 9.7% needed more information on ingredients used in the dishes that are significant to their culture, while 8.7% required more information on sources of the main ingredients. This implies that most of the guests dining at four and five-star hotels in

Nairobi would like more emphasis to be given to providing more information on the method of food preparation. According to Almerico (2014), there are culture-specific behaviors to particular foods which can be depicted in restaurants that illustrate the cultural expectation of eating food, such as the manner of eating (e.g., use of fork or chopsticks), the order of serving food (e.g., chronological menu sequence), the etiquette of eating, and the particular choice of foods suitable for specific individuals or certain times.

Table 4.6 shows more descriptive statistics on rituals as a cultural practice influencing food consumption behavior among guests dining in four and five-star hotels in Nairobi City County.

Table 4.6: Descriptive statistics on rituals

Statement	Response	f	%
Do you celebrate special occasions from time to time repeatedly?	Yes	257	82.9
	No	53	17.1
Do you have any special recipes/foods that has been inherited from your ancestral family?	Yes	100	32.3
	No	210	67.7
Is the most typical and popular meal in your family passed down from your ancestral connection	Yes	143	46.1
	No	167	53.9
There is a specific food/ foods consumed on a particular ceremonial occasion	Yes	254	81.9
	No	56	18.1
The cultural requirements for specific occasion dictate food choice	Yes	237	76.5
	No	73	23.5
Food choice and consumption behavior is in accordance with traditional practices	Yes	212	68.4
	No	98	31.6

Based on the descriptive analysis results in Table 4.6, the study established that most (82.9%) of the respondents agreed that they celebrate special occasions from time to time repeatedly, 81.9% agreed that there is a specific food/ foods consumed on particular ceremonial occasion, 76.5% indicated that the cultural requirements for specific occasion dictate food choice, while 68.4% agreed that food choice and consumption behaviour is in accordance with traditional practices. Furthermore, most (67.7%) of the respondents did not have any special recipes/foods that had been inherited from their ancestral family. Finally, most (53.9%) respondents denied that the most typical and popular meal in their families was passed down from family connections. These findings imply that the various celebrations people have are a typical manifestation of rituals. This is supported by Raji et al. (2017), indicating that cultural ritual practices can be observed through ceremonies involving preparation, cooking, serving, and the consumption of food. For instance, in the context of the Maasai foodscape, the use and consumption of blood, meat, and milk are not treated as mere ingredients for particular preparation but is governed by a strict rituality maintaining their strong, cultural symbolic meaning (Fontefrancesco & Lekanayia, 2018).

In addition to the quantitative data analysis above, the researcher interviewed 11 hotel managers who were asked to indicate the extent to which they thought culture influences guests' choice of food/ consumption behavior. In response, most of the managers noted that:

“Culture, such as taboos - forbids some food to be eaten. Even when dining in hotels, they avoid foods that are taboo. Some guests prefer choosing the menu

food items they grew up eating or the food familiar to them. While some guests would choose food that their peers or family members recommend.”

Three managers said that:

“The culture of the society they live in guides the choice of menu and even the attitude towards some food.”

Two managers asserted that:

“Culture does not influence much because these hotels and Nairobi generally are cosmopolitan, which is not specific to any cultural background.”

Additionally, four managers explained that:

“Some guests, especially from the Muslim background, have specific preferences allied to their religion. Quite a number of the vegetarians we have served before are from the Indian community. This could be allied to their cultural background. On the other hand, our Christian catholic guests often prefer vegetarian foods, especially during lent.”

4.6.2 Cross-tabulation on rituals and food consumption behavior

To determine the influence of rituals on the food consumption behavior of diners in restaurants in four and five star hotels in Nairobi County, the researcher conducted a Chi-square test analysis and the results are presented in Table 4.7.

Table 4.7: Influence of rituals on food consumption behaviour

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.361 ^a	1	.021
Likelihood Ratio	5.735	1	.017
Linear-by-Linear Association	5.344	1	.021
N of Valid Cases	310		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 19.55.			

The results in Table 4.7 show a significant association between rituals and food consumption behavior of diners in restaurants in 4–5-star hotels in Nairobi County ($\chi^2=5.361$, $p=0.021<0.05$). This implies that rituals significantly influence the food consumption behavior of diners in restaurants in 4–5-star hotels in Nairobi County. This is in line with Wang and Gino (2018) that “rituals influence consumption behavior by regulating the slaughter, preparation, and consumption of food and beverages, setting some foods aside for special occasions and feasts.”

4.6.3 Hypothesis Testing

The hypothesis was tested using a chi-square test, and the findings are displayed in Table 4.7. The acceptance or rejection criterion was based on the p-value, with a threshold of 0.05. If the p-value is below this threshold, the null hypothesis is rejected; otherwise, it is not rejected. The study tested the null hypothesis (**H0₃**) that there is no significant association between rituals and food consumption behavior of guest dining in five and four star hotels in Nairobi County. Given that the p-value is 0.021, which is less than the significance level of 0.05, the null hypothesis was thus rejected.

Therefore, we accept the alternative hypothesis, which states that rituals have significant association with food intake behaviour of guests in restaurants located in four and five star hotels in Nairobi County. The findings agree with those of Wang and Gino (2018), who asserted that rituals influence consumption behavior by regulating the slaughter, preparation, and consumption of food and beverages, setting some foods aside for special occasions and feasts. Also, rituals unite communities, increasing consumption enjoyment and transforming food choices desirable within a group.

4.7 The influence of the decision-making process on the relationship between cultural practices and consumption behavior.

The fourth objective of the study was to determine the influence of the decision-making process on the relationship between cultural practices and consumption behavior of diners in restaurants in the four and five-star hotels in Nairobi County.

4.7.1 Descriptive Statistics

The respondents were asked to indicate how often they ate traditional cultural-specific food of their ethnic affiliation, intending to establish their cultural identity and the influence of decision-making on menu selection. The results are presented in Figure 4.10.

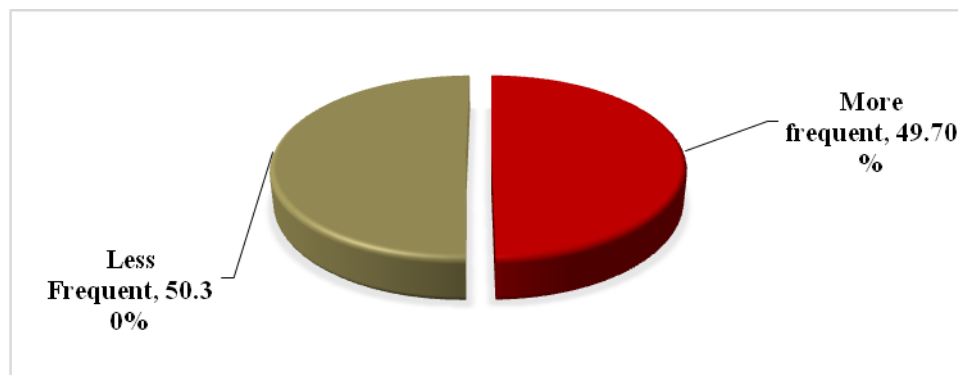


Figure 4.10: Eating Traditional Cultural-Specific Food

Slightly more than half of the respondents (50.3%), indicated that they were eating traditional cultural-specific food of their ethnic affiliation less often, compared with 49.7% who were eating traditional cultural-specific food of their ethnic affiliation more frequently. This implies that restaurant guests make their choices mirrored around their associations. This is supported by assertions that guests are likely to express their individual experiences as a reflection of their cultural backgrounds pointed out by (Ogunnaike et al. (2022)).

Frequency of visiting specific restaurants that sells your cultural food

The respondents were also asked to indicate how often they visited specific restaurants that sell their cultural food instead of going to any nearby eateries near them to establish their loyalty towards the restaurants that provided the dining experience aligned with their cultural practices and preferences. Their responses were as shown in Figure 4.11.

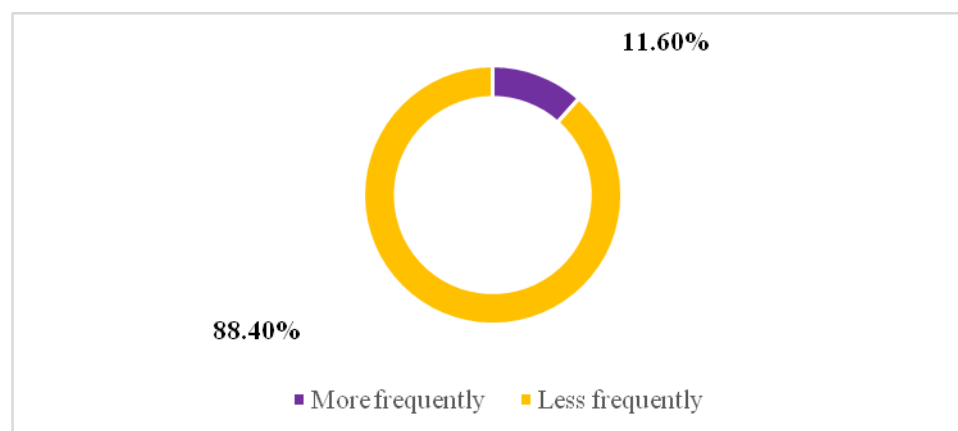


Figure 4.11: Frequency of visiting specific restaurants

Based on the results in Figure 4.11, a majority (88.4%) of the guests were less frequently visiting specific restaurants that sell their cultural food instead of going to any eateries

that are near them. This implies that most respondents visited specific restaurants sometimes. The results, however, show that 11.6% were visiting distinctive restaurants that sell their cultural food instead of going to any eateries that are near them more frequently. This is an indication that the more frequent the revisits behaviors a guest makes to a restaurant show an expression of their personal experience, expressing more preference for the restaurant brand and the services offered and the significance of cultural heritage(Okhai et al., 2021; Ogunnaike et al., 2022).

Choice of restaurants in four & five Star Hotels

The researcher asked the respondents to indicate if they ever choose restaurants in four and five-star hotels as their preferred choice of eatery that offer their cultural foods or not. The results are in Figure 4.12.

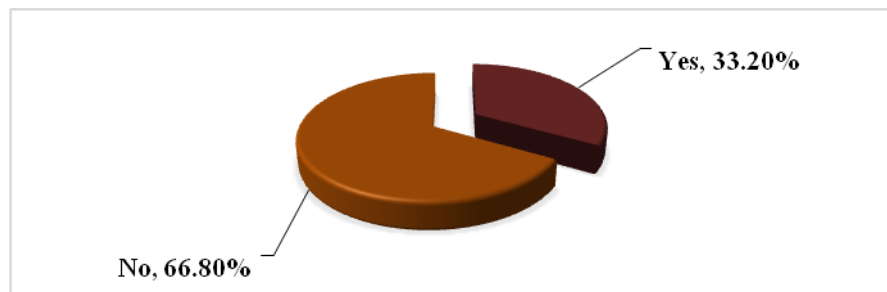


Figure 4.12: Choice of restaurants in four and five Star Hotels

Based on the results in Figure 4.12, the majority (66.8%) of the respondents had not chosen the category of restaurants in four and five-star hotels as their preferred choice of eatery that offer their cultural foods, while 33.2% agreed that they had chosen restaurants in four and five-star hotels as their preferred choice of eatery that offer their cultural foods. This implies that the luxury nature of the restaurants in the four and five star hotels as the preferred choice of eatery has little influence on the choices guests make while

dining. This could be attributed to the variety of options to choose from or the uncertainty of guests' preferences, making it difficult for the guests to make decisions, as suggested by (Wei et al., 2021)

The Decision of food to eat

The respondents were further asked to indicate how they decided on the food to eat when a menu card was offered. The responses are presented in Table 4.8.

Table 4.8: Decision of food to eat

Decision	Frequency	Percentage
I take time to go through the menu	270	87.1
I choose the same menu item every time	24	7.7
I prefer a recommendation from someone	5	1.6
I choose something new for me	11	3.5
Total	310	100

A majority (87.1%) of the respondents pointed out that they were taking time to go through the menu when a menu card is offered, 7.7% were choosing the same menu item every time they visited the restaurant, 3.5% were choosing something new to me, while 1.6% preferred recommendation from someone to settle on what to eat whenever they visited the restaurant. Individuals have their preferences regarding menu choices that cultural practices may impact. With the increase in dietary restrictions and healthy considerations, guests are taking a closer look at the menu's constituents owing to health-related beliefs that have directly and positively impacted behavior and purchase intentions (Fwaya & Kambaga, 2021).

4.7.2 Cross-tabulation on the decision-making process and food consumption behavior

To determine the influence of the decision-making process on the food consumption behavior of diners in restaurants in four and five star hotels in Nairobi County, the researcher conducted a Chi-square test analysis, and the results are presented in Table 4.9.

Table 4.9: Influence of Decision-Making Process on Food Consumption Behaviour

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.553 ^a	3	.213
Likelihood Ratio	1.556	3	.212
Linear-by-Linear Association	1.548	1	.213
N of Valid Cases	310		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 51.17.			

The results in Table 4.9 show an insignificant association between the decision-making process and food consumption behavior of diners in restaurants in 4–5-star hotels in Nairobi County ($\chi^2=1.553$, $p=0.213>0.05$). This implies that the decision-making process does not significantly influence the food consumption behavior of diners in restaurants in 4–5-star hotels in Nairobi County. This is because not all decisions can lead to the purchase of products or services offered; owing to the decision-making process is a complex matter that has many factors affecting consumer decisions (Wei et al., 2021).

4.7.3 Moderating effect of the Decision-Making Process

To assess the moderating influence of the decision-making process on the relationship between cultural practices and consumption behavior of diners in restaurants in the hotels

rated as four and five star in Nairobi County, the researcher interacted with each independent variable with decision-making process (moderator) to obtain composite variables (food taboos*decision making process, cultural beliefs*decision making process and rituals*decision making process) which were then cross-tabulated with the dependent variable food consumption behavior. The results are presented in Table 4.10.

Table 4.10: The moderating effect of Decision-Making Process

Dependent Variable	Interaction	Cross Tabulation	
		Chi-square Value	P-value
Food consumption behavior	Food taboos*decision making process	16.687	0.001
Food consumption behavior	Cultural beliefs*decision making process	14.168	0.004
Food consumption behavior	Rituals *decision-making process	26.220	0.000

The results in table 4.10 show a significant association between the interaction between food taboos and the decision-making process and the dependent variable food consumption behavior ($\chi^2=16.687, p=0.001<0.05$).

There was a significant association between cultural beliefs, the decision-making process, and the dependent variable food consumption behavior ($\chi^2=14.168, p=0.004<0.05$).

Finally, the results show that the interaction between rituals and decision-making was significantly associated with food consumption behavior ($\chi^2=26.220, p=0.000<0.05$).

Since the decision-making process was insignificant with food consumption behavior but significant when interacted with the independent variables, the conclusion is that the

decision-making process significantly influences the relationship between cultural practices and consumption behavior of diners in restaurants in the four and five-star hotels in Nairobi County. The decision-making process enables individuals to carefully consider their cultural practices when making food choices, thereby allowing for flexibility in consumption patterns. This aligns with Monterrosa et al. (2020) who emphasized that decision-making fosters adaptability in dietary behaviors. Consequently, different groups display diverse eating habits shaped by cultural traditions, personal preferences, and evolving lifestyles. Similarly, Raza, (2023) highlights the role of decision-making in influencing and adjusting consumption behaviors.

4.8 Food Consumption Behavior of guests dining in four and five star hotels

The dependent variable was the food consumption behavior of guest dining in four and five star hotels in Nairobi County. Based on the findings, most of the respondents (73.2%) indicated that a diverse menu, incorporating both local and international dishes, was crucial in catering to the varied cultural preferences of the guests. Most of them (68.3%) also indicated that both local and international patrons particularly appreciated the inclusion of traditional Kenyan dishes, as it displayed the country's rich culinary heritage. Moreover, guests with specific dietary requirements, driven by their cultural or religious beliefs, valued the availability of options that catered to their needs (77.4%). Thus, a well-curated menu that considers the cultural practices of guests plays a vital role in shaping their food consumption behavior and overall satisfaction while dining in high-end hotels in Nairobi.

The study further found out that food preferences were strongly influenced by cultural backgrounds (80.6%). The majority (79.5%) of the respondents indicated a significant

preference for food aligned with their cultural or traditional dietary practices. For instance, local guests often favored dishes incorporating staple Kenyan ingredients or following traditional cooking methods. Similarly, most (66.8%) respondents pointed out that, international guests gravitated towards offerings that catered to their cultural tastes or offered a familiar culinary experience. Furthermore, food preferences were also influenced by cultural dietary restrictions or religious beliefs (57.4%). This highlights the need for these high-end hotels to understand and cater to their guests' diverse cultural food preferences, thereby enhancing their dining experience and satisfaction.

Regarding food etiquette, guests from various cultural backgrounds brought different expectations and norms around dining etiquette. Most respondents (83.6%) indicated that they appreciate communal eating or using hands for specific dishes, as these are common practices in some Kenyan cultures. Moreover, certain cultural norms around the timing and pacing of meals also influenced guests' satisfaction (54.7%). Therefore, understanding and respecting these diverse food etiquettes while maintaining a high standard of service proved crucial in enhancing the overall dining experience of guests in these high-end hotels.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of key findings from the previous chapter, the conclusion, and the limitations encountered during the study. This chapter also highlights the recommendations for practice and policy recommendation. Lastly, the chapter presents suggestions for further research.

5.2 Summary of Findings

5.2.1 Food taboos and food consumption behavior

The first objective was to assess the influence of food taboos on the food consumption behavior of diners in restaurants in four and five star hotels in Nairobi County. The findings revealed that most respondents agreed that some foods were prohibited (Food taboos) by their religions. Most respondents agreed that taboos dictate their choice of food to eat while dining out in the restaurant, while a sizable number indicated that taboos do not dictate their choice of food to eat while dining out in the restaurant. Moreover, most of the respondents agreed that food choice and consumption behavior were following traditional practices, while slightly more than a third indicated that food choice and consumption behavior was not per traditional practices.

The results of the chi-square analysis revealed a significant association between food taboos and the food consumption behavior of diners in restaurants within four and five star hotels in Nairobi County. It was observed that taboos exert a substantial influence on the food consumption behavior of diners in these establishments. Additionally, the study

investigated the null hypothesis (H_{01}) stating that there is no significant impact of taboos on the food consumption behavior of diners in restaurants within four and five star hotels in Nairobi County. Following the analysis, the null hypothesis was rejected, and the alternative hypothesis was embraced, indicating a significant influence of taboos on the food consumption behavior of diners in restaurants within four and five star hotels in Nairobi County.

5.2.2 Cultural beliefs and food consumption behavior

The study sought to assess the influence of cultural beliefs on the food consumption behavior of diners in restaurants in four and five star hotels in Nairobi County. The study findings on the variable revealed that most of the respondents had a religious affiliation, and most indicated that they do not choose luxury restaurants in four and five star hotels as their preferred choice of eatery that offer them cultural foods. Furthermore, most of the respondents did not have any unique recipes/foods that had been inherited from their ancestral family. Finally, most respondents denied that the most typical and popular meal in their families was passed down from ancestral connection.

The chi-square analysis revealed a significant association between cultural beliefs and the food consumption behavior of diners in restaurants within four and five star hotels in Nairobi County. This indicates that the cultural belief system has a significant impact on the food consumption behavior of diners in such establishments. Furthermore, the study examined the null hypothesis suggesting that there is no significant influence of cultural beliefs on the food consumption behavior of diners in restaurants within four and five star hotels in Nairobi County. Upon analysis, the null hypothesis was rejected, and the alternative hypothesis was embraced, signifying a substantial influence of cultural beliefs

on the food consumption behavior of diners in restaurants within four and five star hotels in Nairobi County.

5.2.3 Rituals and food consumption behavior

The third specific objective was to assess the influence of rituals on the food consumption behavior of diners in restaurants in four and five star hotels in Nairobi County. Descriptive results showed that several of the respondents considered special food while choosing menu items, while most were not concerned about special food. Regarding healthy foods, a majority agreed that they were worried about healthy foods when choosing menu items, while others were not concerned about healthy foods. Furthermore, most of the guests were not concerned about culturally acceptable foods, with only a quarter indicating that they were concerned about culturally acceptable foods when choosing menu items.

It was further established that most of the respondents were not concerned about vegetarian foods; all the respondents were not concerned about snack foods while more than three quarters indicated that they did not have specifics when choosing menu items in the restaurant. These results imply that most of the guests dining out at four and five star hotels in Nairobi County are more concerned about healthy foods when choosing menu items than any other aspect. Results also pointed out that most respondents would have preferred that information on how the dishes were prepared was given more emphasis to ensure their food preferences were satisfactorily met. The results also show that less than a quarter of the guests would have liked that the information on ingredients they are used to was given more emphasis; a few needed more information on ingredients used in the dishes that are significant to their culture.

A cross-tabulation analysis revealed a significant association between rituals and the food consumption behavior of diners in restaurants within four and five star hotels in Nairobi County. This suggests that rituals have a notable influence on the food consumption behavior of diners in such establishments. Subsequently, the study examined the null hypothesis proposing that there is no significant influence of rituals on the food consumption behavior of diners in restaurants within four and five star hotels in Nairobi County. Based on the findings, the null hypothesis was rejected, and the alternative hypothesis was embraced, indicating a considerable influence of rituals on the food consumption behavior of diners in restaurants within four and five star hotels in Nairobi County.

5.2.4 Moderating effect of the decision-making process

The fourth objective was to determine the moderating influence of the decision-making process on the relationship between cultural practices and consumption behavior of diners in restaurants in the four and five-star hotels in Nairobi County. The study found that most guests were less frequently visiting restaurants that sell their cultural food instead of going to any eateries near them. This implies that most respondents visited specific restaurants sometimes. The results, however, show that 11.6% were visiting specific restaurants that sell their cultural food instead of going to any eateries that are near them more frequently.

Additionally, slightly more than half of the respondents indicated that they were eating traditional cultural-specific food of their ethnic affiliation less often, compared with half who were eating traditional cultural-specific food of their ethnic affiliation more frequently. Most respondents had not chosen restaurants in four and five star hotels as

their preferred choice of eatery that offer their cultural foods, while a third agreed that they had chosen restaurants in four and five star hotels as their preferred choice of eateries that offer their cultural foods. This implies that the luxurious nature of four and five-star hotels had little influence on the choices they make when dining in the restaurants.

Most of the respondents pointed out that they took time to go through the menu when a menu card was offered, while others were choosing same menu item every time they visit the restaurant, choosing something new to them, and others preferred recommendations from someone to settle on what to eat whenever they visited the restaurant. The cross-tabulation results between decision-making processes as moderators indicated that there existed insignificant association between the decision-making process and food consumption behavior of diners in restaurants in four and five star hotels in Nairobi County. This implies that the decision-making process does not significantly influence the food consumption behavior of diners in restaurants in four and five star hotels in Nairobi County.

Regarding the moderating effect of decision-making process, the results showed a significant association between the interaction between food taboos and the decision-making process and the dependent variable food consumption behavior. There was a significant association between the interaction between cultural beliefs and the decision-making process and the dependent variable food consumption behavior. Finally, the results show that the interaction between rituals and the decision-making process was significantly associated with food consumption behavior. Since the decision-making process was insignificant with food consumption behavior, but significant when

interacted with the independent variables, the conclusion is that the decision-making process significantly influences the relationship between cultural practices and consumption behavior of diners in restaurants in the four and five star hotels in Nairobi County.

5.2.5 Food Consumption Behaviors of guests dining in four and five star hotels

The dependent variable was the food consumption behavior of guest dining in four and five star hotels in Nairobi County. According to the findings, most respondents indicated that a diverse menu, incorporating both local and international dishes, was crucial in catering to the varied cultural preferences of the guests. Most of them also indicated that both local and international patrons particularly appreciated the inclusion of traditional Kenyan dishes, as it displayed the rich culinary heritage of the country. Moreover, guests with specific dietary requirements, driven by their cultural or religious beliefs, valued the availability of options that catered to their needs. Thus, a well-curated menu that considers the cultural practices of guests plays a vital role in shaping their food consumption behavior and overall satisfaction while dining in high-end hotels in Nairobi.

The study further found that cultural backgrounds strongly influenced food preferences. Most of the respondents indicated a significant preference for food that aligned with their cultural or traditional dietary practices. For instance, local guests often favored dishes incorporating staple Kenyan ingredients or following traditional cooking methods. Similarly, most respondents pointed out that, international guests gravitated towards offerings that catered to their cultural tastes or offered a familiar culinary experience. Furthermore, food preferences were also influenced by cultural dietary restrictions or religious beliefs. This highlights the need for these high-end hotels to understand and

cater to their guests' diverse cultural food preferences, thereby enhancing their dining experience and satisfaction.

Regarding food etiquette, guests from various cultural backgrounds brought different expectations and norms around dining etiquette. Most respondents indicated that they appreciate communal eating or using hands for certain dishes, as these are common practices in some Kenyan cultures. Moreover, certain cultural norms around the timing and pacing of meals also influenced guests' satisfaction. Therefore, understanding and respecting these diverse food etiquettes while maintaining a high standard of service proved crucial in enhancing the overall dining experience of guests in these high-end hotels.

5.3 Conclusion

The study concludes that food taboos play an important role in influencing diners' food consumption behavior in four and five star hotels in Nairobi County. These taboos often rooted in religious and cultural traditions, significantly influence individuals' food choices when dining out. The presence of food taboos means that diners are selective in their meal choices, with some avoiding certain foods entirely due to religious or cultural restrictions. This underscores the necessity for high-end restaurants to acknowledge and accommodate such dietary constraints to enhance guest satisfaction and inclusivity in their menu offerings.

Additionally, cultural beliefs strongly influence diners' food preferences, as they shape perceptions of what is considered appropriate or desirable to eat. Despite the luxurious nature of four and five star hotels, cultural beliefs remain a dominant factor in influencing where and what diners choose to eat. Many diners prioritize cultural familiarity over

exotic or foreign cuisine, indicating that these establishments must strike a balance between offering diverse international dishes while ensuring that cultural preferences are well represented. Understanding and integrating cultural food practices into menu planning can significantly enhance the dining experience for guests.

Moreover, rituals contribute to food consumption behavior, particularly in terms of preferences for specific food preparations and dining customs. While some diners prioritize health-conscious choices, others seek foods that align with their cultural or ritualistic practices. The lack of concern for culturally acceptable foods among a majority of diners suggests that while rituals do influence behavior, they may not be the primary determinant of food choices in these establishments. However, ensuring that menu descriptions provide detailed information on ingredients and preparation methods can cater to those who have ritual-based dietary considerations, ultimately improving their dining satisfaction.

Furthermore, the decision-making process influences cultural practices and food consumption behavior. While it does not independently influence food choices, it significantly influences how cultural beliefs, taboos, and rituals translate into dining behavior. The manner in which diners engage with menu selection whether through habit, recommendations, or exploration determines how strongly cultural influences manifest in their choices. This indicates the importance of well-structured menus and knowledgeable staff who can guide diners in making informed choices that align with their cultural or dietary needs while enhancing their overall dining experience.

Based on the findings presented in the preceding chapters, the study concludes that contemporary food consumption behaviors are influenced by numerous cultural factors,

contributing to a diverse range of food choices. This phenomenon is observed worldwide, reflecting varying gastronomic needs and preferences, which play a crucial role in expressing the culture and values of distinct groups and communities. Moreover, the study emphasizes that on a global scale, the multitude of races and nations encapsulates a rich array of cultures, each characterized by unique culinary traditions and serving practices, significantly shaping food preferences within the broader hospitality environment.

Food taboos are universally recognized as a structured set of regulations that dictate which foods or combinations of foods are forbidden to consume in each given human society. In some cases, taboos dictate the choice of food to eat while dining out in the restaurant, while in some cases; taboos do not dictate the choice of food to eat while dining out in the restaurant. Moreover, most of the respondents agreed that food choice and consumption behavior were following traditional practices, while others believed that food choice and consumption behavior were not in accordance with traditional practices.

The study further concludes that most clients dining at four and five star hotels in Nairobi City County have a religious affiliation and that their religion influences their food consumption behaviors. The study also concludes that whether a hotel is luxurious or not is the least of concerns of many guests dining at four and five star hotels in Nairobi since the majority indicated that they do not choose luxury restaurants in four and five star hotels as their preferred choice of eatery that offer them cultural foods. Furthermore, most of the guests' dining hotels rated as four and five stars in Nairobi City County in Nairobi City County do not have any special recipes/foods inherited from their ancestral

family. Most typical and popular meals in their families were passed down from ancestral connections.

Special food is one of the major factors considered by most guests dining at four and five-star hotels in Nairobi County. Most respondents are considering special food while choosing menu items, while others are not at all concerned about special food. Regarding healthy foods, most guests dining in hotels rated as four and five stars in Nairobi City County are concerned about healthy foods when choosing menu items. Furthermore, most guests dining at four and five star hotels are concerned about culturally acceptable foods. Similarly, most of the respondents of the respondents were not concerned about vegetarian foods; most of guests dining at four and five-star hotels in the city are not concerned about snack foods, while others have no specifics when choosing menu items in the restaurant. The study thus concludes that most of the guests dining out at four and five-star hotels in Nairobi County are more concerned about healthy foods when choosing menu items than any other aspect.

5.4 Recommendations for policy and practice

5.4.1 Recommendation for Practice

- i. According to the findings and conclusions, the study suggests that professionals in four and five star hotels should consider the cultural aspect while designing menus in order to achieve a harmonious alignment between the catering policy, financial policy, and marketing strategy. Hence, it is imperative for culinary training schools in the country to incorporate cultural elements into their training programmes. This will enable future hotel staff to acquire a wide range of cultural

knowledge, enabling them to effectively cater to the different cultural demands of the hospitality industry.

- ii. The study further recommends to the management of hotels rated as four and five stars in Nairobi City County that, they should strive to factor in the issue of cultural beliefs and taboos in their menus so that those from the cultural backgrounds that consider certain food taboo to eat can be accommodated.
- iii. Hotel management should train restaurant staff, including waitstaff and chefs, on cultural sensitivity and food taboos to ensure that they provide informed recommendations and accommodate guests' dietary restrictions. This training should include knowledge of religious and cultural food prohibitions, traditional meal customs, and preferred dining etiquettes to enhance the overall dining experience for guests from diverse backgrounds.
- iv. Hotels should expand their menus to include a variety of authentic cultural dishes that cater to the diverse backgrounds of their clientele. This could involve collaborating with local and international chefs to develop menu options that respect cultural dietary preferences while maintaining the high culinary standards expected in four and five star hotels. Seasonal or themed cultural food festivals could also be introduced to celebrate different cuisines and attract a broader customer base.
- v. Hotels should establish structured guest feedback systems to assess customer satisfaction regarding menu inclusivity and cultural representation in food offerings. Regular surveys, comment cards, and digital feedback platforms can provide valuable insights into guests' cultural dining preferences, enabling

management to refine menu offerings and service strategies to meet evolving customer expectations.

5.4.2 Recommendation for Policy

- i. To the policymakers, the study recommends that the syllabus of hospitality colleges and institutions in the country should be revised to suit the need of the industry such that the professionals produced by such institutions can ones that recognize that their clients belong to diverse cultures.
- ii. The study also recommends to the managers of hotels in Nairobi City County and, by extension, the whole of Kenya that their menus should be prepared with full knowledge of religious issues influencing food consumption behavior.

5.5 Recommendations for Further Research

- i. This study focused on examining the influence of cultural practices on food consumption behavior of guests dining out in restaurants in four and five star hotels in Nairobi City County and was limited to four variables, namely, food taboos, cultural beliefs, rituals, and decision-making process as a practice influencing food consumption behavior. It is thus suggested that future studies may incorporate other issues affecting food consumption behavior, such as environment, location of the restaurant, and ethnicity.
- ii. Additionally, the current study relied on chi-square to examine cultural practices' influence on the food consumption behavior of guests dining out in restaurants in four and star hotels in Nairobi City County. It is important to note that the chi-square test is not always appropriate for all data sets, especially where responses are categorical, presenting methodological issues. Thus, further research should

involve using logistic regression to investigate the likelihood of a guest consuming a particular food type given their cultural beliefs.

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APPENDIX A: CONSENT LETTER

Rachel Ndunge Mwanzia,
Kenyatta University,
School of Hospitality, Tourism and Leisure studies,
Department of Hospitality Management,
P.O Box 43844-00100,
Nairobi

15/01/2019

Dear Sir/Madam.

RE: REQUEST TO CARRY OUT RESEARCH SURVEY.

I am a postgraduate student at Kenyatta University, pursuing M.Sc. Hospitality Management. As part of the curriculum, I am carrying out a research on “*Cultural practices and food consumption behavior of guests dining out in restaurants in four and five star hotels, in Nairobi County, Kenya.*”

I would kindly request for permission to administer questionnaires and interviews to both your restaurant guests and the restaurant managers respectively. All the information gathered will be used only for purposes of this research, and will be treated with utmost discretion.

Thank you,

Rachel Ndunge Mwanzia

APPENDIX B: RESEARCH QUESTIONNAIRE FOR GUESTS

<p><u>PART 1: RESPONDENT GENERAL INFORMATION</u></p> <p>This part is on general information about you as respondent. Please provide answers to the following questions by ticking (√) against the most suitable alternative or giving narrative responses in the spaces provided. Your response shall be accorded all the confidentiality it deserves and will only be used for academic purposes.</p>					
1. Gender:	Male []		Female []		
2. Age:	18-25 []	26-35 []	36 – 45 []	46 – 55 []	Above 55 []
3. Kindly indicate your Nationality:	Kenya []	Rest of Africa []	Europe []	USA []	Middle East [] Asia []
	Other (Specify)				
4. Kindly indicate your highest level of education.	Certificate [] Diploma[] Degree[] Master [] PhD[]				
5. Kindly indicate your current employment status.	Self Employed [] Employed [] Retired [] Student [] Unemployed[]				
6. Which of the categories best represents your monthly income?	a. Ksh 30, 000 and below []				
	b. Ksh 31,000 – Ksh 50,000 []				
	c. Ksh 51,000 and above []				
7. Indicate the number of visits to this establishment:	First time [] Below 5 times [] More than 5 times []				
8. The main reason for today’s dining?	Special occasion [] Family outing [] Social gathering []				
	Leisure [] Business [] Other (Specify).....				
<p><u>PART 2</u></p> <p>1. Do you have a religious affiliation? YES [] NO []</p> <p> If YES, Answer Q. four and five below</p>					

2. Do you have any foods prohibited (Food taboos) by your religion? YES [] NO []
3. Do these taboos dictate your Choice of food to eat while dining out in the Restaurant?
 YES [] NO [] If **YES**, Would you specify these taboos?

4. Below is a list of influences. Please indicate in your opinion, how culture influences food consumption behavior? (*You can tick one or more options*)
 - [] Restricts consumption of some foods
 - [] Forms different eating habits
 - [] Establish attitudes toward some foods
 - [] Develop food-eating etiquette/ manners
 - [] Creates eating/mealtime schedule
 - [] Food presentation
 - [] dictate the portion of food to serve on my plate

DECISION MAKING ON CHOICE OF FOODS AND PREFERENCES

- 1) How often do you eat traditional cultural-specific food of your ethnic affiliation?
 Daily [] Weekly [] Once in a while [] Never []
- 2) How often do you visit specific restaurants that sell your cultural food instead of going to any eateries that are near you?
 Always [] Once in a while [] Not at all []
- 3) Do you ever choose luxury restaurants in four and five-star hotels as your preferred choice of eatery that offer your cultural foods? **YES** [] **NO** []
- 4) How do you make decisions on the food to eat when a menu card is offered. (*one choice only*)
 - [] I take time to go through the menu
 - [] I choose the same menu item every time
 - [] I prefer food recommendations from someone
 - [] I choose something new for me
 - [] I like to observe food etiquette
- 5) When choosing food to eat in this restaurant, what factors influenced the choice of your Preferred foods the most.

(Using a scale of 1 to 5. Please specify the degree of influence of the factors listed:

KEY:1)Highly non influential2)Non influential3)Neutral

4)Influential5)Highly influential

	1	2	3	4	5
a) Family influence					
b) My friends' choice of food					
c) My position in the society					
d) My Gender					
e) My Age					
f) Traditional food for my Ethnic identity					
g) The food prohibitions/customary taboos					
h) The Cultural symbolic meaning attached to specific foods					
i) Culturally acceptable method of cooking of the food					
j) Beliefs that I have on healthy eating habits and special food/diet					
k) The beliefs that I have about the food					
l) Celebration foods for specific occasions/events					
m) The Available Income					
<p>6) When you choose menu items, what choice of foods are you concerned about?</p> <p><input type="checkbox"/> Special foods</p> <p><input type="checkbox"/> Healthy diet</p> <p><input type="checkbox"/> Culturally acceptable foods</p> <p><input type="checkbox"/> Vegetarian foods</p> <p><input type="checkbox"/> Snack foods</p> <p><input type="checkbox"/> Not specific</p> <p>Others. (Specify)</p>					
<p>7) To ensure your food preferences are satisfactorily met, what more information about the menu would you like to be given emphasis? (Please tick one choice.)</p> <p>(a) The ingredients used in the dishes significant to my culture <input type="checkbox"/></p> <p>(b) Ingredients that I am used to <input type="checkbox"/></p> <p>(c) The sources of the main ingredients <input type="checkbox"/></p>					

(d) How the dishes are prepared []

PART 3

RELATIONSHIP BETWEEN CULTURAL PRACTICES AND FOOD CONSUMPTION BEHAVIOUR

5. Do you see food as being part of your cultural identity? YES [] NO []

If **YES**, what foods are indicative of your culture?

.....
.

6. Some beliefs on specific foods influence the choice of food people make. Which of the following beliefs have some influence on the choice of food you eat?

(you can tick one or more options)

[] Religious beliefs

[] Customary beliefs

[] Beliefs on healthy eating

[] Perceptions about food

[] Beliefs on the food preparation method

7. Do you have any special recipes/foods that has been inherited from your ancestral family?

YES [] NO [] If **YES**, What is it?

.....

8. Is the most typical and popular meal in your family passed down from your ancestral connection? YES [] NO []

9. Do you celebrate special occasions from time to time repeatedly?

YES [] NO [] If **YES** which one? Specify please

.....

10. How do ceremonies/rituals influence your choice of food and food consumption behaviour. Please indicate **YES** or **NO** where applicable

	YES	NO
There is a specific food/ foods consumed on particular ceremonial occasion		
Food choice and consumption behaviour is in accordance with traditional practices		
Food choice is dictated by the cultural requirements for specific occasion		


APPENDIX C: INTERVIEW QUESTIONS

SAMPLE INTERVIEW QUESTIONS FOR THE RESTAURANT MANAGERS

- (1) How long have you worked in this Restaurant as a Restaurant Manager?
- (2) What kind of Cuisine is served in this Restaurant?
- (3) Do you think culture has any influence on food consumption behaviour and pattern of your guests?
- (4) What cultural practices determine consumption of food of your guests?
- (5) Please explain how these cultural practices affect food choices and feeding patterns
- (6) Have your menus integrated local food or it is a fusion of local and international foods? guests
- (7) Do most of the guests choose similar foods every time they visit?
- (8) Do you develop menus that meet cultural requirements such as halal, kosher, vegetarian, Hindu etc.....
- (9) Do you often get guests with food preferences different from your menu provisions?
Please specify
- (10) How do you deal with their requests if they do occur?
.....
- (11) How do you evaluate menus to get guests assessments?
- (12) If yes, how often do you review your menus?
- (13) Would you consider integration of your menus to meet special cultural needs of any given target group of guests? Please specify.....
- (14) In your opinion what would be the effect of integration of local foods in your business?
- (15) What is the attitude of decision-makers towards orientation of cultural food in this restaurant?
- (16) Are there any challenges you face when catering to patrons with specific food preferences?

APPENDIX D: SAMPLING FRAME

PUBLICATION OF CLASSIFIED TOURISM ENTERPRISES (TRA 2016)



TOURISM REGULATORY AUTHORITY

**REGISTER OF CLASSIFIED ESTABLISHMENTS FOR THE PERIOD
2015 -2018 IN KENYA BY TRA CLASSIFICATION REGIONS**

1. GREATER NAIROBI

NO	ESTABLISHMENT	COUNTY	CAPACITY		RATING
			ROOMS	BEDS	
1.	Villa Rosa Kempinski	Nairobi	200	216	*****
2.	Hemingway's Nairobi	Nairobi	45	50	*****
3.	Sankara Nairobi	Nairobi	156	167	*****
4.	Fairmont The Norfolk	Nairobi	170	200	*****
5.	Tribe Hotel	Nairobi	137	154	*****
6.	The Sarova Stanley	Nairobi	217	440	*****
7.	Radisson Blu Hotel Nairobi	Nairobi	271	354	*****
8.	Dusit D2	Nairobi	101	122	*****
9.	Intercontinental Nairobi	Nairobi	326	372	*****
10.	The Boma Nairobi	Nairobi	148	178	*****
11.	Crowne Plaza	Nairobi	206	254	****
12.	Ole Sereni Hotel	Nairobi	134	206	****
13.	House of Waine	Nairobi	11	20	****
14.	Weston Hotel	Nairobi	120	154	****
15.	Southern Sun Mayfair Nairobi	Nairobi	171	212	****
16.	Fairview Hotel	Nairobi	127	133	****
17.	Sarova Panafric Hotel	Nairobi	162	324	****
18.	Silver Springs Hotel	Nairobi	160	180	****
19.	Hilton Nairobi Limited	Nairobi	287	334	****
20.	Nairobi Safari Club	Nairobi	146	186	****
21.	Windsor Golf Hotel and Country Club	Nairobi	130	205	****
22.	Carnivore Restaurant	Nairobi	0	0	****
23.	Amboseli Serena Lodge	Kajiado	92	184	****

Source: Adapted from Tourism Regulatory Authority, Publication of Classified Tourism Enterprises, Dated 31st October, 2016

APPENDIX E: RESEARCH AUTHORIZATION



KENYATTA UNIVERSITY GRADUATE SCHOOL

E-mail: dean-graduate@ku.ac.ke

Website: www.ku.ac.ke

P.O. Box 43844, 00100
NAIROBI, KENYA
Tel. 8710901 Ext. 57530

Our Ref: T129/37228/2016

DATE: 20th February, 2019

Director General,
National Commission for Science, Technology
and Innovation
P.O. Box 30623-00100
NAIROBI

Dear Sir/Madam,

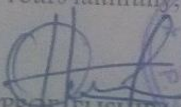
RE: RESEARCH AUTHORIZATION FOR RACHEL NDUNGE MWANZIA – REG. NO.
T129/37228/2016

I write to introduce Ms. Mwanzia who is a Postgraduate Student of this University. She is registered for M.Sc degree programme in the Department of Hospitality and Tourism Management.

Ms. Mwanzia intends to conduct research for an M.Sc Research Proposal entitled, "Determinants of Cultural Influence on Food Consumption Behaviour of Guests Dining in 4-5 Star Hotels in Nairobi City County, Nairobi".

Any assistance given will be highly appreciated.

Yours faithfully,


PROF. ELISHIBA KIMANI
DEAN, GRADUATE SCHOOL





**NATIONAL COMMISSION FOR SCIENCE,
TECHNOLOGY AND INNOVATION**

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Fax: +254-20-318245, 318249
Email: dg@nacosti.go.ke
Website: www.nacosti.go.ke
When replying please quote

NACOSTI, Upper Kabete
Off Waiyaki Way
P.O. Box 30623-00100
NAIROBI-KENYA

Ref. No. **NACOSTI/P/19/82011/28576**

Date: **23rd April 2019**

Rachel Ndunge Mwanzia
Kenyatta University
P.O. Box 43844-00100
NAIROBI.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on *“Determinants of cultural influence on food consumption behavior of guests dining in 4-5 star hotels in Nairobi City County, Kenya.”* I am pleased to inform you that you have been authorized to undertake research in **Nairobi County** for the period ending **23rd April, 2020.**

You are advised to report to **the County Commissioner and the County Director of Education, Nairobi County** before embarking on the research project.

Kindly note that, as an applicant who has been licensed under the Science, Technology and Innovation Act, 2013 to conduct research in Kenya, you shall deposit **a copy** of the final research report to the Commission within **one year** of completion. The soft copy of the same should be submitted through the Online Research Information System.

**GODFREY P. KALERWA MSc., MBA, MKIM
FOR: DIRECTOR-GENERAL/CEO**


Copy to:

The County Commissioner
Nairobi County

The County Director of Education
Nairobi County

THIS IS TO CERTIFY THAT:
MS. RACHEL NDUNGE MWANZIA
of KENYATTA UNIVERSITY, 0-200
nairobi, has been permitted to conduct
research in Nairobi County
on the topic: DETERMINANTS OF
CULTURAL INFLUENCE ON FOOD
CONSUMPTION BEHAVIOUR OF GUESTS
DINING IN 4-5 STAR HOTELS IN NAIROBI
CITY COUNTY, KENYA
for the period ending:
23rd April, 2020

Permit No : NACOSTI/P/19/82011/28576
Date Of Issue : 23rd April, 2019
Fee Received :Ksh 1000



[Signature]
Applicant's Signature

[Signature]
Director General
National Commission for Science,
Technology & Innovation


THE SCIENCE, TECHNOLOGY AND INNOVATION ACT, 2013

The Grant of Research Licenses is guided by the Science, Technology and Innovation (Research Licensing) Regulations, 2014.


CONDITIONS

1. The License is valid for the proposed research, location and specified period.
2. The License and any rights thereunder are non-transferable.
3. The Licensee shall inform the County Governor before commencement of the research.
4. Excavation, filming and collection of specimens are subject to further necessary clearance from relevant Government Agencies.
5. The License does not give authority to transfer research materials.
6. NACOSTI may monitor and evaluate the licensed research project.
7. The Licensee shall submit one hard copy and upload a soft copy of their final report within one year of completion of the research.
8. NACOSTI reserves the right to modify the conditions of the License including cancellation without prior notice.

National Commission for Science, Technology and Innovation
P.O. Box 30623 - 00100, Nairobi, Kenya
TEL: 020 400 7000, 0713 788787, 0735 404245
Email: dg@nacosti.go.ke, registry@nacosti.go.ke
Website: www.nacosti.go.ke



REPUBLIC OF KENYA



National Commission for Science, Technology and Innovation
RESEARCH LICENSE
Serial No.A 24111
CONDITIONS: see back page

APPENDIX G: STUDY AREA

