FACTORS INFLUENCING THE INCREASE OF FAST FOOD OUTLETS IN THE CENTRAL BUSINESS DISTRICT OF NAIROBI, KENYA

BY

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DECLARATION

Declaration by Candidate

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DEDICATION

I dedicate this work to my daughter Cammy Mitchy and great friends

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ABSTRACT

The fast food industry globally and locally has rapidly grown leading to an increased number of fast food outlets. Despite the negative implications associated with health and increased lifestyle diseases, the demand for fast food from a wide range of customers has rapidly increased. The increased demand of fast foods has resulted in increased fast food outlets. This study therefore sought to establish factors that affect the increase of fast food outlets in the Nairobi Central Business District (NCBD), Kenya. The study objectives were; to assess the effect of the customer's socio-economic characteristics on the increase of fast food outlets, to establish the influence of food menu items on the increase of fast food outlets and to examine the role of business location on the increase of fast food outlets from in Nairobi County Central Business District. The study adopted descriptive and explanatory research designs. Structure Conduct Performance model and Market Based View theory guided the study in explaining the factors that contribute to increase of fast food outlets in NCBD. The target population comprised of customers above 10,000 who visits fast food outlets in a day, 240 operations staff and 60 fast food outlets managers. A 25% of 60 fast foods outlets were sampled using simple random sampling technique that gave 15 establishments. One manager from each of the 15 selected establishments was purposively sampled. Primary data was collected from the managers using key informant schedule. Cochran formula was used to calculate a sample size of 384 customers. Respondent customers were selected using systematic random sampling technique. Descriptive statistics such as frequency, mean and standard deviation were used to summarize and present data. Qualitative data were analysed using content analysis while quantitative data was analysed using descriptive statistics. Chi-Square analysis technique set at 0.05 was used to test the null hypothesis. Chi-Square analysis result $p>0.05$ at 0.05 significance level found socio-economic characteristics of customers, food menu items and business location influenced the increase of fast food outlets in NCBD. Multiple regression analysis established that independent factors explained 63.6 % ($R^2 = 0.636$) of the variance on the increase of fast food outlets. Results from the multiple regression indicated that, increase of fast food outlets was influenced by; food menu ($\beta=0.592$; $P<0.01$) business location ($\beta=0.538$; $P<0.01$) and social economic factors ($\beta=0.534$; $P<0.01$).The study concluded increase of fast food outlets were as a result of types food menu, business location and socio-economic characteristics. The study recommends development of policies, laws and guidelines to regulate fast food industry in Kenya.

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ABBREVIATIONS AND ACRONYMS

KFC : Kentucky Fried Chicken

MBV : Market Based View Theory

NACOSTI : National Commission of Science, Technology and Innovation

NCBD : Nairobi Central Business District

NCG : Nairobi County Government

QSR : Quick Service Restaurant

SCP : Structure Conduct Performance

SPSS : Statistical Package for Social Sciences

US : United States

USA : United States of America

OPERATIONAL DEFINITION OF TERMS

Fast food customer   An individual who buys and consumes fast food in a fast food outlet or outside their offices, cars among others

Fast food outlet manager   Senior fast food outlet employee with responsibility of making decisions of the day to day running of an establishment. He/she can be an employee or owner

Fast food outlet   Restaurant, hotel, kiosk, cafeteria etc. that is used to produce or sell fast foods

Fast food   Foods prepared and served very quickly in restaurants or any other food outlets

Increase   Growth or upsurge in number of fast food outlets in a given area in the last 10 years. The term increase and growth in this study refer to the same phenomenon

Operations staff   Any staff who is not a manager and work in the food production and sales areas

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CHAPTER ONE

INTRODUCTION

1.0 Overview

This chapter describes background of the study, the statement of the problem, purpose of the study, study objectives, research questions, assumptions, limitations and justification of the study.

1.1 Background of the Study

The fast food industry globally has experienced growth in developed and developing countries Kenya included. According to Sena (2020) the fast food industry is a multi-million dollar industry globally. By 2020 fast foods industry was estimated global to be worth $570 billion globally (Sena, 2020). The growth is attributed to fast ever changing human lifestyles that influences our eating habits has become part of modern lifestyle which drives consumers to try new things and experiences.

A research conducted in Britain has found that there is one fast-food outlet for every 1,097 people in Birmingham (Green, 2015) This high number of fast food outlets is attributed to lack of regulation on the fast food industry since the number of fast food takeaways has soared over the past two decades on major streets, with most opening in the poorest parts of the country. This is a point of concern bearing in mind the unhealthy nature of fast foods. The reasons advanced for the growth of fast foods in Britain include lack of regulation, change of lifestyle among the young and old and breakdown of traditional English family values of dining.

A study in Thailand demographic found factors like age, education level, occupation, income level together with marketing factors are the main factors that have contributed to the rapid growth of the fast food industry (Jiranyakul & Yoksvad, 2011). They also

argued that change in consumer's preference toward the western society remain one of the driving forces behind the growth of the quick service restaurants in Thailand. Expansion of leading chain outlets and aggressive marketing promotions have resulted in many fast foods outlets being started all over major cities and towns in Thailand.

Deivanai (2016) researched on factors influencing to preference of fast food restaurants in India. Sharmal and Pokhrel (2016) studied prevalence of fast food intake among urban and semi urban adolescent students of Guwahati in India. Olise, Okoli and Ekeke (2015) studied on the factors that lead to consumers patronising fast foods outlets in Nigeria. Carew (2010) profiled different factors that influence customers repurchase intension on fast food restaurants in Lagos.

Van, Steyn and Marais (2010) explored characteristics and factors influencing fast food intake of young adult consumers in Johannesburg, South Africa. Oni and Matiza (2014) looked at the factors influencing consumer choice of fast food outlet in South Africa. The growth of an economy of any country and increased number of educated population creates a young middle class with disposable income which is largely spent on foods (Saxena, 2010). Kenya has experienced an economy growth since 2002 and as a result some international fast food chains have launched operations in Nairobi (KenyaInvest, 2014). These companies to mention a few are the American fast food chain Domino's Pizza, South Africa-based Ocean Basket, the American chains, Kentucky Fried chicken (KFC). Currently the Kenya economy has a growing middle class with a higher spending power that is highly adventurous and wants to try out new things apart from the international investors, the local investors have also engaged in fast food business in form of large and small establishment that dot Nairobi city.

The fast food industry in Kenya has registered continuous growth evidenced by the presence of local and international investors opening outlets in major towns. This growth is evidenced by the presence of fast food outlets in major shopping malls, low and high end urban areas. The improvement of the Kenya economy in the last ten years, since the year 2000 has resulted in changes of lifestyle among the youths due to influence of the west through advertisements, availability of information mainly through the internet and also due peer influence. This has led to many youths to consume fast foods. The urban population especially the young, educated and working are increasingly eating from food outlets as compared to cooking at home. They prefer to eat convenient foods that are exotic or westernised. Consumption of fast food is no longer confined to the developed countries but it has spread to the developing countries as well (Bipasha & Goon, 2013).

Mwangi (2010) evaluated strategic responses to competition among large fast food restaurant in Nairobi Central Business District. Gikonyo, Berndt and Wadawi (2014) studied critical success factors for franchised restaurants entering the Kenyan market. Waweru (2016) assessed customer perspectives on factors that have influenced the success of multinational fast food companies in the Kenyan. These studies did not explore the factors that influence fast food industry growth in Kenya.

The fast food industry in some countries is regulated to address the issues of quality of food served. For instance the quality of food items sold in fast foods outlets in USA is regulated by guidelines developed under various food laws in USA (U.S. Department of Agriculture , 2010). These guidelines regulates the amount of calories, salt, sugar, and fat amounts in an attempt to ensure fast foods do not harm the health of consumers.

Kenya unlike in most developed countries there are no laws or policy that guide and regulate specifically fast food industry (NCG, 2016). Regulation of food industry in Kenya focuses mostly on the food safety with little regard on the composition of the foods produced in terms of sugar, fat and salt content. A report from Nairobi County Government shows a great increase of food eateries where in2014 – 2016 about 1100 food production and service outlets were licenced. The consumers of fast foods in Kenya may not be aware of the dangers of consuming these foods as there is no regulation focusing on first foods in Kenya. Despite the dangers posed by fast foods and unregulated fast food industry in Kenya this food sector continue to grow with many outlets being opened in major towns and shopping malls in Kenya. The continued growth of fast food has been a problem associated with developed countries with surplus income to spend on convenience foods but now it the same case with developing countries (Ayo *et al.,* 2012). The increase in the number of outlets, sales volume, recognition and popularity is associated with successive growth of the fast food industry (Mustapha, Fakokunde & Awolusi, 2014).

Nairobi County Government (NCG) has the responsibility of licensing food production and sales establishments (NCG, 2016). The food establishments must comply with various Acts of Parliament like the Public Health Cap 242, Food drug and Chemical Substance Act Cap 245 and County by-laws to be allowed to operate. According to Nairobi County Chief Public Health Officer there is no clear categorization of food establishments but during licencing they are classified according to the number of seats. The establishments with between five and 20 seats are referred to as food eateries and include all fast food outlets. These food eateries comprises of outlets that serve mainly

chips, sausages, chicken, soft drinks, meat pies among others. These food eateries fit the definition of fast food outlets.

1.2 Statement of the Problem

The presence of local and international investors opening outlets in major towns has led to continuous growth of fast food business. This growth is evidenced by the presence of fast food outlets in major shopping malls, low and high end urban areas. Several factors such as types of food, business location, socio-demographic, convenience, popular brands among others have been attributed to the growth of fast food industry.

Most of the studies reviewed focused on the effects of consuming fast foods and factors that attract consumers to patronage fast foods outlets. For example, Olise, *et al.* (2015), studied on the factors that lead to consumers patronising fast foods outlets in Nigeria. Deivanai (2016) researched on factors influencing to preference of fast food restaurants in India. Van, *et al.* (2010) explored characteristics and factors influencing fast food intake of young adult consumers in Johannesburg, South Africa. Sharmal and Pokhrel (2016) studied prevalence of fast food intake among urban and semi urban adolescent students of Guwahati in India. Oni and Matiza (2014) looked at the factors influencing consumer choice of fast food outlet in South Africa. Carew (2010) profiled different factors that influence customers repurchase intension on fast food restaurants in Lagos.

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the factors that attract customers to consume fast foods. Findings of these studies shows different results among researchers however none of them explored factors influencing growth of fast food outlets.

Preliminary data collected from the Nairobi County between 2014 – 2016 documents that total of 1100 food production and service outlets were licenced for operation where by about 900 comprised of food eateries equivalent of fast foods (NCG, 2016). These number of food outlets quite big considering the short duration of licensing within one year. A report from Nairobi County Government shows a great increase of number of food eateries between 2014 – 2016 where about 1100 food production and service outlets were licenced. Further the report indicated that by April 2016 Nairobi Central Business District (NCBD) has about 50 – 60 food eateries fitting the definition of fast food outlets. These high numbers of fast food outlets in Nairobi City is an indicator of a thriving industry which requires to be studied to provide information to enrich the available ones. There are little empirical studies that focus on the cause factors that influence the increase in number of fast food outlets.

1.3 Study Objectives

1.3.1 General Objective

To analyse the factors that have contributed to the increase of fast food outlets in Nairobi Central Business District of Nairobi County.

1.3.2 Specific Objectives

The study was guided by the following specific objectives;

i) To assess the effect of the customer's socio-economic characteristics on the increase of fast food outlets in Nairobi County Central Business District.

ii) To establish the influence of food menu items on the increase of fast food

outlets in Nairobi County Central Business District.

iii) To examine the role of business location on the increase of fast food outlets in

Nairobi County Central Business District.

1.4 Research Questions

The study was be guided by the following research questions;

i) What are the effects of customer's socio economic characteristics on the

increase of fast food outlets in Nairobi County Central Business District

ii) What influence does food menus items have on the increase of fast food outlets

in Nairobi County Central Business District

iii) Does the business location contribute to the increase of the fast food outlets in

Nairobi County Central Business District

1.4.1 Research Hypothesis

H_{01} Customer's socio-economic characteristics do not influence increase of fast

food outlets in Nairobi County Central Business District

H_{02} Food menu items do not influence the increase of fast food outlets in Nairobi

County Central Business District.

H_{03} Business location does not influence increase of fast food outlets in Nairobi

County Central Business District.

1.5 Significance of the Study

The study findings will be useful to the managers of fast food outlets to assist them plan

for meals that will attract business into their food outlets. This will ensure the fast food

outlet remain competitive to cope with competition among the fast foods outlets which

is normally very stiff. Secondly, the findings of the study will benefit the investors interested in opening fast food business since the collected data will inform them on factors that influence the development of fast food business. The fast food commodities supply chain actors and entrepreneurs will find the findings of this study useful because it will provide adequate information on which commodities are in demand in fast food business.

The study may benefit nutritionists since it will provide information on the quality of menus served in fast food outlets. The nutritionists may use the study information to advice consumers and policy makers on the healthy foods that should be served in fast food outlets in an effort to promote healthy eating. The County Government of Nairobi health department will also benefit on the study outcomes since it provides information on the situation of fast food business. This information may be used to regulate the fast food industry as it is done in developed countries like in Great Britain, USA, Japan among others developed countries.

1.6 Scope of the Study

The study was be conducted in Nairobi Central Business District (NCBD) in Nairobi County covering Uhuru Highway, Haile Selassie and Moi avenues and University Way, targeting selected fast food outlets. The fast food outlets included all food outlets whose main business is to produce and sell fast foods. Food outlets whose major business is not to sell fast foods was not be included in this study. The target population comprised of customers who patronise these fast food outlets. Managers of these fast food outlets and operations staff working were also be targeted as respondents since they possess crucial information relevant for this study. The study only collected data as per the

specific objectives that helped in analysing factors influencing growth of fast food outlets in NCBD.

1.7 Assumptions of the Study

The study was conducted under the following assumptions. The respondents interviewed offered their views willingly. Also the time available was sufficient to undertake the envisaged research. Finally the study assumed that the resources for carrying out the study were sufficient to complete the exercise.

CHAPTER TWO

LITERATURE REVIEW

2.0 Overview

This chapter reviewed literature on the factors that influence growth of fast foods outlets. The literature is reviewed under the themes of the specific objectives. The study literature reviewed literature on fast food industry, factors influencing increase of fast food in a destination, food menu items that influence increase of fast food outlets and influence of business location on the increase of fast food outlets. The chapter also discusses summary of literature reviewed, theoretical framework and conceptual framework of this study.

2.1 Fast Food Industry

The ethos of fast food consumption has replaced the traditional meal among the customers and is a great socio, health and economic concern. The fast-food revolution has made its debut in Kenya in the last 15 years since the years 2000 which is evidenced by well-known fast food chains seen in major streets in Nairobi. The strategies used by fast food operators are to reduce the price of the commodities and at the same time offer convenient tasty food. The price of fast foods in Kenya is relatively higher as compared to other foods but still the industry is registering growth of outlets, increase of customer base and high profit returns (Mugo, 2014). The higher prices of fast food products in Kenya as compared to developed countries have not discouraged the opening of new local and international fast food joints (Malupi, 2003).

Processed fast foods that are normally served in fast food outlets have high fat content, large amount of sodium, low fibre and calcium which have health implications (Currie, DellaVigna, Moretti & Pathania, 2010). This unhealthy consumption of fast food has

been blamed on the increase of lifestyle diseases like obesity, diabetes, heart attacks among others. Routine consumption of fast food may have adverse effects on the socio-economic wellbeing of the customers as it has been experienced in developed countries (Day & Pearce, 2011).

Fast food outlets are stereotypically renowned by several major characteristics of a standardized menu. Portions and ingredients are tightly controlled, and the food is for immediate consumption (Ergin & Akbay, 2015). Restaurants that serve fast foods are characterized by fast food cuisine, minimal table service and limited menu variety. Foods are normally cooked in advance in bulk and kept hot or warmed later. The foods are usually available ready to take away when packed or taken in the restaurant (Mina *et al.,* 2013).

The growth of fast food industry is driven by many factors. These factors include demographics, the economic situation, and change of lifestyle and location of the fast food outlets. Consumption of fast food has experienced an upward increase in developed and developing countries of the world in the last two decades and is particularly prevalent among young adolescents (Bipasha & Goon, 2013). Generally the concept of fast food growth has a close relationship with urban development where outlets are characterised by either food kiosks to elegant quick service restaurants (Mina *et al.,* 2013). According to Solomon (1999) studying the consumer demographic variables such as, age, gender, and income can help to understand consumer behaviour and their contribution to the rapid growth of fast food businesses. The most influenced group of consumer comprises of youth between the age of 18 – 40 years who are either in colleges or are working. According to Jekanowski, Binkley and Eales (2001) availability of fast food outlets, availability of disposable income, demographic

characteristics, convenience of obtaining and preparation among others, are some of the factors that have contributed to the growth of fast foods in United States of America (USA).

2.1.1 Variety of Fast Food in a Destination

The types or variety of fast foods differs from one country to another and are influenced by demography of the customers (Majabadi, *et al.,* 2016). International popular fast foods include; pastries, chips, deep fried meats, roasted meats, fish, processed meats like sausages, pizzas, fresh fruit juice, ice cream among others (Ayo, Wabbi & Sserunkuuma, 2012).

In USA the most popular fast food are beef, cheese burgers, chicken recipes, white castle sliders, chicken and beef sandwiches, pizza, coffee, Milk shake, fruit juices among others (Gray, 2021). Popular fast foods outlets in USA like McDonald, KFC, Burger King, Subway, Starbucks among others specialises on certain popular fast food items. Specialisation ensures standardisation of the product and continuous flow of customers. In Japan, the popular fast foods outlets are; Matsuya which is one of Japan's biggest fast food chains with 833 locations offering beef, Yashinoya which specialises on beef called *gyūdon*. Freshness Burger outlet serves burgers, coffee and vegetarian fast foods while First Kitchen offers fried chicken, pizza and pasta. Traditional Japan cuisine like Okinawa foods, tempura rice, Teppanyaki foods among many others are served in big and small fast foods outlets. Unlike in USA, Japan fast foods have not permeated globally to become popular with customers. However, it's popular in Asian Countries of South Korea, China and India. In Kenya Japanese fast food is available but not widely sold.

Nigeria like most of the African countries offers a variety of local and international fast foods which serve mostly chicken, ice cream, meat pie among others. Unlike in USA, fast food industry is not well developed having few of international fast food franchises. In South Africa, fast food is highly developed with both local and international franchises. The most popular fast foods in South Africa comprise of Biltong and Droewors - thinly sliced, air-dried meat, Boerewors -this is a traditional South African sausage made from beef, mixed with either pork or lamb and a mixture of spices. International fast food franchise in South Africa offers processed chicken, burger, processed fish, pizza, sandwich, and others.

Kenya has seen the increase of international and local fast food outlets. These outlets offer a variety of local and international fast food. These foods are; fried chicken, burgers, barbeques, pizza, potato chips, sea foods among others. In Kenya, local foods have also been incorporated in fast foods menu. For instance in Kenya *Chapati, Samoza Mandazi* among others is sold alongside international known fast food items especially by small food outlets.

2.1.2 Impact of Increase of Fast Food in a Destination

Fast food has both positive and negative impact. According to Currie, et al. (2010), fast food consumption has the potential of affecting health of consumers by increasing their weights leading to obesity. Obesity is a major problem associated with unregulated consumption of fast foods in Britain, USA, China among other countries that has a large number of middle class with readily available disposable income (Wang, Wang, Xue, & Weidong, 2016). Fast foods is prepared using high calorie ingredients like sugar, fat, processed meats and other food items and are highly salted (Mohiuddin, 2020). These kinds of food items have little food values but high calories that leads to obesity. In

addition they often have lower levels of fibre, water and minerals compared to natural foods.

Globally, fast food industry in 2021 generated an income of about USD 570 billion, a value larger than the annual national budgets of some countries (Franchise Help, 2021). Further, Franchise-Help (2021) noted that in USA fast food industry in 2015 was in excess USD 200 billion in 2015 as compared to USD 6 billion in 1970. The increase of fast food has led to economic growth of a location by creating employment and market for industrial and agricultural produce like chicken, beef, fish among others. In 2013, McDonald's fast food chain in employed approximately 440,000 people worldwide.

Nigeria has a very fast growing fast food industry which has impacted positively on the economy. By 2016, the Nigerian fast food industry was worth about two hundred and fifty billion naira (N250 bn), employing over 500,000 personnel (Mathias & David, 2015). In Morocco, fast food consumption has influenced the social economic behaviour of consumers. A study conducted in Morocco by Goubraim and Chakor (2015) revealed that fast food outlets are mostly patronised by young customers in the middle class who have large disposable income. They further noted that these categories of customers demand good value for their money, and they are interested in having various choices in terms of fast food, convenience and quick service.

Kenya has seen an explosive growth of the fast food industry evidenced by opening outlets by international franchise companies and local ones. The opening of fast food outlets in almost all major shopping malls has resulted in increased employment and improved value chain of industrial product and farm produce (The East African, 2016). This unprecedented growth of fast food industry has raised health concern – an issue raised my Kenya ministry of health (MoH) and WHO. According to MoH (2015),

Kenya is confronted by health issues of obesity, non-communicable diseases (cancers, diabetes, chronic cardiovascular and chronic respiratory diseases) which is responsible for 2 out of every 5 deaths annually. Kenya as a country have greatly benefited from socio-economic development as a result of growth of fast food industry. On the other hand the country is facing health challenges attributed to consumption of unhealthy fast foods.

2.2 Factors Influencing Increase of Fast Food in a Destination

Several factors have been identified that contribute to growth of fast foods business. These factors include availability of fast food outlets, availability of disposable income, demographic characteristics, convenience of obtaining and preparation among others. Studying the consumer demographic variables such as, age, gender, and income can help to understand consumer behaviour and their contribution to the rapid growth of fast food business (Olise, Okoli & Ekeke, 2015).

The fast food industry in the United States (US) generated approximately 191 billion U.S. dollars in 2013 where majority (77.3%) of the fast foods was sold on the premises while the remaining was sold as take-away (Statista, 2014). In a study conducted in USA on the convenience, accessibility and demand of fast foods Jekanowski, Binkley and Eales (2001) found that several factors have contributed to the preference of fast foods. The study found that availability of disposable income, low prices of food items and demographic factors like age, gender, occupation among others have greatly influenced the growth of fast food industry in USA. The study also established that due to cut throat competition among many fast foods companies in USA, aggressive marketing of fast food products in all possible marketing media is the order of the day.

Thailand has recorded a rapid growth of fast food industry in the last two decades since the late 90's (Jiranyakul & Yoksvad, 2011). In Thailand demographic factors like age, education level, occupation, income level together with marketing factors are the main factors that have contributed to rapid growth of fast food industry (Jiranyakul & Yoksvad, 2011). They also argued that change in consumer's preference and tastes toward the western society remain one of the driving forces behind the growth of the quick service restaurant in Thailand. Expansion of leading chain outlets and aggressive marketing promotions have resulted in many fast foods outlets being started all over major cities and towns in Thailand.

2.2.1 Socio-Economic Characteristics that Influence Increase of Fast Food Outlets

2.2.1.1 Influence of Demography on the Increase of Fast Food Outlets

Demographic factors like age, education level, occupation, income level together with marketing factors are the main factors that have contributed to the rapid growth of fast food industry in Thailand. The most influenced group of consumer comprises of the youth between the age of 18 – 40 years who are either in colleges or are working. A study done in Bangladesh found that the prevalence of fast food consumption among students was high at 98.5%, where they spend 43.3% of their pocket money on these types of meals (Bipasha & Goon, 2013). The study also established that the driving force for the preference of fast food included good taste, easy accessibility, increased convenience, and being pocket friendly. The same study found that changes in lifestyle and loss of the family tradition of eating together triggers the popularity of fast foods among young people.

2.2.1.2 Influence of Level of Income on the Increase of Fast Food Outlets

The fast food industry's growth has been spurred on by globalisation and the general increase in the incomes of the wider global population (Oni & Matiza, 2014). For example in China globalisation in form of franchise brand led to unprecedented growth of fast food business (Atinkut, *et al.*, 2018). The growth of the Kenya economy since 2002 has been led to international fast food chains launching operations in Nairobi (KenyaInvest, 2014). These international companies include the American fast food chain Domino's Pizza, South Africa-based Ocean Basket, to mention just a few, Included in these is the American chains, Kentucky Fried chicken (KFC) and Subway, who set up shop in Nairobi to cater for the growing market for fast foods. The growth of Kenya economy has created a young middle class with disposable income which is being spent on foods (KenyaInvest, 2014).This economy has a growing middle class with a higher spending power and are highly adventurous and want to try out new things. Apart from the international investors the local investors have also engaged in fast food business in form of large and small establishments.

2.2.1.3 Influence of Lifestyle on the Increase of Fast Food Outlets

Lifestyle refers to how people live. According to online business dictionary, lifestyle is "a way of living of individuals, families (households), and societies, which they manifest in coping with their physical, psychological, social, and economic environments on a day-to-day basis. Lifestyle is expressed in both work and leisure behaviour patterns and (on an individual basis) in activities, attitudes, interests, opinions, values, and allocation of income. Lifestyle is a composite of motivations, needs, and wants and is influenced by factors such as culture, family, reference groups, and social class". Lifestyle does not remain constant as it is influenced by many factors

some by individual and some beyond individual control (Seddon, 2011). The fast ever changing lifestyle has becoming a part of modern lifestyle which in turn influence our eating habits. New eating lifestyle always leads a consumer to try new things and experiences. Large fast food entrepreneurs as a strategy of expanding their businesses monitors the lifestyles changes of consumers and respond by developing products fitting the customers lifestyles (Jekanowski, Binkley & Eales, 2001).

The working lifestyles in urban areas have led to businesses adjusting their operation time. The duration of fast food outlet operation have been found to affect the kind of customers who patronise fast foods outlets (Ergin & Akbay, 2015). Some customers may prefer to have their meals early in the morning, others during the day, and others late in the night while chatting with friends. USA has one of the largest market for fast foods in the world. The change of lifestyle where many Americas prefer to dine in restaurants as compared to cooking at home has been attributed to the sustained growth of fast food industry (Jekanowski, *et al.,* 2001). This change of lifestyle has led to great demand of fast food and as a result numerous fast foods joints have been started in almost any location in towns and residential areas in USA.

In a study conducted in Turkey on the factors that influence young people to consume fast foods Ergin and Akbay (2015) found that the demand of working for long hours and at odd times like late night shifts coupled with time constraints have led to an increase in the demand for fast foods. The study further established that fast food is mostly popular with the young generation who are fascinated by international brands of fast food restaurants due to their reputation, cost, convenience, consistency and quality. These factors have a close correlation with the change of youth life styles rampant in urban areas which is also related to several demographic variables such as

age, gender, income level (Ergin $ Akbay, 2015. Youths lifestyles change when their income levels improve, they then ape the western lifestyle. The move from rural to urban areas changes their social structures which collectively affects their eating pattern. As a result of this, the young people spend their available time socialising over food outside of their homes. These lifestyle habits lead them to patronise fast food joints which serve convenience meals which looks fashionable to them (Ayo, Wabbi&Sserunkuuma, 2012). A study conducted in India on the shift of consumer habit (change of lifestyle) by (KomalKashyap and Sarda (2013) found that fallacious notion that visiting or eating fast food portrays a symbol of higher standard of living in the society has contributed to the growth of fast food industry.

A study done in South Africa found that the attraction for fast food is due to various factors many factors which include quality, variation, location, price, environment and change of lifestyle (Tabassum & Rahman, 2012). The adopted lifestyle of consuming fast food among the low income earners in South Africa has been one of the major contributors of the rapid growth of fast food business in poor urban and rural areas (Oni & Matiza, 2014; Hartford 2012 & Maumbe 2012). The rural populations consider eating fast food fashionable and being urbanised; a factor that has led to the growth of fast food outlets in urban and peri-urban areas of South Africa.

A study in Nigeria on quick service restaurant businesses, found the improvement of economy has resulted in an increase of middle class which has adopted new lifestyles (Mustapha, *et al.,* 2014). These adopted lifestyle and increase of available disposable income have been attributed to the increased growth and proliferation of fast food restaurants in Nigeria. In addition decrease in the cost difference between eating out and cooking at home and increasingly less time for home cooking due to hectic

lifestyles of people have also contributed to the rapid growth of quick food outlets in Nigeria.

The improvement of Kenya economy since year 2002 and entry of multinational franchise companies have been recognized as one of the reasons of consumers' preference of fast foods (Gikonyo, Berndt & Wadaw, 2014). In addition to consistent wide range of food menus, clean outlets with appealing ambience, reasonable and stable prices and convenient location with efficient service have also attracted a wide range of customers in Kenya.

2.3 Food Menu Items on the Increase of Fast Food Outlets

2.3.1 Influence of Variety of Food Item on the Increase of Fast Food Outlets

Fast food outlets over limited variety of food items sold. The composition of menu served in a restaurant determines the characteristics of customers who patronise such outlets. Fast foods outlets normally have a limited variety of menu. In a study conducted in Malaysia on factors that drive customers to patronise certain hotels it was established that popular foods in the menu play a significance role of attracting customers (Ramly, Ahmad & Ahmadin, 2003). The findings also noted that menu variety, taste and pricing had a direct relationship with the number of customers preferring to patronise such restaurants which has in turn increased customers' numbers and subsequent growth of hotels.

Popular foods sold by fast foods outlets include; processed and unprocessed meats, different types of burgers, juices like soda among others. Fast food joints plan menus that are cheap, easy to make and to serve which are mostly dry to allow packaging for takeaway orders (Ayo *et al.,* 2012). According to Lopez (2018), in a study on consumer

buying behaviour in fast food chain restaurants found on outlets, plan their menus with variety of items that are not costly, are tasty and attractive.

2.3.2 Influence of Food Convenience on the Increase of Fast Food Outlets

Fast foods are ready to eat food that does not require cooking. The lifestyle of the millennium generation attributed to busy schedules prefers to eat fast foods unlike fine dining that is time consuming (Deivanai, 2016). Fast foods are served in disposable packages that are convenient to handle and dispose. It's not uncommon to see young persons taking fast foods while walking, travelling in cars, buses, trains or working in their offices. This is made possible due to the convenience of buying, type of packaging and food products that is dry.

Customers patronising fast food outlets prefer to be served as quickly as possible. Take away foods are popular with customers since its saves time and convenience. Fast foods are normally dry as most of them are fried and can be packed and distributed conveniently into offices and homes. The convenience of purchasing fast foods over the counter; and eaten while standing, in cars, in offices and in other settings that do not require fine dining has greatly influenced growth of this sector. Online buying of fast foods has become popular – which has been attributed to convenience of packaging for easy delivery by motorbikes.

In Kenya especially in Nairobi, large number of people has limited time due to the busy long working hours and heavy traffic which leaves them with less time for cooking at home. The lack of ample time to cook at home has made it convenience to purchase foods from ready to eat fast food from supermarkets and other outlets. The fast food

outlets are usually conveniently located in accessible locations like supermarkets, major shopping malls, petrol stations, highways among others.

2.3.3 Influence of Price of Food on the Increase of Fast Food Outlets

Price of a product is critical in determining the growth of an industry. Entrepreneurs use price as a tool of planning business growth. Fast food in USA is lowly priced for the purpose of attracting more customers. The general view in Turkey market experts' fast food will continue to growth rapidly due to lower prices and the speed of service offered when compared to other foodservice outlets (Ergin & Akbay, 2015). The low prices of fast food in Turkey are attributed to market segmentation focusing on chicken, burger, bakery products among others. Low prices attract customers especially the youths and busy adults who don't have time for fine dining.

Fast food in USA is lowly priced for the purpose of attracting more customers. The low pricing of fast foods in USA is deliberate done to ensure fast food restaurants have competitive advantage to wade competition. According to Khan, Powell and Wada (2012), prices are key determinants of consumption of fast foods in USA. Khan et al. (2012) further noted that low prices has led to incresed fast food consumption and as a result led to high growth of fast food industry in USA.

In Kenya the cost of fast food is not as low as compared to other health foods (Sun, Liguori, Moussavi, & Mehta, 2015). The high prices are attributed to the notion that fast foods especially pizza are exotic elitist foods. Sun et al. (2015) in their study on piloting a healthy street food venture in Kenya found that the average cost of fast food in Kenya is above USD 3 which is way expensive as compared to ordinary foods which costs around 30-50 KSh (around $0.50 USD). From these findings it can be argued

that price of fast food is not a major determinant of attracting customers. However, other factors like taste, convenience, need to experience new exotic foods; the need to be associated with elitist foods plays a major role of attracting customers. As a result these factors have led to the increase of fast foods outlets and subsequent growth of fast food industry.

2.3.4 Influence of Food Taste on the Increase of Fast Food Outlets

Fast food tastes better as compared to dense health foods. Fast foods recipes are designed to be tasty in order to attract customers. A study in Australia found that food taste is been a fundamental determinant of highly palatable foods such as fast food (Janssen, Davies, & Richardson, 2017). Janssen *et al.,* (2017), in their study revealed that fast food consumption was influenced by a general demand for meals that were tasty, satisfying and convenient.

According to Jiranyakul and Yoksvad (2011), Thailand has recorded a rapid growth of fast food industry in the last two decades since the late 90's. Jiranyakul and Yoksvad (2011) further noted that several factors like taste of foods have contributed to rapid growth of fast food industry. They also argued that change in consumer's preference and tastes toward the western society remain one of the driving forces behind the growth of the quick service restaurant in Thailand. Expansion of leading chain outlets and aggressive marketing promotions have resulted in many fast foods outlets being started all over major cities and towns in Thailand.

A study done in Bangladesh found that the prevalence of fast food consumption among students was high at 98.5%, where they spend 43.3% of their pocket money on these types of meals (Bipasha & Goon, 2013). The study also established that the driving

force for the preference of fast food included good taste, easy accessibility, increased convenience, and being pocket friendly. The same study found that changes in lifestyle and loss of the family tradition of eating together triggers the popularity of fast foods among young people.

In Kenya the preference of tasty foods is common among the young customers patronising fast food or ordinary restaurants (Sun, et el., 2015). Addition of spices, sugar, salt, frying of foods, marination, use of highly processed foods are some of the methods used to make fast food tasty. According to Sun, *et al.,* (2015), youths in Kenya especially those with exposure of fast foods hate to eat healthy foods like beans, greens, boiled foods since are considered not elitist, not exotic and are flat (not taste). From this observation it's clear that tasty fast food taste is requirement for attracting customers.

2.4 Business Location on the Increase of Fast Food Outlets

2.4.1 Influence of Accessibility and Convenience on Increase of Fast Food Outlets

The location of a business premises is one of the critical factors an entrepreneur need when to consider when opening a business (Entrepreneur, 2015). The reason of selecting the best sites for setting a business depends on many factors. These factors include; availability of services or amenities like water, roads, electricity, sewer systems among others. The availability of potential customers is also critical in siting a business. Food service industry businesses are very competitive and require an investor to locate a business where there is likelihood of attracting adequate customers to make the business make profits.

Ramly *et al.,* (2003) in their study conducted to investigate factors that influence customers to patronise certain hotels in Malaysia found that location and parking space

play an important role in influencing customer preference to eat from certain restaurants. Making a product available always to the customers is one of the strategies used by marketers to promote products (Tanner & Raymond, 2012). This is done by ensuring the product is available any time it is required, in the required quantities at affordable prices at a convenience location.

According to Tinne, (2012) the location of a food service facility determines the classes of customers that it was serve unless the service can provide mobile services. Studies done have established that location greatly influences sales and customer satisfaction. Napompech (2014) and Heung & Gu (2012) found that customers prefer to dine in a facility close to where they work, live or are easily assessable. They also found that customers like facilities with well-organized parking areas, easily accessible facilities like washrooms. Tripathi & Saddique (2010) and Chen (2014) argue that restaurant location and physical settings can enhances customers emotions, create memorable experiences and give restaurants means of meeting customers' expectations. Chen (2014) further revealed that dining service scape has the most influence of perceived service quality. Similarly a study by Hyun (2010) on a study on dining experiences and repeat intention showed that convenient location and physical environment decorated with stylish ideas plays a unique role on decision on choice of where to dine on special occasions by families. Liu and Jang (2009) noted that an enjoyable relaxed atmosphere in fine dining was make customers stay longer and enhance impulse buying.

In Kenya fast food businesses are located in different locations. Major supermarkets and shopping malls have fast food courts. These locations make it convenient to customers to patronise fast food outlets as they shop for other items. The fast foods outlets in Nairobi are found in almost all streets.

According to Jekanowski, Binkley and Eales (2001) convenience in terms of distance to a food restaurant is one of the factors that drive major international fast food companies to decide where to start a fast food outlet. The convenience of location is critical business model used by McDonald's fast food company in USA to capture the fast food market. They put into consideration to start fast food business where people live, work, play, or gather (Jekanowski *et al.,* (2001). The siting of fast food business capitalises on other business like large stores (super markets), petrol stations, and learning institutions which has already clients for other products.

Security is very important for any growth of a business since it reduces liabilities, insurance, compensation and other social security expenses in case of theft. Places that don't have adequate security don't attract investments and customers shy away from visiting. According to Business in secure locations has the ability to increase revenue and reduce the operational charges. Restaurants are in most cases located in secure streets so as to attract customers day and night.

In Kenya majority of fast food outlets are located in NCBD and other locations whose security is assured. These locations are well lit with street lights; security is also offered by police and private security providers and is well covered by CCTV cameras. The assured security at NCBD makes it possible for the fast foods outlets to operate 24 hours.

2.5 Theoretical Framework

Theoretical framework is meant to guide the process of research by providing the rationale for conducting a study for a given area (Breakwell, Hammon, Fife-Schaw & Smith, 2007). According to Leedy and Ormrod (2005) theoretical framework presents a theory that explains a particular problem to be explored. Theoretical framework

provides guidance on the choice of research design and data analysis plan. It also guides the kind of data to be collected for a particular study. In doing so theoretical framework provide a direction on the research methodology to be adopted in the study. According to Adom, Hussein and Agyem (2018), the overall aim of the two frameworks is to make research outcomes significant and acceptable to the theoretical constructs in the research field and ensures generalizability.

This study was be guided by Structure Conduct Performance (SCP) model and Market Based View Theory (MBV) in attempt to guide collection of primary data that informed on the factors that contributed to the growth of fast food outlets in Kenya. SCP as developed by Joe S. Bain to explain the factors that contributes to the growth of an organisation. The SCP model offers a causal theoretical explanation for firm performance over a given time frame (Awaan & Nawaz, 2015). The SCP model describes an industry factors that influences firm performance which in turn affects its growth. The model used price, customers and business environment to analyse the business performance. The business performance measured using SCP model includes; profit, number and size of customers, business specialization, market entry conditions, specific industry growth in a given sector among others.

According to Barney (2001) the SCP is a paradigm of strategy of assessing the market structure of an organisation to determine firm conduct in an effort to determine its performance. The SCP model was selected since it helped the study to identify the constructs for the independent and dependent variables. These constructs were used to examine the factors that may have led to the increase of fast food outlets in the study area. The identified constructs were useful in developing the data collection instruments

and methods of analysis. The SCP was instrumental in guiding on the relevant literature to be reviewed and to develop conceptual framework.

2.6 Conceptual Framework

This study adopted the conceptual framework as depicted in Figure 2.1. The conceptual framework shows the relationship between the independent and dependent variables and their measurable indicators.

Independent variables

Dependent Variable

```
┌─────────────────────────┐
│ Socio-Economic          │
│ Characteristics         │
│  • Demography           │
│  • Level of income      │
│  • Occupation           │
│  • Lifestyle            │
└─────────────────────────┘

┌─────────────────────────┐        ┌─────────────────────────┐
│ Food Menu Items         │        │ Increase of Fast Food   │
│  • Variety              │───────▶│ Outlets                 │
│  • Convenience          │        │  • Number of fast food  │
│  • Affordable price     │        │    outlets              │
│  • Taste                │        │  • Variety of outlets   │
│  • Service              │        └─────────────────────────┘
└─────────────────────────┘

┌─────────────────────────┐
│ Business Location       │
│  • Accessible           │
│  • Convenience          │
│  • Secure/security      │
│  • Space                │
└─────────────────────────┘
```
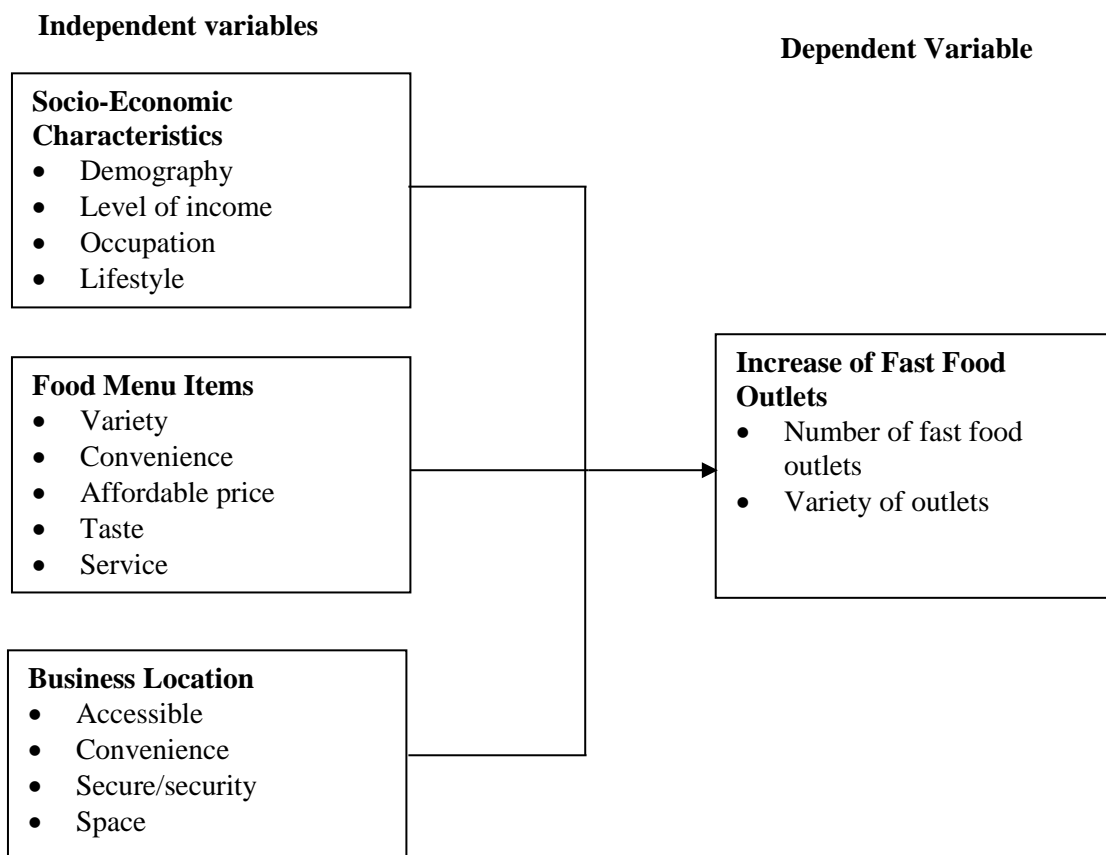
Figure 2.1: Conceptual Framework
Source: Author 2016

Illustrating factors influencing the increase of fast food outlets in the central business district of Nairobi, Kenya

Conceptual framework identifies the variables that when put together describe the issue of concern. The conceptual framework is therefore the set of broad ideas used to explain the relationship between the independent variables (factors) and the dependent

variables (outcomes).The independent variable is grouped under socio-economic, food menu items and business location which was thought to influence the increase of fast food outlets in Nairobi Business District (NCBD). The increase of fast food outlets depended on how customer socio-economic characteristics influenced fast food intake, how fast food menu items attracted them and how business location favoured customers to visit fast food joints.

According to Figure 2.1 the influence of socio-economic characteristics was explored to determine how various variables like demography, level of income, customer's occupation and lifestyle affects increase of fast food outlets. Food menu items in reference to variety, convenience, affordability, food taste and service was examined to establish if they had influence on the increase of fast food outlets. Business location was interrogated to explore its accessibility, convenience, security and space available to determine if they played any role in the increase of fast food outlets.

2.7 Summary of Literature Reviewed

Despite the importance of the fast-food sector, there are no much published empirical studies on the factors that influence the increase of fast foods outlets in Kenya. This study therefore aimed at filling literature gaps by empirically identifying the factors that influence increase of fast food outlets in Nairobi County.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Overview

This section discusses research design, study area, target population, sample size and sampling procedure. It also data collection instruments, instruments reliability and pre-testing, data collection procedures, operationalization and measurement of variables, ethical considerations and data analysis techniques.

3.2 Research Design

This study adopted descriptive and explanatory survey design methods. Descriptive design method enabled the study to describe the situation or phenomenon of the study the way it is at that time or duration (Kothari, 2004). Also, according to Newby (2014) descriptive research design is appropriate in describing characteristics of respondents without manipulating the variables under study. In addition, descriptive survey design has the advantage of collecting both quantitative and qualitative data (Creswel, 2013). According to Creswell (2013), quantitative data approach measured numerical variables and is analysed by descriptive statistical procedures. This design was appropriate for this study as it helped in describing the characteristics of the sampled population and at the same time appropriate in generalising the findings to represent the entire population (Sekaran & Bougie, 2016). Descriptive research design was used to guide data analysis techniques and type of statistics to be used to describe the factors that affected increase of fast food outlets in the study area.

Exploratory research design was adopted due to limited available information and studies on growth of fast food outlets in Kenya. Literature review established there is limited empirical evidence of studies on fast food in Kenya. Exploratory research

design serves as a tool for initial research that provides a hypothetical or theoretical idea of the research problem. Key in-depth interview schedule was used to collect information regarding fast food in Nairobi County.

3.3 Study Area

The study was conducted at Nairobi Central Business District (NCBD) in Nairobi County. Nairobi CBD is as a rectangular shape, around the Uhuru Highway, Haile Selassie Avenue, Moi Avenue, Tom Mboya Street, University Way among others streets. Figure 3.1 shows the position of NCBD.   The CBD has a better business environment as compared to other streets of Nairobi. This is so because Nairobi CBD experiences low insecurity incidences, it is clean, has better infrastructure like water, street light among others, thus providing a competitive environment for business to thrive. Most of the major tertiary colleges and universities are found in the CBD, thus offering a high population of students who form part of fast food customers.

Figure 3.1: Position of NCBD in Nairobi City
Source: Google online map - 2016

3.4 Target Population

This study targeted fast food outlets in Nairobi County Central Business District (NCBD). The respondents were customers of the fast food outlets, management/supervisors and operations staff working in these fast food outlets. Table 3.1 tabulates the target population.

Table 3.1: Study target population

Category	Target Population
Operations staff	240
Fast food outlets	60
Fast food outlet managers	60
Fast food outlet customers	Above 10,000.00

3.5 Sample Size and Sampling Procedure

This section describes the sampling of fast food outlets, fast food customers and fast food staff. Table 3.2 presents the summary of the sampled populations that were involved in the study.

3.5.1 Fast Food Outlets

Preliminary data from Nairobi County licensing offices showed that there were about 60 fast food outlets within the Nairobi Central Business District (NCBD). According to Mugenda and Mugenda (2013), a 10 - 50% of available populations are adequate for conducting a survey study. Based on this criterion this study sampled 25% of 60 fast food outlets which constituted 15 fast foods outlets which were enrolled in the study. A simple random sampling method was used to select 15 fast food outlets from the total population using lottery method. Each member of 60 fast food outlets) was assigned a number and written down on pieces of paper of equal size, same weight and colour,

then folded and placed in one container. The papers were randomly picked by blind folded researcher until the desired sample was attained. The subjects corresponding to the picked numbers formed the study sample and were enrolled in the study.

3.5.2 Fast Food Customers

The number of customers patronising fast food outlets in Nairobi CBD runs in thousands exceeding a population of 10,000 customers. This study was confronted with an infinite population of which the entire population could not have been enrolled for the study and therefore sampling was necessary. The study used Cochran formula $n_0 = \frac{Z^2 pq}{e^2}$ for large population (Cochran, 1977) to calculate a sample size for the fast food customers. Where **n₀** is the sample size, Z^2 is 1.96 for (95 % level of confidence); p is 0.5, q is 1-P (1-0.5) while *e* is the desired level of precision 0.05. The calculations from this formula gave a sample size of 384 customers who were enrolled to participate in this study. The sampled fast food customers distributed equally in all sampled 15 fast food outlets.

Systematic random sampling technique was used to identify the customers who participated in the study. Research assistants were positioned within the fast food outlet and picked every 5th customer who entered and requested them to complete a self-administered or assisted questionnaire. This technique of sampling ensured the respondents had an equal chance of being selected without bias.

3.5.3 Fast Food Staff

Preliminary data obtained from targeted 60 fast food outlets indicated there are an average of four (4) operations staff (supervisors, cooks and waiters) for each fast food outlet translating to 240 workers. Based on the sample size of 15 fast food outlets, the

study earmarked to collect primary data from 60 operations staff (15 fast food outlets x average of 4 operations staff).

Purposive sampling technique was used to select four operations staff (Supervisor, chef/head cook, waiter and cashier) from each fast food outlets that were enrolled in the study. In addition, complete census was used to select one manager/owner from each of the 15 fast food outlets who were orally interviewed. A total of 60 fast food operations staff and 15 managers/owners were enrolled for this research.

Table 3.2: Sampled population

Category of Study Population	Target Population	Sample Size
Operations staff	240	60
Fast food outlets	60	15
Fast food outlet managers	60	15
Fast food outlet customers	Above 10,000.00	384

3.6 Data Collection Instruments

This study used questionnaires and interview schedule to collect primary data from fast food outlets staff and customers. The questionnaires were used to collect primary data from the operations staff while interview schedule was used to collect information from managers.

3.6.1 Questionnaires

A questionnaire technique data collection was an appropriate method because it collected a lot of information within a short period of time and offered confidentiality (Kombo & Tromp, 2006, Mugenda & Mugenda, 2013). This instrument was used to collect quantitative data from fast food outlet operations staff and customers. This research instrument consisted of open and closed ended questions. The open ended questions consisted of options where the respondents or the research assistant would

fill, while open ended questions had spaces to be filled briefly. The questionnaire was sectioned into two parts, part "A" which capture respondents background information while part "B" captured variables for each of the four specific objectives.

3.6.2 Interview Schedule

This instrument was used to collect data from the managers of the fast food outlets. The choice of this instrument is informed by the fact that it provided an avenue for asking questions and making clarification/probing on the responses. Collected data was recorded down on a note book. The collected data was used to triangulate qualitative research findings.

3.7 Validity

According to Kothari (2003) validity is the degree to which results obtained from the analysed data collected in a study fully represents the phenomenon under scrutiny. Veal and Darcy (2012) opines that, validity is the extent to which information collected by the researcher truly reflects the phenomenon being studied. Content validity was ensured by verifying the questionnaire items meant to address specific objectives. In addition to ensure validity of the instruments simple language was adopted to avoid ambiguity in an effort to promote accurate responses by the respondents. The supervisor's expert' opinion was sought regarding the validity of the research instruments.

3.8 Instruments Reliability and Pre-testing

3.8.1 Instruments Reliability

Joppe (2000) expounds that reliability is the extent to which results are consistent over time using the same measuring instruments and can be reproduced under a similar

methodology. Kothari (2003) opines that for research instruments to be reliable they must measure accurately to decrease biasness. In order to ensure instrument reliability the operations staff and customers questionnaires were subjected to pre-testing at Tom Mboya Street which has also seen increase of fast food outlets.

3.8.2 Pre-Testing

Tom Mboya Street in Nairobi County was purposively selected to be used as the pre-testing site. Tom Mboya Street like the other streets has seen an increase of fast food outlets. Customers and fast food operations staff questionnaires were subjected to pre-testing at Tom Mboya Street in order to ensure their reliability. Mugenda and Mugenda (2013) asserts that 1% to 10% of the questionnaires are adequate for piloting to yield reliable data for assessing the reliability of the study instruments. A five per cent of the staff and customers questionnaires were used for piloting using split half method. The pilot study results were subjected to Cronbach Alpha coefficient analysis to determine the reliability of the instruments. The Cronbach Alpha coefficient analysis findings are discussed in the section below.

3.8.3 Test for Questionnaires Reliability

The test for reliability of the instruments used in the study is critical ensuring data collected is reliable. This was done by determining internal consistency of pre-tested questionnaires by subjecting them to Cronbach Alpha coefficient analysis. The Cronbachs alpha coefficient value results are presented in Table 3.3.

Table 3.3: Reliability statistics

	Number of items	Cronbach's Alpha	Standardized Cronbach's Alpha
Demographic information	5	0.789	0.790
Social economic factors	5	0.706	0.717
Food menu	9	0.792	0.669
Location of business	8	0.675	0.676

Source: Researched data (2016)

The Cronbach's alpha coefficient value results are presented in Table 3.3 show that the piloted questionnaires had a favourable internal consistency of above 0.675 for all items pre-tested. Cronbach's alpha coefficient results were interpreted using George and Mallery (2003) rules of thumb where $\alpha \geq 0.9$ Excellent, $0.7 \leq \alpha < 0.9$ Good, $0.6 \leq \alpha < 0.7$ Fair (Acceptable), $0.5 \leq \alpha < 0.6$ Poor $\alpha < 0.5$ Unacceptable.

According to Gliem and Gliem (2003), the closer Cronbach's alpha coefficient is to 1.0 the greater the internal consistency of the items piloted. A Cronbach's alpha coefficient value is equal or greater than 0.6 it is an indicator that the instruments are reliable. On the other hand if Cronbach's alpha coefficient value is less than 0.6, it indicates that the instruments are not reliable. The above findings based on George and Mallery (2003) rules of thumb the internal consistency of the piloted instruments imply they were reliable. The reliability of the instruments ensured that data collected during the actual study was credible and valid.

3.9 Data Collection

3.9.1 Data Collection Procedure

Data collection was done on 10th – 15th May 2016. The study covered streets of Koinange, Moi Avenue, University Way, City Hall way, Kenyatta Avenue among others. These areas were too large to be administered by the researcher alone. To effectively cover these streets the researcher engaged the service of five research

assistants to administer questionnaires. Five research assistants were trained on what entailed for the study emphasizing on the background, purpose, objectives of the study and the target respondents. The research assistants were also trained on the methodology of collecting data and their role in the study. They were also trained on research ethics and how to ensure they adhered to it before, during and after data collection. They were also trained on methodology of guiding respondents to fill questionnaires. Research assistants were engaged for five days.

Once the permission was granted the fast food operations staffs were briefed on the purpose of the study. Their consent to participate was sought and those who accepted to participate were issued with questionnaires to fill. Due to the busy nature of fast food operations some staff requested to take with them questionnaires to fill at their convenient time. Filled questionnaires were returned within agreed period of two days.

The study selected every 5th customer entering an outlet was sampled for interview. The sampled customer was greeted and requested to be interviewed after he/she was briefed on the purpose of the study. Care was taken to ensure the study did not interfere with the customer comfort before, during and after the interview. Those customers who consented to participate in the study were issued with self-administered questionnaires to fill and return before they left the outlet. Some customers requested to be assisted to fill questionnaires which were granted which made the process smooth. The researcher was responsible for the study and overseeing of data collection instruments during and after the study. Filled instruments were handed to the researcher and with the help of the research assistants the validity questionnaires were verified.

3.10 Operationalization and Measurement of Variables

Dependent and independent Variables identified in the research were operationalized and measured as shown in Table 3.4.

Table 3.4: Operationalization and Measurement of Variables

Variable	Type	Operationalization	Measurement	Method of data analysis
Socio-Economic characteristics • Demography • Level of income • Occupation • Lifestyle	Independent	• Gender • Age • Source of income • Food prices • Food preference • Social habits • Advertisement	Categorical Ordinal	• Descriptive • Qualitative • Inferential (Chi-Square test) • Qualitative
Food Menu Items • Variety • Convenience • Affordable price • Taste • Service	Independent	• Food menu items • Variety of food items • Food items preference • Attraction features • Frequency of eating • Affordable price • Taste • Service • Amount spent	Categorical Ordinal	• Descriptive • Qualitative
Business Location • Accessible • Convenience • Secure/security • Space • Environment	Independent	• Dining space • Security • Customer base • Clean environment • Business sitting in the building • Business sitting in the street	Categorical Ordinal	• Descriptive • Qualitative
Increase of Fast food outlets • Number of outlets • Variety of outlets • New branches	Dependent	• Increased customers • Number of outlets • Variety of outlets • New branches	Categorical Ordinal	• Descriptive • Inferential • Qualitative

3.11 Ethical Considerations

a) In order to adhere to the ethics permission was sought from National Commission of Science, Technology and Innovation (NACOSTI), Moi University, Nairobi County Government and Nairobi County Commissioner before embarking on data collection. Individual owners of fast food outlets were requested through a formal letter to agree to their outlets to be used for the study.

b) Fast food outlets staffs were briefed on data collection procedures to ensure that the participants were aware of what was expected of them.

c) Customers were approached one by one and briefed on the purpose of the study and requested to participate by filling questionnaires.

d) The participants were accorded an opportunity to make queries regarding the study. No respondents were coerced to participate in the study.

e) Self-administered questionnaires were administered to the respondents with the help of research assistant at their business premises to fill.

f) Confidentiality of the respondents was maintained as no names or any form of identification was recorded on the questionnaire. The names of the fast food outlets were also not revealed but instead they were given code names to ensure utmost confidentiality.

3.12 Data Analysis Techniques

Data collected was subjected to quantitative analysis techniques. Data collected from questionnaires was cleaned, coded and keyed into the Statistical Package for Social Sciences (SPSS) version 20 software for analysis. Respondents' background data together with fast food outlets general information was analysed to describe their nature. The respondents for each specific objective was analysed in an attempt to

answer the research questions. The quantitative data was analysed using descriptive statistics like dispersion, and distribution frequencies, while cross tabulation was used to compare variables under study. Chi-Square test was used to test research hypothesis on the influence of socio-economic characteristics on the increase of fast food outlets

The study used multiple linear regression model to predict the influence of independent variables on the growth of fast food outlets in Nairobi CBD. The model is set as:

$$Y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_{23} x_3 + e \text{Where}$$

Y = Dependent variable (growth of fast food outlets)

β_0= growth constant

β_i= coefficients to be estimated

x_i =independent variables that influence growth of fast food

Where X_1 – social factors

X_2 – menu items

X_3 – business location

e =The error term describes the characteristics of the differences between independent and dependent variables. The regression output R-Squared and beta were used to interpret the influence of independent variable on the growth of fast food outlets. The presented data findings were subjected to interpretation with support of other documented research findings. The analysed quantitative data was presented in tables and charts. A summary and conclusion of the findings was offered for each specific objective.

Qualitative data was collected using interview schedule was processed and analysed through identification of main themes as per study objectives. Analysed qualitative data

was presented as phrases or verbatim quotation as per the interview response. The presented data findings were subjected to interpretation with support of other documented research findings for or against. A summary and conclusion of the findings was offered for each analysed findings.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1 Introduction

The purpose of the study was to analyse the factors that have contributed to the increase of fast food outlets in Nairobi Central Business District of Nairobi County. The specific objectives were; to assess the effect of the customer's socio-economic characteristics on the increase of fast food outlets, to establish the influence of food menu items on the increase of fast food outlets and to examine the role of business location on the increase of fast food outlets in Nairobi County Central Business District.

The data analysis was focused to answer the following research questions, What are the effects of customer's socio economic characteristics on the increase of fast food outlets, what influence does food menus items have on the increase of fast food outlets and does the business location contribute to the increase of the fast food outlets in Nairobi County Central Business District. This chapter presents the study findings from data solicited using questionnaires from customers and operations staff of fast food outlets. The findings are presented for customers and operations staff that filled questionnaires.

4.2 Response Rate

A total of sixty (60) questionnaires were administered to the fast food operations staff and three eighty four (384) customers. Out of the sixty (60) questionnaires administered to the fast food operations staff fifty one (51) were returned and found valid for analysis. On the other hand the study administered three hundred and eighty four (384) questionnaires to the fast food customers but only two hundred and forty two (242) were found valid for analysis. Table 4.1 tabulates the response rate for operations staff and customers.

Table 4.1: Response rate

Target respondents	Targeted sample size	No. of questionnaires Issued	No. of questionnaires Returned	% Response rate
Operations staff	60	60	51	85.0%
Customers	384	384	242	63.02%

Source: Research data (2017)

The analysis in Table 4.1 indicates that response rate for operations staff and customers were 85.0% and 63.02% respectively. Mugenda and Mugenda (2013) assert that a 50% response rate is adequate, 60% good while above 70% is rated very well. Based on this assertion, the response rate for this study for both respondents was above 60%. This was a very good response which made the analysed data valid.

4.3 Participants General Information

The study sought to document the participants' (operations staff and customers) general information. This was necessary in order to have a better understanding of the respondents to assist in discussing the study findings. General information explored included gender, age, designation, level of education, work experience among others. The study findings are presented and discussed in sections below.

4.3.1 Gender Distribution of Operations Staff and Customers

Fast food outlet operations staff and customers were asked to indicate their gender. The study findings are presented in Figure 4.1.
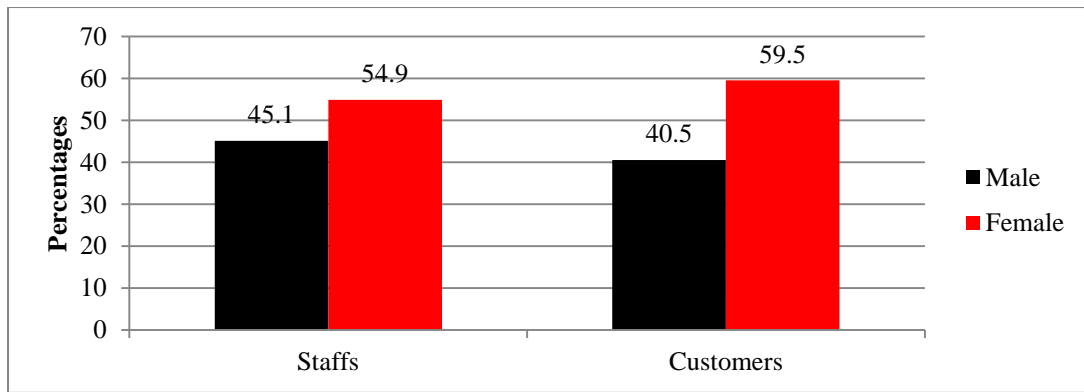
Figure 4.1: Gender distribution of operations staff and customers
Source: Research data (2017)

The findings in Figure 4.1 show that majority 28(54.9%) of the staff were female compared to 23(45.1%) male. These findings imply that females contribute more human resource in the fast food industry. The study also established that females 144(59.5%) were the majority fast foods customers compared to males 98(40.5%). These findings denote that females are the majority consumers of fast foods.

4.3.2 Age and Work Experience of Operations Staff

The study sought to establish the age and work experience of fast food outlet operations staff. The study findings are presented in Figures 4.2 and 4.3.
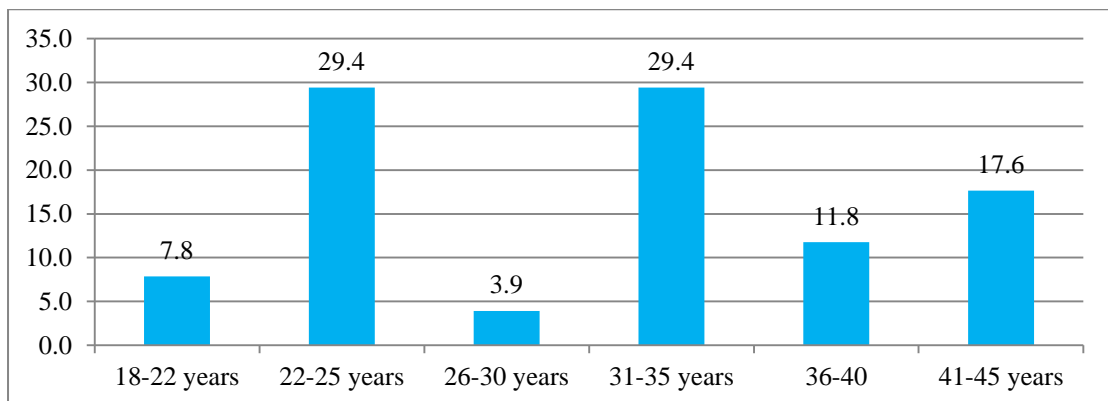
Figure 4.2: Age distribution of operations staff
Source: Research data (2017)
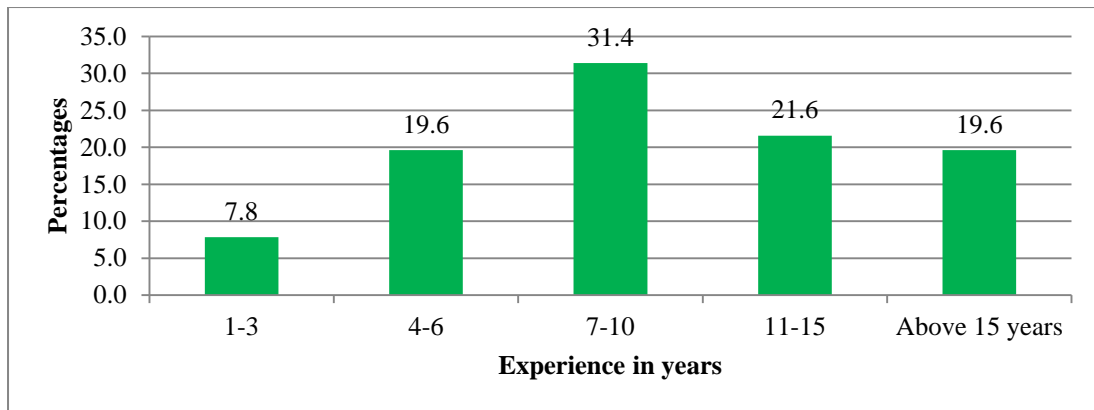
Figure 4.3: Operations staff work experience
Source: Research data (2017)

The analysed data in Figure 4.3 established that the staff aged 22-35 and 31-35 constituted 29.4% for each. Majority (70.6%) of the staff were in the age category of 18-35 years. This age category belongs to the young workers. This age is appropriate for workers who have the energy of working many hours a situation common with fast food industry. Analysed data in Figure 4.3 established that 31.4% of the fast food operations staff had work experience 7-10 years. These findings are collaborated by an oral interview with one of the managers of a fast food outlet operating for 24 who confided the following;

> *"... majority of fast food outlets employees are young and strong due to heavy and tight operations. Most of the workers are in the ages between 25 and 30 years. A small proportion of about 20% consist of very experienced workers mostly above 40 years…". (Oral Interview [O.I] August 2016).*

The above sentiments confirm the above study findings where majority of the operations staff are young and a few old ones who are experienced.

4.3.3 Designation of Operations Staff

The respondents were asked to indicate their designation in the fast food outlet. This was necessary in order to involve all cadres of operations staff. This involvement was also important because it was hoped it would collect varied information regarding the

increase in fast food outlets within the Nairobi CBD. The study findings are as depicted in Figure 4.4.
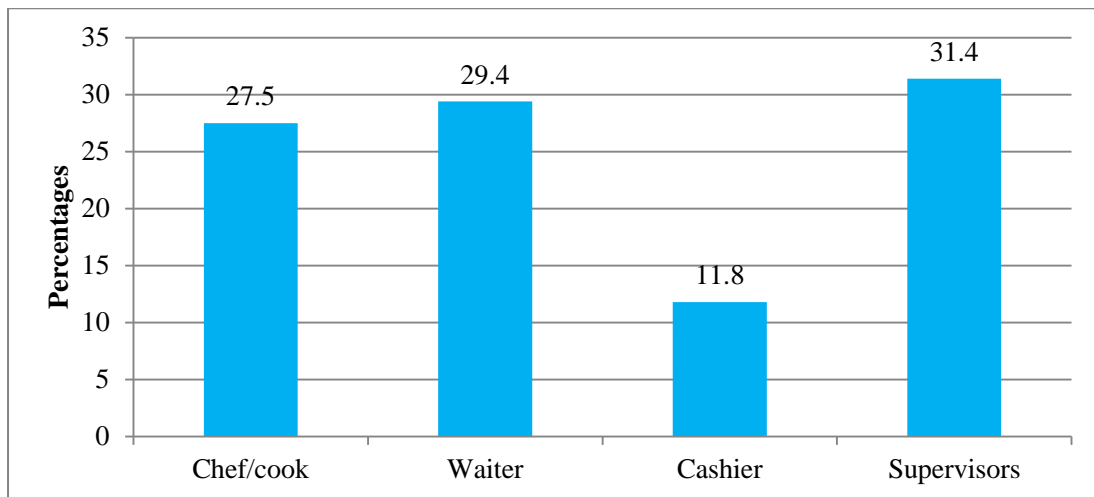
Figure 4.4: Designation of operations staff
Source: Research data (2017)

The analysed data in Figure 4.4 presents the distribution of the operations staff interviewed. The above findings show that the study evenly covered all cadres of staff who were relevant for this study. These were the kind of staff earmarked to participate since they would provide relevant information regarding the factors that contribute to the increase of fast food outlets. Based on the findings on the distribution of the interviewed staff comprising chefs/cooks, waiters, cashier and supervisors this implies that data collected was valid and rich to make appropriate inferences from the study findings.

4.3.4 Education Status of Operation Staff

The respondents were asked to indicate their education status. The study findings are as depicted in Figure 4.5.
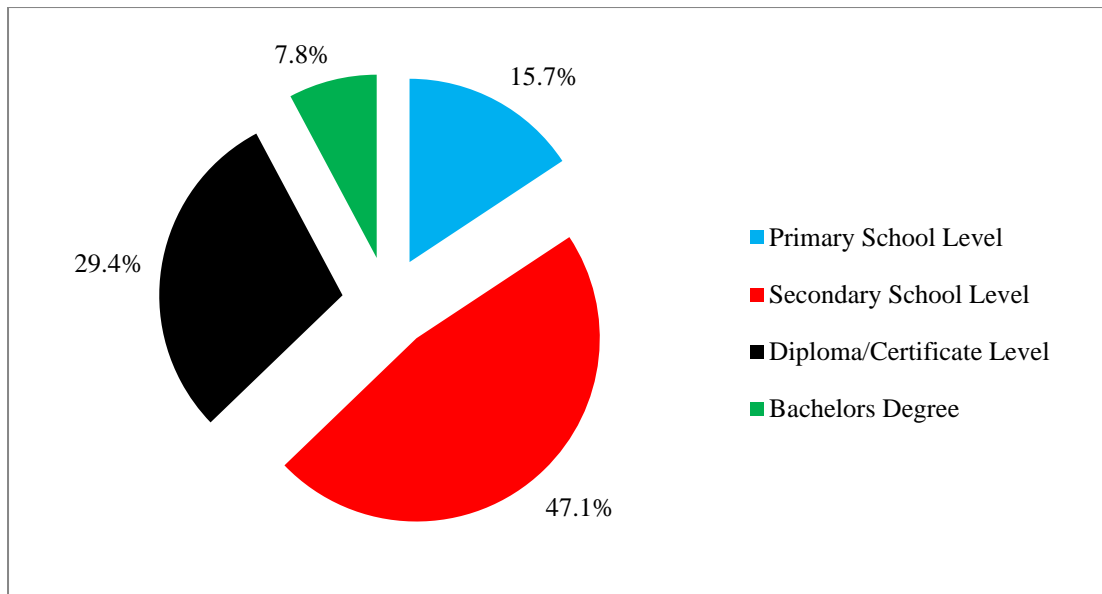
Figure 4.5: Education status of operations staff
Source: Research data (2017)

The analysis in Figure 4.5 shows that at least each operations staff has attained primary level education. The highest education level attained was bachelor's degree (7.8%) while most (47.1%) had both secondary and tertiary level of education.

4.3.5 Age Distribution of Fast Food Customers

The study sought to establish the age of fast food customers. This was important in order to determine the age prevalence in terms of consuming fast foods. The study findings are presented in Figure 4.6.
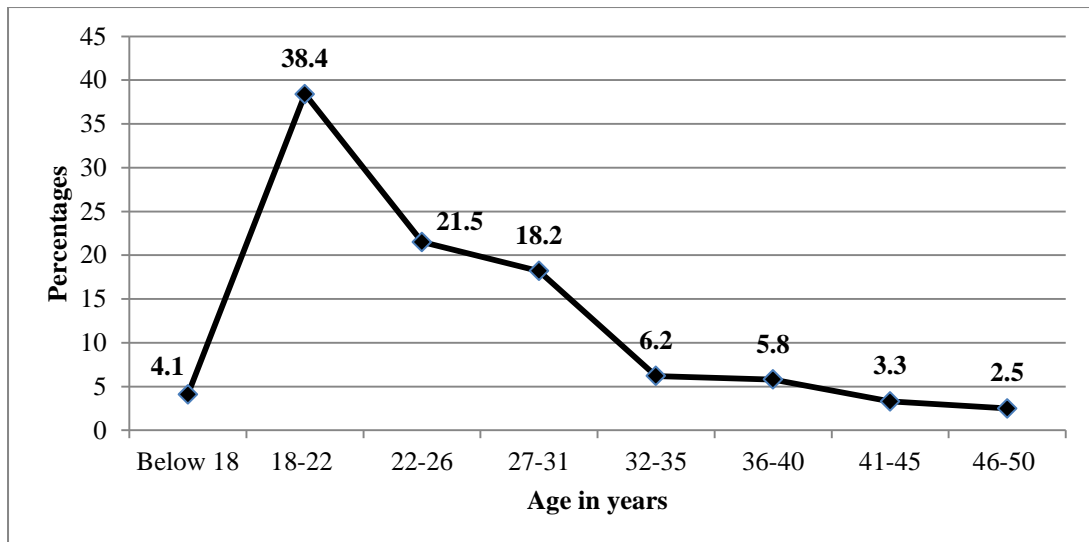
Figure 4.6: Age distribution of fast food customers
Source: Research data (2017)

The analysed data in Figure 4.6 found that most of the fast food customers are aged between 18-22 (38.4%) years followed by 22.26 (21.5%) and 27-31(18.2%) of years respectively. Those aged above 40 years accounted for 5.8% of the fast food customers. Overall 90.1% (18-40 years) of the youthful age accounts for majority of the fast food customers.

4.3.6 Fast Food Customers Marital Status and their Occupation

The study sought to establish the marital status and occupation of fast food customers. This was necessary in order to compare the relationship between the two variables. A cross tabulation was generated and presented in Table 4.2.

Table 4.2: Fast food customers' marital status and their occupation

Occupation	Respondents Marital status		Total
	Single	Married	
	114(47.1%)	8(3.3%)	122(50.4%)
Student			
Employed	25(10.3%)	27(11.2%)	52(21.5%)
Self-employed	4(1.7%)	64(26.4%)	68(28.1%)
Total	**143(59.1%)**	**99(40.9%)**	**242(100.0%)**

Source: Research data (2017)

The analysis in Table 4.2 established that majority (59.1%) of the fast food customers were single compared to 40.9% who were married. The analysis also established that most of the single respondents were students while most of the married ones were in employment. Overall the findings above show that fast food customers have varied demographic characteristics. These findings imply that fast food establishments need to develop strategies for accommodating these varied customers who have different preferences of eating fast foods.

4.3.7 Place of Birth of Fast Food Customers

The study found it prudent to find out the place of birth of fast food customers. This was necessary in order to establish when the respondents started to eat fast foods. Figure 4.7 presents the research findings.
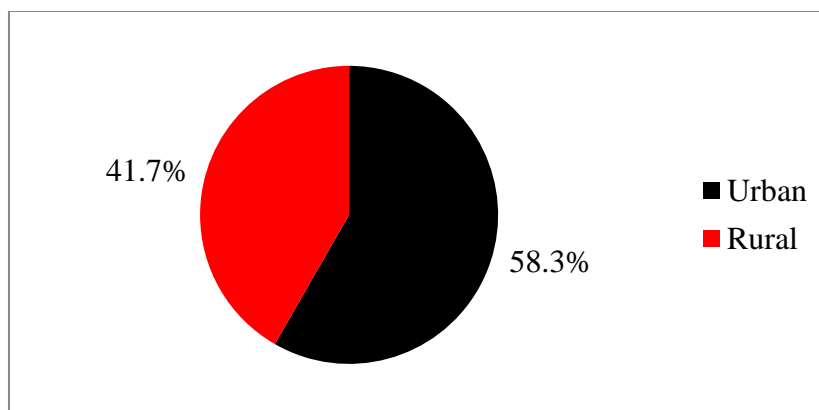
Figure 4.7: Place of birth of fast food customers
Source: Research data (2017)

The findings in Figure 4.7 shows that majority (58.3%) of the respondents were born in urban areas while 41.7% were born in rural setting.

4.3.8 Fast Food Outlets Background Information

The study found it prudent to collect background information on the fast food outlets. This was important in order to have a better understanding of the fast food outlets explored. The study findings for outlet size and sitting arrangements are presented in Tables 4.3 while opening duration per week is tabulated in Table 4.4.

Table 4.3: Fast food outlets opening duration and sitting arrangements

Sitting arrangement	Number of seats					Total
	Less than 10	11-20	21-30	31-40	71-90	
Benches with no seats	1 (2.0%)	3 (5.9%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	4 (7.8%)
Benches with stools	0 (0.0%)	17 (33.3%)	11 (21.6%)	4 (7.8%)	0 (0.0%)	32 (62.7%)
Dining tables and chairs	0 (0.0%)	0 (0.0%)	0 (0.0%)	6 (11.8%)	9 (17.6%)	15 (29.4%)
Total	**1 (2.0%)**	**20 (39.2%)**	**11 (21.6%)**	**10 (19.6%)**	**9 (17.6%)**	**51 (100.0%)**

Source: Research data (2017)

The analysed data in Table 4.3 established that many (39.2%) of the fast food outlets have a sitting capacity of 11-20 followed by 21.6% with a capacity of 21-30 pax. Only 2.0% had a sitting capacity of less than 10 people. The above findings imply that most of the fast food outlets have a sitting capacity of between 11-40 persons. The findings above also established that majority (62.7%) of the fast food outlets have benches and stools sitting arrangements. Only 7.8% of the fast food outlets have only benches with no seating arrangement. It was also established that large establishment with over 31 people sitting capacity had dining tables and chairs sitting arrangement.

Table 4.4: Fast food outlets opening duration

Opening days per week	Duration of opening per day		Total
	15 hours	24 hours	
6 days	11(21.6%)	2(3.9%)	13(25.5%)
7 days	13(25.5%)	25(49.0%)	38(74.5%)
Total	**24(47.1%)**	**27(52.9%)**	**51(100.0%)**

Source: Research data (2017)

The analysed data in Table 4.4 established that majority (74.5%) of the fast food outlets open for seven days in a week. It also emerged from the study that 52.9% of the fast food outlets operates 24 hours. It also emerged that 21.6% of the fast food outlets operate for 15 hours in a day opens for six days in a week.

4.4 Influence of Customer Socio-Economic Characteristics on the Increase of Fast Food Outlets

The first objective sought to assess the effect of the customer's socio-economic characteristics on the increase of fast food outlets in Nairobi County Central Business District. Information on the influence of customers' socio-economic characteristics on the increase of fast food outlets was solicited from the customers and fast food outlets staff. The socio-economic characteristics explored included; age, gender, source of income, frequency of eating, amount spent and eating time among others. The research findings are presented in the sections below.

4.4.1 Age of Customers Visiting Fast Food Outlets

The study sought to establish the age of the customers who frequent fast food outlets. The findings are depicted in Figure 4.8.
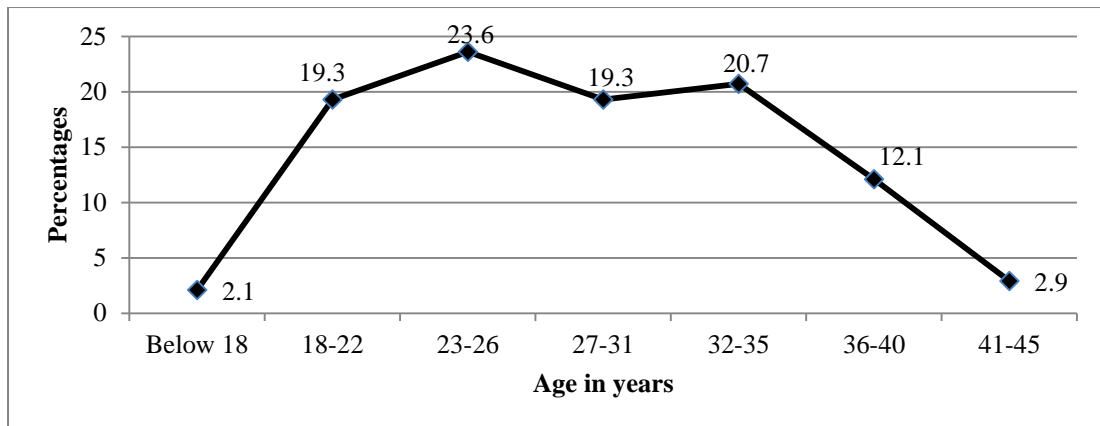
Figure 4.8: Age of customers visiting fast food outlets
Source: Research data (2017)

The study findings in Figure 4.8, found that most of the customers who patronise fast food outlets are between the ages of 18-35 years. It was also established from this study a few (2.9%) of the fast food customers were beyond 40 years while 2.1% were young; below 18 years. The findings above implied that fast food outlets are frequented by young people. An oral interview conducted supported these revelations. The following was established from responses of two managers;

> *"... our establishment during the day receives wide range of customers where majority are young men and women between the ages of 18- 35 years. During the night most of our customers are between the ages of 25-40 who are mainly employed and they come in pairs..." (O.I. Manager 1, September 2016).*

> *"... during the day we serve young customers who include primary school pupils and large number of college students aged between 18-25 years. We also serve slightly older clients aged between 25-35 years who are mainly working or self-employed. Customers above 40 years account to about 2% and are not many during the night...". (O.I. Manager 2, September 2016).*

The above sentiments by the managers provide an indicator of the importance of fast food customer age as a driver of increasing fast food outlets. This group of youths accounts for more than 60% of the Kenya population thus providing a large customer base.

4.4.2 Source of Income for Fast Food Customers

Fast food customers were asked to indicate their sources of income. This was necessary

in order to establish if their sources of income influence them to consume fast foods

which in turn contribute to growth of fast food outlets. The study findings are presented

in Table 4.5.

Table 4.5: Source of income for fast food customers

	Responses		Percent of Cases
	Count	**Percent**	
Parents	115	40.5	50.2
Friends	55	19.4	24.0
Employment	114	40.1	49.8
Total	**284**	**100.0**	**124.0**

NB: multiple responses was employed to analyse this data

Source: Research data (2017)

The tabulated research findings in Table 4.5 show that many (40.5%) of the

respondents' source of income was from parents, 40.1% from employment while 19.4%

got from friends. This large source of income from parents is attributed to the fact that

majority of the respondents interviewed were students who are dependent on their

parents and friends for upkeep monies. The above findings imply that this group of

respondents who get their monies from parents may not have enough to spend on

expensive food found in upmarket restaurants and therefore fast food outlets becomes

their first choice.

4.4.3 Consumption of Fast Foods

The study found it prudent to establish when the fast food customers started to eat fast

foods. This was done by cross tabulation of place of birth and when the customers

started to eat fast foods. Cross tabulation was necessary in order to determine if there

was relationship between the two variables (Place of birth and when the customer started to eat fast foods). Table 4.6 presents the study findings.

Table 4.6: Cross Tabulation between When Customers Started to Eat Fast Foods and Customers Place of Birth

When eating of fast food started	Area of birth		Total
	Urban	**Rural**	
Primary school	78 (32.2%)	33 (13.6%)	111(45.9%)
College	48 (19.8%)	24(9.9%)	72 (29.8%)
Upon employment	15 (6.2%)	44 (18.2%)	59 (24.4%)
Total	**141(58.3%)**	**101(41.7%)**	**242(100.0%)**

Source: Research data (2017)

The analysis in Table 4.6 confirms that 58.3% of the respondents who were born in urban areas of which many (32.2%) started to eat fast foods when they were in primary school. On the other hand most (18.2%) who were born in rural areas started to eat fast foods when they were employed. These findings imply that the respondents who were born in urban areas have a high likelihood of starting to eat fast food early as compared to those who were born in rural areas.

4.4.4 Frequency of Eating Fast Foods

The respondents were asked to indicate how often they eat fast food in a week. This was important in order to determine customer preference of fast foods. The research findings are presented in Figure 4.9.
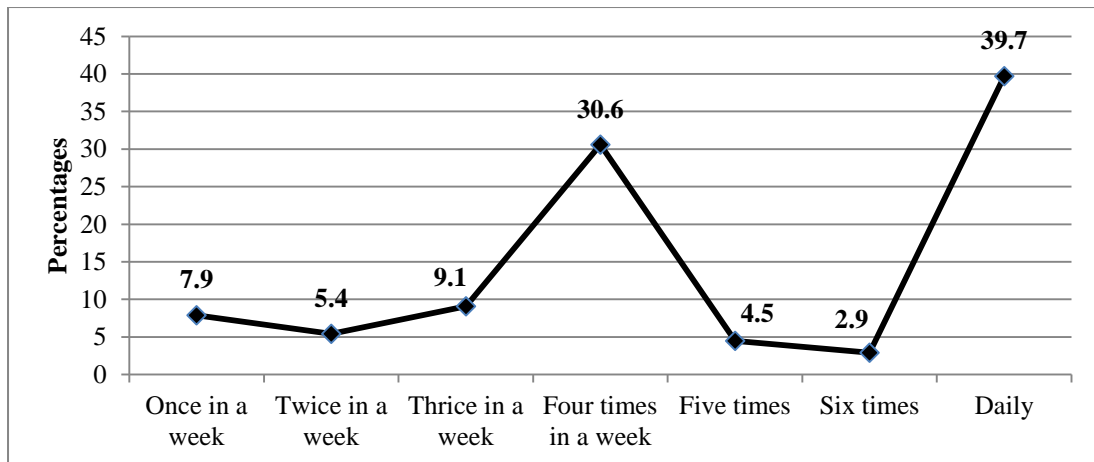
Figure 4.9: Frequency of eating fast foods
Source: Research data (2017)

The findings in Figure 4.9 revealed that 39.7% and 30.6% of the respondents consume fast foods either daily or four times in a week respectively. These results show that the respondents do not frequent fast foods outlets.

4.4.5 Frequency of Eating Fast Foods in Comparison with Respondents Age

A cross tabulation was conducted to determine the relationship between the frequency of fast food consumption and respondents age. This was necessary to determine which age group consumes a lot of fast foods and how frequent. Findings are presented in Table 4.7.

Table 4.7: Cross Tabulation between Frequency of Fast Foods Consumption and Customers Age

	Frequency of Eating Food in a Week							Total
	Once	Twice	Thrice	Four times	Five times	Six times	Daily	
Below 18 years	2(0.8%)	0(0.0%)	0(0.0%)	4(1.7%)	3(1.2%)	0(0.0%)	1(0.4%)	10(4.1%)
18-22 years	8(3.3%)	12(5.0%)	8(3.3%)	23(9.5%)	2(0.8%)	2(0.8%)	38(15.7%)	93(38.4%)
22-26 years	4(1.7%)	0(0.0%)0	12(5.0%)	16(6.6%)	3(1.2%)	2(0.8%)	15(6.2%)	52(21.5%)
27-31years	0(0.0%)	0(0.0%)	0(0.0%)	21(8.7%)	2(0.8%)	2(0.8%)	19(7.9%)	44(18.2%)
32-35 years	0(0.0%)	0(0.0%)	0(0.0%)	0(0.0%)	0(0.0%)	0(0.0%)	15(6.2%)	15(6.2%)
36-40 years	0(0.0%)	0(0.0%)	2(0.8%)	7(2.9%)	0(0.0%)	1(0.4%)	4(1.7%)	14(5.8%)
41-45 years	2(0.8%)	1(0.4%)	0(0.0%)	3(1.2%)	1(0.4%)	0(0.0%)	1(0.4%)	8(3.3%)
46-50 years	3(1.2%)	0(0.0%)	0(0.0%)	0(0.0%)	0(0.0%)	0(0.0%)	3(1.2%)	6(2.5%)
Total	**19(7.9%)**	**13(5.4%)**	**22(9.1%)**	**74(30.6%)**	**11(4.5%)**	**7(2.9%)**	**96(39.7%**	**242(100.0%)**

Source: Research data (2017)

The findings in Table 4.7 revealed that most 96(39.7%) of the respondents consume fast foods either daily regardless of the age. Further, results show that most 38(15.7%) of the respondents aged 18-22 consumed fast food daily. These results show that few respondents regardless of age frequent fast foods outlets.

4.4.6 Aspects Attracting Customers to Fast Foods Outlets

The respondents were asked to indicate what attract them to fast food outlets. This was important in order to determine what influences them to eat fast foods. The research findings are presented in Table 4.8.

Table 4.8: Aspects attracting customers to fast foods outlets

| | Responses | | Percent of Cases |
	N	Percent	
Food taste/flavour	237	35.4	97.9
Near work place	119	17.8	49.2
Near School/College	102	15.2	42.1
Services offered	73	10.9	30.2
Food outlet elegance	66	9.9	27.3
Adequate portions	48	7.2	19.8
Adequate space	20	3.0	8.3
Near home	4	0.6	1.7
Total	**669**	**100.0**	**276.4**

Source: Research data (2017)

The findings in Table 4.8 revealed that the taste of food (35.4%) was one of the reasons that attract customers to eat fast foods. Proximity to workplace (17.8%) and learning institution (17.8%) were also some of the reasons among others which attract customers to consume fast foods. Therefore the taste of fast foods has been identified as one of the major reason customers consumes fast foods.

4.4.7 Spending Per Day on Fast Foods

The study sought to establish the cost of eating fast foods for lunch, supper and other meals. This was important in order to determine the cost implication of taking fast foods. The research findings are presented in Table 4.9.

Table 4.9: Spending per day on fast foods

Cost per meal per day (Ksh[1].)	Other meals		Lunch		Supper	
	f	**%**	**f**	**%**	**F**	**%**
Less than 100	22	9.1	32	13.2	16	6.6
100 and 150	57	23.6	107	44.2	55	22.7
150 and 200	38	15.7	41	16.9	46	19.0
200 and 250	48	19.8	33	13.6	8	3.3
250 and 300	34	14.0	5	2.1	3	1.2
300 and 350	23	9.5	2	0.8	10	4.1
350 and 400	7	2.9	3	1.2	3	1.2
400 and 450	5	2.1	2	0.8	3	1.2
450 and 500	3	1.2	9	3.7	98	40.5
Above 500	5	2.1	8	3.3	16	6.6
Don't take meals	0	0.0	0	0.0	55	22.7
Total	**242**	**100.0**	**242**	**100.0**	**242**	**100.0**

Source: Research data (2017)

As presented in Table 4.9, most of the respondents spend between Ksh. 100-150 (44.2%) for one single fast food lunch meal per day. The above results indicate that majority (87.9%) of the respondents spend Ksh. 250 and below on buying fast food lunch. These findings imply that apart from the taste of food (Figure 4.8) which was identified as one of the reason why customers eat fast foods, the cost of food is also a determinant of prevalence of quick foods.

The above findings concurs with the study findings by Untaru and Ispas (2013) in Romania in their study on why young people prefer fast foods established that the cost of meals was major determinant of eating fast foods. Pocket friendly cost of meals was also established by Bipasha and Goon (2013) in his study on the habits of fast food prevalence among university students in Bangladesh.

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[1]KSH. 100.02 exchanged with 1 USD at the time of study (September, 2016)

4.4.8 Staff Responses on the Influence of Customer Socio-Economic Characteristics on the Increase of Fast Food Outlets

The study found it prudent to find out the influence of customer socio-economic characteristics on the increase of fast food outlets in Nairobi Central Business District. Likert scale data collection instrument was employed to collect information for assessing the influence of customer socio-economic characteristics on the increase of fast food outlets. Gender, age, eating habits, lifestyle, and food prices are some of social economic variables explored.

A questionnaire with a five (5) Likert scale (1- Strongly Disagree, 2-Disagree, 3- Don't Know, 4- Agree, 5- Strongly Agree) was used to collect the responses questions in sections 4.4.7, 4.5.3, 4.5.4, 4.6.1 and 4.6.2.According to Boone and Boone (2012), descriptive statistics like mean, mode and Standard Deviation (SD) are appropriate for analysing Likert scale data. This study settled on mean and SD statistics to analyse collected data. Mean statistics was used as the primary focal point for discussing the results based on the Likert scale key below. The findings are presented in Table 4.10.

Table 4.10: Staff responses on the influence of customer socio-economic characteristics on the increase of fast food outlets

Statements	N	Mean	Std. Deviation
Fast food menu items are designed to meet the taste of specific young clients	51	4.33	.476
Target both low and high income clients	51	4.12	.909
Fast foods target mostly the female gender	51	1.98	.374
Fast foods target mostly the male gender	51	1.96	.196
Fast food prices are favourable to both low and high income clients	51	4.04	.937
Clients prefer western type of fast foods	51	4.10	1.044
Most of our clients take lunch as opposed to dinner	51	4.08	.659
Clients prefer to take fast foods as they chat after work	51	2.67	1.071
Clients prefer taking fast foods from our outlet instead of cooking at home.	51	3.31	.735
Advertisement of fast food has led to increase of our customers	51	4.55	.879

Liker scale:*1- Strongly Disagree, 2-Disagree, 3- Don't Know, 4- Agree, 5- Strongly Agree.*
Source: Research data (2017)

The main focus for the analysis in Table 4.10 was based on the either agreement or disagreement with the statement posed on the influence of customer socio-economic characteristics on the increase of fast food outlets. A mean score of 4.0 and above confirmed that the respondents agreed on the statements posed on socio-economic variables tested. On the other hand a mean score of less than 3.0 indicated that the respondents disagreed on the statements posed on socio-economic variables tested.

The findings in Table 4.10 established that the respondents agreed (M=4.33, SD=0.476) that age of the fast food customers positively influence growth of fast food outlets. The study also established that the respondents disagreed (M= 1.98, SD=0.474 and M=1.96,

SD=0.196) that fast food outlets target only female or male customers only. These findings show that both genders are targeted by fast food outlets as customers. These findings confirm that fast food outlets do not discriminate against any gender in their strategies of growing their businesses. These positive initiatives of targeting both genders have led to the increase of customers who in turn has led to the increase of fast food outlets in the study area. These revelations were supported by one of the fast food outlet manager (owner) who confided the following;

> *"... our marketing strategies focuses on the customer age and gender. We design our menus which comprise of food items like fried potatoes (chips), chicken, sausages whose presentations appeals to young customers. Foods that are not popular with young customers are not prepared. We also target both young men and women so as to increase our customer base. Our marketing strategies of targeting young men and women have led to the increase of customers leading to the opening four more outlets. I am also in the process of opening three more outlets by the end of 2016..." (O.I. September 2016).*

As presented in Table 4.10, socio-economic characteristics like customer income (M=4.12, SD=0.909), food price (M=4.04, SD=0.937) and preference for western foods (M=4.10, SD1.044) was found to have positive influence on the increase of fast food outlets. Taking of fast foods during lunch as opposed to supper time (M=4.08, SD=0.659) was found to have influenced the increase of fast food consumption. The study also found that customer disagreed that lifestyles like chatting while taking meals (M=2.67, SD=1.071) has influenced the increase of fast food outlets. The respondents agreed that advertisement (M=4.55, SD=0.879) has contributed to the increase of fast food outlets.

It can be argued from the above findings that demographic and socio-economic characteristics examined have indirectly influenced the increase of fast food outlets. This is attributed to the strategies such as targeting; all gender, both low and high income customers through affordable pricing of foods and advertisements. The

outcome of these strategies resulted in high profits which in turn led investors to open

new fast food outlets.

4.4.9 Extent to which Socio-Economic Characteristics Influence Increase of Fast Food Outlets

The study sought to establish the extent to which socio-economic characteristics

influence increase of fast food outlets. The findings are presented in Figure 4.10.
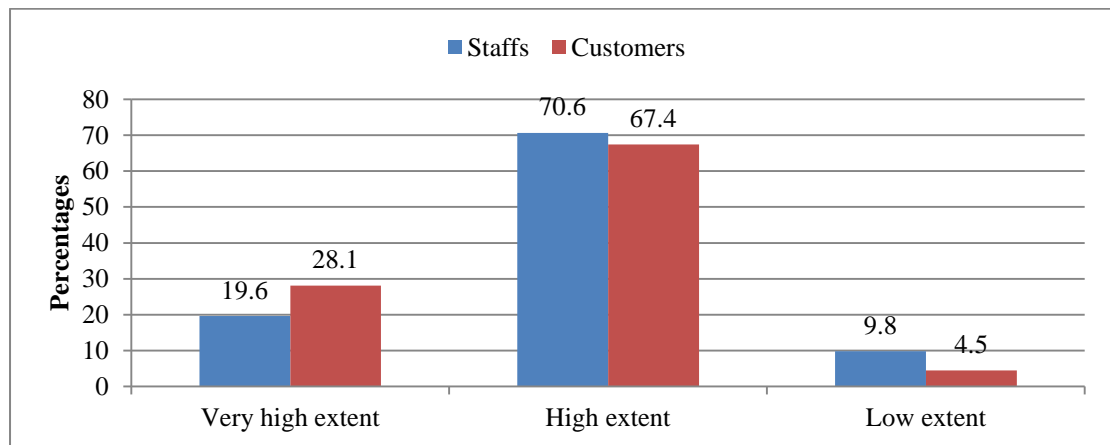
Figure 4.10: Extent to which socio-economic characteristics on the increase of fast food outlets
Source: Research data (2017)

The analysis in Figure 4.10, overall established that customer social economic

characteristics to a high extent (70.6% = staff and 67.4% = customers) influences the

increase of fast food outlets in Nairobi Central District.

An oral interview with one of the owner with a chain of 12 fast food outlets confided

the following regarding the opening of fast outlets in Nairobi CBD.

> *"... the Nairobi City County responsible for licensing the opening of business does not have a specific policy of regulating fast food outlets. The fast food outlets are licensed like any other food eateries. They are licensed as restaurants or food courts with no specific regulations on the standards of health foods to be served. The amount of fat and salt in foods served is not specified. The Nairobi City County has no regulations on the number of food outlets in a given location. Lack of this kind of regulation has made me open 12 fast food outlets in the*

same street. I understand in United Kingdom, China, USA and other developed countries there are laws, policies that regulate fast food industry. I would not like the business of regulating fast food industry in Kenya as it was push out of business. I recommend it remain so…". (O.I. September 2016).

The above sentiment is a clear indicator that lack of regulation has also contributed to the increase of fast food outlets in Nairobi CBD. This revelation is not supported by those who recommended careful control of the number and location of fast food outlets in a given area. The regulation should also address the health aspect of the fast foods sold in order to forestall the negative health implications like obesity, diabetes, and high blood pressures. These health concerns are associated with eating unhealthy fast foods in developed economies like USA (Day & Pearce, 2011).

4.5 Influence of Food Menu Items on the Increase of Fast Food Outlets

The second objective sought to establish influence of food menu items on the increase of fast food outlets in Nairobi County Central Business District. Information on the influence of food menu items on the increase of fast food outlets was solicited from the customers and fast food outlets staff. The food menu items explored included; types of food items, food item attraction, quality of foods, and convenience for takeaway, simplicity of foods among others. The research findings on the customers and staff responses on the influence of food menu items on the increase of fast food outlets are presented in subsequent sections.

4.5.1 Common Fast Food Items Sold in Fast Food Outlets

The study sought to identify the types of fast food items sold in fast food outlets. This was necessary in order to describe the variety of food menu items sold. The research results are tabulated in Table 4.11.

Table 4.11: Common fast food items sold in fast food outlets

	Responses		Percent of Cases
	Count	**Percent**	
Chips/French fries	51	12.4	100.0
Soft drinks	51	12.4	100.0
Fried chicken	51	12.4	100.0
Sausages	51	12.4	100.0
Samosa	44	10.7	86.3
Meat pie	42	10.2	82.4
Fresh juice	41	10.0	80.4
Pastries	40	9.8	78.4
Hot beverages	20	4.9	39.2
Burger	11	2.7	21.6
Pizza	4	1.0	7.8
Total	**408**	**100.0**	**800.0**

NB: Multiple responses was used to analyse the responses

Source: Research data (2017)

The analysis in Table 4.11 shows that fried potatoes, soft drinks, fried chicken and sausages were the common fast foods sold. The least sold fast food was Pizza. These findings imply that the fast foods outlets have a limited menu. The above findings agree with the study findings by Ayo *et al.,* (2012) in their study in Kampala, Uganda, found that fast food restaurants have limited menus. Limited fast food menu is one of the characteristics of fast food restaurant which offers an opportunity to specialise and at the same time reduce the necessity of employing diversified food production staff. Reduction of diversified staff leads to maximisation of profits, a factor which contributes to an increase of fast food outlets.

4.5.2 Type of Foods Sold in Fast Food Outlets

The study sought to identify the most preferred fast food items sold in fast food outlets. This was necessary in order to determine the foods that drive the growth of fast food outlets. The research results are tabulated in Table 4.12.

Table 4.12: Type of foods sold in fast food outlets

Preferred fast food	Responses		Percent of Cases
	N	Percent	
Soft drinks	51	15.9	100.0
French fries/ chips	51	15.9	100.0
Sausages	51	15.9	100.0
Fried chicken	44	13.7	86.3
Pastries	25	7.8	49.0
Fresh juice	24	7.5	47.1
Meat pie	24	7.5	47.1
Samosa	22	6.9	43.1
Hot beverages	14	4.4	27.5
Burger	11	3.4	21.6
Pizza	4	1.2	7.8
Total	**321**	**100.0**	**629.4**

Source: Research data (2017)

The analysis in Table 4.12 revealed that French fries/chips and sausages were the most preferred fast food items while soft drinks were the most popular beverage. Pizza was the least eaten fast food. The prevalence of soft drinks, French fries and sausages can be attributed to their affordable prices. Sausages are the main accompaniments of French fries thus making them the most preferred fast food items. These were contrary to the study findings on the characteristics and factors influencing fast food intakes in South Africa by Van, *et. al* (2010). They (Van, *et al.,* 2010) established that the most popular fast foods consumed were burgers (69.5%), pizza (56.6%) and fried chicken (38.4%) while soft drinks (56%) was the most consumed beverage.

4.5.3 Reasons why Customers Prefer Fast foods

The study found it prudent to find out the customer responses on the influence of food menu items on the increase of fast food outlets in Nairobi Central Business District. The findings are presented in Table 4.13.

Table 4.13: Customers perceived reasons as to why menu items contribute to increase of fast food outlets

	Count	Mean	Std. Deviation
Fast food types sold in this outlet attracts me	242	4.01	0.694
Fast food outlet produce high quality food which attracts me	242	2.64	1.291
Fast foods are convenient for takeaway	242	4.12	0.861
Fast foods are always readily available	242	4.24	0.839
Fast foods are exotic which attracts me	242	3.00	0.590
Fast food prices are affordable as compared to other foods thus attracts me	242	4.01	0.878
The portions are satisfactory	242	2.92	1.075
Quick service since menus are simple	242	4.10	0.752
Variety of food menu items which keep me coming	242	2.56	0.959

Liker scale:*1- Strongly Disagree, 2-Disagree, 3- Don't Know, 4- Agree, 5- Strongly Agree.*

Source: Research data (2017)

The analysis in Table 4.13 revealed that the respondents agreed that types of fast foods (M=4.01, SD=0.694), convenience for takeaway (M=4.12, SD=0.861), readily available (M=4.24, SD=0.839), affordable prices (M=4.01, SD=0.878) and quick service (M=4.10, SD=0.752) positively influenced increase of fast food outlets. However, on the other hand the respondents disagreed that quality of fast foods (M=2.64, SD=1.291), fast food portion sizes (M=2.92, SD=1.075) and variety of fast food menu items (M=2.56, SD=0.959) has influenced increase of fast outlets in Nairobi Central Business District.

4.5.4 Operations Staff Responses on the Influence of Food Menu Items on the Increase of Fast Food Outlets

The study found it wise to find out fast food staff responses on the influence of food menu items on the increase of fast food outlets in Nairobi Central Business District. The findings are presented in Table 4.14.

Table 4.14: Operations staff perceived reasons as to why menu items contribute to increase of fast food outlets

	Count	Mean	Std. Deviation
We produce high quality food which has made our establishment grow	51	4.49	0.857
Our foods are convenient for takeaway	51	4.55	0.783
Our foods are always readily available	51	4.75	0.440
Exotic food menu items attracts clients	51	4.12	0.931
Our food prices are affordable thus attracting many clients	51	4.06	0.238
The portions are satisfactory	51	4.24	0.651
Services are quick and convenience	51	4.29	0.460
Our food menu items has many varieties of foods which keeps customers coming	51	2.75	1.383

Liker scale:*1- Strongly Disagree, 2-Disagree, 3- Don't Know, 4- Agree, 5- Strongly Agree.*

Source: Research data (2017)

The analysis in Table 4.14 revealed that the respondents agreed that fast foods produced were quality and convenience for takeaway. They were readily available at affordable prices and adequate portions with quick service. The food served consisted of exotic food menu items. It was found that food menu items positively influenced increase of fast food outlets. On the contrary the respondents disagreed that variety of fast food menu items has influenced coming of customers coming to fast food outlets.

4.5.5 Overall influence of Food Menu Items on the Increase of Fast Food Outlets

The study sought to establish the extent to which food menu items influence increase of fast food outlets. The findings are presented in Figure 4.11.
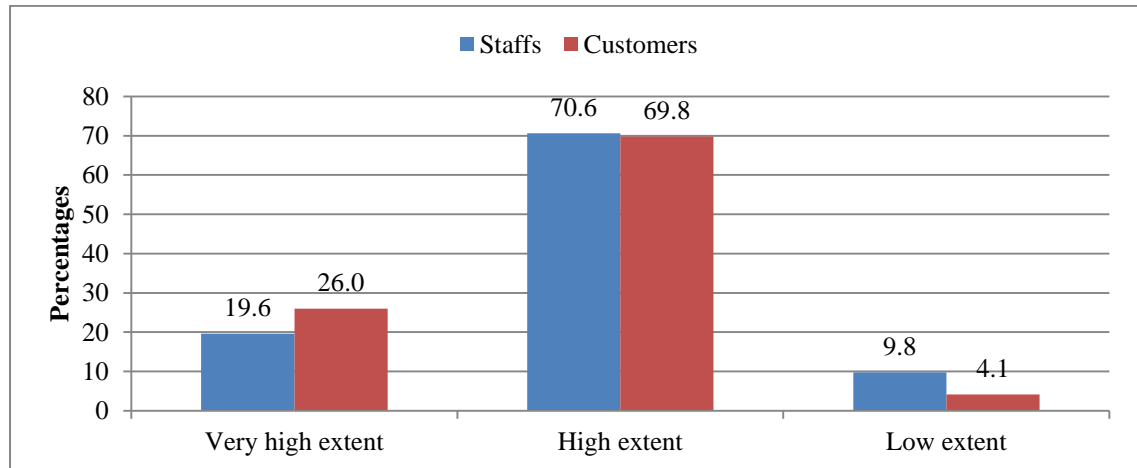
Figure 4.11:   Result on the overall influence of food menu items on the increase of fast food outlets
Source: Research data (2017)

The analysis in Figure 4.11, overall established that food menus items to a high extent (70.6% = staff and 69.8% = customers) influences the increase fast food outlets in Nairobi Central District.

4.6 Role of Business Location on the Increase of Fast Food Outlets

The third objective sought to examine the role of business location on the increase of fast food outlets in Nairobi County Central Business District. The study findings are presented in the sections below.

4.6.1 Customers Responses on the Role of Business Location on the Increase of Fast Food Outlets

This study found it worthy to find out the role of business location on the increase of fast food outlets. The findings are presented in Table 4.15.

Table 4.15: Customers responses on the role of business location on the increase of fast food outlets

	N	Mean	Std. Deviation
The dining room have adequate space	242	2.64	1.010
It's accessible	242	4.05	.419
It's in a secure location	242	4.03	.753
Located on the ground floor facing main streets	242	4.04	.868
Located in a street with large customer base	242	4.35	.775
Clean environment location	242	4.02	.678

Likert scale:*1- Strongly Disagree, 2-Disagree, 3- Don't Know, 4- Agree, 5- Strongly Agree.*

Source: Research data (2017)

The analysed data in Table 4.15 shows that the respondents agreed that accessibility security, ground floor location in a building, location in a street with large customer base and clean environments location has influenced increase of fast food outlets. However, the respondents disagreed that adequate space has influenced increase of fast food outlets.

4.6.2 Operations Staff Responses on Role of Business Location on the Increase of Fast Food Outlets

This study also sought information from fast food operations staff on the role of business location on the increase of fast food outlets. The findings are presented in Table 4.16.

Table 4.16: Operations staff responses on role of business location on the increase of fast food outlets

|	N	Mean	Std. Deviation
The dining room have adequate space	51	2.96	1.469
It's accessible	51	4.27	.451
It's in a secure location	51	4.31	.469
Located on the ground floor facing main streets	51	4.18	1.260
Located in a street with large customer base	51	4.45	.923
Clean environment location	51	4.29	.672

Likert scale:*1- Strongly Disagree, 2-Disagree, 3- Don't Know, 4- Agree, 5- Strongly Agree.*

Source: Research data (2017)

The analysed data in Table 4.16 established that the respondents agreed that accessibility (M=4.27, SD=0.451), security (M=4.31, SD=0.469), ground floor location (M=4.18, SD=1.260) location in a street with large customer base (M=4.45, SD= 0.923) and clean environment location (M=4.29, SD=0.672) has influenced increase of fast food outlets. On the other hand, the respondents disagreed that adequate space (M=2.96, SD=1.469) has influenced increase of fast food outlets.

4.6.3 Business Location Influence on the Increase of Fast Food Outlets

The study sought to establish the extent to which business location influence increase of fast food outlets. The findings are presented in Figure 4.12.
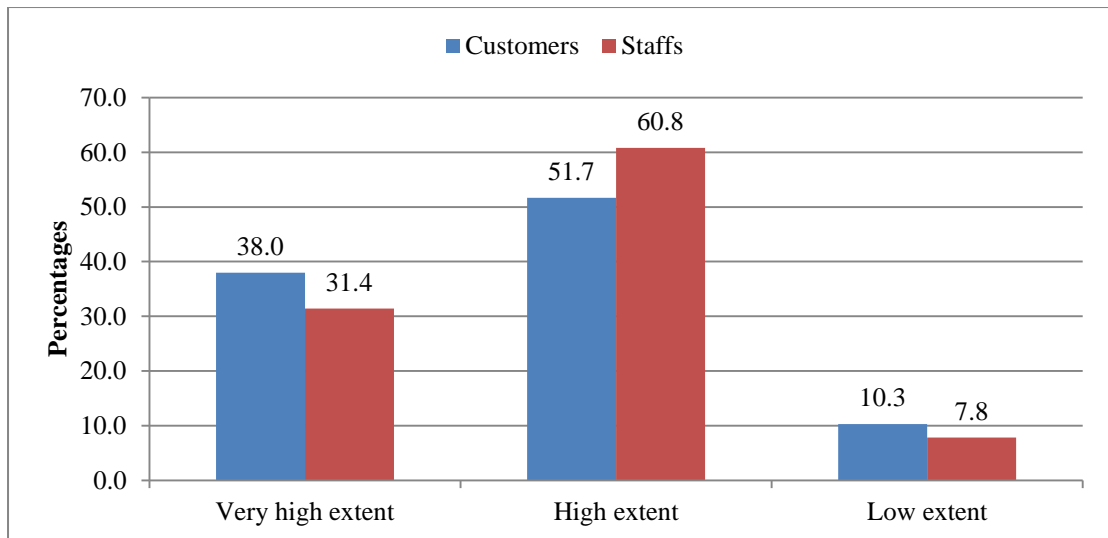
Figure 4.12: Extent to which business location influence increase of fast food outlets

Source: Research data (2017)

The analysis in Figure 4.12, overall established that business location to a high extent (60.8% = staff and 51.7% = customers) influences the increase of fast food outlets in Nairobi Central District. An oral interview with management of fast food outlets established the following;

> "......business location plays a major role in attracting customers. One owner confided that those outlets that are located on the ground floor in the main streets attract more customers as compared to those located in second or other floors. The cost of renting space on the ground floor is three times that of second floor since it's considered strategic. The premises that are in the main street are said to be accessible and safe especially during the night. Another fast food manager noted that of late most fast food outlets are coming up in any available space on ground floor on the main streets of NCBD. The interview also established that NCBD is preferred for starting fast foods business due to perceived security, cleanness of the streets and day and night commercial and social activities…". (O.I, September, 2016)

The above findings confirm that fast food business location has played a major role in influencing growth of fast outlets in NCBD.

4.7 Inferential Analysis

This section presents chi square and regression analysis. The chi square was used to test the hypothesis on the influence of socio-economic characteristics, food menus items and business location on the increase of fast food outlets. Regression fitness model was used to predict the influence of independent variables on the dependent variable.

4.7.1 Hypothesis Testing on Extent to which Socio-Economic Characteristics Influence Increase of Fast Food Outlets

HO₁ Customer's socio-economic characteristics do not influence increase of fast food outlets in Nairobi County Central Business District

The above hypothesis was tested using Chi-Square statistics. The Chi Square statistic returned χ^2 (df=6, N = 51) = 28.705, p=.0001 at p=0.05) indicating that there was significance. Based on this result (p<0.05) the null hypothesis was rejected and alternative hypothesis accepted. These results imply that socio-economic characteristics of customers who visit fast food restaurants influenced the increase of fast food outlets in Nairobi County Central Business District. These findings explain that socio-economic characteristics play a critical role in the growth of fast food outlets. These social economic characteristics comprised of gender, age, income levels and cost of food items among others.

4.7.2 Hypothesis Testing on the Influence of Food Menu Items on the Increase of Fast Food Outlets in Nairobi County Central Business District

HO$_1$ Food menu items do not influence increase of fast food outlets in Nairobi County Central Business District

The Chi Square statistic returned χ^2 (df=6, N = 51) = 26.805, p=.0012 at p=0.05) indicating that there was significance. Based on this result (p<0.05) the null hypothesis was rejected and alternative hypothesis accepted. These results imply that food menu items attract customers thus contributing to the increase of fast food outlets in Nairobi County Central Business District. These findings explain that food menu items are a major enabler of the growth of fast food outlets.

4.7.3   Hypothesis Testing on the Influence of Business Location on the Increase of Fast Food Outlets in Nairobi County Central Business District

HO$_1$ Business location does not influence increase of fast food outlets in Nairobi County Central Business District

The Chi Square statistical analysis returned χ^2(df=6, N = 51) = 29.7605, p=.0001 at p=0.05) indicating that there was significance. Based on this result (p<0.05) the null hypothesis was rejected and alternative hypothesis accepted. These results imply that preference of business location determine the business viability which in turn influenced the growth fast food outlets in Nairobi County Central Business District. These findings explain that business location is key factor that to be considered when starting a fast food business.

4.7.4 Regression Analysis

The hypothesis testing using Chi Square results in section 4.6.1 did not indicate the strength of the relationship between the independent and dependent variables. The

study therefore conducted correlation analysis to determine the extent to which the growth of fast food joints is explained by change in the independent variables; social economic factors, food menu and outlet location. The correlation analysis used multiple linear regression and regression coefficients to examine the relationship between dependent variable (Growth of fast food outlets) and independent variables (social economic factors, food menu and outlet location). The regression model (adjusted R squared) and regression coefficients results were used to explain the influence of independent variables on the dependent variable. Table 4.17 indicates the fitness of regression model used to explain the study phenomena while Table 4.18 presents the regression coefficients.

Table 4.17: Model fitness

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.803ᵃ	.645	.636	5.10827	.645	75.116	3	124	.000	1.579
a. Predictors: (Constant), location of business, food menu, social economic factors										
b. Dependent Variable: fast food outlet										

Source: Research data (2017)

The results are shown in table 4.17 indicate that independent variables contributes to 63.6% of change in the dependent variable. These findings means that social economic factors, food menu and outlet location determines the growth of fast foods outlets in Nairobi CBD. However other factors that were not explored by this study contributed 36.4% influence on growth in fast food outlets in Nairobi CBD.

4.6.5 Regression Coefficients

The regression coefficients analysis was conducted to determine the extent of contribution of each independent variables explored on the growth of fast foods outlets in Nairobi CBD. The results were presented in table 4.18.

Table 4.18: Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	-59.954	10.099		-5.937	.000					
Social economic factors	.980	.102	.534	9.592	.000	.373	.653	.513	.923	1.084
food menu	1.821	.168	.592	10.867	.000	.485	.698	.581	.965	1.036
location of business	2.187	.230	.538	9.525	.000	.295	.650	.510	.897	1.115
a. Dependent Variable: fast food outlet										

Source: Research data (2017)

The regression equation result; Y=-59.954+0.980+1.1821+2.187. This regression model shows social economic factors (+0.980) as having a positive coefficient meaning that it was directly proportional to fast food outlet growth. This result explains that a unit increase of social economic factors increases the growth of fast food outlets by 0.980 units. The fast food menu was directly proportional to growth of fast food outlets. This was so since a unit increase on fast food menu factor influenced the growth of fast-food outlets by 1.1821 units.

Lastly, independent variable; location of fast food outlet had a positive coefficient of 2.187 units. This finding indicated that a unit increase influenced growth of fast food outlets in 2.187 units Nairobi's CBD. The regression coefficients results presented in table 4.23 shows that food menu (Beta=0.592; t=0001) contributed the most on the growth of fast food outlets in Nairobi CBD. It was followed by business location (Beta=0.538; t=0001) while social economic factors (Beta=0.534; t=0001). These findings indicate that all beta coefficients results were significant in predicting the growth of fast food outlets Nairobi's CBD.

CHAPTER FIVE

SUMMARY OF THE FINDINGS, CONCLUSIONS AND

RECOMMENDATIONS

5.1 Introduction

This chapter comprise of the discussion of the results. The purpose of the study was to analyse the factors that have contributed to the increase of fast food outlets in Nairobi Central Business District of Nairobi County. The specific objectives were; to assess the effect of the customer's socio-economic characteristics on the increase of fast food outlets, to establish the influence of food menu items on the increase of fast food outlets and to examine the role of business location on the increase of fast food outlets in Nairobi County Central Business District.

The data analysis was focused on answering the following research questions, What are the effects of customer's socio economic characteristics on the increase of fast food outlets, what influence does food menus items have on the increase of fast food outlets and does the business location contribute to the increase of the fast food outlets in Nairobi County Central Business District between?. The chapter discusses the synthesis of the entire research, captures the summary of research findings, explanation of the findings in tandem with specific objectives. It also draws conclusions and suggests recommendations and offers areas for further study.

5.2 Summary of Findings

This section presents the discussions on the research findings. The discussion covers the respondents' and the fast food outlet background information and results of specific objectives.

5.2.1 Participants General Information

The analysed data in Figure 4.1 regarding respondent gender established that fast food operations staffs were female and men respectively. The findings above show that the fast food industry is dominated by women workers. The high number of women workers is attributed to the fact that fast food work is monotonous and requires little skills to produce fast foods in the kitchen. This high number however did not influence or create any bias on the study findings. The above research findings are in agreement with Fortino (2015) who noted that women form the majority of restaurant workers.

The study also found that majority of the fast food customers were females compared to men. The above findings which established that more females consume fast food as compared to men were contrary to research findings by Bipasha and Goon (2013). In their study in Bangladesh on fast food preferences and food habits among students of private universities Bipasha and Goon (2013) found more men had preference on fast food as compared to women. The same was noted by Van, Steyn and Marais (2010) where more men than women were found to consume fast food in South Africa.

The ages and experience of fast food operations staff presented in Table 4.2 established that most of them have experiences of 7-10 followed by 11-15 years. These revelations imply that the operations staffs have adequate experience. Adequate experience acquired would mean that the respondents have rich experiences on the growth of fast food outlets. It means that information collected for this study from the respondents was valid to make inferences on the reasons behind the increase of fast food outlets.

The study also established that most of fast food outlets operations staffs were young, between the age of 22-25 and 31-35 years. It implies that this age of staff belong to the

young workers who are energetic appropriate for working for many hours a situation common with fast food industry. These findings agrees with Chen (2010) who argued that in USA about 70% of the fast food restaurants comprises of young workforce of the ages of between 20 – 28 years.

The study findings in Figure 4.2 shows that information regarding increase of fast food outlets was solicited from a wide range of operations staff comprising of cooks, waiters, cashiers and supervisors. The study also orally interviewed owners and managers of fast food outlets to solicit in-depth information. These findings imply that information was gathered from diversified sources thus making it rich and reliable.

The study findings in Figure 4.3 established that at least all the operations staff had a primary school level of education while the rest had secondary school education and above. These revelations imply that fast food outlets have employed staff with diversified education levels; however, most of them have a secondary level of education. The high number of operations staff having secondary level of education can be attributed to the fact that fast food operations do not require high skilled staff. Fast food outlets are usually characterised by limited menu food items with no fine dining service which does not require highly skilled labour. This explains why most of the fast food operations staffs have secondary level of education. These findings are supported by the observation by Chen (2015) who noted that 70% of fast food outlet workers in USA were young shool leavers or college going students with no food production and service experience. Chen (2015) also noted that a third of the workers have diploma level of education and have the necessary food production skills.

The analysed data in Figure 4.4 found that the majority of the fast food customers were between 18-31 years. This comprises of customers who have completed secondary

education and may be in employment. These customers are young and are out to try new things and are easily influenced by different lifestyles. These are group of people who usually have disposable income as compared to the older generation. They are also busy working for many hours during the day and night and therefore convenience and time saving is a priority. Most of the respondents in the 18-22 age categories consume fast food daily. These observations concur with Untaru and Ispas (2013) who found that the young between 18-30 were the major customers of fast foods. These observation confirms why fast food businesses targets youths in their promotion strategies. It can be argued from this findings that customers' age is a major driver of development of fast food industry thus resulting in increase of outlets.

5.2.2 Fast Food Outlets Background Information

The study established that there was a relationship between the size of the fast food outlets and the sitting arrangements. Small outlets of less than 10 sitting capacity lacked seats while benches and stools were the most common sitting arrangements of 11- 40 sitting capacity. Dining tables and chairs were available for large establishments of 31- 90 sitting capacity. These findings imply majority of fast food outlets have simple sitting arrangements to maximise on space and for convenience. These revelations confirms why fast food outlets do not attract customers who prefer fine dining but is frequented by clients who need quick service and takeaways. It was noted during the survey that majority of the customers preferred to take their meals standing and takeaway due to limited space. The service/dining area were small averaging about 150 square feet which therefore offered limited space for providing tables and chairs. The lack of adequate space made it convenient for most of the outlets to provide benches and stools and in some cases only benches are available.

The findings in 4.5 established that majority of the fast food outlets operates seven days in a week for 24 hours. The 24 hour operation duration was identified as one of the reasons of growth of fast food outlets. Improved security and economy since 2004 has led to many businesses like banks, supermarkets, and manufacturing among others to operate 24 hours. The night activities like discotheques, transport business among others in Nairobi Central Business District have also provided a ready market for fast foods.

5.2.3 Customer's Socio-Economic Characteristics and Increase of Fast Food Outlets

The first objective of this study was to assess the effect of socio-economic characteristics on the increase of fast food outlets in Nairobi County Central Business District. The survey explored fast food customer age to determine if it influenced the increase of fast food outlets. The study in Figure 4.6 found that most of the customers interviewed were 18-35 years.

These findings are collaborated by the findings of this study (Figure 4.5) which found that most of the interviewed respondents (fast food customers) were between the ages of 18-31 years. The reason for the large number of youthful population constituting majority of fast food customers can be attributed to several factors. These factors include; availability of disposable income, work related factors, types of foods among others. The above revelations are supported by findings by Van, Steyn and Marais (2010) in their study on characteristic and factors influencing fast food intake of Johannesburg, South Africa. This study established that majority of the fast food consumers were of the ages of 18-29 years. Untaru and Ispas (2013) also established

that in Romania the youth forms the bulk of the fast food customers driven by their low income, food tastes, convenience and dislike of cooking.

The study established that most of the food customers interviewed relied on parents for monies used to purchase fast foods. It was also established that the fast food customers got monies from friends for the purchase of fast foods. This can be explained by the fact this study established that majority of the customers interviewed were students who were not employed thus relying on parents and friends for upkeep monies. The study found a close relationship between place of birth and when one started to consume fast foods. The respondents who were born in urban areas have a high chance of consuming fast foods at an early age as compared to those who were born in rural settings. This can be attributed to the respondents' exposure to fast food due to presence of outlets in urban areas as compared to rural areas. This observation is in agreement with the study findings by Oni and Matiza (2014) who found that urban people have a higher chance of eating fast foods compared to rural folks. These findings collaborate with study findings by Sharmal and Pokhrel (2016) on the study conducted on prevalence of fast food intake among urban and semi urban adolescent students of Guwahati. The study established that those students who were born in urban areas had a higher preference for fast foods as opposed to those born in semi-urban locations.

The frequencies of eating fast foods have been used to determine the preference of fast foods and possible contribution to the increase of fast food outlets. The findings in Figure 4.7 established that most (39.7%) of the respondents consumed fast foods daily followed by 30.6% who frequented fast food outlets four times in a week. These findings attest that not all the respondents frequent fast food outlets daily. However the number that eats four times in a week and daily accounts to over 70% which is large

enough to offer lucrative businesses. This high number of respondents who frequent fast food outlets has the likelihood of increasing sales and profits which in turn lead to opening of new outlets.

The study established that food taste/flavour was the major aspect that attracted customers to fast food outlets followed by proximity to working place and schools/colleges. These findings imply that food taste/flavour and proximity are factors considered by clients to patronise fast food outlets. These findings were collaborated by Awaan and Nawaz (2015) in Pakistan and Maumbe (2012) in South Africa who argued that that food flavours was the main the features that attract customers to fast food restaurants. This observation did not concur with study findings by Ergin and Akbay (2015) who established that convenience like close to working places and schools was the main pull factor of youths to prefer eating from fast restaurants as opposed to food tastes. From their studies it was concluded that food flavours comes first in attracting customers as opposed to food quality and convinience.

The findings in Table 4.8 found that most of the customers spend on average between KSH[2] 100 – 150 for fast food meals. These findings imply that customers don't spend a lot on fast foods. This is attributed to the fact that the most preferred fast food items are a French fries/Chips and sausages which costs an average of KSH 60 and 40 respectively in most of the fast food outlets. These observations infer affordable fast foods drives the growth of fast food outlets.

The above observations are an indicator that fast food prices play a major role on the growth of fast food industry. The ability to sell large amounts of servings on low priced foods is an effective strategy that has been used to improve sales. Such marketing

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[2]KSH. 100.02 exchanged with 1 USD at the time of study (September,2016)

strategy is thought to be effective in increasing sales in most cases results in low quality product and services. Businesses in order to cushion low quality product and services may end up paying low salaries, use low quality tools, equipment, cutlery and crockery. It was observed during the study that most of the outlets used disposable plastic items, poor quality forks, highly controlled portions among others interventions to maximize on profit on low priced items.

Overall, the study established that socio-economic factors have positively influenced the increase of fast food outlets. It emerged that the fast food businesses target young clients by providing foods with favourable tastes, target low and high income clients, and do not discriminate gender. It was also found that due to provision of low prices food items and major promotions through advertisement the prevalence for fast foods has increased which consequently contributed good business thus increasing the number of fast food outlets in the study area. A hypothesis testing to determine the influence of socio-economic characteristics on the increase of fast food outlets was tested using Chi-Square statistics. The Chi-Square test returned χ^2(df=6, $N = 51$) = 28.705, $p=.000$ at p=0.05) indicating that there is significance on the relationship between socio-economic characteristics on the increase of fast food outlets.

The above findings are consistent with the study findings by Ayo *et al.,* (2012) in Uganda, Van, *et. al*., (2010) in South Africa and Olise, Okoli and Ekeke (2015) who collectively established that demographic and socio-economic characteristics of the consumers of fast foods played a critical part in investments and growth of fast food eateries. It can be argued from these findings that fast food businesses capitalises on the socio-economic characteristics to promote fast foods.

Regression analysis established that the independent variable had 63.6% influences on the independent variable. Of the three independent variables explored, social economic factors (Beta=0.534) contributed the least to the growth of fast food outlets in Nairobi CBD. These findings are supported by a study done in Bangladesh Bipasha and Goon (2013).which found prevalence of fast food consumption among young clients mostly students and young working class.

5.2.4 Food Menu Items and Increase of Fast Food Outlets

This section discusses the analysis of the influence of food menu items on the increase of fast food outlets in Nairobi County Central Business District. The study established (Table 4.11) that fast food outlets sell 11 different types of fast food menu items. The findings above imply that fast food outlets have limited menu items. This is attributed to the need to specialise in certain foods, a common strategy used to maintain customers and maximize on profits. This is in agreement with the observation by Ramly et. al., (2003) who established that the majority of fast food restaurants are characterised by limited menu items. Limited menu food items have the advantage of ensuring quick service, quick production and quick convenient service.

It emerged from the study that French fries/chips, soft drinks, fried chicken and sausages were the most preferred fast foods. Other fast food items were samosa, meat pies, fresh juice, and pastries among others. Burgers and Pizza were some of the least preferred fast food items. The preference for burgers and pizza was low in comparison to other countries. Similar studies in Turkey (Ergin & Akbay, 2015), South Africa by (Van, Steyn& Marais, 2010) and Romania by (Untaru & Ispas, 2013) established that burgers and pizza were the most eaten fast foods. The cost of pizza and burger is in excess of KSH 500 and 250 respectively which is not affordable to most of the

customers. Hoverver the availability of other foods like French fries, soda and sausages whose costs are low make fast food prefarable to youths.

Regression analysis established that the independent variable had 63.6% influences on the independent variable. Food menu (Beta=0.592) contributed the highest to the growth of fast food outlets in Nairobi CBD. These findings are supported by Ramly, et. al., (2003), Glanz, *et al.,* (2007) and Ayo *et al.,* (2012) who argued that food menu is a major factor that determines the success of fast foods outlets.

5.2.5 Role of Business Location on the Increase of Fast Food Outlets

The third objective examined the role of business location on the increase of fast food outlets in Nairobi County Central Business District. It emerged from the study that accessibility, security, location of the business in a building and street influenced the increase of fast food outlets. However adequate dining space had no influence on the increase of fast food outlets.

Business sitting is one of the factors considered by any investors. Business locations that are not easily accessible limit the number of first time walk in customers. To attract such customers, owners need to develop ways of making them know about the location. It was observed that fast food outlets that are not located on the ground floor and back streets have stationed sales persons with elegant attires to direct customers. They have also placed very attractive sign posts, advertisement and roller banners to inform on the location and food items sold.

The above findings concur with study findings by Van, *et al.,* (2010), Ramly *et al.,* (2003) and Jekanowski, *et. al.,* (2001) found fast business location has resulted in increase of customers. They noted that convenience locations like in supermarkets, main commercial streets, petrol stations, secure and accessibility by foot were critical

for consideration by investors while opening fast food eateries. Secondary data obtained from Nairobi County licencing department established that there has been an unprecedented application of restaurant business in NCBD especially near the busy main commercial streets to operate 24 hours. It was also noted that the licensing authority have not differentiated fast food outlets from other kinds of restaurants.

Regression analysis established that the three independent variables had 63.6% influences on the growth of fast food outlets. However, business location (Beta=0.538) came second in the contribution to the growth of fast food outlets in Nairobi CBD. These findings are in agreement with study findings by Jekanowski, Binkley& Eales, (2001), Ramly, *et. al.,* (2003) and Tanner and Raymond (2012) who noted that business location is critical in attracting clients. They argued that good business location in terms of access and security make it convenient for the customers to seek service thus contributing to the business growth.

5.3 Conclusions

In conclusion it was established that the independent variables; customer' demographic and socio-economic characteristics, food menu items and business location influenced the increase of fast food outlets in Nairobi CBD. It also concluded that the increase of fast food outlets in NCBD was influenced by the types foods served in the fast food outlets. Finally the research concludes that business location was a critical factor that influenced increase of fast food outlets in NCBD. In conclusion, inferential analysis indicated that the growth of fast food outlets in Nairobi's CBD was a result of the explored independent variables; social economic factors, food menu and location of fast food outlets. From the finding of interview schedule it was concluded that there are no policies that guides on fast food industry in Kenya.

5.4 Recommendations

i. The study established that there is no policy that regulates fast food industry to protect the consumers from unhealthy foods outlets unlike in developed economies. The study therefore recommends that the government of Kenya, through the ministry of health and Nairobi City of County to develop a policy to guide on the regulation of the fast food industry. The policy should have the provision of regulating the fat content, amount of salts added and sales to children as the marketing strategy

ii. The study established that Nairobi City County which has the mandate of licensing businesses has no policy or laws that regulate opening of fast food outlets. This has led to uncontrolled opening of many fast food outlets in the CBD. The study therefore recommends that the City of Nairobi County to develop a policy to guide on the regulation of licensing and opening of fast food outlets. The policy should also have a provision of regulating the number of fast foods outlets to be opened in a given location.

5.5 Areas of Further Research

The following areas may require further research, these are;

i. Investigate the reasons for low consumption of hot beverages in fast food outlets in Kenya.

ii. Investigate the reasons why more women consume fast foods in Kenya as compared to others countries.

iii. Investigate reasons majority of Kenyans have no preference for eating fast food for supper.

iv. The study recommends for a further study to determine factors other than food menu, business location and socio-economic characteristics that influence the growth of fast food outlets in NCBD.

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APPENDICES

Appendix I: Introduction Letter

Norah Bosibori

School of Tourism, Hospitality and Event Management

Moi University

P. O. BOX 3900 - 30100

Eldoret

10th May2016

TO WHOM IT MAY CONCERN

I am Norah Bosibori, a Masters student in School of Tourism, Hospitality and Events Management of Moi University. I have completed my course work and I am embarking on my research on the ***Analysis of factors influencing the increase of fast food outlets in Nairobi central business district in Nairobi county, Kenya.*** You have been selected to take part in the study by filling a questionnaire or being interviewed. You are requested to answer all the questions as objectively as possible. Be assured that all the information given will be treated with the outmost confidentiality it deserves and anonymity is guaranteed.

I sincerely thank you for your anticipated co-operation as you give this exercise your utmost attention and time out of your busy schedule.

Yours faithfully,

Norah Bosibori

Appendix II: Questionnaire for Fast Food Operations Staff

My name is **Norah Bosibori Obino,** a am currently embarking on a research titled **"An analysis of factors influencing the increase of fast food outlets in Nairobi central business district in Nairobi County, Kenya**".

This questionnaire is meant to collect data for this research. You have been selected as one of the respondents. Kindly provide your honest information on all the items in this questionnaire. This exercise is purely for academic pursuit and the views expressed will be treated confidential.

INSTRUCTIONS

i) This questionnaire consists of **6 pages printed one side**

ii) There are 11 questions in total please answer all questions.

iii) **Respond by Ticking [√] or circling** your answer choice from options provided.

iv) Where **applicable explain or make your suggestions** on the spaces provided.

SECTION A: DEMOGRAPHIC INFORMATION.

1. By use of a **tick [√] or circling** please indicate the following (**Tick one option only**)

   a) Please indicate your gender [1] Female [2] Male

   b) Kindly select your age

     [   ]   18 - 22 years

     [   ]   22 - 25 years

     [   ]   25 - 30 years

[   ]   31 - 35 years

[   ]   36 - 40 years

[   ]   41 - 45 years

[   ]   Above 45 years

c) Please indicate your designation

   [1] Chef/Cook [2] Waiter [3] Cashiers [4] Manager

   Any other, please indicate _____

d) Highest education attained **(Tick one option)**

[   ]   No education

[   ]   Primary school certificate

[   ]   Secondary school certificate

[   ]   Diploma or Certificate

[   ]   Others qualification (specify)_____

e) How long have you worked in the fast food outlets

[   ]   Less than I year

[   ]   1 – 3 years

[   ]   4 – 6 years

[   ]   7 – 10 years

[   ]   11 – 15 years

[   ]   Above 15 years

SECTION B: FAST FOOD OUTLET BACKGROUND INFORMATION.

2.   By use of a **tick [√] or circling** please indicate the following **(Tick one option**

   only)

a) Please indicate the size of the outlet you work for.

   [   ]   Less than 10 seats

   [   ]   11- 20 seats

   [   ]   21-30 seats

   [   ]   31-40 seats

   [   ]   71-90 seats

   [   ]   91-100 seats

b) Please indicate the sitting arrangements.

   [   ]   Benches with no seats (Standing)

   [   ]   Array of benches with stools as seats

   [   ]   Dining table and chairs

   [   ]   No room for dining but takeaways only

c) Hours for opening

   [   ]   Less than six hours

   [   ]   6 hours

   [   ]   10 hours

   [   ]   15 hours

   [   ]   24 hours

d) Opening days per week

[   ]   5 days

[   ]   6 days

[   ]   7 days

SECTION C: INFLUENCE OF CUSTOMER SOCIO-ECONOMIC CHARACTERISTICS AND LIFESTYLES ON THE GROWTH OF FAST FOOD OUTLETS.

3.   Which age group of customers frequent your establishment

[   ]   Below 18 years

[   ]   18 – 22 years

[   ]   22 – 26 years

[   ]   27 – 31 years

[   ]   32 – 35 years

[   ]   36 – 40 years

[   ]   31 – 45 years

[   ]   36 – 50 years

[   ]   Above 51 years

4. Using a Likert scale measurement of 1- 5 (Strongly Agree – **SA** [1], Agree - **A** [2], Don't Know – **DK** [3], Disagree - **DA** [4] and Strongly Disagree - **SD** [5]) indicate your opinion on the influence of socio-economic characteristics and lifestyles on the growth of fast food outlets.

	Statements	Strongly agree	Agree	Don't Know	Disagree	Strongly disagree
a	Our food items (Menu) are designed to meet the taste of specific age of the clients					
b	We target both low income and high income clients					
c	Our fast foods target mostly the female gender					
d	Our fast foods target mostly the male gender					
e	Our fast foods target all gender					
f.	We target low income clients					
g	We target high income clients					
h	Our clients prefer western type of fast foods					
i.	Most of our clients take lunch as opposed to dinner					
j.	Clients prefer to take fast foods as they chat after work					
k	Clients prefer taking fast foods from our outlet instead of cooking at home.					
l.	Advertisement of fast food has led to increase of our customers					

5. In your opinion to what extent has socio-economic characteristics and lifestyles influenced the growth of fast food outlets?

[   ]   Very high extent

[   ]   High extent

[ ]   Low extent

[ ]   Very extent

[ ]   No extent

SECTION D: INFLUENCE OF FOOD MENUS ON THE GROWTH OF FAST FOOD OUTLETS.

6. Please identify the foods you sell in this outlet (**Tick more than one where applicable**)

[ ]   Soft drinks (soda)

[ ]   Hot beverages like tea, coffee and chocolate

[ ]   Fresh juices

[ ]   Fried chicken

[ ]   Meat pies (chicken, beef)

[ ]   Fries potatoes (Chips/French fries)

[ ]   Sausages

[ ]   Samosa

[ ]   Pastries (Chapati, mandazi etc.)

Others please specify _____

7. Please indicate **four (4)** most preferred foods in your outlet (**Assign a number from 1-4 to denote their preference**)

[ ]   Soft drinks (soda)

[ ]   Hot beverages like tea, coffee and chocolate

[ ]   Fresh juices

[ ]   Fried chicken

[ ]   Meat pies (chicken, beef)

[   ]   Fries potatoes (Chips/French fries)

[   ]   Sausages

[   ]   Samosa

[   ]   Pastries (Chapati, mandazi etc.)

Others please specify _____

8.   Using a Likert scale measurement of 1- 5 (Strongly Agree – **SA** [1], Agree - **A** [2],

Don't Know – **DK** [3], Disagree - **DA** [4] and Strongly Disagree - **SD** [5]) indicate

your opinion on the influence of menu on the growth of fast food outlets.

	Statements	**Strongly agree**	**Agree**	**Don't Know**	**Disagree**	**Strongly disagree**
a.	We produce high quality food which has made our establishment grow					
b.	Our foods are convenient for takeaway					
c.	Our foods are always ready and available					
d.	All our foods are exotic which attracts our clients					
e.	Our food prices are affordable thus attracting many clients					
f.	The portions are satisfactory					
g.	Saves time and is convenience during service					
h.	The menu has many varieties of food items which keep me coming					

9. In your opinion to what extent do you think food menus have contributed to the growth of fast food outlets in this street?

[　] Very high extent

[　] High extent

[　] Low extent

[　] Very extent

[　] No extent

SECTION E: INFLUENCE OF PREMISES BUSINESS LOCATION ON THE GROWTH OF FAST FOOD OUTLETS

10. Location of business plays a critical role in the success of any business. Using a Likert scale measurement of 1- 5 (Strongly Agree – **SA** [1], Agree - **A** [2], Don't Know – **DK** [3], Disagree - **DA** [4] and Strongly Disagree - **SD** [5]) indicate your opinion on the influence of the location of fast food outlets on the growth of fast food outlets.

	Statement	SA - 1	A - 2	DK - 3	DA - 4	SD - 5
a.	There is adequate parking					
b.	Its accessible by car and foot					
c.	It's in a secure location					
d.	Located on the ground floor facing main streets					
e.	Located in a commercial area with large customer					
f.	Clean environment					

11. To what extent do you think the location of the fast food outlet you work for contributed to the growth of the business?

[   ]   Very high extent

[   ]   High extent

[   ]   Low extent

[   ]   Very extent

[   ]   No extent

END- THANK YOU

Appendix III: Interview Schedule for Fast Food Outlets Managers

1. What is your designation and responsibility?

2. Are you the owner or an employee of this outlet? (if he/she is the owner probe on the reason of venturing into this business)

3. What time do you open and close your business (probe on reason of opening and closing at particular times, probe on issues of security, availability of customers etc.)

4. Who are your major customers (Probe on the age, sex, occupation etc.)

5. What time do you get most of your business (probe on frequency from opening to closing time).

6. Do you think the menu served contribute to the growth of fast food outlets (probe on the types, variety, availability, attractiveness, simplicity, quality, among others to explore the contribution of menu to the growth of fast food outlets)

7. Why did you choose the location of your business (probe on the availability of infrastructure like water, street lights, space, parking, other amenities etc.)

8. Are there laws, guidelines or policies that regulates fast food industry in Kenya (Probe on availability of laws. regulation or policies by the government on the location, number of outlets, quality of foods , amount of fats, salt, duration of opening the outlets among others)

Appendix IV: Questionnaire for Customers

My name is **Norah Bosibori Obino,** a Master of Hospitality Management student at Moi University. I have cleared my course work and I am currently embarking on a research titled **"An analysis of factors influencing the growth of fast food outlets in Nairobi central business district in Nairobi County, Kenya"**.

This questionnaire is meant to collect data for this research. You have been selected as one of the respondents. Kindly provide your honest information on all the items in this questionnaire. This exercise is purely for academic pursuit and the views expressed will be treated confidential.

INSTRUCTIONS

i) This questionnaire consists of **5 pages printed one side**

ii) There are 11 questions in total please answer all questions.

iii) **Respond by Ticking [√] or circling** your answer choice from options provided.

iv) Where **applicable explain or make your suggestions** on the spaces provided.

SECTION A: DEMOGRAPHIC INFORMATION.

1. Indicate your sex

   [ ]   Female   [ ]   Male

2. Were you born in Nairobi or in any other major urban town?

   [ ]   Yes   [ ]   No

3. Age group

[   ]   Below 18 years

[   ]   18 – 22 years

[   ]   22 – 26 years

[   ]   27 – 31 years

[   ]   32 – 35 years

[   ]   36 – 40 years

[   ]   41 – 45 years

[   ]   46 – 50 years

[   ]   Above 51 years

4. Please indicate your occupation **(Tick one option)**

[   ]   Student

[   ]   Employed (Formal)

[   ]   Self-employed (Own Employment)

[   ]   Not employed

5. Marital status

[   ]   Single

[   ]   Married

Others please specify_____

SECTION   B: INFLUENCE   OF   CUSTOMER   SOCIO-ECONOMIC CHARACTERISTICS AND LIFESTYLES ON THE GROWTH OF FAST FOOD OUTLETS

6. Source of income   **(Tick more than one option)**

[   ]   Parents

[   ]   Friends

[   ]   Employment (Formal or Self-employment)

Others sources please specify_____

7. When did you start buying fast foods

[   ]   When I was in primary school

[   ]   When I joined college

[   ]   When I started to earn some money

8. How often do you eat from fast food outlets

[   ]   Once in a week

[   ]   Twice in a week

[   ]   Thrice in a week

[   ]   Four times in a week

[   ]   Daily

9. What attracts you here to have your meals **(Tick more than one option)**

[   ]   The elegance of the food outlet

[   ]   It's near where I work

[   ]   It's near my home

[   ]   Taste of the foods

[   ]   Service offered

[   ]   It's spacious

[   ]   The portions are adequate

10. Please indicate your average spending per week on fast food in the following time of the day/meal

(a) **Average spending per week on fast food any time of the day (Not lunch or supper)**

[   ]   Less than Ksh. 100

[   ]   Between Ksh. 100 and 150

[   ]   Between Ksh. 150 and 200

[   ]   Between Ksh. 200 and 250

[   ]   Between Ksh. 250 and 300

[   ]   Between Ksh. 300 and 350

[   ]   Between Ksh. 350 and 400

[   ]   Between Ksh. 400 and 450

[   ]   Between Ksh. 450 and 500

[   ]   Above Ksh. 500

(b) **Average spending per week on fast food on lunch**

[   ]   Less than Ksh. 100

[   ]   Between Ksh. 100 and 150

[   ]   Between Ksh. 150 and 200

[   ]   Between Ksh. 200 and 250

[   ]   Between Ksh. 250 and 300

[   ]   Between Ksh. 300 and 350

[   ]   Between Ksh. 350 and 400

[   ]   Between Ksh. 400 and 450

[   ]   Between Ksh. 450 and 500

[   ]   Above Ksh. 500

(c) Average spending per week on fast food on supper

[   ]   Less than Ksh. 100

[   ]   Between Ksh. 100 and 150

[   ]   Between Ksh. 150 and 200

[   ]   Between Ksh. 200 and 250

[   ]   Between Ksh. 250 and 300

[   ]   Between Ksh. 300 and 350

[   ]   Between Ksh. 350 and 400

[   ]   Between Ksh. 400 and 450

[   ]   Between Ksh. 450 and 500

[   ]   Above Ksh. 500

SECTION C: INFLUENCE OF FOOD MENUS ON THE GROWTH OF FAST FOOD OUTLETS.

11. Using a Likert scale measurement of 1- 5 (Strongly Agree – **SA** [1], Agree - **A** [2], Don't Know – **DK** [3], Disagree - **DA** [4] and Strongly Disagree - **SD** [5]) below please indicate your views on the influence of menu on the growth of fast food outlets in Nairobi CBD.

	Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
a.	The type of food sold in this fast food outlet attracts me					
b.	The outlet produce high quality food which attracts me					
c.	Foods are convenient for takeaway					
d.	Foods are always ready and available					
e.	Foods are exotic which attracts me					
f.	Food prices are affordable thus attracts me					
g.	The portions are satisfactory					
h.	Menus simple thus saving time and is convenience during service					
i.	The menu has variety of food items which keep me coming					

SECTION D: INFLUENCE OF PREMISES BUSINESS LOCATION ON THE GROWTH OF FAST FOOD OUTLETS

12. Using a Likert scale measurement of 1- 5 (Strongly Agree – **SA** [1], Agree - **A** [2], Don't Know – **DK** [3], Disagree - **DA** [4] and Strongly Disagree - **SD** [5]) below please indicate tour views on the influence of business premises location on the growth of fast food outlets in Nairobi CBD.

	Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
a.	The dining room have adequate space					
b.	Its accessible by car and foot					
c.	It's in a secure location					
d.	Located on the ground floor facing main streets					
e.	Located in a commercial area with large customer					
f.	Clean environment					

13. To what extent do you think the location of the fast food outlet you work for contributed to the growth of the business?

    [   ]   Very high extent

    [   ]   High extent

    [   ]   Low extent

    [   ]   Very extent

    [   ]   No extent

END- THANK YOU

Appendix V: Moi University Data Collection Authorisation Letter

MOIUNIVERSITY

ISO 9001:2008 CERTIFIED

SCHOOL OF TOURISM HOTEL &HOSPITALITY MANAGEMENT

Tel :(020) 2211206
Fax No :(020)220247
Telex No: 35047 MOIVASITY

P. O. Box 63056-00200
Nairobi
KENYA

Ref:MU/NRB/STHE /RF/45

5th May, 2016

TO WHOM IT MAY CONCERN

Dear Sir / Madam,

RE:PERMIT TO CONDUCT RESEARCH AS A BONAFIDE STUDENT OF MOI UNIVERSITY

In reference to the above, **Norah Bosibiri Obino – MHM/105/14** is conducting her research for the award of Master degree of Hospitality Management.

We hereby request that you may facilitate in providing information related to her topic "AN ANALYSIS OF FACTORS INFLUENCING THE INCREASE OF FAST FOOD OUTLETS IN NAIROBI CENTRAL BUSINESS DISTRICT IN NAIROBI COUNTY, KENYA."

The results will be shared with you if need be and will only be used for this academic exercise.

Yours sincerely,

DR. ROSE BURUGU WAWERU
For:
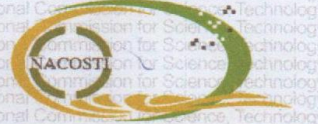DEAN,
SCHOOL OF TOURISM, HOSPITALITY AND EVENTS MANAGEMENT

Appendix VI: National Commission of Science, Technology and Innovation

CONDITIONS

1. You must report to the County Commissioner and the County Education Officer of the area before embarking on your research. Failure to do that may lead to the cancellation of your permit.
2. Government Officer will not be interviewed without prior appointment.
3. No questionnaire will be used unless it has been approved.
4. Excavation, filming and collection of biological specimens are subject to further permission from the relevant Government Ministries.
5. You are required to submit at least two(2) hard copies and one (1) soft copy of your final report.
6. The Government of Kenya reserves the right to modify the conditions of this permit including its cancellation without notice

REPUBLIC OF KENYA

NACOSTI

National Commission for Science, Technology and Innovation

RESEACH CLEARANCE PERMIT

Serial No.A 11669

CONDITIONS: see back page

THIS IS TO CERTIFY THAT:
MISS. NORAH BOSIBORI OBINO
of MOI UNIVERSITY, 220-130
Gatundu, has been permitted to conduct
research in *Nairobi County*

on the topic: *FACTORS THAT CONTRIBUTE TO THE GROWTH OF FAST FOOD OUTLETS IN NAIROBI CENTRAL BUSINESS DISTRICT IN NAIROBI COUNTY, KENYA*

for the period ending:
7th November,2017

Permit No : NACOSTI/P/16/23410/13774
Date Of Issue : 7th November,2016
Fee Recieved :ksh 1000

....
Applicant's Signature

....
Director General
National Commission for Science, Technology & Innovation