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Food consumption behaviour patterns of Chinese students registered at the Cape Peninsula University of Technology and the University of the Western Cape.

by

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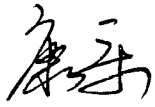
DECLARATION

I, Le Kang, declare that the contents of this dissertation/thesis represent my own unaided work, and that the dissertation/thesis has not previously been submitted for academic examination towards any qualification. Furthermore, it represents my own opinions and not necessarily those of the Cape Peninsula University of Technology.



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ABSTRACT

Chinese students study in South Africa on account of the English environment and cheaper tuition fees. Owing to the increased Chinese student population in South Africa, a potential Chinese food market is being mooted, and it is therefore necessary to undertake research to define this potential market opportunity in order to provide information to entrepreneurs who are interested in establishing a business in the Chinese food market in the Cape Metropolis.

Chinese students who are studying at the Cape Peninsula University of Technology (CPUT) and the University of the Western Cape (UWC) will be the focus of the research. The main purpose of this study was to analyze the food consumption behaviour of these students and their attitudes towards Chinese and South African foods. A questionnaire survey was conducted to collect information on the demographic characteristics of Chinese students, their current food consumption habits and attitudes towards Chinese and South African food.

The data collection and analysis was computed by means of the Statistical Package for Social Sciences methodology. The results reflected that students generally prefer not to eat at home and that they eat both Chinese and South African food alternately. Furthermore, the attitudes towards of the respondents towards Chinese and South African foods are influenced by factors such as freshness, convenience and availability.

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GLOSSARY

ANOVA: Analysis of Variance. A statistical procedure for testing the effect of one or more treatments on different groups by comparing the variability between groups to the variability within groups.

Chi-square test: A test of statistical significance used to assess whether or not a relationship exists between two categorical variables.

Cronbach's Alpha: A reliability index that estimates the internal consistency or homogeneity of a measure composed of several items or subparts.

Fishbein attitude model: The consumer's overall attitude toward the product is the aggregation of his or her beliefs about each of its attributes as well as an evaluation of the importance of that attribute providing the needed benefits.

Non-probability sampling: The probability of any particular member of the population being chosen is unknown.

South African food: It is diverse and especially that provided by the local restaurants.

Snowball technique: A method that the researcher handed out questionnaires to everyone he knew, and appealed to these respondents to hand out questionnaires to those they knew.

T-test: A statistical test including confidence limits for the random variable t of a t distribution and used especially in testing hypotheses about means of normal distributions when the standard deviations are unknown.

CHAPTER ONE
INTRODUCTION TO THE RESEARCH

1.1 Background

In the aftermath of the unbanning of the African National Congress and the release of political prisoners in 1990, South Africa and the People's Republic of China agreed in August 1991 to establish unofficial government relations in Pretoria and Beijing. The government relations were retained up to the advent of the democratic South African state in 1994, which formalized ties with mainland China.

On the advent of the Republic of China establishing full diplomatic relations with South Africa in 1998, the number of Chinese people who immigrate to, travel, work and study in South Africa increased rapidly.

In April 2000, the South African President, Thabo Mbeki, and Chinese President, Jiang Zemin, signed the Pretoria Declaration which created a platform for high level bilateral agreements between South Africa and China. As bilateral commerce expanded, many Chinese immigrated from China to conduct business. Presently there are 200,000 Chinese immigrants in South Africa (Janet, 2005:352).

The English environment and cheaper tuition fees in South Africa represent an attraction for Chinese students. As part of the new relationship and the cordial trade arrangements, the early 2000s witnessed a growing number of Chinese students arriving in South Africa to acquire English language skills and to further their tertiary education. According to the South African Foreign Affairs (2003), there are 5,000 Chinese students living and studying in South Africa. This number is increasing every year.

Chinese immigrants are distributed throughout South Africa, and many Chinese students select Cape Town as their study destination because of the natural environment and safer residential conditions.

Types of food and the tastes of Chinese are the most obvious factors that are different from other nations. Chinese traditional food habits have not changed. Among the four primary cultural factors, such as, dressing, eating, housing and acting, eating occupies the first place and therefore, the Chinese possess a centuries-old dietary culture.

Owing to the increased Chinese population in South Africa, a potential market is being established and it is therefore necessary to undertake research to define this potential market

opportunity. The study will assess the food consumption behaviour of Chinese specifically in the Cape Town metropolitan area and focus on the Chinese students who study at the Cape Peninsula University of Technology (CPUT) and the University of the Western Cape (UWC).

1.2 Research Objectives

Owing to the increased Chinese population in South Africa, a potential Chinese food market is being established, and therefore it is necessary to undertake research to define the characteristics of this food market and furnish such information to entrepreneurs.

In order to achieve the research purpose, the following objectives have been formulated:

- to determine the food choices of Chinese students in the Cape Town Metropolitan area, that is, whether they prefer either traditional Chinese food or South African food;
- to ascertain where Chinese students eat the food products, at home, Chinese restaurants or local restaurants?
- to determine the market outlet choices relating to the food products, i.e. Chinese or South African supermarkets;
- to assess the Chinese students perceptions and preferences with regard to Chinese food and South African food;
- to determine whether consumer behaviour is associated with the consumers' demographic variables and;
- to identify which food product factors influence product consumption.

1.3 Research Questions

The focus of the research falls on Chinese students with regards to food consumption behaviour in two selected tertiary institutions in the Cape Town Metropolitan area, so as to assess their choice, consumption, attitudes and perceptions with regard to food products.

The following main research questions will be answered in the research:

- What are the Chinese students' consumption pattern and market outlet choices currently?
- What are the Chinese students' demographic characteristics, such as age, gender, length of residency in South Africa at CPUT and UWC and the correlation between these demographic characteristics and consumption behaviours?
- What are the attitudes and preferences of the Chinese students towards Chinese and South African foods?

1.4 Significance of the Research

The research will attempt to define the Chinese students' demographic characteristics, food consumption habits and attitudes towards Chinese food and South African food of the Chinese students of the Cape Peninsula University of Technology and the University of Western Cape. The information will facilitate the quantification of this niche Chinese market so as to provide direction for those entrepreneurs who wish to exploit this possible business opportunity.

1.5 Outline of Research Report

This chapter stated the objectives, questions and significance of the research. In chapter 2, a detailed literature review is conducted. The development of consumer behaviour and some main contemporary consumer behaviour models are reviewed while articles from some journals are summarized in order to provide the theoretical and normative framework for the research. Chapter 3 introduces the research methods employed in the current undertaking. The sampling and questionnaire survey are described in detailed. In chapter 4 describes the present author reports the findings of the research and in chapter 5, the findings are discussed in detailed.

CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction

The environment of Chinese food, which includes the Chinese food factors pertaining to habits and culture, is reviewed in this chapter. The definition and the development of consumer behaviour as well as the representative theories at each stage are described. The existing consumer behaviour models are also described so as to develop the normative framework of this research. The chapter further describes the methods and results of research undertaken with regards to consumer behaviour, particularly, food consumer behaviour locally and internationally. The definition of attitude is described and attitude models are also reviewed in order to select the best way to measure the attitudes of consumers.

2.2 Chinese Food Culture

Chinese cuisine has been developed and refined over many centuries. Now Chinese food has become popular in the entire world. Chinese restaurants can be found in every modern city and even in rural areas.

Hua (2003:3) suggests that the best way to understand culture is to look at what types of food people consume and how these are consumed. To the Chinese, the preparation of food and attitude towards food is different from that of other countries. Unlike many cultures, the Chinese consider food as the most important and regard eating as an art and not simply a craft. Li and Hsieh (2004:147) state that food in China could foster relationships among people and improve family values. The Chinese usually explain the friendship relationship in terms of food while a meeting without food will be discourteous and unfriendly.

In the Chinese food culture, the food preparation process from the raw material to the finished product includes a complex set of variables which is especially extraordinary in relation to the foods of other countries. Xu (2005:10) submits that one unique custom of the Chinese food culture is that Chinese always cut the food materials into small pieces before cooking or serving. A good Chinese dish must be perfect regarding aspects which include a comprehensive combination of colour, taste, smell, idea and shape. Li and Hsieh (2004:147) stated that in Chinese culture, food was not only consumed in order to satisfy hunger, but also for treating diseases and keeping healthy. Hua (2003:20) submits that Chinese usually eat many vegetables and corns-based foods instead of meat while they do not eat cream, butter

and cheese everyday. Therefore, most Chinese dishes are thus low fat and low in calories. Chinese traditional foods play a unique role in Chinese culture as well as the everyday lives of the people.

Fifty-six ethnic groups exist in mainland China. The variety of tastes and the methods utilised to cook food is different, ranging from those of the north of China to those of the south of China. The traditional Chinese foods are grouped into many categories according to the national culture, district and religion. As stated by Xu (2005:37), Chinese foods are divided by district according to the styles of Sichuan, Guangdong, Shandong, Hunan, Jiangsu, Zhejiang, Anhui and Fujian. The local dishes and snacks display their own characteristics because of the differences in climate, history and eating habits.

Chinese also practise different dining habits which are different from those of the people living in the western countries. Xu (2005:53) states that the obvious factor is that the Chinese always use chopsticks to eat food; secondly, Chinese have dinner together with all the family members and friends, and sit around a table; thirdly, Chinese always share the food dishes they put all food dishes into the centre of the table and serve their own bowls.

2.3 Definition of Consumer Behaviour

Consumer behaviour is a developing field of study and various authors and academics have attempted to define the concept of consumer behaviour.

Hawkins, Best and Coney (1998:7) attended to the *process* of consumer behaviour and defined the study of consumer behaviour as the study of the processes that individuals or groups use to select, use and dispose of products or services.

Sheth, Mittal and Newman (1999:5) concentrated on the *activities* and defined consumer behaviour as all kinds of activities undertaken by consumers that result in decisions and actions to buy and use products or services.

Du Plessis and Rousseau (2003:9) submit that there is no universally acceptable definition of buying behaviour. In the present research, the following definition of consumer behaviour as submitted by Bennet (1995:59), which accommodates the similarities and minimises the differences, will be adopted:

"*the dynamic interaction of affect and cognition, behaviour, and environmental events by which human beings conduct the exchange aspects of their lives*"

Alternatively stated, consumer behaviour includes the thoughts, feelings and actions of people in the consumption processes. It also involves all aspects of the environment that influence these thoughts, feelings and actions (Peter and Olson, 2005:5).

2.4 The Relationship between Consumer Behaviour and Marketing

Du Plessis and Rousseau (2003:3) state that marketing is concerned with the orientation of products or services to the market. According to Cant, Brink and Brijball (2006:9-16) the development of marketing evolves through two stages, from production to consumer orientation. These two competing orientations have strongly influenced business marketing activities over the years.

As Cant *et al* (2006:7) state, in the nineteenth and most of the twentieth centuries, the primary purpose of business was production. A production orientation focuses on the internal capabilities of the business rather than on the desires and needs of the market place. Companies did not consider whether the goods and services met the needs of the marketplace.

As Cant *et al* (2006:8) also point out that after World War II, companies changed their focus from existing products to consumers. The principle holds that all marketing actions should be aimed at satisfying consumer needs, demands and preferences.

Peter and Olson (2005:4) note that the modern marketing concept suggests an organization that should satisfy consumers' needs and desires in order to make profits. Peter and Donnelly (2007:5) add that the American Marketing Association defines marketing as an organizational function with a set of processes for creating, communicating and delivering value to consumers and for managing consumer relationships in ways that benefit the organization and its stakeholders. The marketing concept embodies the view that an industry exists for satisfying consumers' needs, not for producing products. An industry begins with the consumers' needs, not with a patent, raw material or a selling skill.

Since the consumer is the centre of all marketing activities, it is necessary to understand how consumers are motivated, how they shop and how they use the products purchased. The importance of studying consumer behaviour was summarised by Schiffman and Kanuk (1997:6-7) as the study of how individuals and businesses spend their limited resources, such as time, money and effort, on products and services. The study includes what they buy, the reason they buy it, when they buy it, where they buy it, how often they buy it, and how often

they use it and so on. Marketing serves as the link between the consumer and the organization while consumer behaviour research provides information to better understand the consumers' needs.

Once it was understood that an organization can exist only as long as it fulfils its consumers' needs and desires, the study of the consumer became an essential component of conducting business. Du Plessis and Rousseau (2003:4) state that consumer behaviour is separated from other fields of management studies because of the increased emphasis on consumers. The four periods mentioned above are explained under separate headings.

2.5 The Origin of Consumer Behaviour

Consumer behaviour boasts no history or body of research of its own and is defined in accordance with the development of consumer behaviour. This development can conveniently be divided into four time frames, namely the early years (before 1950); the exploratory period (the 1950s); the growth years (the 1960s); and the ripening or mature period (during and after the 1970s).

2.5.1 The early years (before 1950)

Du Plessis and Rousseau (2003:5) state that economics is the mother science of marketing, which developed from the discipline of marketing as an economic activity, and serves as a basis for the study of consumer behaviour. Economists regard consumers as rational beings who determine the demand for goods individually and collectively. Gwartney, Stroup, Sobel and Macpherson (2003:450) describe the marginal utility theory, as formulated by Gossen in 1854, by stating that as the consumption of a commodity increases, the marginal utility derived from consuming more of the commodity will eventually decline. Gossen's marginal utility theory explained the consumers' choice from an economic viewpoint.

Du Plessis and Rousseau (2003:5) also state that systematic or formalized research on consumer behaviour commenced at the beginning of the twentieth century because the demand for products increased. A strong interest in consumer behaviour research came to the fore after the Great Depression of the 1930s and psychologists began to make valuable contributions to developing the subject of consumer behaviour. One of the most important of these contributions is Freud's psychoanalytical theory.

Freud's psychoanalytical theory includes three elements, namely, id, ego and superego. This

theory emphasized the unconscious nature of personality and motivation. The id comprises inborn drives, such as hunger and sex; the ego represents the individual's capabilities of realistic thinking and ability to deal with the environment while the superego constitutes the moral standard of the individual. The superego is the internal representative of traditional values and is a conscious drive to control the id and to serve long-term interests. The individual's personality is developed by the relationships among the id, ego and superego.

Du Plessis and Rousseau (2003:5) explain that the personality theories of neo-Freudians are applied as a basis by researchers to indicate different personality types which may be distinguished according to their choice of different product brands as well as the buying and manifestation of consumer habits.

Consumer behaviour research undertaken in the 1930's and 1940's exhibited the following characteristics:

- Most of the theories regarding consumer behaviour during this period were premised on economics.
- Consumer behaviour research focused on who and where, rather than why on a macro level.
- As research was undertaken by marketers rather than academics, the research concerning consumer behaviour was very practical.
- Techniques and methods generally applied in today's consumer behaviour research were introduced and developed during this period. Examples are data collection techniques such as consumer panels and telephone surveys, as well as multi-variable statistical techniques such as factor analysis and regression analysis.

2.5.2 The exploratory period (1950s)

During the 1950's consumer behaviour came to the fore as a discipline and the approach to consumer behaviour research also altered. There is a movement away from a macro-economic orientation approach which concentrates on the behaviour of the consumer.

Du Plessis and Rousseau (2003:5) are of the opinion that motivation theories were the dominant contribution to research during this period with regard to the explanation of consumer behaviour. According to Cant *et al* (2006:133), Maslow is one of the first psychologists to try to identify specific human motives and classify them in a general scheme. Maslow (1954:35-58) developed his motivation hierarchy of physical, emotional and social needs to indicate that consumers follow certain behaviour patterns in terms of hierarchical needs, for instance when purchasing products to fulfil these needs.

According to Maslow's theory (1954:35-58), the needs at the top of the hierarchy will become important to an individual only once the needs at the bottom are satisfied while the lower needs will need to be met before the higher needs will be satisfied. The needs are classified into five groupings and the degree to which each would influence the behaviour of consumers. These needs include:

- Physiological needs: As Cane *et al* (2006:134) summarizes these, physiological needs are necessary for a person's biological functioning and survival, such as the need for food, water and sleep; they are the most prominent motives of all, and human behaviour will be primarily directed to the satisfaction of those needs for as long as they are not satisfied.
- Once the physiological needs are satisfied, the next level in the hierarchy emerges. Safety needs are the first of the psychological requirements, which include freedom from both physical and emotional insecurity. Du Plessis and Rousseau (2003:229) state that personal safety needs might be as important to the individual as the physiological needs for food and drink.
- Affiliation need refers to the need to belong or may be called "belongingness and love needs". As Du Plessis and Rousseau (2003:229) submit, the need to belong is a psychological requirement associated with caring and relating harmoniously with others. Affiliation needs include the need for love, friendship, affection, acceptance, and commitment.
- Cant *et al* (2006:135) describe esteem or ego needs as a person's psychological requirements that need to be respected by other people. Esteem needs relate to self-acceptance and acceptance by others.
- The highest level in Maslow's hierarchy theory is the need for self-actualization. Self-actualization needs are also considered psychological requirements. Cant *et al* (2006:135) state that this need is the basis for people's engagement in self-improvement activities and that consequently people attempt to perfect these.

Engel, Blackwell and Kollat (1978:545) indicate that Katona integrated economic theories with the behavioural sciences in his theory of consumer behaviour. Katona's research concerned the study of rational behaviour, and concentrated on the importance of attitudes and expectations. Katona, as Engel *et al* (1978:545) commented, may be viewed as a pioneer concerning the empirical analysis of the consumer, and his work served as a valuable guide to a great understanding of consumer behaviour.

During this period, Smith (1956:3-8) made a meaningful contribution in devising product-differentiation and market-segmentation theories as instruments in the development of a marketing strategy. The value of consumer behaviour may be seen in the fact that Smith

viewed the market as heterogeneous, with homogeneous segments having their own needs, preferences and motives for buying.

Production was greater than the demand for the product. Marketers realized that they required more information regarding consumer needs and attitudes to enable them to gain a competitive advantage. Various conceptual basic principles of consumer behaviour research were formulated during this period, and these principles were further investigated systematically and empirically during the following decade.

2.5.3 The growth years (1960s)

Du Plessis and Rousseau (2003:6) confirmed that because marketers and economists developed expertise within the behavioural sciences, consumer behaviour emerged as a legitimate field of study for academics in the 1960s and the application to consumer behaviour was developed; however, the theories were still borrowed from other disciplines.

During this period, Fishbein (1980:6) developed a behaviour-intention model which explained the attitudes of consumers towards products and described the method to measure the attitudes of consumers. This model evoked interest from researchers in consumer behaviour. The Fishbein's attitude model will be described in section 2.8.2.3.

Britt (1966:506-513) made a contribution to the field with his perception theory which demonstrated that consumers had a selective perception of products. The multivariate statistical techniques were used increasingly to aid in analyzing consumer behaviour. Consumer behaviour developed as a field of study during the 1960s. The growth potential of models and theories created a fruitful foundation for future consumer behaviour research, and this decade may justly be viewed as the years of growth.

2.5.4 The mature years (1970-)

Since 1970, researchers in consumer behaviour have begun to develop the concept of consumer processes per se, rather than borrowing concepts from other disciplines. According to Du Plessis and Rousseau (2003:6), researchers realized that the processes, which led to purchasing decisions, were more complex than the earlier attitude studies. The emphasis was no longer placed on borrowing from different theories, but rather on the process. The focus fell on how consumers worked through information and the variables which might have influenced these decision processes. The concept of information processing formed the basis for

research regarding purchasing decisions.

Sternthal and Craig (1982:56-77) undertook research on how consumers collect, dispose of and apply information in the decision-making process. Many models, such as those of Howard- Sheth and Engel-Blackwell were altered, amended and completed by researchers during this phase; these representative models will be described in section 2.6.

Belk (1975:157-164); Russel and Mebrabian (1976:62-63) and Bearden and Woodside (1976:764-769) considered the external environment and aver that the consumer's physical, social and task environment should be taken into consideration in the decision-making situation when studying consumer behaviour.

Consumer behaviour has grown into a fully fledged research discipline and forms an important field of study in its own right. The research into consumer behaviour has made valuable contributions to the knowledge of human behaviour in general, and has developed into a mature science.

As Du Plessis and Rousseau (2003:5) state it is clear that consumer behaviour theory is a complex and multidisciplinary field, the foundation of which is structured by many different social sciences, such as economics, psychology, sociology, anthropology and nutritional sciences.

2.6 Consumer Behaviour Models

In the modern world, the businessman hopes to understand the situations by using tools to state and analyze things simply and clearly. Based on the contributions of the above authors, models of consumer behaviour were developed so as to provide a framework in order to analyze and understand consumers. Sternthal and Craig (1982:39) define a model of consumer behaviour as nothing more than a replica of the phenomena it is designed to represent. A model indicates the various factors and how they are connected. Three benefits may result from the occurrence (Engel, Blackwell, & Miniard.1995:143):

- Certain behaviour may be better understood;
- The model may indicate opportunities for future research, by revealing gaps in knowledge and understanding;
- The model may set the groundwork for information systems to develop marketing strategies.

Du Plessis and Rousseau (2003:18) argue that the value of models of consumer behaviour is evident in that they establish a conceptual framework within which components of purchasing behaviour can be visually illustrated. A model would assist in understanding a certain behaviour and results could be predicted in that particular circumstance.

Currently, numerous consumer behaviour models are available of which comprehensive verbal models have most often been employed in the study of consumer behaviour. A variety of such models exist, each adopting a somewhat different view of consumers which can be divided into three categories. The following representative models are well-known and represent a broad perspective.

2.6.1 Traditional models of consumers

Economics is the mother science of marketing, and the consumer behaviour forms a subset of marketing. The earliest comprehensive consumer models were actually devised by economists seeking to understand economic systems. Economics involves the study of how scarce resources are allocated among unlimited desires and needs. Its two major disciplines: macroeconomics and microeconomics have each developed alternative views of consumers.

2.6.1.1 Microeconomic model

The classical microeconomic approach was developed early in the nineteenth century and focused on the pattern of goods and prices in the entire economy. It involved adopting a series of assumptions regarding the nature of the common consumer and then developing a theory to explain the workings of an economy made up of many such people.

Gwartney *et al* (2003:449-450) summarize these primary assumptions

- Consumers' wants and needs are unlimited and these needs therefore cannot be fully satisfied.
- Consumers are given a limited budget; consumers' goals are to allocate available purchasing money in a way that maximizes satisfaction of their wants and needs.
- Consumers independently have their own preferences and these preferences are not changed easily by others.
- Consumers possess perfect knowledge of the utility of an item.
- The price of a product is the only standard against which consumers measure the value of products.
- Consumers are perfectly rational in that, given their subjective preferences; they will

always act in a deliberate manner in order to maximize their satisfaction.

According to these assumptions, Gwartney *et al* (2003:453) state that the consumer will maximize his or her total utility by assuring that the last dollar spent on each commodity has an equal degree of marginal utility. In other words, the last unit of each commodity purchased should provide the same marginal utility per dollar spent on it. For any given product this benefit ratio can be expressed as a ratio of its marginal utility to price (MU/P). Therefore, it can be demonstrated that the consumer would seek to achieve a situation where the following expression holds for any number (n) of goods:

$$\frac{MU_1}{P_1} = \frac{MU_2}{P_2} = \frac{MU_3}{P_3} = \cdots = \frac{MU_n}{P_n}$$

Equation 2.1

(Adapted from Gwartney, Stroup, Sobel and Macpherson, 2003:452)

That means that if any one product's ratio is greater than the others, the consumer can achieve greater satisfaction per dollar from it and will immediately purchase more of it.

This model only focuses on the consumer's act of purchase, explaining what consumers would purchase and in what quantities these purchases would be made. Therefore, micro economists choose to ignore why consumers develop various preferences or needs and how consumers rank these preferences or needs.

Although the microeconomic model has exerted an important influence on our understanding of consumers, it provides a severely limited explanation of consumer behaviour, with a major deficiency being its highly unrealistic assumptions. Since the model does not address these activities, it is not accepted as a comprehensive representation of consumer behaviour.

2.6.1.2 Macroeconomic models

Leftwich (1966:8) avers that macroeconomics focuses on aggregate flows in the economy—the monetary value of goods and resources, to where they are directed, and how they change over time. From such a focus, the macroeconomist draws conclusions with regards to the behaviour of consumers who influence these flows. Although the discipline has not generated a fully unified model of consumers, it does offer a number of insights into their behaviour. They focus on how consumers divide their income between consumption and

savings.

Duesenberry (1967:71-76) describes the relative-income hypothesis and explains the apparent contradiction by arguing that people's consumption standards are mainly influenced by their peers and social groups rather than their absolute income levels.

The permanent-income hypothesis explains why specific individuals are slow to change their consumption patterns even when their incomes suddenly alter. Levedahl (1980:55) theorizes that sudden increases or decreases in income are viewed by the consumer as being temporary and therefore are expected to exert little influence on consumption activity.

A variety of other variables have been suggested by macroeconomists as influencing consumption patterns. Although useful, these suggestions represent rather traditional approaches to studying consumers, stressing economic variables while tending to ignore the influence of psychological factors.

2.6.2 Behavioural economics

Traditional economics focused on the results of economic behaviour rather than the actual behaviour of consumers themselves. Katona (1964:327-328) argued that an appreciation of how psychological variables influence consumers could lead to a deeper understanding of the behaviour of economic agents. Katona combined economics and psychology a viewpoint now known as behavioural economics.

The following Figure 2.1 describes a simplified representation of Katona's behavioural economics perspective.

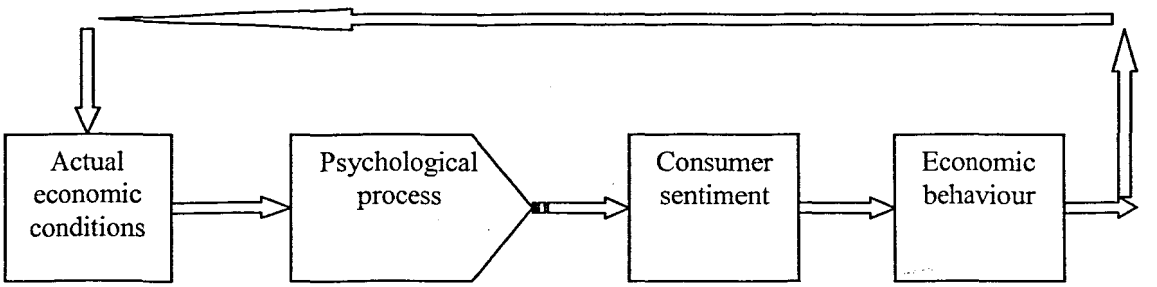

Figure 2.1 Katona's behavioural economics model

(Adapted from Loudon and Della Bitta, 1993:603)

The diagram illustrates that consumer sentiment is a deciding factor regarding the amount of discretionary spending that the consumer will engage in at any given point in time and results from psychological processes modifying the effect of actual economic conditions on the consumer. Katona argues that when many people in the economy share a similar view, a large number of consumers will hold back on discretionary spending which is likely to lead to an economic downturn. Katona tested the validity of his arguments in terms of the Index of Consumer Sentiment (ICS). It is clear that behavioural economics can contribute considerably to the understanding of aggregate behaviour in a given economic system.

2.6.3 Contemporary models

As the study of consumer behaviour evolved into a distinct discipline, newer approaches were offered to describe and explain what influenced such behaviour. These contemporary models are quite different from traditional ones and that of behavioural economics in the sense that contemporary models concentrate on the decision-making processes that consumers employ when choosing products or services. The pivotal issues of these models are the mental activities that occur before, during and after purchases.

2.6.3.1 Nicosia Model

The Nicosia model (1968:29-39) does not focus on the purchasing activities, but rather the

processes that occur before and afterwards. The aim of the model is to demonstrate how the company influences the consumer through its promotional and advertising activities. Nicosia (1968:29) considers that this process includes many variables which interact with each other; the purchasing activity is only one component of this complex process. The Nicosia model is shown in Figure 2.2.

In the Nicosia Model, consumer behaviour is represented as a series of decisions, which follow each other. The model is divided into four fields: the firm's attributes and the consumer's psychological attributes; the consumer's search for and evaluation of the firm's output and other available alternatives; the consumer's motivated act of purchase; and the consumer's storage or use of the product. Vignali, Gomez, Vignali and Vranesevic (2001:464) state that the model assumes that initially there is no history between the consumer and the firm, so no positive or negative predispositions toward the firm exist in the consumer's mind.

These four major fields are a process and exhibit an order. The firm produces some type of communication to influence the consumer's attitude toward the brand; the consumer will probably become motivated to gain information and some search activity will involve searching internal memory for relevant information or visiting stores, reading, etcetera; this motivation is likely to lead to shopping activity and purchase of the brand; finally, the firm receives feedback and the consumer's attitudes toward the brand will change.

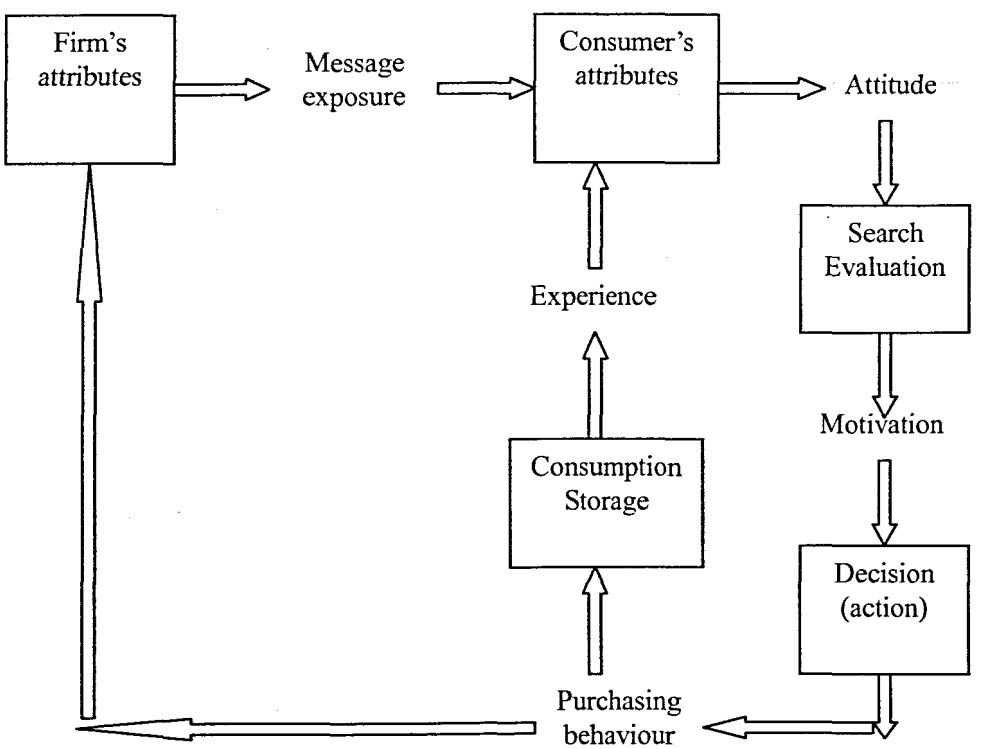

Figure 2.2 Nicosia model of consumer behaviour

(Adapted from Loudon and Della Bitta, 1993:605)

The Nicosia model was developed from Nicosia's massive review of existing literature relevant to consumer behaviour and focuses on the conscious, deliberative decision-making behaviour of consumers. However, Oriavwote (2000:25) argues that the model only predicts the consumer's purchasing behaviour with respect to a new product and it tends to reflect all buyer behaviour as rational, and that many of the variables are not adequately defined.

Because it is incomplete in its treatment of numerous factors internal to the consumer and the assumption that the consumer begins the decision process with no predispositions regarding the involved firms, is quite restricting this model is limited.

2.6.3.2 Howard-Sheth Model

The Howard-Sheth Model was developed in 1969 (Erasmus, 2002:16). The said model (1969:24-48) is a descriptive type which comprises four sections, namely the inputs, perceptual constructs, learning constructs and outputs. The input sections describe the business and environmental factors, including family reference groups and social class. When the stimulus reaches the individual's senses, stimulus ambiguity occurs. This results in search for further information, but will be filtered by perceptual bias as a result of attitudes, confidence, search and motives. The new information may lead to a change in motives and intentions. These factors will then influence confidence and any purchase. The purchase feedback will influence attitudes and intention.

Vignali *et al* (2001:465) conclude that consumers' motives force the occurrence of information processing, perception and purchasing processes. Perception refers to the goals that the consumer wishes to attain; the purchasing processes test the relevant importance of each goal. The model presumes that a higher cognitive process occurs after the purchasing activities of the consumer, which means that the consumer is a rational human being when he or she makes a decision to buy products or services.

The Howard-Sheth Model must be acknowledged for its contribution to repeat purchase behaviour. Unlike the Nicosia model, the Howard-Sheth model illustrates that not all product purchases are first-time purchases. This factor will influence the amount of information for which the consumer will search. The said model also explains the various environmental

influences which affect the decision-making process.

Oriavwote (2000:27) points out that the Howard-Sheth model identifies the variables that influence consumers' activities and describes the interactions among them. This model does not draw sharp distinctions between exogenous and other variables, some of the variables are not well defined and are difficult to measure and this model is quite complex, making it difficult to comprehend.

2.6.3.3 Engel-Blackwell-Kollat Model

The Engel, Kollat and Blackwell model (1978:22-34) describes the continual processes where products or services are evaluated and traded in a competitive environment. The experience of consumers before purchasing and the competition among manufacturers will influence the future purchases of consumers. The Engel, Kollat and Blackwell model also includes general motivating influences, such as personality or life-style, which are not included in the Nicosia model. This model stands as one of the most popular representations of consumer behaviour. The model is illustrated in Figure 2.3.

The essence of this model is a decision-making process, and it describes how variables in the other components of the model influence or aid this process. Several processes come into play between the awareness of need and the final behaviour. Five stages are identified in the decision-making process, namely problem awareness, information search, alternative evaluation, choice, and finally the result of the purchase. But the primary shortcoming appears to be a vagueness concerning the role of some variables. For example, the influence of environmental variables is noted, but how these variables affect behaviour is not well specified. Despite these limitations, this model has withstood the test of time quite well since its first introduction in 1968, and it continues to provide a very comprehensive framework for understanding the many facets of consumer behaviour.

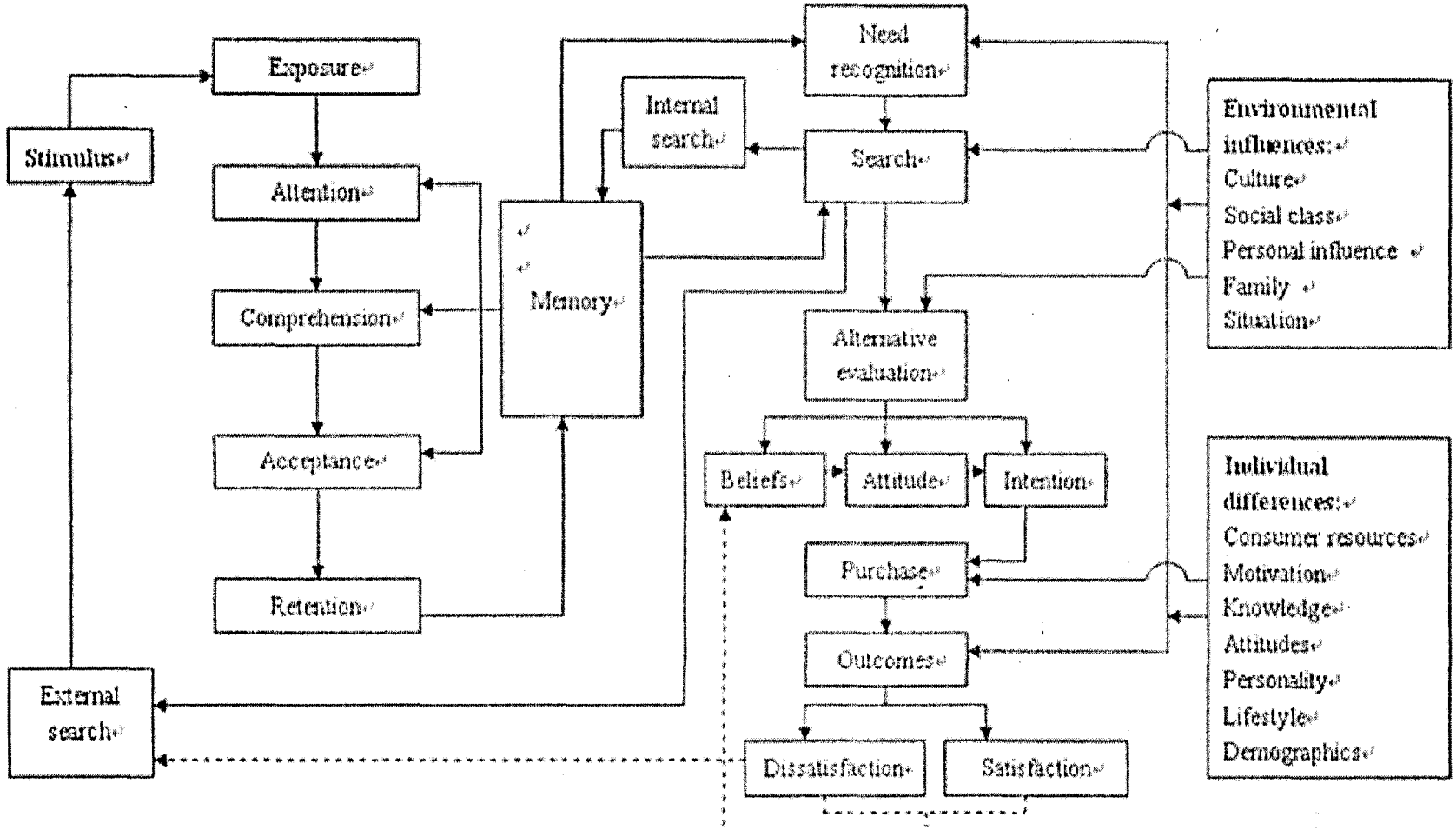

Figure 2.3 Engel-Blackwell-Kollat Model

(Adapted from Balckwell, Miniard and Engel, 2001:77)

2.6.3.4 The wheel of consumer analysis

Peter and Olson (2005:21-32) present a framework for researching, analyzing, and understanding consumers. The framework is a general one that can be employed to analyze any consumer behaviour issue. Three elements are included in the wheel of consumer analysis: consumer affect and cognition, consumer behaviour and consumer environment. Figure 2.4 depicts the three elements for consumer analysis and the relationships among them.

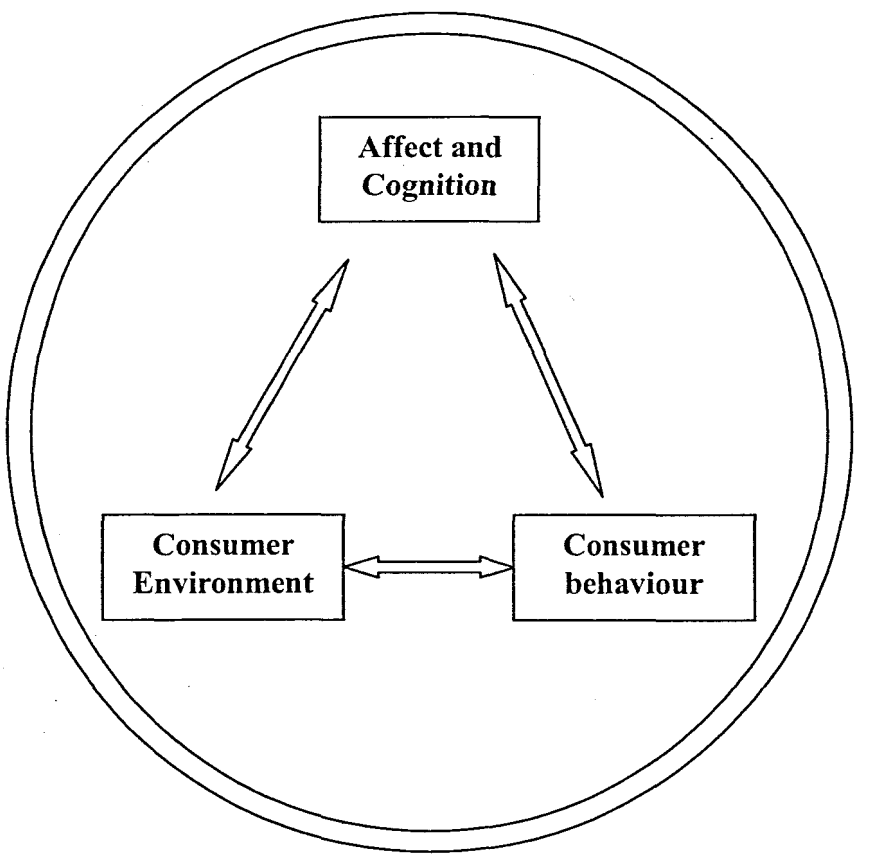

Figure 2.4 Wheel of consumer analysis

(Adapted from Peter and Olson, 2005:28)

Peter and Olson (2005:22) remark that affect and cognition refer to two types of internal, psychological reactions by which consumers respond to objects, events or their own behaviour in the external environment. Affect relates to feelings, affective responses can be

favourable or unfavourable and vary in intensity, while cognition refer to the mental structures and processes involved in thinking, understanding and interpreting stimuli and events. Peter and Olson (2005:46) believe that the affective and cognitive systems are highly interdependent. Each system can respond independently to aspects of the environment, and each system can respond to the output of the other system.

Behaviour, according to Peter and Olson (2005:196), refers to the overt consumer behaviour that can be observed and measured directly by others. Overt behaviour is distinct from affect and cognition because it is external and can be observed directly rather than being an internal psychological process than must be inferred. Hence, behaviour is the result of affect, cognition and environment.

Environment refers to all the physical and social characteristics of the external world of the consumer, which includes physical objects, spatial relationships and other people that influence consumers' affect, cognition, and behaviour. Peter and Olson (2005:264) suggest two levels in terms of which the environment should be analyzed: the macro and micro levels. The climate, economic situation and political system represent the macro environment, which comprises large-scale, broad environmental factors. The micro environment represents the more tangible, physical and social situation of a person; it can directly affect consumers' thoughts, feelings and behaviour.

In Figure 2.4, each of the three elements is connected by a two-headed arrow signifying that any of them can be affected by each other. In this reciprocal system, affect and cognition can alter consumer behaviour and environments. Behaviour can change consumers' affect, cognition and environment. Environments can also alter these. Consumer behaviour involves interaction among affect and cognitions, behaviours and environmental events.

2.7 Food Consumption Behaviour

A great deal of academic literature regarding food consumption behaviour exists. Verbeke and Viaene (1999:437) examined the consumer beliefs, attitudes and behaviour towards fresh beef, pork and poultry meat in a survey of 320 fresh meat consumers in Belgium. Verbeke and Viaene (1999:438) focused on assessing consumer attitudes towards these meat products on a multiple attribute list and investigated associations between consumer attitude, factual and claimed behaviour, as well as consumption intentions for the future. Verbeke and Viaene (1999:438) analyzed the data through a descriptive profile analysis, factor analysis and statistical validation of perceived associations by means of chi-square, F-and T-statistics. Verbeke and Viaene (1999:438) then defined the most important factors for each meat

product and were then able to forecast the future trends of meat consumption in Belgium. Verbeke and Viaene (1999:438) identified that the safety-related meat attribute is the most important factor that influences consumers' meat consumption in the future.

Lopez and Verbeke (2005:823) investigated the attitude and behaviour of Belgians towards Latin-American ethnic foods, as well as the attitude and behaviour of Hispanics living in Belgium towards mainstream Belgian food. The demographic characteristics of Belgians and Hispanics, the interest of consumers in the ethnic food, and the openness towards food preference and food choice of Belgians and Hispanics were analyzed. The research focused on assessing the degree of awareness, perception and satisfaction towards ethnic food among the Belgians and Hispanics in Belgium and the role of socio-demographics, the interest of consumers in the ethnic food and the cultural environment regarding the food habits and preferences of the Belgians and Hispanics living in Belgium.

Lopez and Verbeke (2005: 827-829) used a cross-sectional consumer survey to gather data. The survey comprised three sections. The first section gathered information about food consumption habits and preferences of the moment for eating ethnic foods; the second part undertook to discover the attitude and perceptions of respondents towards ethnic foods, and respondents were asked to compare both foods according to taste, safety, price, being convenient to prepare, availability, healthiness, quality and appearance; the third part collected the information pertaining to individual characteristics, such as the interest of consumers in the ethnic food, acculturation and socio-demographic characteristics.

The analysis methods involve factor analysis using principal components, cross tabulation with chi-square statistics, t-tests of independent samples and one way ANOVA for comparison of means, and linear correlation. Lopez and Verbeke (2005:829-837) found that Latin-American food consumption and the attitude of Belgians were negatively correlated with their interest in the ethnic food, and positively correlated with openness to new cultures. The Hispanic people's adoption of traditional Belgian cuisine was positively correlated with the length of time of their residence in Belgian and negatively correlated with maintenance of native social interaction and language use.

Zhang (2002:47) investigated the food consumption behaviour in Shanghai, China, and attempted to gain an insight into the Shanghai consumers' consumption perceptions and uses with regard to food products. Zhang's (2002:49) research is limited to food products only, consisting of pork, beef, chicken, fresh milk, milk powder, yoghurt, eggs, and vegetables. Zhang's questionnaire papers contained question items with reference to the frequency of consumption with respect to these products, their market outlets, purchase behaviour,

consumption trends and product perceptions regarding different attributes. The study identified the most important variables that influenced the frequency of consumers' consumption of selected food products, including pork, beef, chicken, vegetables and dairy products.

Silva and Yamao (2006: 63) analyzed Japanese consumers' sushi purchasing behaviour and their attitudes towards consumption of sushi. A structured questionnaire was used to gather the data about sushi consumption habits, dining-out behaviour, the impact of demographic characteristics and the attitudes of the respondents towards sushi. Silva and Yamao (2006: 68) analyzed data by means of quantitative (multiple linear regression), graphical and correlation analysis which was conducted by using the SPSS 13.0 (Statistical Package for Social Science, SPSS Inc 2003). Pearson's correlation matrix was used to establish the relationship between the level of sushi consumption and demographic characteristics, such as age, gender, occupation and level of education.

By means of analysis, Silva and Yamao (2006: 74) found that sushi consumption behaviour and attitudes varied according to age group and socioeconomic status. On average, sushi is consumed once a month as an "expensive treat: for special occasions. Older age groups tend to consume sushi more often than younger groups and women prefer sushi meals more than men; tuna sushi was the most frequently purchased. Freshness of fish and price of sushi are the most important criteria influencing the purchasing decision

Pan (1999:54) focuses on studying changes in food consumption patterns among Asian students before and after immigration to the United States. The sample of this research included students of local universities and junior colleges who were above 18 years old and had been born in China, Taiwan, Hong Kong, Japan, or Korea. A self-administered questionnaire was used to collect the information. This questionnaire involved a checklist and an open-ended format that was used to obtain data regarding demographic characteristics, general food habits, and consumption frequency of selected food items. The Statistical Package for the Social Sciences and the Statistical Analysis System were used for data analyses. The differences in frequency of food consumption and eating patterns of the respondents were analyzed using the Paired-t statistic.

Pan (1999: 55) found that compared to their dining habits before immigrating to the United States, the meal consumption per day of students increased; respondents ate out less often, and preferred American-style fast foods on the occasions when they did eat out.

The above literatures will provide the theoretical and normative framework to be employed in

order to ascertain the food consumption behaviour of Chinese students at the Cape Peninsula University of Technology (CPUT) and the University of the Western Cape (UWC).

2.8 Attitudes

Everybody has thoughts, beliefs and opinions about people, behaviour and the world around him/her. An attitude is permanent because it tends to endure over time. It is general because it applies to more than a momentary event. As Wright (2006:256) states unlike other behavioural concepts, people are not born with an attitude. Consumers possess attitudes towards very product-specific behaviours, as well as towards more general consumption-related behaviour.

Consumer attitudes are important for understanding consumer behaviour. In the long term, consumers' consumption behaviour is determined by their attitudes and customs. Attitudes are probably the most frequently discussed concept in the study of consumer behaviour. Peter and Olson (2005:135) suggest that the topic of attitudes has become one of the most important subjects of study in the field of consumer behaviour. Attitude research forms the basis for developing new products, repositioning existing products and predicting brand preferences as well as general purchase behaviour. It is a vital ingredient to the success of the marketing programme in order to understand how attitudes are developed and how the attitudes influence consumers.

2.8.1 Definition of attitude

According to Fishbein and Ajzen (1975:2), over one hundred different definitions have been formulated with regards to this concept and the following four definitions are the most commonly accepted.

Du Plessis and Rousseau (2003:260) aver that one definition refers to an attitude that represents how positive or negative, favourable or unfavourable, or pro or con, a person feels toward an object. The attitude in this definition was viewed as an evaluative reaction or a feeling towards objects.

Du Plessis and Rousseau (2003:261) further assert that a widely used definition of attitude is a learned predisposition so as to respond in a consistently favourable or unfavourable manner with respect to a given object, subject, idea or behaviour.

Krech and Crutchfield (1948:47) describe the third definition of attitude as "an enduring organization of motivational, emotional, perceptual, and cognitive process with respect to some aspect of the individual's world".

Theorists recently have paid more attention to a new definition of attitude, which has generated much research and has been useful in predicting behaviour. In the present research, the following definition of attitude was used. Fishbein (1967:394) asserts that the definition of attitude towards an object is a function of the strength of each of a number of beliefs the person holds concerning various aspects of the object and the evaluation he/she accords to each belief as it relates to the object.

2.8.2 Attitude models

As Du Plessis and Rousseau (2003:261) state, in a quest for a better understanding and description of attitudes, behavioural scientists have attempted to build conceptual models of attitudes. The following models will be described:

- Single component models;
- The tri-component model; and
- The multi-attribute model

2.8.2.1 Single component models

As Du Plessis and Rousseau (2003:262) indicate single-component attitude models view attitudes as an affective learning process or as having to do with feelings. A consumer's attitude towards different kinds of products would comprise his or her encompassing assessment of the relative qualities of each type of product, such as convenience or being difficult to use, healthy versus unhealthy.

Du Plessis and Rousseau (2003:262) further maintain that the single component attitude model is especially popular with commercial marketing research practitioners because it allows for a relatively easy and straightforward construction of questionnaires. However, this model merely offers an indication of the reasons of consumers' choices. Many potentially useful insights are lost as a result.

2.8.2.2 The tri-component attitude model

Attitudes are not merely based on feelings only and there will be more components in an

attitudinal model. Many writers (e.g. Allport, Ajzen, Fishbein), agree that an attitude will consist of constant interaction between the following components:

- Beliefs;
- Affect; and
- Behaviour

2.8.2.2.1 Beliefs

Cant *et al* (2006:148) state that belief is also termed the cognitive component which refers to an individual's knowledge and perceptions. The belief is based on such factors as knowledge and information. According to Wright (2006:257), consumers hold beliefs about products and brands based on information from sources such as the manufacturer, the media, consumer organizations, friends and own experiences.

Cant *et al* (2006:148) aver that there are two types of beliefs: informational and evaluative. Informational beliefs are associated with product attributes, while evaluative beliefs are associated with product benefits.

2.8.2.2.2 Affect

According to Cant *et al* (2006:149), affect involves people's feelings and affection towards an object; this evaluation may be a simple, vague and general feeling about the object without cognitive information or beliefs. Du Plessis and Rousseau (2003:263) state that the affective component captures the overall assessment of a product by a consumer. It may also be the result of certain evaluations of the product's performance on each of several attributes.

2.8.2.2.3 Behaviour

The behavioural component represents the outcome of those of the beliefs and emotions. Wright (2006:258) states that all marketing concerns behaviour and persuading the consumer buy a particular product. According to Blythe (1997:71), the behavioural component pertains to what the consumers intend to do about the attitudinal object, such as: whether to approach it, reject it or buy it. It is not the actual behaviour but merely the intention.

Cant *et al* (2006:150) hold that the beliefs, emotions and behaviour components of attitudes incline to be consistent; a change in one attitude component may cause changes in the

others.

2.8.2.3 Multi-attribute model

There are many models illustrating how to measure attitude, the most influential multi-attribute model being that proposed by Fishbein. Du Plessis and Rousseau (2003:265) who indicate this model considers attitudes in the light of a multitude of product attributes and beliefs. For William and Edgar (1973:428-441) the multi-attribute attitude model attempts to explain how consumers' salient beliefs about the multiple attributes of an object influence their attitudes toward the object. The model measure three components of attitude:

1. Salient beliefs people have about an A_o (attitude towards object);
2. Object-attribute linkages or the probability that a particular object possesses an important attribute; and
3. Evaluation of each of the important attributes.

The model proposes that an attitude can be expressed as the following algebraic function.

The basic formula is $A_o = \sum_{i=1}^{n} b_i e_i$

Equation 2.2
(Adapted from Hawkins, Best and Coney, 2004:388)

A_o is the person's overall attitude toward the object; b_i is the strength of belief, which is the perceived probability of association between an object and some relevant attribute *i*; e_i is the evaluation or intensity of feelings such as liking or disliking toward attribute *i*; *n* is the number of relevant beliefs. The consumer's overall attitude toward the product A_o is the aggregation of his or her beliefs about each of its attributes b_i as well as an evaluation of the importance e_i of that attribute providing the needed benefits.

Strength of belief can be measured by asking consumers to rate this probability of association for each of their salient beliefs; and consumers are also asked to indicate their evaluation of each salient belief. The numbers which are the consumers' attitudes toward the object A_o will show the preference of the consumers with regards to these objects.

Peter and Olson (2005:146) state that the multi-attribute attitude model has been employed to understand consumer behaviour by marketers since the late 1960s, because the model is appealing and relatively easy to use.

Du Plessis and Rousseau (2003:261) suggest that these three models are mainly different in terms of the number of components into which the attitude is divided, as well as the interrelationship between these components.

2.9 Measuring Attitude

Blythe (1997:76) believes that measuring attitudes is clearly a subject of interest to marketers, since attitudes play such a major role in consumer behaviour. Some attitude measurement methods have been developed such as the Likert scales and semantic differential which are the most widely used in consumer research.

2.9.1 The Likert scale

Wright (2006:286) points out that the Likert scale presents a set of attitude statement. Participants are asked to express agreement or disagreement on a five-point scale. Each degree of agreement is allocated a numerical value from one to five.

As Wright (2006:186) further states the Likert scale allows participants to give answers that relate to positive and negative attitude strengths, and the answers which are collected in terms of the Likert scale can be coded and used in a quantitative manner.

In addition, the importance and satisfactory scales are similar to the Likert scale.

2.9.2 Semantic differential

According to William (1961:28-33) the semantic differential consists of pairs of bipolar adjective phrases as ends of a continuum with participant options spaced in between.

A seven-position scale is used between the adjectives with the middle value being neutral. The participant is asked to mark the position that most closely corresponds to the attitude toward the subject being studied.

2.10 Conclusion

The relevant literature was reviewed in this chapter. The Chinese food characteristics, styles of Chinese food and Chinese dinning habits were presented. The definition of consumer

behaviour used in the research was defined and the origin of consumer behaviour was described in terms of four periods of time. Since the present research focuses on consumer behaviour, the most well known consumer behaviour models were described and the journals about food consumption behaviour also be reviewed so as to create the framework of the present research. The attitude models and the measurement methods of attitudes, such as Fishbein attitude model and Likert scales that could be employed in the research were also summarized.

CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Introduction

The present research adopted a survey approach and used a self-administrated questionnaire. The respondents were selected by utilising a non-probability sampling (snowball sampling) method. A total of 127 responses were obtained for this research. The findings and final discussion were based on the significant results obtained from a series of statistical analyses.

3.2 Developing the questionnaire

The research objectives determine what kind of data and how much data should be collected. The data collection method influences the accuracy and reliability of data. Therefore, it is very important to select the correct method. Hair, Babin and Samouel (2003:124) categorized the various data collection approaches into two groups, the observation and survey methods. According to Parasuraman, Grewal and Krishnan (2007:62), the observational method involves human or mechanical observations of what people actually do or what events take place during a buying or consumption situation. A survey is a research technique in which a sample from the population is interviewed in some form or their behaviour is observed and described in some way (Parasuraman *et al.* 2007:53).

The survey is usually the most common method of obtaining primary data, because observation can be subjective. In particular, when one has to research a critical number of people, observation is less efficient than the survey method. Hence, a questionnaire survey was used to collect the data for this research.

Hair *et al* (2003:184) assert that the questionnaire development process forms a very important stage of the study, since it is directly affects the validity of the research, and there is only one opportunity to gather the data by means of the questionnaires. They also believe that a questionnaire or interview should contain a set of well-designed questions so as to record the answers of respondents in order to gather information for the research. A structured questionnaire is a principal means employed for collecting data by means of a survey of a designated population or sample (Baker, 2003:343).

The questions in the questionnaire for the current survey were drawn from many previous food consumption behaviour surveys. The selections of demographic characteristic variables

were predominantly based on those used in past studies of food consumption as identified in the literature, but were adjusted according to the characteristics unique to Chinese students in the present research. Three sections were designed to gather information regarding the respondents: their demographic detail, their food consumption behaviour and their attitudes towards Chinese food and South African food.

- Demographic questions

Variables that have been used to segment food consumers in past studies include gender, age, place of residence, occupation, level of education and level of income (Verbeke and Viaene, 1999; Lopez and Verbeke, 2005; Pan, 1999; Zhang, 2002; Silva and Yamao, 2006).

For the present study, five demographic questions were asked pertaining to gender, age, residence, years of residence and monthly food expenditure. Because the research focused on the Chinese students who study at CPUT and UWC, the level of education, income level, occupation and marital status were not included in the questions.

- Behaviour questions

The section regarding the food consumption habits of Chinese students contained questions about number of meals consumed daily; the meal most commonly skipped and the reason for skipping the meal; frequency of cooking at home and the reason to cook at home; frequency of eating out and types of restaurants selected; and the reason for choosing to eat out. Questions pertaining to the frequency of shopping at a Chinese and/or a South African supermarket were also included.

- Attitude questions

The final selection collected information with respect to participants' attitudes towards South African and Chinese food. The Fishbein model was used to test the attitudes of Chinese students. The participants evaluated attributes of food products, which include price, quality, healthiness, convenience, availability, taste and freshness, on a scale between very important and not important. Subsequently the participants measured their beliefs about each of the attributes of Chinese and South African food on Likert-scales. Finally, the formula of the Fishbein model was employed to calculate and analyze which kind of food the Chinese students prefer. The most important factors which affect the final decision of Chinese students were also identified.

The questionnaire was first designed in English and evaluated intensively with different sector representations and consumer researchers. The questionnaire was subsequently translated into Chinese. A pilot study was conducted with these translated questionnaires which were

completed by three Chinese students after which the confusing questions were deleted prior to final distribution. The questionnaire included close-ended questions in the form of standardised and fixed-alternative questions, sets of response alternatives, and fixed measurement scales. The purpose of the research was included on the first page of the questionnaires. The entire questionnaire appears in Appendix A.

3.3 Sampling criterion

Most marketing research projects make use of sampling, since it is difficult to survey the whole population. Zikmund and Babin (2007:55) suggest using sample survey results to draw conclusions based on measurements from a portion of the population. In other words, a sample is a subset of a larger population. Especially when the research population is very large, a study of the selected sample is less expensive and less time-consuming.

One may argue that the sample may not represent the behaviour of the whole population. However, there is a method in terms of which the sample should be drawn. Jankowicz (2000:193) states that the size of a sample and the way in which the researcher draws it are matters for design, and will affect the validity of the conclusions. As a rule, large samples provide better results than smaller ones. Considering the unavoidable constraints of time, cost and accuracy, the researcher must compromise between perfection and acceptable levels of confidence, reliability and error. Although larger sample sizes are preferred, this does not mean that the results drawn from a smaller sample will not provide valid results.

According to Zikmund and Babin (2007:273), there are several ways to select an accessible sample, and of all the sampling approaches, these can be categorized into probability and non-probability sampling. For a probability sampling method, every element in the population has a known, nonzero probability, thereby minimizing selection bias (Hair, *et al.* 2003:211). For non-probability sampling, the probability of any particular member of the population being chosen is unknown (Hair, *et al.* 2003:317).

According to the information from the international office of UWC and CPUT, there are presently 80 Chinese students registered at UWC and 84 Chinese students at CPUT for 2007. All the Chinese students who study at the Cape Peninsula University of Technology and the University of the Western Cape were identified as being eligible for the research. The population of this research comprises the total number of Chinese students studying at CPUT and UWC, representing a total of 164. The minimum sample size is calculated according to Saunders, Lewis and Thornhill (2000:463).

$$n = p \times q \times \left[\frac{z}{e}\right]^2$$

Equation 3.1

(Adapted from Saunders, Lewis and Thornhill, 2000:463)

Where: n is the minimum sample size required,

p is the proportion belonging to the specified category,

q is the proportion not belonging to the specified category,

z is the z-value corresponding to the level of confidence required, and

e is the margin of error required.

In the case of a population being less than 10 000; a smaller sample size, which is called the adjusted minimum sample size, can be used without skewing the accuracy.

$$n' = \frac{n}{1 + \left[\frac{n}{N}\right]}$$

Where: n' is the adjusted minimum sample size;

n is the minimum sample size that was calculated earlier; and

N is the total population.

$$n = 40 \times 60 \times \left(\frac{1.96}{5}\right)^2 = 2400 \times (0.392)^2 = 368.8$$

$$n' = \frac{368.8}{1 + \left(\frac{368.8}{164}\right)} = \frac{368.8}{3.2487} = 113.52$$

The target sample is calculated as 114 Chinese students from these two institutions.

The majority of the Chinese students studying at these two institutions reside off the campus. Since it is therefore difficult to contact them, the snowball sampling method was used to collect responses. The researcher handed out questionnaires to everyone he knew, and appealed to these respondents to hand out questionnaires to those they knew, and so on.

Eventually, a total number of 127 completed questionnaires were obtained, which exceeded the minimum sample size requirement, indicating that the statistical results of this survey are viable and can represent the true fact of the Chinese students' consumption behaviour.

3.4 Statistical Tools

Univariate and bivariated analyses are used for the present research. The Fishbein attitude

model is used to test the respondents' food consumption attitude towards both Chinese and South African food. Frequency tables are used to summarize the demographic details of the respondents. Pearson's Chi-square tests were used to test whether there are differences in the responses between groups of respondents. Cronbach's Alpha was used to investigate the reliability of scales used in measuring the respondents' food consumption attitude. Analysis of Variance (ANOVA) was used to compare how significantly the means vary from one another. T-tests were conducted in order to interpret whether there is a significant difference between students' attitudes towards the two types of food.

3.5 Conclusion

This chapter focused on the research design of the present research. A self-administered questionnaire survey was selected as the primary source of data collection. The questionnaire included three main parts: demographic characteristics of Chinese students; the food consumption habits and frequency of Chinese students and the attitudes and preference of Chinese students at CPUT and UWC towards western food and Chinese food. A non-probability snowball sampling method was employed to select the sample and the participants who had already completed the questionnaires were asked to contact more Chinese students who study at these two universities, and to complete the questionnaires papers. The data was analyzed using SPSS.

CHAPTER FOUR
RESEARCH FINDINGS

4.1 Introduction

This chapter will focus on describing the data collected using the methods explained in the previous chapter. The statistical software package SPSS was employed to analyse the data. The findings were categorized into three parts: demographic information of respondents, food consumption behaviour and respondents' attitudes towards foods. In addition, all the significant results of the statistical tests were detailed.

4.2 Demographic Information of Respondents

As noted, a total number of 127 respondents participated in this research study, of which (see Table 4.1) 75 were males (59%) and 52 were females (41%). Of all these students, the age group was concentrated mostly between 16 years and 25 years, which comprises 55% of the population. 43% of the students were between the age of 26 and 35. Only 3 respondents were over the age of 36.

According to the findings, only 16.8% of the students live in the campus residence, 26.4% of the respondents reside with other South Africans, and the majority of respondents (56.8%) stay alone off campus.

As far as the amount of money spent on food is concerned, 31.75% of the students spend between R501 and R1000 per month, 30.95% spend between R1001 and R1500 per month, 15.87% spend between R1501 and R2000, 13.49% spend between R2001 and R2500, and only 7.94% spend less than R500 per month on food. The demographic details are reflected in Table 4.1.

Table 4.1 Frequency Statistics of Respondents' Demographic Details

		Frequency	Valid Percent
Gender (N=127)	Male	75	59.06%
	Female	52	40.94%
	Total	127	100.00%
Age (N=127)	16-25	70	55.12%
	26-35	54	42.52%
	36-45	2	1.57%
	>45	1	0.79%
	Total	127	100.00%
Residential Condition (N=125)	Campus	21	16.80%
	Local people	33	26.40%
	Outside campus & alone	71	56.80%
	Total	125	100.00%
Years in SA (N=127)	Less than 1 year	12	9.45%
	2-3 years	32	25.20%
	4-5 years	56	44.09%
	5-6 years	16	12.60%
	>6 years	11	8.66%
	Total	127	100.00%
Money spent on food per month (N=126)	<R500	10	7.94%
	R501-R1000	40	31.75%
	R1001-R1500	39	30.95%
	R1501-R2000	20	15.87%
	>R2000	17	13.49%
	Total	126	100%

4.3 Food Consumption Behaviour of the Respondents

In measuring the food consumption behaviour of these students, 12 questions were asked; of which 1 was an open-ended question and 11 were close-ended. The frequency statistics are illustrated in Table 4.2.

The following statistics were obtained in measuring the students' behaviour in terms of the frequency with which they eat main meals. The majority of respondents eat 2 meals (50.39%) or 3 meals (41.73%) a day, about 6.3% have more than 3 meals a day, while only 1.57% consume only 1 meal per day. Of the 127 respondents, 103 (81%) ignore at least one meal per day. The meal they ignore is mostly breakfast, which counts for 48.03% of the responses. 20.47% skip lunch and 6.3% skip supper. About 25.2% of the students do not ignore any meal. When answering the reason why they skip the particular meal, of the 103 students, 50.49% feel they do not have time to cook, 22.33% feel they are not hungry at the time, 18.45% sleep or rest, and 8.74% state they have other reasons.

The students' responses regarding their habits of cooking and shopping for foods are as follows (also see Table 4.2). The majority of students cook at home, 28.35% of students cook more than 6 times per week, the rest cook several times at home as well, and only 11.02% never cook. 40.48% of respondents deem it is less expensive to eat at home, and 19.05% feel they cannot find their preferred food elsewhere because the variety of Chinese food is large and many goods are not available in South Africa; 6.35% believe hygiene is the reason to cook at home while 16.67% believe they can cook more tasty food. Since the majority of students do not cook every single meal at home, according to the findings, they also eat out often. It appears that the Chinese students still favour Chinese restaurants, since 34.65% go to a Chinese restaurant for decent meals. 25.20% go to South African restaurants, 29.13% of the students order takeaways and the rest eat other foods. When asked why they choose to eat out, 35.71% of the respondents feel that they need to alter their taste once in a while, 28.57% of them feel it is less troublesome to cook than eat out, about 19.84% feel that they do not have time to cook and the rest responded that they do not know how to cook (3.17%).

It seems that it is unavoidable that these students alternate between Chinese food and South African food, since they must shop at South African stores, and therefore have to eat both types of foods. 73.81% of the students prepare traditional Chinese food during the traditional festivals. Close to half of the Chinese students know how to cook South African food (48.03%). 80.16% of these students shop at the Chinese supermarket at least once a week, while 97.64% of the students shop at South African local supermarkets at least once a week.

These statistics indicate that the students consume both Chinese and South African food alternately. The extent, to which they consume both kinds of food and the association between their demographic attributes and their food consumption behaviour, remains unknown. These are examined by Pearson Chi-squared statistics in next section.

There is one open-ended question in the questionnaire regarding how often the respondent eats out per week. Approximately 61.34% of the students eat out once or twice per week. 12.61% of the students eat out three to four times a week. 6.72% of them will eat out more than five times a week. 12.61% of the students go out to eat once or twice per month. About 6.72% of students go out for dinner only every second month or even less often. The responses to this question are not standardized since the respondents used different time units in their replies. This question is thus excluded from further statistical analysis.

Table 4.2 Frequency Statistics of Respondents' Food Consumption Attributes

		Count	Percent
Meals per day (N=127)	1 meal	2	1.57%
	2 meals	64	50.39%
	3 meals	53	41.73%
	>3 meals	8	6.30%
	Total	127	100%
The meal that is usually ignored (N=127)	Breakfast	61	48.03%
	Lunch	26	20.47%
	Supper	8	6.30%
	Don't ignore any meal	32	25.20%
	Total	127	100%
The reason to ignore the meal (N=103)	Don't have time to cook	52	50.49%
	Not hungry	23	22.33%
	Need sleep/rest	19	18.45%
	other reasons	9	8.74%
	Total	103	100%
How many time do you cook at home per week? (N=127)	Never	14	11.02%
	2-3 times	35	27.56%
	4-5 times	24	18.90%
	5-6 times	18	14.17%
	More than 6 times	36	28.35%
	Total	127	100%
Why do you choose to cook at home? (N=126)	Less expensive	51	40.48%
	Sanitation	8	6.35%
	Taste	21	16.67%
	Can't find the food I like	24	19.05%
	Other reasons	21	16.67%
	More than 1 reason	1	0.79%
	Total	126	100%

		Count	Percent
Which restaurant do you usually go to if you eat out? (N=127)	Chinese restaurant	44	34.65%
	SA restaurant	32	25.20%
	Takeaways	37	29.13%
	Others	14	11.02%
	Total	127	100%
Why do you choose to eat out? (N=126)	Don't know how to cook	4	3.17%
	Don't have time to cook	25	19.84%
	More essential	1	0.79%
	Just for a change	45	35.71%
	More convenient	36	28.57%
	Other	15	11.90%
	Total	126	100%
Prepare traditional food during traditional Chinese festivals? (N=126)	Yes	93	73.81%
	No	33	26.19%
	Total	126	100%
Can you cook SA food? (N=127)	Yes	61	48.03%
	No	66	51.97%
	Total	127	100%
How often do you go shopping at the Chinese supermarket per week? (N=126)	Never	25	19.84%
	1-2 times	92	73.02%
	3-4 times	4	3.17%
	>5 times	5	3.97%
	Total	126	100%
How often do you go shopping at local supermarket per week? (N=127)	Never	3	2.36%
	1-2 times	63	49.61%
	3-4 times	35	27.56%
	>5 times	26	20.47%
	Total	127	100%

4.4 Bivariate Analysis – Chi-squared Test Results

Several significant results were obtained from the bivariate Chi-square analysis results between each pair of categorical variables. All the significant results are summarized in Table 4.3, and the full test results, which record the counts and expected counts of each categorical variable in section 2 of the questionnaire, are appended in Appendix B. The level of significance for all the statistical tests of this study is set to be at $p<0.05$. However, in order to conduct an overall study, a p-value that is less than 0.055 is also counted as significant in this study.

Gender against other variables:

There is a significant difference ($p<0.003$) between the frequency of males and females shopping at the South African local supermarkets. The males (58.67%) tend to shop fewer times per week than expected (1-2 times), whereas the females tend to shop 3-4 times per week.

Age against other variables:

There is a slightly significant difference ($p=0.054$) between age group and amount of money spent on food per week. The younger age group (16-25 years old) seem mostly to spend between R501 to R1000 on food, while the 26-35 age groups consume mostly between R1001 to R1500. The older students spend less than expected.

As far as the reason to ignore a particular meal is concerned, the younger students between 16-25 years old feel they need more sleep and rest than cooking food. A much smaller number of older students indicated that they would rather sleep or rest than cook food. The differences in which meals are ignored between the age groups are significant ($p\leq0.016$).

Residence Conditions versus other variables:

The students who live on campus spend much less than those who stay off campus: they all spend mostly between R500 and R2000, and no one spends more than R2000 per month. The students who stay with local people spend less money compared to other students. Those students who live alone off campus spend much more than the expected value. The significant level of difference between residential conditions and amount of money spent on food is 0.053.

Significant results are also obtained regarding residential conditions and whether the student can cook South African food. Only 23.81% of those who stay on campus can cook South

African food, while more than half of those who stay off campus can do so. A p-value of 0.043 is obtained for this test.

The number of years in SA versus other variables:

The students who have lived in South Africa for more than 1 year seem to spend less than those students who arrive in South Africa less than 1 year ago; their food consumption spending is concentrated mostly between R1001 and R1500. Of those who arrived in SA less than a year ago, many seem to lead a much more economical life, whereas those who have been in SA for longer lead a more luxurious life, especially those who have been in SA for more than 6 years. This difference has a p-value of 0.032.

The students who have been in South Africa for more than 5 years seem to have become accustomed to the life here since the majority of them can cook South African food. There are significantly fewer students (p=0.028), who have been in SA for less than 3 years, who can cook South African food.

Amount of money spent on food versus other variables:

The students who spend between R500 and R1500 per month on food are more likely to eat out for a change, while the students who spend more than R1500 feel it is more convenient to eat out. This significance has a p-value of 0.040.

There are also significantly (p=0.039) more students who spend more than R1001 on food per month and can cook South African food than those who spend less than R1000 on food per month.

Number of meals per day versus other variables:

A significant number (p=0.000) of students ignore one meal per day, usually breakfast. Those who usually have two meals per day generally cook two to six times per week, more than expected, but not many of them cook more than six times per week than they were supposed to. Those who eat three meals or more per day are likely to cook more than 6 times per week, which is more than they were expected to. This difference has a significant p-value of 0.006.

The students who eat two meals a day significantly feel they do not have enough time to cook and it is more convenient to eat out; while the students who eat three or more meals per day significantly feel they would eat out just for a change in taste (p=0.040).

The meal usually ignored versus other variables:

The respondents who usually ignore breakfast feel strongly that they either do not have time or have not had enough rest; therefore they would not cook breakfast. The students who skip

lunch usually do so mostly because they do not have time to eat. The students who usually ignore supper feel they are not hungry at the time. This difference amongst respondents has a significance level of 0.002.

The students who do not eat breakfast usually cook two to five times per week, and only 16.39% of them cook more than six times per week, which is less than they were expected to. 59.38% of the students who do not ignore any meal cook a significantly greater number of times (more than 6 times per week) (p=0.005).

Of the students who usually ignore breakfast, 63.89% feel it is more convenient to eat out, whereas of the students who eat all three meals, only 11.11% think it is convenient to eat out. Meanwhile, 61.29% of the students who eat all three meals would like to eat out for a change.

Number of times cook at home versus other variables:

Of those who never cook, 71.43% of them prefer Chinese restaurants; while of those who cook two to three times a week, 42.86% also prefer Chinese restaurants, whereas those who cook more than four times a week would very much like to go to a South African restaurant or order takeaways for a change. The differences amongst these groups of students have a p-value of 0.023.

Of the students who cook two to three times a week, 48.57% of them actually feel it would be convenient to eat out, while half of those who cook more than six times a week like to eat out for a change. The difference amongst this group of students has a p-value of 0.014.

It is interesting that 41.67% of those who cook at home for more than six times per week actually go shopping at local markets three to four times per week, indicating they may cook Chinese food with South African ingredients. For those who never cook at home, 35.71% go shopping more than five times at local supermarkets, and they may only buy convenience food when they do not feel like going to a restaurant. This test has reached a significance level of 0.051.

Type of restaurant against other variables:

Of those who eat at South African restaurants, 46.88% go there for a change of taste. The students who prefer takeaways deem lack of time and convenience to be the most common reasons for them to order takeaways. This result displays a significance level of.0.001.

Reasons to eat out versus other variables:

Of the students who would eat out for a change, 82.22% of them usually shop at the Chinese

supermarket once or twice a week. A greater percentage of students who believe it is quite convenient to eat out shop once or twice a week at the Chinese supermarket. Those who never shop at the Chinese restaurant also feel it is convenient to eat out.

A significant number of students do not have time to cook (40%) and shop at the Chinese supermarket more than five times a week, suggesting they shop for pre-prepared food there. This proportion highlights the importance of convenience as a primary reason for eating out when 55.56% of these students would have to shop at the Chinese supermarket at least once a week. These 55.56% students could have shopped for enough food at the Chinese supermarket, but cooking appears to be troublesome for them. This test results in a significance level of 0.000.

Preparing traditional Chinese food versus other variables:

The majority of students visit the Chinese supermarket once or twice a week, and the majority of these students (81.72%) cook traditional Chinese food during important occasions. Of those who do not cook traditional Chinese food, they tend to shop more often, usually more than five times a week at the Chinese supermarket.

Frequency of shopping at different markets:

It is interesting that the majority of students who shop at South African supermarkets once or twice a week would also shop at the Chinese supermarkets once or twice a week. Those who shop at South African supermarkets more than 5 times a week do not deem shopping at a Chinese market necessary, but those who shop at Chinese supermarkets more than 5 times a week. This statistic suggests this group of students enjoys a very flexible pattern of mixed food consumption.

Table 4.3 Chi-squared Test Results for all Categorical Variables

	Gender	Age	Residence	Years in SA	Money spent on food	No. of meals	Ignore meal	Reason to ignore	Frequency of cooking per week	Eat at home	Go to which restaurant	Eat out	Prepare traditional Chinese Food	Cook SA Food	Go to Chinese shops	Go to SA shops
Gender	---															
Age		---														
Residence			---													
Years in SA				---												
Money spent on food		0.054	0.053	0.032	---											
No. of meals						---										
Ignore meal						0.000	---									
Reason to ignore		0.016					0.002	---								
Frequency for cooking per week						0.006	0.005		---							
Eat at home										---						
Go to which restaurant									0.023		---					
Eat outside					0.040	0.040	0.003		0.014		0.001	---				
Prepare tradition Chinese Food													---			
Cook SA Food			0.042	0.028	0.039									---		
Go to Chinese shops												0.000	0.001		---	
Go to SA shops	0.003								0.051			0.000			0.000	---

P.S.: Consult Appendix B for interpretation

Conclusion from the results of the Chi-square tests:

It appears that the majority of students can cook Chinese food, and would shop at both Chinese and South African supermarkets at least once a week. Most importantly, the majority do not totally reject either type of food, but rather enjoy the mixed culture; in other words, they enjoy a change. These students like their traditional food; in the meantime they also feel comfortable with the South African food. A reason other than adaptability is that, from a financial perspective, the majority of these students can afford to eat out when they consider it convenient to do so.

4.5 Reliability of Test Results

The reliability of the questions in section three was tested before further analyses were conducted. Cronbach's Alpha is used to examine whether there are significant deviations in the manner in which the respondents perceive the questions. The maximum value of Cronbach's Alpha is 1. The question is normally deemed reliable when Cronbach's Alpha is larger than 0.7 (Wikipedia, 2007). However, in an exploratory study, a value that is less than 0.7 but larger than 0.6 is also deemed reliable (Simon, 2004).

As illustrated in the following tables, all the Cronbach's Alpha values are larger than 0.6, suggesting that the conclusions drawn from these questions are valid. The level of reliability is ranked by the * sign for each individual item, where the greater the number of * signs, the more reliable the item. The mean score per item is also ranked, where 1 indicates the highest mean score while 7 indicates the lowest mean score.

Table 4.4 Cronbach's Alpha Results for Food Attributes Deemed to be Important

Items	Cronbach's Alpha if Item Deleted (Cronbach's Alpha=0.648) (n=124)	Mean per Item
Price	0.646 **	3.47 (5)
Quality	0.582 *******	4.34 (3)
Sanitary & Health	0.597 *****	4.49 (1)
Convenience	0.652 *	3.37 (7)
Availability	0.590 ******	3.44 (6)
Taste	0.603 ****	4.09 (4)
Freshness	0.617 ***	4.35 (2)

With regards to questions pertaining to food attributes deemed to be important (table 4.4), the question on the quality of food is deemed most reliable, followed by the availability of food, sanitary and health, taste, freshness, price and convenience.

The respondents in general consider that the sanitary and healthy aspects are the most important factors which influence their choices of food. The other factors in terms of their importance are freshness, quality, taste, price, availability and convenience.

Table 4.5 Cronbach's Alpha Results for Attitude towards Chinese Food

Items	Cronbach's Alpha if Item Deleted (Cronbach's Alpha=0.721) (n=121)	Mean per Item
Price	0.673 ******	3.00 (7)
Quality	0.681 *****	4.02 (3)
Sanitary & Health	0.690 ****	4.51 (2)
Convenience	0.711 **	3.54 (6)
Availability	0.712 *	3.90 (5)
Taste	0.691 ***	4.92 (1)
Freshness	0.668 *******	4.01 (4)

In measuring the students' attitude towards Chinese food (Table 4.5), freshness of the food is the most reliable question, followed by price, quality, sanitary and health, taste, convenience and availability.

As far as the mean scores are concerned, the students agree that the taste, sanitary and health aspects, quality and the freshness of food are the key factors when they select Chinese food. The items scored below 4 are availability, convenience and price. It makes perfect sense that since the distance between China and South Africa is great, the availability of Chinese food tends to be low, Thus, although one may be able to afford the higher priced imported Chinese foods, these may not be readily available, and shopping for these foods is not necessarily convenient. Therefore, as long as the taste is good, the food is sanitary and, the quality and freshness can be attained, the remaining factors appear to be irrelevant.

Table 4.6 Cronbach's Alpha Results for Attitude Towards SA Food

Items	Cronbach's Alpha if Item Deleted (Cronbach's Alpha=0.706) (n=122)	Mean per Item
Price	0.721 *	3.26 (7)
Quality	0.610 ******	4.53 (4)
Sanitary & Health	0.678 ***	4.20 (5)
Convenience	0.680 ****	6.07 (2)
Availability	0.667 *****	6.15 (1)
Taste	0.703 **	3.93 (6)
Freshness	0.644 *******	5.39 (3)

With regard to measuring the attitudes of respondents towards South African food, the freshness factor is the most reliable one, followed by quality, availability, convenience, sanitary and healthy, taste and price.

The above mean score levels of the attitude of respondents towards SA food are higher than those towards Chinese food. Only the factors of price and taste fall below 4, availability,

convenience, freshness, quality, and sanitary and healthy factors seem to have attracted these Chinese students. However, the question arises as to what extent the students are being attracted by these factors. This will be explained in the following sections..

4.6 Analyses of Respondents' Attitudes

Table 4.7 Percentage Ranking of Food Attributes Deemed to be Important by Respondents'

Food Attributes deemed to be Important		not important	less important	not sure	important	very important	Total
Price	Frequency	9	14	47	26	31	127
	Valid Percent	7.1	11	37	20.5	24.4	100
Quality	Frequency	0	2	16	48	61	127
	Valid Percent	0	1.6	12.6	37.8	48	100
Sanitary & Healthy	Frequency	0	2	10	40	75	127
	Valid Percent	0	1.6	7.9	31.5	59.1	100
Convenience	Frequency	7	13	51	37	18	126
	Valid Percent	5.6	10.3	40.5	29.4	14.3	100
Availability	Frequency	4	12	51	41	17	125
	Valid Percent	3.2	9.6	40.8	32.8	13.6	100
Taste	Frequency	2	2	29	46	48	127
	Valid Percent	1.6	1.6	22.8	36.2	37.8	100
Freshness	Frequency	2	2	16	38	69	127
	Valid Percent	1.6	1.6	12.6	29.9	54.3	100

First of all, generally, the majority of the respondents believe that important factors which will influence their attitude are those of quality, food being sanitary and healthy, freshness and tastes. Price, convenience and availability are not considered as being important by a large percentage of the respondents. (See table 4.7)

Table 4.8 Percentage and Ranking on the Respondents' Attitude towards Chinese Food

Attitude towards Chinese Food		very strongly disagree	strongly disagree	disagree	not sure	agree	strongly agree	very strongly agree	Total
Price	Frequency	33	20	24	25	13	7	3	125
	Valid Percent	26.4	16	19.2	20	10.4	5.6	2.4	100
Quality	Frequency	2	12	20	53	26	10	2	125
	Valid Percent	1.6	9.6	16	42.4	20.8	8	1.6	100
Sanitary & Health	Frequency	2	6	10	43	36	19	6	122
	Valid Percent	1.6	4.9	8.2	35.2	29.5	15.6	4.9	100
Convenience	Frequency	22	16	19	30	24	8	6	125
	Valid Percent	17.6	12.8	15.2	24	19.2	6.4	4.8	100
Availability	Frequency	12	12	22	35	20	16	7	124
	Valid Percent	9.7	9.7	17.7	28.2	16.1	12.9	5.6	100
Taste	Frequency	4	5	10	31	25	29	21	125
	Valid Percent	3.2	4	8	24.8	20	23.2	16.8	100
Freshness	Frequency	5	11	19	48	28	11	3	125
	Valid Percent	4	8.8	15.2	38.4	22.4	8.8	2.4	100

The frequency statistic obtained from the respondents' attitude towards Chinese food (table 4.8) indicates that the largest percentage of students is not so sure about whether the factor would affect their choice of food. This suggests that the students perceive the questions very differently, or they are not sure about what really matters, or they can adapt to another type of food very easily; thus they do not rely too greatly on their traditional food.

Table 4.9 Percentage and Ranking on the Respondents' Attitude Towards South African Food

Attitude towards SA Food		very strongly disagree	strongly disagree	disagree	not sure	agree	strongly agree	very strongly agree	Total
Price	Frequency	19	28	20	28	16	11	3	125
	Valid Percent	15.2	22.4	16	22.4	12.8	8.8	2.4	100
Quality	Frequency	4	10	16	30	26	27	12	125
	Valid Percent	3.2	8	12.8	24	20.8	21.6	9.6	100
Sanitary & Health	Frequency	9	14	11	37	22	23	8	124
	Valid Percent	7.3	11.3	8.9	29.8	17.7	18.5	6.5	100
Convenience	Frequency	1	0	1	18	15	20	68	123
	Valid Percent	0.8	0	0.8	14.6	12.2	16.3	55.3	100
Availability	Frequency	1	0	2	16	9	27	70	125
	Valid Percent	0.8	0	1.6	12.8	7.2	21.6	56	100
Taste	Frequency	19	13	9	29	26	24	5	125
	Valid Percent	15.2	10.4	7.2	23.2	20.8	19.2	4	100
Freshness	Frequency	1	2	4	29	21	40	28	125
	Valid Percent	0.8	1.6	3.2	23.2	16.8	32	22.4	100

Though, according to table 4.9, respondents are still not quite sure about how much influence these factors influence their choice towards SA food, the level of agreement on most factors is slightly higher than detailed in table 4.8. The significance level of these differences will be tested in the following two sections.

4.7 Bivariate Analysis – ANOVA

Several significant results are obtained by testing categorical variables against their mean scores. For the interpretation consult appendix C.

Table 4.10 Significant Results of Analysis of Variance between Respondents' Demographic Detail, Food Consumption Behaviour and The Attributes of Food Deemed to be Important

Important attributes of food	Gender	Age	Residence	Years in SA	Money spent on food	Cook at home	Go to SA shops
Importance of food price				0.027	0.045	0.000	0.013
Importance of food quality						0.013	
Importance of food sanitary/health	0.021						
Importance of convenience		0.058					
Importance of availability of food		0.028					
Importance of taste of food		0.006	0.037				
Importance of the freshness of food							

Females feel that sanitary and healthy food would significantly affect their choice of food (p=0.021).

The age group of people who are older than 36 years believe that inconvenience (p=0.058) and availability (p=0.028) would not affect their choice of food, but taste will significantly affect their choice of food consumption (p=0.006).

Students who live alone off campus strongly feel that the taste of food is important when they choose Chinese food (p=0.037).

Students who have lived in SA for more than 6 years do not deem food price a significant influential factor in choosing Chinese food, compared to the rest of the respondents (p=0.027).

Students who spend more than R2000 per month also believe food price will not significantly alter their food choice, compared to the rest of the respondents (p=0.045).

The students who cook at home because it is less expensive believe that price is an important factor (p=0.000). Students who cook at home also believe that they cook tastier food and do not consider the quality of food as being as important as the other respondents do (p=0.013).

Respondents who shop at SA supermarkets once or twice a week also do not deem the quality of food as being as important as the others do.

Table 4.11 Results of Analysis of Variance between Respondents' Demographic Detail, Food Consumption Behaviour and The Attitude towards Chinese food

Attitude towards Chinese food	Age	Residence	Reason to ignore	Cook at home	Go to SA shops
The price of Chinese food is cheaper					
The quality of Chinese food is good		0.055		0.025	
The Chinese food is sanitary/healthy				0.016	
It is convenient to cook Chinese food	0.039	0.022	0.051		
The Chinese food are easily available			0.012		
The Chinese food tastes good					
The Chinese food is fresher				0.042	0.055

The students within the age group between 36 and 45 feel it is convenient to cook Chinese food, whereas the rest strongly feel it is inconvenient to cook Chinese food (p=0.039).

The students who live on campus tend to agree that the Chinese food is of better quality (p=0.055) and that it is convenient to cook such food whereas those who live off campus feel it is inconvenient to cook Chinese food (p=0.022).

All of the 102 respondents who gave reasons why they ignore a particular meal feel it is inconvenient to cook Chinese food (mean=3.58). Those who would ignore a meal owing to lack of rest even feel more strongly about the inconvenience of cooking such food than the rest of the respondents (p=0.51). The majority of students who do not have time to cook believe that the availability of such food is not a problem (p=0.012).

Those who cook at home, five to six times a week, believe that the quality (p=0.025) of Chinese food is good and is attractive to them; Chinese food is also sanitary and healthy (p=0.016); Chinese food is also fresh (p=0.042).

Interestingly, those who shop at South African supermarkets three to four times a week agree that the Chinese food is satisfactorily fresh (p=0.55).

Table 4.12 Significant Results of Analysis of Variance between Respondents' Demographic Detail, Food Consumption Behaviour and The Attitude towards South African food

Attitude towards SA food	Years in SA	Money spent on food	Ignore meal	Reason ignore	Eat outside	Prepare tradition Chinese Food	Cook SA Food	Go to SA shops
The price of SA food is cheaper				0.018				0.041
The quality of SA food is good					0.009			
The SA food is sanitary/healthy								
It is convenient to cook SA food	0.000						0.032	
The SA food are easily available	0.016						0.004	
The SA food tastes good			0.003					
The SA food is fresher	0.024	0.041	0.027			0.032	0.003	

Those who have lived in South Africa for four to five years agree most strongly that it is convenient to cook South African food (p=0.000), such food is more easily available (p=0.016) and thus fresher (p=0.024).

The groups of students who spend more than R2000 per month on food believe the freshness of South African food would attract them to consume more of it (p=0.041).

The students who do not ignore any meal actually deem South African food to be tasty (p=0.003) and fresh (p=0.027).

All the students who ignore a particular meal feel the price of South African food is not attractive, and those who ignore meals for other reasons than listed in the question feel significantly indifferent towards South African food because of the price factor (p=0.018).

Those who believe it is less expensive to eat out think that South African food is of a good quality (p=0.009).

Those who would prepare traditional Chinese food during their traditional festivals believe that the freshness of the South African food attracts them (p=0.032).

The students who can cook South African food strongly agree that convenience (p=0.032),

availability (p=0.004) and freshness (p=0.003) are attractive to them.

It is surprising that those who never shop at a South African supermarket actually consider the price of South African food attractive (mean=4.67, p=0.041), while those who shop at South African food markets feel the prices are not as attractive.

4.8 T-test Results

The t-statistic is used in order to measure whether there is any association between the respondents' attitude towards Chinese and South African food.

The Independent samples that the T-test compares are the means of two variables for a single group, measuring the differences between values of the two variables for each case and testing whether the average differs from 0 (Keller and Warrack, 2003:355).

When measuring how significantly the mean average difference deviates from 0, the following significant results were obtained (table 4.13).

The respondents tend to agree that the taste of Chinese food is much better than South African food (p=0.000), which is the only factor that would attract Chinese students to consume Chinese food.

The students tend to agree that the quality (p=0.002), convenience (p=0.000), availability (p=0.000) and freshness (0.000) of South African food attracts them to buy South African food.

Price and sanitary or health issues do not bear much influence on students' choice of food consumption.

Table 4.13 Level of significance on the Mean score Difference of Each Pair of Factors

Factors influence attitudes	Mean	Mean Difference	t	df	Sig. (2-tailed)
Price (N=125)					
Chinese Food	3.00	-0.26	-1.638	124	0.104
SA Food	3.26				
Quality (N=125)					
Chinese Food	4.02	-0.528	-3.102	124	0.002
SA Food	4.54				
Sanitary & Healthy (N=121)					
Chinese Food	4.51	0.314	1.727	120	0.087
SA Food	4.2				
Convenience (N=123)					
Chinese Food	3.54	-2.537	-13.364	122	0.000
SA Food	6.07				
Availability (N=124)					
Chinese Food	3.93	-2.21	-12.077	123	0.000
SA Food	6.14				
Taste (N=125)					
Chinese Food	4.91	0.936	4.49	124	0.000
SA Food	3.98				
Freshness (N=125)					
Chinese Food	4.02	-1.368	-9.816	124	0.000
SA Food	5.39				

4.9 Fishbein Attitude Model Result

Of the 127 questionnaires returned, 121 respondents completed section 3. The following statistics were obtained by using the Fishbein Attitude Model. The average score of attitude towards Chinese food is less than the average score of attitude towards South African food. 22.83% of the respondents prefer Chinese food, and 72.44% prefer South African food.

The final chapter considers all the above results in arriving at a conclusion.

CHAPTER FIVE
DISCUSSION AND RECOMMENDATIONS

5.1 Student Food Consumption Behaviour

The following findings can be obtained by describing the frequency statistics derived from the consumption behaviour questions. The majority of students eat two meals per day (50.39%), and they mostly ignore breakfast. Many students find they do not have much time for cooking (50.49%). More than 89% of the students cook at home, but the majority of them cook once or twice per day, suggesting that either they eat out often or they simply have to ignore more meals. Of these students who choose to cook at home, 40.48% believe they would spend less if they eat at home. Of those students who choose to eat out, 35.71% report they only go out to have a meal for a change.

73.81% of the respondents cook traditional Chinese food during the traditional Chinese festivals. The majority (more than 80%) of students shop at Chinese supermarkets every week.

Less than half of the students can cook South African food, and over 97% of the students shop at least once per week at the South African supermarkets.

The above statistics furnish us with the reality of how they organize their meals, and so on. However, they do not provide any reasons why the students consume food in such ways. The interpretation from Chi-squared results supplies the following findings.

- Females shop more often than males, suggesting they can obtain necessary food from local South African supermarkets. This accords with the practical reality that many Chinese girls who go abroad like the sweet and dairy food products very much, whereas in Chinese supermarkets these are scarce.

- Students of the age group 26 to 35 spend more money on food than those of other age groups. The students between the age of 16 and 25 are not very fond of cooking, while the students over the age of 35 cook more often by themselves. However, it is hard to say that these are the reasons that the younger students or the older students spend less on food, unless the younger ignore meals or the older consume food more economically.

- Students who live off campus spend more money on food, suggesting that they possibly enjoy a better shopping environment. The percentage of these students who can cook

South African food is higher than those who live on campus, suggesting that the students who live off campus adapt to the South African food style much more readily.

- There is also a strong association between the years of residence in South Africa and the amount of money they spend on food; the longer students stay in South Africa, the more they spend on food.

- Those who have lived in South African for longer than 5 years seem to have become accustomed to the South African food style and the majority of them can cook South African food meals.

- The students who spend less money will only eat out on rare occasions, and when they do, they eat out for a change of taste. The students, who want to avoid the trouble of cooking, spend more money and eat out often; some of them can even cook South African food.

- The students who eat more meals per day also cook many more times per week, considering that the primary reason for eating at home is a financial issue. This finding suggests that the students who eat more meals per day mostly cook at home. They do not believe it is convenient to have meals out, yet they will occasionally eat out for a change.

- Most of the respondents feel cooking is a burden, even though they must eat. They tend to ignore mostly breakfast, and they cook fewer times compared to those who eat all the meals of the day.

- It is not surprising that the majority of students (71.43%) still like their Chinese food and prefer Chinese restaurants. Over 87% of the students still cook traditional Chinese food during traditional festivals. Those who cook fewer times per week prefer Chinese restaurants more than those who cook more often. It is likely that these students who cook less often are not good at cooking and go to Chinese restaurants to eat more decent meals since they believe this is more convenient. Those who cook more often per week may be better at cooking and would go to a South African restaurant largely for a change.

- Many of those who cook more than six times per week also shop at local South African supermarkets often, as if they have adapted well to the life style in South Africa. Most interesting is the finding that those who shop at Chinese supermarkets more than 5 times a week also shop at the South African market more than 5 times per week, suggesting these students enjoy a mixed food consumption behaviour, and can possibly cook Chinese food with South African ingredients, or even the other way around.

To summarize, it appears that the majority of students can cook Chinese food, and would shop at both Chinese and South African supermarkets at least once a week. Mostly importantly, the majority of them eat both Chinese and South African food alternately. Chinese students like their traditional food, and also feel comfortable with the South African food. It is suggested that these students can adapt to this mixed eating style if they believe that they can afford to eat out whenever they consider it convenient to eat out.

More precise reasons of the food consumption behaviour of some particular groups of students can be interpreted according to the ANOVA results, from which, the students' food consumption attitudes are derived.

5.2 Food Consumption Attitudes of Chinese Students

The average score of the attitude towards Chinese food is less than the average score of the attitude towards South African food. There are 22.83% of the respondents who prefer Chinese food, and 72.44% who prefer South African food.

Generally speaking, students ranked the importance of food attributes in the following order: sanitary and healthy, freshness, quality, taste, price, availability and convenience. The students feel that the factors that attract them to consume Chinese food from most to least are: taste, sanitary and healthy, quality, freshness, availability, convenience and price. As far as the attraction of South African food features is concerned, the students are mostly attracted in the order of: availability, convenience, freshness, quality, sanitary and healthy, tastes and price.

- General attitude towards the food attributes

Overall, the majority of the students think freshness is important (mean=4.35), but are not sure whether convenience (mean=3.37) and availability are important (mean=3.34).

Students' attitudes towards the importance of other attributes are:

- Price: Students who spend more than R2000 also believe that food price will not significantly alter their food choice, compared to the rest of the students. Students who have lived in SA for more than 6 years do not consider food price as a sufficiently influential factor in choosing Chinese food, compared to the rest of the respondents. There is a significant association between cooking at home and price as an important factor.

- Quality: Respondents who go shopping at SA supermarkets once or twice a week also do not consider the quality of food as being as significantly important as the others do. Those who cook at home and believe they cook tastier food do not deem quality of food as important as the others do.

- Sanitary and Healthy: There is an association between gender and the issues of food being sanitary and healthy. Females choose food that is sanitary and healthy.

- Taste: People who are older than 36 years think that taste will significantly affect their food consumption choice. Students who live alone off campus strongly feel that the taste of food is important when they select Chinese food

- Attitudes towards Chinese food

  Generally, the students are not too concerned about the food price (mean=3.00), but are quite concerned about the taste (mean=4.92).

  Students' attitudes towards other attributes of Chinese food are:

  - Quality: The students who live on campus, and who cook five to six times per week are attracted by the quality of Chinese food.

  - Sanitary and healthy: The students cook at home five to six times a week do so also for sanitary and health reasons.

  - Convenience: The students within the age group between 36 and 45, and students who live on campus feel it is convenient to cook Chinese food.

  - Availability: The majority of students who do not have time to cook believe the availability of Chinese food is not a problem.

  - Freshness: Those who shop at South African supermarkets three to four times a week and those who cook at home more than five times per week agree that the Chinese food is satisfactorily fresh.

- Attitudes towards South African food

  Students' attitudes towards the attributes of South African food are as:

  - Price (mean=3.26): Those who never shop in a South African supermarket consider

the price of South African food attractive. However, the students who ignore a particular meal feel the price of South African food is not attractive.

- Quality: Students who think it is less expensive to eat out consider that South African food is of good quality.

- Convenience: Those who have lived in South Africa for four to five years agree most strongly that it is convenient to cook South African food. These are also the students who can cook South African food.

- Availability: Those who have lived in South Africa for four to five years agree most strongly that South African food is more easily available. These are also the students who can cook South African food.

- Taste (mean=3.93): The students who do not ignore any meal agree that South African food is tasty.

- Freshness: Respondents who have lived in South Africa for four to five years, who spend more than R2000 per month, who do not ignore any meal who prepare traditional Chinese food during our traditional festivals, and the students who can cook South African food, agree that South African food is fresher.

5.3 Evaluation of the Research and Research Findings

The nature of the present research is new in the region of Cape Town; the research results provide true facts with respect to the students' food consumption behaviour.

Since this is a very new area of research, the lack of experience has disadvantaged the researcher with regards to the questionnaire design. The questionnaire excluded questions which would solicit information on why the respondents' food consumption behaviour is formed, and why they possess certain attitudes towards different food. Therefore, the inferences of reasons why the students consume food in such ways are less accurate.

5.4 Recommendations

It is recommended that the future study should use a more detailed questionnaire which

covers questions that would answer the reasons why the respondent's food consumption behaviour and attitude were formed.

It is also suggested that a multi-regression model be developed in order to provide more independent variables, which will include more detailed questions pertaining to food consumption patterns. By utilising a more comprehensive questionnaire and implementing more viable statistical models, the reasons for food consumption behaviour and attitude could be better explored.

The refinement of questionnaire survey is the key to explore the food consumption behaviour and attitude.

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APPENDICES

APPENDIX A

SURVEY QUESTIONNAIRES (ENGLISH AND CHINESE VERSIONS)

Questionnaire

Dear participants:

This research investigates Chinese students' food consumption behaviour who study at the Cape Peninsula University of Technology (CPUT) and the University of the Western Cape (UWC). The purpose of this research is to explore Chinese Student' consumption characteristics and attitudes toward Chinese and South African food products.

The questionnaire comprises three parts: demographic characteristics, the food consumption habits and attitudes towards Chinese food and South African food.

Please assist me by providing the following important information. The answers can be of great value to my research study. I would like you to help with this research and your assistance will be highly appreciated. Please do remember that this study is anonymous. Your name will not be required.

Please complete the following questionnaire in full and tick the appropriate box where applicable:

Section I: Demographic data

1. Gender:
❑ Male ❑ Female

2. Age group
❑ 16-25 ❑ 26-35 ❑36-45 ❑over 45 years old

3. Residential condition
❑ Campus residence ❑ boarder ❑ live independently in a flat or house

4. How long have you been in South Africa?
❑ less than 1 year ❑ 2-3 years ❑ 4-5 years ❑ 5-6 years ❑ over 6 years

5. How much money do you spend on food per month?
❑ Less than R500 ❑ R501- R1000 ❑ R1001- R1500 ❑ R1501- R2000 ❑ over R2001

Section II: Food consumption behaviour

1. How many meals do you usually have per day?
❑ 1 meal ❑ 2 meals ❑ 3 meals ❑ more than 3 meals

2. Which meal do you usually skip?
❑ Breakfast ❑ Lunch ❑ Supper ❑ None

3. The reason why you skip the meal. (Please choose the best one in the following statement)
❑ Time constraint ❑ not hungry ❑ no cooking skills ❑ need for sleeping ❑ others_____

4. How many times do you cook at home per week?
❑ Never or 1 time ❑2-3 times ❑ 4-5 times ❑ 5-6 times ❑ more than 6 times

5. What is your reason to choose to cook at home? (Please choose the best one in the following statement)
❑ Cheaper compared with eating outside ❑ healthy ❑ tastier ❑ the food which I like is not available here ❑ others_____

6. Which kind of restaurant will you choose when you eat outside?
❑ Chinese restaurant ❑ South African restaurant ❑ Fast food outlets ❑ others_____

7. How often do you eat in restaurant? Please indicate number of times _____

8. What is your reason to choose eating out? (Please choose the best one in the following statement)
❑ No cook skills ❑ No time to cook ❑ Value for money spent ❑ Change of taste ❑ Convenience ❑ Others _____

9. Do you usually prepare Chinese food to celebrate traditional festivities?
❑ Yes ❑ No

10. Can you cook South African food?
❑ Yes ❑ No

11. How many times normally do you shop at the Chinese supermarkets per week?
❑ None ❑ 1-2 times ❑ 3-4 times ❑ more than 5 times

12. How many times normally do you shop at the local South African supermarkets per week?
❑ None ❑ 1-2 times ❑ 3-4 times ❑ more than 5 times

Section III: attitudes toward Chinese food and South African food

For each item below, place an "**X**" in the box that describes how important it is to you that food product has these characteristics:
The rank scores as follow:

	Unimportant				Very important
	1	2	3	4	5

Food product	1	2	3	4	5
1. Price					
2. Quality					
3. Sanitary and Healthy					
4. Convenience					
5. Available					
6. Taste					
7. Freshness					

For each pair of descriptions listed below, place an "**X**" in the box that most accurately describes your opinion toward the Chinese food.

Chinese food: I think.....

Chinese food is expensive	1	2	3	4	5	6	7	Chinese food is inexpensive
Chinese food is low in quality	1	2	3	4	5	6	7	Chinese food is high in quality
Chinese food is unhealthy	1	2	3	4	5	6	7	Chinese food is healthy
It is not convenience to buy/eat Chinese food	1	2	3	4	5	6	7	It is convenience to buy/eat Chinese food
It is not available to eat Chinese food	1	2	3	4	5	6	7	It is available to eat Chinese food
Chinese food does not taste not good	1	2	3	4	5	6	7	Chinese food tastes very good
Chinese food is not fresh	1	2	3	4	5	6	7	Chinese food is very fresh

For each pair of descriptions listed below, place an "X" in the box that most accurately describes your opinion toward the South African food.

South African food: I think ...

South African food is expensive	1	2	3	4	5	6	7	South African food is inexpensive
South African food is low in quality	1	2	3	4	5	6	7	South African food is high in quality
South African food is unhealthy	1	2	3	4	5	6	7	South African food is healthy
It is not convenience to buy/eat South African food	1	2	3	4	5	6	7	It is convenience to eat South African food
It is not available to have South African food	1	2	3	4	5	6	7	It is available to have South African food
South African food does not taste very good	1	2	3	4	5	6	7	South African food tastes very good
South African food is not fresh	1	2	3	4	5	6	7	South African food is fresh

QUESTIONNAIRE (CHINESE VERSION)
中国学生饮食习惯问卷调查表

这是一份匿名的问卷调查表，目的是获得在西开普大学和开普半岛理工大学学习的中国学生的食品消费习惯的信息，有关内容我们将严格保密，非常感谢您协助我获得以下重要信息。

这份问卷调查表包括三个部分：个人信息、食品消费习惯、对中国食物和南非食物的态度。
请在您要选择的选项前面打勾。

第 1 部分： 个人信息

1．您的性别：
❑ 男 ❑ 女

2．您属于哪个年龄组
❑ 16-25 岁 ❑ 26-35 岁 ❑ 36-45 岁 ❑ 45 岁以上

3．您的居住状况
❑ 学校宿舍 ❑ 寄宿于当地家庭 ❑ 租住于单独的公寓或房子

4．您来南非多久了？
❑ 一年以下 ❑ 2-3 年 ❑ 4-5 年 ❑ 5-6 年 ❑ 6 年以上

5．您每月的食品消费有多少钱？
❑ 500 兰特以下 ❑ 501-1000 兰特 ❑ 1001-1500 兰特 ❑ 1501-2000 兰特 ❑ 2001 兰特以上

第 2 部分： 食品消费行为调查（以下均为单选）

1．您通常一天吃几顿饭？
❑ 一顿 ❑ 两顿 ❑ 三顿 ❑ 三顿以上

2．您通常忽略哪顿饭？
❑ 早餐 ❑ 午餐 ❑ 晚餐 ❑ 不忽略任何一顿饭

3．您忽略此顿饭的原因是什么？（请选择一个最佳答案）
❑ 没有时间做 ❑ 不饿 ❑ 不会做 ❑ 需要睡觉 ❑ 其他_____

4．您通常每周在家做几次饭？
❑ 从没或很少做 ❑ 2-3 次 ❑ 4-5 次 ❑ 5-6 次 ❑ 6 次以上

5．您为什么选择在家做饭？（请选择一个最佳答案）

❑ 比出去吃便宜 ❑ 卫生 ❑ 味道 ❑ 出外就餐找不到我喜欢吃的食物 ❑ 其他_____

6．您出外就餐通常会选择什么样的餐馆？

❑ 中国餐馆 ❑ 南非餐馆 ❑ 快餐店 ❑ 其他_____

7．您通常外出就餐频率是多少？请给出具体次数_____（比如：2 次/周、3 次/月）

8．您出外就餐的原因是什么？（请选择一个最佳答案）

❑ 不会做 ❑ 没时间做 ❑ 出去吃实惠 ❑ 改变口味 ❑ 方便 ❑ 其他_____

9．您在庆祝中国传统节日时准备中国食品么？

❑ 是 ❑ 不是

10． 您会做南非的食物么？

❑ 会 ❑ 不会

11． 您通常一周去几次中国超市？

❑ 不去 ❑ 1-2 次 ❑ 3-4 次 ❑ 5 次以上

12． 您通常一周去几次当地的超市？

❑ 不去 ❑ 1-2 次 ❑ 3-4 次 ❑5 次以上

第 3 部分：您对中国食物和南非食物的态度

请您表明您对**食品特点**的观点。请在每一列内只打一次勾，打在最合适的等级内。

	不重要				十分重要
	1	2	3	4	5

食品	1	2	3	4	5
1. 价格					
2. 质量					
3. 卫生					
4. 方便度					
5. 可获得度					
6. 味道					
7. 新鲜度					

下面是关于**南非的中国食品**的一些观点问题。请您表明对每一项在南非的中国食品特点的态度，并在相应的格内打勾。

中国食品价格昂贵	1	2	3	4	5	6	7	中国食品价格低廉
中国食品质量差	1	2	3	4	5	6	7	中国食品质量很好
中国食品不健康不卫生	1	2	3	4	5	6	7	中国食品是健康卫生的
在南非不能方便的吃到中国食物	1	2	3	4	5	6	7	在南非能很方便的吃到中国食物
在南非吃不到中国食物	1	2	3	4	5	6	7	在南非能吃到我想吃的中国食物
中国食物味道不好	1	2	3	4	5	6	7	中国食物味道很好
中国食物不新鲜	1	2	3	4	5	6	7	中国食物很新鲜

下面是关于**南非食品**的一些观点问题。请您表明对每一项南非食品特点的态度，并在相应的格内打勾。

南非食物价格很高	1	2	3	4	5	6	7	南非食物价格便宜
南非食物质量太差	1	2	3	4	5	6	7	南非食物质量很好
南非食物不健康	1	2	3	4	5	6	7	南非食物很健康
在这里不能方便的吃到南非食物	1	2	3	4	5	6	7	能非常方便的吃到南非食物
吃不到南非的食物	1	2	3	4	5	6	7	可以吃到南非的食物
南非食物味道不怎么样	1	2	3	4	5	6	7	南非食物味道很好
南非食物不新鲜	1	2	3	4	5	6	7	南非食物很新鲜

APPENDIX B

CHI-SQUARED TEST RESULTS

Gender * How often do you go shopping at local supermarket per week?
Crosstabulation

Gender		How often do you go shopping at local supermarket per week?				Total
		never	1-2 times	3-4 times	>5 times	
Male	Count	3	44	12	16	75
	Expected Count	2	37	21	15	75
	% within Gender	4.00	58.67	16.00	21.33	100.00
	% within Shopping at local supermarket	100.00	69.84	34.29	61.54	59.06
	% of Total	2.36	34.65	9.45	12.60	59.06
Female	Count	0	19	23	10	52
	Expected Count	1	26	14	11	52
	% within Gender	0.00	36.54	44.23	19.23	100.00
	% within Shopping at local supermarket	0.00	30.16	65.71	38.46	40.94
	% of Total	0.00	14.96	18.11	7.87	40.94
Total	Count	3	63	35	26	127
	Expected Count	3	63	35	26	127
	% within Gender	2.36	49.61	27.56	20.47	100.00
	% within Shopping at local supermarket	100.00	100.00	100.00	100.00	100.00
	% of Total	2.36	49.61	27.56	20.47	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.058	3	0.003

Age * Amount of money spent on food per month
Crosstabulation

Age		Amount of money spent on food per month					Total
		<R500	R501-R1000	R1001-R1500	R1501-R2000	>R2000	
16-25	Count	5	28	18	11	8	70
	Expected Count	6	22	22	11	9	70
	% within Age	7.14	40.00	25.71	15.71	11.43	100.00
	% within Money spent on food	50.00	70.00	46.15	55.00	47.06	55.56
	% of Total	3.97	22.22	14.29	8.73	6.35	55.56
26-35	Count	4	11	21	9	8	53
	Expected Count	4	17	16	8	7	53
	% within Age	7.55	20.75	39.62	16.98	15.09	100.00
	% within Money spent on food	40.00	27.50	53.85	45.00	47.06	42.06
	% of Total	3.17	8.73	16.67	7.14	6.35	42.06
36-45	Count	0	1	0	0	1	2
	Expected Count	0	1	1	0	0	2
	% within Age	0.00	50.00	0.00	0.00	50.00	100.00
	% within Money spent on food	0.00	2.50	0.00	0.00	5.88	1.59
	% of Total	0.00	0.79	0.00	0.00	0.79	1.59
>45	Count	1	0	0	0	0	1
	Expected Count	0	0	0	0	0	1
	% within Age	100.00	0.00	0.00	0.00	0.00	100.00
	% within Money spent on food	10.00	0.00	0.00	0.00	0.00	0.79
	% of Total	0.79	0.00	0.00	0.00	0.00	0.79
Total	Count	10	40	39	20	17	126
	Expected Count	10	40	39	20	17	126
	% within Age	7.94	31.75	30.95	15.87	13.49	100.00
	% within Money spent on food	100.00	100.00	100.00	100.00	100.00	100.00
	% of Total	7.94	31.75	30.95	15.87	13.49	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.737	12	0.054

Age * The reason to ignore the meal
Crosstabulation

Age		The reason to ignore the meal				Total
		Don't have time to cook	Not hungry	Need sleep/rest	other reasons	
16-25	Count	30	13	16	2	61
	Expected Count	31	14	11	5	61
	% within Age	49.18	21.31	26.23	3.28	100.00
	% within Reason why ignore the meal	57.69	56.52	84.21	22.22	59.22
	% of Total	29.13	12.62	15.53	1.94	59.22
26-35	Count	21	9	3	6	39
	Expected Count	20	9	7	3	39
	% within Age	53.85	23.08	7.69	15.38	100.00
	% within Reason why ignore the meal	40.38	39.13	15.79	66.67	37.86
	% of Total	20.39	8.74	2.91	5.83	37.86
36-45	Count	1	1	0	0	2
	Expected Count	1	0	0	0	2
	% within Age	50.00	50.00	0.00	0.00	100.00
	% within Reason why ignore the meal	1.92	4.35	0.00	0.00	1.94
	% of Total	0.97	0.97	0.00	0.00	1.94
>45	Count	0	0	0	1	1
	Expected Count	1	0	0	0	1
	% within Age	0.00	0.00	0.00	100.00	100.00
	% within Reason why ignore the meal	0.00	0.00	0.00	11.11	0.97
	% of Total	0.00	0.00	0.00	0.97	0.97
Total	Count	52	23	19	9	103
	Expected Count	52	23	19	9	103
	% within Age	50.49	22.33	18.45	8.74	100.00
	% within Reason why ignore the meal	100.00	100.00	100.00	100.00	100.00
	% of Total	50.49	22.33	18.45	8.74	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.321	9	0.016

Residential Condition * Amount of money spent on food per month Crosstabulation

Residential Condition		Amount of money spent on food per month					Total
		<R500	R501-R1000	R1001-R1500	R1501-R2000	>R2000	
Campus	Count	3	6	9	3	0	21
	Expected Count	2	7	6	3	3	21
	% within Residential Condition	14.29	28.57	42.86	14.29	0.00	100.00
	% within Amount of money spent on food per month	30.00	15.00	23.68	15.00	0.00	16.94
	% of Total	2.42	4.84	7.26	2.42	0.00	16.94
Local people	Count	5	12	10	3	2	32
	Expected Count	3	10	10	5	4	32
	% within Residential Condition	15.63	37.50	31.25	9.38	6.25	100.00
	% within Amount of money spent on food per month	50.00	30.00	26.32	15.00	12.50	25.81
	% of Total	4.03	9.68	8.06	2.42	1.61	25.81
outside campus & alone	Count	2	22	19	14	14	71
	Expected Count	6	23	22	11	9	71
	% within Residential Condition	2.82	30.99	26.76	19.72	19.72	100.00
	% within Amount of money spent on food per month	20.00	55.00	50.00	70.00	87.50	57.26
	% of Total	1.61	17.74	15.32	11.29	11.29	57.26
Total	Count	10	40	38	20	16	124
	Expected Count	10	40	38	20	16	124
	% within Residential Condition	8.06	32.26	30.65	16.13	12.90	100.00
	% within Amount of money spent on food per month	100.00	100.00	100.00	100.00	100.00	100.00
	% of Total	8.06	32.26	30.65	16.13	12.90	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.352	8	0.053

Residential Condition * Can you cook SA food? Crosstabulation

Residential Condition		Can you cook SA food?		Total
		Yes	No	
Campus	Count	5	16	21
	Expected Count	10	11	21
	% within Residential Condition	23.81	76.19	100.00
	% within Can you cook SA food?	8.20	25.00	16.80
	% of Total	4.00	12.80	16.80
Local people	Count	18	15	33
	Expected Count	16	17	33
	% within Residential Condition	54.55	45.45	100.00
	% within Can you cook SA food?	29.51	23.44	26.40
	% of Total	14.40	12.00	26.40
outside campus & alone	Count	38	33	71
	Expected Count	35	36	71
	% within Residential Condition	53.52	46.48	100.00
	% within Can you cook SA food?	62.30	51.56	56.80
	% of Total	30.40	26.40	56.80
Total	Count	61	64	125
	Expected Count	61	64	125
	% within Residential Condition	48.80	51.20	100.00
	% within Can you cook SA food?	100.00	100.00	100.00
	% of Total	48.80	51.20	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.318	2	0.042

Years in SA * Amount of money spent on food per month Crosstabulation		Amount of money spent on food per month					Total
Years in SA		<R500	R501-R1000	R1001-R1500	R1501-R2000	>R2000	
less than 1 year	Count	1	5	3	1	1	11
	Expected Count	1	3	3	2	1	11
	% within Years in SA	9.09	45.45	27.27	9.09	9.09	100.00
	% within Amount of money spent on food per month	10.00	12.50	7.69	5.00	5.88	8.73
	% of Total	0.79	3.97	2.38	0.79	0.79	8.73
2-3 years	Count	5	13	3	7	4	32
	Expected Count	3	10	10	5	4	32
	% within Years in SA	15.63	40.63	9.38	21.88	12.50	100.00
	% within Amount of money spent on food per month	50.00	32.50	7.69	35.00	23.53	25.40
	% of Total	3.97	10.32	2.38	5.56	3.17	25.40
4-5 years	Count	2	16	22	11	5	56
	Expected Count	4	18	17	9	8	56
	% within Years in SA	3.57	28.57	39.29	19.64	8.93	100.00
	% within Amount of money spent on food per month	20.00	40.00	56.41	55.00	29.41	44.44
	% of Total	1.59	12.70	17.46	8.73	3.97	44.44
5-6 years	Count	1	5	7	1	2	16
	Expected Count	1	5	5	3	2	16
	% within Years in SA	6.25	31.25	43.75	6.25	12.50	100.00
	% within Amount of money spent on food per month	10.00	12.50	17.95	5.00	11.76	12.70
	% of Total	0.79	3.97	5.56	0.79	1.59	12.70
>6 years	Count	1	1	4	0	5	11
	Expected Count	1	3	3	2	1	11
	% within Years in SA	9.09	9.09	36.36	0.00	45.45	100.00
	% within Amount of money spent on food per month	10.00	2.50	10.26	0.00	29.41	8.73
	% of Total	0.79	0.79	3.17	0.00	3.97	8.73
Total	Count	10	40	39	20	17	126
	Expected Count	10	40	39	20	17	126
	% within Years in SA	7.94	31.75	30.95	15.87	13.49	100.00
	% within Amount of money spent on food per month	100.00	100.00	100.00	100.00	100.00	100.00
	% of Total	7.94	31.75	30.95	15.87	13.49	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.906	16	0.032

Years in SA * Can you cook SA food? Crosstabulation

Years in SA		Can you cook SA food?		Total
		Yes	No	
less than 1 year	Count	2	10	12
	Expected Count	6	6	12
	% within Years in SA	16.67	83.33	100.00
	% within Can you cook SA food?	3.28	15.15	9.45
	% of Total	1.57	7.87	9.45
2-3 years	Count	13	19	32
	Expected Count	15	17	32
	% within Years in SA	40.63	59.38	100.00
	% within Can you cook SA food?	21.31	28.79	25.20
	% of Total	10.24	14.96	25.20
4-5 years	Count	27	29	56
	Expected Count	27	29	56
	% within Years in SA	48.21	51.79	100.00
	% within Can you cook SA food?	44.26	43.94	44.09
	% of Total	21.26	22.83	44.09
5-6 years	Count	11	5	16
	Expected Count	8	8	16
	% within Years in SA	68.75	31.25	100.00
	% within Can you cook SA food?	18.03	7.58	12.60
	% of Total	8.66	3.94	12.60
>6 years	Count	8	3	11
	Expected Count	5	6	11
	% within Years in SA	72.73	27.27	100.00
	% within Can you cook SA food?	13.11	4.55	8.66
	% of Total	6.30	2.36	8.66
Total	Count	61	66	127
	Expected Count	61	66	127
	% within Years in SA	48.03	51.97	100.00
	% within Can you cook SA food?	100.00	100.00	100.00
	% of Total	48.03	51.97	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.872	4	0.028

Amount of money spent on food per month * Why do you choose to eat outside? Crosstabulation

Amount of money spent on food per month		Why do you choose to eat outside?						Total
		don't know how to cook	don't have time to cook	more subsential	just for a change	more convenient	other	
<R500	Count	2	3	0	2	1	2	10
	Expected Count	0	2	0	4	3	1	10
	% within Amount of money spent on food per month	20.00	30.00	0.00	20.00	10.00	20.00	100.00
	% within Why do you choose to eat outside?	50.00	12.50	0.00	4.44	2.78	13.33	8.00
	% of Total	1.60	2.40	0.00	1.60	0.80	1.60	8.00
R501-R1000	Count	1	4	0	17	11	7	40
	Expected Count	1	8	0	14	12	5	40
	% within Amount of money spent on food per month	2.50	10.00	0.00	42.50	27.50	17.50	100.00
	% within Why do you choose to eat outside?	25.00	16.67	0.00	37.78	30.56	46.67	32.00
	% of Total	0.80	3.20	0.00	13.60	8.80	5.60	32.00
R1001-R1500	Count	1	9	0	17	9	2	38
	Expected Count	1	7	0	14	11	5	38
	% within Amount of money spent on food per month	2.63	23.68	0.00	44.74	23.68	5.26	100.00
	% within Why do you choose to eat outside?	25.00	37.50	0.00	37.78	25.00	13.33	30.40
	% of Total	0.80	7.20	0.00	13.60	7.20	1.60	30.40
R1501-R2000	Count	0	3	1	4	8	4	20
	Expected Count	1	4	0	7	6	2	20
	% within Amount of money spent on food per month	0.00	15.00	5.00	20.00	40.00	20.00	100.00
	% within Why do you choose to eat outside?	0.00	12.50	100.00	8.89	22.22	26.67	16.00
	% of Total	0.00	2.40	0.80	3.20	6.40	3.20	16.00
>R2000	Count	0	5	0	5	7	0	17
	Expected Count	1	3	0	6	5	2	17
	% within Amount of money spent on food per month	0.00	29.41	0.00	29.41	41.18	0.00	100.00
	% within Why do you choose to eat outside?	0.00	20.83	0.00	11.11	19.44	0.00	13.60
	% of Total	0.00	4.00	0.00	4.00	5.60	0.00	13.60
Total	Count	4	24	1	45	36	15	125
	Expected Count	4	24	1	45	36	15	125
	% within Amount of money spent on food per month	3.20	19.20	0.80	36.00	28.80	12.00	100.00

	% within Why do you choose to eat outside?	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	% of Total	3.20	19.20	0.80	36.00	28.80	12.00	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.300	20	0.040

Amount of money spent on food per month * Can you cook SA food?
Crosstabulation

Amount of money spent on food per month		Can you cook SA food?		Total
		Yes	No	
<R500	Count	3	7	10
	Expected Count	5	5	10
	% within Amount of money spent on food per month	30.00	70.00	100.00
	% within Can you cook SA food?	4.92	10.77	7.94
	% of Total	2.38	5.56	7.94
R501-R1000	Count	14	26	40
	Expected Count	19	21	40
	% within Amount of money spent on food per month	35.00	65.00	100.00
	% within Can you cook SA food?	22.95	40.00	31.75
	% of Total	11.11	20.63	31.75
R1001-R1500	Count	21	18	39
	Expected Count	19	20	39
	% within Amount of money spent on food per month	53.85	46.15	100.00
	% within Can you cook SA food?	34.43	27.69	30.95
	% of Total	16.67	14.29	30.95
R1501-R2000	Count	10	10	20
	Expected Count	10	10	20
	% within Amount of money spent on food per month	50.00	50.00	100.00
	% within Can you cook SA food?	16.39	15.38	15.87
	% of Total	7.94	7.94	15.87
>R2000	Count	13	4	17
	Expected Count	8	9	17
	% within Amount of money spent on food per month	76.47	23.53	100.00
	% within Can you cook SA food?	21.31	6.15	13.49
	% of Total	10.32	3.17	13.49
Total	Count	61	65	126
	Expected Count	61	65	126
	% within Amount of money spent on food per month	48.41	51.59	100.00
	% within Can you cook SA food?	100.00	100.00	100.00
	% of Total	48.41	51.59	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.079	4	0.039

Meals per day * The meal that is usually ignored Crosstabulation

Meals per day		The meal that is usually ignored				Total
		Breakfast	Lunch	Supper	Don't ignore any meal	
1 meal	Count	1	0	1	0	2
	Expected Count	1	0	0	1	2
	% within Meals per day	50.00	0.00	50.00	0.00	100.00
	% within The meal that is usually ignored	1.64	0.00	12.50	0.00	1.57
	% of Total	0.79	0.00	0.79	0.00	1.57
2 meals	Count	43	16	5	0	64
	Expected Count	31	13	4	16	64
	% within Meals per day	67.19	25.00	7.81	0.00	100.00
	% within The meal that is usually ignored	70.49	61.54	62.50	0.00	50.39
	% of Total	33.86	12.60	3.94	0.00	50.39
3 meals	Count	17	10	2	24	53
	Expected Count	25	11	3	13	53
	% within Meals per day	32.08	18.87	3.77	45.28	100.00
	% within The meal that is usually ignored	27.87	38.46	25.00	75.00	41.73
	% of Total	13.39	7.87	1.57	18.90	41.73
>3 meals	Count	0	0	0	8	8
	Expected Count	4	2	1	2	8
	% within Meals per day	0.00	0.00	0.00	100.00	100.00
	% within The meal that is usually ignored	0.00	0.00	0.00	25.00	6.30
	% of Total	0.00	0.00	0.00	6.30	6.30
Total	Count	61	26	8	32	127
	Expected Count	61	26	8	32	127
	% within Meals per day	48.03	20.47	6.30	25.20	100.00
	% within The meal that is usually ignored	100.00	100.00	100.00	100.00	100.00
	% of Total	48.03	20.47	6.30	25.20	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	64.517	9	0.000

Meals per day * How many time do you cook at home per week? Crosstabulation

Meals per day		How many time do you cook at home per week?					Total
		never	2-3 times	4-5 times	5-6 times	more than 6 times	
1 meal	Count	1	1	0	0	0	2
	Expected Count	0	1	0	0	1	2
	% within Meals per day	50.00	50.00	0.00	0.00	0.00	100.00
	% within How many time do you cook at home per week?	7.14	2.86	0.00	0.00	0.00	1.57
	% of Total	0.79	0.79	0.00	0.00	0.00	1.57
2 meals	Count	8	18	19	11	8	64
	Expected Count	7	18	12	9	18	64
	% within Meals per day	12.50	28.13	29.69	17.19	12.50	100.00
	% within How many time do you cook at home per week?	57.14	51.43	79.17	61.11	22.22	50.39
	% of Total	6.30	14.17	14.96	8.66	6.30	50.39
3 meals	Count	4	14	5	7	23	53
	Expected Count	6	15	10	8	15	53
	% within Meals per day	7.55	26.42	9.43	13.21	43.40	100.00
	% within How many time do you cook at home per week?	28.57	40.00	20.83	38.89	63.89	41.73
	% of Total	3.15	11.02	3.94	5.51	18.11	41.73
>3 meals	Count	1	2	0	0	5	8
	Expected Count	1	2	2	1	2	8
	% within Meals per day	12.50	25.00	0.00	0.00	62.50	100.00
	% within How many time do you cook at home per week?	7.14	5.71	0.00	0.00	13.89	6.30
	% of Total	0.79	1.57	0.00	0.00	3.94	6.30
Total	Count	14	35	24	18	36	127
	Expected Count	14	35	24	18	36	127
	% within Meals per day	11.02	27.56	18.90	14.17	28.35	100.00
	% within How many time do you cook at home per week?	100.00	100.00	100.00	100.00	100.00	100.00
	% of Total	11.02	27.56	18.90	14.17	28.35	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.867	12	0.006

Meals per day * Why do you choose to eat outside?
Crosstabulation

Meals per day		Why do you choose to eat outside?						Total
		don't know how to cook	don't have time to cook	more subsential	just for a change	more convenient	other	
1 meal	Count	1	0	0	0	1	0	2
	Expected Count	0	0	0	1	1	0	2
	% within Meals per day	50.00	0.00	0.00	0.00	50.00	0.00	100.00
	% within Why do you choose to eat outside?	25.00	0.00	0.00	0.00	2.78	0.00	1.59
	% of Total	0.79	0.00	0.00	0.00	0.79	0.00	1.59
2 meals	Count	2	18	0	17	20	7	64
	Expected Count	2	13	1	23	18	8	64
	% within Meals per day	3.13	28.13	0.00	26.56	31.25	10.94	100.00
	% within Why do you choose to eat outside?	50.00	72.00	0.00	37.78	55.56	46.67	50.79
	% of Total	1.59	14.29	0.00	13.49	15.87	5.56	50.79
3 meals	Count	1	6	1	24	13	7	52
	Expected Count	2	10	0	19	15	6	52
	% within Meals per day	1.92	11.54	1.92	46.15	25.00	13.46	100.00
	% within Why do you choose to eat outside?	25.00	24.00	100.00	53.33	36.11	46.67	41.27
	% of Total	0.79	4.76	0.79	19.05	10.32	5.56	41.27
>3 meals	Count	0	1	0	4	2	1	8
	Expected Count	0	2	0	3	2	1	8
	% within Meals per day	0.00	12.50	0.00	50.00	25.00	12.50	100.00
	% within Why do you choose to eat outside?	0.00	4.00	0.00	8.89	5.56	6.67	6.35
	% of Total	0.00	0.79	0.00	3.17	1.59	0.79	6.35
Total	Count	4	25	1	45	36	15	126
	Expected Count	4	25	1	45	36	15	126
	% within Meals per day	3.17	19.84	0.79	35.71	28.57	11.90	100.00
	% within Why do you choose to eat outside?	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	% of Total	3.17	19.84	0.79	35.71	28.57	11.90	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.788	15	0.040

The meal that is usually ignored * The reason to ignore the meal Crosstabulation

The meal that is usually ignored		The reason to ignore the meal				Total
		Don't have time to cook	Not hungry	Need sleep/rest	other reasons	
Breakfast	Count	26	13	18	4	61
	Expected Count	31	14	11	5	61
	% within The meal that is usually ignored	42.62	21.31	29.51	6.56	100.00
	% within The reason to ignore the meal	50.00	56.52	94.74	44.44	59.22
	% of Total	25.24	12.62	17.48	3.88	59.22
Lunch	Count	20	5	0	1	26
	Expected Count	13	6	5	2	26
	% within The meal that is usually ignored	76.92	19.23	0.00	3.85	100.00
	% within The reason to ignore the meal	38.46	21.74	0.00	11.11	25.24
	% of Total	19.42	4.85	0.00	0.97	25.24
Supper	Count	4	3	0	1	8
	Expected Count	4	2	1	1	8
	% within The meal that is usually ignored	50.00	37.50	0.00	12.50	100.00
	% within The reason to ignore the meal	7.69	13.04	0.00	11.11	7.77
	% of Total	3.88	2.91	0.00	0.97	7.77
Don't ignore any meal	Count	2	2	1	3	8
	Expected Count	4	2	1	1	8
	% within The meal that is usually ignored	25.00	25.00	12.50	37.50	100.00
	% within The reason to ignore the meal	3.85	8.70	5.26	33.33	7.77
	% of Total	1.94	1.94	0.97	2.91	7.77
Total	Count	52	23	19	9	103
	Expected Count	52	23	19	9	103
	% within The meal that is usually ignored	50.49	22.33	18.45	8.74	100.00
	% within The reason to ignore the meal	100.00	100.00	100.00	100.00	100.00
	% of Total	50.49	22.33	18.45	8.74	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.585	9	0.002

The meal that is usually ignored * How many time do you cook at home per week? Crosstabulation

The meal that is usually ignored		How many time do you cook at home per week? never	2-3 times	4-5 times	5-6 times	more than 6 times	Total
Breakfast	Count	6	23	13	9	10	61
	Expected Count	7	17	12	9	17	61
	% within The meal that is usually ignored	9.84	37.70	21.31	14.75	16.39	100.00
	% within How many time do you cook at home per week?	42.86	65.71	54.17	50.00	27.78	48.03
	% of Total	4.72	18.11	10.24	7.09	7.87	48.03
Lunch	Count	2	7	5	6	6	26
	Expected Count	3	7	5	4	7	26
	% within The meal that is usually ignored	7.69	26.92	19.23	23.08	23.08	100.00
	% within How many time do you cook at home per week?	14.29	20.00	20.83	33.33	16.67	20.47
	% of Total	1.57	5.51	3.94	4.72	4.72	20.47
Supper	Count	2	1	3	1	1	8
	Expected Count	1	2	2	1	2	8
	% within The meal that is usually ignored	25.00	12.50	37.50	12.50	12.50	100.00
	% within How many time do you cook at home per week?	14.29	2.86	12.50	5.56	2.78	6.30
	% of Total	1.57	0.79	2.36	0.79	0.79	6.30
Don't ignore any meal	Count	4	4	3	2	19	32
	Expected Count	4	9	6	5	9	32
	% within The meal that is usually ignored	12.50	12.50	9.38	6.25	59.38	100.00
	% within How many time do you cook at home per week?	28.57	11.43	12.50	11.11	52.78	25.20
	% of Total	3.15	3.15	2.36	1.57	14.96	25.20
Total	Count	14	35	24	18	36	127
	Expected Count	14	35	24	18	36	127
	% within The meal that is usually ignored	11.02	27.56	18.90	14.17	28.35	100.00
	% within How many time do you cook at home per week?	100.00	100.00	100.00	100.00	100.00	100.00
	% of Total	11.02	27.56	18.90	14.17	28.35	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.393	12	0.005

The meal that is usually ignored * Why do you choose to eat outside?
Crosstabulation

The meal that is usually ignored		Why do you choose to eat outside?						Total
		don't know how to cook	don't have time to cook	more subsential	just for a change	more convenient	other	
Breakfast	Count	3	13	0	15	23	7	61
	Expected Count	2	12	0	22	17	7	61
	% within The meal that is usually ignored	4.92	21.31	0.00	24.59	37.70	11.48	100.00
	% within Why do you choose to eat outside?	75.00	52.00	0.00	33.33	63.89	46.67	48.41
	% of Total	2.38	10.32	0.00	11.90	18.25	5.56	48.41
Lunch	Count	0	6	0	8	8	4	26
	Expected Count	1	5	0	9	7	3	26
	% within The meal that is usually ignored	0.00	23.08	0.00	30.77	30.77	15.38	100.00
	% within Why do you choose to eat outside?	0.00	24.00	0.00	17.78	22.22	26.67	20.63
	% of Total	0.00	4.76	0.00	6.35	6.35	3.17	20.63
Supper	Count	1	2	1	3	1	0	8
	Expected Count	0	2	0	3	2	1	8
	% within The meal that is usually ignored	12.50	25.00	12.50	37.50	12.50	0.00	100.00
	% within Why do you choose to eat outside?	25.00	8.00	100.00	6.67	2.78	0.00	6.35
	% of Total	0.79	1.59	0.79	2.38	0.79	0.00	6.35
Don't ignore any meal	Count	0	4	0	19	4	4	31
	Expected Count	1	6	0	11	9	4	31
	% within The meal that is usually ignored	0.00	12.90	0.00	61.29	12.90	12.90	100.00
	% within Why do you choose to eat outside?	0.00	16.00	0.00	42.22	11.11	26.67	24.60
	% of Total	0.00	3.17	0.00	15.08	3.17	3.17	24.60
Total	Count	4	25	1	45	36	15	126
	Expected Count	4	25	1	45	36	15	126
	% within The meal that is usually ignored	3.17	19.84	0.79	35.71	28.57	11.90	100.00
	% within Why do you choose to eat outside?	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	% of Total	3.17	19.84	0.79	35.71	28.57	11.90	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.839	15	0.003

How many time do you cook at home per week? * Which restaurant do you usually go to if you eat outside? Crosstabulation

How many time do you cook at home per week?		Which restaurant do you usually go to if you eat outside?				Total
		Chinese restaurant	SA restaurant	Takeaways	others	
never	Count	10	0	3	1	14
	Expected Count	5	4	4	2	14
	% within How many time do you cook at home per week?	71.43	0.00	21.43	7.14	100.00
	% within Which restaurant do you usually go to if you eat outside?	22.73	0.00	8.11	7.14	11.02
	% of Total	7.87	0.00	2.36	0.79	11.02
2-3 times	Count	15	9	8	3	35
	Expected Count	12	9	10	4	35
	% within How many time do you cook at home per week?	42.86	25.71	22.86	8.57	100.00
	% within Which restaurant do you usually go to if you eat outside?	34.09	28.13	21.62	21.43	27.56
	% of Total	11.81	7.09	6.30	2.36	27.56
4-5 times	Count	4	7	11	2	24
	Expected Count	8	6	7	3	24
	% within How many time do you cook at home per week?	16.67	29.17	45.83	8.33	100.00
	% within Which restaurant do you usually go to if you eat outside?	9.09	21.88	29.73	14.29	18.90
	% of Total	3.15	5.51	8.66	1.57	18.90
5-6 times	Count	7	2	7	2	18
	Expected Count	6	5	5	2	18
	% within How many time do you cook at home per week?	38.89	11.11	38.89	11.11	100.00
	% within Which restaurant do you usually go to if you eat outside?	15.91	6.25	18.92	14.29	14.17
	% of Total	5.51	1.57	5.51	1.57	14.17
more than 6 times	Count	8	14	8	6	36
	Expected Count	12	9	10	4	36
	% within How many time do you cook at home per week?	22.22	38.89	22.22	16.67	100.00
	% within Which restaurant do you usually go to if you eat outside?	18.18	43.75	21.62	42.86	28.35
	% of Total	6.30	11.02	6.30	4.72	28.35
Total	Count	44	32	37	14	127
	Expected Count	44	32	37	14	127
	% within How many time do you cook at home per week?	34.65	25.20	29.13	11.02	100.00
	% within Which restaurant do you usually go to if you eat outside?	100.00	100.00	100.00	100.00	100.00
	% of Total	34.65	25.20	29.13	11.02	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.676	12	0.023

How many time do you cook at home per week? * Why do you choose to eat outside?
Crosstabulation

How many time do you cook at home per week?		Why do you choose to eat outside?						Total
		don't know how to cook	don't have time to cook	more subsential	just for a change	more convenient	other	
never	Count	2	3	1	4	3	1	14
	Expected Count	0	3	0	5	4	2	14
	% within How many time do you cook at home per week?	14.29	21.43	7.14	28.57	21.43	7.14	100.00
	% within Why do you choose to eat outside?	50.00	12.00	100.00	8.89	8.33	6.67	11.11
	% of Total	1.59	2.38	0.79	3.17	2.38	0.79	11.11
2-3 times	Count	2	4	0	9	17	3	35
	Expected Count	1	7	0	13	10	4	35
	% within How many time do you cook at home per week?	5.71	11.43	0.00	25.71	48.57	8.57	100.00
	% within Why do you choose to eat outside?	50.00	16.00	0.00	20.00	47.22	20.00	27.78
	% of Total	1.59	3.17	0.00	7.14	13.49	2.38	27.78
4-5 times	Count	0	9	0	8	5	2	24
	Expected Count	1	5	0	9	7	3	24
	% within How many time do you cook at home per week?	0.00	37.50	0.00	33.33	20.83	8.33	100.00
	% within Why do you choose to eat outside?	0.00	36.00	0.00	17.78	13.89	13.33	19.05
	% of Total	0.00	7.14	0.00	6.35	3.97	1.59	19.05
5-6 times	Count	0	3	0	6	6	2	17
	Expected Count	1	3	0	6	5	2	17
	% within How many time do you cook at home per week?	0.00	17.65	0.00	35.29	35.29	11.76	100.00
	% within Why do you choose to eat outside?	0.00	12.00	0.00	13.33	16.67	13.33	13.49
	% of Total	0.00	2.38	0.00	4.76	4.76	1.59	13.49
more than 6 times	Count	0	6	0	18	5	7	36
	Expected Count	1	7	0	13	10	4	36
	% within How many time do you cook at home per week?	0.00	16.67	0.00	50.00	13.89	19.44	100.00
	% within Why do you choose to eat outside?	0.00	24.00	0.00	40.00	13.89	46.67	28.57
	% of Total	0.00	4.76	0.00	14.29	3.97	5.56	28.57
Total	Count	4	25	1	45	36	15	126
	Expected Count	4	25	1	45	36	15	126
	% within How many time do you cook at home per week?	3.17	19.84	0.79	35.71	28.57	11.90	100.00
	% within Why do you choose to eat outside?	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	% of Total	3.17	19.84	0.79	35.71	28.57	11.90	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.346	20	0.014

How many time do you cook at home per week? * How often do you go shopping at local supermarket per week? Crosstabulation

How many time do you cook at home per week?		How often do you go shopping at local supermarket per week?				Total
		never	1-2 times	3-4 times	>5 times	
never	Count	2	6	1	5	14
	Expected Count	0	7	4	3	14
	% within How many time do you cook at home per week?	14.29	42.86	7.14	35.71	100.00
	% within How often do you go shopping at local supermarket per week?	66.67	9.52	2.86	19.23	11.02
	% of Total	1.57	4.72	0.79	3.94	11.02
2-3 times	Count	1	20	7	7	35
	Expected Count	1	17	10	7	35
	% within How many time do you cook at home per week?	2.86	57.14	20.00	20.00	100.00
	% within How often do you go shopping at local supermarket per week?	33.33	31.75	20.00	26.92	27.56
	% of Total	0.79	15.75	5.51	5.51	27.56
4-5 times	Count	0	13	5	6	24
	Expected Count	1	12	7	5	24
	% within How many time do you cook at home per week?	0.00	54.17	20.83	25.00	100.00
	% within How often do you go shopping at local supermarket per week?	0.00	20.63	14.29	23.08	18.90
	% of Total	0.00	10.24	3.94	4.72	18.90
5-6 times	Count	0	9	7	2	18
	Expected Count	0	9	5	4	18
	% within How many time do you cook at home per week?	0.00	50.00	38.89	11.11	100.00
	% within How often do you go shopping at local supermarket per week?	0.00	14.29	20.00	7.69	14.17
	% of Total	0.00	7.09	5.51	1.57	14.17
more than 6 times	Count	0	15	15	6	36
	Expected Count	1	18	10	7	36
	% within How many time do you cook at home per week?	0.00	41.67	41.67	16.67	100.00
	% within How often do you go shopping at local supermarket per week?	0.00	23.81	42.86	23.08	28.35
	% of Total	0.00	11.81	11.81	4.72	28.35
Total	Count	3	63	35	26	127
	Expected Count	3	63	35	26	127
	% within How many time do you cook at home per week?	2.36	49.61	27.56	20.47	100.00
	% within How often do you go shopping at local supermarket per week?	100.00	100.00	100.00	100.00	100.00
	% of Total	2.36	49.61	27.56	20.47	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.926	12	0.051

Which restaurant do you usually go to if you eat outside? * Why do you choose to eat outside? Crosstabulation

Which restaurant do you usually go to if you eat outside?		Why do you choose to eat outside?						Total
		don't know how to cook	don't have time to cook	more subsential	just for a change	more convenient	other	
Chinese restaurant	Count	3	7	1	16	12	4	43
	Expected Count	1	9	0	15	12	5	43
	% within Which restaurant do you usually go to if you eat outside?	6.98	16.28	2.33	37.21	27.91	9.30	100.00
	% within Why do you choose to eat outside?	75.00	28.00	100.00	35.56	33.33	26.67	34.13
	% of Total	2.38	5.56	0.79	12.70	9.52	3.17	34.13
SA restaurant	Count	1	5	0	15	5	6	32
	Expected Count	1	6	0	11	9	4	32
	% within Which restaurant do you usually go to if you eat outside?	3.13	15.63	0.00	46.88	15.63	18.75	100.00
	% within Why do you choose to eat outside?	25.00	20.00	0.00	33.33	13.89	40.00	25.40
	% of Total	0.79	3.97	0.00	11.90	3.97	4.76	25.40
Takeaways	Count	0	13	0	7	17	0	37
	Expected Count	1	7	0	13	11	4	37
	% within Which restaurant do you usually go to if you eat outside?	0.00	35.14	0.00	18.92	45.95	0.00	100.00
	% within Why do you choose to eat outside?	0.00	52.00	0.00	15.56	47.22	0.00	29.37
	% of Total	0.00	10.32	0.00	5.56	13.49	0.00	29.37
others	Count	0	0	0	7	2	5	14
	Expected Count	0	3	0	5	4	2	14
	% within Which restaurant do you usually go to if you eat outside?	0.00	0.00	0.00	50.00	14.29	35.71	100.00
	% within Why do you choose to eat outside?	0.00	0.00	0.00	15.56	5.56	33.33	11.11
	% of Total	0.00	0.00	0.00	5.56	1.59	3.97	11.11
Total	Count	4	25	1	45	36	15	126
	Expected Count	4	25	1	45	36	15	126
	% within Which restaurant do you usually go to if you eat outside?	3.17	19.84	0.79	35.71	28.57	11.90	100.00
	% within Why do you choose to eat outside?	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	% of Total	3.17	19.84	0.79	35.71	28.57	11.90	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.443	15	0.001

Why do you choose to eat outside? * How often do you go shopping at the Chinese supermarket per week? Crosstabulation

Why do you choose to eat outside?		How often do you go shopping at the Chinese supermarket per week?				Total
		never	1-2 times	3-4 times	>5 times	
don't know how to cook	Count	2	2	0	0	4
	Expected Count	1	3	0	0	4
	% within Why do you choose to eat outside?	50.00	50.00	0.00	0.00	100.00
	% within How often do you go shopping at the Chinese supermarket per week?	8.33	2.17	0.00	0.00	3.20
	% of Total	1.60	1.60	0.00	0.00	3.20
don't have time to cook	Count	2	18	1	3	24
	Expected Count	5	18	1	1	24
	% within Why do you choose to eat outside?	8.33	75.00	4.17	12.50	100.00
	% within How often do you go shopping at the Chinese supermarket per week?	8.33	19.57	25.00	60.00	19.20
	% of Total	1.60	14.40	0.80	2.40	19.20
more subsential	Count	0	0	1	0	1
	Expected Count	0	1	0	0	1
	% within Why do you choose to eat outside?	0.00	0.00	100.00	0.00	100.00
	% within How often do you go shopping at the Chinese supermarket per week?	0.00	0.00	25.00	0.00	0.80
	% of Total	0.00	0.00	0.80	0.00	0.80
just for a change	Count	7	37	1	0	45
	Expected Count	9	33	1	2	45
	% within Why do you choose to eat outside?	15.56	82.22	2.22	0.00	100.00
	% within How often do you go shopping at the Chinese supermarket per week?	29.17	40.22	25.00	0.00	36.00
	% of Total	5.60	29.60	0.80	0.00	36.00
more convenient	Count	9	25	1	1	36
	Expected Count	7	26	1	1	36
	% within Why do you choose to eat outside?	25.00	69.44	2.78	2.78	100.00
	% within How often do you go shopping at the Chinese supermarket per week?	37.50	27.17	25.00	20.00	28.80
	% of Total	7.20	20.00	0.80	0.80	28.80
other	Count	4	10	0	1	15
	Expected Count	3	11	0	1	15
	% within Why do you choose to eat outside?	26.67	66.67	0.00	6.67	100.00
	% within How often do you go shopping at the Chinese supermarket per week?	16.67	10.87	0.00	20.00	12.00
	% of Total	3.20	8.00	0.00	0.80	12.00
Total	Count	24	92	4	5	125
	Expected Count	24	92	4	5	125
	% within Why do you choose to eat outside?	19.20	73.60	3.20	4.00	100.00

	% within How often do you go shopping at the Chinese supermarket per week?	100.00	100.00	100.00	100.00	100.00
	% of Total	19.20	73.60	3.20	4.00	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	43.555	15	0.000

Why do you choose to eat outside? * How often do you go shopping at local supermarket per week? Crosstabulation

Why do you choose to eat outside?		How often do you go shopping at local supermarket per week?				Total
		never	1-2 times	3-4 times	>5 times	
don't know how to cook	Count	0	2	1	1	4
	Expected Count	0	2	1	1	4
	% within Why do you choose to eat outside?	0.00	50.00	25.00	25.00	100.00
	% within How often do you go shopping at local supermarket per week?	0.00	3.23	2.86	3.85	3.17
	% of Total	0.00	1.59	0.79	0.79	3.17
don't have time to cook	Count	1	12	2	10	25
	Expected Count	1	12	7	5	25
	% within Why do you choose to eat outside?	4.00	48.00	8.00	40.00	100.00
	% within How often do you go shopping at local supermarket per week?	33.33	19.35	5.71	38.46	19.84
	% of Total	0.79	9.52	1.59	7.94	19.84
more subsential	Count	1	0	0	0	1
	Expected Count	0	0	0	0	1
	% within Why do you choose to eat outside?	100.00	0.00	0.00	0.00	100.00
	% within How often do you go shopping at local supermarket per week?	33.33	0.00	0.00	0.00	0.79
	% of Total	0.79	0.00	0.00	0.00	0.79
just for a change	Count	0	23	14	8	45
	Expected Count	1	22	13	9	45
	% within Why do you choose to eat outside?	0.00	51.11	31.11	17.78	100.00
	% within How often do you go shopping at local supermarket per week?	0.00	37.10	40.00	30.77	35.71
	% of Total	0.00	18.25	11.11	6.35	35.71
more convenient	Count	1	20	11	4	36
	Expected Count	1	18	10	7	36
	% within Why do you choose to eat outside?	2.78	55.56	30.56	11.11	100.00
	% within How often do you go shopping at local supermarket per week?	33.33	32.26	31.43	15.38	28.57
	% of Total	0.79	15.87	8.73	3.17	28.57
other	Count	0	5	7	3	15
	Expected Count	0	7	4	3	15
	% within Why do you choose to eat outside?	0.00	33.33	46.67	20.00	100.00
	% within How often do you go shopping at local supermarket per week?	0.00	8.06	20.00	11.54	11.90
	% of Total	0.00	3.97	5.56	2.38	11.90
Total	Count	3	62	35	26	126
	Expected Count	3	62	35	26	126
	% within Why do you choose to eat outside?	2.38	49.21	27.78	20.63	100.00

% within How often do you go shopping at local supermarket per week?	100.00	100.00	100.00	100.00	100.00
% of Total	2.38	49.21	27.78	20.63	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	56.009	15	0.000

Do you prepare Chinese traditional food during the Chinese traditional festivals? * How often do you go shopping at the Chinese supermarket per week? Crosstabulation

Do you prepare Chinese traditional food during the Chinese traditional festivals?		How often do you go shopping at the Chinese supermarket per week?				Total
		never	1-2 times	3-4 times	>5 times	
Yes	Count	13	76	3	1	93
	Expected Count	18	68	3	4	93
	% within Do you prepare Chinese traditional food during the Chinese traditional festivals?	13.98	81.72	3.23	1.08	100.00
	% within How often do you go shopping at the Chinese supermarket per week?	54.17	82.61	75.00	20.00	74.40
	% of Total	10.40	60.80	2.40	0.80	74.40
No	Count	11	16	1	4	32
	Expected Count	6	24	1	1	32
	% within Do you prepare Chinese traditional food during the Chinese traditional festivals?	34.38	50.00	3.13	12.50	100.00
	% within How often do you go shopping at the Chinese supermarket per week?	45.83	17.39	25.00	80.00	25.60
	% of Total	8.80	12.80	0.80	3.20	25.60
Total	Count	24	92	4	5	125
	Expected Count	24	92	4	5	125
	% within Do you prepare Chinese traditional food during the Chinese traditional festivals?	19.20	73.60	3.20	4.00	100.00
	% within How often do you go shopping at the Chinese supermarket per week?	100.00	100.00	100.00	100.00	100.00
	% of Total	19.20	73.60	3.20	4.00	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.183	3	0.001

How often do you go shopping at the Chinese supermarket per week? * How often do you go shopping at local supermarket per week? Crosstabulation

How often do you go shopping at the Chinese supermarket per week?		How often do you go shopping at local supermarket per week?				Total
		never	1-2 times	3-4 times	>5 times	
never	Count	0	17	7	1	25
	Expected Count	1	13	7	5	25
	% within How often do you go shopping at the Chinese supermarket per week?	0.00	68.00	28.00	4.00	100.00
	% within How often do you go shopping at local supermarket per week?	0.00	26.98	20.59	3.85	19.84
	% of Total	0.00	13.49	5.56	0.79	19.84
1-2 times	Count	2	45	26	19	92
	Expected Count	2	46	25	19	92
	% within How often do you go shopping at the Chinese supermarket per week?	2.17	48.91	28.26	20.65	100.00
	% within How often do you go shopping at local supermarket per week?	66.67	71.43	76.47	73.08	73.02
	% of Total	1.59	35.71	20.63	15.08	73.02
3-4 times	Count	1	1	1	1	4
	Expected Count	0	2	1	1	4
	% within How often do you go shopping at the Chinese supermarket per week?	25.00	25.00	25.00	25.00	100.00
	% within How often do you go shopping at local supermarket per week?	33.33	1.59	2.94	3.85	3.17
	% of Total	0.79	0.79	0.79	0.79	3.17
>5 times	Count	0	0	0	5	5
	Expected Count	0	3	1	1	5
	% within How often do you go shopping at the Chinese supermarket per week?	0.00	0.00	0.00	100.00	100.00
	% within How often do you go shopping at local supermarket per week?	0.00	0.00	0.00	19.23	3.97
	% of Total	0.00	0.00	0.00	3.97	3.97
Total	Count	3	63	34	26	126
	Expected Count	3	63	34	26	126
	% within How often do you go shopping at the Chinese supermarket per week?	2.38	50.00	26.98	20.63	100.00
	% within How often do you go shopping at local supermarket per week?	100.00	100.00	100.00	100.00	100.00
	% of Total	2.38	50.00	26.98	20.63	100.00

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.040	9	0.000

APPENDIX C

ANOVA RESULTS

Gender v.s. 3.1		N	Mean	F	Sig.
Importance level of food price	Male	75	3.57	2.332	0.129
	Female	52	3.25		
	Total	127	3.44		
Importance level of food quality	Male	75	4.24	2.228	0.138
	Female	52	4.44		
	Total	127	4.32		
Importance level of food sanitary/health	Male	75	4.36	5.429	0.021
	Female	52	4.65		
	Total	127	4.48		
Importance level of convenience	Male	74	3.46	1.505	0.222
	Female	52	3.23		
	Total	126	3.37		
Importance level of availability of food	Male	74	3.45	0.007	0.933
	Female	51	3.43		
	Total	125	3.44		
Importance level of taste of food	Male	75	3.96	2.811	0.096
	Female	52	4.23		
	Total	127	4.07		
Importance level of the freshness of food	Male	75	4.28	0.82	0.367
	Female	52	4.42		
	Total	127	4.34		

Age v.s. 3.1		N	Mean	F	Sig.
Importance level of food price	16-25	70	3.43	1.625	0.187
	26-35	54	3.52		
	36-45	2	3		
	>45	1	1		
	Total	127	3.44		
Importance level of food quality	16-25	70	4.23	1.409	0.243
	26-35	54	4.41		
	36-45	2	5		
	>45	1	5		
	Total	127	4.32		
Importance level of food sanitary/health	16-25	70	4.36	1.882	0.136
	26-35	54	4.61		
	36-45	2	5		
	>45	1	5		
	Total	127	4.48		
Importance level of convenience	16-25	69	3.33	2.561	0.058
	26-35	54	3.48		
	36-45	2	1.5		
	>45	1	3		
	Total	126	3.37		
Importance level of availability of food	16-25	69	3.43	3.135	0.028
	26-35	53	3.53		
	36-45	2	2.5		
	>45	1	1		
	Total	125	3.44		
Importance level of taste of food	16-25	70	4.07	4.383	0.006
	26-35	54	4.11		
	36-45	2	4.5		
	>45	1	1		
	Total	127	4.07		
Importance level of the freshness of food	16-25	70	4.23	2.061	0.109
	26-35	54	4.48		
	36-45	2	5		
	>45	1	3		
	Total	127	4.34		

Residence v.s. 3.1		N	Mean	F	Sig.
Importance level of food price	Campus	21	3.81	1.203	0.304
	Local people	33	3.33		
	outside campus & alone	71	3.39		
	Total	125	3.45		
Importance level of food quality	Campus	21	4.33	0.141	0.869
	Local people	33	4.36		
	outside campus & alone	71	4.28		
	Total	125	4.31		
Importance level of food sanitary/health	Campus	21	4.43	0.047	0.954
	Local people	33	4.48		
	outside campus & alone	71	4.48		
	Total	125	4.47		
Importance level of convenience	Campus	21	3.38	0.022	0.978
	Local people	32	3.38		
	outside campus & alone	71	3.34		
	Total	124	3.35		
Importance level of availability of food	Campus	21	3.57	0.299	0.742
	Local people	33	3.36		
	outside campus & alone	69	3.43		
	Total	123	3.44		
Importance level of taste of food	Campus	21	4.05	3.378	0.037
	Local people	33	3.73		
	outside campus & alone	71	4.21		
	Total	125	4.06		
Importance level of the freshness of food	Campus	21	4.33	0.042	0.959
	Local people	33	4.36		
	outside campus & alone	71	4.31		
	Total	125	4.33		

Years in SA v.s. 3.1		N	Mean	F	Sig.
Importance level of food price	less than 1 year	12	3.25	2.851	0.027
	2-3 years	32	3.19		
	4-5 years	56	3.68		
	5-6 years	16	3.81		
	>6 years	11	2.64		
	Total	127	3.44		
Importance level of food quality	less than 1 year	12	4.42	0.324	0.861
	2-3 years	32	4.34		
	4-5 years	56	4.32		
	5-6 years	16	4.38		
	>6 years	11	4.09		
	Total	127	4.32		
Importance level of food sanitary/health	less than 1 year	12	4.75	0.761	0.553
	2-3 years	32	4.47		
	4-5 years	56	4.5		
	5-6 years	16	4.38		
	>6 years	11	4.27		
	Total	127	4.48		
Importance level of convenience	less than 1 year	12	3.17	1.342	0.258
	2-3 years	32	3.06		
	4-5 years	55	3.56		
	5-6 years	16	3.38		
	>6 years	11	3.45		
	Total	126	3.37		
Importance level of availability of food	less than 1 year	12	3.17	0.756	0.556
	2-3 years	31	3.48		
	4-5 years	55	3.53		
	5-6 years	16	3.5		
	>6 years	11	3.09		
	Total	125	3.44		
Importance level of taste of food	less than 1 year	12	4.25	0.372	0.828
	2-3 years	32	4.03		
	4-5 years	56	4		
	5-6 years	16	4.25		
	>6 years	11	4.09		
	Total	127	4.07		
Importance level of the freshness of food	less than 1 year	12	4.42	0.116	0.977
	2-3 years	32	4.28		
	4-5 years	56	4.32		
	5-6 years	16	4.38		
	>6 years	11	4.45		
	Total	127	4.34		
Money spent v.s. 3.1		N	Mean	F	Sig.
Importance level of food price	<R500	10	3.3	2.511	0.045
	R501-R1000	40	3.7		
	R1001-R1500	39	3.49		
	R1501-R2000	20	3.65		
	>R2000	17	2.71		
	Total	126	3.46		
Importance level of food quality	<R500	10	4.1	0.424	0.791
	R501-R1000	40	4.33		
	R1001-R1500	39	4.33		
	R1501-R2000	20	4.45		
	>R2000	17	4.41		
	Total	126	4.34		

Importance level of food sanitary/health	<R500	10	4.5	1.762	0.141
	R501-R1000	40	4.35		
	R1001-R1500	39	4.44		
	R1501-R2000	20	4.85		
	>R2000	17	4.47		
	Total	126	4.48		
Importance level of convenience	<R500	10	3	1.049	0.385
	R501-R1000	40	3.2		
	R1001-R1500	39	3.54		
	R1501-R2000	19	3.32		
	>R2000	17	3.59		
	Total	125	3.36		
Importance level of availability of food	<R500	10	3.5	0.114	0.977
	R501-R1000	39	3.51		
	R1001-R1500	38	3.42		
	R1501-R2000	20	3.35		
	>R2000	17	3.41		
	Total	124	3.44		
Importance level of taste of food	<R500	10	3.8	0.402	0.807
	R501-R1000	40	4.03		
	R1001-R1500	39	4.08		
	R1501-R2000	20	4.2		
	>R2000	17	4.18		
	Total	126	4.07		
Importance level of the freshness of food	<R500	10	4.3	1.237	0.299
	R501-R1000	40	4.18		
	R1001-R1500	39	4.26		
	R1501-R2000	20	4.6		
	>R2000	17	4.59		
	Total	126	4.33		

Reason ignore v.s. 3.1		N	Mean	F	Sig.
Importance level of food price	Don't have time to cook	52	3.71	1.874	0.139
	Not hungry	23	3.22		
	Need sleep/rest	19	3.05		
	other reasons	9	3.33		
	Total	103	3.45		
Importance level of food quality	Don't have time to cook	52	4.35	1.671	0.178
	Not hungry	23	4.13		
	Need sleep/rest	19	4.37		
	other reasons	9	4.78		
	Total	103	4.34		
Importance level of food sanitary/health	Don't have time to cook	52	4.58	2.711	0.049
	Not hungry	23	4.3		
	Need sleep/rest	19	4.32		
	other reasons	9	5		
	Total	103	4.5		
Importance level of convenience	Don't have time to cook	51	3.39	0.603	0.615
	Not hungry	23	3.09		
	Need sleep/rest	19	3.37		
	other reasons	9	3.56		
	Total	102	3.33		
Importance level of availability of food	Don't have time to cook	51	3.51	0.968	0.411
	Not hungry	23	3.17		
	Need sleep/rest	18	3.61		
	other reasons	9	3.22		
	Total	101	3.43		
Importance level of taste of food	Don't have time to cook	52	4	0.567	0.638
	Not hungry	23	4		
	Need sleep/rest	19	4.32		
	other reasons	9	4.11		
	Total	103	4.07		
Importance level of the freshness of food	Don't have time to cook	52	4.37	0.13	0.942
	Not hungry	23	4.26		
	Need sleep/rest	19	4.32		
	other reasons	9	4.44		
	Total	103	4.34		

Cook at home v.s. 3.1		N	Mean	F	Sig.
Importance level of food price	Less expensive	51	3.96	5.361	0
	Sanitation	8	3.38		
	Taste	21	3.43		
	cannot find the food I like	24	3.04		
	other reasons	21	2.81		
	6	1	1		
	Total	126	3.44		
Importance level of food quality	Less expensive	51	4.43	3.019	0.013
	Sanitation	8	4.5		
	Taste	21	4.14		
	cannot find the food I like	24	4.17		
	other reasons	21	4.48		
	6	1	2		
	Total	126	4.33		
Importance level of food sanitary/health	Less expensive	51	4.59	2.13	0.066
	Sanitation	8	4.5		
	Taste	21	4.05		
	cannot find the food I like	24	4.5		
	other reasons	21	4.62		
	6	1	4		
	Total	126	4.48		
Importance level of convenience	Less expensive	51	3.29	0.236	0.946
	Sanitation	8	3.63		
	Taste	21	3.43		
	cannot find the food I like	23	3.39		
	other reasons	21	3.38		
	6	1	4		
	Total	125	3.38		
Importance level of availability of food	Less expensive	50	3.46	0.713	0.615
	Sanitation	8	3.63		
	Taste	21	3.71		
	cannot find the food I like	23	3.26		
	other reasons	21	3.29		
	6	1	3		
	Total	124	3.44		
Importance level of taste of food	Less expensive	51	4	0.459	0.806
	Sanitation	8	4.5		
	Taste	21	4.1		
	cannot find the food I like	24	4.13		
	other reasons	21	4		
	6	1	4		
	Total	126	4.07		
Importance level of the freshness of food	Less expensive	51	4.24	1.243	0.293
	Sanitation	8	4.5		
	Taste	21	4.05		
	cannot find the food I like	24	4.5		
	other reasons	21	4.57		
	6	1	5		
	Total	126	4.33		

Go to SA Mkt v.s. 3.1		N	Mean	F	Sig.
Importance level of food price	never	3	2.33	1.939	0.127
	1-2 times	63	3.33		
	3-4 times	35	3.46		
	>5 times	26	3.81		
	Total	127	3.44		
Importance level of food quality	never	3	4.67	3.765	0.013
	1-2 times	63	4.11		
	3-4 times	35	4.46		
	>5 times	26	4.62		
	Total	127	4.32		
Importance level of food sanitary/health	never	3	5	1.011	0.391
	1-2 times	63	4.4		
	3-4 times	35	4.51		
	>5 times	26	4.58		
	Total	127	4.48		
Importance level of convenience	never	3	2.33	1.188	0.317
	1-2 times	62	3.44		
	3-4 times	35	3.4		
	>5 times	26	3.27		
	Total	126	3.37		
Importance level of availability of food	never	3	3	0.285	0.836
	1-2 times	63	3.41		
	3-4 times	34	3.5		
	>5 times	25	3.48		
	Total	125	3.44		
Importance level of taste of food	never	3	4.67	0.595	0.619
	1-2 times	63	4.02		
	3-4 times	35	4.14		
	>5 times	26	4.04		
	Total	127	4.07		
Importance level of the freshness of food	never	3	4.33	0.002	1
	1-2 times	63	4.33		
	3-4 times	35	4.34		
	>5 times	26	4.35		
	Total	127	4.34		

age v.s. 3.2		N	Mean	F	Sig.
The price of Chinese food is cheap	16-25	69	3.29	2.239	0.087
	26-35	53	2.66		
	36-45	2	2		
	>45	1	1		
	Total	125	2.98		
The quality of Chinese food is good	16-25	69	4.01	2.33	0.078
	26-35	53	4.08		
	36-45	2	4		
	>45	1	1		
	Total	125	4.02		
The Chinese food is sanitary and healthy	16-25	67	4.45	0.334	0.801
	26-35	52	4.62		
	36-45	2	5		
	>45	1	4		
	Total	122	4.52		
It is convenient to cook Chinese food	16-25	69	3.52	2.883	0.039
	26-35	53	3.47		
	36-45	2	6.5		
	>45	1	1		
	Total	125	3.53		
The Chinese food are easily available	16-25	69	4	2.133	0.1
	26-35	52	3.96		
	36-45	2	2		
	>45	1	1		
	Total	124	3.93		
The Chinese food tastes good	16-25	69	4.86	0.868	0.46
	26-35	53	5.06		
	36-45	2	3.5		
	>45	1	4		
	Total	125	4.91		
The Chinese food is fresher	16-25	69	3.93	0.831	0.479
	26-35	53	4.19		
	36-45	2	3		
	>45	1	4		
	Total	125	4.02		

residence v.s. 3.2		N	Mean	F	Sig.
The price of Chinese food is cheap	Campus	20	2.95	2.125	0.124
	Local people outside campus & alone	33	2.52		
		70	3.23		
	Total	123	2.99		
The quality of Chinese food is good	Campus	20	4.4	2.981	0.055
	Local people outside campus & alone	33	3.64		
		70	4.09		
	Total	123	4.02		
The Chinese food is sanitary and healthy	Campus	20	4.85	1.396	0.252
	Local people outside campus & alone	32	4.28		
		68	4.47		
	Total	120	4.48		
It is convenient to cook Chinese food	Campus	20	4.35	3.926	0.022
	Local people outside campus & alone	33	3.03		
		70	3.47		
	Total	123	3.5		
The Chinese food are easily available	Campus	19	4.26	0.724	0.487
	Local people outside campus & alone	33	3.7		
		70	3.93		
	Total	122	3.92		
The Chinese food tastes good	Campus	20	5.2	0.446	0.641
	Local people outside campus & alone	33	4.85		
		70	4.84		
	Total	123	4.9		
The Chinese food is fresher	Campus	20	4.2	0.273	0.761
	Local people outside campus & alone	33	4		
		70	3.96		
	Total	123	4.01		

reason ignore v.s. 3.2		N	Mean	F	Sig.
The price of Chinese food is cheap	Don't have time to cook	52	2.96	0.445	0.721
	Not hungry	23	3.35		
	Need sleep/rest	18	3.22		
	other reasons	9	2.78		
	Total	102	3.08		
The quality of Chinese food is good	Don't have time to cook	52	3.92	2.523	0.062
	Not hungry	23	4.35		
	Need sleep/rest	18	4.17		
	other reasons	9	3.22		
	Total	102	4		
The Chinese food is sanitary and healthy	Don't have time to cook	50	4.5	1.117	0.346
	Not hungry	23	4.96		
	Need sleep/rest	18	4.39		
	other reasons	8	4.38		
	Total	99	4.58		
It is convenient to cook Chinese food	Don't have time to cook	52	3.83	2.684	0.051
	Not hungry	23	3.74		
	Need sleep/rest	18	2.56		
	other reasons	9	3.78		
	Total	102	3.58		
The Chinese food are easily available	Don't have time to cook	51	4.02	3.845	0.012
	Not hungry	23	3.22		
	Need sleep/rest	18	3.72		
	other reasons	9	5.33		
	Total	101	3.9		
The Chinese food tastes good	Don't have time to cook	52	4.75	0.39	0.76
	Not hungry	23	4.74		
	Need sleep/rest	18	5.06		
	other reasons	9	5.22		
	Total	102	4.84		
The Chinese food is fresher	Don't have time to cook	52	3.98	0.343	0.794
	Not hungry	23	4		
	Need sleep/rest	18	4.11		
	other reasons	9	4.44		
	Total	102	4.05		

cook at home v.s. 3.2		N	Mean	F	Sig.
The price of Chinese food is cheap	never	14	3.14	1.86	0.122
	2-3 times	35	3.09		
	4-5 times	23	3.3		
	5-6 times	17	3.47		
	more than 6 times	36	2.39		
	Total	125	2.98		
The quality of Chinese food is good	never	14	4.21	2.895	0.025
	2-3 times	35	4.09		
	4-5 times	23	3.91		
	5-6 times	17	4.71		
	more than 6 times	36	3.61		
	Total	125	4.02		
The Chinese food is sanitary and healthy	never	13	4.69	3.181	0.016
	2-3 times	34	4.85		
	4-5 times	23	4.57		
	5-6 times	17	4.88		
	more than 6 times	35	3.94		
	Total	122	4.52		
It is convenient to cook Chinese food	never	14	3.79	0.668	0.615
	2-3 times	35	3.77		
	4-5 times	23	3.61		
	5-6 times	17	3.47		
	more than 6 times	36	3.17		
	Total	125	3.53		
The Chinese food are easily available	never	14	3.79	0.102	0.981
	2-3 times	35	4.06		
	4-5 times	23	3.83		
	5-6 times	16	3.94		
	more than 6 times	36	3.92		
	Total	124	3.93		
The Chinese food tastes good	never	14	5.14	0.178	0.949
	2-3 times	35	4.8		
	4-5 times	23	4.83		
	5-6 times	17	5.06		
	more than 6 times	36	4.92		
	Total	125	4.91		
The Chinese food is fresher	never	14	4.07	2.554	0.042
	2-3 times	35	4.29		
	4-5 times	23	3.74		
	5-6 times	17	4.65		
	more than 6 times	36	3.64		
	Total	125	4.02		

Go to SA mkt v.s. 3.2		N	Mean	F	Sig.
The price of Chinese food is cheap	never	3	3	0.807	0.492
	1-2 times	61	3.13		
	3-4 times	35	3.06		
	>5 times	26	2.54		
	Total	125	2.98		
The quality of Chinese food is good	never	3	3	0.846	0.472
	1-2 times	61	4.05		
	3-4 times	35	3.97		
	>5 times	26	4.12		
	Total	125	4.02		
The Chinese food is sanitary and healthy	never	3	5.33	1.071	0.364
	1-2 times	59	4.66		
	3-4 times	34	4.35		
	>5 times	26	4.35		
	Total	122	4.52		
It is convenient to cook Chinese food	never	3	3.67	1.178	0.321
	1-2 times	61	3.8		
	3-4 times	35	3.34		
	>5 times	26	3.12		
	Total	125	3.53		
The Chinese food are easily available	never	3	5.33	0.867	0.46
	1-2 times	60	3.88		
	3-4 times	35	4		
	>5 times	26	3.77		
	Total	124	3.93		
The Chinese food tastes good	never	3	5	1.54	0.208
	1-2 times	61	4.69		
	3-4 times	35	5.37		
	>5 times	26	4.81		
	Total	125	4.91		
The Chinese food is fresher	never	3	2.33	2.607	0.055
	1-2 times	61	3.95		
	3-4 times	35	4.34		
	>5 times	26	3.96		
	Total	125	4.02		

yrs in SA v.s. 3.3.		N	Mean	F	Sig.
The price of SA food is cheap	less than 1 year	12	2.92	1.868	0.12
	2-3 years	31	3.26		
	4-5 years	55	3.33		
	5-6 years	16	2.88		
	>6 years	11	4.45		
	Total	125	3.31		
The quality of SA food is good	less than 1 year	12	4.25	1.171	0.327
	2-3 years	31	4.45		
	4-5 years	55	4.8		
	5-6 years	16	3.94		
	>6 years	11	4.73		
	Total	125	4.54		
The SA food is sanitary and healthy	less than 1 year	12	4.42	1.539	0.195
	2-3 years	31	3.97		
	4-5 years	54	4.24		
	5-6 years	16	3.75		
	>6 years	11	5.18		
	Total	124	4.21		
It is convenient to cook SA food	less than 1 year	12	4.92	5.517	0
	2-3 years	31	5.94		
	4-5 years	54	6.52		
	5-6 years	16	6		
	>6 years	10	5.6		
	Total	123	6.07		
The SA food are easily available	less than 1 year	12	5.5	3.193	0.016
	2-3 years	31	5.84		
	4-5 years	55	6.55		
	5-6 years	16	5.94		
	>6 years	11	6		
	Total	125	6.14		
The SA food tastes good	less than 1 year	12	3.5	0.695	0.597
	2-3 years	31	3.94		
	4-5 years	55	4.09		
	5-6 years	16	3.63		
	>6 years	11	4.55		
	Total	125	3.98		
The SA food is fresher	less than 1 year	12	4.92	2.93	0.024
	2-3 years	31	5.13		
	4-5 years	55	5.78		
	5-6 years	16	4.81		
	>6 years	11	5.55		
	Total	125	5.39		
money spent v.s. 3.3		N	Mean	F	Sig.
The price of SA food is cheap	<R500	10	3.7	1.904	0.114
	R501-R1000	40	2.83		
	R1001-R1500	38	3.24		
	R1501-R2000	20	3.65		
	>R2000	16	3.94		
	Total	124	3.3		
The quality of SA food is good	<R500	10	4.7	0.834	0.506
	R501-R1000	40	4.28		
	R1001-R1500	38	4.42		
	R1501-R2000	20	4.85		
	>R2000	16	4.94		
	Total	124	4.53		

The SA food is sanitary and healthy	<R500	9	4.11	1.767	0.14
	R501-R1000	40	4.43		
	R1001-R1500	38	3.89		
	R1501-R2000	20	3.75		
	>R2000	16	4.94		
	Total	123	4.2		
It is convenient to cook SA food	<R500	10	6	0.607	0.659
	R501-R1000	40	5.85		
	R1001-R1500	36	6.19		
	R1501-R2000	20	6.3		
	>R2000	16	6.19		
	Total	122	6.08		
The SA food are easily available	<R500	10	6	0.962	0.431
	R501-R1000	40	5.85		
	R1001-R1500	38	6.32		
	R1501-R2000	20	6.3		
	>R2000	16	6.31		
	Total	124	6.14		
The SA food tastes good	<R500	10	4.6	0.78	0.54
	R501-R1000	40	3.63		
	R1001-R1500	38	4.16		
	R1501-R2000	20	3.95		
	>R2000	16	3.94		
	Total	124	3.96		
The SA food is fresher	<R500	10	5.1	2.577	0.041
	R501-R1000	40	5.03		
	R1001-R1500	38	5.34		
	R1501-R2000	20	5.8		
	>R2000	16	6.06		
	Total	124	5.39		

meal ignore v.s. 3.3		N	Mean	F	Sig.
The price of SA food is cheap	Breakfast	60	3.47	0.694	0.557
	Lunch	26	3.19		
	Supper	8	2.63		
	Don't ignore any meal	31	3.29		
	Total	125	3.31		
The quality of SA food is good	Breakfast	60	4.5	0.857	0.466
	Lunch	26	4.42		
	Supper	8	4		
	Don't ignore any meal	31	4.87		
	Total	125	4.54		
The SA food is sanitary and healthy	Breakfast	60	4.43	0.92	0.433
	Lunch	25	3.84		
	Supper	8	3.88		
	Don't ignore any meal	31	4.16		
	Total	124	4.21		
It is convenient to cook SA food	Breakfast	58	6.12	1.191	0.316
	Lunch	26	6.35		
	Supper	8	6.13		
	Don't ignore any meal	31	5.74		
	Total	123	6.07		
The SA food are easily available	Breakfast	60	6.23	0.275	0.843
	Lunch	26	6.08		
	Supper	8	5.88		
	Don't ignore any meal	31	6.1		
	Total	125	6.14		
The SA food tastes good	Breakfast	60	3.83	5.039	0.003
	Lunch	26	4.23		
	Supper	8	2		
	Don't ignore any meal	31	4.55		
	Total	125	3.98		
The SA food is fresher	Breakfast	60	5.5	3.173	0.027
	Lunch	26	5.27		
	Supper	8	4.13		
	Don't ignore any meal	31	5.61		
	Total	125	5.39		

reason ignore v.s. 3.3		N	Mean	F	Sig.
The price of SA food is cheap	Don't have time to cook	52	3.21	3.529	0.018
	Not hungry	23	3.7		
	Need sleep/rest	18	3.5		
	other reasons	9	1.67		
	Total	102	3.24		
The quality of SA food is good	Don't have time to cook	52	4.5	0.615	0.607
	Not hungry	23	4.48		
	Need sleep/rest	18	4.61		
	other reasons	9	3.78		
	Total	102	4.45		
The SA food is sanitary and healthy	Don't have time to cook	51	4.08	1.977	0.122
	Not hungry	23	4.3		
	Need sleep/rest	18	4.83		
	other reasons	9	3.33		
	Total	101	4.2		
It is convenient to cook SA food	Don't have time to cook	52	6.15	0.845	0.473
	Not hungry	21	6		
	Need sleep/rest	18	6.44		
	other reasons	9	5.67		
	Total	100	6.13		
The SA food are easily available	Don't have time to cook	52	6.1	0.285	0.836
	Not hungry	23	6.09		
	Need sleep/rest	18	6.39		
	other reasons	9	6.22		
	Total	102	6.16		
The SA food tastes good	Don't have time to cook	52	3.88	1.137	0.338
	Not hungry	23	3.61		
	Need sleep/rest	18	3.78		
	other reasons	9	4.89		
	Total	102	3.89		
The SA food is fresher	Don't have time to cook	52	5.31	0.357	0.784
	Not hungry	23	5.13		
	Need sleep/rest	18	5.56		
	other reasons	9	5.44		
	Total	102	5.32		

eat outside v.s. 3.3		N	Mean	F	Sig.
The price of SA food is cheap	Less expensive	50	3.14	0.608	0.694
	Sanitation	8	3		
	Taste	20	3.5		
	cannot find the food I like	24	3.58		
	other reasons	21	3.14		
	more than 1 reason	1	5		
	Total	124	3.29		
The quality of SA food is good	Less expensive	50	5.14	3.206	0.009
	Sanitation	8	3.88		
	Taste	20	4.1		
	cannot find the food I like	24	4.21		
	other reasons	21	4.05		
	more than 1 reason	1	6		
	Total	124	4.53		
The SA food is sanitary and healthy	Less expensive	49	4.33	0.559	0.731
	Sanitation	8	4.38		
	Taste	20	4.25		
	cannot find the food I like	24	4.13		
	other reasons	21	3.81		
	more than 1 reason	1	6		
	Total	123	4.2		
It is convenient to cook SA food	Less expensive	50	6.24	2.08	0.073
	Sanitation	8	5.5		
	Taste	19	5.47		
	cannot find the food I like	23	6.04		
	other reasons	21	6.48		
	more than 1 reason	1	5		
	Total	122	6.07		
The SA food are easily available	Less expensive	50	6.3	1.001	0.42
	Sanitation	8	5.75		
	Taste	20	5.95		
	cannot find the food I like	24	5.83		
	other reasons	21	6.38		
	more than 1 reason	1	7		
	Total	124	6.14		
The SA food tastes good	Less expensive	50	4.14	1.903	0.099
	Sanitation	8	4.75		
	Taste	20	4.3		
	cannot find the food I like	24	3.21		
	other reasons	21	3.62		
	more than 1 reason	1	6		
	Total	124	3.95		
The SA food is fresher	Less expensive	50	5.4	0.267	0.93
	Sanitation	8	5.5		
	Taste	20	5.2		
	cannot find the food I like	24	5.25		
	other reasons	21	5.57		
	more than 1 reason	1	6		
	Total	124	5.38		

prepare chinese traditional food v.s. 3.3		N	Mean	F	Sig.
The price of SA food is cheap	Yes	91	3.26	0.153	0.696
	No	33	3.39		
	Total	124	3.3		
The quality of SA food is good	Yes	91	4.55	0.012	0.914
	No	33	4.52		
	Total	124	4.54		
The SA food is sanitary and healthy	Yes	91	4.21	0.004	0.95
	No	32	4.19		
	Total	123	4.2		
It is convenient to cook SA food	Yes	90	6.12	0.515	0.474
	No	32	5.94		
	Total	122	6.07		
The SA food are easily available	Yes	91	6.19	0.396	0.53
	No	33	6.03		
	Total	124	6.15		
The SA food tastes good	Yes	91	4.02	0.412	0.522
	No	33	3.79		
	Total	124	3.96		
The SA food is fresher	Yes	91	5.54	4.695	0.032
	No	33	4.97		
	Total	124	5.39		

cook SA food vs. 3.3		N	Mean	F	Sig.
The price of SA food is cheap	Yes	60	3.15	1.136	0.289
	No	65	3.46		
	Total	125	3.31		
The quality of SA food is good	Yes	60	4.58	0.074	0.786
	No	65	4.51		
	Total	125	4.54		
The SA food is sanitary and healthy	Yes	60	4.23	0.024	0.877
	No	64	4.19		
	Total	124	4.21		
It is convenient to cook SA food	Yes	59	6.32	4.686	0.032
	No	64	5.84		
	Total	123	6.07		
The SA food are easily available	Yes	60	6.47	8.621	0.004
	No	65	5.85		
	Total	125	6.14		
The SA food tastes good	Yes	60	4.2	1.811	0.181
	No	65	3.77		
	Total	125	3.98		
The SA food is fresher	Yes	60	5.75	9.233	0.003
	No	65	5.06		
	Total	125	5.39		

Go to SA mkt v.s. 3.3		N	Mean	F	Sig.
The price of SA food is cheap	never	3	4.67	2.837	0.041
	1-2 times	61	3.64		
	3-4 times	35	2.97		
	>5 times	26	2.85		
	Total	125	3.31		
The quality of SA food is good	never	3	3	1.485	0.222
	1-2 times	61	4.59		
	3-4 times	35	4.77		
	>5 times	26	4.31		
	Total	125	4.54		
The SA food is sanitary and healthy	never	3	2.67	1.939	0.127
	1-2 times	60	4.23		
	3-4 times	35	4.57		
	>5 times	26	3.85		
	Total	124	4.21		
It is convenient to cook SA food	never	3	7	0.692	0.558
	1-2 times	59	5.98		
	3-4 times	35	6.09		
	>5 times	26	6.15		
	Total	123	6.07		
The SA food are easily available	never	3	7	0.759	0.519
	1-2 times	61	6.03		
	3-4 times	35	6.17		
	>5 times	26	6.27		
	Total	125	6.14		
The SA food tastes good	never	3	3.33	1.331	0.268
	1-2 times	61	3.87		
	3-4 times	35	4.46		
	>5 times	26	3.65		
	Total	125	3.98		
The SA food is fresher	never	3	5.67	0.617	0.605
	1-2 times	61	5.23		
	3-4 times	35	5.54		
	>5 times	26	5.54		
	Total	125	5.39		