

Tshwane households' consumption of food away from home

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Dissertation

M. Consumer Science: Food Management

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Tshwane households' consumption of food away from home

by

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DECLARATION

I, Leandi Bain, hereby declare that the dissertation for the Masters in Consumer Science: Food Management at the University of Pretoria, hereby submitted by me, is my own work and has not previously been submitted for a degree at this or any other university or tertiary institution and that all reference material contained herein has been acknowledged.



Leandi Bain

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ABSTRACT

TITLE OF DISSERTATION: Tshwane households' consumption of food away
from home
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Globally, research has indicated an increase in the use of food away from home for various reasons. In South Africa, the sit-down and fast-food restaurant industries have shown a growth in income over the last decade. However, internationally, research that explores the food away from home market in developing countries, such as South Africa, is limited. The aim of this study was to look at the market for food away from home and its consumption among Tshwane households. It was deemed important to investigate this growth to comprehend which factors influence the use of food away from home among consumers. To obtain the necessary data to meet this aim, a situational analysis was conducted. A database of the key role-players in the Tshwane Metropolitan Urban food away from home market resulted. An electronic questionnaire was developed and distributed to respondents selected either through multi-stage stratified or referral sampling. The questionnaire, adapted from an existing food choice questionnaire, contained questions relating to demographics, food consumption in general, and several factors believed to influence food away from consumption. Data analysis involved the use of descriptive statistics, inferential statistics in the form of a Chi-square test and exploratory factor analysis.

The location of the establishments was mapped using a geographic information system (GIS). This gave an overview of the market and was used for the sampling procedure. Results of consumers' overall use of food away from home per establishment, and per

individual menu item, provide evidence that, although certain restaurants and particular menu items are very popular with Tshwane consumers, in most cases, consumption of food away from home does not take place weekly. This possibly indicates that Tshwane residents think of food away from home as a form of socialisation, mostly over the weekend, as it tends to be viewed as a luxury and not the norm.

The food choice questionnaire was subsequently adapted to examine the influences that play a role in food away from home consumption. Exploratory factor analysis reduced the items into coherent factors. The factors that influence food away from home consumption were thus identified as: health ($\alpha = 0.913$); sensory appeal ($\alpha = 0.776$); convenience ($\alpha = 0.818$); physical setting ($\alpha = 0.613$); mood ($\alpha = 0.873$); comfort ($\alpha = 0.754$); ethical concerns; ($\alpha = 0.733$) and establishment appeal ($\alpha = 0.75$). From the factor means, it is clear that the sensory appeal of food away from home is the most important consideration for Tshwane consumers. The appearance of the establishment is also viewed as a factor that influences customers' consumption experience. Ethical concerns received decidedly less consideration among the households under investigation. To appeal to the market, business practices in the restaurant industry need to address in the quality of the food product and the hygienic appearance and maintenance of the facilities themselves.

Key words:

Tshwane Metropolitan,

food away from home,

sit-down restaurants,

fast-food restaurants,

influences on food consumption,

food choice questionnaire.

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Chapter 1

THE STUDY IN PERSPECTIVE

This chapter provides the background and motivation for the research conducted. It introduces the research statement and the concepts applicable to the dissertation.

1.1 INTRODUCTION AND BACKGROUND TO THE RESEARCH

One of the most perceptible changes in the food industry in the last decade has been an increase in food consumed outside of the home (Liu, Kasteridis & Yen, 2013; Richards & Mancino, 2013; Liu, Whal, Seale & Bai, 2012; Bai, Whal, Lohmar & Huang, 2010; Binkley, 2006; De Boer, McCarthy, Cowan & Ryan, 2004; Lin, Frazoa & Guthrie, 1999). Researchers' definitions of what constitutes the food away from home (FAFH) phenomenon vary and include considering where the food is eaten (Tan, 2010:252) where it is purchased (Bai *et al.*, 2010:433), the degree of preparation and nutritional control (Guthrie, Bing-Hwan & Frazoa, 2002:141), as well as the type of food (Dumagan and Hackett, 1995:3). It can thus be construed that food away from home refers to all food that is not processed within the home and that a variety of enterprises, for example, fast-food restaurants, full and limited service restaurants, bars, taverns, retailers, street food vendors and institutional caterers would be integral to the concept. Since there is evidence of global growth in the use of food away from home a closer look at its occurrence in the South African market is warranted.

In South Africa the results of on-going research is available although not conducted on a frequent basis. Stewart, Blisard, Bhuyan and Nayga (2004); Frazao, Andrews, Smallwood and Prell (2007), Jang, Ham and Hong (2007), and many others use the Consumer Expenditure Survey as a basis for their research in the United States. This study accepts the challenge to speculate on how the consumption of food away from home has changed. From statistics gathered in South Africa it can, however, be assumed that the total expenditure of households on food away from home in South Africa has started to show growth. The total income generated by the food and beverage industry increased by 9.9% between May 2011 and May 2012 in South Africa. Food sales alone recorded a 9.4% growth rate within the same period. The contribution to this growth comes largely from sit-down restaurants (53%) and fast-food restaurants (30.2%) (Stats SA, 2012:2). More recently income from the South

African Food and Beverage industry showed an 8.7% growth in the first quarter of 2015 with fast-food restaurants (11.7%) and sit-down restaurants (7.1%) once again being the main contributors (Stats SA, 2015a), illustrating that this trend is on-going. The Bureau for Food and Agricultural Policy (BFAP) baseline report (2013) furthermore underpins changes in overall trends regarding consumers' food consumption patterns with the two most prominent trends in new food products being indulgence (95%) and convenience (85%) both of which are clearly apparent in the typical characterisation of food away from home.

In the international market many authors indicate that change in household income (Richards & Mancino, 2013) as well as demographic changes (Liu *et al.*, 2013) account for increased spending at fast-food and sit-down restaurants. Less time and a subsequent increase in the need for convenience, income differences and demographic change thus seem to motivate the consumption of food away from home globally. The BFAP baseline report (2013) confirms increases in urbanisation and income in the South African market. In the period between 2004 and 2012 the share of South African adults within living standards measure (LSM) segments 1 to 4 (low income) declined dramatically (51%). This was accompanied by an increase in the LSM segments 5 to 10, specifically LSM segments 7 and 8 that increased by 86% and 78% respectively, as well as LSM segments 6 and 9 increasing by 60%. This information clarifies that the consumer profile in South Africa is changing with consumers entering higher LSM groups.

The change in socio-economic status might account for the increased spending at food away from home enterprises. However, regardless of their income, consumers will not spend their earnings on food away from home if they do not believe that doing so will satisfy their needs. Research, such as that documented in the South African Customer Index reports (SACSI, 2014) indicates that, in general, consumers are highly satisfied with the service and products provided by the South African fast-food and sit-down restaurant industry. The combination of higher socio-economic positions as well as satisfaction with the general restaurant and fast-food industry might thus lead to a greater consumption of food away from home by South Africans and a subsequent decrease in food produced in the home.

It should also be mentioned that in South Africa street food is also becoming vitally important as an informal subset of food away from home. Steyn, Labadarios and Nel (2011) find that a large percentage of the population make use of street and fast-food and that the highest intake of street food is in the middle socio-economic category. The highest fast-food consumption is in the highest socio-economic category. Steyn and Labadarios (2011:463) completed a study comparing street food use with fast-food use between the different ethnic groups in South Africa. Their finding is that black South Africans are frequent customers of

street food vendors (19% n = 3287), and that younger consumers (16-24 years) purchased these foods more regularly than older individuals did. Steyn and Labadarios (2011:462) define street food as food “provided by a stand, cart or kiosk on the street or pavement” and can include whole meals, snacks, beverages and fruit. Greater need for convenience and less disposable income has thus left lower and middle-income consumers dependent on these types of foods.

Steyn *et al.* (2011:462) also surmise that street food has the potential social advantage of facilitating an increase in the demand for traditional food and local agricultural produce. Furthermore, aspects such as lack of skills relating to food preparation have increased consumers’ need for ready-to-eat, heat-and-eat meals as well as highly processed ingredients, such as dried sauces and dehydrated meat substitutes (Lang & Caraher, 2001). It might thus be possible that the food, that is being produced by South Africa’s agricultural sector might be used more in ready or partially processed form than being purchased in raw form for use inside the home. This is substantiated by what is found in the BFAP baseline report (2013) which indicates that consumers are moving away from own production towards more refined food items. Although this report refers to growth in the food budget share of completely unprocessed ingredients like fruit and vegetables, the food budget share for formally processed food level one items (that is, common recipe ingredients) like flour and maize fell from 39.2% to 31.5%. The report also states a 1.9% increase in the food budget share of formally processed food e.g. ready-made meals, pasta etc.

All these changes emphasise that a need exists to examine the food away from home consumption of South African households. It is believed that the value of this research lies in its capacity to facilitate an initial study which is able to indicate how often, when and where Tshwane households consume various types of food away from home as well as the factors which influence this consumption. This can be achieved by looking at the food away from home market, consumer’s consumption patterns and their motivation for eating food away from home. The researcher focuses on the food away from home sector of the fast-food and sit-down restaurant industries in this study as they are still the largest role-players in the food away from home market (Stats SA, 2015a).

1.1.1 Research problem

Evidence from the Food and Beverage Statistical release (Stats SA, 2012) suggests that the commercial food and beverage market is growing. Furthermore, the BFAP baseline report (2013) documents more use of formally processed ingredients and value being attached to luxury and convenience when purchasing food. The SACSI report (2014) illustrates consumers’ level of satisfaction with the sit-down and fast-food restaurant industry.

Consumers rate their satisfaction with the fast-food industry at 80 out of 100 points and the full-service restaurant industry 75.7 out of 100, which represents a high level of satisfaction with the enterprises available in the market. Adequate information is thus available regarding the general growth of the food and beverage market, the allocation of the population's food budget share and market satisfaction. However, research into consumption patterns (frequency per item and type of establishment) and motivation for purchasing food away from home consumption is lacking.

Similarly, although there are reports concerning food choice in terms of various forms of food away from home at a global level, research that provides useful information for market role-players in South Africa is limited. The nature of South African consumers' food away from home consumption and what influences this consumption is not known and it is believed that this research will be able to shed some light on a very prominent industry in the hospitality sector. This is especially important in terms of the influences which affect food away from home consumption as very little information is available explaining this. Therefore this research aims to explore and describe the food away from home consumption of Tshwane households in terms of sit-down and fast-food restaurants as a South African case study. Consequent to the perceived contextual gap, the following research statement for this study is expressed as follows: *a need exists to investigate Tshwane households' consumption of food away from home in sit-down and fast-food restaurants in terms of type of establishment, menu items and motivation for the choice of food away from home.*

1.1.2 Justification of the research

There has been abundant examination of the food consumption behaviour of consumers in general (Moore, Roux, Nettleton, Jacobs & Franco, 2009; Binkley, 2006; Glanz, Basil, Maibach, Goldberg & Snyder, 1998; Furst, Connors, Bisogni, Sobal & Falk, 1996) with many studies placing focus on specific food categories such as fast-food (Moore *et al.*, 2009) and limited service and full-service restaurants (Stewart *et al.*, 2004). All of these studies were concluded in the environment of developed communities. Similar studies in emerging markets, and specifically in a South African context, are limited. Research done by Kok, Botha & Viljoen (2003) and Simelane (2008) relates to consumers' use of convenience food in South Africa. Researchers have likewise started to see the importance of studying the consumption of food away from home in South Africa (Blick, 2014) with university-led research initiating this process. Until recently, however, the food away from home consumption of Tshwane households has not been investigated with regard to the consumption of individual food items and the establishments involved in this aspect of the food industry. Furthermore, neither the food choice process model as a theoretical

framework nor the Food Choice Questionnaire as a measurement instrument has been applied in this particular context.

It is believed that the results reported from this study will not only add to the available information about theoretical frameworks used by the academic community, but will also be useful for market role-players wishing to start, or even improve, a business as it provides basis information about consumers' current and future restaurant needs. By studying food away from home consumption the industry is able to provide products and services which satisfy the needs of society and allows entrepreneurs to identify possible gaps in the market. Furthermore by understanding the factors which influence food away from home consumption the restaurant industry can focus on bettering their products so that they are in line with the personal food system of consumers which in turn means happier consumers and increases in revenue for the establishment. A review of literature and analysis of South Africa's general food expenditure statistics suggest that food away from home is becoming more prominent in consumers' consumption behaviour. There seemed to be a contextual gap regarding the body of knowledge available about food away from home consumption behaviour and the factors which influence it. The aim of this research was thus to initiate bridging of this gap by investigating Tshwane households' consumption of food away from home in sit-down and fast-food restaurants as well as looking at the motivation for the consumption of food away from home.

1.1.3 Aims and objectives

With this background and justification for investigating the stated research problem, the following aims and objectives set out for this research are given.

Research aim: *To investigate Tshwane households' consumption of food away from home in sit-down and fast-food restaurants*

Objective 1: To explore and describe the food away from home consumption patterns of Tshwane households in sit-down and fast-food restaurants

1.1 To identify the types (individual menu items) of food away from home most commonly purchased by consumers

1.2 To find out which sit-down restaurants and fast-food restaurants consumers use

1.3 To ascertain the time of day and day of the week that consumers consume food away from home including the frequency of consumption

1.4 To describe with whom consumers consume food away from home.

Objective 2: To explore and describe the relationship between the household context (family life-stage, income, education and age) and food away from home consumption

Objective 3: To explore, describe and explain the importance of influences on consumers' food away from home consumption

3.1 To determine the importance of rating factors in the personal food system concerning food away from home consumption

1.1.4 Theoretical model

Sobal, Bisogni, Devine and Jastran in Shepherd and Raats (2006) rightly state that a number of factors play a role in food choice and these are widespread. Hence they chose a theoretical model that integrates many of the most important components of the process consumers use when selecting food but at the same time these authors clearly state that the model is not exhaustive. The same food choice process model was selected for this research as it not only focuses on specific influencing factors but also places stresses the interconnectedness and interaction between the components of the food choice process that are, in particular,

- Life course events and perspectives
- Influences
- Personal food systems

The food choice process model illustrates the broad and generalised essence of the process a consumer goes through when making a food-related decision and the interactivity between its components in which many personal or environmental influences are combined or separated in order to make a food choice in a particular context or situation. Life course initiates the process and is at the top of the funnel-shaped model (to be discussed in Chapter 2, Figure 2.1). For this research context is the most significant life course component as it determines the degree to which the social and physical environments will affect an individual's personal food system during a single food choice event. In the centre of the funnel are negotiations concerning values within the individual's personal food system (Sobal *et al.*, 2006:2) where food choice values or influences such as sensory, monetary, convenience, health, relationships and quality go through the cognitive process of being negotiated to allow the individual to make a decision. The personal food system is also where individuals develop strategies that will allow for habitual decision-making. The outcome of this process is the final food choice the consumer makes.

1.1.5 Overview to the research design and methodology

In order to perform this research methodology was designed to ensure that the research conducted is reliable and valid the study was executed and the data analysed in accordance with the objectives set out for this research. A quantitative methodological perspective was adopted and after a situational analysis quantitative data was collected from responses to an electronic questionnaire. The research began with a situational analysis of both sit-down and fast-food restaurants in the City of Tshwane Metropolitan Municipality. This was accomplished by compiling a database of the relevant information of sit-down and fast-food restaurants in the study area. From this information two suburbs in two of the regions namely region 3 and 6 (Figure 1.1) were selected from which sampling would be done based on the distribution of the enterprises that were plotted on a GIS-map according their graticule coordinates. Two sampling methods were used to reach respondents. The first was a multi-stage complex sampling technique that involved dividing individuals from the sample areas into clusters from which non-probability samples were drawn at suburb level. The second phase followed when referral was used to produce an appropriate sample (N=286).

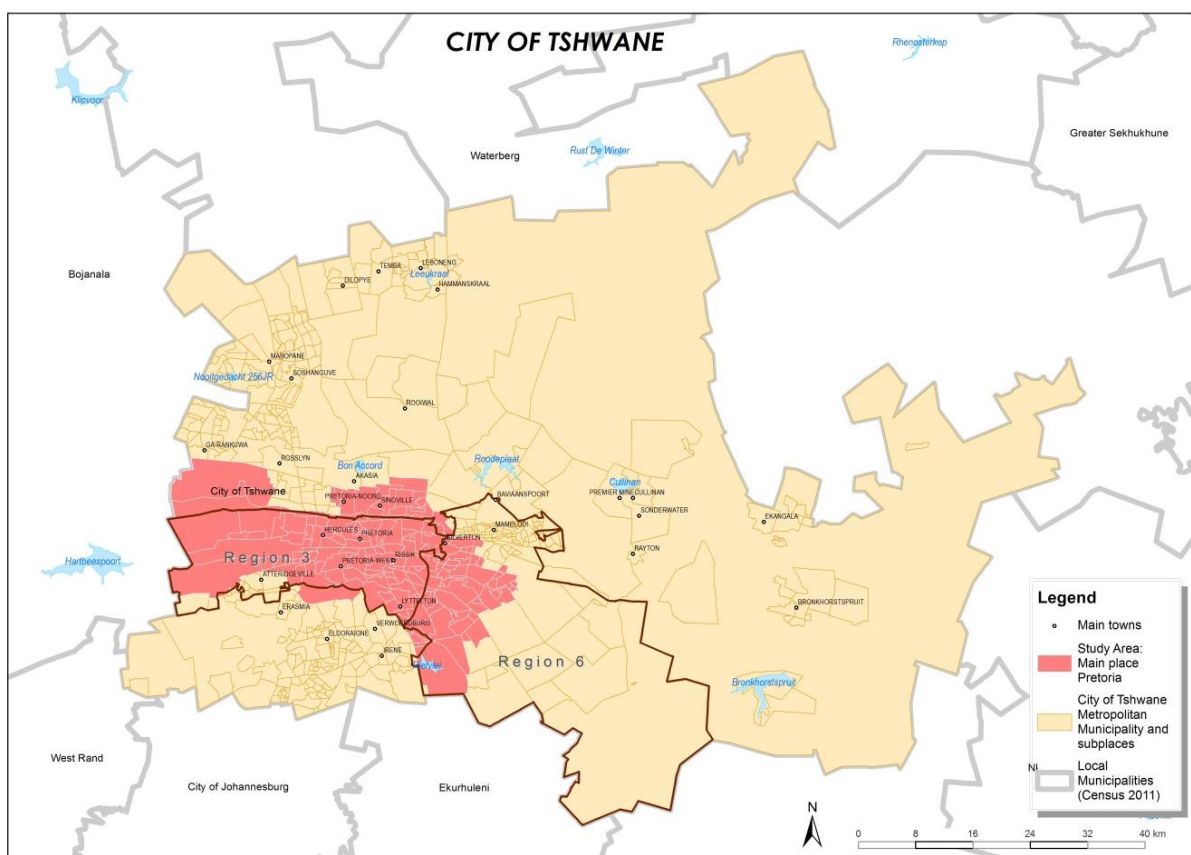


FIGURE 1.1: LOCATION OF THE STUDY AREA IN THE CITY OF TSHWANE METROPOLITAN MUNICIPALITY

An investigation into consumers' consumption followed once the sampling process had been completed. For the first sampling phase of data collection trained fieldworkers went into the suburbs to collect respondent information (names and electronic mail addresses were required). This information was computerised to create a controlled respondent database. Potential respondents were given the link to the electronic questionnaire with a covering letter via e-mail which also provided more information about the study. The researcher had created an electronic questionnaire in the form of a website in line with the University of Pretoria's branding requirements and restrictions to ensure a trustworthy measurement instrument. Its Section A contained questions relating to the three demographic characteristics, age, income and family structure. Questions in Section B were structured to examine the basic consumption of each household by asking the respondent to indicate how frequently they used specific restaurants and fast-food enterprises, how frequently they consumed certain items, and with whom they ate food away from home meals. Section C provided an indication of common factors in the personal food system that influence consumers' food away from home consumption. A version of the pretested multidimensional scale Food Choice Questionnaire originally developed by Steptoe Pollard and Wardle (1995) measured the health, mood, convenience, sensory appeal, natural content, price, weight control, familiarity and ethical concerns. The factors not covered expansively by the Food Choice Questionnaire were supplemented by additional questions drawn from other literature sources.

1.1.6 Data analysis

To examine the data collected quantitative data analysis procedures were followed as detailed in these explanations:

- Situational Analysis

The information collected on various Tshwane based enterprises during the situational analysis was analysed by examining the content of the database in relation to theoretical definitions. This led to identifying the types of restaurants available in the market as well as how they were dispersed. This information was then applied in two ways; first, to select two regions on which to focus during the sampling process; and second, to develop a questionnaire that covered the most used enterprises and individual menu items in the best possible way.

- The Questionnaire

The data collected from respondents was analysed using both descriptive and inferential statistics.

Descriptive statistics arranged the data and described the characteristics of the sample as a whole according to selected variables age, gender, educational status and family life-stage. The data was organised in order to yield measures of means, medians and modes; dispersions of variability (variance, standard deviation) and measures of shape in order to portray the data visually useful format of graphs, tables and figures that, as Brown & Saunders (2008: 2) note, makes the data easier to picture.

Inferential statistics assisted in the examination of correlations and interactions between different variables in the dataset as they relate to the objectives set out for this research. The Chi Squared test of significance was applied to selected objectives and Fisher's exact test was done for validation purposes.

Exploratory factor analysis (EFA) was applied in order to summarise and reduce the items included in the questionnaire into coherent constructs. Items from the food choice questionnaire (Steptoe *et al.*, 1995) was adapted in order to better examine food away from home consumption by using scale items from the work of Lee and Hing (1995); Andaleeb and Conway (2006) ; Scheibehenne, Miesler and Todd (2007) and Januszewska, Pieniak and Verbeke (2011). The scale items were subjected to exploratory factor analysis specifically principal axis factoring using Oblimin rotation (which allows factors to be orthogonal) with Eigen value >1. This allowed the research to evaluate the internal consistency of consumer responses and identify suitable labels for each factor. The researcher was also able to evaluate factor means in this manner. Furthermore one-way ANOVA was used to seek significant differences across the demographic categories of age, education, family life-stage and income for the factors that were identified.

1.1.7 Study area

The City of Tshwane Metropolitan area comprises seven regions and 105 wards (Stats SA, 2015b). Tshwane is the largest municipality in terms of ground area and the one that has the second largest gross domestic product (GDP). Of its seven regions a study area was selected based on a stratified sampling procedure to represent a subset within the City of Tshwane Metropolitan Municipality. The area of investigation is indicated in Figure 1.1. As this municipality makes a large contribution to the GDP of the Gauteng Province (27%) and contains a large number of households (911 536) it was believed that this area would be a suitable area for data collection.

The unit of analysis included individuals belonging to households residing in the Tshwane Metropolitan, irrespective of race and gender. These individuals could belong to single, nuclear or extended households. The unit of analysis fell within the age group of 18-75 years

and had to have made use of a fast food or sit-down restaurant in the last six months to take part in the research.

1.1.8 Presentation and structure of the research

The dissertation is organised in six chapters:

Chapter 1 provides the background and motivation for the research conducted; it introduces the research statement and the concepts covered in the dissertation.

Chapter 2 outlines the theoretical framework applied to this research; it offers an overview of all the concepts included in the food choice process model and emphasises the applicability of the model to the research.

Chapter 3 reviews the literature relevant to the research conducted and presents the conceptual framework used to guide the research (to give the research's theoretical base). The chapter aims to indicate how the theory associates with the original intent and the significance of the research conducted.

Chapter 4 expands on the research approach that was followed during the undertaking of this research; it describes the design and methodology used including data collection procedures, specification of the unit of analysis and method of operationalisation.

Chapter 5 presents the data collected needed to complete this research; results are discussed, and interpreted in line with the existing literature as reviewed for conducting for this research.

Chapter 6 offers the conclusion for the study, the limitations and the recommendations for future research the researcher proposes.

1.1.9 Conclusion

This chapter provided an introduction to all the aspects that will be discussed more fully in subsequent chapters.

Chapter 2

THEORETICAL FRAMEWORK

This chapter outlines the theoretical framework of this research endeavour. It gives an overview of all the concepts included in the selected food choice process model and emphasises the applicability of the model to the research design. It conceptualises the features of the model and illustrates their relevance to the research. The chapter concludes with reference to the objectives and conceptual framework structured for this research.

2.1 INTRODUCTION

The theoretical framework of this study comprises a food choice process model to investigate the food away from home consumption behaviour of Tshwane households. Following the framework enabled the researcher to conduct a baseline study of what, where, when, with whom and how frequently households use food away from home. This chapter discusses the theoretical framework structured for this research and the basic concepts and assumptions of the chosen model.

2.1.1 Selecting a theoretical framework

Consumption behaviour, food choice decisions and the theories that aim to explain them are, by their very nature, diverse. Sobal and Bisogni (2009) discuss food choice in depth, characterising this activity in the following ways: first, they state that food choice is frequent as it occurs on a daily basis. Second, food choice is multifaceted as different types of food behaviours are necessary in different situations. Third, food choices are also viewed as situational in terms of their location and their temporal and social contexts. Furthermore and fourth, food choices are dynamic in terms of how they change over both historic and individual time due to context changes, personal development and technological advancements. Food choices are thus complex, as they require a multitude of different considerations.

Scholars in food choice research have developed a variety of models to explain consumers' food-related behaviour (Contento, Williams, Michela & Franklin, 2006; Grunert, 2002; Hamilton, McIlveen & Strugnell, 2000; Glanz *et al.*, 1998). They have approached an explanation of food choice from the perspectives of a variety of disciplines including the biological (Khan, 1981), ecological (Randall & Sanjur, 1981) and socio-psychological

(Dagevos, 2005; Wang, Worsley & Cunningham, 2008). The following section explores the theoretical framework selected for this research.

2.1.2 Development of a food choice process model

Researchers at Cornell University (Cornell Food Choice Research Group, 2012) (in the USA) employed qualitative methods in order to ascertain from individuals “how they choose food” as well as “what influences their choice”. These scholars subjected the data they collected during their research process to a constant comparative research method to allow for the development of a conceptual model that illustrates the concepts underlying the food choice process (Furst *et al.*, 1996). When processed, the data collected produced the model indicated in Figure 2.1 which was adapted for use in this research.

The model illustrates the process and the factors considered during a single action of making a food-related decision. The factors identified by Furst *et al.* (1996) fall into three major component groups. These components all function in relation to one another (indicated as arrows in Figure 2.1) and work interdependently to lead to the final food choice. At the top of the funnel, which marks the beginning of the food choice process, is the life course that includes the personal, physical, social and cultural environments in which the consumers, as individuals, find themselves.

A set of influences specific to an individual in the form of ideals, resources, personal factors, social frameworks and the food context informs the personal system. The effect of these influences, in turn, shapes the personal food system of a consumer and generates the information an individual needs to engage in value negotiations that create strategies regarding the choice of a specific food item. The first important assumption of this model is that it is compatible with a bio-psycho-social perspective in the sense that it considers the physiological, cognitive and socio-cultural processes involved in making food choices (Sobal *et al.*, 2006). The second assumption is the fact that this model follows a constructionist approach as food choice involves a consumer’s active consideration, interpretation and negotiation of various alternatives during the process of making a food choice (Sobal *et al.*, 2006). Lastly, the model also assumes that food choices are based on both cognitive and social negotiations (Sobal & Bisogni, 2009). These assumptions will be elaborated on an explanation of the food choice process model that follows.

2.1.3 Modelling the food choice process

The conceptual model of the food choice process is presented diagrammatically in Figure 2.1. The model illustrates the generalised essence of the broad food choice process. Once a

consumer makes a single food choice many inputs, personal or environmental, are brought together in relation to each other and they then go through the process of being combined or separated. The influences are initiated by life course events that are seen as the first element as shown at the top of the funnel-shaped model. A person's life course also determines the degree to which the social and physical environments will affect an individual's personal food system during a single food choice event.

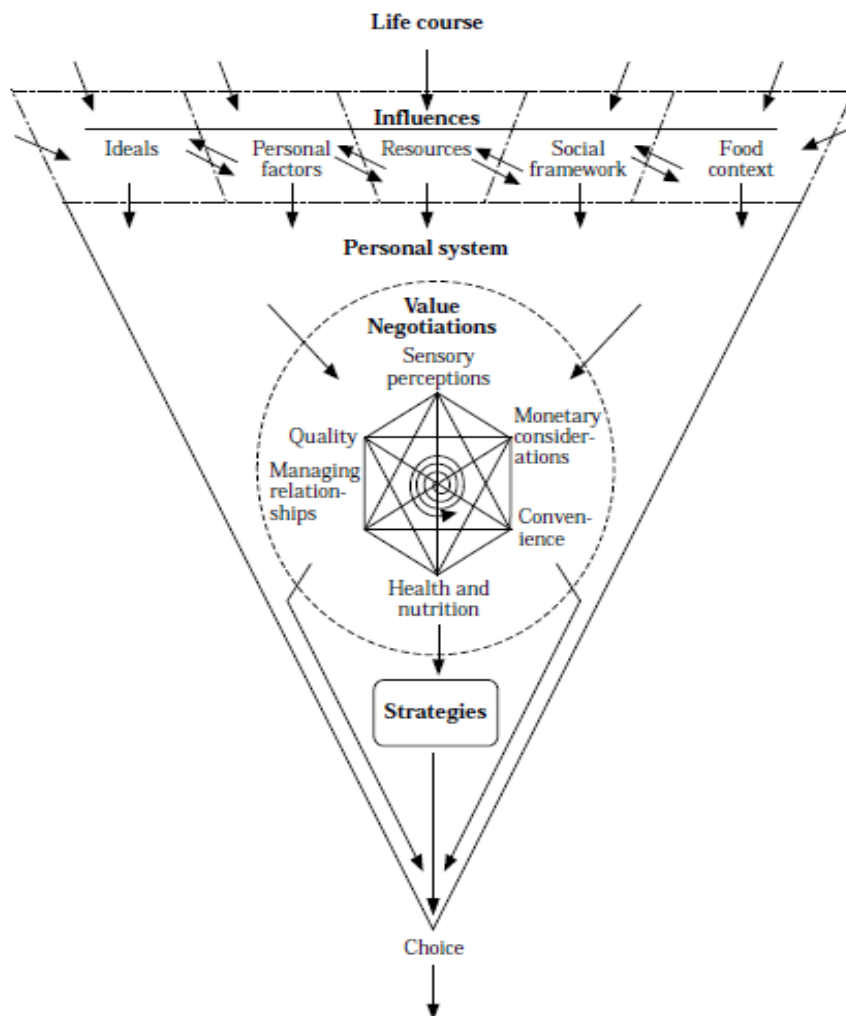


FIGURE 2.1: CONCEPTUAL MODEL OF THE FOOD CHOICE PROCESS (Furst *et al.*, 1996)

In the centre of the funnel we find the value negotiations contained within the individual's personal food system. As was previously mentioned, the food choice process model assumes that consumers construct their food decisions on the basis of cognition and social negotiations (Sobal *et al.*, 2006:2). This process of negotiating values from sensory perception, monetary considerations, quality, convenience, health and nutrition is dynamic as opposed to strategies that are generally more routinised. As is indicated by dotted lines in the diagram of the model, the boundaries between life course, influences and the personal

food system are all highly permeable as the components of the model often affect, and are shaped, by each another. The presence of multiple arrows pointing in both directions between influences provides a clear indication of how interrelated the influences of the food choice process model are. The influencing factors in the food choice model overlap and affect one another on a continual basis. Furst *et al.* (1996) also indicate that the model represents a process that could be either deliberate or involuntary depending on the individual and/or the environment.

2.1.4 Concepts of the food choice process model

The following discussion provides an exploration of the concepts contained in the food choice process model.

2.1.4.1 Life course

The initiating concept is found at the top of the funnel (Figure 2.1) and relates to the individual's historical or past experiences and expectations of future decision outcomes as well as involvement in existing transitional life course phases of the individual or family unit. It relates to how upbringing affects an individual's food behaviour and thus links closely to the concept of socialisation. Over an individual's life span personal experiences construct life course patterns that shape their own environments. Life course events should however not be confused with life stages such as childhood, adolescence and adulthood but should rather be viewed as a dynamic system of events that take place throughout an individual's life (Sobal & Bisogni, 2009:S40).

2.1.4.2 Influences

The context within which an individual makes food choices will subsequently affect which influences a consumer values and how the consumer negotiates these values. Furst *et al.* (1996) group the set of influences into ideals, personal factors, resources, social framework and food context. Each of these groups of influences is subject to change over the life course as well as being exceedingly interrelated. The following discussion highlights the groups of influences covered by the food choice process model.

2.1.4.2.1 Ideals

Ideals, values, beliefs, norms and standards are all elements of culture. Norms and standards provide intangible definitions about how individuals ought to behave in accordance with what society expects in set circumstances. Newman (2014) indicates that norms are the rules of conduct individuals use to pursue values and which often direct routine behaviour. Beliefs are detailed ideas or "statements we hold to be true" (Ballantine & Roberts, 2014:72) about life in general as well as how society functions. Individuals learn

these over time and they are passed down through succeeding generations (Ballantine & Roberts, 2014). Beliefs are also based on values that are more abstract (Ballantine & Roberts, 2014). Values, on the other hand, are judgements shared by a group of individuals in terms of what is desirable or what is not. Newman (2014) uses the example of the fact that societies have laws against theft which illustrate the value that is placed on personal property. Values are also based on the ideals held by a group of people. Ideals are the principles individuals or groups pursue as goals. This interpretation allows an individual to assess whether specific food behaviour is deemed acceptable in terms of the values of society, for example, buying a fast-food meal. Devine, Sobal, Bisogni and Connors (1999:88) are of the opinion that ideals not only relate specifically to the value placed on food traditions but also to the source of the food prepared, for instance, how important is it to prepare food from scratch.

2.1.4.2.2 Personal factors

The second set of influences can be classified as physiological/physical, psychological or social factors or as a combination of more than one factor. Physiological factors might, for example, include food allergies or sensitivities which prevent an individual from consuming a specific type of food. Psychological factors are preferences for sensory properties as well as the mood of the individual when the food choice is made. Social factors include aspects such as apparent gender roles, perceived responsibilities and family structure. The effect of personal factors can result from a wide variety of influences (Sobal & Bisogni, 2009:S42). It is evident that certain perceptions and opinions about the relationship between health and certain food types are furthermore personal in nature as some consumers consider the ingredients of food as natural or artificial, or they have strong views about weight control products. Sobal & Bisogni (2009:S42) mention that these aspects can often lead to “dietary individualism” as some individuals do consume meals that differ from those of their families or friends.

2.1.4.2.3 Resources

The third set of influences, namely resources, might be the simplest to comprehend in terms of how they influence consumption behaviour. Resources are the means individuals reflect on when they make food-purchasing decisions. Resources are, however, not only related to finance but also to assets. Material assets are equipment and space available for food preparation at home; human assets are skills and knowledge of food preparation; social assets concern relationships; cultural assets consider ethnic traditions; and most importantly, time too is a resource (Sobal *et al.*, 2006).

Furst *et al.* (1996) mentions that resources are either tangible or intangible: tangible resources include money, equipment and space whereas intangible resources are skills and knowledge as well as time for food preparation (Furst *et al.*, 1996). Money is an important tangible resource as it dictates the nature of food choices as well as the latitude a consumer has when making such decision (Furst *et al.*, 1996). Equipment and space affect the physical capacity that an individual has to prepare and store food. Intangible resources are just as important where food choice is concerned. Lack of time for food preparation increases the need for convenience (Brunner, Van der Horst & Siegrist, 2010) that, in turn, might influence the consumer's food choice. The expenditure of physical effort (Park & Capps, 1997:817) and the knowledge and skills a consumer has of food will also influence food choice (Lang & Caraher, 2001).

2.1.4.2.4 Social framework

A social framework is a system of relationships with other individuals which also affects the choice of food. Sobal and Bisogni (2009:S42) indicate that "most eating occurs with others in commensal units where the interests of many people are negotiated and managed" and mention that families and households are an essential interpersonal relationship where food choice is concerned. Sobal and Nelson (2003) say that eating in commensal units satisfies a need for an interface between people and strengthens social ties. Interpersonal relationships have the ability to either facilitate or constrain specific behaviour where food choice is concerned. For example, eating with co-workers might lead an individual to eat away from home frequently in order to socialise, whereas frequent meals with family might motivate eating at home. Sobal and Nelson (2003) emphasise that social factors can strengthen individuals' beliefs regarding what constitutes "proper meals" in set circumstances. This links to the previous discussion on values. It means that a person might consider a fast-food restaurant meal appropriate for the family but not when entertaining guests.

Sobal and Hanson (2014) suggest that the social setting links to the concept of context in that the type of food eaten at meals will also influence food choice. For instance, if meals are eaten in a group where health is an important issue, for some of the individuals, food away from home is less likely to be accessed (Sobal & Nelson, 2003:182).

2.1.4.2.5 Food context

Context refers to the constantly changing macro- meso- and micro-environments in which lives are lived. These environments include social structure, historical periods and the economic, climatic and physical environments in which consumers find themselves during their life span and in which their life changes occur (Sobal *et al.*, 2006). According to this

definition, context thus includes the place where individuals reside, their family structure, their generational classification as well as their socio-economic situation.

Sobal *et al.* (2006) describe the macro-environment as including social, cultural, political and economic environments whereas the micro-environments comprise communities, families and places of work. These environments are part of the milieu in which individuals make food choices. The conditions in their environment have the ability to facilitate or restrain food choice depending on their circumstances at that particular stage of their life course (Sobal *et al.*, 2006:5). For example, individuals who come from households that have limited income are less likely to be wasteful and less likely to spend money on something that is seen as a luxury such as a visit to a restaurant (Hill, Sutton & Hirsch, 2011). In this way context can be linked to aspects such as a family's income level or a range of others factors. The status of education of household members too can affect the eating habits of the household (Liu *et al.*, 2012).

To summarise context refers to the greater setting which influences consumers food choice decisions. This includes social environments, physical environments, such as the physical characteristics of the restaurant as well as economical influences (Sobal *et al.*, 2006). Context is extremely dynamic and thus changes often based on fluctuations in the other influencing factors.

The influences affecting food choice are far-reaching. They include components which can be categorised as biological, psychological, social, physiological, cultural, socio-economic, geographic, political, historical and even environmental (Sobal *et al.*, 2006). These influences are cognitively weighed by the consumer each time a food choice is made. However these influences also need interpretation in order for them to lead to a food choice. The personal food system is the component of the food choice process which accomplishes this.

2.1.4.3 Personal food system

Personal food systems deal with the cognitive processes that consumers use to guide their food behaviour as they repeat experiences when making food decisions. As mentioned in the previous section factors influence what consumers eat in various situations and how they access the food. Furst *et al.* (1996) indicate that the personal food system consists of two components, namely, value negotiations and strategies (Figure 2.1). Value negotiations involve contemplating different factors in order to make a food choice; this aspect is dynamic as it changes with every food decision. Strategies involve food decisions that have become habitual. In the development of the conceptual model of the food choice process (Figure 2.1). The six most prevalent food choice values to negotiate are sensory perceptions,

monetary considerations, convenience, health and nutrition, managing relationships and food quality. Falk, Bisogni and Sobal (1996) emphasise that negotiating food alternatives involves identifying and then deliberating on a set of values that are important to the consumer in a given context at a particular point in time.

2.1.4.3.1 Food choice values

Food choice values are salient contemplations that consumers give to food choice. A range of factors influence decisions about what food to access for consumption, examples being the individual's feelings, the meaning they attach to the food item as well as the specific circumstances at the time such as convenience, taste, cost and health (Connors, Bisogni, Sobal & Devine, 2001). Sobal and Bisogni (2009:S42) use the example that consumers attach different meanings to healthy eating, in the same manner different meanings can be attached to the convenience of certain food items. The original development of the food choice process placed focus on the following aspects as illustrated in Figure 2.1:

- **Sensory perceptions** – This aspect refers to the physical flavour or taste of food, however, it may also include aspects such as the texture, aroma and temperature as well. Consumers might make a food choice based on their preferences for or aversions for certain food types. Sobal *et al.* (2006) note that this aspect often changes over time.
- **Convenience** – Convenience refers to the time and physical effort that consumers consider when they make food choices. It is an individual judgement about the opportunity cost of choosing a specific meal in relation to that food's other benefits (Sobal *et al.*, 2006).
- **Cost** – Cost refers directly to monetary resources that the consumer considers, in particular the monetary cost but also the value that the consumer places on the food product that leads to a willingness to pay. This is especially important when consumers weigh up the pros and cons of eating at home against eating away from home.
- **Health** – This aspect implies general well-being, weight control, disease prevention and similar health-related concerns (Furst *et al*, 1996).
- **Managing relationships** – This consideration is especially important when people meet together to eat and some individuals present have different preferences that have to be considered. A situation like this links to the importance individuals place on their own social circles in their environment as this is where food decisions often have to be made.

- **Quality** – In their research Furst *et al.* (1996) find that many of their respondents consider a certain “standard of excellence” in their food choice process. Consumers link quality to various aspects particularly monetary value and health.
- **Other values** – Sobal *et al.* (2006) draw attention to the fact that clearly many other variables can influence the value negotiation process, which are not covered in the original model. Examples are variety, safety, waste and many more some of which are explored in this research.

2.1.4.3.2 Value negotiations

The concept of value negotiations refers to how individuals weigh up values such as those mentioned in the previous section during the decision-making process (Sobal & Bisogni, 2009). Consumers have the ability to consciously weigh up various values important to them and then make a choice based on these considerations. For example when making a choice of which food to eat a consumer might negotiate between relinquishing health as a value for the sake of the convenience of a fast-food meal (resources in terms of time), or the consumer might be more concerned with whatever is the most affordable (resources in terms of cost). These value negotiations are thus in interaction with the influences discussed previously.

2.1.4.3.3 Strategies

Strategies refer to the cognitive scripts, routines and rules that consumers develop in order to simplify making food choices and implement food choice values in recurring situations (Sobal *et al.*, 2006; Connors *et al.*, 2001). It allows consumers to expedite the decision-making process by drawing on knowledge and previous experiences concerning what to eat and where to eat (Sobal & Bisogni, 2009). Researchers have identified several major strategies, classified as follows:

- Elimination avoids certain foods
- Limitation only places restriction on the consumption of certain foods
- Substitution replaces one food with another
- Addition enriches food by the addition of other foods or substances
- Modification makes alterations to foods
- Routinisation provides a standard for routine food choice.

These strategies vary in different contexts (Connors *et al.*, 2001) and while performing various tasks (Furst *et al.*, 1996). Personal food systems thus allow the consumer to consider options, make trade-offs, develop barriers and routines as far as their food behaviour is concerned. Influences and personal food systems both contribute to the

ultimate food behaviour pattern although they do so on different levels. Personal, psychological factors and influences shape the food choices of consumers but personal food systems dictate how an individual will interpret these influences (Smart & Bisogni, 2001:58). The food choice process culminates in the final food choice due to the interdependency of the life course, influences and personal food system and is varied based on different situations.

2.1.5 Justification of the use of the Food Choice Process model

The food choice process model is used as a theoretical framework to organise and guide the concepts in this study. This model is believed to be a comprehensive food choice model in comparison to the various consumer behaviour models proposed by many other authors such as the economic or black box model, basic decision-making and mathematical models (Sandhusen, 2000:218), which tend to focus only on parts of a bigger picture (Sobal & Bisogni, 2009:S40).

The reasoning behind this decision is that this model focuses specifically on consumer food choice whilst taking into account the influence of social, economic, personal, biological, intrinsic, extrinsic and cultural factors. The food choice process model selected can be applied as both a theoretical framework and a model (Sobal & Bisogni, 2009; Sobal *et al.*, 2006:14). As a theoretical framework the food choice process model combines concepts to create a comprehensive view of all the elements that need to be considered, and is therefore used as a framework to guide this research. The model also clearly indicates the interrelatedness of the factors that influence food choice. When viewed as a model, Sobal *et al.*, (2006:14) imply that the initial framework becomes more cohesive and allows researchers to create their own models of the process by including the factors they wish to investigate according to their specific study aims and objectives. The researcher applied various modes of measurement to give a comprehensive overview of the concepts covered by the theoretical framework whilst using tested scales and measures.

2.1.6 Conclusion

A food choice process model is the selected theoretical framework for this research that provides an overview of Tshwane households' food away from home consumption behaviour. The influence of the factors that play a role in food away from home consumption, and how consumers create personal food systems with regard to food away from home is an important focus of this study. The food choice process model is suitable as it is an excellent means of illustrating the interaction and interrelatedness of factors within the chosen research topic that concerns food behaviour a characteristically complicated field of study.

Chapter 3

LITERATURE REVIEW

This chapter provides the theoretical background for the study in order to present and conceptualise the constructs of the study.

3.1 INTRODUCTION

This literature review provides an overview of food away from home as a concept both globally and locally. It also seeks to conceptualise it as a concept for this specific study. A description and contextualisation of urban households follows, which includes reference to family life stages, income, education and gender and how these relate to food away from home consumption.

A range of influences are part of the factors that influence food away from home consumption. Against the background of research regarding these factors and their links to the food choice process model, introduced in Chapter 2, and the personal food system, the concept is presented in the context of this study. The influences include ideals, resources, personal factors, social factors and the food context. Lastly, negotiation and balance as part of the personal food system are addressed.

3.1.1 Food away from home as concept

It is apparent that various studies conceptualise food away from home differently, possibly due to differences in cultural contexts and the focus of the research being undertaken. Food away from home encompasses countless types of food from various enterprises. In many instances, researchers make distinctions based on place of purchase, place of consumption and even the responsibility for the payment of the meal.

Prior to examining the various facets of food away from home behaviour, such as demand (Angulo, Gil & Mur, 2007); consumption (Binkley, 2006); expenditure (Jang *et al.*, 2007); impact on health and weight control (Lin *et al.*, 1999), as well as the attitudes and preferences (Bhuyan, 2011) involved, food away from home has to be conceptualised before commencing the research. Some definitions of the concept are summarised in the sections that follow and culminate in the overall conceptualisation as used in this research.

3.1.2 Definition of food away from home

The Food and Drug Administration (FDA) in the United States of America (USA) has concentrated on conducting research on food away from home in particular. The Keystone Forum of the FDA (2015) defines food away from home as including all foods prepared and purchased away from home. This includes fast-food, full meals and individual menu items, as well as single ready-to-eat items from any commercial enterprise such as restaurants, prepared-food counters at supermarkets, convenience stores and a variety of institutional food service settings. Similarly, in their research on food away from home expenditure, the United States Department of Agriculture (USDA) defines food away from home as all prepared food purchased outside of the home at commercial enterprises, as well as expense account meals and food provision in institutions such as hospitals, prisons and schools (Economic Research Service, 2014). Since the FDA and USDA are regulatory bodies, their research is often generalised in nature and focuses on the study of the food behaviour of the American public at large.

3.1.3 Other definitions

In academic research, food away from home is defined in various ways according to specific traits, such as the place of purchase, the place of consumption and, in some instances, even who accepts the responsibility for payment. Examples of how food away from home is conceptualised in several studies are discussed. Table 3.1 provides summary of the various definitions of food away from home as found in the literature.

a) Place of purchase

The trait, place of purchase, refers to the institution from which the food is acquired. Bai *et al.* (2010:433) describe food away from home as where the food is purchased, as well as whether or not the consumer has paid for the item themselves. They delineate the concept to include all food consumed that is not prepared within the home, and where the consumer (or a subsidiary) pays not only for the food item, but also for the preparation, service and the dining environment. Dumagan and Hackett (1995:3) discuss various food expenditure surveys and concur that the National Purchase Diary and Continuing Consumer Expenditure Survey conducted in the United States includes ready-made meals and snacks purchased outside of the home fall within their scope of food away from home regardless of where the food is consumed.

TABLE 3.1: DEFINITIONS OF FOOD AWAY FROM HOME IN THE LITERATURE

Researcher	Year	Conceptualisation	Characterisation Trait
Liu, Wahl, Seale and Bai	2012:10	All food the consumer purchases from food service enterprises excluding food purchased from supermarkets and convenience stores	Place of consumption and responsibility of payment
Richards and Mancino	2013:3	Food consumed at restaurants and quick-service operations	Place of consumption
Bai, Wahl, Lohmar and Huang	2010:436	All meals served and eaten outside the home, excluding hosted meals and meals purchased from supermarkets and convenience stores	Place of consumption and responsibility of payment
Angulo, Gil and Mur	2007:290	Food away from home is defined as meals consumed both at hotels and restaurants as well as at institutions	Place of consumption
Jang, Ham and Hong	2007 ¹	All meals for all meal occasions purchased from fast-food establishments, concession stands, full-service restaurants, vending machines and mobile vendors meals prepared by institutions such as schools and meals offered at catered events	Place of purchase
Binkley	2006:372	FAFH is defined for this study as restaurants and fast-food operations	Place of purchase
Mutlu and Gracia	2006:1039 ²	Food purchased from commercial enterprises such as restaurants, hotels, fast-food establishments, convenience stores and caterers	Place of consumption
Keng and Lin	2005:325	Meals and snacks purchased in commercial operations as well as non-commercial institutions	Place of purchase
Stewart, Blisard, Bhuyan and Nayga	2004:1	Food provided for immediate consumption outside the home	Place of purchase
Guthrie, Biing-Whan and Frazao	2002:140	Categorised as food prepared at restaurants, fast-food establishments, schools and other locations outside of the home	Place of preparation
Lin, Frazoa and Guthrie	1999:3	All foods that are ready for consumption, like fast-food, food at schools, restaurants, public eating places and other sources like vending machines and at friends' homes	Place of preparation
Dumagan and Hackett	1995:3	All meals and snacks purchased outside the home, includes all snacks i.e. vending machines, convenience store meals	Place of purchase and preparation

a) Responsibility for payment

As pointed out, food away from home is occasionally also defined in terms of financial responsibility, especially as far as establishments such as workplace cafeterias are concerned. Bai *et al.* (2010) focus on where food is purchased but also emphasise that their conceptualisation necessitates that consumers should be financially responsible for the meal. This is possibly due to the fact that in Chinese workplaces employers are often responsible for the cost of their employees' lunch-time meals. In the South African context, some governmental, military, mining and manufacturing industries hire third-party food

¹ Data for this research was obtained from Consumer Expenditure Survey Bureau of Labour Statistics, USA

² Data for this research was obtained from Encuesta Continua de Presupuestos Familiares (ECPF)' (Spanish National Expenditure Continual Survey)

service providers to supply meals for their employees. The employer thus subsidises the provision of meals for their employees. Meals that are subsidised by the company and not paid for by the individual are classified as institutional catering. Bai *et al.* (2010) excluded this group from their definition of food away from home in order to avoid skewing expenditure data.

b) Place of consumption

Place of consumption refers to where the consumer physically eats the food purchased. Liu *et al.* (2012) define food away from home as food paid for by either the consumer or a host, but excludes meals paid for by the consumer at institutions such as supermarkets or convenience stores emphasising that these are termed 'full processed foods'. Liu *et al.*'s (2012) definition further requires that, in addition to serving food, these establishments should provide seating facilities for consuming the meal; therefore the place of consumption also becomes important. It is necessary, in this instance, that the establishment provide adequate seating for consumers to consume their meals on-site, as per the definition of what constitutes a restaurant according to Stats SA (2015a) in the South African context.

Whereas the definitions by Bai *et al.* (2010:436) and Liu *et al.* (2012) exclude ready-to-eat food purchased from retail outlets, the definition given by Dumagan and Hackett (1995:3) includes ready-made meals. Tan (2010:252) defines food away from home as any food for "immediate consumption outside of the consumer's home". This food away from home definition places more emphasis on where the food is consumed rather than where it is prepared. One can, however, argue that a fast-food meal can be purchased outside of the home and consumed within the home, whilst still being food away from home. Herein we find the contradiction, but the fact remains that the food purchased is not prepared in the consumer's home.

c) Place of preparation

Guthrie *et al.* (2002:141) define "home" and "away" foods on the basis of where they are prepared and not where they are consumed. They state that they emphasise production over consumption due to the fact that a critical distinction is made regarding the level of control that consumers have over other aspects, such as nutrition and preparation. Keng and Lin (2005) similarly indicate that food should either be prepared by commercial dining facilities or non-commercial institutions such as schools, prisons or hospitals, to warrant being called food away from home. A further point made is that food eaten at the homes of friends or family members can also be classified as food away from home (Lin *et al.*, 1999). In this

case, neither a purchase nor payment element is involved but the place of preparation becomes the trait that is central.

The various characterisation traits discussed in this section were all considered when conceptualising food away from home for this research.

3.1.4 Concluding remarks on food away from home definitions

From the discussion (Section 3.1.3), it can be concluded that a distinction has to be made between food purchased away from home (FPAFH), food consumed away from home (FCAFH) and food away from home (FAFH) in general. Food away from home offers a wide range of possibilities for the food service industry. It is also evident that a meal purchased at a restaurant differs from a meal purchased at a retail outlet.

3.1.5 Food away from home as defined for this study

The conceptualisation of food away from home for this research includes: all food products purchased from sit-down restaurants and fast-food establishments (*place of purchase*) and paid for by the consumer or a host (*responsibility for payment*); that are completely processed at a commercial or retail level (*place of preparation*); and are ready for the consumer to consume immediately regardless of whether they choose to consume it or not (*place of consumption*).

3.1.6 Food away from home in the food service industry

The food service industry, which falls within the wider scope of the hospitality industry, can be divided into three major categories, namely, commercial, non-commercial and military operations, all of which provide consumers with food away from home (Payne-Palacio & Theis, 2015:45). However, some authors like Spears and Gregoire (2013), specify only two categories, namely, commercial and on-site food services, which include military operations as illustrated in Figure 3.1. It is important to note that the food service industry provides both a product and a service. The product refers to the actual menu items sold, whereas the service encompasses all the additional elements of the industry, including the service of the meal itself, the seating and the overall environment. Botonaki and Mattas (2010) indicate that the use of food away from home as a service (eating in a restaurant or at a fast-food outlet) is motivated by a different set of values than when eating a convenience meal such as a ready to heat or frozen meal. From these definitions it is clear that food away from home is predominantly a service, especially as far as the place of consumption is concerned.

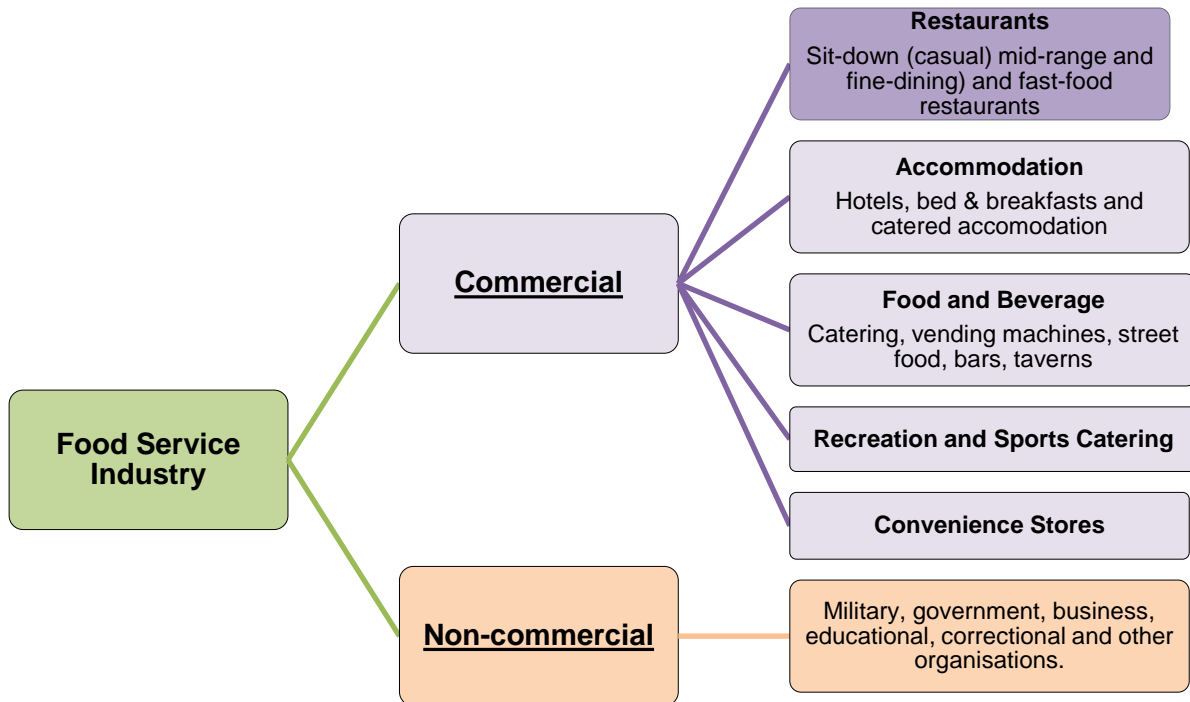


FIGURE 3.1: FOOD SERVICE INDUSTRY CLASSIFICATION (Adapted from Spears & Gregoire, 2013)

Institutional food service operations encompass a food service provided by an operation carried out by governmental, business, educational, military, correctional or other organisations to feed a narrowed consumer base of employees, patients, inmates or students (Payne-Palacio & Theis, 2015:45). In this instance, the consumer does not necessarily have the choice of whether or not they want to use this facility as their source of food. These operations are often also referred to as non-commercial, as their main form of business does not include the provision of food and beverages. Chon and Maier (2010) point out that, in the recent decade, the line between institutional and commercial food service operations has become blurred with institutional food services placing more emphasis on providing a greater variety of menu options and better service.

However, for the purpose of this research, the focus is placed on restaurants as part of the second category, namely, the commercial food service industry. The commercial food service sector includes a broad range of operations such as restaurants, which range from limited-service or fast-food to fine-dining restaurants, accommodation that includes food service, food and beverage providers (catering, vending machines, street food, bars and taverns), recreation and sports facilities and convenience stores (Spears and Gregoire, 2013:11). In this instance, consumers have complete authority when deciding where they want to purchase food. The category chosen for this research was that of restaurants.

For the purpose of this investigation only two categories of restaurants were selected:

- Sit-down restaurants (casual, mid-range and fine-dining)
- Fast-food restaurants (quick-service restaurants) referred to interchangeably as take-away or fast-food outlets.

The selection of these two types of establishments is justified by the fact that there is statistical evidence that the growth experienced in South Africa's food and beverage service industry is largely due to sit-down and fast-food restaurants. The year on year income increase of 6.8% was attributed to fast-food (12.6%) and restaurants (3.4%) as the biggest growers in 2012 (Stats SA, 2012:2). This is also the case in countries other than South Africa (Stewart and Yen, 2014:644). Although Richards and Mancino (2013) make a distinction between different classes of full-service restaurant described as casual-dining, mid-range and fine-dining, for the purposes of this study, restaurants were defined to include any and all of these the categories. The establishments selected both fall within the commercial sector of the food service industry.

Fast-food restaurants are also referred to as quick-service restaurants or take-away outlets as extra emphasis is placed on the speed of service rather than the quality of food production (Dittmer, 2002). They are also, in some instances, referred to as limited-service restaurants as they are designed to provide a limited number of menu items and limited service in a short time (Spears & Gregoire, 2013:11) These operations are often self-service facilities where customers wait in a line at a counter to order their food first, and then receive their food. In some instances seating may be provided (Stats SA, 2015a).

Sit-down or full-service restaurants are more complex in the sense that they differ in terms of the menu they offer, the level of service and the quality of the product offered (Chon & Maier, 2010). These establishments provide a waited table service and payment occurs after the meal is complete (Spears & Gregoire, 2013:11). This category includes facilities such as ethnic restaurants, family restaurants, grill rooms and casual-dining restaurants all of which provide meals and drinks on-site for immediate consumption (Stats SA, 2015a). Seating is available and the levels of service provided are typically table-, buffet-, family-, French-, Russian- or Butler types.

Food away from home is a cardinal part of the food service industry and is important to research both globally and locally.

3.2 FOOD AWAY FROM HOME GLOBALLY

Considerable research has been done on food away from home from a global perspective. This kind of research has mainly been conducted in developed countries such as the United States (Richards & Mancino, 2013; Jang *et al.*, 2007; Binkley, 2006; Stewart *et al.*, 2004; Guthrie *et al.*, 2002; Blisard, 2001), China and its administrative divisions (Liu *et al.*, 2012; De Silva & Yamao, 2006; Keng & Lin, 2005), Australia (Miura, Giskes & Turrell, 2011) and various European countries (Scheibehenne *et al.*, 2007; Mutlu & Gracia, 2006).

3.2.1 Urban food away from home consumption

It is important to note that most of the research done has focused on urban areas, largely due to the fact that these areas have accessible food away from home establishments. Binkley (2006) motivated the study of urban consumers' food away from home consumption by stating that these individuals have lower accessibility costs and would thus logically make more use of food away from home. This is reflected in their research, which exposed that rural consumers overall, made less use of food away from home than urban consumers. Tan (2010) also studied both rural and urban consumers and found that residence in urban areas significantly increases the probability of food away from home purchases. Studies such as that of Bhuyan (2011) who used data collected nationally, showed an overwhelming response from urban respondents (90.24%).

3.2.2 Continual surveys for use in consumer research

A large amount of the research available on food away from home has been conducted in the United States, especially by the Food and Drug Administration (FDA) (Jang *et al.*, 2007; Stewart *et al.*, 2004). Many US studies tend to use data collected from the Consumer Expenditure Survey and build upon this to develop correlations between demographic variables and food away from home expenditure. In Asia, Keng & Lin (2005) similarly employed a national study in the form of the Survey of Family Income and Expenditure (SFIE) to compare food away from home consumption with family life stages, household income and the education level of respondents. Angulo *et al.* (2007) too used data from the Spanish Quarterly Household budget survey to examine Spanish demand for food away from home. Harris and Shiptsova (2007) used AC Nielsen's home scan panel data to review consumer demand for convenience food in the USA. However, their study (*ibid.*) was limited to food consumed within the home because the Nielsen data base did not have data on food away from home specifically. A historical study by Jekanowski *et al.* (2001) was based on census data from 1980 and 1990 and showed that growth in the accessibility of fast-food establishments affects the demand for food away from home.

3.2.3 Independent research on food away from home

Some studies, however, do gather independent data in the form of surveys. Bhuyan (2011) utilised self-administered surveys to collect primary data by mailing questionnaires to respondents. This was done to explore the effect of attitude and preferences on food away from home consumption. Miura *et al.* (2011) used a cross-sectional postal survey to study the differences in the fast-food consumption of various socio-economic groups. Authors researching food away from home have thus not only varied their methodology, but have also focused on various factors that influence food away from home consumption.

Health features prominently in the literature as food away from home is generally viewed as being energy dense, and could therefore have adverse health effects. With a view to improving health policies, Yen *et al.* (2012) investigated the influence of socio-demographic and economic variables on food away from home expenditure by elderly consumers. Jang *et al.* (2007) employed Heckman's double hurdle approach to investigate senior citizens' food away from home choices, in relation to variables such as health concerns. The kilojoule content of food away from home versus food at home and the consequences of increasing kilojoule intake were also important for authors such as Guthrie *et al.* (2002), regardless of the consumer's age.

Apart from health, other factors which featured were convenience, ethical concerns, sensory appeal, the appearance of facilities and consumer's emotional attachment to food. Jekanowski *et al.* (2001) focused on the influence of convenience and accessibility on the demand for food away from home. They indicate that accessibility is key to increased patronage of food away from home outlets. Other factors which motivate fast-food consumption specifically were the focus of the research by Rydell, Harnack, Oakes, Story, Jeffery and French (2008), who found that the most prominent motivations were convenience and sensory appeal.

As far as food away from home is concerned, it would thus seem that not only are accessibility and convenience important, but sensory appeal too plays a major role. Psychological aspects such as attitudes and preferences were investigated by Bhuyan (2011) who studied how consumers' attitudes and preferences affect their food away from home consumption. This researcher applied the theory of planned behaviour and indicated that consumers with negative attitudes towards food away from home (especially in terms of health concerns) have an overall lower frequency of consumption. Many consumers thus do consider the health implications of food away from home. Similarly, the ethical considerations of food away from home consumption are important for many consumers in in the research of Hu, Parsa and Self (2010). These authors used survey research to ascertain

how consumers' knowledge of sustainable restaurant practices and environmental concerns affect consumers' willingness to pay and the extent to which they patronise the so-called 'green' restaurants.

3.2.4 Demographics as influences on food away from home

The factors mentioned in the previous paragraph are often subjected to demographic analysis with variables such as age, income, education level and family life stage. Hu *et al.* (2010) used the demographic variables of age, education and income to examine 'green' restaurant patronage. Higher income and higher education levels both showed positive correlations. Other authors, such as Blisard (2001), examined the effect of age on consumers' expenditure on food away from home in relation to income. Although this study focused on general food expenditure, food away from home was studied as a subset. Angulo *et al.* (2007) used household production theory to compare various household characteristics as well as demographic information, such as education, age, gender, employment status, area of residence, income as well as household size and structure, to assess the demand for food away from home.

Previous studies have also addressed differences between sit-down and fast-food restaurants and found that the effects of economic and socio-demographic factors on food away from home generally differ by type of facility (Liu *et al.*, 2012; Binkley 2006; Stewart & Yen, 2004). Most of the research conducted makes little mention of individual menu items, as data is mainly gathered about food away from home in general. Researchers like Bhuyan (2011), who do mention individual items, tend to group them in categories such as 'deli' (delicatessen) items, continental items and American dining. De Silva & Yamao (2006) focused on only one food product, namely sushi, and researched the frequency of its consumption according to various demographic groups as well as using consumers' sensory preferences. Globally, it would thus seem that research based on independently gathered data does focus on a variety of influences and that subjecting data to demographic analysis has merit.

3.3 FOOD AWAY FROM HOME IN SOUTH AFRICA

Limited research has also been conducted in developing countries such as India (Anand, 2011), Malaysia (Tan, 2010) and South Africa (Steyn *et al.*, 2011; Van Zyl, Steyn and Marais, 2010 & Feeley, Pettifor & Norris, 2009). Due to the growth of food away from home consumption rates in South Africa (Stats SA, 2012:2) there has been some research in this area both nationally as well as per region, per demographic characteristic and type of food service establishment.

The SACSI report (2014), for example, examines consumers' satisfaction with the food away from home establishments available nationwide. It indicates the increase or decline of customers' satisfaction with individual establishments and ranks them in order of popularity. The focus of this research was mainly on the experience of consumers and would assist market role-players in improving their businesses. In general, the 2014 SACSI report indicated that consumers are satisfied with what the market currently provides. In addition, from statistical releases given out by Stats SA (2015a) the changes in the income generated from food and beverage sales nationwide can be deduced. These statistical releases make a distinction between restaurants and coffee shops, fast-food outlets and catering when reporting on the growth in the industry on a year to year basis. This report considers the industry's contribution to the gross domestic product (GDP) and reports on the viability of entering the market. The most recent release (Stats SA, 2015) indicates that there is an overall growth in the food and beverage industry's income and that fast-food outlets and sit-down restaurants make a significant contribution to this growth. Furthermore the previous statistical release (Stats SA, 2012) shows that in general the growth experienced in the industry is sales-related. We thus know that South African consumers do make use of the food and beverage industry in its entirety, are satisfied and spend a large portion of their income on food away from home consumption.

The Bureau for Food and Agriculture Policy (BFAP) baseline report (2013) on the other hand, does not focus on the food away from home market but on the raw products used by the industry. This report shows that regardless of the rise in commodity prices South Africa's agricultural industry remains profitable; this is in part attributed to exports exceeding imports. These results provide a good indication of whether consumers are purchasing raw ingredients or already processed products from retailers and food service outlets. Nielsen (2015) South Africa additionally provides reports on consumer behaviour in South Africa and indicates current trends in South Africa. Nielsen's reports on food away from home are, however limited, as much of the research conducted focuses on the retail market, e-commerce, health in food purchases, marketing and food prices (Nielsen, 2015). Since this research is conducted nationwide it provides an overall perspective of the South African food away from home industry. Research on specific demographic groups and influences is available but the data is limited to the South African environment.

In an academic context, research is also available from authors such as Audain, Kassier and Veldman (2014), Sedibe, Feeley, Voorend, Griffiths, Doak and Norris (2014), Steyn, Labadarios and Nel (2011), Van Zyl *et al.*(2010) and Feeley *et al.* (2009) who focus more on consumer interests. These authors have each researched different aspects of food away from home consumption in South Africa. The study by Steyn *et al.* (2011) is the most closely

comparable to this present study as it focused on the consumption of street food and fast-food as well as on the factors that influence consumption, frequency of use, average spending per week and types of food consumed. These authors found that socio-demographic factors influence both fast-food and street food consumption. What is noticeable in this research is the emphasis these authors placed on the differences between the various ethnic groups in South Africa. Their results show for example that street food is mostly purchased by black ethnic groups daily, whereas white and indian participants made more use of formal fast-food establishments for food away from home. As South Africa is a culturally diverse nation it is logical to conclude that food away from home consumption would differ between ethnic groups, as was the case in the research of Steyn *et al.* (2011).

Specific socio-economic characteristics were also the focus of Audain, *et al.* (2014) who examined the dietary preferences of school-going adolescents who reside in either urban or peri-urban areas in KwaZulu-Natal. These authors indicate that adolescents in peri-urban schools are moving away from the consumption of traditional foods towards more refined food with a high fat content, such as fast-food. Urban areas were also the location of the work of Sedibe *et al.* (2014) who investigated the dietary practices of females in Soweto, South Africa. These scholars employed a qualitative research approach to examine what types of food these females consume as well as why. The results of this study suggested that local street food was preferred to food made in the home for both breakfast and lunch due to their convenience, affordability, pressure from friends and the perceived popularity of these foods.

Similarly, Van Zyl *et al.* (2010) examined whether socio-economic and other factors, such as food preference and convenience, are related to the consumption patterns of food away from home, in this case, specifically fast-food. Both the studies of Steyn *et al.* (2011:5) and Van Zyl *et al.* (2010:127) indicated increased use of food away from home by lower socio-economic groups. Apart from socio-economic considerations Van Zyl *et al.* (2010:127) found that the three main factors influencing the respondents' decisions to consume fast-food meals were, in order of importance, time limitations, convenience and taste. Consumers also mentioned a general concern about health and weight control.

Health aspects also feature in the work of researchers in the South African context. Feeley *et al.* (2009) researched fast-food consumption among 17-year-old individuals residing in Soweto, relating it to their overall daily energy intake. They found that the total intake of fast-food meals was high in comparison with countries like the USA. Feeley, Kahn, Twine and Norris (2011) found that the types of fast-food consumers commonly purchased in rural South African areas from informal vendors were energy dense but nutrient poor.

The studies mentioned in this section have drawn attention to health related aspects. Research is also available that focuses on alternative foods not included in the conceptualisation of food away from home as described in this research study. It is, however, significant to mention other forms of food away from home. Kok (2003) and Simelane (2008) approached the subject of convenience food from a consumer's perspective. The qualitative study by Kok and Botha (2004) examined the perception working women had of the choice, purchase and use of convenience food (fully or partially prepared). Simelane (2008) reported that sensory aspects and resources were the most important factors black working women in Mpumalanga consider about the use and acceptability of convenience food.

From the studies already done in Gauteng, KwaZulu-Natal and Mpumalanga, it is clear that there is ample opportunity to research food away from home in South Africa. Limited research is currently available about the situation in Tshwane, a major metropolitan urban area in South Africa. It is thus timely to examine the extent and use of food away from home in contemporary urban households in the Tshwane Metropolitan area.

3.4 URBAN HOUSEHOLDS

The term household has varying definitions and may consist of either family members or non-family members (Niehof, 2011). A household refers to a group individuals who reside together and provide food and/or other essentials for living for themselves or jointly, or persons who live alone and do this on their own (Stats SA, 2014:70). The term urban is recognised as referring to any location that has the features of a town or city with regard to its size and population numbers and density (Stats Sa, 2015a). Within urban areas the population is diverse and individuals reside, work and participate in leisure activities within this location as well as belong to households. These households not only have different household characteristics in term of their size and structure, but also have different demographic characteristics which may influence food away from home consumption.

Nationwide food and beverage sales have shown growth in recent years largely due to increased use of restaurants and fast-food establishments (Stats SA, 2015a). The total income generated by the food and beverage industry increased by 9.9% between May 2011 and May 2012 in South Africa. During January 2015 the growth in the food and beverage industry's income was 11.1% when compared to January 2014 with the second highest annual growth rate attributed to food sales (12.5%) (Stats SA, 2015a). It is thus evident that the average South African household has increased their food away from home consumption. Data per region in South Africa is, however, limited. Furthermore, data which focuses specifically on urban food away from home consumption is inadequate.

Researchers in nutrition and consumer behaviour have started to look for possible reasons for the growth in the food service industry as they affect both the hospitality industry and public health. Demographic variables such as ethnicity (Steyn *et al.*, 2001), age and gender (Feeley & Norris, 2014) and socio-economic status (Audain *et al.*, 2014) are all demographic aspects that researchers have found to influence food away from home consumption. It is thus important to consider how demographic characteristics such as family life stages, age, income and education might affect urban households' food away from home consumption. In order to accomplish this, an overview of the concepts of family and household within the contemporary urban context follows.

3.4.1 Family

The family is considered to be the most fundamental social unit found in a society whether related by blood, adoption or marriage in which each individual is provided with security and preservation of the unit as a whole (Mpinganjira & Dos Santos, 2013: 219). It is also important to note that there is a definite division between various types of families. Schiffman and Kanuk (2010:320) as well as Mpinganjira and Dos Santos (2013:219) describe three main types of family units:

- The nuclear family: This unit comprises a married couple and their children. Mpinganjira and Dos Santos (2013:219) state that, in many instances, changes in society have made it necessary to consider variations within the nuclear family, for example, married couples who do not have children. It is commonly defined that the members of a nuclear family should not be more than one generation apart.
- The extended family: This unit comprises the nuclear family along with other family members who may reside in the household. Mpinganjira and Dos Santos (2013:219) point out that in African households it is common for other relatives such as brothers, sisters, aunts, uncles and grandparents to be part of the extended family unit. This normally indicates that there will be more than one generation living in the household at any given time.
- The single parent families: Schiffman and Kanuk (2010:320) explain that the high divorce levels have given rise to a family structure where the family unit often consists of a single parent with at least one child. Mpinganjira and Dos Santos (2013:219) also draw attention to the fact that often this type of family unit is created due to the death of a spouse and might thus include widows and widowers.

3.4.2 Household

The term household is different from that of family in the sense that household members may or may not be related even though they occupy a single housing unit. For Niehof (2011) the concept of household as a unit of analysis in research is disputable. He states that there is much debate amongst researchers as to whether the household should be viewed as a system, which is interdependent and interacts, or viewed as an adaptable process to which members are added or become detached. Researchers, however, do agree that the term household often surpasses marital or familial relationships, especially in developing societies such as South Africa, where the household often extends to further removed relatives.

Rudie (1995) provides a working definition for the term household “*a co-residential unit, usually family-based in some way, which takes care of resource management and primary needs of its members*”.

This definition thus encapsulates four dimensions:

- Co-residence or co-habitation
- Family
- Provision for primary needs
- Resource management (Niehof, 2011)

Households per definition by Mpinganjira and Dos Santos (2013:219) can also be divided into two categories:

- Family households
- Non-family households

For the purpose of this research, a household will be considered a unit if the members are co-residential, take cooperative responsibility, physically and financially, for household resources and have familial bonds. The City of Tshwane municipality (2008:20) indicates that the majority of households in Tshwane are nuclear households, and that 32% of the Tshwane population are in a marital union (i.e. living together or married).

Socio-demographic variables such as family life stages, income status, education, gender and age, which form part of the urban household context, have also long been investigated concerning their influence on food choice globally (Glanz *et al.*, 1998; Furst, *et al.* 1996; Binkley 2006). As seen in the previous discussion this might also be applicable to the South African context. Discussion on the conceptualisation of these socio-demographic variables follows.

3.4.3 Family life cycle

The family life cycle consists of various stages. Within these stages families experience life changes as well as changes to the family structure as the family size expands and contracts. Each of the various life stages has biological, social and psychological characteristics that influence how individuals make food-related decisions (Lantos, 2015). Mpinganjira and Dos Santos (2013:237) as well as Schiffman and Kanuk (2010:332) provide classifications for the different family life stages as summarised in Table 3.2. These classifications were used to develop a contextualisation for the family life stages included in the development of the questionnaire and data analysis which will be discussed further on.

TABLE 3.2: FAMILY LIFE-STAGE CONCEPTUALISATION (Adapted from Schiffman & Kanuk, 2010; Mpinganjira and Dos Santos, 2013)

Stages	Name	Description	Household
STAGE I	Bachelorhood	Young single person living without their parents	Single person household
STAGE II	Honeymooners	Young Married couple	Nuclear household variation
STAGE III	Parenthood	Married couple with at least one child living at home	Nuclear household
STAGE IV	Post parenthood	Older married couple/single person with no children living at home (Empty-nesters)	Nuclear household variation
STAGE V	Solitary Survivor	Widow or widower (only one spouse remains)	Single person household

Researchers such as Duvall and Miller (1985) studied the behaviour of individuals in each of the different family life stages to identify the challenges, expectations and satisfactions individual experiences at different stages of life. They found that individuals have different family developmental tasks that allow them to adjust to their specific needs of each stage. It is thus logical to believe that Tshwane households from different life stages will have different food-related behaviour patterns that enable to cope with these different developmental tasks.

A household's food away from home consumption can differ in relation to their household structure and size, lifestyle and economic situation (Liu *et al.*, 2012:192). The research conducted by Angulo *et al.* (2007), for example, indicates that households with a young educated male as head of the household are more likely to purchase food away from home. Couples with children on the other hand (they make specific mention of unemployed couples) are more likely to view food away from home as a luxury, and make less use of it. Another study conducted by Bove, Sobal and Rauschenbach (2003), found that younger

couples or honeymooners merged their personal food systems and thus consumed the same food for most meals. Food consumption will thus also be determined by the family life stage individuals are in (are individuals newly married, married with young children, married with adolescents, empty-nesters or retirees). Family life stage, the employment status of the individuals in the home and age of the household members are thus all factors that play a role in consumption behaviour (Yen *et al.*, 2012).

Further evidence is found in the literature to endorse that food away from home consumption declines with household size (Bai *et al.*, 2010; Nayga, 1996), meaning that individuals living in smaller family units or who find themselves in a family life stage phase with fewer family members are less likely to make use of food away from home on a regular basis. It is, however, important to note that there are conceptual differences between the term family and the term household as was discussed in section 3.4.2.

3.4.4 Income

Income refers to the capital households have to cover day-to-day living costs. Within the household, income provides a further dimension to the context in which consumers make food-related decisions. Understandably many authors have noted that income influences food away from home consumption. Jekanowski *et al.* (2001) examined the demand for fast-food in connection with its accessibility and the importance of convenience. They found that these aspects have more influence on fast-food demand than on sit-down restaurant demand, which seems to be more influenced by level of income. Economic downturn is also seen as an aspect which would lower the consumption of food away from home use (Blisard (2001). This would be significant for developing economies like South Africa. Regardless of the economic situation, however, it is thus likely that the household income level of a South African household would affect their patronage of food away from home establishments. Audain *et al.* (2014) found that, in the South African context, even though peri-urban school learners showed a higher consumption of high fast street foods, increased socio-economic status did not necessarily translate into better dietary choices. The authors state that as income increases access to more expensive but less healthy food away from home also increases which may lead to increased consumption.

3.4.5 Education

Although income affects the accessibility of certain foods, education level too influences on consumers' overall decision-making ability. Education refers to the level of skill an individual has obtained as a result of formal learning. Researchers Binkley (2006), Jang *et al.* (2007) and Liu *et al.* (2012) indicate this influence clearly as a contextual aspect of the food choice

process. In the literature generally, there are contradictory views of education as an influence on food choice. First, it is possible that education increases the likelihood of food away from home consumption as it increases work hours and financial means (Liu *et al.*, 2012). However, it also is possible that a higher level of education might lead to less food away from home consumption as more educated individuals are more likely to make healthy food choices (Jang *et al.*, 2007). The impact of education on food away from home consumption is thus debatable as can be seen when reviewing the literature. Binkley (2006) did not find a positive relationship between consumers' years of education and their consumption of food away from home at either sit-down or fast-food restaurants. Jekanowski *et al.*, (2001) found no relationship between higher education level and fast-food demand. Jang *et al.* (2007:158) found a negative correlation between frequencies of food away from home consumption of older adults with a high level of education.

The influence of education is also seen within the context of the households in South Africa. Audain *et al.* (2014) studied the situation among adolescents and found negative correlations between parental education and employment and their fast-food consumption. Applying this particular finding, it could be said that educated South African parents are less likely to choose food away from home for their families.

3.4.6 Gender

Gender has also been examined by many authors in the setting of food choice. Authors such as Tan (2010) and Roos, Lahelma, Virtanen, Prattala and Pietinen (1998) indicate that associations between socio-demographic characteristics such as income and education vary by gender. Ricciuto, Tarasuk & Yatchew (2006) for example, document that male education has a stronger impact on food choice than female education; this implies that educated males who make decisions regarding food for their households might make more healthy food choices, and thus make less use of food away from home than their female counterparts. Males and females value the impact that food away from has on their health and weight control differently. It would seem that females are generally more likely to avoid high fat food whilst placing more focus on dieting and healthy food choices (Wardle, Haase, Steptoe, Nillapun, Jonwutiwes & Bellis, 2004). This also seems to be the case in the South African context Audain *et al.* (2014:204) explored in which adolescent boys showed an overall higher consumption of fast-food than girls who were more likely to bring food from home to consume at school. Gender differences in terms of food away from home consumption might thus be ascribed to the extra emphasis women place on weight control.

3.4.7 Age

Age as a factor of context has also been found to influence food choice. The presence of individuals within the age groups of twenty to forty years within the family significantly increases consumption of food away from home. Falk *et al.* (1996) limited their study to older adults (consumers aged 65 years and older) and indicate that the retiree stage has major implications for these individuals. These respondents mentioned that childhood experiences developed their value systems which became major influencers in their current food choice behaviour. This displays the interactivity of the food choice process model. Although there were differences in the overall food choices of different age cohorts, the research of Blisard (2001) shows no evidence that younger consumers spend more than older consumers on food away from home.

Spending money on food away from home is however not the same as having a preference or consuming it. Audain *et al.* (2014) found a high preference for high fat fast- and street-food amongst adolescents (Grade 9 to Grade 11 children) in South Africa. Feeley *et al.* (2009) limited their research to 17-year-old individuals and similarly found that fast-food intake was high. Age is therefore an important aspect for consideration in the context of urban households and various studies indicate that age does have an influence on food choice.

It is also clear that it is not the age of only the decision maker that influences food choice, the needs of all family members (different ages) need to be managed and balanced when families decide what to consume.

Each factor mentioned, family life stage, income, education, age and gender affects the context in which consumers make food away from home consumption decisions. However, as can be seen in the food choice process there are also influences which stem from the context. These influences are interactive and alter over the life course of consumers.

3.5 INFLUENCES ON FOOD CHOICE

Influences on food choice involve biological, behavioural, psychological, cultural, economic, social, geographical, political, historical and environmental aspects that the consumer deliberates on when making a food choice (Sobal *et al.*, 2006). As was discussed in Chapter 2, the food choice process model developed by Furst *et al.* (1996) explains the interaction of these influences. The context within which an individual makes food choices affects the influences a consumer values, and how the consumer negotiates these values (Sobal *et al.*, 2006). South African households who reside in urban areas value certain aspects more than

others based largely on their demographic characteristics. Furst *et al.* (1996) group these influences as ideals, personal factors (physiological, psychological and social), resources (time and money), social framework (relationships) and food context (physical and behavioural setting).

Many researchers have focused their research on how consumers choose food as well as the effect of these influences on consumers' consumption behaviour (Grunert, 2002; Glanz *et al.*, 1998; Contento *et al.*, 2006; Hamilton *et al.*, 2000), all of which form part of the personal food system of individuals. Even though many influences exist, they rarely function in isolation and are significantly interrelated and interdependent. In the food choice questionnaire, Steptoe *et al.* (1995) gave nine main groups of influences labelled health, mood, convenience, sensory appeal, natural content, price, weight control, familiarity and ethical concern. These groups were applied in the conceptual framework designed for this research and found in chapter 4.

Steptoe *et al.* (1995:268) emphasise that the availability of food (which includes marketing, food production and the delivery system) and cultural considerations remain the governing factors influencing food choice. These factors not only dictate habitual decisions but also the way in which traditional foods are prepared. The following sections provide a discussion on the various influences believed to guide food away from home consumption. Each aspect is discussed under a heading as was included in the conceptual framework for this research.

3.5.1 Ideals

Ideals are deeply held beliefs about food and its consumption which provide guidelines for food choices. In terms of food choice, ideals thus determine what consumers deem acceptable or appropriate for consumption. Ideals are a complex system of rules and plans of action shared by a group of individuals (Sobal & Bisogni, 2009). As noted, ideals, values, beliefs, norms and standards all form part of culture. Devine *et al.* (1999) found that beliefs affect how suitable certain methods of preparation, as well as the sourcing of food, are considered to be. Values form an imperative part of ideals (Newman, 2014) and can be defined as standards of behaviour deemed acceptable by an individual. They are abstract and long-term concepts that guide and provide explanation for attitudes, norms, beliefs and behaviour (Botonaki & Mattas, 2010). An individual who, for example, places value on convenience might consume food away from home more frequently, if they perceive that food away from home provides convenience. Furthermore, individuals base their beliefs on their value system.

Values are not only the salient beliefs that consumers use to negotiate their food behaviour. They are also affected by many of the other variables such as resources and social context. These aspects play a definite role in how consumers negotiate and balance their food choices especially as far as the family is concerned. Ideals could, for example, determine what a mother deems as an acceptable dinner to serve to her family. Devine, Connors, Sobal and Bisogni (2003) studied consumers' ideals and values concerning food choice and specify that, for the family, ideals relate largely to a feeling of nurturing, family closeness and personal achievement.

3.5.2 Personal factors

Personal factors refer to consumers' needs and preferences for food in relation to physiological, psychological and social aspects. Various personal factors that may sway consumers' consumption-related behaviour concerning which foods to choose have been researched in various contexts (Feeley & Norris, 2014; Yen *et al.*, 2012; Guthrie *et al.*, 2002; Grunert, 2002; Glanz *et al.* 1998; Furst *et al.*, 1996). Health as a physiological personal factor is only one of the many personal factors that influence food choice; Steptoe *et al.* (1995) also mention sensory aspects, concerns about health and weight control, mood, familiarity and ethical concern all of which are now discussed.

3.5.2.1 Physiological

Physiology refers to the normal biological processes that allow the body to function. Certain physiological factors impact food choice such as health and weight control and sensory perception.

- *Health and weight control*

Physiological well-being is receiving more attention in research on food away from home. Although there is evidence of an increase in food away from home consumption, concern is also growing regarding the possible health implications that this may hold for consumers (Yen *et al.*, 2012). Consumers who are suffering from or have household members who suffer from health conditions such as diabetes Mellitus, irritable bowel syndrome or allergies may tailor their food choice accordingly. Guthrie *et al.* (2002) mention that, due to the growth in consumption of food away from home over the last decade, the study of the nutritional quality of these meals has become important. Feeley and Norris (2014) mention that health and weight control is an important aspect to consider in a South African context as fast-food could displace healthier food options. Consumers who are aware of this displacement might thus make less use of food away from home as they realise the health implications need attention.

The degree of processing of ingredients also has an effect on health and weight control. Natural content as an attribute of health indicates that little or no additives and only natural ingredients should be used in the production of foods (Steptoe *et al.*, 1995). Research indicates that consumers consider multiple health attributes including natural content when making food away from home decisions (Kim, Park, Kim & Ryu, 2013).

- *Sensory characteristics*

Sensory characteristics have a profound influence on food choice. Sensory appeal involves the aroma, taste, textural and visual appearance of food (Sobal *et al.*, 2006:7; Steptoe *et al.*, 1995:280), which all influence consumers' enjoyment or dislike for a specific type of food. Sensory properties are the primary consideration for consumers when choosing food and most survey research confirms that taste is the most important of all sensory influences on food consumption. When consumers are openly asked about the reasons for their food choice, sensory responses and specifically taste is often cited first (Shepherd, 2001:120). Since taste is the main component of sensory perception it has implications for many facets of food consumption. Human pallets have sensitivities to five categories of taste namely sweet, savoury (salty), bitter, sour and umami (Ikeda, 2002). Consumer's preferences of saltiness and sweetness specifically are the focus of much research (Shepherd, 2001:119). The assumption underlying all the different studies however, is that a higher preference for a specific sensory attribute will lead to a higher intake of foods possessing that attribute (Shepherd, 2001:119).

The intake of fat is specifically mentioned under the sensory aspect section (Martin, Rosenbaum, Han & Geiselman, Wyatt, Hill, Brill, Bailer, Miller, Stein, Klein, & Foster, 2011) as the fat content of food not only affects the flavour but plays a significant role in its textural appeal. This is especially important when dealing with restaurant and fast-food consumption as these items are often high in fat and kilojoule content, and therefore might be preferred by consumers simply for a sensory reason. The physiological aspect is thus concerned with the physical consumption of food however, the psychological influence of the experience of eating is also prominent.

3.5.2.2 *Psychological*

Psychological aspects refer to all aspects that relate to the mind and mental processes. The most apparent psychological aspects that affect food choice is that of mood and the perception of convenience.

- *Mood*

Mood relates to a consumer's general attentiveness that needs relaxation and stress as control elements. Mood is different from emotions in the sense that emotions are generally viewed as short-term, affective responses to stimuli whereas moods tend to persist (Gibson, 2006). The impact of mood not only affects which foods are consumed, but also how much of a food is consumed (Steptoe *et al.*, 1995:280) and meal composition (Gibson, 2006).

There is also some research linking fast-food to emotional eating and increased use of 'comfort foods' especially in women (Antin & Hunt, 2012:860). Negative moods such as feeling sad, ashamed, anxious, and sleepy generally tend to increase the consumption of energy dense meals such as food away from home (Gibson, 2006). The effect of mood on food consumption is also reversible. Mood can affect food choice and, due to physiological responses to food consumption which is, the secretion of hormones like serotonin, food can also alter the mood of the individual (Gibson, 2006).

- *Convenience orientation*

Convenience was included under the heading of psychological influences as it is believed to be connected with an individual's values. A study on the convenience food consumption of adults in Greece indicated that convenience food consumption and convenience orientation in the food domain are mainly attributed to values such stimulation (Botonaki & Mattas, 2010). These values in turn motivate consumers to seek new experiences. The authors state that the patronage of, fast-food and sit-down service restaurants or using the food may contribute to the achievement of these values by providing the opportunity for new sensory as well as and social experiences, linking this aspect to social influences.

The meal consumption process involves a multitude of activities including acquisition, preparation, service, consumption, storage, sharing and cleaning (Sobal & Bisogni, 2009). Choosing food away from home is largely concerned with eliminating the preparation, storage and clean-up part of the food behaviour process. In many instances these are the activities that consumers experience as time- and energy-consuming and lead to convenience-seeking behaviour.

Convenience as an influence on food choice comprises various aspects such as time, place, acquisition and use of food (Marquis, 2005:55). Furthermore, convenience orientation as a construct comprises two main dimensions: time (lack of time and perceived time pressure) and energy (both mental and physical). As mentioned, consumers place value on different aspects when making decisions regarding food. These valuations influence food choice and

consumption in different ways. Consequently, an increase in the valuation of a particular consequence may lead to an increased valuation of specific a food product. When the opposite situation occurs, a decreased valuation will dissuade acceptance and the behavioural reaction will be different. Candel (2001:15) uses the following example:

“Suppose eating a take-away meal is considered convenient, then an increase in convenience orientation will lead to an increase in preference for this consumption alternative. When eating a take-away meal is not considered healthy, but also not really unhealthy, an increased valuation of health will hardly affect the preference for this consumption alternative.”

Candel (2001) indicates that there is reason to believe that convenience-seeking behaviour is closely related to role-overload, however, there is not enough evidence to support the theory that there is a relation between working status and convenience food purchases, particularly those falling in the category of processed ingredients or, for example, so-called ‘TV dinners’. Nonetheless, this researcher is of the opinion that consuming fast-food meals and eating at restaurants satisfies the convenience need excellently. Thus if a fast-food meal provides a certain level of convenience, and a specific consumer values convenience, that individual is likely to increase use of that specific type of food away from home.

There is also evidence that convenience orientation depends on factors such as context, gender and family structure. Marquis (2005:55) indicates that single-household individuals in Canada are more convenience orientated than individuals who belong to a family. Men also spend significantly less time on meal preparation than women do. It is also due to this increase in convenience orientation that meal planning becomes redundant, with consumers stating that they normally “*plan their dinner on their trip home*” (Marquis, 2005:56). This lack of meal planning and convenience orientation in general might explain increased food away from home consumption as food away from home requires very little planning, which involves mental effort, and little physical effort, and is normally not very time-consuming.

3.5.2.3 Social

The social aspect refers to all human relations and how these affect food choice. The social influence includes consumers’ familiarity with food due to their upbringing as well as the ethical concerns imposed by society.

- *Familiarity*

Familiarity refers to how accustomed an individual is to consume a specific type of meal and also links to the factor of ideals of what is considered a proper or appropriate meal. For many consumers ideals of what a meal should be, and subsequently what they are accustomed to eating, becomes a crucial influencing factor (Sobal *et al.*, 2006:6). Similarly Antin and Hunt (2012:858) indicate that many consumers choose their food based on what their peers prefer to eat, thus also linking this concept to context. They found that consumers struggled to modify their diets due to the fact that they were familiar with specific food items. In a South African context it is possible that individuals might be more accustomed to eating traditional foods. As South Africa is a culturally diverse nation, many different cultures have traditional foods with which they feel comfortable, although there is evidence of these becoming less popular in contemporary culture (Audain, 2014; Sedibe *et al.* 2014). The research of Sedibe *et al.* (2014) indicates that urban female adolescents avoided traditional foods in a school setting as they felt that this reflected low socio-economic status. These adolescents thus preferred food away from home despite familiarity in order to save face with peers.

- *Ethical Concern*

An aspect that has gained importance is the consideration of moral or ethical concerns in food choice. The importance of ethical concerns is emphasised by the research conducted by authors such as Verplanken and Faes (1998) and Prescott, Young, O'Neill, Yau and Stevens (2002). There are plenty of instances where ethical considerations become applicable to food choice; examples would be genetic modification in food production or where food choices are made on behalf of individuals for example, a mother for her children (Shepherd, 2001:125). Ethical concerns might also be apparent in terms of eco-friendly practices specifically as they relate to the environmental impact of food service operations and practices, such as the carbon footprint, food wastage and packaging.

Ethical concern also refers to environmental and political issues that may affect consumers' consumption behaviour and includes measures of where a product comes from and the quality of its ingredients linking to natural content (Steptoe *et al.*, 1995:282). As far as food away from home consumption is concerned, Scheibehenne *et al.* (2007:582) have added additional measures that relate to environmental friendliness of packaging and organic ingredients.

3.5.3 Resources

The third influence is resources. In general, resources can be viewed as tangible in the form of finance, cooking equipment and kitchen space, but are also intangible in terms of skills,

knowledge and time available (Sobal *et al.*, 2006:6; Furst *et al.*, 1996:254). As this research is based on food away from home consumption behaviour, the two main resources dealt with are money (finances) and time (convenience aspect).

3.5.3.1 Time

Consumers assign parts of each day of the week to various aspects of life such as career demands, family demands, leisure and personal time and religious observation (Van der Lippe, 2007: 695). In a time where work hours are longer, the intangible aspect of time becomes a very valuable commodity. Consumers have to divide the time available in a day between career and family life in the most effective way possible. Time demands become an important consideration. Most consumers experience feelings of time pressure, stress and work-home interference (Van der Lippe, 2007), and consequently attempt to manage the resource of time in the best way possible. Furthermore, the expenditure of time is closely related to the ideals and values discussed in previous sections, that is, what do consumers consider valuable enough to spend time on. In society, consumers have certain norms and standards about how time should be spent. The convenience provided by food away from home is an effective way of limiting the expenditure of time on the planning, preparation and cleaning-up associated with food at home.

3.5.3.2 Money

The availability of money greatly influences the latitude of food consumption decisions (Furst *et al.*, 1996:254). Financial constraints are a reality for many South African families and subsequently the availability of money dictates what consumers are able to consume. Richards and Mancino (2013) aimed to concentrate specifically on how prices influence the demand for food away from home as well as how consumers substitute different types of food away from home or with food at home as a result of either financial abundance or financial constraints. Powell and Han (2010) indicated that weight control difficulties in adolescents may, in fact, be influenced by the fact that fast-food is more affordable. Lowering the price of a fast-food meal may lead to an increase in consumption with adverse consequences for general health status (Powell & Han, 2010). These authors subsequently found that a reduction in the price of fresh products increased consumption and an increase in the price of fast food motivated the consumption of other more healthy non-meat proteins. These authors also linked increased food away from home consumption to the inaccessibility of retail stores by lower income individuals (Powell & Han, 2010). This is similar to what Sedibe *et al.* (2014) found who indicates that the consumption of less healthy food away from home options seems to be motivated by lower income.

The influence of ideals, personal factors and resources not only affect the individual's food choice but also the food choice of the family or household as they are subjected to the same

socio-economic situation. Social considerations are thus important when ethics and resources are negotiated.

3.5.4 Social factors

Relationships with others who share their meals both within and outside the household have a very definite influence on the food consumers select. In this regard, Sobal and Bisogni (2009:S42) explain that “most eating occurs with others in commensal units where the interests of many people are negotiated and managed”. Furst *et al.* (1996:255) similarly state that families and households provide the most important interpersonal relationships that influence food choice. Relationships with other individuals shape and transform food behaviours through the interaction of their different food systems. Equilibrium is then created between the needs and preferences of the various individuals in the social setting, be it a member of a household, a family-member or a friend. Within the household, one person is often the only one responsible for the provision of food to other household members. Davies (2001:333) notes that more often than not, this task falls to the head female of the household. It is the task of this individual to balance the needs of all the members of the household.

Changes in relationships are also evident during different life stages. Bove *et al.* (2002) indicate that the change from being a single individual to being married as a newly-wed couple significantly changes the eating patterns of both partners. Older participants in society, whether married or single, generally consume less food away from home as they have more time to prepare food and are more used to preparing food from scratch for their families (Brunner *et al.*, 2010) and themselves. A significant feature of having food away from home is that other interpersonal relationships occur when eating out with friends or family members. Furst *et al.* (1996:256) comments that this circumstance calls for “patterns of food choice different from everyday patterns”.

3.5.5 Food context

Context refers to the setting that influences a consumer’s food choice decisions. This involves the social as well as the physical circumstances in which consumers make food consumption decisions (Sobal *et al.*, 2006). The two main contexts where food choices are made are the home and the workplace. However, since consumers often eat in different environments, in the case of this study, restaurants, the physical environments or structural elements of these establishments, also become significant.

3.5.5.1 Social environment

Social institutions such as cultural, religious, political and economic organisations play a role in food consumption decisions. Social institutions produce economic conditions, government policies and mass media that shape the food choice of many consumers (Sobal *et al.*, 2009). Religious institutions and ethnic affiliations determine the values and ideals of their members and therefore might also influence food choice. As far as the political environment is concerned, Lindeman and Väänänen (2000) state that political situations, such as instability of changes in policy, might cause consumers to boycott certain suppliers of food products.

3.5.5.2 Physical environment

Context can also include the physical conditions to which a consumer is exposed and might thus include factors such as the season, climate and ground conditions. Contextual influences as far as food away from home is concerned however, seem to be largely linked to the physical environment (the appearance of the restaurant or fast-food outlet) and once again the social nature of food consumption (Meiselman, 2006). The physical attributes of a sit-down or fast-food restaurant such as the lighting, temperature control, and availability of parking may influence consumer's decision regarding where to eat and also for what amount of time they consume their meals. Often referred to as the food context Furst *et al.* (1996:256) indicates that this factor can either limit or expand the food choice.

3.6 PERSONAL FOOD SYSTEM

The personal food system deals with the cognitive processes that consumers employ to guide their food behaviour (Sobal *et al.*, 2009). Consumers go through the process of value negotiation which allows them to make food choices (Furst *et al.*, 1996) based on context and influences. Sobal *et al.* (2009) refer to negotiations as the conscious deliberation with which consumers weigh the alternatives of a specific choice of food as opposed to strategies that form part of routine. In this research, the negotiation and balance of ideals, personal factors, resources, social factors and the food context is an important idea.

Sobal *et al.* (2009) explain that value negotiations are especially important in choice as it is only on rare occasion that all values are satisfied. Consumers negotiate and consider various competing values simultaneously. They prioritise values, in order to simplify food choice. In this regard, Falk *et al.* (1996) found that social factors are very important in the negotiating process of older individuals. Likewise, if a consumer values convenience and perceives that food away from home offers convenience, the consumer may increase their food away from home consumption. The entire food choice process culminates in the process of negotiation and balance.

3.7 CONCLUSION

This chapter provided an overview of the concepts applied in this research. It described the various definitions of food away from home found in the literature reviewed. Food away from home was then discussed from both a global and a local perspective. It is evident that South African researchers such as Steyn *et al.* (2011), Feeley *et al.* (2009) and Van Zyl *et al.* (2010) have researched food away from home in a South African context. The food away from home consumption of contemporary urban Tshwane households and the various demographic characteristics that influence it were discussed as a case study to extend an understanding of the phenomenon. The review provided background information on the factors that influence food away from home consumption as included in the Food Choice Questionnaire developed by Steptoe *et al.* (1995), and indicates how these influences interrelate and give form to the personal food system of consumers.

Chapter 4

RESEARCH DESIGN AND METHODOLOGY

This chapter describes the research approach that was followed during the undertaking of this research. It provides an overview of the design and methodology used, including the data collection procedures, the unit of analysis and the operationalisation of the research procedure.

4.1 INTRODUCTION

The chapter is initiated by a discussion of the research design followed by an explanation of the conceptual framework prepared for this research. The methodology employed to execute the objectives set out for this research is explained. The measurement instruments, the study area and the unit of analysis are then presented. The multi-stage sampling technique is described in detail and its use is justified. Following this, the data collection method with an analysis of the collected data is presented. Lastly, the steps taken to ensure the quality of data as well as the ethical considerations are rationalised.

4.1.1 Research design

The research approach followed for this research on people's food purchases was descriptive and exploratory in nature. Descriptive research is a form of research that relies on observations collected and analysed to provide understanding of consumer's actions (Walliman, 2011:12). The observations collected for this research related to consumers' food away from home consumption that was described in terms of their occurrence, frequency, location and the company present.

As Babbie (2008) indicates, exploratory research aims to navigate a wide field of knowledge with the purpose of yielding new insights into research objectives, although it may not provide conclusive answers. Exploratory research is generally conducted for two reasons other than the broadening of the researcher's knowledge: first, to develop methods, which can be repeated in subsequent research and second, to test the feasibility of conducting a more extensive study (Babbie 2010:92). In this instance, food away from home consumption was investigated in a new way by employing the Food Choice Questionnaire delimited to the Tshwane metropolitan area. The data collected provides a foundation for future research to be conducted with a more extensive population like the province Gauteng, or the entire South Africa.

This exploratory research, as reflected in its design, was approached in a methodical way by dividing it into two stages. The first stage consisted of the creation of a database of the addresses, contact details and descriptions of sit-down and fast-food restaurants in the Tshwane Metropolitan Municipality (Figure 1.1). This was done to indicate the distribution of food away from home establishments using geographic information systems (GIS) mapping techniques from which a suitable study area could be selected. A study area, which is widely representative of the establishments under study that are available in the market, was sought. The database was also used in the implementation of the questionnaire to ensure exhaustiveness of the type of establishment as well as the individual menu items offered. The second stage was the application of a questionnaire during which primary data on food away from home behaviour was collected. The data collected related to where consumers eat food away from home, the frequency of consumption at the particular establishment and the menu item purchased, the time of consumption per week and the meal occasion, as well as the company the respondent kept during consumption.

A study is empirical when it makes use of both primary and secondary data (De Vos, Strydom, Fouche, Delpont, 2011). Primary data was collected in the form of both the devised database and through the completion of the questionnaire. Secondary data was collected by conducting a literature review of relevant and reliable sources. The study was also cross-sectional in the sense that it was done in the context of the Tshwane metropolitan area at a particular point in time (September 2013 to October 2013).

4.1.2 Research aims and objectives

Research aim: *To investigate Tshwane households' consumption of food away from home in sit-down and fast-food restaurants*

Objective 1: To explore and describe the food away from home consumption patterns of Tshwane households in sit-down and fast-food restaurants

1.1 To identify the types (individual items) of food away from home most commonly purchased by consumers

1.2 To find out which sit-down restaurants and fast-food restaurants consumers use

1.3 To ascertain the time of day and day of the week that consumers consume food away from home including the frequency of consumption

1.4 To describe with whom consumers consume food away from home.

Objective 2: To explore and describe the relationship between the household context (family life-stage, income, education and age) and food away from home consumption

Objective 3: To explore, describe and explain the importance of influences on consumers' food away from home consumption

3.1 To determine the importance of rating factors in the personal food system concerning food away from home consumption

4.2 CONCEPTUAL FRAMEWORK

Figure 4.1 shows the conceptual framework designed for this study, developed in accordance with the literature review.

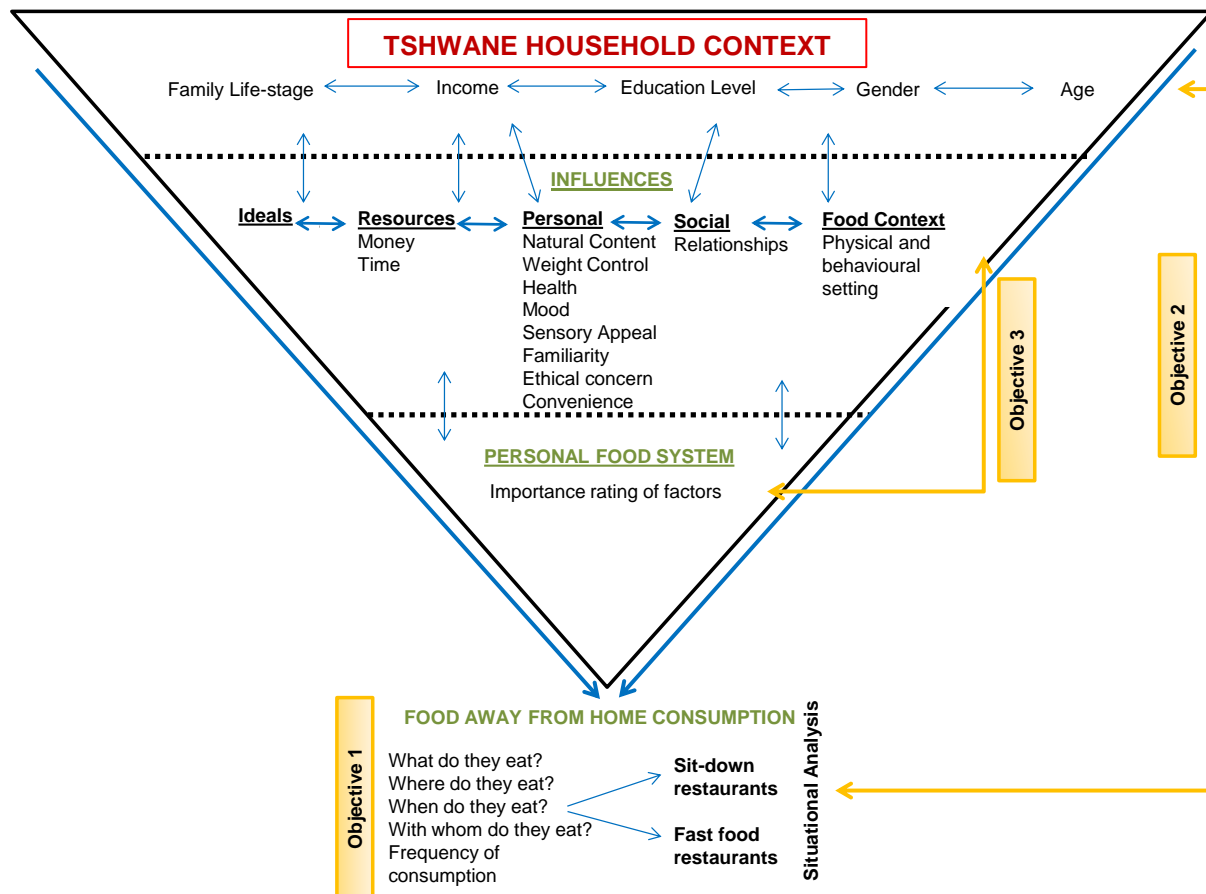


FIGURE 4.1: CONCEPTUAL FRAMEWORK (Adapted from Sobal *et al.*, 2009:S41)

4.2.1 Explanation of the conceptual framework

The conceptual framework designed for this research was adapted from the original Food Choice Process Model as discussed in Chapter 3. The research focuses on a household context, in this instance, as it relates to Tshwane Metropolitan households. From the household context, a set of influences is generated that can be classified as ideals,

resources, personal factors, social factors or the very food context itself. These influences, in turn, form the consumer's personal food system, as is seen in Figure 4.1, and allow the consumer to negotiate and balance them and decide on the importance of each one. The conceptual framework relates to the stated objectives (see Section 4.1.2) set out for this research.

4.2.1.1 Household context

Demographic elements, for example, the family life-stage, household income, education and age of the decision maker (Figure 4.1), are all part of the household context within which consumers decide to consume food away from home. Household context is the environment in which consumers live their lives (Sobal *et al.*, 2009). The elements of the household context are interdependent as the horizontal arrows between them show. For example, the education level of an individual might influence the level of income, and the age of the head of the household could determine the family life-stage. The context, in which individuals live their lives, shapes the influences that are found in the next phase of the food choice process.

4.2.1.2 Influences

Household context, however, is not the only aspect that affects food consumption. Multiple influences play a role in what consumers choose to eat. Furst *et al.* (1996) grouped these influences into five categories namely ideals, personal factors, resources, social factors and food context (Figure 4.1). As the Food Choice Questionnaire was used in this research, the influences proposed by Steptoe *et al.* (1995) were organised under these categories supplemented by other influences relevant to this research as will be discussed further in chapter 5. All the influences are interrelated and interdependent to the context (Sobal *et al.*, 2009) as indicated by the two-way vertical arrows in the framework. The influences are also interactive with one another in the sense that they rarely function alone; many influences are negotiated and balanced at the same time, for example, price (higher cost) versus health consideration (for organic food away from home). Influences shape the personal construction of food choice decisions, which ultimately lead to food away from home consumption.

4.2.1.3 Personal food system

Personal food systems are the dynamic mental processes consumers employ to make food choices (Connors *et al.*, 2001). Household context and influences flow into the personal food system changing and adapting it continuously as is indicated by the vertical arrows in the conceptual framework. An individual considers the different values within the food system to make a choice of food away from home (Falk *et al.*, 1996), which feeds back into their experience after every meal. These food-related value negotiations, the sorting and

rearranging of food-specific values, and the strategies, guide the individual to make food choices regarding food away from home.

4.2.1.4 Food away from home consumption

Food away from home behaviour results from interactions within the personal food system as illustrated in the representation (Figure 4.1) of the study's conceptual framework. The arrows between the household context, the influences and the personal food system feed into food away from home consumption. The influences and household context guide what consumers eat in various situations, as well as how they access food. The arrows flow both ways internally during the process, which is dynamic. Every instance of consumption is adapted in reaction. Hence, it is important to investigate what motivates food away from home consumption in order to satisfy these needs.

4.3 OPERATIONALISATION

Concepts are the main ideas around which social research is conducted; they are elements in the social world that warrant investigation due to their perceived significance (Bryman, 2012:164). The operationalisation of this research is summarised in Table 4.1 to give an overview of the concepts integral to this research. They were derived from the intended set of objectives and the conceptual framework as set out for this study. The main concepts were food away from home, the context, relevant influences and the personal food system. As suggested by Bryman (2012:164), these concepts were adapted for determining measurable dimensions. There are seven dimensions: food away from home consumption, the Tshwane household, the influences of ideals, personal factors, social factors, resources and the food context (Table 4.1). Dimensions were measured quantitatively in the form of indicators devised for each dimension. For example, consumption behaviour was translated into what, where, when and with whom consumers eat food away from home. The responses to these indicators were consequently analysed in various ways. The researcher interpreted the results to facilitate the attainment of the study's stated aim and objectives.

TABLE 4.1: OPERATIONALISATION TABLE

Objectives	Sub-objectives	Concepts	Dimensions	Indicators	Questions	Measuring Instrument	Data Analysis
Objective 1: To explore and describe the food away from home consumption patterns of Tshwane households in sit-down and fast-food restaurants	1.1 To identify the types (individual items) of food away from home most commonly purchased by consumers	Food away from home consumption	Food away from home consumption behaviour	What do they eat?	V25-V43	<ul style="list-style-type: none"> • Preceded by situational analysis • Questions relating to place of consumption, meal occasion, with whom food away from home is consumed and frequency 	<ul style="list-style-type: none"> • Content Analysis • Frequencies; Descriptive Statistics (depicted graphically)
	1.2 To find out which sit-down restaurants and fast-food restaurants consumers use			Frequency of consumption	V13-V24		
	1.3 To ascertain the time of day and day of the week that consumers consume food away from home including the frequency of consumption			Where do they eat?	V13-V24		
	1.4 To describe with whom consumers consume food away from home			When do they eat? (Meal occasion)	V44-V50.14		
				Why do they eat?	(See objective 3)		
		With whom do they eat?	V51.1-V51.10				
Objective 2: To explore and describe the relationship between the household context (family life-stage, income, education and age) and food away from home consumption	/	Context	Tshwane metropolitan households	Age	V1	What was your age at your last birthday?	Cross-tabulations; Chi Squared test; Standardised Residual Analysis
				Family life-stage	V7	Please indicate the current life-stage to which your household belongs?	
				Education	V5	What is your highest level of education?	
				Income	V8	What is your approximate monthly household income?	
Objective 3: To explore, describe and explain the importance of influences on consumers' food away from home consumption	/	Influences	Personal	Natural content	V75-V77	Food Choice Questionnaire as developed by Steptoe, Pollard and Wardle (1995)	Mean Scores, Factor Analysis; One-way Analysis of Variance (ANOVA); post-hoc Bonferonni test; Kruskal Wallis Test
				Weight control	V81-V83		
				Health	V52-V57		
				Mood	V58-V63		
				Sensory appeal	V70-V74		
				Familiarity	V84-V86		
				Ethical Concerns	V87-V91		
				Convenience	V64-V69		
			Resources	Money	Related to price: V78-V80		
				Time	Related to convenience: V64-69		
			Ideals		Related to ethical concern: V87-V91		

Objectives	Sub-objectives	Concepts	Dimensions	Indicators	Questions	Measuring Instrument	Data Analysis
			Social factors	Relationships that influence food choice (links to life cycle stage)	V51.1-V51.10	With whom do you eat? Links to Object 1d and Objective 2	
			Food context	Physical and behavioural setting	V92-V99	Additional questions relating to physical and social environment in which FAFH is consumed (Links to Objective 1d) Where do you eat?	
	3.1 To determine the importance of rating factors in the personal food system concerning food away from home consumption	Personal food system	Importance rating of factors	Natural content, Health, Weight Control, Mood, Sensory appeal, Convenience, Price, Familiarity, Ethical Concern	V100-V108	Food Choice Questionnaire as developed by Steptoe, Pollard and Wardle (1995)	Comparison of ratings by use of frequency

4.4 MEASUREMENT INSTRUMENTS

The following section discusses the measurement instruments employed to accomplish this research.

4.4.1 Survey questionnaire

A web-based, electronic questionnaire was used as the measurement instrument for this research. The following advantages of web-based questionnaires, as summarised by Wyatt (2000:427), apply to this research and motivated the decision to follow this method:

- Data capturing is more accurate and immediately completed at the source.
- The researcher is able to reach respondents who reside in outlying areas without travelling far distances, which was useful in the case of Tshwane Metropolitan Municipality.
- Web-based questionnaires are also more economical and more environmentally friendly (Schleyer & Forrest, 2000:416).
- Instant distribution was an added benefit as the researcher was able to disseminate the questionnaire to a large group of respondents at once (Schleyer & Forrest, 2000:416).
- Web-based questionnaires allow researchers to move away from the conventional appearance of paper-based questionnaires and attractive designs, colours and formatting techniques (see Figure 4.2) can be used (Schleyer & Forrest, 2000:416).

As in all measuring instruments used for social research there are certain challenges that have to be considered:

- Web-based research is limited to individuals who are computer-literate and familiar with the internet. This challenge was overcome by making a paper-based questionnaire available to individuals who indicated they needed one (Wyatt 2000:427). This happened on only a limited number of occasions ($n = 3$).
- Respondents might also be reluctant to complete web-based questionnaires when anonymity cannot be guaranteed. Electronic mail addresses respondents provided were used solely for this research project.
- Researchers can come across instances where respondents have legitimate reasons for not answering certain questions (Schleyer & Forrest, 2000:416) especially when completing electronic questionnaires. The researcher made it possible for

respondents not to answer questions should they not feel comfortable doing so or in instances where they were unsure of the answer.

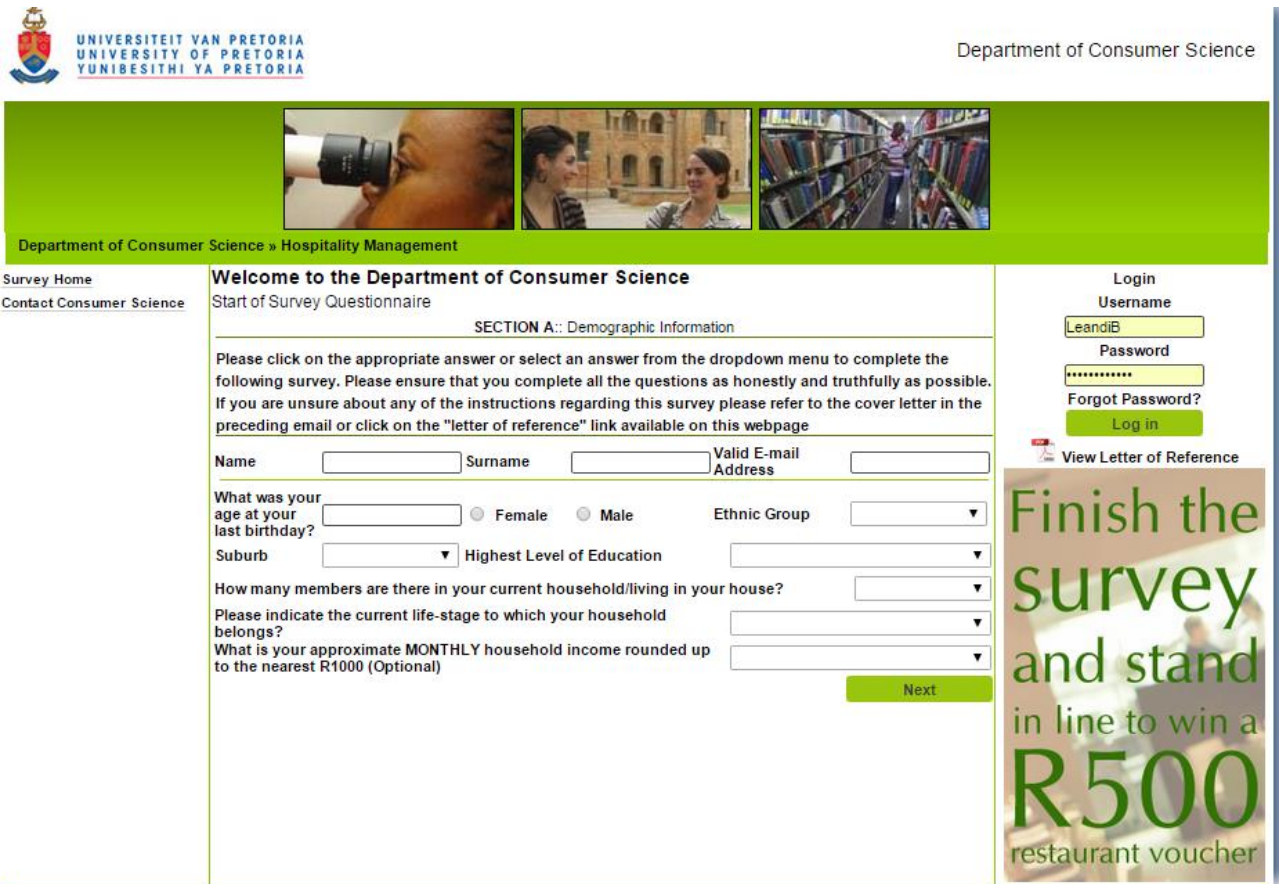


FIGURE 4.2: SECTION A OF THE ONLINE QUESTIONNAIRE

The measurement instrument was developed bearing these mentioned challenges in mind. Clear directions were also given on how to complete the questionnaire (see Figure 4.2). A small group of people were asked to answer the questions as initially set to check their content and expression. The researcher herself, and knowledgeable subject experts, ensured ease of completion and absence of ambiguity. It was the overall opinion of all concerned that the questionnaire was visually attractive, straightforward and not frustrating with regard to the length of time needed to complete the task (between eight to twelve minutes maximum) and was easily understood. The questionnaire was structured in three sections.

Section A: contained questions relating to specific demographical characteristics, age of the respondents, gender, ethnicity, the household size, location of the residence, income, educational status and family life-stage.

Section B: aimed at determining basic food away from home consumption patterns of the Tshwane households. The section was initiated by asking consumers who was responsible for the household's food purchases as well as whether consumers have cooking facilities available at home. This was not done for analysis purposes but was included to make sure consumers were qualified to complete the questionnaire. In order to look at food away from home consumption patterns, each respondent was asked what they eat (to represent their particular choice of item from the menu); where they eat; (to specify the establishments they frequent); when they eat; how often they do so; and the company they kept when eating away from home. The items included for measurement came from the database that was created during a situational analysis of the chosen study area (see Section 4.5)

Section C: questions related to the importance of the different factors identified as influencing food away from home consumption behaviour. Since Steptoe *et al.* (1995) had already established a multidimensional scale for the Food Choice Questionnaire they developed the researcher chose to use it and adapted it to suit the food away from home context. These authors state that, by measuring a variety of factors, it is possible to compare the relative importance of each factor and the different relationships among them. The factors that were not covered comprehensively enough, for example, ideals and context, were supplemented by additional questions developed from other literature references.

Respondents were asked to respond to a pool of 48 questions. These questions were drawn from multiple existing scales that have been proven successful in measuring certain constructs. The items included in the questionnaire are shown in Table 4.2.

TABLE 4.2: QUESTIONNAIRE ITEMS FOR INFLUENCING FACTORS

Question number	Item	Reference
It is important to me that the food away from home I choose:		
52	Contains a lot of vitamins and minerals	Steptoe, Pollard & Wardle (1995)
53	Keeps me healthy	Steptoe, Pollard & Wardle (1995)
54	Is nutritious	Steptoe, Pollard & Wardle (1995)
55	Is high in protein	Steptoe, Pollard & Wardle (1995)
56	Is good for my hair/teeth/skin/nails etc.	Steptoe, Pollard & Wardle (1995)
57	Is high in fibre and roughage	Steptoe, Pollard & Wardle (1995)
58	Helps me cope with stress	Steptoe, Pollard & Wardle (1995)
59	Helps me cope with life	Steptoe, Pollard & Wardle (1995)
60	Helps me relax	Steptoe, Pollard & Wardle (1995)
61	Keeps me awake/alert	Steptoe, Pollard & Wardle (1995)
62	Cheers me up	Steptoe, Pollard & Wardle (1995)
63	Makes me feel good	Steptoe, Pollard & Wardle (1995)
64	Can be consumed easily	Scheibehenne, Miesler & Todd (2007)
65	Can be prepared by the establishment in a short amount of time	Scheibehenne, Miesler & Todd (2007)
66	Can be eaten quickly	Scheibehenne, Miesler & Todd (2007)



Question number	Item	Reference
67	Can be carried easily	Scheibehenne, Miesler & Todd (2007)
68	Is suitable for consumption on-the-go	Scheibehenne, Miesler & Todd (2007)
69	Can be bought at places close to where I live	Januszewksa, Pieniak & Verbeke (2011)
70	Smells nice	Steptoe, Pollard & Wardle (1995)
71	Looks nice	Steptoe, Pollard & Wardle (1995)
72	Has a pleasant texture	Steptoe, Pollard & Wardle (1995)
73	Tastes good	Steptoe, Pollard & Wardle (1995)
74	Food is fresh	Andaleeb & Conway (2006)
75	Contains no additives	Steptoe, Pollard & Wardle (1995)
76	Contains natural ingredients	Steptoe, Pollard & Wardle (1995)
77	Contains no artificial ingredients	Steptoe, Pollard & Wardle (1995)
78	Is not expensive	Steptoe, Pollard & Wardle (1995)
79	Is cheap	Steptoe, Pollard & Wardle (1995)
80	Is good value for money	Steptoe, Pollard & Wardle (1995)
81	Is low in kilojoules	Steptoe, Pollard & Wardle (1995)
82	Helps me control my weight	Steptoe, Pollard & Wardle (1995)
83	Is low in fat	Steptoe, Pollard & Wardle (1995)
84	Is usually what I eat	Steptoe, Pollard & Wardle (1995)
85	Is familiar	Steptoe, Pollard & Wardle (1995)
86	Is the food I ate as a child	Steptoe, Pollard & Wardle (1995)
87	Comes from countries I approve of politically	Steptoe, Pollard & Wardle (1995)
88	Has the country of origin clearly indicated	Steptoe, Pollard & Wardle (1995)
89	Is packaged in an environmentally friendly way	Steptoe, Pollard & Wardle (1995)
90	Is being sold by companies that are committed to environmental protection	Scheibehenne, Miesler & Todd (2007)
91	Contains ingredients that meet special quality standards	Scheibehenne, Miesler & Todd (2007)
It is important to me that the food away from home establishment where I eat:		
92	Has up-to-date equipment	Lee & Hing (1995:305)
93	Has visually appealing facilities	Lee & Hing (1995:305)
94	Has employees with a neat and professional appearance	Lee & Hing (1995:305)
95	Materials associated with the restaurant i.e. menu, serviettes. Pamphlets are visually appealing	Lee & Hing (1995:305)
96	Lighting in the restaurant is appropriate	Andaleeb & Conway (2006:10)
97	Has adequate parking available/ drive-through facilities	Andaleeb & Conway (2006:10)
98	Is clean	Andaleeb & Conway (2006:10)
99	Has visually appealing décor	Andaleeb & Conway (2006:10)

4.4.2 Pilot testing the questionnaire

Initially a link to the questionnaire was distributed via electronic mail to a sample of five respondents who represented the unit of analysis. These individuals were asked to complete the questionnaire and provide comment on any aspects that were ambiguous or confusing so that the problem could be rectified to ensure that the questionnaire was easy to read and understandable. These five sampled respondents were also asked to forward the link to any willing individuals who met the criteria for being a respondent as stipulated for this study (see Section 4.6.1). In this manner the researcher was able to collect 11 additional evaluated

completed questionnaires by referral sampling. Suggestions made by the pilot sample respondents included the following:

- Making income-related questions optional for individuals who do not feel comfortable enough to share this information
- Changing the calories to kilojoules to suit the South African context
- The correction of two typing errors.

These suggestions were reconsidered and changed where necessary to improve the questionnaire. By conducting a pilot study the researcher was able to assess the validity of the questionnaire and ensure that the methods of data collection and analysis possibilities were credible (Salkind, 2012:269). The pilot survey conducted for this study was useful.

The researcher revised the questionnaire after the pilot study and handed it in for the statisticians to assess. The paper-based version had to be identical to the electronic questionnaire when the conversion took place. That no oversights happened had to be ascertained. Data collected was to be in line with the objectives as set for the research (4.1.2). After approval, the sampling process to reach respondents could commence. However, a situational analysis preceded the sampling process.

4.5 SITUATIONAL ANALYSIS

Situational analyses are often applied in research studies that investigate a broad range of information sources or fields of study. This type of research is done to get an overview of a particular situation and is often used in nutrition-related research. An example is the work of Charlton and Rose (2001) who conducted a situational analysis of the nutrition status of older adults in Africa to facilitate policy formulation and identify future research opportunities. In their research Ali, Shahab, Ushijima and Muynck (2004) did the same thing to get a general impression of the social and nutritional status of children in Pakistan. The basic situational analysis done for this study gave the researcher a good idea of the food away from home market in Tshwane.

The researcher firstly did a situational analysis of the FAFH establishments in Tshwane before implementing the quantitative data collection through the completion of a questionnaire. This was done for two purposes:

- To identify the most prominent establishments in the Tshwane metropolitan municipality area by constructing a comprehensive database of sit-down and fast-food restaurants in the area documenting their specific location, as well as their contact details and other relevant information.

- To illustrate the distribution of the establishments by plotting them on a GIS map according to their graticule co-ordinates.

4.5.1 Collection and compiling of data for situational analysis

Data for the situational analysis was collected from extensive fieldwork and a desktop review. The fieldwork included daily visits to various Tshwane suburbs, observation of the establishments available and investigation into the menus and business practices of various establishments. An Excel spreadsheet was created, recording information about the various establishments in the area. The name of the restaurant, its description as provided by its own or other restaurant-related websites or key words (Food24, EatOut, Wining and Dining, Restaurants.co.za), the establishment's physical address and contact details, as well as its location per graticule co-ordinates.

4.5.2 Analysis and application of situational analysis database

The database was subsequently subjected to content analysis. Content analysis is a systematic approach of quantifying and organising content in terms of predetermined classifications in a manner that allows for replication (Bryman, 2012: 290). The data collected about the establishments in the Tshwane metropolitan area was subjected to a simplified form of content analysis to outline the nature of the business of each establishment. This was done by examining the product offered and the services each establishment rendered. This information was adapted and incorporated in the questionnaire to ensure that the questionnaire contained comprehensive questions about the establishments themselves and individual menu items offered. The co-ordinates of each food away from home establishment were plotted and the distribution pattern showed locations of concentration.

This process allowed the researcher to select two regions of Tshwane from which to draw the sample, the reasoning being that consumers who reside close to food away from home establishments are more likely to be faced with the choice between consuming food away from home and consuming food at home. This was important as the research not only explored whether consumption takes place but also why, when, where and with whom consumers tend to eat food away from home.

4.6 STUDY AREA, POPULATION AND UNIT OF ANALYSIS

The City of Tshwane was selected as the study area for this research and the population for this study was thus the entire urban Tshwane population. The unit of analysis for this study comprised residents of the City of Tshwane Metropolitan Municipality based on the

justification provided in Section 1.2. The following section describes the criteria respondents had to adhere to in order to participate in this research.

4.6.1 Criteria for selection of respondents

The following conditions were taken into account during the selection of respondents:

- Individuals who had eaten at a sit-down or fast-food restaurant the last six months
- Individuals who were in the regions of Tshwane selected for the sampling phase of data collection and who reside in the Tshwane area.
- Individuals who were 18-75 years of age at the time during which the questionnaire was distributed.

4.7 THE SAMPLE AND THE SAMPLING TECHNIQUE

It is important that a sampling technique be applied which is indicative of the measurement instrument's practicality as it needs to be applicable to different scenarios and different forms of the issue being researched (Babbie, 2010: 192). Figure 4.3 provides a diagrammatic illustration of the entire sampling process used in this study that concerns food away from home consumption. The sampling for this research was conducted in two phases.

The next step was to determine the number of suburbs per region to be targeted in order to ensure a proportionate representative sample as this was a cross sectional study. Salkind (2012:101) mentions that stratification works best in instances where a specific characteristic is of concern. In this study, the number of households was required. On 3 September 2013 the researcher was provided with a community profile database which is based on census data by a representative of Statistics South Africa (Community Profile Database, 2011). This was useful as it allows small area statistics to be drawn which can be applied for user-specified needs at suburb level. The database showed how many households of each household size (one member to ten or more members) reside in the suburbs identified in region 3 and 6. The cumulative number of households within each region was used to target a number of suburbs proportionately. It was determined that ten suburbs be selected from Region 3 and five suburbs from Region 6 (Table 4.3).

Subsequent to this, specific suburbs had to be selected within these two selected regions. In order to accomplish this, census data on household size was applied. The organisation of data by household size not only allowed the researcher to determine the cumulative number of households per region but also allowed for systematic sampling of subjects. A systematic sampling procedure was employed to randomly select suburbs, however, the process also

considered the distribution of household size data to restrict bias. The following suburbs were selected by this process:

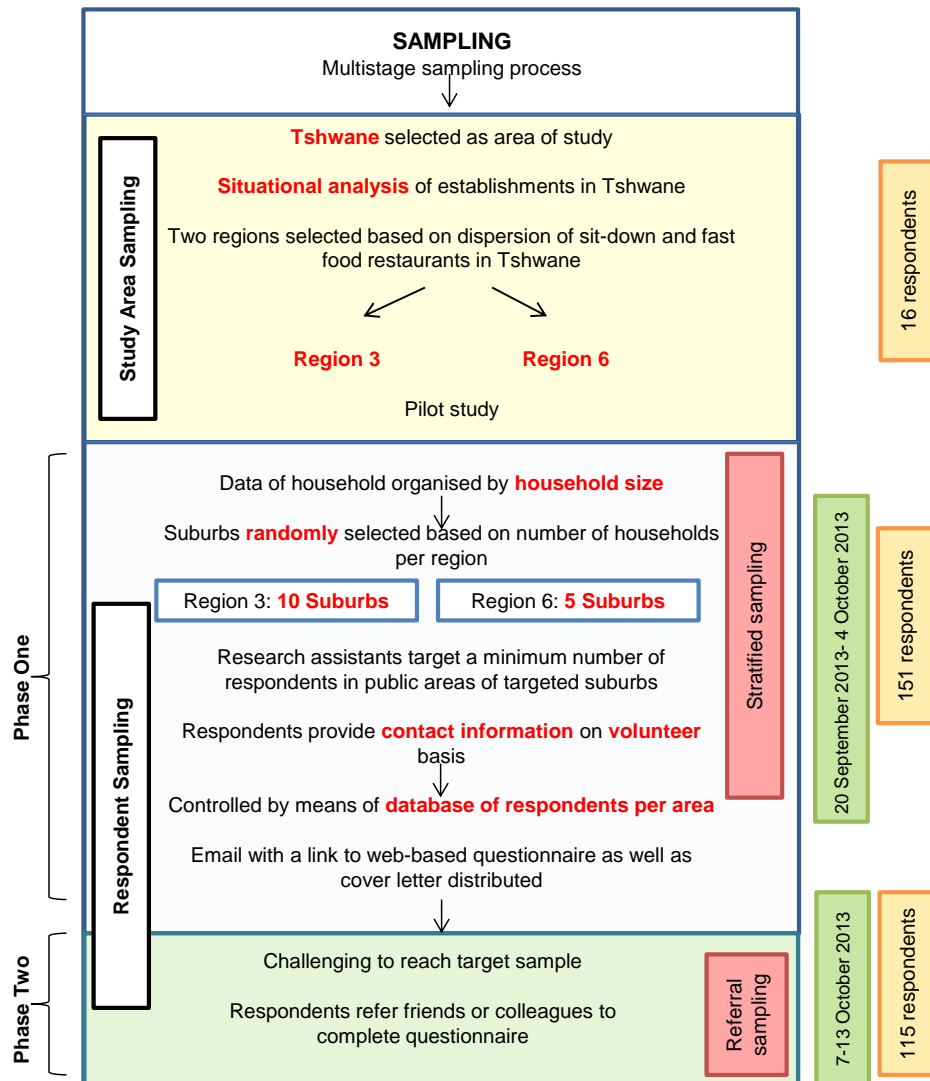


FIGURE 4.3: SAMPLING PROCESS

TABLE 4.3: PHASE 1 SAMPLING FRAMEWORK

REGION	Cumulative Number of Households	Regional Proportion	Number of Suburbs
3	143983	0.6690038	10
6	71237	0.3309962	5

TABLE 4.4: SUBURBS SELECTED FROM EACH REGION

	REGION 3	Minimum		REGION 6	Minimum
1.	Lotus Gardens	20	1.	Faerie Glen	30
2.	Wonderboom South	11	2.	Lynnwood Glen	6
3.	Hazelwood	2	3.	Garsfontein	25
4.	Sunnyside	49	4.	Mooikloof	2
5.	Arcadia	28	5.	Equestria	20
6.	Rietfontein	10			
7.	Hermanstad	1			
8.	Pretoria Central	37			
9.	Waverley	9			
10	Koedoespoort	1			

This process of sampling can be seen as complex as there was a proportional allocation of respondents across regions within suburbs. Initially for each suburb a minimum number of respondents to be approached (Figure 4.4) was calculated proportional to the number of households per suburb as indicated in census data. However the researcher decided that more than the minimum respondents in each area would be approached, as the response rates were not expected to be 100%. It was established that a minimum of 250 respondents were to be recruited.

Due to the mobility of consumers, it was decided that sampling respondents door-to-door from specific households would prove too problematic. Hence a random volunteer method was used to find respondents who were in the selected suburbs at a specific point in time. This was done under the assumption that individuals who work, shop and eat in the suburbs selected are very likely to reside in or nearby these chosen suburbs and would therefore be familiar with the food away from home establishments in the area. These respondents would also be representative of the larger population living in the City of Tshwane metropolitan area. A systematic random sampling technique was thus used to select recruitment suburbs within strata, whereas the recruitment of respondents was arbitrary. To test the viability of this method of sampling, an accurate record was kept of all the areas where respondents were recruited (See Addendum B). This was also done to confirm that the respondent's place of residence was within the boundaries of the study area.

4.7.1.1 Recruitment of respondents for Phase 1

Fieldworkers were sent into the selected suburbs after completion of the situational analysis and the sampling process to commence the data collection phase. Two prerequisites for these assistants were set:

- The fieldworkers needed to choose a minimum of two safe places located in the suburbs identified during the sampling process. They were instructed to recruit a minimum of five individuals per chosen area willing to be respondents. As some of the areas were deemed less safe, such as Pretoria Central and Sunnyside, the researcher covered these areas personally.
- The area in which the fieldworker recruited respondents was to be a public area like a shopping centre, post office, police station etc. to advance indiscriminate selection and not inconvenience any party.

Fieldworkers received training on how to approach potential respondents and put acceptable recruitment procedures into practice, being sure to explain the nature of the research being undertaken. Each fieldworker was given an explanatory letter (Addendum C) about the research, an approval document issued by the Ethics Committee of the Faculty of Natural and Agricultural Science (Addendum E) and a sign-up sheet (Addendum B) on which to record the volunteer respondent's information which was kept as simple as possible to protect personal information. Respondents were requested to give their first name, surname and electronic mail address. It was also expected of the fieldworker to indicate exactly where the volunteer was recruited. In this manner each potential respondent was informed of the nature of the research and provided consent by volunteering their email address. Fieldworkers were granted three weeks to complete this work (20 September 2013 – 4 October 2013).

4.7.2 Referral Sampling (Phase 2)

Referral sampling method was employed to make up the remaining percentage of responses required as the number of responses needed could not be attained in Phase 1 within three weeks. Bryman (2012:424) indicates that referral sampling is a viable option when sample groups prove to be hard to reach. Furthermore, this method of convenience sampling was selected as it has proved to be successfully implemented in previous consumer related Masters studies (Marx, 2005) as well as various research papers (Areni, 2003; Ferguson, Muñoz & Medrano, 2012). It has also been proven effective in various web-based surveys (Wyatt, 2000:426).

4.8 DATA COLLECTION

The following steps were taken during the data collection process:

4.8.1 Respondent database compilation and questionnaire distribution

The collected respondent electronic mail addresses were entered per targeted suburb as a database. Each respondent was then sent a link to the electronic questionnaire with an accompanying cover letter that was also available on the website. Upon completion of the questionnaire the respondent's information was automatically marked as complete on the database to avoid sending them reminder emails. The respondents were given two weeks to complete the questionnaire, after which the first reminder message was sent with a follow-up a week later if necessary, then the data collection closed after respondents were given one last final opportunity to complete the questionnaire. In this exercise, 151 usable questionnaires were obtained (see Figure 4.4).

A minimum number of 250 questionnaires was necessary for statistical analysis. The referral method was used to collect the remaining data. Respondents who had already completed the questionnaire in Phase 1 of the data collection, as well as some of the researchers' personal contacts were asked to send the link to the electronic questionnaire to other individuals who met the required respondent criteria (Section 4.6.1). Clear instructions were given that these individuals could not be part of a household who had already taken part. The remaining 115 respondents were recruited in this manner.

4.8.2 Sample composition

Figure 4.4 illustrates the composition of the sample according to the methods used to recruit the 286 respondents.

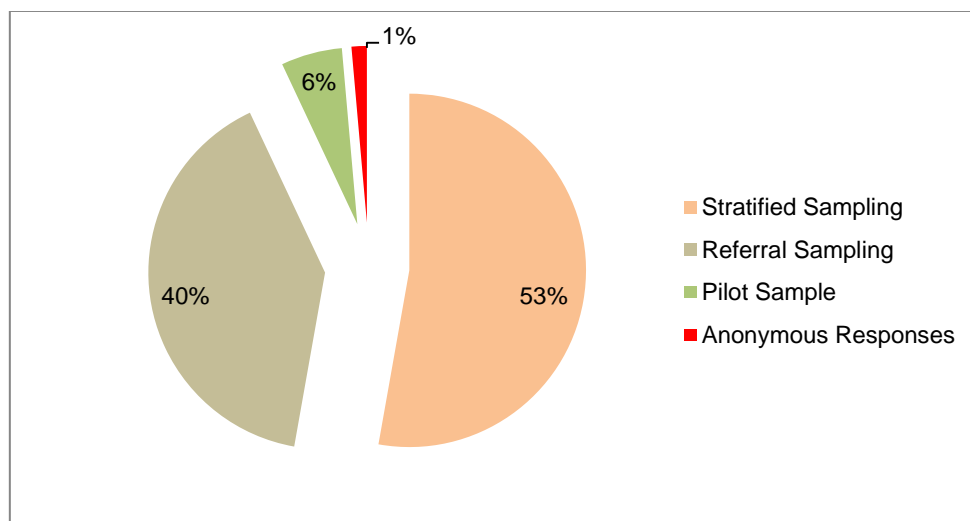


FIGURE 4.4: RESPONDENT DISTRIBUTION BY SAMPLING METHOD (N = 286)

Of the total sample 151 (53%) were recruited during the first phase of data collection using the stratified method. Four (1%) of the responses were respondents who chose to be

anonymous so could not be classified by either method. The pilot study data was also included in this research as no particularly significant changes were made to the questionnaire after the pilot study and these account for 16 (6%) of the total number of respondents. Forty per cent (115) of the respondents were recruited using the referral sampling method.

4.9 DATA ANALYSIS

Three methods were used to analyse the data collected statistically namely descriptive statistics, inferential statistics and exploratory factor analysis.

- ***Descriptive Statistics***

Descriptive statistics were used as a basis for organising data and describing the characteristics of the entire sample (Babbie, 2010:G4) for the selected variables age, gender, educational status and family life-stage. Measures of central tendency, means, medians and modes, and measures of dispersion and variability, ranges, the standard deviation and variance as well as measures of the frequency distribution of the data were used for interpretation. This also allowed the researcher to portray the collected data visually by constructing graphs, tables and figures that make the data easier to describe as Brown & Saunders (2008:2) contend. Descriptive statistics were also applied to obtain information about the importance consumers place on the various factors that influence their food choices. The ratings consumers allocated to several influences were indicated as frequencies and percentages.

- ***Inferential Statistics***

Inferential statistics differ from descriptive statistics as they allow the researcher to study data collected from a sample of a population to make inferences about the selected population, which are assumptions of possibility (Brown & Saunders, 2008:2). Babbie (2013:470) emphasises that for this to be done accurately, it is essential that a range of errors be applied to the population in the form of a confidence level and a confidence interval. Inferential statistics can also be used as a method to study correlations and interactions between different variables in the data set, which were chosen as they relate to the objectives set out for this research.

The Chi Squared test of significance was applied to selected variables. This test is based on the null hypothesis that there is no association between any two variables in the population under investigation (Babbie, 2013:483). The levels of significance of the observed associations were reported in the form of a probability (p) value that indicated whether the

result could have been obtained by sampling error alone or not. Associations were accepted to be significant at 0.05 level of significance (thus the association cannot be due to sampling error more than five times out of a hundred). In instances where the expected count of less than five was higher than 20%, but the p-value was <0.05 , Fisher's Exact test was done for validation purposes. For the sake of comprehensiveness, this test was also done for all values between 0.05 and 0.10 with an expected count of more than 20%. The Chi Squared test could be validated where the test's p-value was high, for example > 0.10 ; here Fisher's exact test was not required. Similarly in instances where the Chi Squared test yields a p-value < 0.05 and the percentage of cells with an expected count of less than five is less than 20%, the Chi Squared test can also be validated and Fisher's Exact Test was not necessary.

- **Factor Analysis**

Exploratory factor analysis (EFA) was applied to summarise and reduce the number of items included in the questionnaire into coherent constructs. The majority of the 31 items in the questionnaire were taken from an existing Food Choice Questionnaire (Stephoe *et al.*, 1995) and the research of Januszewska *et al.* (2011), Scheibehenne *et al.* (2007), Andaleeb and Conway (2006) as well as that of Lee and Hing (1995) was used to adapt the questionnaire to suit the study of food away from home. The items were subjected to Exploratory Factor Analysis (EFA), specifically the Principal Axis Factoring (PFA) method, using Oblimin rotation. This allows factors to be orthogonal, with an Eigen value >1 . The internal consistency of consumer responses was evaluated and suitable labels for each factor were allocated. Factor means were subsequently interpreted from the resulting values.

Subsequent to the identification of factors, one-way ANOVA was used to seek significant differences across the demographic categories of age, education, family life-stage and income for the factors that identified.

4.10 QUALITY OF DATA

Validity and reliability are essential components of any research endeavour and are part of the research design. Bryman (2012:174) does not underestimate their importance in research, the claim is made that not all research warrants rigorous procedures to ensure absolute validity and reliability as straightforward and minimal steps often prove to be just as effective. In this research, appropriate measures on these issues were taken.

4.10.1 Validity

Validity indicates whether the instrument measures what it is intended to measure (Salkind, 2012:123) implying that it is logical and effective. The following steps will be taken to ensure validity in the research:

Face Validity: can be viewed as an observer's subjective impression that the measurement instrument measured what it intended to. It is thus reliant on the physical appearance of the questionnaire that was used. Bryman (2012:171) advises that it is useful to base a questionnaire on the design of one that has already been used. This was done with the help of subject experts for this study that measured food consumption behaviour. During the development of the online questionnaire for data collection the University of Pretoria's branding appeared on it to reinforce the researcher's affiliation with it. Moreover, the consistent branding gave the online questionnaire a professional appearance making it seem trustworthy for the respondents.

Construct Validity: refers to whether the results obtained from the measurement instrument related to the choice of variables selected for the research. Theory relevant to the concepts being investigated should guide this choice (Bryman, 2012:173). Apart from using the existing Food Choice Questionnaire (Steptoe *et al.*, 1995), additional sources that used appropriate scales too were consulted for the constructs of health, mood, sensory appeal, natural content, price, weight control, familiarity and ethical concerns. An adapted form of the Food Choice Questionnaire was applied to measure the construct of convenience (Januszewska, 2011; Scheibehenne *et al.*, 2007), and the physical setting construct was based on the research of Andaleeb and Conway (2006) and Lee & Hing (1995).

Theoretical Validity: linked to construct validity, this aspect relies on an extensive review of the literature. A variety of relevant and current sources was reviewed to identify which concepts relate to food away from home consumption behaviour. The review of the literature was also used as a basis for the formulation of the research problem statement and its objectives.

Content Validity: refers to how representative a test is of the universe of items from which it is extracted (Salkind, 2012:124). For this purpose, the questionnaire was checked by subject experts and a qualified statistician to ensure that the questions covered and represented all the concepts involved in this investigation.

4.10.2 Reliability

Salkind's (2012:115) view is that reliability refers to a measurement instrument that is consistent and dependable considering the results. It indicates the ability of the measurement instrument to perform in the future as it did in the past. The following four aspects have been adhered to ensure reliability in this study. First, all the concepts covered in this research have been clearly defined following a proper review of the relevant literature. Conceptualisation was done with the utmost care. Second, to ensure consistency, the categorisation of the database was done by adhering strictly to the conceptualisations set out in the review of the literature. Inter-observer consistency sometimes becomes problematic in instances where data needs to be subjected to content analysis and categorised (Bryman, 2012:169). The database created for this research was based on a situational analysis.

Third, multiple indicators were used in the measurement of each concept. The aim of doing this was to ensure that the stated objectives were met. It is important to note that, as Salkind, (2012:118) warns, ambiguity should be avoided. Neither was there an excess in the number nor were unnecessary questions relating to the consumption of food away from home included in the measurement instrument. Application of exploratory factor analysis as a technique confirmed this.

Fourth, and importantly, as Salkind (2012:269) advises, the measurement instrument, in this research a questionnaire, was pilot-tested to avoid indistinct questions being asked of the respondents that could mean receiving vague responses. The questionnaire was distributed to a pilot sample and, on return, was analysed and linked to the operationalisation strategy set out for this research. Questions that needed minor alterations were revised. The degree of difficulty of the questionnaire was also moderated by subject experts, the pilot sample and a statistician to ensure that the questions, concepts and language were understandable, as Salkind (2012:118) mentions. Furthermore a standardised set of instructions regarding how to complete the questionnaire should be given to respondents on the questionnaire itself (Salkind, 2012:118). For this study this was done at the top of the webpage, on the cover letter, as well as fieldworkers conveying this message verbally to the respondents during the recruitment process

4.10.3 Ethics

According to Walliman (2011:240), ethical behaviour is of utmost importance when conducting research. He indicates that honesty and personal veracity as well as showing accountability towards the unit of analysis is important. For this research the following steps

were taken to adhere to the guidelines for sound ethical conduct when engaging human subjects. A research proposal was presented to, and approved by, the Ethics Committee of the Faculty of Natural and Agricultural Sciences (Ethics approval number: EC131107-114) before the research was initiated.

The researcher spent time training fieldworkers on how to explain the study to respondents to make sure they understood what it was about. Thus the signing of the informed consent form would be valid. All participants involved in this research were treated in an ethical and professional manner and care was taken to ensure both anonymity and confidentiality with regard to the completion of questionnaires. Respondents were given the option of remaining anonymous by not entering their names or electronic mail addresses when completing the questionnaire. Four respondents preferred to do so. Respecting informed consent meticulously was recognised in the online questionnaire design. The portable document format version of the cover letter (Addendum C) was sent to respondents along with the electronic link to the questionnaire, which too was downloadable from the webpage. Respondents were informed that, by clicking on the link for the questionnaire, they were providing the researcher with informed consent. This meant that the information given could be used as data in an anonymous and confidential manner in a research environment, at the same time assuring respondents that the information would not be used for any reason other than research purposes.

4.11 CONCLUSION

This chapter provided an overview of the design of this research, the sample, the sampling procedure, the measurement instruments and the data analysis methods. The research took place in two stages that entailed a situational analysis and an electronic questionnaire. The situational analysis data was applied to both the development of the questionnaire and the sampling procedure. Altogether 286 respondents from the City of Tshwane Metropolitan Municipality were recruited to take part in this research. Primary data was collected by means of an electronic questionnaire. The questionnaire data was analysed through the interpretation of descriptive and inferential statistics as well as exploratory factor analysis. Validity and reliability measures were set in place in order to assure the quality of the data and ethical considerations were respected.

Chapter 5

RESULTS AND DISCUSSION

This chapter commences by presenting the demographic data of the sample and goes over to a discussion of the analysed data as it relates to the objectives set out for this research.

The results are then interpreted in line with the existing literature collected during the review conducted for this research.

5.1 INTRODUCTION

The focus of this chapter is the enquiry into Tshwane households' food away from home consumption and the results of the study are presented and discussed according to the objectives of this research. First, an overview of the situational analysis that was used to determine the sample is given, followed by a description of the sample's demographic profile. Then the dissertation ends with a summarising conclusion.

5.2 SITUATIONAL ANALYSIS

In order to initiate this research, and support the sampling process, a basic situational analysis was conducted to investigate the availability and dispersion of sit-down and fast-food restaurants in the area of study. As mentioned in section 4.5 situational analysis in this context refers to data gathered in order to provide an overview of a particular situation as was done by authors such as Charlton and Rose (2001) and Ali *et al.* (2004). Widespread fieldwork and a desktop review was undertaken to create a database of the most prominent establishments in Tshwane. The database can be found in Addendum A. It provides the contact information of all the establishments, their location as well as their main order of business, which was defined according to the restaurant's own description of their business practices as well as what was observed during the situational analysis.

The situational analysis revealed that wide varieties of food service establishments are available in Tshwane. In total, the database comprised 853 establishments. Of these, 501 were classified as sit-down restaurants and 352 as fast-food restaurants. Fast-food restaurants were distinguished from sit-down restaurants using the Statssa (2015b) definition that they largely make use of self-service although in some instances seating may be provided (Statssa, 2015b). The establishments were further classified according to their main observed type of business.

Most sit-down restaurants (199 establishments) presently fall within the category of casual dining restaurants that serve a continental/contemporary menu. Such a service is limited to American service style meaning that food is portioned on plates in the kitchen and is served by waiters or waitresses (Payne-Palacio & Theis, 2015). Chon and Maier (2010) indicate that “family restaurants” possess a family friendly ambience in addition to not generally selling alcohol. In Tshwane, the study area, most casual dining restaurants serve alcohol. Establishments such as Spur and Mimmos cater for the section of the market that comprises family diners by providing extensive children’s menus and play areas. Restaurants that serve ethnic food exclusively are also available. There are 75 such establishments in the study area. However, it seems as though these restaurant owners tend to actually offer a more varied contemporary (modern) or continental (generally European type food) menu regardless of the ethnic theme of the restaurant. As can be expected, steakhouses, 87 establishments, are very prominent for the Tshwane market followed closely by seafood restaurants, 50 establishments and Pizza restaurants, 42 establishments, all of which are dominated by large chain restaurants such as Spur, Dros, Ocean Basket, Mimmos and Panarottis (See Addendum D for definitions). Restaurants that mainly focus on burgers are also moderately available, 29 establishments. Sit-down restaurants that resemble a fine-dining environment more closely are mostly located in the more upmarket Tshwane regions such as Brooklyn and Waterkloof and their number is limited to 12 establishments. Four buffet restaurants were also included in the database as well as three restaurants that exclusively provide desserts.

As all fast-food restaurants generally conduct business in a similar manner they were categorised according to their most featured menu items. The Tshwane fast-food market provides a good variety of menu items for its customers with a wide availability of hamburgers, pizza, seafood and even “health meals” such as wraps and sandwiches. The fast-food restaurant market is mainly dominated by large chains such as Steers, Kentucky Fried Chicken (KFC), Debonairs and McDonald’s. Fast-food restaurants whose main business focuses on offering either chicken (85 establishments) or pizza (79 establishments) are the most prevalent. This is followed by fast-food restaurants that specialise in serving burgers. Various ethnic fast-food restaurants are also available in the market (38 establishments) specialising particularly in Asian cuisine. The introduction of Chesa Nyama in 2013 introduced an ethnic African fast-food menu into the market. Fast-food restaurants that specialise in other ethnic cuisines are very limited. Fast-food restaurants selling mainly pies and pastries were also moderately available (25 establishments). Fast-food establishments, also serving the market specialise in sandwiches (16 establishments), hot dogs (13 establishments) and wraps (13 establishments).

Subsequently the location of each establishment was plotted and their dispersion pattern is evident. From this, the researcher could determine the areas where foods away from home establishments were widely available. Regions 3 and 6 of the Tshwane metropolitan municipality had a distinct concentration of both fast-food and sit-down restaurants as can be seen in Figures 5.1 and 5.2. These areas were therefore selected for the sampling procedure.

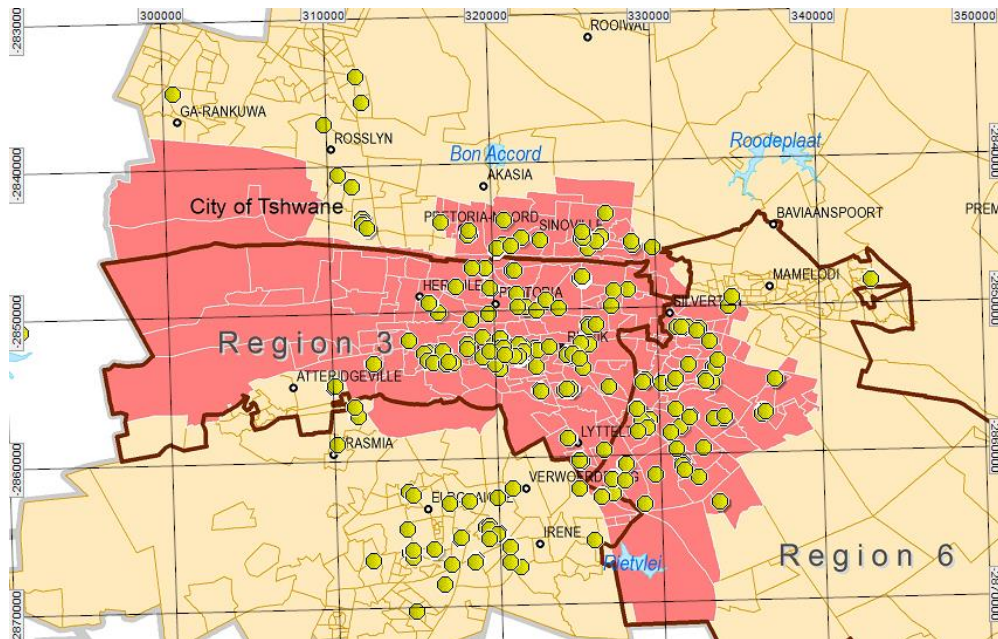


FIGURE 5.1: DISTRIBUTION OF FAST-FOOD RESTAURANTS

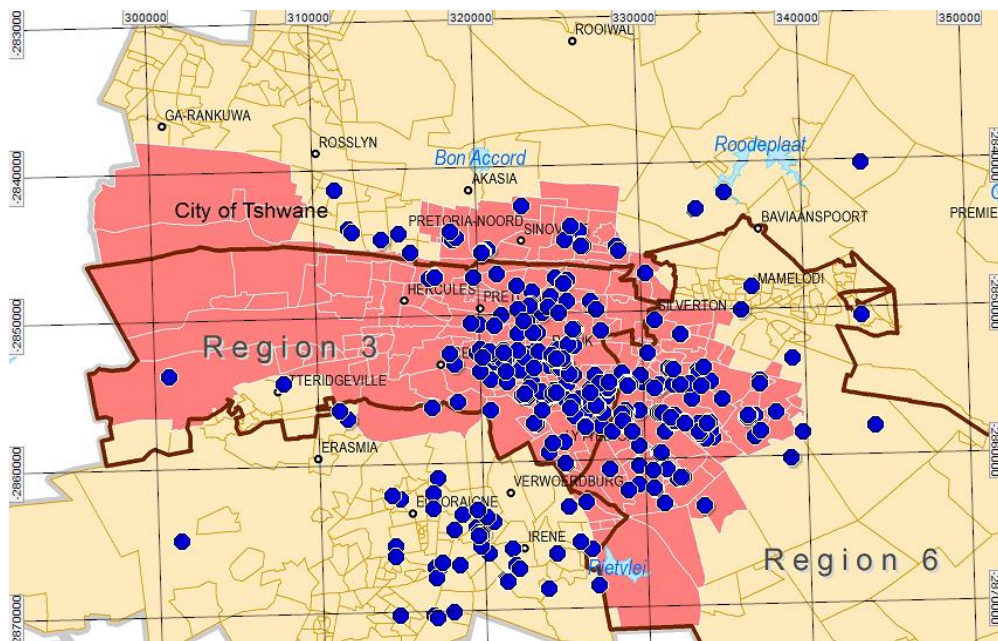


FIGURE 5.2: DISTRIBUTION OF SIT-DOWN RESTAURANTS

5.3 DEMOGRAPHIC CHARACTERISTICS OF SAMPLE

The profile of respondents (Table 5.1) was compiled by asking a series of questions (Section A of the questionnaire). The demographic variables of age (divided into generational cohorts), level of income, level of education and family life-stages were used in the subsequent analyses as will be explained below. The demographic variables of gender, ethnicity and number of household members were not used in analyses but were merely applied to describe the sample. Respondents were also asked to report their area of residence; this was only done to ensure that the respondent's place of residence was within the scope of this research in a delimited study area. In total, 286 questionnaires were deemed useable for further analysis.

5.3.1 Gender

The majority of respondents willing to take part in this research were female (64.3% Table 5.1). Fieldworkers were instructed to approach males and females equally but the data would suggest that females were more willing to participate. It can be assumed that this willingness is due, in part, to the notion that females are more generally held responsible for the food decisions of families (De Ruijter & Van der Lippe, 2009:8) and are thus more knowledgeable and willing to share information on this aspect.

5.3.2 Age

In order to participate in this research consumers had to be between 18 and 75 years of age. These individuals were targeted as they are considered to be of "working age" by the City of Tshwane Municipality. Furthermore, the majority of the population of Tshwane (70.4%) falls in this age group (City of Tshwane Municipality, 2008). Under 18s were excluded for ethical reasons and individuals aged above 64 were included as they make up a large portion of the solitary survivor grouping in the family life-stages. The mean age of the sample was 33 years with a standard deviation of 14.13. The youngest respondent was 18 years of age whereas the oldest respondent was 73 at the time the questionnaire was completed.

To conduct the analysis of variation (ANOVA) respondents were divided into generational cohorts as seen in Table 5.1. The use of generational cohorts to categorise the structure of the age of consumers has gained popularity in various areas of research, such as general consumer decision-making in the retail environment (Bakewell & Mitchell, 2003), fashion and apparel (Littrell, Ma & Halepete, 2005) and even in defence force strategies (Jorgensen, 2003). As per the definition of Bakewell and Mitchell (2003) individuals born between 1909 and 1945 were classified as '*matures*', individuals born between 1946 and 1964 were termed

'baby boomers', individuals born between 1965 and 1976 were termed 'Generation X' and individuals born between 1977 and 1994 were termed 'Generation Y'. For the purposes of this research, individuals born in 1993 who were thus 18 years of age at the time of research were included in the latter group. Matures and baby boomers were grouped together as it transpired that there would be fewer older respondents. This generational cohort was relabelled 'baby boomers and older'.

TABLE 5.1: DEMOGRAPHIC PROFILE OF RESPONDENTS (N=286)

Gender	Male		Female					
	n	102	184					
%	36%	64%						
Age	Baby boomers and older		Generation X	Generation Y and younger				
	n	49	46	191				
%	17%	16%	67%					
Ethnicity	Not specified		Asian	Coloured	Indian	Black	White	
	n	4	3	5	5	49	220	
	%	1.4%	1.1%	1.8%	1.8%	17.1%	76.9%	
	<i>Non-Caucasian</i>					<i>Caucasian</i>		
		62			220			
		21.7%			76.9%			
Level of education	Lower than Grade 12		Grade 12	Undergraduate degree or diploma	Post-graduate degree or diploma			
	n	4	107	103	72			
%	1.4%	37.4%	36%	25.2%				
Household income	Low and emerging middle class		Realised middle class	Upper middle class and affluent	Not specified			
	n	78	53	51	104			
%	27%	19%	18%	36%				
Family life-stage	Single individuals		Single parents	Couples without children	Couples with children	Pensioners	Not specified	
	n	79	27	37	131	8	4	
%	28%	9%	13%	46%	3%	1.4%		
Household size	1 member		2 members	3 members	4 members	5 members	5+ members	Not specified
	n	32	72	49	78	31	21	3
%	11%	25%	17%	27%	11%	7%	1%	

5.3.3 Ethnicity

Respondents indicated which ethnic group they belonged as referred to in the South African Employment Equity Act (Labour Department, 2014). The complexity of South Africa's ethnic population makes this too complex for a study of this size. However, categories were

identified for possible follow-up investigations and the study sample is described as indicated in Table 5.1. Respondents who indicated that they belong to the Asian, Coloured, Indian and Black ethnic groups were grouped together under the heading non-Caucasian (21.7%) as was done in the South African context by authors such as Le Grange, Telch and Tibbs (1995) who proved that such a division could yield statistically significant results. A small sample of respondents (1.4%) did not wish to share their ethnicity. As the majority of respondents were selected by volunteer sampling representativeness of the ethnic groups in the population could not be guaranteed. For this reason comparison was not done amongst ethnic groups. This aspect is discussed in the limitations of the study.

5.3.4 Level of education

Level of education was considered relevant to this investigation as literature (Jang *et al.*, 2007; Binkley, 2006) confirms its influence of consumer's food choice in general and fast-food consumption specifically (Jekanowski *et al.*, 2001). Four levels of education were distinguished as is indicated in Table 5.1. Response from respondents with an education level lower than Grade 12 was low (1.4%) whereas Grade 12 (37.4%), first degree/diploma (36%) and postgraduate degree/diploma holders (25.2%) was fairly well distributed. Thus the study sample was well educated with 61.2% having tertiary education.

5.3.5 Household income

Household income influences the financial resources consumers have to spend. Six categories were distinguished in the questionnaire in order to be detailed and ensure good representation of each category. For statistical comparison, three categories were adapted from the research of the Bureau for Market research annual report (Van Aardt & Coetzee, 2011) as is used in Table 5.2. The report classifies a household's financial situation based on the entire household's annual income. For the purpose of this research the categories were itemised per monthly income (as specified in the questionnaire) and the original seven categories (poor; low emerging middle class; emerging middle class; realised middle class; upper middle class; emerging affluent and affluent) were consolidated into three categories for the sake of simplicity. These categories could be separately investigated in future research.

The Bureau for market research annual report bases their definition of the various income groups purely on household income however profiles are provided:

- Adults in the low emerging middle class do not necessarily own their own cars cannot afford satellite television (DSTV), desktop computers, cell phone contracts, medical aids and do not make use of credit cards. It was anticipated that these individuals would in all probably not make use of food away from home establishments and thus would not qualify for this research. However as the researcher did not wish to exclude a participant based on this, this category was merged with the next and renamed low and emerging middle class.
- Adults in the emerging middle class might have car use or ownership, have access to a cheque account and retail store cards and have access to medical aid.
- The realised middle class is characterised by adults who work full time who are able to use and own a car, who can make access their accounts via automated tellers and only reside in metropolitan areas. These individuals also have savings accounts.
- The upper middle class, emerging affluent and affluent were all grouped together for the purpose of this research. Apart from all the characteristics mentioned in the previous category these individuals are also characterised by having post-school or even post graduate qualifications.

These profiles were considered during the interpretation of the data however they were not strictly enforced as household income per month was deemed as the most important consideration.

No respondents reported their monthly income as lower than R5 000, this was expected as the research was conducted among urban households. It should also be noted that this question was optional to respect the privacy of respondents (1/3 of respondents opted not to share this information). Nevertheless, the distribution across income levels was quite satisfactory as seen in Table 5.1 and 5.2.

TABLE 5.2: INCOME LEVEL OF RESPONDENTS

Household income per month	n	Categories of investigation	n	%
R5 000 - R9 999	17	Low and emerging middle class	78	27.3%
R10 000 - R 14 999	22			
R15 000 - R24 999	39			
R25 000 - R50 000	53	Realised middle class	53	18.5%
R50001 +	51	Upper middle class and affluent	51	17.8%
Not specified	104	Not specified	104	36.4%
Total	286			100%

5.3.6 Family life-stage and size

A sizeable representation of each family life-stage category respondents was ensured as nine categories representing life stages were used in the questionnaire (See Addendum C). These groups were then classified into categories of investigation according to groups Schiffman and Kanuk (2010:332) suggests. The nuclear family was dominant as most of the sampled respondents households (46.4%, Table 5.1) consisted of couples with a child or children. The second most prevalent group were single individuals (28%). This distribution correlates with the data provided by the Human Science Research Council (HSRC) (2007:48). The distribution of varying household sizes was good (Table 5.1). A large proportion of respondents reported that their household had two (25%) or four members (27%).

5.4 RESULTS

The previous section discussed the situational analysis as well as the demographic profile of the sample. The results of the study are presented further in this section according to the stated objectives set out for this study.

5.4.1 Food away from home consumption of Tshwane households

The first objective of this research aimed to explore and describe the food away from home consumption patterns of Tshwane households. This was done by examining which establishments are frequented, which menu items are consumed, as well as when and with whom food away from home is consumed. The results for this objective will be discussed in the subsequent sections.

a. How frequently do you make use of food away from home establishments?

First of all, it was necessary to examine how frequently consumers visit food away from home establishments, and then which ones they use. Consumers were asked to indicate how frequently they use each establishment by selecting one of the following options: 5-7 times per week, 3-4 times per week, 1-2 times per week, once or twice a month, a couple of times per year or never. The data was arranged from lowest to highest frequency to give a good visual overview of this item (Figures 5.3 and 5.4). Weekly consumption was consolidated for convenient interpretation.

The sit-down restaurant category comprising coffee shops, pizza and pasta restaurants and steakhouses are frequented most often (Figure 5.3). In general, weekly patronage frequencies were low although coffee shops had a high weekly frequency of patronage (26.8%). Pizza and pasta restaurants showed the second highest weekly frequency (8.7%) with high monthly support (35%). Steakhouses were also frequently visited on an annual basis (48.3%) and monthly (34.6%), but not as frequently weekly (5.8%).

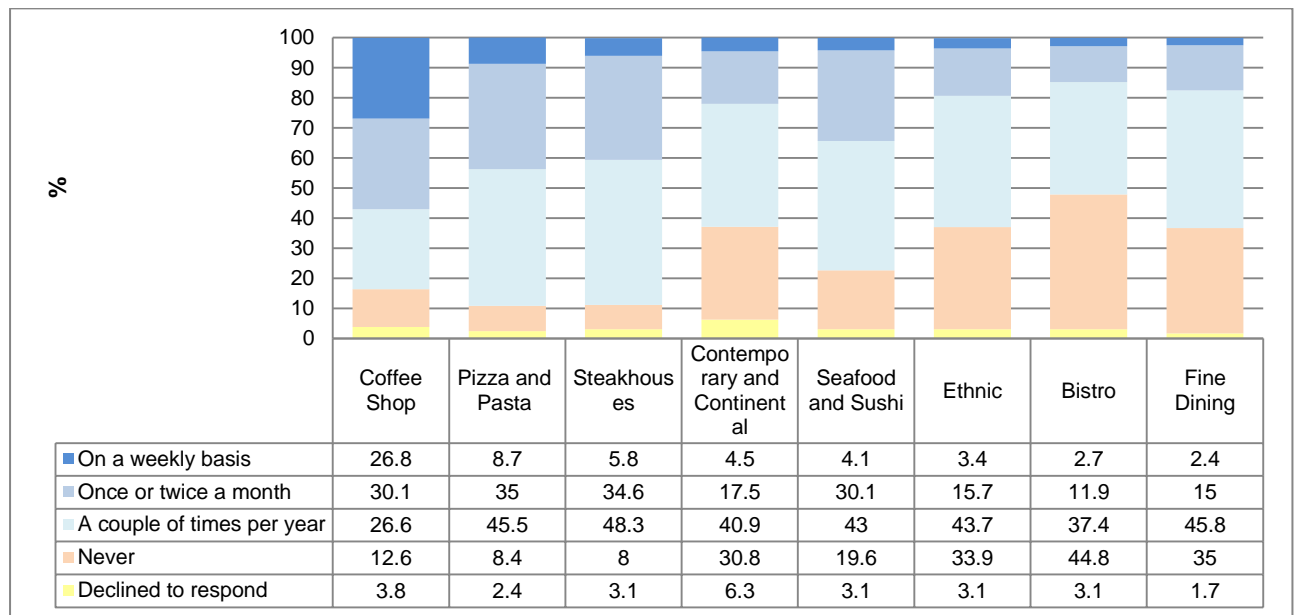


FIGURE 5.3: FREQUENCY OF PATRONAGE FOR SIT-DOWN RESTAURANTS (N=286)

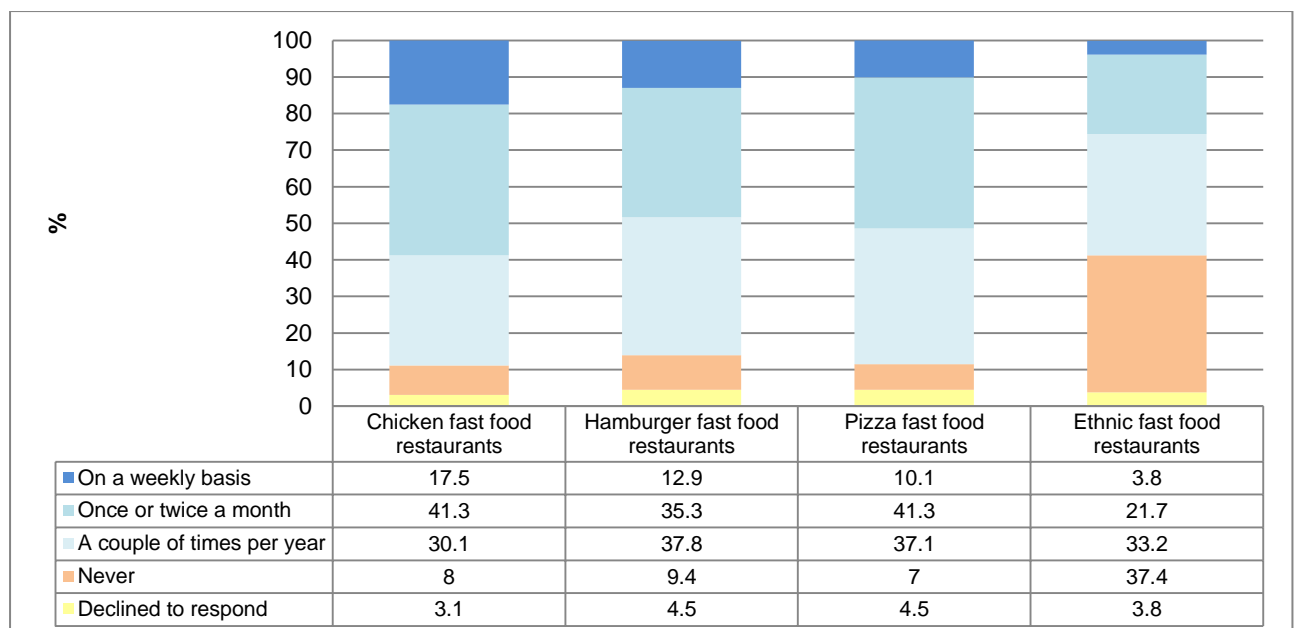


FIGURE 5.4: FREQUENCY OF PATRONAGE FOR FAST-FOOD RESTAURANTS (N=286)

The least frequented facilities proved to be fine-dining, bistro and ethnic restaurants as they had low weekly and monthly patronage. Fine-dining facilities showed a low weekly patronage (2.4%) with consumers mostly indicating that they make use of fine-dining establishments a couple of times a year (45.8%). This reduced patronage might be due to limited availability or general inaccessibility, perceived as being expensive and a lack of appeal to individuals with children. The research of Lalwani (2002) did point out that the children of Singaporean parents have little say in the choice of restaurants their family visits. These parents usually select fine-dining restaurants and take into account the manner in which the particular establishment considers the presence of children.

Among the fast-food restaurants, the chicken fast-food restaurants category were the most frequented, once again on a weekly basis (17.5%). Respondents (41.3%) often frequent chicken restaurants on a monthly basis. This observation possibly explains the large number of chicken franchises found in South Africa (Maumbe, 2010). Burger restaurants were close with a weekly patronage of 12.9% then pizza restaurants at 10.1%. By far the least frequented were ethnic fast-food restaurants as 37.4% of responding consumers never use of these establishments, this result could possibly be due to the low number of non-Caucasian respondents an aspects which could be reassessed in future research.

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In general, respondents weekly use of food away from home was not radically high. However, it is apparent that food away from home is consumed on a regular basis although Tshwane respondents do not rely solely on food away from home for their meals even though national data shows that they are possibly using this facility more in recent years (Stats SA, 2012). Maumbe (2010) suggests that the consumption of fast-food increases with increasing higher incomes, globalisation and westernisation. These influences might, in fact, also be the case in this study. The 8.7% growth in the South African food and beverage industry is attributed to increasing use of fast-food and sit-down restaurants, this confirming that there is definite increase in food away from home consumption (Stats SA, 2015a). The

results of this research show that this growth could also be influenced by the increased use of coffee shops, pizza and pasta restaurants, steakhouses as well as chicken fast-food restaurants, which is definitely evident as far as Tshwane households are concerned.

b. How frequently do you eat the following menu items at food away from home establishments?

It is also necessary to identify the individual menu items consumers tend to purchase most often as these do tend to vary as does the frequency of fast-food food away from home consumption (Feeley *et al.*, 2009). Consumers were thus asked to indicate, on the same scale as was used for consumption frequency, how often they chose specific fast food menu items. The results are presented graphically in Figures 5.5 and 5.6.

For individual menu items (Figures 5.5 and 5.6) it was found that the most frequently consumed menu item was chicken with 22.7% of respondents specifying consumption on a weekly basis. In addition to this, very few respondents (8.4%) had never ordered chicken as a menu item, which implies that, overall, a chicken items seems to be a frequent fast food choice for consumers. The second most frequently consumed menu items from food away from home establishments were salads and sandwiches, both of which had a frequency of 19.9%. French fries were also consumed frequently on a weekly basis (19.2%) especially because they are often served as a side dish for many main items. Feeley *et al.* (2009) found that adolescents particularly consumed French fries frequently.

In Figure 5.6 it is clear that Ethnic Mediterranean food, such as the Spanish and Greek tapa, was least frequently (0.6%) consumed on a weekly basis. Pizza and pasta as a Mediterranean option were purposefully listed as a separate menu items (Figures 5.5) in this research as they both feature prominently in the food away from home market. Consumption of ethnic South African menu items on a weekly basis was not reported as being frequent (10.1%) with a significantly large number of respondents indicating that they never choose menu items such as pap (traditional African maize meal porridge), sheba (a tomato based sauce) and bobotie (a Malay-inspired curry minced beef dish) (58.4%). A possible explanation for this might be that street food, as defined by Steyn and Labadarios (2011), was excluded from the conceptualisation of food away from home for this research. Formal facilities which sell traditional South African food such as Kotas³, pap and sheba are very limited as seen in the situational analysis and the research of Blick (2014). Consumers also reported not frequently eating hot dogs; Blick (2014) does not indicate hot dogs in the brand

³ A quarter loaf of bread filled with ingredients such as French fries, curry, beef and cheese (Govender-ypma, 2014)

profile of any formal food away from home establishments. The research of Feeley *et al.* (2009), however, found that boerewors⁴ rolls were the fifth most frequently consumed item among 17-year olds that could suggest that boerewors rolls might replace hot dogs in the South African context as these individuals might extend their consumption into adulthood.

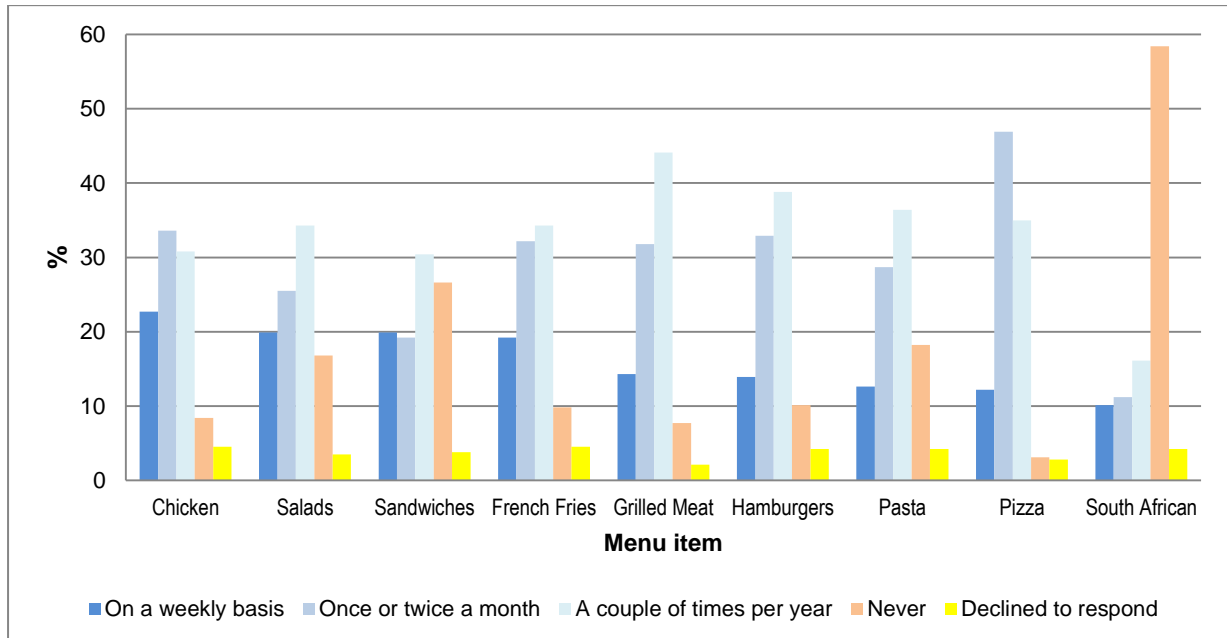


FIGURE 5.5: FOOD AWAY FROM HOME CONSUMPTION PER MENU ITEM (N = 286)

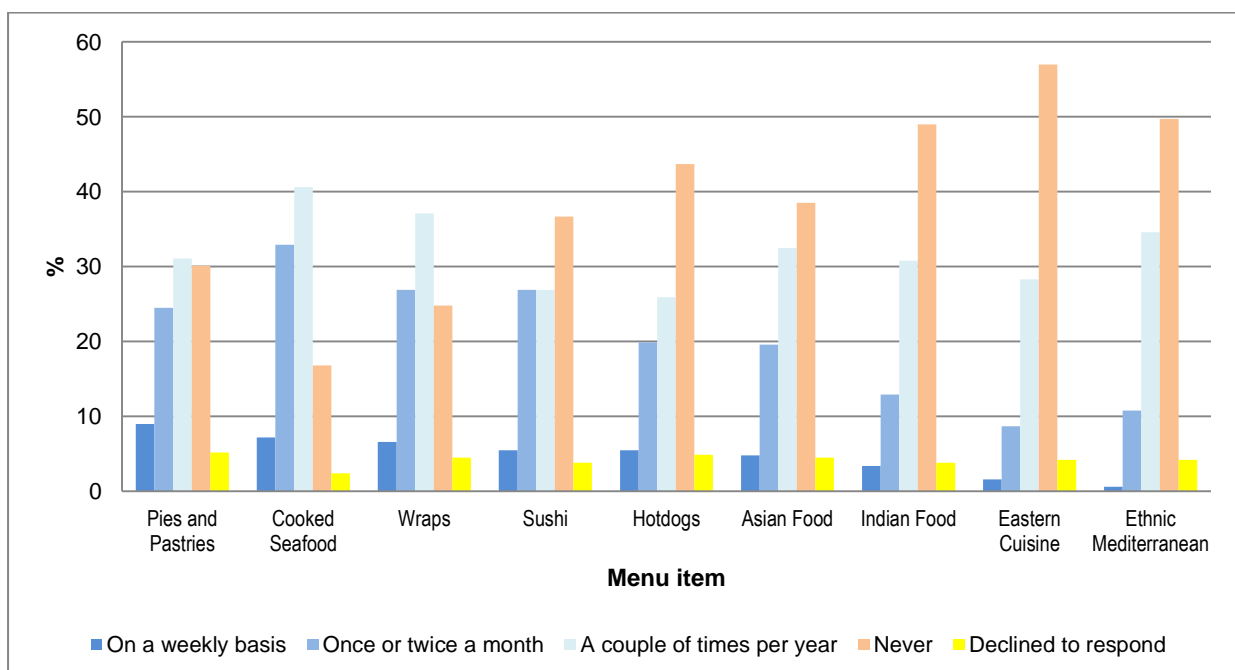


FIGURE 5.6: FOOD AWAY FROM HOME CONSUMPTION PER MENU ITEM CONTINUED (N = 286)

⁴ A minced beef sausage flavoured with spices such as Coriander, nutmeg, cloves, all spice and black pepper served on a hotdog roll (Ryder, 2011)

Overall, in this research, chicken remains the most frequently consumed menu item. According to Maumbe (2010), this could be caused by the abundance of chicken selling franchises in Tshwane. During the situational analysis it was also observed that generally food away from home establishments in South Africa sell some chicken menu items at a more affordable price, which would make them a popular option. The high frequency of salad and sandwich consumption could be attributed to both a move towards more healthy food choices and to items that are convenient to eat. To accommodate this trend in demand in the market fast food providers have adapted their offerings. McDonald's, for example, has introduced salads and fruit on their menus, Nandos provides overall healthier options and KFC has introduced reduced-fat grilled wraps (Maumbe, 2010). Moreover, salads and sandwiches are easily transportable and consumed, which makes them ideal food away from home items.

c. Day per week and meal times for food away from home

Researchers such as Binkley (2006), Kok & Botha (2004) and Stroebele and De Castro (2004) point out that food away from home consumption varies during the day and during the week. Consequently, it was necessary to ascertain the time of day and day per week that consumers generally purchased food away from home. Respondents were asked to specify the time of day and the day of the week that they are most likely to visit a sit-down or fast-food restaurant. Consumers were allowed to choose more than one day of the week per establishment. The results are presented in Figure 5.7. Both sit-down and fast-food restaurant patronage show a substantial increase on Fridays, Saturday and Sunday with maximum patronage for restaurants being reached on Saturdays (29.7%) for sit-down restaurants and Friday (24.4%) for fast-food restaurants (ibid.). In the South African context, Kok and Botha (2004:76) substantiates this, stating that fast-food restaurant meals are more acceptable over weekends than during the rest of the week.

Fast-food restaurant patronage dwindles considerably on Sundays, which may mean that there are Tshwane households that might still prefer more traditional meals on a Sunday. This could be especially significant as many respondents belonged to the white ethnic group which includes many Afrikaner respondents. Also worth mentioning is the rise in patronage of fast-food restaurants on a Wednesday (14.7%). This could be explained by the fact that, on the traditional home cooked Sunday meal of "meat and potatoes" thus plays a role here. Wednesdays, households would like to take a mid-week break from cooking. Another factor could be that some restaurants have special mid-week specials, such as the

phase when Steers restaurants have a ‘Wacky Wednesday’ burger promotion⁵ that would have also increased patronage on that night. Promotions such as the one mentioned which is aimed at targeting different population groups as well as promoting specific products and menu items is common marketing practice especially in the field of food service.

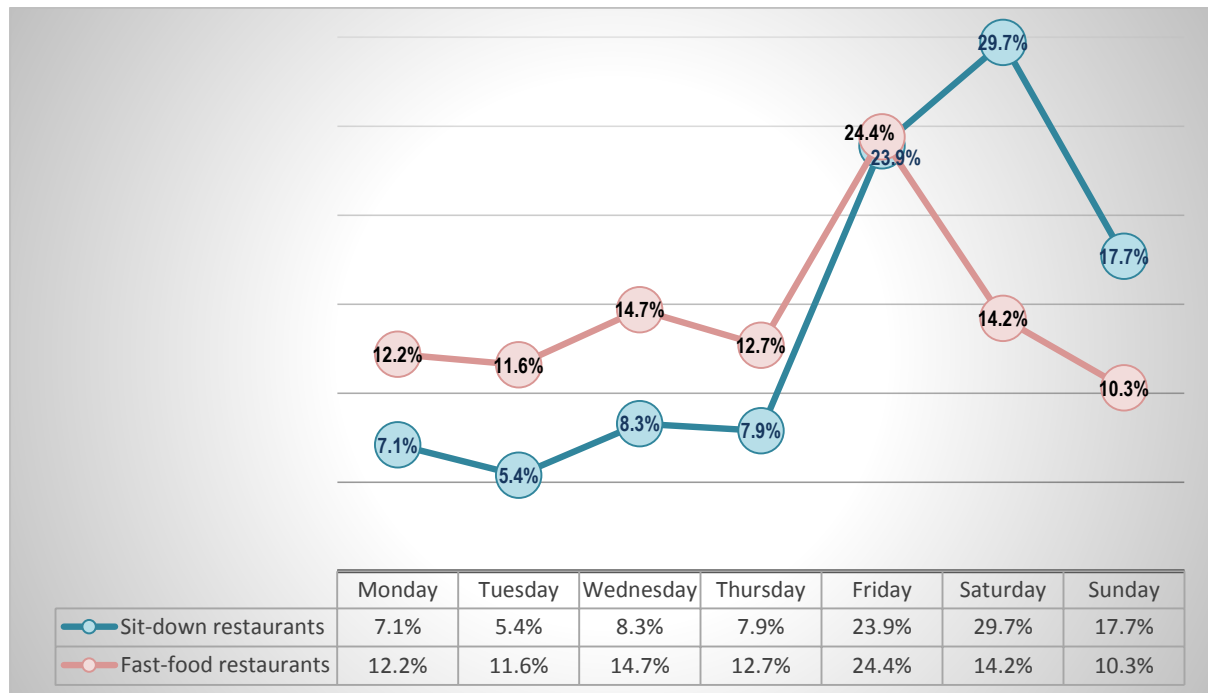


FIGURE 5.7: SIT-DOWN RESTAURANT AND FAST-FOOD RESTAURANT PATRONAGE PER DAY OF THE WEEK (SIT-DOWN:N = 661/ FAST-FOOD:N = 648)

Among sit-down and fast-food restaurants in the USA, Binkley (2006:383) found that patronage is generally highest on Fridays but that fast-food restaurant patronage is more equally distributed throughout the weekend. The results from this research differ for Tshwane households that frequent sit-down restaurants mostly on Saturdays and fast-food establishments are mostly on Fridays. Stroebele and De Castro (2004:829) comment that not only do consumers eat more over weekends and during holidays but they also eat away from home more frequently over weekends when they experience more flexibility with fewer time constraints. Moreover, weekends and holidays are times when individuals socialise more, causing them to eat food away from home more frequently. This is also the case in the results of this study.

⁵ Refers to a promotion which was occurring during the time the research was conducted

Data was collected to establish the time of day consumers would be most likely to make use of food away from home. Survey respondents were asked if they frequented sit-down or fast-food establishments for breakfast, lunch and dinner. The scale used was 5-7 times per week, 3-4 times per week, 1-2 times per week (consolidated to illustrate weekly consumption), once or twice a month, a couple of times per year, never and the results are provided in Figures 5.8 and 5.9.

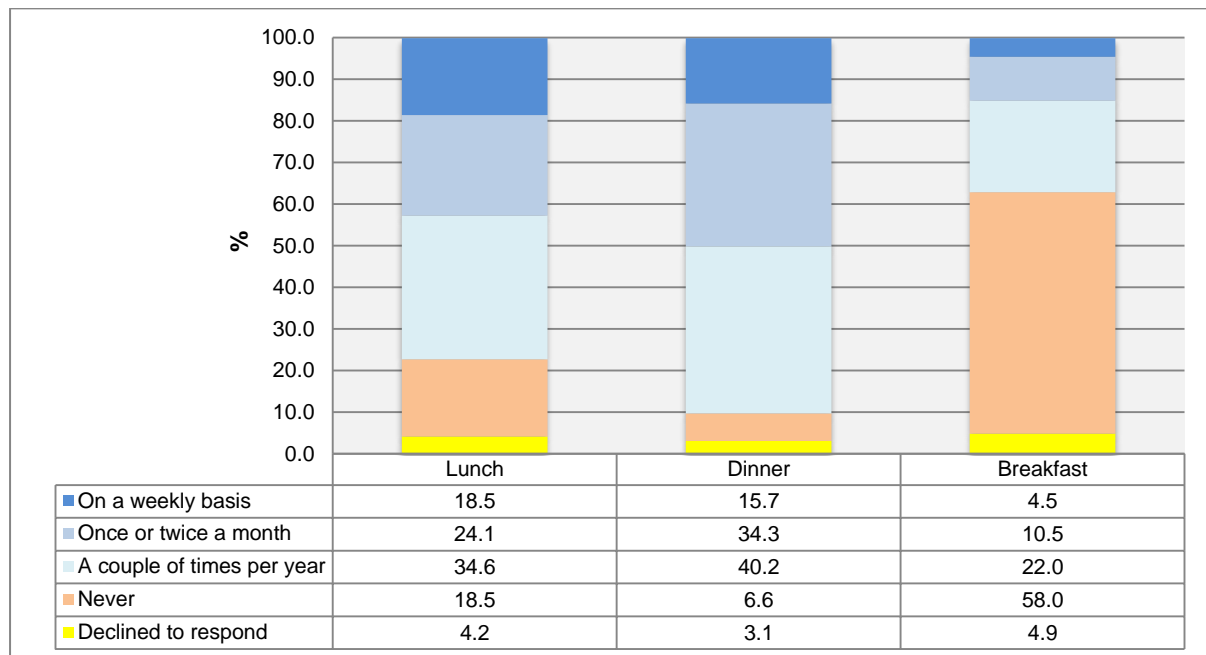


FIGURE 5.8: SIT-DOWN RESTAURANT PATRONAGE PER MEAL TIME (N = 286)

The results (Figure 5.8) indicated that respondents tend to have a meal at sit-down restaurants mostly for dinner (18.5%) and lunch (15%) on a weekly basis. Weekly consumption of breakfast at sit-down restaurants is substantially lower (7.6%). There is not a major difference between yearly and monthly consumption of meals at these facilities. However, monthly consumption of dinner at sit-down restaurants (37.8%) is highest when compared to lunch and breakfast. Many respondents never have breakfast at sit-down restaurants (16.1%), and generally do not find sit-down restaurants as suitable for breakfast as they do for lunch and dinner (Figure 5.8). Marshall and Bell (2003) contend that the place where a meal is consumed plays a role in how that meal is constructed and what is determined acceptable as a meal.

Similar to the data on sit-down restaurants the results (Figure 5.9) for meal time patronage for fast-food restaurants is higher for lunch (18.5%) and dinner (15.7%) on a weekly basis. Very few respondents (4.5%) frequented fast-food establishments for breakfast every week. A large percentage of respondents (58%) intimated that they never eat breakfast at fast-food

establishments. This could be attributed to the fact that South African fast-food restaurants have limited breakfast menus. During the situational analysis it was observed that the breakfast items generally available include English muffins, toasted sandwiches, muesli cups and breakfast wraps, but these generally fade in comparison to extensive lunch and dinner menus.

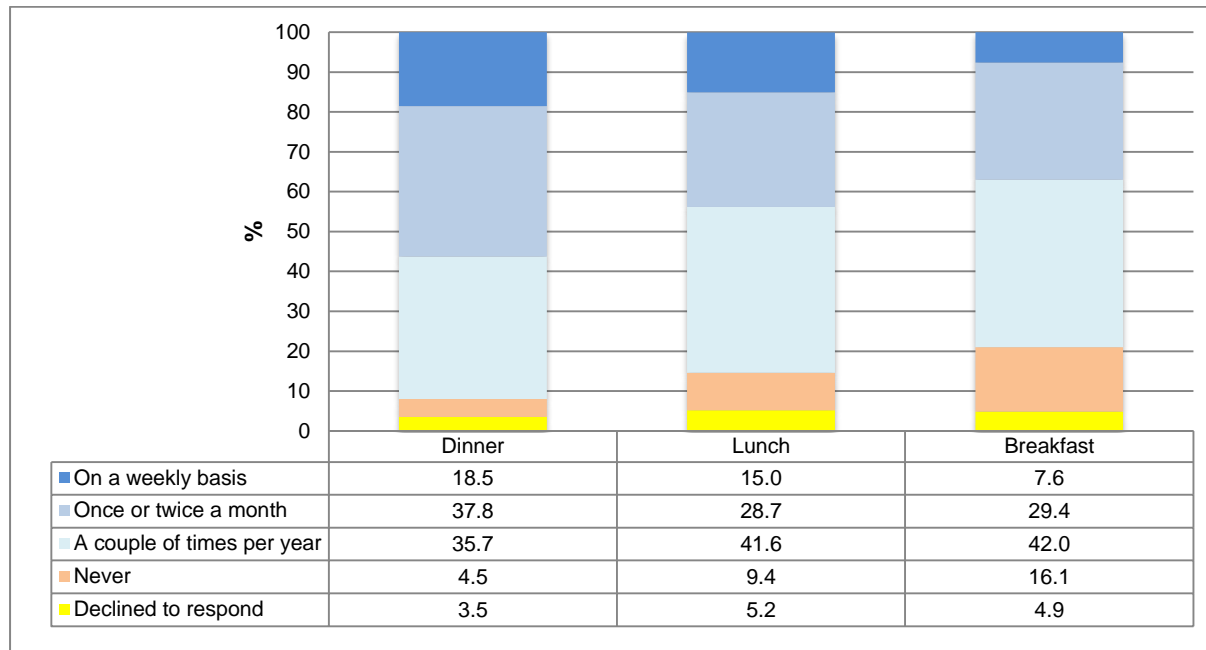


FIGURE 5.9: FAST-FOOD RESTAURANT PATRONAGE PER MEAL TIME (N=286)

Monthly patronage is also high for lunch (24.1%) and dinner (34.3%) and once again comparatively low for breakfast (10.5%). Few respondents never made use of sit-down restaurants for dinner (6.6%). Even though patronage does not occur frequently on a weekly basis, respondents do have a meal at sit-down restaurants for lunch and dinner once or twice a month or on occasion during the year. The frequency of food away from home consumption thus differs, based on the most preferred time to have a dinner and lunch meal away from home.

d. Company during food away from home consumption

As documented in the literature, consumers often choose food away from home that falls within the preference of their friends and family (Rydell *et al.*, 2008:2068). Consequently, it also is important for this research to determine with whom consumers choose to eat food away from home. Consumers were thus asked with whom they most frequently eat at sit-down and fast-food restaurants respectively. This was multiple response question as the questionnaire allowed respondents to select more than one option where they deemed it relevant. The final total result was 398 for fast-food restaurants and 655 for sit-down

restaurants. Clearly, the general trend was to have company when going to a sit-down restaurant rather than having a meal at a fast-food restaurant. Nayga (1996:424) found that in the USA, households with children generally spend more money on food away from home than those without children, and high-income, educated, single individuals are more likely to choose food away from home as a dinner option. However, in this research, results for South African consumers seem to differ between fast-food restaurant and sit-down restaurant patronage (Figures 5.10 and 5.11).

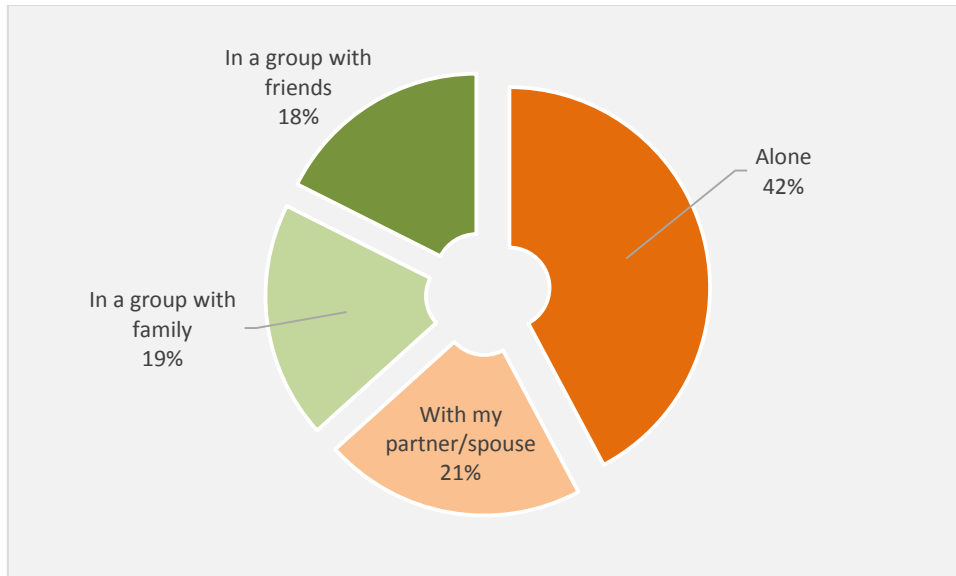


FIGURE 5.10: COMPANY DURING FAST-FOOD RESTAURANT PATRONAGE (N =398)

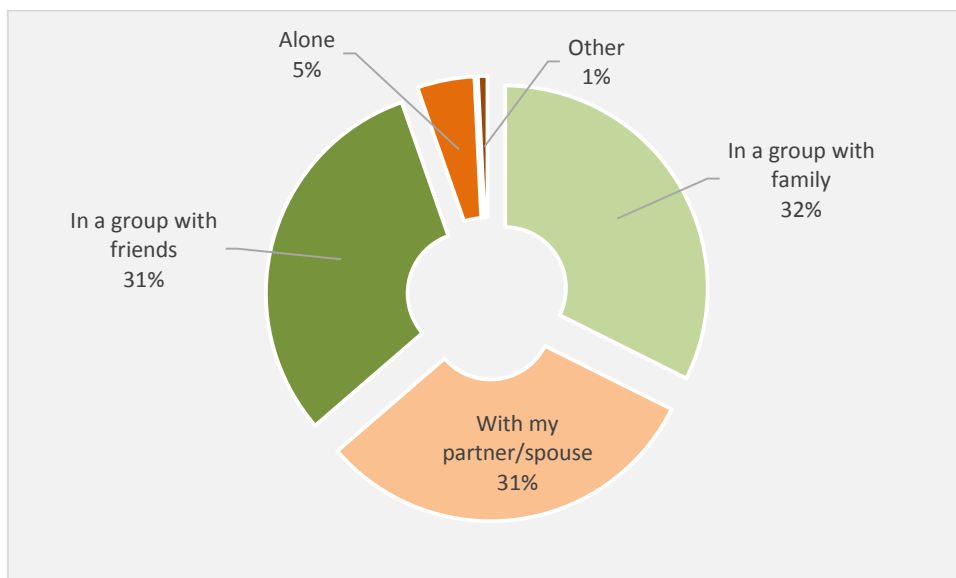


FIGURE 5.11: COMPANY DURING SIT-DOWN RESTAURANT PATRONAGE (N = 655)

For fast-food restaurant patronage, social considerations appear less important than they are for sit-down restaurant patronage. Most often (42%) people go to fast-food restaurants alone (Figure 5.10). Only half of this number of respondents (21%) normally choose fast-

food restaurant meals with a partner or spouse; 19% eat fast-food restaurant meals with family members; and 18% generally choose to go with friends to fast-food restaurants for a meal. It is interesting to note that the last three categories are all around 20% display an equal allocation of choices of company, which is a pattern similar to the results for sit-down restaurant patronage (Figure 5.11) although the composition in the latter case shows more emphasis on having company for a meal.

About a third (32%) of the respondents indicated that their family members keep them company during sit-down restaurant patronage. Almost equally important is the presence of their partner or spouse (31%) or their friends (31%). A relatively low percentage of respondents reported eating at restaurants alone (5%). Respondents were also given the opportunity to report any other forms of company with whom they visit both restaurants and fast-food restaurants. In the case of company when having a meal at fast-food restaurants the list in the questionnaire covered the required options, however, for sit-down restaurants a few (1%) respondents mentioned that their children accompanied them or they went with colleagues or clients.

5.4.2 Household context and food away from home consumption

There may be differences in the frequency of food away from home consumption of consumers because of context factors such as family life-style habits, age, income and education. As a result, consumers were asked to report various demographic characteristics that were compared to the reported consumption patterns. In order to explore and describe the influence of household context, a variety of cross-tabulations were computed for the demographics of: age, income, education and family life-stage. The associations between household context factors, patronage and menu items are presented in five subsequent subsections, each with their own subdivisions. The context factors chosen were cross-tabulated with patronage per establishment as well as choice of specific menu items.

5.4.2.1 Statistical analysis of cross-tabulations

Chi-Squared tests were performed to test for associations between context factors, establishments and menu items. The level of significance decided on was 0.05. First, Chi-Squared tests were performed on all cross tabulations to test the null hypothesis of no association. The Chi-Squared test had one important assumption that should be met in order to produce statistically valid results. The expected number of frequencies in each cell of the cross tabulation should be five or more. A rule of thumb is that no more than 20% of the cells should have expected frequencies less than five. One way to deal with cross-tabulations in

which too many cells have expected frequencies less than five is to combine the cells. Another possible solution is to apply Fisher's exact test. This test is a permutation test and does not require that expected cell frequencies be five or more. Hence the following practical approach was formulated.

In instances where the p-value found during the Chi-Squared test was <0.05 , but the number of cells with an expected count of less than five was higher than 20%, Fisher's exact test was performed for validation purposes. In instances where the Chi-Squared test yielded a p-value < 0.05 , and the percentage of cells with an expected count of less than five was less than 20%, the Chi-Squared test was validated, and Fisher's exact test was not performed. For the sake of comprehensiveness, this was also done for all cross-tabulations where p-values varied between 0.05 and 0.10, where the number of cells with expected frequencies less than five exceeded 20%.

In cases where the statistical test indicated that a significant association existed, the standardised residual (z-value) was further examined to identify the cells in the cross-tabulation that contributed most to the significant Chi-Squared value. A cell with a standardised residual of more than 2 or less than -2 is a point in a case, where the association between the two variables is illustrated (Field, 2009:699). The Chi-Squared test was thus done to test how probable it is that an observed distribution is due to chance. The standardised residual on the other hand was examined to investigate the strength of difference between the expected and the actual values. It is thus possible to see which demographic groups showed strong associations by looking at the standardised residual values. The following paragraphs elaborate on the results of the Chi-Squared tests which are based on null hypotheses, each paragraph is preceded by the relevant hypotheses.

5.4.2.2 Level of education

- a. Association between education level and patronage of food away from home establishments

The following hypotheses were stated:

H_0 = There is no significant association between education level and the frequency of food away from home establishment patronage.

H_1 = There is a significant association between education level and the frequency of food away from home establishment patronage.

In order to investigate the hypothesis the patronage of two types of food away from home establishments where investigated according to four selected education levels, namely, lower than Grade 12, Grade 12, undergraduate degree/diploma and postgraduate degree/

diploma. The results of this analysis are provided in Table 5.3 and show that the Chi-Squared test statistic for five of the tested establishments had a p-value <0.05. Fisher's exact test confirmed this p-value. Thus for steakhouses/grills, pizza/pasta restaurants, fine-dining restaurants, ethnic restaurants and seafood restaurants the null hypothesis could reject an association at 5% level of significance.

TABLE 5.3: CHI-SQUARED ANALYSIS OF ESTABLISHMENT WITH LEVEL OF EDUCATION

		Chi-Squared test				Fisher's exact test	
	Establishments	N	χ^2	p-value	Expected count <5	Test value	p-value
Sit-down restaurants	Steakhouses/Grills	277	19.242	0.023	31.3%	16.305	0.041*
	Pizza and Pasta	279	19.154	0.024	25.0%	16.466	0.038*
	Fine-dining	281	21.072	0.012	43.8%	16.845	0.033*
	Ethnic restaurants	277	18.307	0.032	43.8%	16.426	0.038*
	Bistro-type	277	14.303	0.112	43.8%		
	Seafood	277	18.569	0.029	43.8%	17.655	0.024*
	Continental and Contemporary	268	7.689	0.565	43.8%		
	Coffee shops	275	15.107	0.088	25.0%	13.775	0.091
Fast-food restaurants	Chicken	277	2.997	0.964	25.0%		
	Burger	273	5.065	0.829	25.0%		
	Ethnic	275	13.316	0.149	43.8%		
	Pizza	273	5.014	0.833	31.3%		

* Indicates instances where the null hypothesis could be rejected

Examination of the standardised residuals (Tables 5.4-5.8) indicates which groups showed strong differences in their actual and expected values.

TABLE 5.4: STANDARDISED RESIDUAL ANALYSIS FOR STEAKHOUSES (n = 277, missing cases = 9)

Frequency of use		Lower than Grade 12	Grade 12	Diploma or Undergraduate Degree	Postgraduate Degree
Never	Count	2	11	6	4
	Expected count	0.3	8.6	8.5	5.6
	Std. residual	2.9	0.8	-0.8	-0.7
A couple of times per year	Count	0	57.0	47.0	34.0
	Expected count	2.0	51.3	50.8	33.9
	Std. residual	-1.4	0.8	-0.5	0
Once or twice a month	Count	1	32	41	25
	Expected count	1.4	36.8	36.5	24.3
	Std. residual	-0.4	-0.8	0.8	0.1
On a weekly basis	Count	1	3	8	5
	Expected count	0.2	6.3	6.3	4.2
	Std. residual	1.5	-1.3	0.7	0.4

The frequency (Table 5.4) of individuals who claim that they never frequent steakhouses (z = 2.9) was higher than expected for the lowest education group. Blick (2014) observed

that the consumption of meat is significantly greater for higher earning individuals and it can be argued that individuals who are more educated have a greater potential for higher income however opinions on this aspect vary. It should, however, be noted that the response rate from the lower than Grade 12 education group was low overall, therefore it is recommended that these results need to be ignored and possibly reassessed in an appropriate way in future research.

The standardised residual values for pizza and pasta restaurants are also examined (Table 5.5). Two respondents with educational qualifications lower than Grade 12, who reported 'never' having visited pizza/pasta restaurants ($z = 2.8$), is more than expected frequency of 0.3 implying that they do not frequent these restaurants regularly.

TABLE 5.5: STANDARDISED RESIDUAL ANALYSIS FOR PIZZA/PASTA RESTAURANTS (n= 279, missing cases = 7)

Frequency of use		Lower than Grade 12	Grade 12	Diploma or Undergraduate Degree	Postgraduate Degree
Never	Count	2	7	12	3
	Expected count	0.3	8.9	8.7	6.1
	Std. residual	2.8	-0.6	1.1	-1.3
A couple of times per year	Count	0	47	42	4
	Expected count	1.9	48.0	47.1	33.1
	Std. residual	-1.4	-0.1	-0.7	1.4
Once or twice a month	Count	1	38	37	24
	Expected count	1.4	36.9	36.2	25.4
	Std. residual	-0.4	0.2	0.1	-0.3
On a weekly basis	Count	1	11	10	3
	Expected count	0.4	9.2	9.1	6.4
	Std. residual	1.1	0.6	0.3	-1.3

TABLE 5.6: STANDARDISED RESIDUAL ANALYSIS OF FINE-DINING RESTAURANTS (n = 281, missing cases = 5)

Frequency of use		Lower than Grade 12	Grade 12	Diploma or Undergraduate Degree	Postgraduate Degree
Never	Count	3	46.0	31	20
	Expected count	1.4	36.7	36.3	25.6
	Std. residual	1.3	1.5	-0.9	-1.1
A couple of times per year	Count	0	44	51	36
	Expected count	1.9	48.0	47.6	33.6
	Std. residual	-1.4	-0.6	0.5	0.4
Once or twice a month	Count	0	11	17	15
	Expected count	0.6	15.8	15.6	11.0
	Std. residual	-0.8	-1.2	0.4	1.2
On a weekly basis	Count	1	2	3	1

	Expected count	0.1	2.6	2.5	1.8
	Std. residual	2.9	-0.4	0.3	-0.6

For fine-dining restaurants the data in Table 5.6 indicated that more consumers with education lower than Grade 12 frequented these establishments than was expected on a weekly basis ($z = 2.9$). It should be noted however that this result resulted from a small portion of the sample and as also mentioned in the previous instances this result needs to be reassessed in the future with a bigger sample size. It is in essence possible that consumers could have a high income due to successful careers regardless of their level of education and that the outcome in Table 5.6 is merely as a result of personal preference.

TABLE 5.7: STANDARDISED RESIDUAL ANALYSIS OF ETHNIC RESTAURANTS (n=277, missing cases = 9)

Frequency of use		Lower than Grade 12	Grade 12	Diploma or Undergraduate Degree	Postgraduate Degree
Never	Count	2	47	30	18
	Expected count	1.4	35.7	35.4	24.5
	Std. residual	0.5	1.9	-0.9	-1.3
A couple of times per year	Count	1	37	50	37
	Expected count	1.8	46.0	45.6	31.6
	Std. residual	-0.6	-1.3	0.7	1.0
Once or twice a month	Count	0	13	19	13
	Expected count	0.6	16.6	16.4	11.4
	Std. residual	-0.8	-0.9	0.6	0.5
On a weekly basis	Count	1	5	2	2
	Expected count	0.1	3.7	3.6	2.5
	Std. residual	2.3	0.7	-0.9	-0.3

From the data in Table 5.7, it can be deduced that the lower than Grade 12 education group makes more use of ethnic restaurants than is expected ($z = 2.3$) on a weekly basis. For the education group Grade 12 more respondents than expected ($z = 1.9$) declare that they never make use of ethnic restaurants.

Seafood restaurants show a negative standardised residual ($z = -1.9$) for respondents with postgraduate qualifications (Table 5.8). Fewer respondents than expected have never made use of the services seafood restaurants offer. More respondents with an education level of lower than Grade 12, than was expected, indicated that they visit seafood restaurants more often than expected ($z = 2$). As can be seen in the previous results education level emerged as a significant factor in people's dining experiences. Since menu items are an integral element in a consumer's choices, individual food items on offer at the restaurants sampled for this study were also subjected to similar scrutiny.

TABLE 5.8: STANDARDISED RESIDUAL ANALYSIS OF SEAFOOD RESTAURANTS (n = 277, missing cases = 9)

Frequency of use		Lower than Grade 12	Grade 12	Diploma or Undergraduate Degree	Postgraduate Degree
Never	Count	2	24	23	7
	Expected count	0.8	20.8	20.2	14.2
	Std. residual	1.3	0.7	0.6	-1.9
A couple of times per year	Count	1	41	39	42
	Expected count	1.8	45.7	44.4	31.1
	Std. residual	-0.6	-0.7	-0.8	2.0
Once or twice a month	Count	0	33	33	20
	Expected count	1.2	32.0	31.0	21.7
	Std. residual	-1.1	0.2	0.4	-0.4
On a weekly basis	Count	1	5	5	1
	Expected count	0.2	4.5	4.3	3.0
	Std. residual	2.0	0.3	0.3	-1.2

b. The association between education level and the frequency of consumption of individual menu items is the theme of the second hypothesis.

The following hypotheses were stated:

H_0 = There is no significant association between education level and the frequency of food away from home consumption as specified by individual menu item.

H_1 = There is a significant association between education level and the frequency of food away from home consumption as specified by individual menu item.

To investigate the possible association between education and individual menu items the results of the application of a Chi-Squared and Fisher's exact test are given in Table 5.9. The Chi-Squared test statistic for two of the tested individual items had a p-value <0.05 and three had a p-value between 0.05 and 0.10. Fisher's exact test was performed to validate these results. The Fisher's exact test p-value for the food type sushi was found to have a p-value < 0.05 and thus the null hypothesis could be rejected at 5% level of significance.

The standardised residual for sushi is presented in Table 5.10. On a monthly basis, fewer respondents with Grade 12 consumed sushi less frequently at food away from home establishments than was expected ($z = -2.2$) whereas more respondents with a postgraduate qualification than was expected consumed sushi from food away from home establishments on a monthly basis ($z = 2.3$). The Chi-Squared result confirms that the monthly sushi consumption of Grade 12 and postgraduate respondents is significant. This association between education level and choosing sushi as a menu item corresponds with what Miura *et*

TABLE 5.9: CHI-SQUARED ANALYSIS OF INDIVIDUAL MENU ITEMS WITH LEVEL OF EDUCATION

Food type	Chi-Squared test				Fisher's exact test	
	N	χ^2	p-value	Expected count <5	Test value	p-value
Steaks/ Grilled meats	280	9.827	0.365	25.0%		
Pizza	278	9.539	0.384	43.8%		
Pasta	274	12.792	0.172	25.0%		
Chicken	273	13.701	0.133	25.0%		
Ethnic South African food	274	15.379	0.081	25.0%	13.735	0.096
Ethnic Asian food	273	8.484	0.486	31.3%		
Ethnic Indian Food	275	11.650	0.234	43.8%		
Ethnic Eastern cuisine	274	16.080	0.065	43.8%	15.028	0.067
Ethnic Mediterranean	274	40.046	<0.0001	43.8%	9.093	0.418
Seafood	279	14.606	0.102	25.0%		
Sushi	275	24.870	0.003	31.3%	24.255	0.002*
Sandwiches	275	10.978	0.277	25.0%		
Salads	276	6.333	0.706	25.0%		
Hamburgers	274	9.069	0.431	25.0%		
French fries	273	8.579	0.477	25.0%		
Hot dogs	272	15.069	0.089	31.3%	14.499	0.075
Pies and pastries	271	4.980	0.836	25.0%		
Wraps	273	10.594	0.305	31.3%		

* Indicates instances where the null hypothesis could be rejected

a/. (2011:221) found. They stated that consumers without post-school or vocational qualifications were less likely to choose sushi when making food away from home decisions. This is also supported by the fact that education proved to have a significant relationship in terms of the patronage of seafood restaurants (Table 5.8).

TABLE 5.10: STANDARDISED RESIDUAL ANALYSIS OF SUSHI (n = 275, missing cases = 11)

Frequency of use		Lower than Grade 12	Grade 12	Diploma or Undergraduate Degree	Postgraduate Degree
Never	Count	3	50	36	16
	Expected count	1.5	39.7	37.8	26.0
	Std. residual	1.2	1.6	-0.3	-2.0
A couple of times per year	Count	0	30	26	21
	Expected count	1.1	29.1	27.7	19.0
	Std. residual	-1.1	0.2	-0.3	0.4
Once or twice a month	Count	0	17	31	29
	Expected count	1.1	29.1	27.7	19.0
	Std. Residual	-1.1	-2.2	0.6	2.3
On a weekly basis	Count	1	7	6	2
	Expected count	0.2	6.1	5.8	4.0
	Std. residual	1.6	0.4	0.1	-1.0

In summary, as the analysis of the data shows, the null hypothesis of no association should be rejected for the five establishments in the sit-down restaurant category, namely, steakhouses, pizza/pasta, fine-dining, ethnic and seafood restaurants, but for no establishments in the category of fast-food restaurants. These findings contradict the research done by researchers such as Binkley (2006:383) and Jekanowski *et al.* (2001:66) did not find a relationship between fast-food or sit-down restaurant patronage and education level. Furthermore, analysis of the standardised residuals show that overall the lowest education group showed the strongest differences between actual and expected count. It should however be noted that 'lowest education' group was a criterion of the sample selection in which age too was a determining factor. The results suggest that the lowest education group in this sample make use of food away from home establishments less frequently as they specified 'never' visiting many food away from home establishments. In the next section, the relationship between income and patronage of food away from home establishments is taken up. The work of Jang *et al.* (2007) indicate that as education increases so does the expenditure on food away from home, which may well, correspond with the results of this study.

5.4.2.3 Level of income

- a. Association between income level and patronage of food away from home establishments

The following hypotheses were stated:

H_0 = There is no significant association between income level and the frequency of food away from home establishment patronage.

H_1 = There is a significant association between income level and the frequency of food away from home establishment patronage.

Data analysis of the patronage of various food away from home establishments and income are given in Table 5.11. Binkley (2006:372) initiated his research by stating that, in general, income as a variable influences sit-down restaurant patronage more than fast-food restaurant patronage. This effect did not emerge as prominent in this study, although the only establishment for which the null hypothesis could be rejected did fall within the sit-down restaurant category.

The results indicate that the Chi-Squared test statistic for only bistro-type restaurants had a p-value <0.05 (Table 5.11). Fisher's exact test confirms this. The group variable for income thus showed a significant association with bistro-type restaurants at 5% significance level.

TABLE 5.11: CHI-SQUARED ANALYSIS OF ESTABLISHMENT WITH LEVEL OF INCOME

Chi-Squared test						Fisher's exact test	
	Establishments	N	X ₂	p-value	Expected count < 5	Test value	p-value
Sit-down restaurants	Steakhouses/Grills	178	7.069	0.314	41.7%		
	Pizza and Pasta	177	7.57	0.271	33.3%		
	Fine-dining	180	11.561	0.073	25.0%		
	Ethnic	177	7.693	0.261	25.0%		
	Bistro-type	176	12.831	0.046	25.0%	13.181	0.027*
	Seafood	177	9.264	0.159	25.0%		
	Continental and Contemporary	173	8.434	0.208	25.0%		
	Coffee shops	177	4.351	0.629	0.0%		
Fast-food restaurants	Chicken	178	4.168	0.654	16.7%		
	Burger	175	4.995	0.544	16.7%		
	Ethnic	177	1.743	0.942	25.0%		
	Pizza	172	2.86	0.826	25.0%		

* Indicates instances where the null hypothesis could be rejected

Hence, in this instance, the null hypothesis is rejected in favour of the alternative hypothesis (H_1). Analysis of the standardised residual (Table 5.12) reflects a significant relationship in the cell where low and emerging middle class respondents “never” frequent bistro restaurants ($z = 1.9$). More low income and emerging middle class respondents than expected never go to bistro-type restaurants.

TABLE 5.12: STANDARDISED RESIDUAL ANALYSIS OF BISTRO-TYPE RESTAURANTS (n = 176, missing cases = 110)

Frequency of use		Low and emerging middle class	Realised middle class	Upper middle class and affluent
Never	Count	44	14	17
	Expected count	33.2	20.9	20.9
	Std. residual	1.9	-1.5	-0.8
A couple of times per year	Count	27	25	21
	Expected count	32.4	20.3	20.3
	Std. residual	-0.9	1.0	0.1
Once or twice a month	Count	6	8	9
	Expected count	10.2	6.4	6.4
	Std. residual	-1.3	0.6	1.0
On a weekly basis	Count	1	2	2
	Expected count	2.2	1.4	1.4
	Std. residual	-0.8	0.5	0.5

The following two reasons may explain this observation. First, per definition, bistros are casual restaurants that serve classical French menu items such as Steak au Poivre, French fries and classic chicken dishes (Dittmer, 2002:148); consequently, classic bistros might not

be as prevalent in South Africa as they are elsewhere in the world. Second, the term “bistro” is not widely or appropriately used in many South African restaurants, thus consumers might actually make use of bistros without being aware of their meaning. The association between level of income and establishment was thus limited; hence, the examination was extended by looking at the association between level of income and frequency of consumption of individual menu items.

b. Association between income level and frequency of consumption of individual menu items
The following hypotheses were stated:

H_0 = There is no significant relationship between income level and the frequency of food away from home use as specified per individual menu item.

H_1 = There is a significant relationship between income level and the frequency of food away from home use as specified per individual menu item.

In Table 5.13 the Chi-Squared test statistics are recorded, three of the individual items had a p-value <0.05 and Fisher’s exact test validated these results also finding a p-value <0.05 at a similar level.

TABLE 5.13: CHI-SQUARED ANALYSIS OF INDIVIDUAL MENU ITEM WITH LEVEL OF INCOME

Chi-Squared test					Fisher's exact test	
Food type	N	χ^2	p-value	Expected count < 5	Test Value	p-value
Steaks/ Grilled meats	180	6.279	0.393	25.0%		
Pizza	176	3.938	0.685	25.0%		
Pasta	174	5.426	0.490	16.7%		
Chicken	174	11.510	0.074	16.7%		
Ethnic South African food	175	11.106	0.085	33.3%		
Ethnic Asian food	175	2.120	0.908	25.0%		
Ethnic Indian food	176	20.644	0.020	25.0%	19.883	0.001*
Ethnic Eastern cuisine	175	3.881	0.693	33.3%		
Ethnic Mediterranean	176	12.784	0.047	25.0%	12.586	0.028*
Seafood	179	3.855	0.696	16.7%		
Sushi	175	19.194	0.040	25.0%	19.91	0.002*
Sandwiches	176	10.133	0.119	0.0%		
Salads	174	2.398	0.880	0.0%		
Hamburgers	176	3.083	0.798	16.7%		
French fries	175	7.760	0.256	16.7%		
Hot dogs	175	4.962	0.549	25.0%		
Pies and pastries	175	11.015	0.088	16.7%		
Wraps	175	3.890	0.692	16.7%		

* Indicates instances where the null hypothesis could be rejected

The null hypothesis could thus be rejected at 5% level of significance for ethnic Indian food, ethnic Mediterranean cuisine and sushi. It was thus important to investigate which income

groups show a significant difference between the expected and actual count by examining the standardised residual for these items. Table 5.14 to Table 5.16 contain the standardised residuals for each establishment.

TABLE 5.14: STANDARDISED RESIDUAL ANALYSIS OF ETHNIC INDIAN FOOD (n = 176, missing cases = 110)

Frequency of use		Low and emerging middle class	Realised middle class	Upper middle class and affluent
Never	Count	48	18	19
	Expected count	37.2	24.6	23.2
	Std. residual	1.8	-1.3	-0.9
A couple of times per year	Count	21	20	21
	Expected count	27.1	18	16.9
	Std. residual	-1.2	0.5	1
Once or twice a month	Count	4	13	7
	Expected count	10.5	7	6.5
	Std. residual	-2	2.3	0.2
On a weekly basis	Count	4	0	1
	Expected count	2.2	1.4	1.4
	Std. residual	1.2	-1.2	-0.3

For ethnic Indian food (Table 5.14) the value of the standardised residual was close to the cut off value of 2 with a $z = 1.8$, this implies that for the lower income group in the sample more individuals than expected under the null hypothesis indicated that they never consume Indian food. Furthermore, fewer lower income individuals than expected ($z = -2$) indicated that they consume Indian food once or twice a month. For the realised middle class (see section 5.3.5 for definition per household income) more individuals than expected ($z = 2.3$) consumed ethnic Indian food on a monthly basis. Consumption of ethnic Indian food does thus not seem to be frequent but rather occurs on a monthly basis for higher income groups.

The standardised residual of ethnic Mediterranean food (Table 5.15) was also investigated. Although the Chi-Squared test indicated a significant relationship between income level and ethnic Mediterranean food, no cell had a standardised residual that was close to 2 or -2. A standardised residual of 1.6 for the upper middle class and affluent implied that more than expected of this group consumed ethnic Mediterranean food once or twice a month.

TABLE 5.15: STANDARDISED RESIDUAL ANALYSIS OF ETHNIC MEDITERRANEAN FOOD AND LEVEL OF INCOME (n = 176, missing cases = 110)

Frequency of use		Low and emerging middle class	Realised middle class	Upper middle class and affluent
Never	Count	47	22	17
	Expected count	37.6	23.9	24.4
	Std. residual	1.5	-0.4	-1.5
A couple of times per year	Count	23	23	24
	Expected count	30.6	19.5	19.9
	Std. residual	-1.4	0.8	0.9
Once or twice a month	Count	6	4	9
	Expected count	8.3	5.3	5.4
	Std. residual	-0.8	-0.6	1.6
On a weekly basis	Count	1	0	0
	Expected count	0.4	0.3	0.3
	Std. residual	0.9	-0.5	-0.5

For sushi (Table 5.16) the standardised residual value ($z = 2.2$) implied that low income respondents never ate sushi as more than the expected number responded to the 'never' option. For the upper middle class and affluent respondents ($z = -2.5$) fewer respondents than expected indicated never consuming sushi. As far as frequency is concerned, more upper middle class and affluent individuals than expected had sushi at least a couple of times a year ($z = 1.8$). This implies that sushi, as a menu item, is more popular with higher income consumers. Authors De Silva and Yamao (2006) claim that even in its country of origin, the majority of the population in Hiroshima only consume menu items, such as sushi in Japan, once a month or even less often. This trend seems to be similar to what is seen in the analysis of the standardised residual (Table 5.16) values for this study.

In conclusion, only one association was found for Bistro-type restaurants. Results from the Chi-Squared test performed with data collected for this study did not identify any fast-food restaurant that had an association with any income level. This corresponds to what Miura *et al.* (2011: 221) and Simmons, Mckenzie, Eaton, Cox, Khan, Shaw and Zimmet (2005:708) and Jekanowski *et al.* (2001) found in their research on the relationship between income and fast-food restaurant patronage. Furthermore, the significant contributors to the association indicated by the Chi-Squared test were attributed mostly to the low and middle class' use of bistro restaurants. It is also clear that the consumption of Indian food and sushi increases as income increases.

TABLE 5.16: STANDARDISED RESIDUAL ANALYSIS OF SUSHI AND LEVEL OF INCOME (n = 175, missing cases = 111)

Frequency of use		Low and emerging middle class	Realised middle class	Upper middle class and affluent
Never	Count	36	16	6
	Expected count	24.9	16.9	16.2
	Std. residual	2.2	-0.2	-2.5
A couple of times per year	Count	16	14	21
	Expected count	21.9	14.9	14.3
	Std. residual	-1.3	-0.2	1.8
Once or twice a month	Count	19	17	20
	Expected count	24.0	16.3	15.7
	Std. residual	-1.0	0.2	1.1
On a weekly basis	Count	4	4	2
	Expected count	4.3	2.9	2.8
	Std. residual	-0.1	0.6	-0.5

5.4.2.4 Age

- a. Association between age and patronage of food away from home establishments

The following hypotheses were stated:

H_0 = There is no significant association between respondent age and the frequency of food away from home establishment patronage.

H_1 = There is a significant association between respondent age and the frequency of food away from home establishment patronage.

Generations were grouped as baby boomers and older, Generation X and Generation Y and younger according to their age as requested on the completed questionnaires. Table 5.17 gives the results of the Chi-Squared analysis of the relationship between the patronage of various food away from home establishments and generational cohorts. The Chi-Squared test statistic for three of the tested establishments had a p-value <0.05 when compared to respondent age in relation to their cohort grouping. Fisher's exact test confirms this observation for chicken, burger and pizza restaurants all of which fall within the fast-food category.

No significant relationships were found for sit-down restaurants. It can therefore be concluded that no association exists for this type of restaurant; consumers are likely to visit various different sit-down restaurants regardless of their age. The standardised residual analyses are provided in Table 5.18-5.20.

TABLE 5.17: CHI-SQUARED ANALYSIS OF ESTABLISHMENT WITH AGE COHORT

	Chi-Squared test					Fisher's exact test	
	Establishments	N	χ^2	p-value	Expected count < 5	Test value	p-value
Sit-down restaurants	Steakhouses/Grills	277	6.673	0.352	33.3%		
	Pizza and Pasta	279	11.007	0.880	33.3%		
	Fine-dining	281	9.995	0.125	25.0%		
	Ethnic	277	3.285	0.772	16.7%		
	Bistro-type	277	2.222	0.898	16.7%		
	Seafood	277	6.825	0.337	16.7%		
	Continental and Contemporary	268	5.643	0.464	16.7%		
	Coffee shops	275	5.728	0.454	0.0%		
Fast-food restaurants	Chicken	277	28.682	<0.0001	16.7%	27.397	<0.0001
	Burger	273	17.002	0.009	16.7%	16.73	0.008
	Ethnic	275	10.460	0.107	16.7%		
	Pizza	273	22.996	0.001	33.3%	22.793	0.001*

* Indicates instances where the null hypothesis could be rejected

The standardised residual for the 'never' category for chicken fast-food restaurants is significant ($z = 3.0$; Table 5.18). More baby boomers than expected under the null hypothesis of no association indicated that they have never frequented fast-food restaurants which serve chicken. Fewer baby boomers than expected (Table 5.18), under the null hypothesis, indicated that they visit chicken restaurants on a weekly basis ($z = -2.0$). This suggests that the baby boomer and older cohort in general make less use of chicken fast-food restaurants.

TABLE 5.18: STANDARDISED RESIDUAL ANALYSIS OF CHICKEN FAST-FOOD RESTAURANTS AND AGE (n = 277 Missing case = 9)

Frequency of use		Baby boomers and older	Generation X	Generation Y and younger
Never	Count	9	5	9
	Expected count	3.5	3.8	15.7
	Std. residual	3.0	0.6	-1.7
A couple of times per year	Count	18	20	48
	Expected count	13.0	14.3	58.7
	Std. residual	1.4	1.5	-1.4
Once or twice a month	Count	13	16	89
	Expected count	17.9	19.6	80.5
	Std. residual	-1.2	-0.8	0.9
On a weekly basis	Count	2	5	43
	Expected count	7.6	8.3	34.1
	Std. residual	-2.0	-1.1	1.5

TABLE 5.19: STANDARDISED RESIDUAL ANALYSIS OF BURGER FAST-FOOD RESTAURANTS AND AGE (n = 273, missing cases = 13)

Frequency of use		Baby boomers and older	Generation X	Generation Y and younger
Never	Count	6	8	13
	Expected count	4.2	4.3	18.6
	Std. residual	0.9	1.8	-1.3
A couple of times per year	Count	21	21	66
	Expected count	16.6	17.0	74.4
	Std. residual	1.1	1	-1
Once or twice a month	Count	13	11	77
	Expected count	15.5	15.9	69.6
	Std. residual	-0.6	-1.2	0.9
On a weekly basis	Count	2	3	32
	Expected count	5.7	5.8	25.5
	Std. residual	-1.5	-1.2	1.3

More Generation X respondents than were expected ($z = 1.8$; Table 5.19) maintain that they never frequent burger fast-food restaurants. This could indicate that these establishments might not be as popular with this specific generational cohort as overall consumption does not appear to be frequent either. Different results are evident for pizza fast-food restaurants (Table 5.20).

TABLE 5.20: STANDARDISED RESIDUAL ANALYSIS OF PIZZA FAST-FOOD RESTAURANTS WITH AGE (n = 273, missing cases = 13)

Frequency of use		Baby boomers and older	Generation X	Generation Y and younger
Never	Count	7	5	8
	Expected count	3.2	3.2	13.7
	Std. residual	2.2	1.0	-1.5
A couple of times per year	Count	24	17	65
	Expected count	16.7	16.7	72.6
	Std. residual	1.8	0.1	-0.9
Once or twice a month	Count	10	20	88
	Expected count	18.6	18.6	80.8
	Std. residual	-2	0.3	0.8
On a weekly basis	Count	2	1	26
	Expected count	4.6	4.6	19.9
	Std. residual	-1.2	-1.7	1.4

More baby boomers than expected never frequent pizza fast-food restaurants ($z = 2.2$ Table 5.20) but likewise some do occasionally during the year ($z = 1.8$). However, the standardised residual ($z = -2$) for baby boomers for the category of once or twice a month means that fewer baby boomers than expected visit pizza fast-food restaurants on a monthly basis.

Extensive research has been conducted into the role that age plays on food away from home consumption. Blisard (2001:6) divided respondents into generational cohorts and did not find evidence that younger individuals spend more on food away from home than older individuals. From the data of this research it is confirmed the baby boomer cohort overall do make less use of fast-food restaurants than the younger cohort group. These results coincide with the work of Mohr, Wilson, Dunn, Brindal and Wittert (2007) who found age to be the best predictor of fast-food consumption and it increased as age decreased. The association between age and individual menu item is looked into further.

b. Association between age and frequency of consumption of individual menu items

The following hypotheses were tested:

H₀= There is no significant relationship between respondent age and the frequency of food away from home use as specified by individual menu item.

H₁= There is a significant relationship between respondent age and the frequency of food away from home use as specified by individual menu item.

The stated null hypothesis, concerning the link between specific menu items and age, according to generational cohort specified as baby boomers and older, Generation X and Generation Y was investigated further. The results of this analysis are provided in Table 5.21.

TABLE 5.21: CHI-SQUARED ANALYSIS OF INDIVIDUAL MENU ITEM WITH AGE

Food type	Chi-Squared test				Fisher's exact test	
	N	χ^2	p-value	Expected count < 5	Test value	p-value
Steaks/ Grilled meats	280	10.033	0.123	16.7%		
Pizza	278	17.330	0.008	16.7%	35.935	<0.0001*
Pasta	274	0.964	0.135	0.0%		
Chicken	273	32.329	<0.0001	16.7%	35.935	<0.0001*
Ethnic South African food	274	18.807	0.005	25.0%	18.927	0.003*
Ethnic Asian food	273	13.675	0.330	16.7%		
Ethnic Indian food	275	6.977	0.323	16.7%		
Ethnic Eastern cuisine	274	10.473	0.106	41.7%		
Ethnic Mediterranean	274	4.413	0.621	41.7%		
Seafood	279	11.035	0.870	16.7%		
Sushi	275	8.185	0.225	16.7%		
Sandwiches	275	28.791	<0.0001	0.0%	30.655	<0.0001*
Salads	276	6.769	0.343	0.0%		
Hamburgers	274	21.312	0.002	16.7%	21.902	0.001*
French fries	273	36.885	<0.0001	16.7%	39.106	<0.0001*
Hot dogs	272	22.096	0.001	16.7%	21.418	0.001*
Pies and pastries	271	22.389	0.001	16.7%	21.633	0.001*
Wraps	273	20.993	0.002	16.7%	20.775	0.001*

* Indicates instances where the null hypothesis could be rejected

Table 5.21 indicates that the Chi-Squared test statistic for nine of the tested individual items had a p-value <0.05. These values were validated by Fisher’s exact test. The hypothesis could thus be rejected at 5% level of significance for pizza, chicken, ethnic South African food, sandwiches, hamburgers, French fries, hot dogs, pies/pastries and wraps for the group variable of age. As already reported in the previous section, sushi did not show a relationship with age although authors Da Silva and Yamao (2006) did find that, in general, older individuals did tend to consume this menu item more frequently.

Table 5.22-5.30 examines which cells in the cross-tabulations contributed significantly to Chi-Squared test statistics reported in Table 5.21. Examining the Chi Squared results (Table 5.22-5.30) the significance of the frequency of fast-food consumption according to age is reported. It is apparent from Table 5.22 that fewer Generation X respondents than expected reported consuming pizza from a food away from home establishment on a weekly basis ($z = -2$). The baby boomer and older groups generally consume pizza less often than the other groups as the ‘never’ response for this group had a z-value of 2.1. In general, the data seems to suggest that pizza consumption is significantly higher for the younger consumers especially where weekly consumption is concerned. In their research, Feeley *et al.* (2009) similarly found pizza to be one of the most popular food away from home choices of 17-year olds.

TABLE 5.22: STANDARDISED RESIDUAL ANALYSIS OF PIZZA AND AGE (n = 278, missing cases = 8)

Frequency of use		Baby boomers and older	Generation X	Generation Y and younger
Never	Count	4	3	2
	Expected count	1.5	1.5	6.1
	Std. residual	2.1	1.2	-1.6
A couple of times per year	Count	17	20	63
	Expected count	16.2	16.5	67.3
	Std. residual	0.2	0.8	-0.5
Once or twice a month	Count	21	22	91
	Expected count	21.7	22.2	90.1
	Std. residual	-0.1	0	0.1
On a weekly basis	Count	3	1	31
	Expected count	5.7	5.8	23.5
	Std. residual	-1.1	-2	1.5

The weekly consumption of chicken by all three generations contributed significantly to the Chi-Squared test statistic (Table 5.23). Chicken as a menu item had the same standardised residuals for both baby boomers ($z = -2.6$) and Generation X ($z = -2.6$) thus fewer individuals

consume chicken from food away from home establishments on a weekly basis than expected. For the youngest cohort group the standardised residual ($z = 2.5$) supports the contention that more individuals than expected consume chicken from food away from home establishments on a weekly basis. It would thus seem that frequent consumption of chicken, as a menu item is more likely with younger individuals.

TABLE 5.23: STANDARDISED RESIDUAL ANALYSIS OF CHICKEN AND AGE (n = 273, missing cases = 13)

Frequency of use		Baby boomers and older	Generation X	Generation Y and younger
Never	Count	7	6	11
	Expected count	3.9	3.8	16.4
	Std. residual	1.6	1.1	-1.3
A couple of times per year	Count	18	21	49
	Expected count	14.2	13.9	60
	Std. residual	1	1.9	-1.4
Once or twice a month	Count	17	14	65
	Expected count	15.5	15.1	65.4
	Std. residual	0.4	-0.3	-0.1
On a weekly basis	Count	2	2	61
	Expected count	10.5	10.2	44.3
	Std. residual	-2.6	-2.6	2.5

For ethnic South African food a significant relationship was also found (Table 5.24) for baby boomers on a weekly basis. In this instance, a standardised residual of $z = -2.1$ points to fewer baby boomers than would be expected consume ethnic South African menu items.

TABLE 5.24: STANDARDISED RESIDUAL ANALYSIS OF ETHNIC SOUTH AFRICAN FOOD AND AGE (n = 274, missing cases = 12)

Frequency of use		Baby boomers and older	Generation X	Generation Y and younger
Never	Count	33	35	99
	Expected count	25.6	27.4	114
	Std. residual	1.5	1.4	-1.4
A couple of times per year	Count	6	5	35
	Expected count	7.1	7.6	31.4
	Std. residual	-0.4	-0.9	0.6
Once or twice a month	Count	3	3	26
	Expected count	4.9	5.3	21.8
	Std. residual	-0.9	-1	0.9
On a weekly basis	Count	0	2	27
	Expected count	4.4	4.8	19.8
	Std. residual	-2.1	-1.3	1.6

In the case of sandwiches (Table 5.25), younger people do tend to choose sandwiches from fast-food restaurants. For the older people, baby boomers ($z = -2.7$) and Generation X ($z = -2$) the standardised residual indicates that the actual weekly count for sandwich consumption was lower than what was expected. Furthermore more baby boomers than expected indicated never consuming sandwiches ($z=2.6$). Generation Ys had a standardised residual of $z = 2.2$ thereby indicating that consumption was higher than expected on a weekly basis. The baby boomers and older respondents never eat sandwiches from food away from home establishments very often, certainly less than expected which is accord with the null hypothesis. These results suggest that, as consumers' age increases their consumption of sandwiches from food away from home establishments become less frequent.

TABLE 5.25: STANDARDISED RESIDUAL ANALYSIS OF SANDWICHES AND AGE (n = 275, missing cases = 11)

Frequency of use		Baby boomers and older	Generation X	Generation Y and younger
Never	Count	21	13	42
	Expected count	11.9	12.2	52.0
	Std. residual	2.6	0.2	-1.4
A couple of times per year	Count	15	19	53
	Expected count	13.6	13.9	59.5
	Std. residual	0.4	1.4	-0.8
Once or twice a month	Count	6	9	40
	Expected count	8.6	8.8	37.6
	Std. residual	-0.9	0.1	0.4
On a weekly basis	Count	1	3	53
	Expected count	8.9	9.1	39
	Std. residual	-2.7	-2	2.2

TABLE 5.26: STANDARDISED RESIDUAL ANALYSIS OF HAMBURGERS AND AGE (n = 274, missing cases = 12)

Frequency of use		Baby boomers and older	Generation X	Generation Y and younger
Never	Count	6	6	17
	Expected count	4.6	4.7	19.8
	Std. residual	0.7	0.6	-0.6
A couple of times per year	Count	27	21	63
	Expected count	17.4	17.8	75.8
	Std. residual	2.3	0.8	-1.5
Once or twice a month	Count	9	14	71
	Expected count	14.8	15.1	64.2
	Std. residual	-1.5	-0.3	0.9
On a weekly basis	Count	1	3	36
	Expected count	6.3	6.4	27.3
	Std. residual	-2.1	-1.4	1.7

The Chi-Squared test results (Table 5.26) for the baby boomers group’s consumption of hamburgers from food away from home establishments during the year ($z = 2.3$) and on a weekly basis ($z = -2.1$), shows that this menu item is not consumed very often. Fewer respondents than expected from this group consume hamburgers which suggest that, although baby boomers do consume hamburgers on occasions, their consumption is not frequent.

Table 5.27 shows that for French fries all the generational cohort groups contained significant results for yearly and weekly consumption.

TABLE 5.27: STANDARDISED RESIDUAL ANALYSIS OF FRENCH FRIES AND AGE (n = 273, Missing case = 13)

Frequency of use		Baby boomers and older	Generation X	Generation Y and younger
Never	Count	7	4	17
	Expected count	4.3	4.5	19.2
	Std. residual	1.3	-0.2	-0.5
A couple of times per year	Count	24	25	49
	Expected count	15.1	15.8	67.1
	Std. residual	2.3	2.3	-2.2
Once or twice a month	Count	10	13	69
	Expected count	14.2	14.8	63
	Std. residual	-1.1	-0.5	0.8
On a weekly basis	Count	1	2	52
	Expected count	8.5	8.9	37.7
	Std. residual	-2.6	-2.3	2.3

Baby boomer ($z = -2.6$) and Generation X ($z = -2.3$) respondents indicated that they consumed French fries less frequently than expected on a weekly basis. Analysis of the standardised residual for the weekly consumption of French fries for the Generation Y and younger respondents clearly conveys the message that they choose this menu item more frequently than expected ($z = 2.3$). For yearly consumption, the standardised residuals are reversed with baby boomers ($z=2.3$) and Generation X ($z = 2.3$) responses showing more frequent consumption than expected. The consumption of French fries is less frequent for Generation Y and younger respondents ($z = -2.2$). It is thus apparent that young people consume French fries on a more regular basis.

According to the model for which the Chi Squared statistic (Table 5.28) was calculated there is a significant association between the consumption of hot dogs bought at food away from home establishments and age cohorts. The standardised residual for baby boomers who indicated that they never consume is $z = 2.2$, thus more baby boomers never consume

hotdogs than was expected under the null hypothesis (Table 5.28). Generation X consumers claim that they consume hotdogs less frequently on a monthly basis than was expected.

TABLE 5.28: STANDARDISED RESIDUAL ANALYSIS OF HOT DOGS AND AGE (n = 272, missing cases = 14)

Frequency of use		Baby boomers and older	Generation X	Generation Y and younger
Never	Count	29	25	71
	Expected count	19.3	20.2	85.5
	Std. residual	2.2	1.1	-1.6
A couple of times per year	Count	7	15	52
	Expected count	11.4	12	50.6
	Std. residual	-1.3	0.9	0.2
Once or twice a month	Count	5	3	49
	Expected count	8.8	9.2	39
	Std. residual	-1.3	-2	1.6
On a weekly basis	Count	1	1	14
	Expected count	2.5	2.6	10.9
	Std. residual	-0.9	-1	0.9

Pies and pastries as a menu item yielded a standardised residual of $z = 2.3$ (Table 5.29) for baby boomers. Since more than predicted respondents never consume pies or pastries bought from food away from home establishments, this practice is not common among people in this category. Although pies and pastries are convenient in terms of ease of transport and consumption it is possible that this aspect is offset by higher fat content.

TABLE 5.29: STANDARDISED RESIDUAL ANALYSIS OF PIES AND PASTRIES WITH AGE (n = 271, missing cases = 15)

Frequency of use		Baby boomers and older	Generation X	Generation Y and younger
Never	Count	22	19	45
	Expected count	13.6	14	58.4
	Std. residual	2.3	1.3	-1.8
A couple of times per year	Count	13	17	59
	Expected count	14.1	14.5	60.4
	Std. residual	-0.3	0.7	-0.2
Once or twice a month	Count	7	7	56
	Expected count	11.1	11.4	47.5
	Std. residual	-1.2	-1.3	1.2
On a weekly basis	Count	1	1	24
	Expected count	4.1	4.2	17.7
	Std. residual	-1.5	-1.6	1.5

Wraps as a weekly menu item for Generation X respondents is not a frequent option ($z = -1.8$; Table 5.30). In fact, no respondents in this cohort reported doing this. This is far below

the expected number. Baby boomers also reported consuming wraps less frequently than expected on a monthly basis ($z = -2$). More of them than expected never consumed wraps from food away from home establishments ($z = 2.3$), implying that, overall, it appears that baby boomers do not eat wraps frequently.

TABLE 5.30: STANDARDISED RESIDUAL ANALYSIS OF WRAPS AND AGE (n = 273, missing cases = 13)

Frequency of use		Baby boomers and older	Generation X	Generation Y and younger
Never	Count	19	12	40
	Expected count	11.2	11.7	48.1
	Std. residual	2.3	0.1	-1.2
A couple of times per year	Count	18	22	66
	Expected count	16.7	17.5	71.8
	Std. residual	0.3	1.1	-0.7
Once or twice a month	Count	5	11	61
	Expected count	12.1	12.7	52.2
	Std. residual	-2	-0.5	1.2
On a weekly basis	Count	1	0	18
	Expected count	3	3.1	12.9
	Std. residual	-1.2	-1.8	1.4

In summary, age showed an association with establishments in the fast-food category only. This is consistent with the research of other authors. Binkley (2006) did find a significant relationship for sit-down restaurants but comments that the effect of age is even more pronounced for fast-food restaurants. The analysis of the standardised residual values for the data for this research suggests that, in general, baby boomers make less use of fast-food restaurants and they also consume the menu items chicken, sandwiches, hamburgers, French fries, pies and wraps from food away from home establishments less frequently than was expected. Liu *et al.* (2012) notes that fast-food expenditure decreases as parental age decreases specifically in households where there are no children, consequently it is also important to investigate the food away from home consumption of individuals in various family life-stages.

5.4.2.5 Family life-stage

- a. Association between family life-stage and patronage of food away from home establishments

The following hypotheses were stated:

H_0 = There is no significant association between family life-stage and the frequency of food away from home establishment patronage.

H_1 = There is a significant association between family life-stage and the frequency of food away from home establishment patronage.

In order to investigate the mentioned hypothesis the patronage of various food away from home establishments where investigated per family life-stage. For this study, the presence or absence of children in the household describes life-stages. The results of this analysis (Table 5.31) show that links between family life-stage and what the establishment provides have few significant associations. As is indicated in Table 5.31 the Chi Squared statistic for two of the tested establishments had a p-value <0.05. However, for steakhouses and seafood restaurants the Fisher's exact test yielded no result as the computer processing ability was too limited for a test of this intensity. The group variable, family life-stage only showed a relationship with seafood and steakhouse restaurants at 5% level of significance (Table 5.31). Mohr *et al.* (2007) found that an increase in fast-food consumption was generally characteristic of families with children older than 5 years of age living in the household. This is not reflected in the results of this study as a relationship with couples with children and any example of a fast-food restaurant was not found. Consequently, the standardised residuals (Tables 5.32 and 5.33) were consulted. More single parents than expected indicated that they never frequent steakhouses (Table 5.32). For seafood restaurants (Table 5.33) there is an indication that more couples without children than expected indicated that they visit seafood restaurants on a monthly basis ($z = 1.9$).

TABLE 5.31: CHI-SQUARED ANALYSIS OF ESTABLISHMENT WITH FAMILY LIFE-STAGE

	Chi-Squared test					Fisher's exact test	
	Establishments	N	χ^2	p-value	Expected count < 5	Test value	p-value
Sit-down restaurants	Steakhouses	273	23.34	0.005*	31.3%	Cannot be computed	Chi Squared acceptable
	Pizza and Pasta	275	14.976	0.092	25.0%	14.399	0.093
	Fine-dining	277	13.813	0.192	31.3%		
	Ethnic	273	14.664	0.101	31.3%		
	Bistro-type	273	9.614	0.383	37.5%		
	Seafood	273	17.246	0.045*	18.5%	Cannot be computed	Chi Squared acceptable
	Continental and Contemporary	264	10.110	0.342	25.0%		
	Coffee shops	271	16.576	0.056	6.3%		
Fast-food Restaurant's	Chicken	273	16.388	0.590	18.8%		
	Burger	269	8.169	0.517	18.8%		
	Ethnic	271	7.900	0.544	18.8%		
	Pizza	269	10.353	0.323	25.0%		

* Indicates instances where the null hypothesis could be rejected

TABLE 5.32: STANDARDISED RESIDUAL ANALYSIS OF STEAKHOUSES AND FAMILY LIFE-STAGE (n = 273, missing cases = 13)

Frequency of use		Single	Single parents	Couples without children	Couples with children
Never	Count	5	7	2	9
	Expected count	6.5	2.3	3.4	10.9
	Std. residual	-0.6	3.1	-0.7	-0.6
A couple of times per year	Count	32	14	15	74
	Expected count	38.1	13.4	19.8	63.8
	Std. residual	-1	0.2	-1.1	1.3
Once or twice a month	Count	34	5	19	41
	Expected count	27.9	9.8	14.5	46.8
	Std. residual	1.2	-1.5	1.2	-0.8
On a weekly basis	Count	6	1	4	5
	Expected count	4.5	1.6	2.3	7.6
	Std. residual	0.7	-0.5	1.1	-0.9

TABLE 5.33: STANDARDISED RESIDUAL ANALYSIS OF SEAFOOD RESTAURANTS AND FAMILY LIFE-STAGE (n = 273, missing cases = 13)

Frequency of use		Single	Single parents	Couples without children	Couples with children
Never	Count	21	8	5	21
	Expected count	15.5	5.4	8.1	26
	Std. residual	1.4	1.1	-1.1	-1
A couple of times per year	Count	27	13	13	68
	Expected count	34.1	12	17.7	57.2
	Std. residual	-1.2	0.3	-1.1	1.4
Once or twice a month	Count	25	6	19	35
	Expected count	24	8.4	12.5	40.2
	Std. residual	0.2	-0.8	1.9	-0.8
On a weekly basis	Count	4	0	3	5
	Expected count	3.4	1.2	1.8	5.7
	Std. residual	0.3	-1.1	0.9	-0.3

b. Association between family life-stage and frequency of consumption of individual menu items

The following hypotheses were stated:

H₀= There is no significant relationship between family life-stage and the frequency of food away from home use as specified by individual menu item.

H₁= There is a significant relationship between family life-stage and the frequency of food away from home use as specified by individual menu item.

In order to test the null hypothesis, the use of individual menu items was investigated per family life-stage. The results of this analysis are provided in Table 5.34. The Chi Squared statistic for four of the tested menu items had a p-value < 0.05. However, as was the case in other instances, a Fisher's exact test could not be conducted due to computer processing limitations. On recommendation of the statistical advisors, since the Chi Squared result was deemed acceptable, the null hypothesis was rejected for four individual items: steak and grilled meat, chicken, sandwiches and salads in favour of the alternative hypothesis.

TABLE 5.34: CHI-SQUARED ANALYSIS OF INDIVIDUAL MENU ITEM WITH FAMILY LIFE-STAGE

Chi-Squared test					Fisher's exact test	
Food type	N	χ^2	p-value	Expected count < 5	Test value	p-value
Steaks/ Grilled meats	276	20.775	0.014*	18.8%	Cannot be computed	Chi Squared acceptable
Pizza	274	11.243	0.259	31.3%		
Pasta	271	12.166	0.204	12.5%		
Chicken	269	23.925	0.004*	12.5%	Cannot be computed	Chi Squared acceptable
Ethnic South African food	271	15.832	0.07	31.3%	15.296	0.071
Ethnic Asian food	270	10.288	0.328	18.8%		
Ethnic Indian food	271	5.542	0.785	31.3%		
Ethnic Eastern cuisine	270	5.989	0.741	37.5%		
Ethnic Mediterranean	270	4.491	0.876	37.5%		
Seafood	275	6.512	0.688	18.8%		
Sushi	271	13.536	0.140	18.8%		
Sandwiches	271	19.232	0.023*	0.0%	Cannot be computed	Chi Squared acceptable
Salads	272	17.556	0.041*	6.3%	Cannot be computed	Chi Squared acceptable
Hamburgers	270	4.641	0.864	18.8%		
French fries	269	10.311	0.326	12.5%		
Hot dogs	268	9.898	0.359	18.8%		
Pies and pastries	267	11.752	0.228	12.5%		
Wraps	270	7.737	0.561	12.5%		

* Indicates instances where the null hypothesis could be rejected

The standardised residual analysis for each of these four individual menu items is given in Tables 5.35-5.38. Fewer single individuals than expected reported consuming steak or grilled meat from food away from home establishments on a yearly basis ($z = -2$, Table 5.35). However, couples with children seem to indicate that they have this menu item more frequently ($z = 1.9$) yearly. It appears that couples without children are prone to ordering steak as a menu item from a food away from home establishment ($z = -1.8$) as not one of the respondents from this family stage group intimated that they never consume. Although consumption of steak at food away from home establishments might not be frequent, it does occur intermittently. These results could possibly be explained by the cost of steak being considerably higher than other items.

TABLE 5.35: STANDARDISED RESIDUAL ANALYSIS OF STEAK/GRILLED MEAT WITH FAMILY LIFE-STAGE (n = 276, missing cases = 10)

Frequency of use		Single	Single parents	Couples without children	Couples with children
Never	Count	9	3	0	10
	Expected count	6.1	2.2	3.3	10.4
	Std. residual	1.2	0.6	-1.8	-0.1
A couple of times per year	Count	23	12	16	73
	Expected count	34.6	12.1	18.9	58.4
	Std. residual	-2.0	0	-0.7	1.9
Once or twice a month	Count	30	8	18	34
	Expected count	25.1	8.8	13.7	42.4
	Std. residual	1	-0.3	1.2	-1.3
On a weekly basis	Count	15	4	8	13
	Expected count	11.2	3.9	6.1	18.8
	Std. residual	1.1	0	0.8	-1.3

For chicken as a menu item (Table 5.36) more single respondents than expected indicated that they consume chicken from food away from home establishments weekly ($z = 2.7$). However, in contrast to this, fewer than expected couples without children ate chicken at these facilities. Chicken seems to be a more popular regular consumption choice for single individuals. Moreover, this is confirmed by the fact that single individuals reported eating chicken less frequently on a yearly basis ($z = -1.9$), implying that they had it often.

TABLE 5.36: STANDARDISED RESIDUAL ANALYSIS OF CHICKEN AND FAMILY LIFE-STAGE (n = 269, missing cases = 17)

Frequency of use		Single	Single parents	Couples without children	Couples with children
Never	Count	7	2	1	14
	Expected count	6.8	2.3	3.7	11.2
	Std. residual	0.1	-0.2	-1.4	0.9
A couple of times per year	Count	15	9	16	46
	Expected count	24.3	8.3	13.4	40
	Std. residual	-1.9	0.2	0.7	1
Once or twice a month	Count	25	7	21	43
	Expected count	27.1	9.3	15	44.6
	Std. residual	-0.4	-0.7	1.6	-0.2
On a weekly basis	Count	29	8	4	22
	Expected count	17.8	6.1	9.8	29.3
	Std. residual	2.7	0.8	-1.9	-1.3

More single individuals than expected (Table 5.37) reported consuming sandwiches on a weekly basis ($z=1.9$), in contrast to couples without children who reported buying sandwiches from facilities less frequently than expected ($z = -2.1$). Based on the results (Table 5.38) single individuals reported consuming salad from food away from home establishments less frequently than was expected on a yearly basis ($z = -2.4$). This implies that this is a frequent habit of this group.

TABLE 5.37: STANDARDISED RESIDUAL ANALYSIS OF SANDWICHES AND FAMILY LIFE-STAGE (n = 271, missing cases = 15)

Frequency of use		Single	Single parents	Couples without children	Couples with children
Never	Count	20	4	13	38
	Expected count	21.3	7.2	11.1	35.4
	Std. residual	-0.3	-1.2	0.6	0.4
A couple of times per year	Count	16	8	14	48
	Expected count	24.4	8.3	12.7	40.6
	Std. residual	-1.7	-0.1	0.4	1.2
Once or twice a month	Count	18	7	11	19
	Expected count	15.6	5.3	8.1	26
	Std. residual	0.6	0.8	1	-1.4
On a weekly basis	Count	23	7	2	23
	Expected count	15.6	5.3	8.1	26
	Std. residual	1.9	0.8	-2.1	-0.6

TABLE 5.38: STANDARDISED RESIDUAL ANALYSIS OF SALADS AND FAMILY LIFE-STAGE (n = 272, missing cases = 14)

Frequency of use		Single	Single parents	Couples without children	Couples with children
Never	Count	18	5	5	19
	Expected count	13.3	4.7	6.9	22.1
	Std. residual	1.3	0.2	-0.7	-0.7
A couple of times per year	Count	15	9	17	56
	Expected count	27.5	9.6	14.3	45.6
	Std. residual	-2.4	-0.2	0.7	1.5
Once or twice a month	Count	22	9	13	28
	Expected count	20.4	7.1	10.6	33.9
	Std. residual	0.4	0.7	0.7	-1
On a weekly basis	Count	22	4	5	25
	Expected count	15.9	5.6	8.2	26.4
	Std. residual	1.5	-0.7	-1.1	-0.3

In summary, the Chi-Squared analysis indicates that for different family life-stages associations exist for steakhouses and seafood restaurants, both of which fall within the sit-down restaurant category. The standardised residual shows that single parents frequent

steakhouses less often than expected and couples without children go to seafood restaurants more often. The data also indicates that, in general, single individuals consume food away from home menu items more often and, on a weekly basis, chicken and sandwiches are more frequently eaten.

5.4.3 Factors which influence food away from home consumption

In total 31 items (questions 52-63; 70-73; 75-89- see Table 4.2) included in the questionnaire were taken from the food choice questionnaire as developed by Steptoe *et al.* (1995) in order to measure the factor which influence food away from home consumption. However, for this scale to be applicable to food away from home consumption, additional items were added as amended from other scales.

The following adaptations were made:

As the original food choice questionnaire measures convenience relating to food prepared at home, Scheibehenne *et al.* (2007) adapted and tested items ($\alpha = 0.74$) to suit the context of a food court where food away from home is sold. Hence, these five items, which measure convenience (questions 64-68), were included. In addition, one item (question 69) from the research of Januszewska *et al.* (2011) was added ($\alpha = 0.82$; standardised factor loading: 0.55) to include the concept of accessibility of food away from home establishments. Two items (questions 90-91) from the research of Scheibehenne *et al.* (2007) were also added to accommodate measuring ethical concern and its applicability to food away from home ($\alpha=0.86$). One item from the work of Andaleeb and Conway (2006) (question 74) (standardised factor loading: 0.723) was added to the sensory appeal construct to incorporate the element of food quality.

The original food choice questionnaire did not include items to evaluate the physical setting of the provider of food away from home, as originally, this scale was used for a food at home consumption study in which location was irrelevant. However, since this research applied to the total food away from home environment the researcher believed that the physical setting of this event of eating food away from home, was an important construct to cover. Consequently items adapted from the SERVQUAL scale as used by Lee and Hing (1995) and Andaleeb and Conway (2006) ($\alpha = 0.77$) were included in the questionnaire (questions 92-99) for this study. While composite reliability of all the scales used was above 0.71, Cronbach alphas were recalculated to verify internal consistency of the measuring instrument.

A four-point Likert-type scale was used with increments ranging from ‘*not at all important*’ (=1) to ‘*very important*’ (=4). This allowed consumers to respond to the statement: ‘*it is important to me that the food away from home I choose is...*’. A four-point Likert scale was selected for two reasons. First, as the *food choice questionnaire* originally applied inspired this research, it was decided that the same scale would be used for this study since the basic aim of this work was to test this questionnaire as redesigned and then make further adaptations in future research. Second, the literature indicates that the number of categories used for responses to a question is a matter of empirical determination, which, in turn, depends upon the situation (Croasmun & Ostrum, 2011). Second, Leung (2011) found that no differences were found when obtaining results for a mean, standard deviation, item to item correlation, item to total correlation, reliability, exploratory factor analysis, or factor loading among 4-, 5-, 6-, and 11-point Likert scales. Since all these methods were used in this research for analysis purposes, the researcher was satisfied that a four-point Likert-type scale would suffice. Calculation of Cronbach alpha values was done for this study as recommended to ensure internal consistency and in this case, they were found to be satisfactory which further supports the use of this scale.

The food choice questionnaire as developed by Steptoe *et al.* (1995) was thus altered considerably. Steptoe *et al.* (1995) had originally labelled nine factors that captured the items in their use of a food choice questionnaire. As this scale was adapted by the addition of items, as well as by the addition of the physical setting as an extra concept, it was necessary to summarise and reduce the 48 items into new coherent constructs.

5.4.4 Exploratory factor analysis to confirm the factors which influence food away from home consumption

Because of the adaptations made to the food choice questionnaire and the fact that the food choice questionnaire was applied in a new context, the data relating to this investigation was subjected to exploratory factor analysis to distinguish coherent factors. Exploratory factor analysis is often used to explore data and provide the researcher with information on how many factors represent the data in the best way possible (Hair, Black, Babin & Anderson, 2014). For this reason the Statistical Package for the Social Science (SPSS) was used to conduct exploratory factor analysis, specifically principal axis factoring using Oblimin rotation, which allows factors to be correlated, with an Eigen value >1.

Ten factors emerged. The Kaiser–Meyer–Olkin measure (KMO) verified the sampling adequacy for the analysis, KMO = 0.91, which can be rated as ‘very well’ according to Field (2009). The internal consistency of consumer’s responses was confirmed by acceptable Cronbach alpha results. Hence, the measurement instrument can be considered reliable. Two factors had a Cronbach alpha > 0.6 and the remaining eight all had a Cronbach alpha >0.7 which is deemed acceptable according to Mazzocchi (2008:221).

Content validity was also considered. Mazzocchi (2008:224) notes that a minimum of three items are deemed acceptable where factor analysis is concerned. Hair *et al.*, (2014) point out that it is important that the items that create factors are carefully scrutinised to ensure content validity. With the intention of adhering to these viewpoints, five items were omitted from the final labelled factors. Three of the items omitted related to price so this influence was completely excluded; one related to the appearance of employees; and the third item related to food away from home being nutritious. Field (2009) suggests that if three of the original items are too closely related they do not effectively represent the construct. In this study, this seemed to be the case with the influence of price, hence its exclusion of price. This should be addressed in a more appropriate way in future research (See section 6.1.5).

The subsequent outcome of the exploratory factor analysis procedure yielded eight factors instead of the original ten factors covered by the adaptations of the food choice questionnaire. Factors were labelled according to the content of each factor meaning that the items contained within each factor according to the factor analyses was considered in relation to literature references and then labelled discerningly as follows:

- Factor 1: Health 12 items
- Factor 2: Sensory appeal 4 items
- Factor 3: Convenience 4 items
- Factor 4: Physical setting 3 items
- Factor 5: Mood 7 items
- Factor 6: Comfort 4 items
- Factor 7: Ethical concerns 4 items
- Factor 8: Establishment appeal 5 items

An explication of the factors in terms of their content is tabulated (Table 5.40).

The items within the eight factors are coherent according their respective Cronbach alpha values (Table 5.40) that indicate internal consistency. This then allowed for further analyses. The factors and their respective items are similar to the original ten factors, which initiated

this research, although the factor analysis done resulted in only eight coherent factors. The following discussion explains which items moved from their original factors to yield the eight factors that emerged through exploratory factor analysis.

Factor 1: Health (12 items)

Steptoe *et al.*'s (1995) original scale items which sought to measure health (questions 52,53 and 55-57), natural content (questions 75-77) and weight control (questions 81-83), together with one item from the work of Scheibehenne *et al.* (2007) that originally intended to measure ethical concerns (question 91), made up the twelve items that comprised the one factor, which was labelled '*health*', as these items related to physiological wellness.

Factor 2: Sensory appeal (4 items)

Three of Steptoe *et al.*'s (1995) original scale items which were intended to measure sensory appeal (questions 72-74,) with one item from Andaleeb & Conway (2006) intended to measure physical setting (question 98), were loaded as Factor 2 and labelled '*sensory appeal*'. These items relate to sensory perception as well as freshness and cleanliness.

Factor 3: Convenience (4 items)

Four of the original six items from the scale of Scheibehenne *et al.* (2007) originally intended to measure convenience (questions 64, 66-68) loaded as Factor 3 that was relabelled '*convenience*'.

Factor 4: Physical setting (3 items)

Two of the original scale items from Andaleeb & Conway (2006) (questions 96 and 97) and one item from Lee & Hing (1995) originally intended to measure physical setting (question

TABLE 5.39: FACTORS WHICH INFLUENCE FOOD AWAY FROM HOME CONSUMPTION

ITEMS	FACTORS							
	Health	Sensory appeal	Convenience	Physical setting	Mood	Comfort	Ethical concern	Establ. Appeal
It is important to me that the food away from home I choose is:								
Is low in kilojoules	0.757	0.148	0.414	0.244	0.414	-0.312	0.394	-0.134
Helps me control my weight	0.735	0.175	0.250	0.059	0.442	-0.244	0.285	-0.182
Contains no artificial ingredients	0.718	0.273	0.296	0.278	0.318	-0.133	0.479	-0.114
Is low in fat	0.688	0.178	0.295	0.215	0.265	-0.259	0.269	-0.203
Keeps me healthy	0.641	0.243	0.417	0.045	0.447	-0.187	0.462	-0.100
Is high in fibre and roughage	0.621	0.218	0.483	0.108	0.432	-0.289	0.582	-0.123
Contains natural ingredients	0.609	0.367	0.274	0.184	0.282	-0.168	0.365	-0.247
Contains no additives	0.607	0.437	0.266	0.121	0.233	0.036	0.342	-0.211
Contains a lot of vitamins and minerals	0.604	0.241	0.412	0.041	0.552	-0.312	0.507	-0.206
Is good for my hair / teeth / skin / nails etc.	0.576	0.179	0.397	0.095	0.496	-0.272	0.575	-0.182
Is high in protein	0.567	0.130	0.370	0.056	0.435	-0.24	0.439	-0.140
Contains ingredients that meet special quality standards e.g. standards	0.506	0.381	0.190	0.356	0.266	-0.271	0.296	-0.279
<i>(It is important to me that the establishment where I eat) Is clean</i>	0.122	0.725	0.081	0.141	0.116	-0.124	0.069	-0.365
Tastes good	0.169	0.706	0.183	0.167	0.129	-0.211	0.087	-0.332
Food is fresh	0.258	0.665	0.270	0.180	0.124	-0.234	0.062	-0.380
Has a pleasant texture	0.331	0.526	0.270	0.306	0.195	-0.171	0.114	-0.448
Can be eaten quickly	0.197	0.063	0.780	0.240	0.389	-0.427	0.303	-0.237
Can be carried easily	0.274	0.188	0.705	0.344	0.420	-0.321	0.242	-0.252
Is suitable for consumption on-the-go	0.195	0.125	0.705	0.279	0.401	-0.307	0.284	-0.180
Can be consumed easily	0.314	0.273	0.692	0.115	0.427	-0.274	0.198	-0.218
It is important to me that the establishment where I eat: Has adequate parking available / Drive-through facilities	0.245	0.189	0.350	0.613	0.153	-0.382	0.233	-0.305
It is important to me that the establishment where I eat: Lighting in the restaurant is appropriate	0.270	0.206	0.415	0.530	0.350	-0.291	0.247	-0.312
It is important to me that the establishment where I eat: Has up-to-date equipment	0.275	0.217	0.306	0.442	0.255	-0.164	0.401	-0.263
Cheers me up	0.237	0.136	0.453	0.098	0.778	-0.235	0.215	-0.280
Helps me cope with stress	0.284	0.070	0.354	0.019	0.753	-0.358	0.431	-0.188
Helps me relax	0.288	0.133	0.410	0.192	0.744	-0.209	0.328	-0.249

TABLE 5.39: FACTORS WHICH INFLUENCE FOOD AWAY FROM HOME CONSUMPTION (Cont.)

ITEMS	FACTORS							
	Health	Sensory appeal	Convenience	Physical setting	Mood	Comfort	Ethical concern	Establ. Appeal
It is important to me that the food away from home I choose is:								
Helps me cope with life	0.352	0.106	0.404	0.087	0.715	-0.304	0.411	-0.145
Makes me feel good	0.354	0.281	0.397	0.152	0.709	-0.286	0.062	-0.264
Keeps me awake / alert	0.367	0.081	0.459	0.146	0.670	-0.292	0.381	-0.121
Is the food I ate as a child	0.167	0.053	0.389	-0.002	0.476	-0.340	0.206	-0.390
Can be bought at places close to where I live	0.239	0.334	0.381	0.364	0.281	-0.721	0.090	-0.338
Can be prepared by the establishment in a short amount of time	0.207	0.197	0.484	0.234	0.275	-0.647	0.120	-0.316
Is usually what I eat	0.226	0.167	0.310	0.136	0.328	-0.621	0.210	-0.232
Is familiar	0.115	0.311	0.333	0.127	0.345	-0.495	0.240	-0.361
Is being sold by companies that are committed to environmental protection	0.474	0.169	0.315	0.255	0.377	-0.314	0.649	-0.091
Has the country of origin clearly indicated	0.330	0.058	0.295	0.242	0.294	-0.217	0.607	-0.210
Comes from countries I approve of politically	0.265	0.132	0.300	0.159	0.324	-0.093	0.534	-0.203
Is packaged in an environmentally friendly way	0.465	0.310	0.292	0.345	0.346	-0.140	0.501	-0.126
Smells nice	0.175	0.489	0.151	0.068	0.178	-0.294	0.101	-0.703
<i>It is important to me that the establishments where I eat:</i> Has visually appealing décor	0.142	0.263	0.253	0.343	0.264	-0.325	0.224	-0.688
Looks nice	0.230	0.438	0.242	0.269	0.200	-0.182	0.055	-0.644
<i>It is important to me that the establishments where I eat:</i> Has visually appealing facilities	0.185	0.299	0.241	0.438	0.184	-0.341	0.321	-0.504
<i>It is important to me that the establishments where I eat:</i> Materials associated with the restaurant i.e. menu, serviettes. Pamphlets are visually appealing	0.242	0.240	0.308	0.325	0.332	-0.141	0.253	-0.408
n	286	286	286	286	286	286	286	286
Mean	2.606	3.480	2.560	2.680	2.160	2.720	2.090	2.950
Cronbach Alpha	0.913	0.776	0.818	0.613	0.873	0.754	0.733	0.750
Standard deviation	0.75552	0.67292	0.87845	0.7897	0.80385	0.79467	0.7765	0.71943
% Variance explained	29.831	7.274	6.292	4.026	3.294	2.763	2.512	2.222
Eigen value	14.320	3.490	3.020	1.933	1.581	1.362	1.206	1.067

92) comprised Factor 4, labelled '*physical setting*' as the items related to the equipment, lighting and external amenities of the food away from home establishment.

Factor 5: Mood (7 items)

All Steptoe *et al.*'s (1995) original scale items intended to measure mood (questions 58-63) together with one item from familiarity (question 86) in their work became Factor 5 labelled '*mood*' as it related to feelings of relaxation and being at ease.

Factor 6: Comfort (4 items)

Two items originally intended to measure familiarity (questions 84 and 85), along with two items (questions 65 and 69) originally intended to measure convenience, according to Steptoe *et al.* (1995), represented Factor 6. This construct related to food consumption that minimizes not only the physical but also the mental exertion of energy.

Factor 7: Ethical concerns (4 items)

Intended to measure ethical concerns were Steptoe *et al.*'s (1995) original scale items (questions 87-89) and Scheibehenne *et al.* (2007) one item, (V90) became Factor 7 which was relabelled '*ethical concerns*'.

Factor 8: Establishment appeal (5 items)

Two of Steptoe *et al.*'s (1995) original scale items originally intended to measure sensory appeal (questions 70-71); two scale items (questions 93 and 95) from Lee & Hing (1995) and one item from Andaleeb and Conway (2006) applied to measure physical setting (V99) became Factor 8 which was labelled '*establishment appeal*', as it related to both to the visual and sensory experiences of facilities as well as food.

Conclusive remark about the factor analysis

The adaptation of Steptoe *et al.*'s (1995) food choice questionnaire yielded ten factors. Through exploratory factor analysis and by taking into account content validity, this study identified eight factors that influence food away from home consumption. Most prominent were the aspects of health, weight control and natural content integrated into one factor, namely health. Items measuring sensory appeal as well as physical setting became the sensory appeal factor related to the sensory perception, freshness and cleanliness items. Familiarity and convenience were combined to yield a new factor named comfort. Aspects relating to the visual and olfactory appeal of both the environment and food formed the factor labelled establishment appeal.

One-way ANOVA was subsequently used to try to find significant differences across the demographic categories of age, education, family life-stage and income for the identified influences (Sections 5.4.4.1 to 5.4.4.4). In cases where evidence of significant differences occurred, post hoc Bonferonni tests were done to investigate the differences more thoroughly and to report on more clearly.

5.4.4.1 Differences by age

The importance of the factors that influence food away from home consumption per age group as described for this study is presented in Table 5.40, in which the given totals are the total number of responses for each factor. Subsequently, ANOVA was performed to determine significant differences (p -value < 0.05) within the groups. These results appear in Table 5.41.

For the purpose of the interpretation of the means (M), the following descriptions were applied:

$3.5 \leq M \leq 4$	<i>Very high value placed on influence</i>
$3.0 \leq M < 3.5$	<i>Above average value placed on influence</i>
$2.0 \leq M < 3.0$	<i>Average value placed on influence</i>
$M < 2.0$:	<i>Below average value placed on influence</i>

TABLE 5.40: IMPORTANCE OF INFLUENCING FACTORS PER GENERATIONAL COHORT

Generational cohort		n	Mean	Std. Deviation	Std. Error
F1: Health	Baby boomers and older	48	2.5208	0.84452	0.1219
	Generation X	44	2.6023	0.68362	0.10306
	Generation Y and younger	190	2.6268	0.74356	0.05394
	Total	282	2.6049	0.75114	0.04473
F2: Sensory appeal	Baby boomers and older	49	3.5204	0.74098	0.10585
	Generation X	46	3.5543	0.7089	0.10452
	Generation Y and younger	191	3.4882	0.68503	0.04957
	Total	286	3.5044	0.69663	0.04119
F3: Convenience	Baby boomers and older	49	2.2398	1.06917	0.15274
	Generation X	46	2.6359	0.78299	0.11545
	Generation Y and younger	191	2.6257	0.83148	0.06016
	Total	286	2.5612	0.87845	0.05194
F4: Physical setting	Baby boomers and older	49	2.8095	0.95258	0.13608
	Generation X	46	2.7536	0.78074	0.11511
	Generation Y and younger	191	2.623	0.74368	0.05381
	Total	286	2.676	0.78974	0.0467
F5: Mood	Baby boomers and older	49	1.8134	0.93095	0.13299
	Generation X	46	1.9689	0.72588	0.10703



Generational cohort		n	Mean	Std. Deviation	Std. Error
	Generation y and younger	191	2.3007	0.75222	0.05443
	Total	286	2.1638	0.80385	0.04753
F6: Comfort	Baby boomers and older	49	2.4133	0.95409	0.1363
	Generation X	46	2.8533	0.82593	0.12178
	Generation Y and younger	191	2.7709	0.72426	0.05241
	Total	286	2.7229	0.79467	0.04699
F7: Ethical concern	Baby boomers and older	49	2.0051	0.93191	0.13313
	Generation X	46	2.1413	0.70642	0.10416
	Generation Y and younger	191	2.0969	0.75117	0.05435
	Total	286	2.0883	0.77648	0.04591
F8: Establishment appeal	Baby boomers and older	49	3.0408	0.82055	0.11722
	Generation X	46	3.0478	0.59656	0.08796
	Generation Y and younger	191	2.8984	0.71756	0.05192
	Total	286	2.9469	0.71943	0.04254

TABLE 5.41: ANOVA RESULTS SPECIFYING SIGNIFICANT DIFFERENCES AMONG GENERATIONAL COHORTS (p<0.05)

		Sum of Squares	df	Mean Square	F	p-value
F1: Health	Between groups	0.43	2	0.215	0.38	0.684
	Within groups	158.112	279	0.567		
	Total	158.542	281			
F2: Sensory appeal	Between groups	0.177	2	0.089	0.18	0.834
	Within groups	138.13	283	0.488		
	Total	138.307	285			
F3: Convenience	Between groups	6.112	2	3.056	4.05	0.019
	Within groups	213.818	283	0.756		
	Total	219.929	285			
F4: Physical setting	Between groups	1.687	2	0.843	1.36	0.26
	Within groups	176.066	283	0.622		
	Total	177.753	285			
F5: Mood	Between groups	11.341	2	5.67	9.29	<0.0001
	Within groups	172.819	283	0.611		
	Total	184.16	285			
F6: Comfort	Between groups	5.92	2	2.96	4.81	0.009
	Within groups	174.057	283	0.615		
	Total	179.977	285			
F7: Ethical concern	Between groups	0.482	2	0.241	0.4	0.672
	Within groups	171.351	283	0.605		
	Total	171.833	285			
F8: Establishment appeal	Between groups	1.349	2	0.675	1.31	0.272
	Within groups	146.163	283	0.516		
	Total	147.512	285			

Results indicate significant differences among the different generational cohorts, within Factor 3 (p-value = 0.019), Factor 5 (p-value = <0.0001) and Factor 6 (p-value = 0.009). In order to specify the differences, post hoc Bonferroni tests were performed (Table 5.42). Bonferroni test was selected as it controls type I errors well especially in instances where the number of comparisons is small (Field, 2009:459).

TABLE 5.42: POST HOC BONFERRONI OUTCOMES FOR THE GENERATIONAL COHORT INVESTIGATION

	(I) Generational cohort	(J) Generational cohort	Mean difference (I-J)	Std. Error	p-value
F3: Convenience	Baby boomers and older	Generation X	-0.39607	0.17845	0.0820
		Generation Y and younger	-0.38586*	0.13919	0.0180
	Generation X	Baby boomers and older	0.39607	0.17845	0.0820
		Generation Y and younger	0.01022	0.14276	1.0000
	Generation Y and younger	Baby boomers and older	0.38586*	0.13919	0.0180
		Generation X	-0.01022	0.14276	1.0000
F5: Mood	Baby boomers and older	Generation X	-0.15553	0.16043	0.9990
		Generation Y and younger	-0.48726*	0.12514	<0.0001
	Generation X	Baby boomers and older	0.15553	0.16043	0.9990
		Generation Y and younger	-0.33173*	0.12835	0.0310
	Generation Y and younger	Baby boomers and older	0.48726*	0.12514	<0.0001
		Generation X	0.33173*	0.12835	0.0310
F6: Comfort	Baby boomers and older	Generation X	-0.44000*	0.1610	0.0200
		Generation Y and younger	-0.35768*	0.12559	0.0140
	Generation X	Baby boomers and older	0.44000*	0.1610	0.0200
		Generation Y and younger	0.08232	0.1288	1.0000
	Generation Y and younger	Baby boomers and older	0.35768*	0.12559	0.0140
		Generation X	-0.08232	0.1288	1.0000

The results (Table 5.42) show that Factor 3, Convenience, is significantly more important to the age group, Generation Y (M = 2.63) compared to the baby boomers (M = 2.24; p-value = 0.018).) For Generation X consumers' convenience was of average importance whereas for baby boomers it was below average importance. For Factor 5, Mood, feeling relaxed and at ease when consuming food away from home, the overall mean score, regardless of age, was below average (M = 2.16), in fact, this was the case for all generational cohorts. Generation Y and younger respondents attributed a degree of importance to mood (M = 2.30) as opposed to Generation X (M = 1.97; p-value = 0.031)

whose rating of mood was below average (Table 5.41) with baby boomers attributing the least importance to it ($M = 1.81$ p -value = <0.0001). These results suggest that the effect that food away from home has on mood becomes less important as a consumer gets older. For Factor 6, Comfort, the results (Table 5.41) reflect that this factor ranged from average to below average importance among the different age groups. Baby boomers ($M = 2.41$) indicated that comfort was of below average importance to them as opposed to Generation X respondents who attributed the most importance to comfort ($M = 2.85$; p -value = 0.002) and Generation Y respondents who also indicated average importance ($M = 2.77$; p -value = 0.014). Once again, as far as proximity of location as well as mental effort is concerned, older consumers find the comfort factor that food away from home provides less important than other age groups

5.4.4.2 Differences by education

The importance of the factors that influence food away from home consumption per level of education is presented in Table 5.43. The ANOVA results (Table 5.44) determine significant differences (p -value < 0.05) within education levels. .

TABLE 5.43: IMPORTANCE OF INFLUENCING FACTORS PER LEVEL OF EDUCATION

Education level	n	Mean	Std. Deviation	Std. Error	
F1: Health	Grade 12	107	2.6464	0.70968	0.06861
	Diploma or Undergraduate Degree	103	2.6133	0.78015	0.07687
	Postgraduate Degree	72	2.5313	0.77362	0.09117
	Total	282	2.6049	0.75114	0.04473
F2: Sensory appeal	Grade 12	107	3.4556	0.66571	0.06436
	Diploma or Undergraduate Degree	103	3.5680	0.68169	0.06717
	Postgraduate Degree	72	3.5278	0.70904	0.08356
	Total	282	3.5151	0.68213	0.04062
F3: Convenience	Grade 12	107	2.7103	0.84406	0.0816
	Diploma or Undergraduate Degree	103	2.5218	0.93548	0.09218
	Postgraduate Degree	72	2.3958	0.81009	0.09547
	Total	282	2.5612	0.87651	0.0522
F4: Physical setting	Grade 12	107	2.6480	0.75629	0.07311
	Diploma or Undergraduate Degree	103	2.7443	0.77853	0.07671
	Postgraduate Degree	72	2.6296	0.83835	0.0988
	Total	282	2.6785	0.7848	0.04673
F5: Mood	Grade 12	107	2.3578	0.82168	0.07943
	Diploma or Undergraduate Degree	103	2.0707	0.79082	0.07792
	Postgraduate Degree	72	2.0000	0.74521	0.08782
	Total	282	2.1616	0.80398	0.04788
F6: Comfort	Grade 12	107	2.8014	0.77835	0.07525
	Diploma or Undergraduate Degree	103	2.6820	0.82262	0.08106



Education level	n	Mean	Std. Deviation	Std. Error
Postgraduate Degree	72	2.6840	0.77368	0.09118
Total	282	2.7278	0.79293	0.04722
F7: Ethical Concern				
Grade 12	107	2.1098	0.75484	0.07297
Diploma or Undergraduate Degree	103	2.1311	0.80276	0.07910
Postgraduate Degree	72	2.0000	0.78048	0.09198
Total	282	2.0895	0.77821	0.04634
F8: Establishment appeal				
Grade 12	107	2.9103	0.75847	0.07332
Diploma or Undergraduate Degree	103	3.0350	0.67471	0.06648
Postgraduate Degree	72	2.8833	0.68936	0.08124
Total	282	2.9489	0.71183	0.04239

TABLE 5.44: ANOVA RESULTS SPECIFYING SIGNIFICANT DIFFERENCES AMONG LEVEL OF EDUCATION GROUPS ($p < 0.05$)

		Sum of Squares	df	Mean Square	F	p-value
F1: Health	Between groups	0.582	2	0.291	0.514	0.599
	Within groups	157.96	279	0.566		
	Total	158.542	281			
F2: Sensory appeal	Between groups	0.678	2	0.339	0.727	0.484
	Within groups	130.07	279	0.466		
	Total	130.748	281			
F3: Convenience	Between groups	4.507	2	2.253	2.974	0.053
	Within groups	211.376	279	0.758		
	Total	215.882	281			
F4: Physical setting	Between groups	0.718	2	0.359	0.581	0.560
	Within groups	172.354	279	0.618		
	Total	173.072	281			
F5: Mood	Between groups	6.85	2	3.425	5.467	0.005
	Within groups	174.786	279	0.626		
	Total	181.636	281			
F6: Comfort	Between groups	0.933	2	0.467	0.741	0.478
	Within groups	175.741	279	0.630		
	Total	176.674	281			
F7: Ethical concern	Between groups	0.799	2	0.399	0.658	0.519
	Within groups	169.378	279	0.607		
	Total	170.177	281			
F8: Establishment appeal	Between groups	1.232	2	0.616	1.217	0.298
	Within groups	141.153	279	0.506		
	Total	142.385	281			

In order to investigate pairwise the differences found for Factor 5, post hoc Bonferroni tests were performed. The results are presented in Table 5.45.

TABLE 5.45: POST HOC BONFERONNI OUTCOMES FOR THE LEVEL OF EDUCATION INVESTIGATION

	(I) V5: What is your highest level of education?	(J) V5: What is your highest level of education?	Mean difference (I-J)	Std. Error	p-value
F5: Mood	Grade 12	Diploma or Undergraduate Degree	0.28708*	0.10926	0.027
		Postgraduate Degree	0.35781*	0.12065	0.010
	Diploma or Undergraduate Degree	Grade 12	-0.28708*	0.10926	0.027
		Postgraduate Degree	0.07074	0.12159	1.000
	Postgraduate Degree	Grade 12	-0.35781*	0.12065	0.010
		Diploma or Undergraduate Degree	-0.07074	0.12159	1.000

Respondents with the lowest level of education in this sample (Table 5.43), Grade 12, attributed the most importance to mood ($M = 2.36$). In comparison with this diploma or undergraduate degree holders ($M = 2.07$; $p\text{-value} = 0.027$) also indicated an average score and postgraduate degree or diploma holders ($M = 2.00$; $p\text{-value} = 0.01$) indicated that mood was of below average importance to them. The results thus suggest that as individuals with a higher level of qualification value the effect that food away from home has on their mood less, they are thus less likely to consume food away from home as a way to destress or feel calm and relaxed.

5.4.4.3 Differences by level of income

The importance of the factors that influence food away from home consumption per level of income is presented in Table 5.46.

TABLE 5.46: IMPORTANCE OF INFLUENCING FACTORS PER LEVEL OF INCOME

Education level		n	Mean	Std. Deviation	Std. Error
F1: Health	Low and emerging middle class	78	2.6207	0.85329	0.09662
	Realised middle class	53	2.4119	0.73533	0.10101
	Upper middle class and affluent	51	2.6487	0.56453	0.07905
	Total	182	2.5678	0.75053	0.05563
F2: Sensory appeal	Low and emerging middle class	78	3.5545	0.70900	0.08028
	Realised middle class	53	3.6415	0.49640	0.06819
	Upper middle class and affluent	51	3.4755	0.69147	0.09683
	Total	182	3.5577	0.64860	0.04808
F3: Convenience	Low and emerging middle class	78	2.5353	0.88248	0.09992
	Realised middle class	53	2.4198	0.84889	0.11660
	Upper middle class and affluent	51	2.4363	0.85417	0.11961
	Total	182	2.4739	0.86183	0.06388
F4: Physical setting	Low and emerging middle class	78	2.5983	0.83287	0.09430
	Realised middle class	53	2.6604	0.71160	0.09775
	Upper middle class and affluent	51	2.8497	0.74031	0.10366
	Total	182	2.6868	0.77655	0.05756
F5: Mood	Low and emerging middle class	78	2.1941	0.79455	0.08997
	Realised middle class	53	1.9434	0.79704	0.10948
	Upper middle class and affluent	51	2.0952	0.70605	0.09887
	Total	182	2.0934	0.77444	0.05741
F6: Comfort	Low and emerging middle class	78	2.6090	0.83218	0.09423
	Realised middle class	53	2.7925	0.74958	0.10296
	Upper middle class and affluent	51	2.7402	0.78096	0.10936
	Total	182	2.6992	0.79438	0.05888
F7: Ethical concern	Low and emerging middle class	78	2.1186	0.77786	0.08808
	Realised middle class	53	2.0142	0.75863	0.10421
	Upper middle class and affluent	51	2.0196	0.74640	0.10452
	Total	182	2.0604	0.76105	0.05641
F8: Establishment appeal	Low and emerging middle class	78	2.9513	0.74079	0.08388
	Realised middle class	53	3.0868	0.64392	0.08845
	Upper middle class and affluent	51	2.9373	0.66632	0.09330
	Total	182	2.9868	0.69238	0.05132

Subsequently, ANOVA was performed to determine whether significant differences (p -value < 0.05) exist among the different level of income groups. The findings of the ANOVA are presented in Table 5.47.

TABLE 5.47: ANOVA RESULTS SPECIFYING SIGNIFICANT DIFFERENCES AMONG LEVEL OF INCOME GROUPS ($p < 0.05$)

		Sum of Squares	df	Mean Square	F	p-value
F1: Health	Between groups	1.84	2	0.920	1.644	0.196
	Within groups	100.116	179	0.559		
	Total	101.956	181			
F2: Sensory appeal	Between groups	0.718	2	0.359	0.852	0.428
	Within groups	75.426	179	0.421		
	Total	76.144	181			
F3: Convenience	Between groups	0.521	2	0.260	0.348	0.706
	Within groups	133.918	179	0.748		
	Total	134.439	181			
F4: Physical setting	Between groups	2.001	2	1.000	1.671	0.191
	Within groups	107.147	179	0.599		
	Total	109.148	181			
F5: Mood	Between groups	1.984	2	0.992	1.666	0.192
	Within groups	106.571	179	0.595		
	Total	108.555	181			
F6: Comfort	Between groups	1.182	2	0.591	0.936	0.394
	Within groups	113.036	179	0.631		
	Total	114.217	181			
F7: Ethical concern	Between groups	0.462	2	0.231	0.396	0.673
	Within groups	104.373	179	0.583		
	Total	104.835	181			
F8: Establishment appeal	Between groups	0.754	2	0.377	0.784	0.458
	Within groups	86.015	179	0.481		
	Total	86.768	181			

Results in Table 5.47 indicate that the importance which consumers place on the factors that influence food away from home consumption did not differ significantly within the levels of income groups for any of the eight factors ($p\text{-value} < 0.05$).

5.4.4.4 Differences by family life-stage

The importance of the factors that influence food away from home consumption per family life-stage (See section 3.4.3 in Chapter 3) is presented in Table 5.48. In this study, the term life-stage represents the family structure of the household to which the respondent was attached.



TABLE 5.48: IMPORTANCE OF INFLUENCING FACTORS PER FAMILY LIFE-STAGE

Family life-stage		n	Mean	Std. Deviation	Std. Error
F1: Health	Single	79	2.616	0.84726	0.09532
	Single parents	27	2.4969	0.79107	0.15224
	Couples without children	45	2.6611	0.84619	0.12614
	Couples with children	131	2.5852	0.65848	0.05753
	Total	282	2.5975	0.75608	0.04502
F2: Sensory appeal	Single	79	3.4082	0.75974	0.08548
	Single parents	27	3.3704	0.92604	0.17822
	Couples without children	45	3.6500	0.64270	0.09581
	Couples with children	131	3.5458	0.59388	0.05189
	Total	282	3.5071	0.68988	0.04108
F3: Convenience	Single	79	2.6392	0.87865	0.09886
	Single parents	27	2.3426	0.88293	0.16992
	Couples without children	45	2.3667	1.01495	0.1513
	Couples with children	131	2.6240	0.82763	0.07231
	Total	282	2.5603	0.88251	0.05255
F4: Physical setting	Single	79	2.6034	0.83047	0.09343
	Single parents	27	2.5432	0.77981	0.15007
	Couples without children	45	2.6370	0.94768	0.14127
	Couples with children	131	2.7583	0.71259	0.06226
	Total	282	2.6749	0.79361	0.04726
F5: Mood	Single	79	2.2568	0.83028	0.09341
	Single parents	27	2.0053	0.82398	0.15857
	Couples without children	45	2.0127	0.91261	0.13604
	Couples with children	131	2.1788	0.74428	0.06503
	Total	282	2.1575	0.80587	0.04799
F6: Comfort	Single	79	2.6266	0.81931	0.09218
	Single parents	27	2.5000	0.88795	0.17089
	Couples without children	45	2.7167	0.94988	0.14160
	Couples with children	131	2.8359	0.69737	0.06093
	Total	282	2.7261	0.79930	0.04760
F7: Ethical concern	Single	79	2.0886	0.79364	0.08929
	Single parents	27	1.9907	0.76737	0.14768
	Couples without children	45	2.0556	0.92915	0.13851
	Couples with children	131	2.1107	0.72335	0.06320
	Total	282	2.0842	0.77966	0.04643
F8: Establishment appeal	Single	79	2.8937	0.80054	0.09007
	Single parents	27	2.8148	0.75636	0.14556
	Couples without children	45	3.0978	0.69232	0.10321
	Couples with children	131	2.9527	0.67520	0.05899
	Total	282	2.9461	0.72313	0.04306

Subsequently, ANOVA was performed to determine significant differences (p -value < 0.05) within the various family life-stage groups. The findings of this analysis are presented in Table 5.49.

TABLE 5.49: ANOVA RESULTS SPECIFYING SIGNIFICANT DIFFERENCES AMONG FAMILY LIFE-STAGE GROUPS ($p < 0.05$)

		Sum of Squares	df	Mean Square	F	p-value
F1: Health	Between groups	0.502	3	0.167	0.291	0.832
	Within groups	160.136	278	0.576		
	Total	160.638	281			
F2: Sensory appeal	Between groups	2.392	3	0.797	1.688	0.170
	Within groups	131.344	278	0.472		
	Total	133.736	281			
F3: Convenience	Between groups	3.992	3	1.331	1.722	0.163
	Within groups	214.859	278	0.773		
	Total	218.85	281			
F4: Physical setting	Between groups	1.847	3	0.616	0.978	0.404
	Within groups	175.133	278	0.630		
	Total	176.981	281			
F5: Mood	Between groups	2.407	3	0.802	1.239	0.296
	Within groups	180.083	278	0.648		
	Total	182.49	281			
F6: Comfort	Between groups	3.745	3	1.248	1.974	0.118
	Within groups	175.781	278	0.632		
	Total	179.526	281			
F7: Ethical concern	Between groups	0.366	3	0.122	0.199	0.897
	Within groups	170.446	278	0.613		
	Total	170.812	281			
F8: Establishment appeal	Between groups	1.723	3	0.574	1.100	0.350
	Within groups	145.217	278	0.522		
	Total	146.941	281			

Results in Table 5.49 indicate that the importance which consumers place on the factors which influence food away from home consumption did not differ significantly within the family life-stage groups for any of the eight factors (p -value < 0.05).

Overall, the ANOVA data exposed that the most pronounced differences related to the distinction between the categorised age groups. It is evident that younger respondents place more value on convenience, comfort and mood. A statistically significant difference was also found among education groups for the factor of comfort. Respondents in the lower education group valued comfort more than higher educated respondents. No significant differences

were found per level of income group, or per family life-stage group. This result implies that the value consumers attribute to the influence of the identified factors is independent of their income and family life-stage.

5.4.5 Importance of factors which influence food away from home

The rating of the importance of each food choice factor was tabulated (Table 5.50). Means were then calculated from the total of the items in each factor. The factors were then ranked from most important to least important according to the overall mean calculated. The rationale behind this is that the value of a mean provides a measure of central tendency that indicates the value that is most common, and can thus be used to indicate rank. The mean takes into account all the scores in a sample therefore; it represents every respondent's response. The following paragraphs discuss the importance merit of each of the factors.

TABLE 5.50: IMPORTANCE OF FOOD CHOICE FACTORS

Rank	Factor	Min.	Max.	Mean	Std. Dev.
1st	Factor 2: Sensory appeal	0	4	3.504	0.69663
2nd	Factor 8: Establishment appeal	0	4	2.947	0.71943
3rd	Factor 6: Comfort	0	4	2.723	0.79467
4th	Factor 4: Physical setting	0	4	2.676	0.78974
5th	Factor 1: Health	0	4	2.606	0.75552
6th	Factor 3: Convenience	0	4	2.561	0.87845
7th	Factor 5: Mood	0	4	2.164	0.80385
8th	Factor 7: Ethical concern	0	4	2.088	0.77648

The factor '*sensory appeal*' was the most important factor, followed by '*establishment appeal*' indicating that, in general, the sensory properties of the food itself as well as the establishment are very important aspects for food away from home consumers. When the means of the factor items are examined (Table 5.51) it is evident that the taste of the food (M = 3.66; Factor 2), its freshness (M = 3.64; Factor 2) and smell (M = 3.34; Factor 8) have the highest rating. This corresponds to what Scheibehenne *et al.* (2007) point out about saying that taste is a very significant factor for consumers where food away from home is concerned. Connors *et al.* (2001) agree as their interviewees collectively describe taste as one of the most important values in their personal food systems.

The third most important factor is that of '*comfort*'. Two items in the questionnaire appear to contribute to consumers' comfort when choosing food away from home: a facility close by that has their requirements available, yet simultaneously executes their order quickly and efficiently. They particularly want to limit the time spent on accessing food. The mean scores of the responses to the location of establishments being near their place of residence

($M = 3.02$), and for the ability of an establishment to prepare food in a short space of time ($M = 2.73$), are the items with the highest rating. Warde (1999) refers to consumers finding that meeting social obligations associated with their family and their work often constrains their daily time use routines to the extent that they frequently have to rely on food away from home. Quick and effective access to such food becomes a necessity to overcome these temporal restrictions.

The fourth most important factor relates to the '*physical setting*' of the establishment that sells the food away from home. The relevant items in this factor that scored the best were the availability of either adequate parking or drive-through facilities ($M = 2.75$). These aspects also signify accessibility that is also a characteristic of the factor in third position. Consumers also found maximising the utility of modern equipment ($M = 2.7$) important. The items in Factor 4 are deemed very important as, once again, the value of the capability of the restaurants to prepare and provide a meal that is easily accessible and prepared well is stressed.

The fifth most important factor relates to '*health*' (Table 5.51), indicating that health does not rank as major consideration when consumers choose food away from home but that consumers do consider it important to some extent. The items which consumers scored as most important included the quality of ingredients ($M = 3.05$), the healthiness of meals ($M = 2.93$) and how natural ingredients are used ($M = 2.77$). However, contributing to the overall lower mean were factor items such as kilojoules content ($M = 2.47$), fibre content ($M = 2.35$) and effect on hair nails and skin ($M = 2.33$). Consumers thus seem to be concerned about the quality and healthiness of the ingredients of their food obtained from the away from home establishments but do not seem overly worried about the effect that food away from home has on their weight and personal appearance.

'*Convenience*' ranks in the sixth place. The two items with the highest rating were ease of consumption ($M = 2.78$) and carrying the food provided ($M = 2.68$). However, how quickly food could be eaten ($M = 2.27$) was not important. Ease of use of food away from home and its packaging is thus important, but consumers are not too concerned about how quickly consumption can take place.



TABLE 5.51: MEANS OF INDIVIDUAL ITEMS PER FACTOR

Individual Items	Mean	Std. Deviation
Factor 1: Health		
V91: Contains ingredients that meet special quality standards e.g. standards	3.05	1.027
V53 Keeps me healthy	2.93	1.046
V76: Contains natural ingredients	2.77	1.057
V83: Is low in fat	2.67	1.018
V52: Contains a lot of vitamins and minerals	2.62	1.095
V77: Contains no artificial ingredients	2.57	1.040
V55: I choose: Is high in protein	2.53	1.094
V82: Helps me control my weight	2.52	1.129
V75: Contains no additives	2.47	1.058
V81: I choose: Is low in kilojoules	2.47	1.038
V57: Is high in fibre and roughage	2.35	1.003
V56: Is good for my hair / teeth / skin / nails etc.	2.33	1.072
Factor 2: Sensory appeal		
V73: Tastes good	3.66	0.863
V74: Food is fresh	3.64	0.859
V98: Is clean	3.58	0.973
V72: Has a pleasant texture	3.14	0.975
Factor 3: Convenience		
V64: Can be consumed easily	2.78	1.068
V67: Can be carried easily	2.68	1.093
V68: Is suitable for consumption on-the-go	2.52	1.101
V66: Can be eaten quickly	2.27	1.109
Factor 4: Physical setting		
V97:Has adequate parking available / Drive-through facilities	2.75	1.076
V92:Has up-to-date equipment	2.70	1.003
V96:Lighting in the restaurant is appropriate	2.58	1.075
Factor 5: Mood		
V63: Makes me feel good	2.70	1.106
V62:Cheers me up	2.42	1.117
V60:Helps me relax	2.37	1.147
V59: Helps me cope with life	2.01	1.081
V58: Helps me cope with stress	1.97	1.063
V61: Keeps me awake / alert	1.95	1.047
V86:Is the food I ate as a child	1.73	0.888
Factor 6: Comfort		
V69:Can be bought at places close to where I live	3.02	1.061
V65:Can be prepared by the establishment in a short amount of time	2.73	1.039
V85: Is familiar	2.60	1.067
V84: Is usually what I eat	2.53	1.021
Factor 7: Ethical concern		
V89:Is packaged in an environmentally friendly way	2.57	1.076
V90: Is being sold by companies that are committed to environmental protection	2.43	1.073
V88: Has the country of origin clearly indicated	1.89	1.099
V87: Comes from countries I approve of politically	1.47	0.908
Factor 8: Establishment appeal		
V70: Smells nice	3.34	0.977
V71: Looks nice	3.18	0.966
V93: Has visually appealing facilities	2.99	1.029
V99: Has visually appealing decor	2.66	1.040
V95: Materials associated with the restaurant i.e. menu, serviettes. Pamphlets are visually appealing.	2.57	1.069

'Mood' is rated as the seventh most important as the second to last factor. The highest mean scores of the individual items comprising this factor relates to the ability of food away from home to make the consumer feel good ($M = 2.7$) and to cheer the consumer up ($M = 2.42$). However, in relation to individual items in the other seven factor the mean scores for mood are fairly low. In fact, the mean score for comfort that food which is familiar provides through the statement '*is the food I ate as a child*' is markedly very low ($M = 1.73$) and this result contributes significantly to the overall low mean.

The least important item, titled '*ethical concern*', lies in the eighth position and, overall, not a particularly important consideration when consumers indulge in food away from home. The specific items that consumers do find important relate to the environmental friendliness of the packaging ($M = 2.57$) and evidence of the general environmental awareness at the establishment ($M = 2.43$). The country of origin ($M = 1.89$) and the political affiliation of the establishment ($M = 1.47$) are of little importance to consumers.

An additional ranking question with ten statements which respondents ranked from one (most important) to ten (least important) was added to the end of the questionnaire. It was not used for in-depth statistical analysis but merely as tool to confirm the validity of the results. Scheibehenne *et al.* (2007) devised a single statement believed to capture the essence of the influence of food away from home based on the original nine factors as proposed by Steptoe *et al.* (1995). The results from this ranking question confirm yet again that the sensory properties of food away from home are the consumer's most important consideration. The ethical concern emerges as the least important, corresponding to the results from calculating factor means during the exploratory factor analysis. Familiarity with food and the social environment, although closely related, fall in the bottom half of the ranked order as not important where food away from home is concerned. In general, the results of the ranking question confirm that the results of the factor analysis are reliable.

In summary, the most important influence on the food away from home consumption of Tshwane households appears to relate to the sensory characteristics of the food. Januszewska *et al.* (2011) reports a similar result for a weekly food choice in Belgium, Romania and Hungary, with consumers seeing ethical concerns as least important. The research of Lindeman and Väänänen (2000) only focuses on measuring ethical food choice motives. These authors assert that aspects such as the sensory properties of food and health considerations often override consumers' ethical concerns about food. This is also the case in the results of this research.

5.5 CHAPTER CONCLUSION

In conclusion, it would seem that the Tshwane market has a noteworthy variety of food away from home establishments. The market is dominated by larger chain restaurants with grills and seafood restaurants featuring very prominently. Restaurants with an ethnic focus are, however limited. Most restaurant menus tend to favour providing customers a variety of items to choose from with Italian restaurants being the exception.

The consumers in Tshwane make liberal use of the establishments available to them. Food away from home has not distinctly replaced food at home for most consumers as consumption patterns for most establishments and individual items are not reported to occur on a weekly basis. Food away from home consumption seems mostly to be a form of socialisation between individuals and their families and friends, and reaches a peak over weekends. Poultry seems to be the most popular menu item.

The context within which consumers choose food away from home affects the nature and level of food away from home consumption. The variables age, income, education and family life-stage were cross-tabulated with frequency of use per establishment and per individual items. Results from this analysis show that age has most influence on fast-food restaurant patronage whereas the level of education stands out as affecting the patronage of sit-down restaurants. Family life-stage appears to have very little effect as a context factor as very few significant relationships were found in the area of the presence of children in the household.

Exploratory factor analysis as well as the rating of factors determined that consumers' sensory appeal had most influence when they were selecting a choice of food away from home. Ethical concern i.e. the environmentally friendliness, political affiliation and country of origin, is of little importance to consumers. Furthermore, the importance consumers place on the identified factors of comfort; mood and convenience differ among the different age groups with the overall finding that younger individuals see these factors as being more important than older consumers view them. It is also evident that individuals who are more educated place less value on mood and thus do not necessarily seek to gain a relaxing or mood altering experience from eating food away from home.

Chapter 6

CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the conclusions as well as the limitations and recommendations for future research proposed by the researcher.

6.1 INTRODUCTION

This section presents a reassessment of the entire research process in order to conclude on the findings of the study and review how the objectives have been met. The research process is reviewed to indicate that the correct research procedures were followed and that the research was conducted in an ethical manner. This chapter also includes a discussion of the limitations of the study and makes recommendations for future research.

6.1.1 The findings of the study

This study aimed to explore and describe the food away from home consumption of urban Tshwane households in terms of sit-down and fast-food restaurants. Furthermore, the researcher intended to explore the factors which motivate the consumption of food away from home. The aim was ultimately to provide a background on the consumption patterns of urban Tshwane consumers which could be useful for market role-players. This was achieved by providing information about consumers' current consumption patterns, namely, what they eat, where they eat, with whom they eat and when they eat food away from home.

The purpose of this research was to contribute to the body of knowledge about food away from home consumption in a way that is useful to market role-players and the academic community.

6.1.1.1 Food away from home consumption patterns of Tshwane households in sit-down and fast-food restaurants (Objective 1)

The first objective of this investigation was to gain an overview of the food away from home consumption of Tshwane households. In order to accomplish this, respondents were asked to share their frequency of consumption at establishment as well as per individual menu item. Respondents were also asked to point out when they eat food away from home as well as with whom it is eaten.

6.1.1.1.1 Patronage of sit-down restaurants and fast-food restaurants

The findings show that Tshwane consumers make use of all forms of both sit-down and fast-food restaurants but sit-down and fast-food restaurants are not used weekly. This assumption is made based on the fact that the highest weekly patronage (at least once a week) was found for coffee shops (26.8%), a percentage which is only moderately high when compared to the monthly and yearly patronage of most other establishments. The closest to coffee shops in terms of weekly patronage was pizza and pasta restaurants which were visited weekly by only 8.7% of respondents. The overall low weekly patronage of food away from home establishments might suggest that Tshwane consumers still prefer to prepare most of their daily meals inside the home. This is further substantiated by the results that the highest frequencies were obtained where consumers reported consumption of food away from home “*a couple of times per year*”. This was especially evident for establishments such as steakhouses were visited at least a couple of times per year (48.3%) and a couple of times per month (34.6%).

For fast-food restaurants, patronage on a weekly basis was marginally higher indicating that consumers choose fast-food restaurants more frequently than sit-down restaurants. Very few consumers reported that they never visit any form of fast-food establishment. Chicken fast-food restaurants were the most frequented at least once a week by 17.5% of respondents and 41.3% of respondents indicated patronage a couple of times a month. This result makes chicken fast-food restaurants the most frequently used. This result could be explained by the large number of chicken franchises present in South Africa (Maumbe, 2010).

The growth in the South African food and beverage industry attributed to fast-food and sit-down restaurants confirms that there is definite increase in food away from home use (Stats SA, 2015a). The results show that the high use of coffee shops, pizza/pasta restaurants and steakhouses as well as chicken fast-food restaurants by Tshwane households may contribute to this growth. Moreover the vast amount of the aforementioned establishments available in the market (as seen in the situational analysis) makes it clear that these specific foods are available to consumers. However regardless of the popularity of these establishments it was found that the food away from home consumption of Tshwane households is not frequent but somewhat intermittent. This intermittency could lead one to believe that the consumption of food away from home may rather take place on weekends, special occasions, as an indulgence or for specific business and leisure purposes.

6.1.1.1.2 Food away from home most commonly purchased and consumed by consumers

As far as individual menu items are concerned the results show that the most frequently consumed menu item was chicken with a substantial percentage of respondents indicating

consumption from food away from home establishments a couple of times per week (22.7%). This links to the results in the previous section which showed that chicken fast-food restaurants seem to be the most often frequented. It is also evident that there is a move towards more healthy menu choices as many consumers reported frequently consuming salads (19.9%) and sandwiches (19.9%) a couple of times per week. It can be ventured to say that this might relate to health concerns but also due to the fact that salads and sandwiches require no reheating and are therefore very convenient to consume. French fries were also often consumed on a weekly basis (19.2%) as they are often served as a side order in food away from home establishments. It is also evident that there is lack of South African ethnic menu items on the menus of food away from home establishments. The consumption of South African ethnic menu items by Tshwane households was not reported as being frequent (10.1%) on a weekly basis with a significantly large percentage of respondents indicating that they never (58.4%) choose menu items such as pap, sheba and kotas. This is believed to be due to limited availability of these items on formal menus as was observed during the situational analysis. South African ethnic menu items would probably also be more suitable for classification as street food as in the research of Steyn and Labadarios (2011). Furthermore, the majority of the sample consisted of Caucasian respondents (76.9%), which would also definitely affect these results. A sample more representative of the different cultural groups in South Africa might provide different results.

To summarise, although consumers do not make use of food away from home establishments daily they do make sporadic use of food away from home establishments, specifically coffee shops, pizza/pasta restaurants and steakhouses as well as chicken fast-food restaurants. Additionally the results show that chicken is the item consumed most frequently by Tshwane households. Chicken is thus clearly a firm favourite with Tshwane households proven by both the popularity of establishment and menu item.

The Bureau for Food and Agriculture Policy (BFAP, 2013) make it clear that poultry consumption is always on the rise as it is a more economical alternative to more expensive red meat such as beef or lamb. Overall chicken menu items are more affordable for consumers which could explain its popularity. Chicken products are also frequently marketed as healthier alternatives such as is the case of menu items such as 'KFC grilled chicken wraps' and 'McDonalds crispy chicken salad' thereby appealing to more health conscious consumers who might otherwise not have partaken in food away from home consumption. This links to the fact that the data in this research showed salads and sandwiches were also frequently consumed by Tshwane households.

French fries are served as an accompaniment to most menu items in food away from home establishments explaining why they are also very frequently consumed. Ethnic food as opposed to this is not frequently consumed, possibly due to limited availability in the market.

6.1.1.1.3 The frequency of food away from home consumption

As far as the time of consumption is concerned it is clear from the results that weekends are the most popular times for food away from home consumption. Both sit-down and fast-food restaurant patronage shows a substantial increase on Fridays, Saturday and Sunday with maximum patronage being reached on Saturdays (29.7%) for sit-down restaurants and Friday (24.4%) for fast-food restaurants. This suggests that Tshwane consumers choose food away from home when they have more leisure time available. This substantiates previous findings which illustrated that Tshwane consumers make sporadic use of food away from home. Once again it is evident that food away from home has not replaced food at home as the norm but many consumers still view food away from home as a form of socialising especially where sit-down restaurants are concerned (see point d).

Patronage also differs based on the meal occasion. Dinner and lunch are the most popular meals for which consumers choose food away from home with breakfast being decidedly less popular. Many respondents report never eating breakfast at sit-down restaurants (16.1%) and 58% of respondents indicated that they never eat breakfast at fast-food establishments. The lack of interest in breakfast at fast-food establishment could be attributed to the fact that South African fast-food restaurants have limited breakfast menus or that consumers may not view this as a healthy option. Furthermore, as consumers' leisure time is limited in the week, it could make sense that consumers have limited time to eat breakfast at restaurants before work. Authors such as Liu *et al.* (2012) state that in Asian countries breakfast is often purchased from establishments such as Kentucky Fried Chicken (KFC) and McDonald's however this does not seem to be the case in the context of Tshwane households.

The overall results illustrate that food away from home consumption occurs most frequently over weekends. These results links to the conclusion drawn in section 6.1.1.1. As most individuals generally have more leisure time available over weekends it stands to reason that consumers would take this time to celebrate special occasions, gather with family and friends and indulge in luxuries. As food away from home consumption is a very social act it stands to reason that more time is needed and thus it is possible that consumers may prefer to visit restaurants over weekends in order to be able to spend more time doing an activity they enjoy. Furthermore, the data shows that patronage of food away from home

establishments largely occurs for lunch and dinner and it appears that most consumers prefer to have breakfast at home.

6.1.1.1.4 Company when consuming food away from home

Food away from home is consumed in a variety of social circumstances. It is evident from the results that sit-down restaurants are mostly chosen with company such as family members (32%), a partner/spouse (31%) or friends (31%). This indicates that the prospect of socialising is clearly important where sit-down restaurants are concerned as is mentioned in the research of Rydell *et al.*, (2008). This is supported by the frequency with which consumers make use of food away from home and also by the time of the week that consumers visit food away from home establishments as discussed previously. Very few respondents reported eating at restaurants alone (5%). As is the case in Spain (Angulo *et al.*, 2007) eating at sit-down restaurants could thus be associated with socialising and leisure for Tshwane households.

Company at fast-food restaurants is noticeably different in the sense that the majority of respondents reported that they visit fast-food restaurants alone (42%). One might hazard that this may be due to the fact that many consumers buy fast food to eat at home and not in the establishment itself thereby limiting the socialisation aspect. Fast food also take less time to buy and consume meaning that it is a quicker alternative to eating in a restaurant and thus contributes to the aspect on convenience.

6.1.1.2 *The relationship between the household context (family life stage, income, education and age) and food away from home consumption (Objective 2)*

During this investigation emphasis was placed on contextual factors as deemed important from the literature overview. The contextual factors investigated included income, level of education, family life stage and age, which were cross-tabulated with establishment as well as individual menu items. This was done in order to highlight statistically significant observations, and indicate which context factors show the most associations.

The results indicated that age as a contextual factor showed many significant relationships. Most markedly was the fact that the age variable however, showed significant relationships with fast-food establishments only. Age thus seems to influence fast food consumption more than other demographic factors. The age of Tshwane consumers plays a significant role in their patronage of fast-food establishments but has no effect on their sit-down restaurant patronage. This corresponds to what was found in other contexts such as that of Mohr *et al.* (2007) who also found age to be the best predictor of fast-food consumption. The data thus suggests that the food away from home market in Tshwane is greatly supported by the younger residents of this area. Knowledge of the wants and needs of this market segment

could greatly include business for Tshwane operations. Furthermore, the results provide insight by showing that, as Tshwane consumers' age increases, their food away from home consumption becomes less frequent. This was illustrated by the fact that Generation X respondents made the least frequent use of fast food establishments. These respondents might overall have more free time or even they might be more traditional and thus prefer home cooked meals, an aspect which warrants investigation in further studies. Chicken and pizza fast-food restaurants appear to be less popular with baby boomers and burger fast-food restaurants seem to be less popular with Generation X respondents. Overall it would thus appear that in Tshwane, Generation Y consumers make more use of all forms of fast-food restaurants.

This result is also reflected in the consumption of individual items as most items seemed to gain popularity with younger consumers. Once again the market segment of younger consumers in Tshwane show the most frequent consumption of various fast food items. One can venture to say that this might be due to the fact that younger consumers lack the skills to prepare food at home, wish to limit time spent on food preparation or simply prefer fast-food meals, aspects which also warrant further investigation. This is important as the findings of this research are in contrast to the research conducted by Blisard (2001) who found no evidence that younger consumers spend more on food away from home. As Blisard's (2001) research was conducted in a developed country the disparity with the results shown in this research might suggest that fast food consumption differs between age groups in an emerging market.

In contrast to age, the group variable for education showed no relationships for fast-food restaurants. In this instance it was evident that level of education influences consumers' patronage of sit-down restaurants only. This is significant however as literature suggests that there is no association between level of education and sit-down restaurant patronage (Binkley, 2006; Jekanowski *et al.*, 2001). Only one relationship was found for individual menu items, namely, sushi (p -value = 0.002). This item is consumed more frequently by Tshwane households as level of education increases. The overall trend indicates that consumers with Grade 12 and lower than Grade 12 education do not frequently consume food at sit-down restaurants. The patronage of sit-down restaurants seems to increase as level of education increases. This trend could possibly relate to greater importance of the socialising aspect (leisure time) and greater exposure to restaurants. This trend warrants further investigation in order to provide clear explanations.

Income as a variable provided less conclusive results. This variable showed a relationship with bistro-type restaurants only (p -value = 0.027) with more middle income respondents

indicating that they rarely eat at bistros. Analysis of the individual menu items shows that for both ethnic Indian cuisine and sushi low income individuals indicated very little consumption as opposed to middle income consumers who reported a higher frequency of consumption overall. As in the previous discussion on level of education, it can be assumed that these items become more popular as income increases either due to the availability of more disposable income or more exposure as a result of higher socio-economic status. Income and education level are also clearly linked as they exhibit similar trends especially as far as the consumption of sushi is concerned.

Family life stage seemed to have very little effect as a contextual factor. Very few significant relationships were found per establishment and individual item. Seafood restaurants and steakhouses were the only establishments to show a significant relationship. The results indicate that, in general, single individuals consume food away from home menu items more often specifically and that they eat chicken and sandwiches on a weekly basis more often. However, contrary to what was found in the literature it would seem that family life stage does not have a significant influence on food away from home consumption in Tshwane.

6.1.1.3 The importance of influences on consumers' food away from home consumption (Objective 3)

The influences that play a role in food away from home consumption were subsequently examined. This was done by means of items from the the food choice questionnaire (Stephoe *et al.*, 1995), which was adapted to make it applicable to the study of food away from home. Items from the work of Lee and Hing (1995); Andaleeb and Conway (2006); Scheibehenne *et al.* (2007) and Januszewska *et al.* (2011) were thus used to supplement the original food choice questionnaire. This proposed ten factors originally. As the original scale was adapted, exploratory factor analysis (EFA) was applied to summarise and reduce the items included into coherent constructs. This process allowed the researcher to evaluate the internal consistency of consumer responses and identify suitable labels for each factor. The researcher was also able to evaluate factor means in this manner. After completing the factor analysis, and considering content validity, eight factors were identified and labelled. The factors which influence food away from home consumption were thus identified as being: Factor 1 - Health ($\alpha = 0.913$) ; Factor 2 - Sensory appeal ($\alpha = 0.776$); Factor 3 - Convenience ($\alpha = 0.818$); Factor 4 -Physical setting ($\alpha = 0.613$); Factor 5 - Mood ($\alpha = 0.873$); Factor 6 - Comfort ($\alpha = 0.754$); Factor 7 - Ethical concern ($\alpha = 0.733$); Factor 8 - Establishment appeal ($\alpha = 0.75$).

The results of the factor analysis resulted in health, weight control and natural content integrating into one factor namely health. The items that measure sensory appeal combined

with one item originally measuring physical setting, also integrated into one factor labelled sensory appeal which relates to sensory perception, freshness and cleanliness. Items which related to familiarity and convenience were combined to yield a new factor, namely, comfort. Aspects relating to the visual and olfactory appeal of both the environment and food integrated into the factor labelled establishment appeal.

The overall means suggest the following (Scale maximum = 4):

- Consumers place **very high** importance on sensory appeal ($M_{\text{Factor } 2} = 3.504$) indicating that, in general, the taste, smell and texture of food are the key concerns for Tshwane consumers when they choose food away from home. This correlates meaningfully to what is found in literature (Januszewska *et al.*, 2011) as researchers agree that sensory perception drives all food choice.
- The appearance of the establishment, albeit not as important as the sensory aspects of the food, is of **above average** importance to consumers ($M_{\text{Factor } 8} = 2.947$). As this is often the first impression of the establishment it may influence a consumer's decision to eat there. This influence is not measured in the original food choice questionnaire but as it appears to be important to Tshwane consumers it might be beneficial to examine whether this factor is similarly important to consumers in other contexts.
- The importance consumers place on comfort ($M_{\text{Factor } 6} = 2.723$), physical setting ($M_{\text{Factor } 4} = 2.676$), health ($M_{\text{Factor } 1} = 2.606$), convenience ($M_{\text{Factor } 3} = 2.561$), mood ($M_{\text{Factor } 5} = 2.164$) and ethical concern ($M_{\text{Factor } 7} = 2.088$) was **average** with ethical concern specifically being scored markedly low.

These means were also ranked in order of importance as discussed in Section 6.1.1.4.

One-way ANOVA was subsequently used to seek significant differences across the contexts of age, education, family life stage and income. Overall the ANOVA showed the most significant differences for different age groups. It is evident that younger respondents place more value on convenience, comfort and mood. The results in the previous section indicated that younger Tshwane residents make the most frequent use of food away from home. The results from the ANOVA which indicates a high value placed on convenience might provide and explanation for this frequent consumption. Furthermore the fact that younger Tshwane residents find the comfort that food away from home provides important gives insight into why these younger consumers prefer fast food meals.

A significant difference was also found among education groups for the factor of comfort which indicated that respondents in the lower education group valued comfort more than higher educated respondents. As this factor included the concept of familiarity i.e. ‘is what I am comfortable with’ and ‘is what I usually eat’ it stands to reason that the lower education groups in Tshwane tend to select foods that they are familiar with possibly due to lack of exposure to new cuisines. No significant differences were found per level of income group or per family life stage group. This shows that the value consumers attribute to these influences is independent of their income and family life stage. Food away from home consumption seems to be universal for all kinds of Tshwane households with various levels of income.

The results of the study indicate that Tshwane food away from home establishments that wish to attract younger consumers should tailor their products to be more convenient to consume and new businesses should consider the location of their establishments carefully. This can be done by making packaging more user-friendly, streamlining production to make service faster and develop menu items that are easy to consume. To attract younger consumers the food products sold should provide comfort by being familiar; the menu should thus include standard food away from home menu items such as burgers, fries, chicken, salads and sandwiches. Younger consumers might be more prone to choosing food that they are already comfortable with and do not wish to spend too much time planning or considering what they want to eat. Younger Tshwane consumers also value the influence that food away from home has on their mood and thus prefer food that makes them feel relaxed, less stressed and happy overall. Thus for young consumers’ food away from home definitely has an emotional connotation an aspect which can be used in marketing practices.

6.1.1.4 The importance rating of factors in the personal food system concerning food away from home consumption (Objective 3.1)

Means were also ranked from most important to least important according to the overall mean calculated. The importance of factors ranked as follows:

- 1st Factor 2: Sensory appeal
- 2nd Factor 8: Establishment appeal
- 3rd Factor 6: Comfort
- 4th Factor 4: Physical setting
- 5th Factor 1: Health
- 6th Factor 3: Convenience
- 7th Factor 5: Mood
- 8th Factor 7: Ethical concern

On a scale of 1 (not at all important) to 4 (very important) the factor '*sensory appeal*' (M = 3.50) proved to be the most important factor. This suggests that the taste of the food, its freshness and cleanliness, and its texture, are the main considerations for Tshwane consumers when they choose food away from home. The provision of good quality products which look appealing and taste delicious are the main consideration Tshwane consumers use to select where they eat. As this appears to be the most important aspect for Tshwane consumers, food away from home establishments should focus their efforts on constantly improving the quality of their food product by using good quality ingredients and employing staff that have adequate skills in food preparation techniques. Furthermore, it is essential that high hygiene standards are maintained which, in turn, will also affect the quality of the food.

Following this, '*establishment appeal*' (M = 2.95) was rated as the second most important factor indicating that, apart from the sensory properties of food, the appearance of the establishment, its décor, facilities and the materials associated with the establishment are considered crucial by consumers. As the outward appearance is often the first impression a consumer gets of an establishment it stands to reason that Tshwane consumers might use this as a basis for selecting where to eat. Once again, if food away from home establishments in Tshwane wish to enhance their service offering, their facilities need to have high quality décor and furnishings, menus and pamphlets that are visually appealing and attractive amenities such as washrooms and waiting areas. The outward appearance needs to reflect the quality of the product the establishment provides in order to attract Tshwane consumers.

'*Comfort*' (M = 2.72) was rated as the third most important factor according to Tshwane consumers. Consumers reported that they value proximity to the establishment and wish to minimise time spent on waiting for food to be prepared. The availability of food away from home establishments may thus influence consumers' choice to make use of them. The situational analysis conducted in this research showed a good distribution of food away from home establishments that indicates that, in urban areas, food away from home is fairly accessible. Marketers who have a specific target market in mind could thus significantly increase their business by strategically placing the establishment close to the target market. For example placing fast food establishments close to where younger Tshwane residents live guarantees patronage as this research clearly showed how popular food away from home is with generation Y consumers.

Rated as the fourth most important factor is '*Physical setting*' (M=2.68). This aspect relates specifically to user-friendliness, that is, parking and drive-through facilities, adequate lighting

and equipment. Tshwane consumers thus not only find proximity to be important but also want ease of consumption from the food they choose. The provision of drive-through facilities links to the factor of comfort as it makes food away from home more easily accessible.

'Health' rated in the lower half of the rankings with a mean of 2.60. The results show that Tshwane consumers do not find health to be an important consideration where food away from home is concerned. Many studies focus on the adverse health effects of food away from home, specifically fast food (Lin *et al.*, 1999; Guthrie *et al.*, 2002). However, as the results of this study show, Tshwane consumers eat food away from home irregularly so it is possible that these consumers do not consider health implications as significant. As the results of the ANOVA also showed that sensory appeal is the most important consideration for Tshwane households it might be possible that the pleasure consumers get from the taste of food away from home supersedes health considerations.

'Convenience' (M=2.56) also fell in the bottom half of rankings indicating that consumers do not find this aspect too important. This factor however, relates to ease of consumption and not necessarily accessibility which as previously stated is important to consumers. Tshwane consumers do not necessarily need their food away from home to be easy to consume. Fast food allows the consumers to buy a meal and then take it home. Eating a fast food meal at home may negate the need for ease of consumption as the consumer has everything he or she needs at home. The situational analysis also showed that the menu items available in Tshwane are generally already tailored to be easy to consume and as such consumers might not give this much thought.

Tshwane consumers, furthermore, conveyed that '*mood*' (M=2.16) was not important with a low mean. In general, Tshwane consumers thus do not use food away from home as a method of alleviating stress or relaxing, regardless of the fact that this research clearly indicates a link to socialisation. Food away from home is thus social for Tshwane residents but these consumers do not necessarily use it as a crutch to improve their mood.

The least important item was that of '*ethical concern*' (M=2.08) indicating that, consumers do not find political affiliation, country of origin or ethical business practices as important considerations when they consume food away from home. This is substantiated by what is found in literature as authors such as Prescott *et al.* (2002) point out that ethical concern was rated unimportant in Taiwan, Malaysia and New Zealand with only Japanese consumers considering it relatively important. Januszewska *et al.* (2011) similarly proves ethical concern as one of the least important factors where food choice is concerned for European

consumers. It would thus seem that cross-culturally ethical concern is not a main consideration where food away from home is concerned.

Generally speaking the sensory properties of food as well as the appearance and ambience of the establishment seem to be important to consumers as far as food away from home is concerned. Consumers also value proximity of food away from home establishments as well as speed of service. The facilities of food away from home establishments which make the establishment practical to use is also valued by many consumers. Among the factors ranked as not important was health. Since the results of this study show that food away from home is not consumed daily consumers might not consider health an important issue. Consumers also reported not valuing mood i.e. consumer's general attentiveness which uses relaxation and stress as control elements. Fotopoulos, Krystallis, Vassallo and Pagiaslis (2009) state that average consumers who do not have high income are generally indifferent towards mood. Moreover young, urban, full-time employed consumers find mood to be particularly unimportant similar to what was found in the results of this study. Lastly, it is a matter of concern that ethical concern is of little importance to consumers as ethical concern links closely to the environmental practices of food service operations such as the carbon footprint, food wastage and packaging. The lack of importance attributed to this by Tshwane consumers could lead to adverse environmental impact that is far-reaching.

6.1.2 The research in retrospect

The groundwork for this research was laid by an extensive review of literature relating to food away from home. The literature review showed that, although there are reports concerning food choice in terms of various forms of food away from home at a global level, research that provides useful information for market role players in South Africa is limited. A contextual gap was thus identified that indicated a need to investigate Tshwane households' consumption of food away from home in sit-down and fast-food restaurants regarding the type of establishment and its menu items. The researcher also identified the need to investigate consumers' motivation for choosing of food away from home.

The literature review furthermore allowed the researcher to gain an understanding of the most important constructs relevant to the research problem. This, in turn, allowed for objectives and a conceptual framework to be structured to guide the research. An operationalisation framework was developed that linked the objectives of the study and the constructs under investigation, and ensured that all bases were covered. Subsequently a situational analysis was undertaken to gain an overview of the food away from home market in the City of Tshwane Metropolitan Municipality. This was done by conducting extensive fieldwork as well as a desktop analysis. The situational analysis allowed the researcher to

create a database of the formal food away from home operations in the study area indicating their main business, their contact details as well as their location. This database was used in two ways: first, the information in the database was applied in the development of the measurement instrument an electronic questionnaire, to ensure that the instrument represents the food away from home establishments and menu items available in Tshwane accurately. Second, the location of the food away from home establishments was plotted on a map of Tshwane to indicate the distribution of establishments, and select a suitable area of study.

After the completion of the situational analysis the measurement instrument was developed in the form of a questionnaire. The questionnaire consisted of three sections. Section A was designed to ascertain demographic characteristics, Section B aimed to examine food away from home consumption patterns and Section C examined the factors that influence food away from home consumption. The last section in the questionnaire was led by the food choice questionnaire developed by Steptoe *et al.* (1995) however; other existing scales were added to make it applicable to the food away from home situation. The questionnaire was then made available electronically via the development of a website designated solely for this research. Ethical clearance was obtained from the University of Pretoria's Faculty of Natural and Agricultural Science's Ethical Committee prior to the questionnaire being distributed. The measurement instrument was subsequently pilot-tested to prevent ambiguity, and to ensure that no information was lost during the conversion from a paper to an electronic questionnaire.

Sampling occurred in two phases, namely, multi-stage stratified sampling and referral sampling. During both phases potential respondents agreed to take part in the research by volunteering their email addresses, after which they were provided with an electronic link to the questionnaire as well as a covering letter. Data was captured electronically and was checked for accuracy. A statistician analysed the captured data by performing descriptive statistics, exploratory factor analysis and an analysis of variance (ANOVA). Cronbach Alphas were calculated on individual items to verify internal consistency. The results were analysed in-depth and interpreted along with what was found in the literature with the intention of drawing meaningful conclusions.

6.1.3 Implications of the research

The justification of this research was founded in the ability to contribute useful information to the academic community and role-players in the food away from home market. The food choice questionnaire had never been applied in the context of studying Tshwane consumers' food away from home consumption. As the results of this research contributed valuable

findings, the methodology followed provides a sound basis for studying the food away from home industry in South Africa further. The adaptation of the food choice questionnaire which was developed during this study provides an opportunity for the academic community to build on it and apply it to different contexts. Furthermore, the nature of this study was exploratory and as the methodology was applied as a preliminary investigation multiple opportunities exist for further research (See Section 6.5) where a similar framework can be implemented and expanded upon.

For the local food service industry, this study has positive results as there is evidence that most consumers make intermittent use of various types of sit-down and fast-food restaurants especially on weekends and special occasions. The results show that chicken, steakhouse, pizza/pasta and seafood restaurants are the most frequently used and that chicken, salads and sandwiches are the most popular menu items. Food away from home establishments should consider adapting their business practices to include one or more of these menu items if they wish to improve business.

The results also indicate that food away from home is more often consumed over weekends when consumers have more leisure time available. This information can assist marketing teams in increasing their business by providing promotions on days that are not as busy. Family and group promotions might also be beneficial as it was found that most sit-down restaurant patronage occurs in the company of either friends or family.

The results furthermore convey that the sensory appeal of the food product and the appearance and ambience of the establishment are most important to consumers when they choose food away from home. Consumers choose food away from home from establishments that appear clean, have visually appealing décor and facilities as well as menus and pamphlets that reflect good quality standards. It is also important to consumers that the establishments serve fresh food that has a pleasant taste and texture and which smells and looks appealing. Role-players in the sit-down and fast-food restaurant industry might thus find these results useful for the development or change of business practices. Ensuring that their facilities are clean and visually appealing and maintaining high standards of ingredients and food preparation will ensure that consumers are satisfied with what is provided in the market.

The findings of this research indicate that Tshwane consumers generally make use of food away from home establishments over weekends and on special occasions, with most daily meals being prepared within the home.

6.1.4 Limitations

As was discussed, care was taken throughout the study to acquire accurate data in a reliable and ethical manner. Although it was attempted to conduct the study in the best possible manner, this project was still restricted by certain limitations as will be discussed below.

Time restrictions and the complexity of the initial sampling process influenced the size of the sample which could be drawn. Nevertheless the sample size (N=286) that resulted from a combination of sampling procedures was acceptable and useful conclusions could be drawn.

The research provided exploratory evidence of urban Tshwane consumers' consumption of food away from home as well as the factors that influence it. The representation of consumers in the demographic groups of age, education, income and family life stage was uneven as consumers who were younger, had a higher income, were more educated and single, provided more responses.

The measurement instrument also provided limitations as the items included were intended for factor analysis. The exploratory factor analysis conducted for this research did not provide an acceptable result for the factor of price. This could possibly be due to the small sample size, but could also be as a result of the fact that only three items were included to measure price, all of which were very closely related. The remaining factors, however, provided pleasing results and, since the Cronbach Alphas were satisfactory, the results of the factor analysis were deemed adequate.

6.1.5 Recommendations for future research

While conducting the research future research opportunities seemed possible. It might be beneficial to perform a qualitative study to precede and improve upon the questionnaire and model applied in this research. This might allow for more in-depth data to be collected. Both the food choice process model and the food choice questionnaire were developed through qualitative research. It could thus be useful to conduct focus groups or interviews in order to gain a more comprehensive overview of establishments and detailed menu items to include in the questionnaire. This will also allow the researcher to adapt the model to better facilitate the study of food away from home and the South African context.

Two interesting results became apparent during the Chi-Squared analysis. The variable level of education only revealed associations for sit-down restaurants, specifically steakhouses, pizza/pasta, fine-dining, ethnic and seafood restaurants. Similarly, age only exhibited associations with fast-food establishments. This is an interesting result and could be investigated further by conducting a study which focuses on sit-down or fast-food restaurant

patronage exclusively. Furthermore, as the literature review showed, street food features prominently in the South African context it could be beneficial to conduct a study similar to this one that would focus on street food.

Apart from this, the results from this collected data included associations that demonstrated that younger consumers have a higher incidence of restaurant patronage; this might be due to the fact that younger consumers lack the skills to prepare food at home or due to the fact that they experienced increased time pressure. These assumptions could also be investigated by means of in-depth interviews or focus groups to ascertain why younger consumers consume more fast food.

During the factor analysis process eight factors emerged that influence consumers' food away from home consumption. These factors were rated according to responses that related to food away from home in general. However, the importance these factors might be differ depending on the forms of food away from home. Conducting a comparative study might provide insights into how the importance of these factors differs per establishment, such as fast-food restaurants, sit-down restaurants, street food vendors, cafeterias or institutional caterers.

Applying the same methodology to a more representative sample in terms of demographic characteristics might possibly have interesting results. A focus on specific age or population groups could provide deeper insight into the food away from home consumption of specific consumers. A comparative study could be done focusing on food away from home behaviour of different population groups. The study could also be extended to a larger population such as the whole Gauteng or the entire South Africa to investigate whether food away from home behaviour differs in various locations. A study could also pay more close attention to the differences between urban and rural areas.

As price could not be adequately assessed in relation to other factors that influence food away from home consumption, the researcher suggests that further research be conducted into price as a construct. The adaptation of the food choice questionnaire used in this study only applied three items to measure price and subsequently did not provide adequate results during factor analysis. In future research this can be reassessed by including more items for measure in order to yield a result which adheres to content validity. Furthermore the researcher believes that a larger sample will also be beneficial to this aspect as was discussed previously.

The results of this research confirm the consumption of various forms of food away from home by Tshwane households as it is reflected in national data (Stats SA, 2012). However,

while these consumers make use of various types of food away from home establishments, it would appear that patronage of these establishments is not a daily occurrence but rather takes place on occasions. Patronage is specifically evident over weekends possibly due to the social implications of dining out. The increased use of food away from home is a positive signal for the South African economy as many jobs are created by the hospitality industry. By placing focus on the influencing factors identified during this research, Tshwane businesses can improve and grow their businesses to be lucrative in the South African food service industry. Further research on this topic would be of benefit to both the industry and the academic community.

6.2 OVERALL CONCLUSION

Changes in the food away from home industry are evident both globally and locally. However a contextual gap was identified as far as the knowledge on food away from home in Tshwane is concerned. This study thus aimed to investigate the food away from home consumption of Tshwane households. Through the development of an electronic questionnaire which was based on the food choice process model it was possible to examine what consumers eat, when, where as well as with whom. Furthermore the application of the Food Choice Questionnaire allowed the researcher to identify the most prominent influences on Tshwane consumers' food choice. The results of this study could be applied by both researchers and industry professionals as a tool for improvement of the industry.

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ADDENDUM A: Situational analysis database

FAST FOOD RESTAURANTS (Total 354 establishments)							
Name	Classification	Physical Address	Email	Telephone Number	Website	Coordinates	
Al Noor Restaurant and Take-away	Ethnic	280 Tangerine Street, Laudium	N/A	0123744301	N/A	-25.782329	28.103328
American Hot Foods	Burgers	370 DF Malan Drive, Pretoria West	none	0123273484	none	-25.743887	28.171981
Anat Falafel and Shwarma	Ethnic	Menlyn Shopping Centre	operations@anat.co.za	0123681233	www.anat.co.za	-25.783544	28.275319
Andicchio 24	Pizza	Corner Burnett and Hilda Street, Hatfield, Pretoria	none	0123424088	www.andicchio24.co.za	-25.7505551	28.2351713
Barcelos Flame-grilled chicken	Chicken	144 Middel Crescent, Kwaggasrand	franchising@barcelos.co.za	0123863621	www.barcelos.co.za	-25.756187	28.114733
Barcelos Flame-grilled chicken	Chicken	Shop 2, Wierda 2 Shopping Centre, 12A Theuns v Niekerk st	franchising@barcelos.co.za	0126532926	www.barcelos.co.za	-25.869857	28.151424
Barcelos Flame-grilled chicken	Chicken	396 Potgieter street	franchising@barcelos.co.za	0123231512	www.barcelos.co.za	-25.752479	28.18166
Barcelos Flame-grilled chicken	Chicken	191 Essellen Street, Sunnyside	franchising@barcelos.co.za	0127544000	www.barcelos.co.za	-25.7520918	28.2045299
Barcelos Flame-grilled chicken	Chicken	81 Zambezi Drive, Engen Garage	franchising@barcelos.co.za	0125670801	www.barcelos.co.za	-25.67877	28.204672
Barcelos Flame-grilled chicken	Chicken	Corner of Hilda and Burnett street, Hatfield	franchising@barcelos.co.za	0123624483	www.barcelos.co.za	-25.749711	28.235840
Beetees Take-away	Burgers	Mogul Street	N/A	0123261449	N/A	-25.728835	28.174052
Big Al's	Burgers	527 Duncan Street, Hatfield	info@bigals.co.za	0123622052	www.bigals.co.za/	-25.752920	28.240239
Big Al's	Burgers	Castle Walk Shopping Centre, Castle Walk, Pretoria	info@bigals.co.za	0123747833	www.bigals.co.za	-25.817156	28.26863
Big Al's	Burgers	1 Furrow road, Equestria	info@bigals.co.za	0861244257	www.bigals.co.za/	-25.753671	28.234814
Big Al's	Burgers	Glen Village Shopping Centre, Faerie Glen	info@bigals.co.za	0129915434	www.bigals.co.za/	-25.788145	28.329306
Bimbos Fast Food	Chicken	Vaalgate Shopping Centre Corner General Smuts and Attie Fourie, Vanderbijlpark	bimbos@kingco.co.za	0128863228	www.bimbos.co.za	-26.698072	27.838159
Boost Juice Bars	Juice	Centurion Mall, Embankment Road, Centurion	lyle.peters@boostjuice.co.za	0127561313	www.boostjuice.co.za	-25.857949	28.187291
Boost Juice Bars	Juice	Level 2, Brooklyn Makk	lyle.peters@boostjuice.co.za	0127514709	www.boostjuice.co.za	-25.771496	28.234656
Boost Juice Bars	Juice	Kollonade Retail Park, C/O Zambezi and Enkeldoorn, Montana	lyle.peters@boostjuice.co.za	0125482485	www.boostjuice.co.za	-25.681097	28.250660
Burger Bar	Burgers	Parkview shopping centre, Pretoriuspark, Pretoria	none	0129926120	www.burgerbar.co.za	-25.8175415	28.3032325
Burger Perfect	Burgers	Mooikloof Village Shopping Centre, Mooikloof, Pretoria	info@pizzaperfect.co.za	0124801993	www.burgerperfect.co.za	-25.840039	28.326400
Burger Perfect	Burgers	Hazeldean Square Shopping Centre, Silver Lakes, Pretoria	info@pizzaperfect.co.za	0128090468	www.burgerperfect.co.za	-25.784608	28.352919
Casbah	Burgers	Corner of Lavender and Marjoram road, Annlin, Pretoria	management@casbahroadhouse.com	0125677514	www.casbahroadhouse.com	-25.667876	28.193907
Casbah	Burgers	630 Voortrekker road, Gezina, Pretoria	management@casbahroadhouse.com	0123354766	www.casbahroadhouse.com	-25.71276	28.202007
Caspers Roadhouse	Burgers	117 Church Street, Pretoria West	none	0123277836	none	-25.746869	28.171635
Chesa Nyama	Ethnic	1066 Burnett Street, Hatfield, Pretoria	info@chesanyama.co.za	0123423961	www.chesanyama.co.za	-25.750313	28.23359
Chesa Nyama	Ethnic	Shop D01 lyttelton shopping center Cnr botha and cantonments road Lyttelton	info@chesanyama.co.za	0746145320	www.chesanyama.co.za	-25.828658	28.206686
Chesa Nyama	Ethnic	Mahube Maxcity(Mamelodi Plaza) Mahube Valley,ext 20, Mamelodi	info@chesanyama.co.za	0834223935	www.chesanyama.co.za	-25.697981	28.408926
Chesa Nyama	Ethnic	Cnr William Nicol Drive & Plum Street, Diepsloot West	info@chesanyama.co.za	0829502610	www.chesanyama.co.za	-25.938222	28.019564
Chesa Nyama	Ethnic	Corner of Ruth First Road & Aubrey Matlala Street	info@chesanyama.co.za	0127930019	www.chesanyama.co.za	-25.552443	28.089850
Chesa Nyama	Ethnic	Shop 204, Buitekand rd, Soshanguve	info@chesanyama.co.za	716922020	www.chesanyama.co.za	-25.495269	28.091954
Chesa Nyama	Ethnic	Cnr Of Heinrich Ave and Old Brits Road, Karenpark	info@chesanyama.co.za	0722997659	www.chesanyama.co.za	-25.672710	28.109724
Chesa Nyama	Ethnic	Cnr Seedcracker & Ruimte Street, Centurion	info@chesanyama.co.za	0126560236	www.chesanyama.co.za	-25.876178	28.114406
Chesa Nyama	Ethnic	Wierdapark Centre, Cnr Willem Botha & Springbok Street, Centurion	info@chesanyama.co.za	127537320	www.chesanyama.co.za	-25.856239	28.144013
Chesa Nyama	Ethnic	Shop 0008 ,9 Jakaranda Street, Hennopspark Ext 7, Centurion	info@chesanyama.co.za	0834120344	www.chesanyama.co.za	-25.873406	28.165659
Chesa Nyama	Ethnic	hoprite Centre, Ben Viljoen Street, Pretoria North	info@chesanyama.co.za	0611770904	www.chesanyama.co.za	-25.676133	28.173136
Chesa Nyama	Ethnic	270 Witch Hazel Avenue, Eco Park Shopping Centre, Centurion.	info@chesanyama.co.za	0727995917	www.chesanyama.co.za	-25.875771	28.176546
Chesa Nyama	Ethnic	Cnr Pretorius & Paul Kruger	info@chesanyama.co.za	0840224620	www.chesanyama.co.za	-25.747739	28.188142

Chesa Nyama	Ethnic	Cnr Lenchen North and Heuwel Avenue, Centurion	info@chesanyama.co.za	0126631280	www.chesanyama.co.za	-25.859962	28.189501
Chesa Nyama	Ethnic	Shop 35, Bloed Street Mall, Pretoria	info@chesanyama.co.za	0818522869	www.chesanyama.co.za	-25.740342	28.192343
Chesa Nyama	Ethnic	498 Madiba, Vermeulen Street, Arcadia, Pretoria	info@chesanyama.co.za	0127706797	www.chesanyama.co.za	-25.743940	28.202238
Chesa Nyama	Ethnic	nr Steve Biko and Robert Sobukwe, Sunnypark, Sunnyside	info@chesanyama.co.za	123411328	www.chesanyama.co.za	-25.749954	28.203406
Chesa Nyama	Ethnic	Steve Biko & Pretorious Street. Shop 7A Sterland Centre Pretoria	info@chesanyama.co.za	724589903	www.chesanyama.co.za	-25.746804	28.203867
Chesa Nyama	Ethnic	Cnr Frates & Nicosmith Road, Rietfontein	info@chesanyama.co.za	0123310204	www.chesanyama.co.za	-25.718508	28.218721
Chesa Nyama	Ethnic	Cnr Jubilee Rd (D154) and Harry Gwala (D2757)	info@chesanyama.co.za	0127271442	www.chesanyama.co.za	-25.411986	28.267379
Chesa Nyama	Ethnic	Cnr Atterbury Road & Louis Avenue, Menlo Park	info@chesanyama.co.za	0123482193	www.chesanyama.co.za	-25.782081	28.276636
Chesa Nyama	Ethnic	Renbro Centre, Old Warmbaths Rd, Hammanskraal	info@chesanyama.co.za	0127112103	www.chesanyama.co.za	-25.407430	28.282282
Chesa Nyama	Ethnic	Cnr Watermeyer & Pretoria Street, Pretoria	info@chesanyama.co.za	0128030880	www.chesanyama.co.za	-25.734196	28.313745
Chicagos	Burgers	Corner of Serene and Jacqueline street, Garsfontein, Pretoria	info@chicagos.co.za	0129933962	www.chicagos.co.za	-25.7944569	28.302195
Chicken Licken	Chicken	Wonderpark Shopping Centre, Karen Park	jolene@chickenlicken.co.za	0125497822	www.chickenlicken.co.za	-25.67286	28.11052
Chicken Licken	Chicken	Benstra Building, Pretoria Gardens, Pretoria	careline@chickenlicken.co.za	0123413850	www.chickenlicken.co.za	-25.7240885	28.1541621
Chicken Licken	Chicken	Shop 134/135 Lower Lake level Centurion Mall, Embankment Road, Centurion	jolene@chickenlicken.co.za	0126431515	www.chickenlicken.co.za	-25.859715	28.189925
Chicken Licken	Chicken	Hatfield Plaza, Burnett Street Hatfield	jolene@chickenlicken.co.za	0113623321	www.chickenlicken.co.za	-25.750085	28.236532
Chicken Licken	Chicken	Shop 335/336 Zamezi Mall	jolene@chickenlicken.co.za	Not available	www.chickenlicken.co.za	-25.682888	28.272994
Chicken Licken	Chicken	UF 33B Menlyn Shopping Centre, Menlopark	jolene@chickenlicken.co.za	0123681545	www.chickenlicken.co.za	-25.783254	28.275265
Debonairs	Pizza	Wonderpark Shopping Centre, Akasia, Pretoria	customercareline@debonairs.co.za	0125491270	www.debonairs.co.za	-25.672483	28.110466
Debonairs	Pizza	175 Beatrix street, Arcadia, Pretoria	customercareline@debonairs.co.za	0123235883	www.debonairs.co.za	-25.744667	28.2033
Debonairs	Pizza	593 Micheal Brink street, Gezina, Pretoria	customercareline@debonairs.co.za	0123358355	www.debonairs.co.za	-25.721175	28.207602
Debonairs	Pizza	Corner Stead and Whittle Lane, Queenswood, Pretoria	customercareline@debonairs.co.za	0123338664	www.debonairs.co.za	-25.7320648	28.245949
Debonairs	Pizza	837 Barnard Street, Elarduspark	customercareline@debonairs.co.za	0123454945	www.debonairs.co.za	-25.8264684	28.2612248
Debonairs	Pizza	Menlyn Park Shopping Centre, Pretoria	customercareline@debonairs.co.za	0123485072	www.debonairs.co.za	-25.783544	28.275319
Debonairs	Pizza	Corner Lynnwood and Daventry Road, Lynnwood, Pretoria	customercareline@debonairs.co.za	0123486620	www.debonairs.co.za	-25.765345	28.280029
Debonairs	Pizza	Glen Village Shopping Centre, Faerie Glen, Pretoria	customercareline@debonairs.co.za	0129914750	www.debonairs.co.za	-25.78927	28.328655
Debonairs	Pizza	Silver Oaks Shopping Centre, Silver Lakes, Pretoria	customercareline@debonairs.co.za	028093899	www.debonairs.co.za	-25.765078	28.359972
Dino's Take-away	Chicken	469 Church street, Pretoria West, Pretoria		0123277411	None	-25.7459479	28.201995
Dragon Chinese Take-away	Ethnic	Corner of Sefako Makgatho and Enkeldoorn Avenue Pretoria. South Africa	dragonsushi0833356777@gmail.com	0833356777	http://dragon.wozaonline.co.za/	-25.663635	28.256396
Erasmia Deli and Take-away	Sandwiches	369 Willem Erasmus Street, Erasmia	N/A	0123703681	N/A	-25.805204	28.092685
Fab Foods	Sandwiches	Corner of Lynnwood and Simon Vermooten, Wapadrand, Pretoria	None	0128076639	None	-25.7668657	28.3211283
Fish and Chips Company	Seafood	Jacaranda centre, Corner Nico Smith & Frates Road, Villieria, Pretoria	info@fishandchipco.co.za	0123301749	www.fishandshipco.co.za	-25.716956	28.220076
Fish and Chips Company	Seafood	Lewis House, Fehrsen street, Nieu Mucklenecuk, Pretoria	info@fishandchipco.co.za	0127532794	www.fishandshipco.co.za	-25.770900	28.235541
Fish and Chips Company	Seafood	Mooikloof Village Shopping Centre, Mooikloof, Pretoria	info@fishandchipco.co.za	0129400758	www.fishandshipco.co.za	-25.840039	28.326400
Fish and Chips Company	Seafood	Hazeldean Square Shopping Centre, Silver Lakes, Pretoria	info@fishandchipco.co.za	0128090131	www.fishandshipco.co.za	-25.784541	28.352886
Fish and Chips Fast Food	Seafood	Charl de Villiers Centre, Waverley, Pretoria	info@realfishandchips.co.za	0123422477	none	-25.702850	28.242257
Fishaways	Seafood	Wonderpark Shopping Centre, Akasia, Pretoria	info@fishaways.co.za	0125491277	www.fishaways.co.za	-25.666723	28.108012
Fishaways	Seafood	Menlyn Park Shopping Centre, Pretoria	micro@polka.co.za	0123615724	www.fishaways.co.za	-25.721175	28.207602
Fishaways	Seafood	Sterland Centre, Arcadia, Pretoria	info@fishaways.co.za	0123414330	www.fishaways.co.za	-25.745913	28.213355
Fishaways	Seafood	Monument Park Shopping Centre, Monument Park, Pretoria	info@fishaways.co.za	0124601335	www.fishaways.co.za	-25.801187	28.233866
Fishaways	Seafood	11 Whittle Lane, Queenswood Galleries, Queenswood	none	0123333669	www.fishaways.co.za	-25.732114	28.247159
Fishaways	Seafood	Elarduspark Shopping Centre, Elarduspark, Pretoria	none	0123455347	www.fishaways.co.za	-25.826403	28.260868

Fishaways	Seafood	Corner Lynnwood and Daventry Road, Lynnwood, Pretoria	info@fishaways.co.za	0123610443	www.fishaways.co.za	-25.765528	28.280767
Fishaways	Seafood	Silver Oaks Shopping Centre, Silver Lakes, Pretoria	info@fishaways.co.za	0128092400	www.fishaways.co.za	-25.765078	28.359972
Fortune Dragon	Ethnic	Silver Oaks Shopping Centre, Silver Lakes, Pretoria	None	0128092419	none	-25.765078	28.359972
Friendship	Ethnic	Elarduspark Shopping Centre, Elarduspark, Pretoria	none	0123455643	none	-25.8348829	28.261095
Gaby's Take-away	Burgers	349 Moot Street	N/A	0123771217	N/A	-25.709039	28.164439
Golden Dragon Take-away	Ethnic	The Willows Crossing Shopping Centre, c/o Simon Vermooten Road & Rossouw Street	N/A	0128073559		-25.741592	28.320254
Grimundos	Chicken	Wonderpark Shopping Centre, Sunnyside, Pretoria	None	0125490293	None	-25.666723	28.108012
Harry's fast food centre	Sandwiches	374 Rossouw street, Murrayfield, Pretoria	15698290@qq.com	0128034538	www.harrysfastfoodcentre.co.za	-25.755957	28.306716
Hot Deli Take Aways	Burgers	450 Church street, Pretoria West	none	0123270185	none	-25.748507	28.154570
Hotdog Café	Hotdogs	1735 c/o Hendrik Potgieter & Christiaan de Wet Drive S26 07.456 E27 54.414	info@hotdogcafe.co.za	0116752864	www.hotdogcafe.co.za	-26.124036	27.906857
Hotdog Café	Hotdogs	BP EldoGlen GPS: S25 50.076 E28 08.164	info@hotdogcafe.co.za	0319045143	www.hotdogcafe.co.za	-25.834272	28.136056
Hotdog Café	Hotdogs	2 Bloukranz Street, Highveld Ext 2, Centurion	info@hotdogcafe.co.za	0116535455	www.hotdogcafe.co.za	-25.867191	28.19804
Hotdog Café	Hotdogs	c/o Lois Road & Vorster Avenue, Glen Eagles	info@hotdogcafe.co.za	0114328199	www.hotdogcafe.co.za	-25.74524	28.200359
Jimmy's Killer Fish & Chips	Seafood	680 Rubenstein Dr, Moreletta Park	info@jimmyskillerprawns.com	0129975063	www.jimmyskillerprawns.co.za	-25.823566	28.286973
Jose's Kitchen	Burgers	296 Mitchell Street, Pretoria West	none	0123276029	none	-25.755379	28.163389
Jose's Take-away	Burgers	177 Edison Crescent, Centurion	N/A	0126530371	N/A	-25.862062	28.168216
Kauai	Wraps	Inside Virgin Active, Mall at Reds, Corner Rooihuiskraal & Hendrik Verwoed Drive, Rooihuiskraal	care@kauai.co.za	0126560555	www.kauai.co.za	-25.872073	28.137081
Kauai	Wraps	Inside Virgin Active Witch Hazel Street, Highveld Park, Centurion	care@kauai.co.za	0126613610	www.kauai.co.za	-25.875998	28.177241
Kauai	Wraps	Inside Virgin Active, Boardwalk Office Building No 2, Corner of Haymeadow and Hanstrydom Street, Faerie Glen	care@kauai.co.za	0129918728	www.kauai.co.za	-25.875998	28.177241
Kauai	Wraps	Shop 275 Centurion Mall, Heuwel Avenue, Centurion	care@kauai.co.za	0126634813	www.kauai.co.za	-25.859720	28.189968
Kauai	Wraps	Inside Virgin Active, Akwamaryn Street, Highveld, Centurion	care@kauai.co.za	0126654476	www.kauai.co.za	-25.867544	28.198317
Kauai	Wraps	78 George Storrar Drive, Groenkloof	care@kauai.co.za	0123460798	www.kauai.co.za	-25.7717932	28.21642
Kauai	Wraps	Shop A001 The Fields, 1066 Burnett Street, Hatfield	care@kauai.co.za	0123427815	www.kauai.co.za	-25.749844	28.233430
Kauai	Wraps	Tshwane Village. Corner Between Hilda and Festival Street, Hatfield	care@kauai.co.za	0123425139	www.kauai.co.za	-25.750443	28.235050
Kauai	Wraps	Kollonade Retail Park, C/O Zambezi and Enkeldoorn, Montana	care@kauai.co.za	0125482774	www.kauai.co.za	-25.678365	28.253074
Kauai	Wraps	Inside Virgin Active No 241 Serene Avenue, Garsfontein	care@kauai.co.za	0123610757	www.kauai.co.za	-25.78954	28.283497
Kauai	Wraps	Inside Virgin Active, Parkview Lifestyle Centre, Snr Netcare Street & Garsfontein Drive, Moreleta Park	care@kauai.co.za	0129934228	www.kauai.co.za	-25.816713	28.303411
Kauai	Wraps	Inside Virgin Active Corner Silverlakes & Graham Road Hazeldean Tijgervallei EXT 16 Centurion	care@kauai.co.za	0128094080	www.kauai.co.za	-25.784859	28.352863
Kauai	Wraps	Shop UF 31/32, Menlyn Shopping Centre Corner. Atterbury and Lois Avenue, Menlopark	care@kauai.co.za	0123681198	www.kauai.co.za	-25.732114	8.247159
KFC	Chicken	156 Main Road, Mabopane	kfccustomer@care@dsg.co.za	0127022578	www.kfc.co.za	-25.510076	28.040651
KFC	Chicken	Shop FC01, Central City Shopping Mall, Mabopane	kfccustomer@care@dsg.co.za	0127015753	www.kfc.co.za	-25.510347	28.040619
KFC	Chicken	Attlyn Shopping Mall, Khoza Street, Atteridgeville	kfccustomer@care@dsg.co.za	0123738740	www.kfc.co.za	-25.769236	28.091204
KFC	Chicken	Corner Heinrich & Forum Street, Akasia, Pretoria	kfccustomer@care@dsg.co.za	0125493561	www.kfc.co.za	-25.669114	28.108479
KFC	Chicken	Corner. Transoranje & Morkel Street, Philip Nel Park	kfccustomer@care@dsg.co.za	0123864521	www.kfc.co.za	-25.741529	28.136368
KFC	Chicken	The Palms, Buitenkant and WF Nkomo street, Pretoria West	kfccustomer@care@dsg.co.za	0123271107	www.kfc.co.za	-25.749121	28.147292
KFC	Chicken	633 Van Der Hoff Street, Hercules	kfccustomer@care@dsg.co.za	0123790585	www.kfc.co.za	-25.718582	28.148734
KFC	Chicken	Corner Rachel de Beer & Emily Hobhouse, Pretoria North	kfccustomer@care@dsg.co.za	0125460275	www.kfc.co.za	-25.6774159	28.172322
KFC	Chicken	Shop 14, Belle Ombre Plaza, Corner Kgosi Mampuru & Boom Streets, Pretoria	kfccustomer@care@dsg.co.za	0123285273	www.kfc.co.za	-25.739393	28.181126
KFC	Chicken	Corner Mansfield & Booyens, Road, Eloffsdal	kfccustomer@care@dsg.co.za	0123357950	www.kfc.co.za	-25.709999	28.1863486
KFC	Chicken	Fasser house shop 3, 520 Paul Kruger Street	kfccustomer@care@dsg.co.za	0123204372	www.kfc.co.za	-25.756156	28.188930
KFC	Chicken	Wonderboom Junction Shopping Centre, Corner. Lavendar West & Lavendar East Roads, Annlin West Ext 43	kfccustomer@care@dsg.co.za	0125430627	www.kfc.co.za	-25.686209	28.189952
KFC	Chicken	Shop 1, Trust Bank Building, 286 Pretorius Street	kfccustomer@care@dsg.co.za	0123264223	www.kfc.co.za	-25.747270	28.191203

KFC	Chicken	255 Pretorius Street, CBD	kfccustomer@dsn.co.za	0123258885	www.kfc.co.za	-25.747822	28.191311
KFC	Chicken	Corner. Pretorius & Francis Baard Str, Pretoria	kfccustomer@dsn.co.za	0123427874	www.kfc.co.za	-25.747692	28.191379
KFC	Chicken	Corner Clara & Thabo Sehume Street, Berea Park	kfccustomer@dsn.co.za	0123200391	www.kfc.co.za	-25.759028	28.191925
KFC	Chicken	Corner Lilian Ngoyi & Johannes Ramokhoase Street, Pretoria	kfccustomer@dsn.co.za	0123523487	www.kfc.co.za	-25.747542	28.192244
KFC	Chicken	317 Bloed Street, Pretoria Central	kfccustomer@dsn.co.za	0123267313	www.kfc.co.za	-25.740100	28.192290
KFC	Chicken	Shop No 3, Pavillion Center,92 Jeppe Street & Robert Sobukwe Street, Sunnyside	kfccustomer@dsn.co.za	0123411157	www.kfc.co.za	-25.751855	28.203545
KFC	Chicken	92 Jeppe street, Sunnyside, Pretoria	kfccustomer@dsn.co.za	0123411157	www.kfc.co.za	-25.752237	28.203597
KFC	Chicken	Shop 69 ground floor, Kingsley Centre, Steve Biko Street, Pretoria	kfccustomer@dsn.co.za	0124401713	www.kfc.co.za	-25.745895	28.203734
KFC	Chicken	Shop UF36, Menlyn Park Shopping Centre, Corner Atterbury Road & Lois Avenue, Menlo Park	kfccustomer@dsn.co.za	0123681676	www.kfc.co.za	-25.721175	28.207602
KFC	Chicken	501 Jorissen Street, Sunnyside	kfccustomer@dsn.co.za	0123430511	www.kfc.co.za	-25.757652	28.214016
KFC	Chicken	775 Piering Road, Moreleta Park	kfccustomer@dsn.co.za	0123456324	www.kfc.co.za	-25.757652	28.214016
KFC	Chicken	Jacaranda centre, Corner Nico Smith & Frates Road, Villieria	kfccustomer@dsn.co.za	0123303259	www.kfc.co.za	-25.718048	28.218971
KFC	Chicken	Shop B007, Corner Festival & Burnett Street	kfccustomer@dsn.co.za	0124302775	www.kfc.co.za	-25.750317	28.234281
KFC	Chicken	Cliff Avenue, Monument Park	kfccustomer@dsn.co.za	0123473738	www.kfc.co.za	-25.814099	28.240703
KFC	Chicken	Corner Stanza and Gordon street, Colbyn, Pretoria	kfccustomer@dsn.co.za	0124302775	www.kfc.co.za	-25.7427313	28.2418986
KFC	Chicken	Hillcrest Boulevard Shopping Centre, Lynnwood Road, Lynnwood	kfccustomer@dsn.co.za	0123623396	www.kfc.co.za	-25.75836	28.24264
KFC	Chicken	Elarduspark Shopping Centre, Elarduspark, Pretoria	kfccustomer@dsn.co.za	0123453448	www.kfc.co.za	-25.826008	28.260956
KFC	Chicken	Corner. Anna Wilson & Stormvoel Roads, Kilner Park	kfccustomer@dsn.co.za	0123334875	www.kfc.co.za	-25.7112663	28.261216
KFC	Chicken	44 Bavianspoort Road, East Lynne	kfccustomer@dsn.co.za	0118001537	www.kfc.co.za	-25.710054	28.270207
KFC	Chicken	Zambezi Junction Shopping Centre, Breed Street, Montana Park	kfccustomer@dsn.co.za	0125480066	www.kfc.co.za	-25.681046	28.271763
KFC	Chicken	Kolonnade Shopping Centre, Sefako Makgatho Road, Sinoville, Pretoria	kfccustomer@dsn.co.za	0125482542	www.kfc.co.za	-25.681065	28.272159
KFC	Chicken	Waterglen Shopping Centre, Corner. January Masilela & Garsfontein Road, Waterkloofglen Ext 5, Pretoria	kfccustomer@dsn.co.za	0129932222	www.kfc.co.za	-25.793877	28.281858
KFC	Chicken	Renbro Shopping Center, Great North Road, Harmanskraal	kfccustomer@dsn.co.za	0127111096	www.kfc.co.za	-25.405012	28.282665
KFC	Chicken	Gift Acres Mall, Lynnwood Drive, Lynnwood Ridge	kfccustomer@dsn.co.za	0123615666	www.kfc.co.za	-25.767568	28.294972
KFC	Chicken	Atterbury Boulevard Shopping Centre, Faerie Glen, Pretoria	kfccustomer@dsn.co.za	0123483320	www.kfc.co.za	-25.783265	28.299459
KFC	Chicken	Corner Pretoria & Van Wyk Street, Silverton	kfccustomer@dsn.co.za	0123264235	www.kfc.co.za	-25.733348	28.306598
KFC	Chicken	Mamelodi Crossing Shopping Centre, Corner Walloo & Stormvoel Roads, Mamelodi	kfccustomer@dsn.co.za	0128051212	www.kfc.co.za	-25.714940	28.333258
KFC	Chicken	Hazeldean Square, Corner Graham & Silver Lakes Roads, Silverlakes	kfccustomer@dsn.co.za	0128092485	www.kfc.co.za	-25.785239	28.353994
KFC	Chicken	Mahube Max City Shopping Centre, Corner Solomon Mahlangu & Tsamaya Roads, Mahube Valley, Mamelod	kfccustomer@dsn.co.za	0128401631	www.kfc.co.za	-25.703402	28.418916
Kilner Café Fish and Chips	Seafood	21 Lynette street, Kilner Park, Pretoria	none			-25.7206779	28.259585
Kim Bo Chinese Take-away	Ethnic	Waverley Plaza Shopping Centre, Waverley, Pretoria	None	0123322650	None	-25.703748	28.240521
King Pie	Pies and Pastries	Shop 36B, Garankuwa City Shopping Centre, Garankuwa, 0043	info@kingpie.co.za	N/a	www.kingpie.co.za	-25.590712	27.991956
King Pie	Pies and Pastries	Shop 42, Diepsloot Mall, Diepsloot	info@kingpie.co.za	0829051479	www.kingpie.co.za	-25.939913	28.020032
King Pie	Pies and Pastries	Shop E12, Attlyn Mall, Corner Phudufufu & Mosalo street, Atteridgeville ext 25	info@kingpie.co.za	tba	www.kingpie.co.za	-25.770454	28.090031
King Pie	Pies and Pastries	Shop 15, Buitekant Street, Soshanguve Plaza, Soshanguve	info@kingpie.co.za	tba	www.kingpie.co.za	-25.497920	28.093608
King Pie	Pies and Pastries	Thorn Tree Shopping Centre, Corner R80 and Hebron Road, Soshanguve,	info@kingpie.co.za	0825725850	www.kingpie.co.za	-25.580393	28.103733
King Pie	Pies and Pastries	Wonderpark Shopping Centre, Akasia, Pretoria	info@kingpie.co.za	tba	www.kingpie.co.za	-25.672618	28.110594
King Pie	Pies and Pastries	Quagga Center, Church Street, Pretoria West, 0183	info@kingpie.co.za	0123270562	www.kingpie.co.za	-25.749626	28.14543
King Pie	Pies and Pastries	Unit 10, Shoprite Checkers, Ben Viljoen Street, Pretoria North	info@kingpie.co.za	0824453312	www.kingpie.co.za	-25.67622	28.1732
King Pie	Pies and Pastries	Shop 001, Opera Towers, 349 Pretorius Street, Pretoria	info@kingpie.co.za	0123225554	www.kingpie.co.za	-25.747954	28.188116

King Pie	Pies and Pastries	Kiosk 1, Centurion Boulevard, Jewel Street, Centurion, 1269	info@kingpie.co.za	0824463404	www.kingpie.co.za	-25.859479	28.189120
King Pie	Pies and Pastries	Shop 10, Atteridge Stadium Centre, Atteridgeville Township	info@kingpie.co.za	0828268860	www.kingpie.co.za	-25.686083	28.189974
King Pie	Pies and Pastries	Church Street Mall, Between Andries & Van Der Walt Streets, Pretoria, 0002	info@kingpie.co.za	012-321 6830	www.kingpie.co.za	-25.744255	28.192001
King Pie	Pies and Pastries	Shop 38, Bloed Street Mall, Pretoria	info@kingpie.co.za	0123235104	www.kingpie.co.za	-25.740255	28.192440
King Pie	Pies and Pastries	Shop 3.11, Sammy Marks, corner Van der Walt & Vermeulen Streets, Pretoria	info@kingpie.co.za	0123225554	www.kingpie.co.za	-25.744700	28.194883
King Pie	Pies and Pastries	Arcadia Post Office, Nedbank Plaza, Corner Church & Beatrix Streets, Arcadia, 0083	info@kingpie.co.za	0123268239	www.kingpie.co.za	-25.745418	28.204629
King Pie	Pies and Pastries	Kiosk, Sammy Marks Centre, Cor. Church & Prinsloo Street, Pretoria Central, 0002	info@kingpie.co.za	0123287669	www.kingpie.co.za	-25.747576	28.214603
King Pie	Pies and Pastries	Waverley Plaza, Shop 42, Corner Hertzog & Codonia Street, Waverley	info@kingpie.co.za	0123323447	www.kingpie.co.za	-25.704498	28.242685
King Pie	Pies and Pastries	Shop 66b, Colonade Shopping Centre, Zambezi Drive, Montana Park, Pretoria 0001	info@kingpie.co.za	0125481333	www.kingpie.co.za	-25.680954	28.252022
King Pie	Pies and Pastries	Shop 44A, Menlyn Shopping Centre, Corner Atterbury Road & Louis Avenue, Menlyn, 0102	info@kingpie.co.za	0824161197	www.kingpie.co.za	-25.782652	28.275789
King Pie	Pies and Pastries	Shop 31, Silverton Mall, Pretoria Road, Silverton, 0184	info@kingpie.co.za	0128049099	www.kingpie.co.za	-25.733467	28.300054
King Pie	Pies and Pastries	Shop C23, Watloo Street, Mamelodi Crossing, Mamelodi, 0122	info@kingpie.co.za	N/a	www.kingpie.co.za	-25.720720	28.331114
London Pie	Pies and Pastries	Brooklyn Mall Shopping Centre, Brooklyn, Pretoria	jabu@londonpie.co.za	0839584506	www.londonpie.co.za	-25.771728	28.234699
McDonalds	Burgers	Hartebeespoort Dam Village shopping Centre, Schoemansville	customer.care@za.mcd.com	0122530857	www.mcdonalds.co.za	-25.730904	27.885933
McDonalds	Burgers	Corner Rooihuis Kraal & Hendrik Verwoerdburg Drive, Centurion	customer.care@za.mcd.com	0126561386	www.mcdonalds.co.za	-25.856684	28.135062
McDonalds	Burgers	241 Buitenkant & Church Streets, PTA, 0002	customer.care@za.mcd.com	0123277374	www.mcdonalds.co.za	-25.753876	28.147683
McDonalds	Burgers	Corner Old JHB & Lenchen Roads, Centurion Lifestyle Shopping Center	customer.care@za.mcd.com	0126531920	www.mcdonalds.co.za	-25.878760	28.162716
McDonalds	Burgers	Corner Rachel de Beer & Emily Hobhouse Roads, Pretoria	customer.care@za.mcd.com	0125466911	www.mcdonalds.co.za	-25.677310	28.172225
McDonalds	Burgers	Karenpark Retail Centre, Corner Heinrich & Daffodil Streets, PTA	customer.care@za.mcd.com	0125492962	www.mcdonalds.co.za	-25.677520	28.172328
McDonalds	Burgers	Corner Van Der Walt street and Pretorius street, Pretoria	customer.care@za.mcd.com	0123223902	www.mcdonalds.co.za	-25.751654	28.181259
McDonalds	Burgers	Corner Potgieter & Skinner Streets, Pretoria	customer.care@za.mcd.com	0123287736	www.mcdonalds.co.za	-25.751716	28.181434
McDonalds	Burgers	Corner Lavender and Braam Pretorius street, Wonderboom	customer.care@za.mcd.com		www.mcdonalds.co.za	-25.697457	28.182757
McDonalds	Burgers	130 Van Rensburg Street Parktown Estates, Mayville	customer.care@za.mcd.com	0123357296	www.mcdonalds.co.za	-25.698143	28.182967
McDonalds	Burgers	Corner Heuvel Avenue & Hendrik Verwoerdburg Dr, Centurion	customer.care@za.mcd.com	0126636773	www.mcdonalds.co.za	-25.855424	28.183298
McDonalds	Burgers	Corner Steve Biko and Robert Sobukwe road, Sunnyside, Pretoria	customer.care@za.mcd.com	0123410447	www.mcdonalds.co.za	-25.751229	28.203727
McDonalds	Burgers	Corner Jeppe & Esselen, Sunnyside	customer.care@za.mcd.com	0123410447	www.mcdonalds.co.za	-25.751412	28.203955
McDonalds	Burgers	Corner Church & Hamilton Streets, Pretoria	customer.care@za.mcd.com	0123413046	www.mcdonalds.co.za	-25.745452	28.206348
McDonalds	Burgers	Shop 2 Campus Building Corner Hilda & Burnett Sts, Hatfield	customer.care@za.mcd.com	0123423674	www.mcdonalds.co.za	-25.750355	28.235280
McDonalds	Burgers	Corner Stanza and Gordon street, Colbyn, Pretoria	customer.care@za.mcd.com	0123429388	www.mcdonalds.co.za	-25.743067	28.241525
McDonalds	Burgers	Corner Hans Strijdom & Kerrieklapper	customer.care@za.mcd.com	0123473385	www.mcdonalds.co.za	-25.8158613	28.2421201
McDonalds	Burgers	Corner Hertzog Road and Codonia Street, Pretoria	customer.care@za.mcd.com	0123323232	www.mcdonalds.co.za	-25.703896	28.242406
McDonalds	Burgers	1319 Pretorius Street, Hatfield	customer.care@za.mcd.com	0123429388	www.mcdonalds.co.za	-25.7442006	28.2464462
McDonalds	Burgers	Corner van Ryneveld Ave & Nellmapius Drive, Irene	customer.care@za.mcd.com	0126623727	www.mcdonalds.co.za	-25.863433	28.249440
McDonalds	Burgers	Corner Zambezi Drive & Enkeldoring Road, Pretoria	customer.care@za.mcd.com	0125481020	www.mcdonalds.co.za	-25.679739	28.252825
McDonalds	Burgers	Lynwood Ridge Mall, Lynnwood, Pretoria	customer.care@za.mcd.com	0129975845	www.mcdonalds.co.za	-25.765919	28.298635
McDonalds	Burgers	Corner Seikats & Atterbury Roads, Faerie Glen	customer.care@za.mcd.com	0129914727	www.mcdonalds.co.za	-25.788329	28.307973
McDonalds	Burgers	Corner Atterbury & Menlyn Drive, Pretoria	customer.care@za.mcd.com	0123681374	www.mcdonalds.co.za	-25.788103	28.308280
McDonalds	Burgers	Corner Garsfontein and Philadelphia Road, Moreleta Park, Pretoria	customer.care@za.mcd.com	0129975845	www.mcdonalds.co.za	-25.825357	28.313290
McDonalds	Burgers	Corner. Pretoria & Watermeyer Streets, Silverton Ext. 196	customer.care@za.mcd.com	0128034578	www.mcdonalds.co.za	-25.734360	28.313809
McDonalds	Burgers	Corner Simon Vermooten Drive and Rossouw Street ,	customer.care@za.mcd.com	0128077897	www.mcdonalds.co.za	-25.7586681	28.3234639

		Willows					
Meaty Pies	Pies and Pastries	406 Church Street, Pretoria	none	0123270603	none	-25.748507	28.157366
Meyer's Pies	Pies and Pastries	145 Trouw Street, Capital Park, Pretoria	meyerspies.co.za	0123244758	www.meyerspiesandlasagne.wozaonline.co.za	-25.725099	28.184991
Ming Chinese Take-away and Sushi Bar	Ethnic	Van Ryneveld Avenue	N/A	0126621798	N/A	-25.832400	28.240657
Nandos	Chicken	Protea Gardens Shopping Centre, Pretoria	customercare@nandos.co.za	0119802591	www.nandos.co.za	-26.260283	27.928855
Nandos	Chicken	Attlyn Shopping Mall, Khoza Street, Atteridgeville	customercare@nandos.co.za	0123735931	www.nandos.co.za	-25.769236	28.091204
Nandos	Chicken	Pick and Pay Centre, Shoshanguve, Pretoria	customercare@nandos.co.za	0127905896	www.nandos.co.za	-25.497817	28.09379
Nandos	Chicken	274 Tangerine street, Laudium, Pretoria	customercare@nandos.co.za	0123742398	www.nandos.co.za	-25.7882793	28.1047939
Nandos	Chicken	Wonderpark Shopping Centre, Heinrich Avenue, Akasia, Pretoria	customercare@nandos.co.za	0125491567	www.nandos.co.za	-25.672286	28.11052
Nandos	Chicken	Mall@Reds, Rooihuiskraal, Pretoria	customercare@nandos.co.za	0126561426	www.nandos.co.za	-25.871515	28.136300
Nandos	Chicken	Corner Martha and Frederick street, Centurion, Pretoria	customercare@nandos.co.za	0126545594	www.nandos.co.za	-25.8409603	28.1613218
Nandos	Chicken	Corner Gerrit Maritz and Emily Hobhouse street, Pretoria	customercare@nandos.co.za	0125467085	www.nandos.co.za	-25.6745999	28.172566
Nandos	Chicken	Eco-Boulevard Shopping Centre, Centurion, Pretoria	customercare@nandos.co.za	0126613951	www.nandos.co.za	-25.876176	28.176879
Nandos	Chicken	256 Pretorius street, Pretoria	customercare@nandos.co.za	0123235075	www.nandos.co.za	-25.747942	28.188336
Nandos	Chicken	215 Johannes Ramokhoase street, Pretoria	customercare@nandos.co.za	0123269246	www.nandos.co.za	-25.7436815	28.1884745
Nandos	Chicken	Corner Lenchen street south and Embankment Road, Centurion, Pretoria	customercare@nandos.co.za	0126632419	www.nandos.co.za	-25.8589129	28.190829
Nandos	Chicken	Corner Michael Brink and Steve Biko street, Pretoria	customercare@nandos.co.za	0123554604	www.nandos.co.za	-25.720717	28.20289
Nandos	Chicken	190 Esselen street, Sunnyside, Pretoria	customercare@nandos.co.za	0123413343	www.nandos.co.za	-25.750922	28.203091
Nandos	Chicken	Corner of Beatrix and Vermeulen Street, Arcadia, Pretoria	customercare@nandos.co.za	0123230938	www.nandos.co.za	-25.743628	28.203478
Nandos	Chicken	Brooklyn Design Square, Brooklyn, Pretoria	customercare@nandos.co.za	0123464931	www.nandos.co.za	-25.771728	28.234699
Nandos	Chicken	Corner Burnett and Grosvenor street, Hatfield, Pretoria	customercare@nandos.co.za	0123626616	www.nandos.co.za	-25.7503958	28.2376247
Nandos	Chicken	Montana Corner Shopping Centre, Montana, Pretoria	customercare@nandos.co.za	0125487600	www.nandos.co.za	-25.67974	28.24164
Nandos	Chicken	1166 Soutpansberg avenue, Queenswood, Pretoria	customercare@nandos.co.za	0123339952	www.nandos.co.za	-25.732106	28.245237
Nandos	Chicken	Menlyn Shopping Centre	customercare@nandos.co.za	0123489306	www.nandos.co.za	-25.783544	28.275319
Nandos	Chicken	Corner Corobay and Garsfontein street, Menlyn, Pretoria	customercare@nandos.co.za	0123563156	www.nandos.co.za	-25.7905116	28.2787118
Nandos	Chicken	Corner January Masilela and Olympus street, Garsfontein, Pretoria	customercare@nandos.co.za	0129913495	www.nandos.co.za	-25.7928148	28.2813003
Nandos	Chicken	Parkview shopping centre, Pretoriuspark, Pretoria	customercare@nandos.co.za	0129926058	www.nandos.co.za	-25.8175415	28.3032325
Nandos	Chicken	617 Pretoria street, Silverton, Pretoria	customercare@nandos.co.za	0128044251	www.nandos.co.za	-25.733745	28.303842
Nandos	Chicken	Willow way shopping centre, Lynwood, Pretoria	customercare@nandos.co.za	0128077959	www.nandos.co.za	-25.76515	28.31686
Old fashioned Fish and Chips	Seafood	769 Codonia Avenue, Waverley, Pretoria	none	0123323232	www.fishandchips.co.za	-25.703582	28.242337
Pizza Den	Pizza	773 Codonia Avenue, Waverley, Pretoria	info@pizzaden.co.za	0123322750	www.pizzaden.co.za	-25.703249	28.242334
Pizza Den	Pizza	344 Lynwood Road, Lynwood, Pretoria	info@pizzaden.co.za	0124672236	www.pizzaden.co.za	-25.7674146	28.2977654
Pizza Perfect	Pizza	Shop 3, Willem Botha avenue, Eldo Square	info@pizzaperfect.co.za	0126580542	www.pizzaperfect.co.za	-25.836156	28.139173
Pizza Perfect	Pizza	Blu Valley Mall ,Bothill Road, Blu Valley	info@pizzaperfect.co.za	0126570189	www.pizzaperfect.co.za	-25.907276	28.141139
Pizza Perfect	Pizza	Corner Brakfontein road and Erasmus Drive, Louwlandia	info@pizzaperfect.co.za	0126611813	www.pizzaperfect.co.za	-25.891018	28.157912
Pizza Perfect	Pizza	Corner Harvard and Lyttleton road, Centurion	info@pizzaperfect.co.za	0126544093	www.pizzaperfect.co.za	-25.839839	28.1729816
Pizza Perfect	Pizza	Corner Voortrekker road and De Beer street, Wonderboom	info@pizzaperfect.co.za	0123357334	www.pizzaperfect.co.za	-25.698617	28.199197
Pizza Perfect	Pizza	Corner Pretorius and Eastwood street, Arcadia	info@pizzaperfect.co.za	0123421609	www.pizzaperfect.co.za	-25.7455623	28.2222968
Pizza Perfect	Pizza	Corner Stead and Soutpansberg Avenue	info@pizzaperfect.co.za	0127514860	www.pizzaperfect.co.za	-25.7329133	28.246288
Pizza Perfect	Pizza	Corner of Ptering and Boeing road, Elarduspark	info@pizzaperfect.co.za	0123455392	www.pizzaperfect.co.za	-25.836484	28.253765
Pizza Perfect	Pizza	Cornwall View Shopping Centre, Elarduspark, Pretoria	none	0123455392	www.pizzaperfect.co.za	-25.837229	28.25385
Pizza Perfect	Pizza	Corner Buffelsdrift and Rigel Avenue, Erasmusrand	info@pizzaperfect.co.za	0129400720	www.pizzaperfect.co.za	-25.8083667	28.2553488
Pizza Perfect	Pizza	Corner Nossob Avenue and Lois street, Castle Walk	info@pizzaperfect.co.za	0129400757	www.pizzaperfect.co.za	-25.817161	28.269142
Pizza Perfect	Pizza	Corner Zambezi and Moloto Drive, Zambezi	info@pizzaperfect.co.za	0128081050	www.pizzaperfect.co.za	-25.684937	28.284612
Pizza Perfect	Pizza	477 Serene Street, Garsfontein, Pretoria	info@pizzaperfect.co.za	0129933566	www.pizzaperfect.co.za	-25.797552	28.296052
Pizza Perfect	Pizza	St Bernard Drive, Pretoriuspark	info@pizzaperfect.co.za	0129982175	www.pizzaperfect.co.za	-25.806840	28.316258
Pizza Perfect	Pizza	Corner Simon Vermooten and Furrow Street, Equestria	info@pizzaperfect.co.za	0128070542	www.pizzaperfect.co.za	-25.753841	28.324494

Pizza Perfect	Pizza	Corner Garsfontein and Jolify Main Road, Mooikloof Village	info@pizzaperfect.co.za	0124800617	www.pizzaperfect.co.za	-25.840039	28.326400
Pizza Perfect	Pizza	Corner Graham and Silverlakes, Silverlakes	info@pizzaperfect.co.za	0128090435	www.pizzaperfect.co.za	-25.7862773	28.3524237
Pizza Perfect	Pizza	Hazeldean Square, Corner Graham & Silver Lakes Roads, Silverlakes, Pretoria	info@pizzaperfect.co.za	0128090435	www.pizzaperfect.co.za	-25.785239	28.353994
Pizza-Pasta Go Go	Pizza	Lynwood Ridge Mall, Lynnwood, Pretoria	steven@pizza-pasta-go-go.co.za	0124552198	www.pizza-pasta-go-go.co.za	-25.765788	28.298614
Porky's Take-away	Burgers	56 The Grove Rd	N/A	0123352072	N/A	-25.697284	28.174739
Portigos Take-away food	Chicken	Cnr Dr Swanepoel & Zambezi Drive, Montana	zambezi@portigos.co.za	0125481661	www.portigos.co.za	-25.674852	28.242336
Pretoria West Fish and Chips	Seafood	412 Church street, Pretoria West, Pretoria				-25.748299	28.156874
RMN Indian Take-away	Ethnic	Willows Crossing Centre, Die Wilgers	chettyr@gmail.co.za	0127518368	www.rmndiantakeaway.co.za	-25.75787	28.3219
Romans Pizza	Pizza	Corner Schoemansville and Ouwapad Road, Hartebeespoort	john@romanspizza.co.za	0122590577	www.romanspizza.co.za	-25.736558	27.898509
Romans Pizza	Pizza	Garankuwa Shopping Centre	john@romanspizza.co.za	0127032873	www.romanspizza.co.za	-25.590964	27.991892
Romans Pizza	Pizza	Attlyn Shopping Mall, Khoza Street, Atteridgeville	john@romanspizza.co.za	0123736780	www.romanspizza.co.za	-25.769236	28.091204
Romans Pizza	Pizza	Shoshanguve Plaza, Buitenkant street	john@romanspizza.co.za	0127906467	www.romanspizza.co.za	-25.497889	28.093611
Romans Pizza	Pizza	36 Akasia Avenue, Akasia, Pretoria	john@romanspizza.co.za	0125491845	www.romanspizza.co.za	-25.6477456	28.1009206
Romans Pizza	Pizza	254 Tangerine Street, Laudium	john@romanspizza.co.za	0123743616	www.romanspizza.co.za	-25.787953	28.105185
Romans Pizza	Pizza	Corner Hebron and Umphafa road, Soshanguve	john@romanspizza.co.za	0127913553	www.romanspizza.co.za	-25.595776	28.107017
Romans Pizza	Pizza	Corner Kattekruid and Daffodil Avenue, Karen Park	john@romanspizza.co.za	0125491845	www.romanspizza.co.za	-25.670477	28.107362
Romans Pizza	Pizza	Corner Reddersburg and Rooihuiskraal road, Rooihuiskraal North	john@romanspizza.co.za	0126560402	www.romanspizza.co.za	-25.873875	28.138827
Romans Pizza	Pizza	659 Van Der Hoff Road, Pretoria Gardens	john@romanspizza.co.za	0123773708	www.romanspizza.co.za	-25.7184592	28.1481161
Romans Pizza	Pizza	Corner Bokmakierie and Daan De Wer Drive, Dorandia	john@romanspizza.co.za	0125460638	www.romanspizza.co.za	-25.669267	28.155841
Romans Pizza	Pizza	Corner H.F. Verwoerd and Embankment Road, Centurion	john@romanspizza.co.za	0126631410	www.romanspizza.co.za	-25.854808	28.185187
Romans Pizza	Pizza	Bloed Street Mall, Pretoria Central	john@romanspizza.co.za	0123287333	www.romanspizza.co.za	-25.740313	28.192247
Romans Pizza	Pizza	296 Pretorius Street, Pretoria Central	john@romanspizza.co.za	0123217504	www.romanspizza.co.za	-25.747383	28.192707
Romans Pizza	Pizza	Corner Selbourne and Cantonment Road, Lyttleton	john@romanspizza.co.za	0126648789	www.romanspizza.co.za	-25.8317662	28.2000258
Romans Pizza	Pizza	Corner Meintjies and Essellen Street, Sunnyside	john@romanspizza.co.za	0123419350	www.romanspizza.co.za	-25.750956	28.200620
Romans Pizza	Pizza	Corner Essellen and Cillier Street, Sunnyside	john@romanspizza.co.za	0123419176	www.romanspizza.co.za	-25.751332	28.203235
Romans Pizza	Pizza	Corner John Vorster and Nellmapius drive, Southdowns	john@romanspizza.co.za	0126652427	www.romanspizza.co.za	-25.879841	28.204326
Romans Pizza	Pizza	Corner Church and Hamilton Street, Arcadia	john@romanspizza.co.za	0124401010	www.romanspizza.co.za	-25.747890	28.206186
Romans Pizza	Pizza	Corner Frates and Jacob street, Rietfontein	john@romanspizza.co.za	0123299339	www.romanspizza.co.za	-25.723344	28.213927
Romans Pizza	Pizza	Corner Zambezi Drive and Marjia street, Sinoville	john@romanspizza.co.za	0125433019	www.romanspizza.co.za	-25.680152	28.216611
Romans Pizza	Pizza	273 Middel Street, New Muckleneuck	john@romanspizza.co.za	0123468031	www.romanspizza.co.za	-25.771767	28.231463
Romans Pizza	Pizza	1137 Burnett Street, Hatfield	john@romanspizza.co.za	0123625865	www.romanspizza.co.za	-25.750913	28.236883
Romans Pizza	Pizza	426 Cliff Avenue, Waterkloof Ridge	john@romanspizza.co.za	0123470008	www.romanspizza.co.za	-25.814805	28.240603
Romans Pizza	Pizza	Kollonade Retail Park, C/O Zambezi and Enkeldoorn, Montana	john@romanspizza.co.za	0125484376	www.romanspizza.co.za	-25.677843	28.253546
Romans Pizza	Pizza	837 Barnard Street, Elarduspark	john@romanspizza.co.za	0123456346	www.romanspizza.co.za	-25.8264684	28.2612248
Romans Pizza	Pizza	Corner Jubilee and Harry Gwala Road, Hammanskraal	john@romanspizza.co.za	0127271328	www.romanspizza.co.za	-25.405888	28.268063
Romans Pizza	Pizza	Corner Louis Botha and Lynwood Road, Lynwood	john@romanspizza.co.za	0123484996	www.romanspizza.co.za	-25.7676622	28.2908514
Romans Pizza	Pizza	Corner Buckle and Pretoria Road, Silverton	john@romanspizza.co.za	0128040858	www.romanspizza.co.za	-25.733443	28.302731
Romans Pizza	Pizza	823 Old Farm Road, Faerie Glen	john@romanspizza.co.za	0129916770	www.romanspizza.co.za	-25.7895879	28.322866
Romans Pizza	Pizza	Corner Simon Vermooten Drive and Rossouw Street , Willows	john@romanspizza.co.za	0128073006	www.romanspizza.co.za	-25.758392	28.323448
Romans Pizza	Pizza	Mamelodi Crossing Shopping Centre, Corner Waltoo & Stormvoel Roads, Mamelodi	john@romanspizza.co.za	0128051755	www.romanspizza.co.za	-25.714988	28.333279
Romans Pizza	Pizza	Mahube Max City Shopping Centre, Corner Solomon Mahlanqu & Tsamaya Roads, Mahube Valley, Mamelod	john@romanspizza.co.za	0128400043	www.romanspizza.co.za	-25.703905	28.418830
Romans Pizza	Pizza	Corner Joubert and Church Street, Bronkhorstspuit	john@romanspizza.co.za	0139323521	www.romanspizza.co.za	-25.8053804	28.7400515
Romans Pizza	Pizza	Corner Garsfontein and Netcare Road, Moreleta Park	john@romanspizza.co.za	0129926117	www.romanspizza.co.za	-25.820807	8.304593
Rosslyn Take-away	Burgers	492 Kitshoff St, Rosslyn	N/A	0125410254	N/A	-25.609264	28.084346
Samoosa and Spice	Ethnic	Jacaranda centre, Corner Nico Smith & Frates Road,	None	0123303086	none	-25.716956	28.220076

		Villieria					
Sandwich Baron	Sandwiches	Wonderpark Shopping Centre, Akasia, Pretoria	sally@sandwichbaron.co.za	0125495589	www.sandwichbaron.co.za	-25.673285	28.110563
Sandwich Baron	Sandwiches	Shop 13, Corner Rooihuiskraal & Hendrik Verwoerd Drive, Centurion	reds@sandwichbaron.com	0126568690	www.sandwichbaron.co.za	-25.869860	28.137873
Sandwich Baron	Sandwiches	27 8th Avenue, Edenvale	edenvale@sandwichbaron.com	0124534144	www.sandwichbaron.co.za	-26.14727	28.15585
Sandwich Baron	Sandwiches	Corner. Hendrik Verwoerd Dr & Galway Street, Hennospark	centurion@sanwichbaron.com	0126538424	www.sandwichbaron.co.za	-25.862831	28.167633
Sandwich Baron	Sandwiches	1896 Brakfontein Road, Lauwlaridia Extension, Centurion	greyowl@sandwichbaron.com	0126611731	www.sandwichbaron.co.za	-25.857050	28.185328
Sandwich Baron	Sandwiches	Shop 5, 224 Church Street, Pretoria	pretoriacentral@sandwichbaron.com	0123234487	www.sandwichbaron.co.za	-25.7460367	28.1939155
Sandwich Baron	Sandwiches	11 Charles De Gaulle Street, Highveld, Centurion	highveld@sandwichbaron.com	0126654074	www.sandwichbaron.co.za	-25.8773661	28.1982302
Sandwich Baron	Sandwiches	57 George Storrar Drive, Groenkloof	groenkloof@sandwichbaron.com	0123460165	www.sandwichbaron.co.za	-25.7724699	28.21674
Sandwich Baron	Sandwiches	Shop 88A, Kempton Square Shopping Centre, Central Avenue, Kempton Park	kempton2@sanwichbaron.com	0129757895	www.sandwichbaron.co.za	-26.106028	28.230929
Sandwich Baron	Sandwiches	1050 Burnett Street, Hatfield	hatfield@sandwichbaron.com	0123621425	www.sandwichbaron.co.za	-25.7501399	28.232994
Sandwich Baron	Sandwiches	Shop 59, Wellness Centre, Braam Pretorius Road, Magalieskruin, Ext 39	montana@sandwichbaron.com	0125487201	www.sandwichbaron.co.za	-25.685514	28.245902
Sandwich Baron	Sandwiches	Corner Lynnwood Road & Jacobson Drive, Lynnridge	lynnwood@sanwichbaron.com	0123610153	www.sandwichbaron.co.za	-25.76579	28.29862
Sandy's take away	Burgers	546a Mitchell street, Pretoria West	none	0123272734	none	-25.7554585	28.150834
Sausage Saloon	Hotdogs	Corner Hendrik Verwoerd and Rooihuiskraal Road, Centurion	office@sausagesaloon.co.za	0126568026	www.sausagesaloon.co.za	-25.8700822	28.1386021
Sausage Saloon	Hotdogs	Eco Boulevard, Witchazel street, Centurion	office@sausagesaloon.co.za	0127533564	www.sausagesaloon.co.za	-25.876862	28.176562
Sausage Saloon	Hotdogs	Shop 2 C OK Boulevard, Centurion Mall	office@sausagesaloon.co.za	0126638939	www.sausagesaloon.co.za	-25.859942	28.190139
Sausage Saloon	Hotdogs	Corner Clover and Rabie street, Pretoria	office@sausagesaloon.co.za	0126641912	www.sausagesaloon.co.za	-25.837995	28.190633
Sausage Saloon	Hotdogs	Corner Lavender and Braam Pretorius, Wonderboom	office@sausagesaloon.co.za	0125431151	www.sausagesaloon.co.za	-25.683109	28.193396
Sausage Saloon	Hotdogs	1122 Burnett Street, Hatfield	office@sausagesaloon.co.za	0123421668	www.sausagesaloon.co.za	-25.749754	28.2359543
Sausage Saloon	Hotdogs	Zambezi Avenue, Kollonade Shopping Centre	office@sausagesaloon.co.za	0125485801	www.sausagesaloon.co.za	-25.681097	28.250660
Sausage Saloon	Hotdogs	273 Freesia Street	office@sausagesaloon.co.za	0114551951	www.sausagesaloon.co.za	-25.766735	28.298096
Sausage Saloon	Hotdogs	Lynwood Ridge Mall, Lynwood, Pretoria	office@sausagesaloon.co.za	0114551951	www.sausagesaloon.co.za	-25.764915	28.298849
Scooters Pizza	Pizza	Corner Ruimte and Seedcracker Street, Celtisdal, Centurion	scootersadmin@dsg.co.za	0126561159	www.scooterspizza.co.za	-25.8763808	28.1144377
Scooters Pizza	Pizza	Theuns van Niekkerk Street, Wierdapark II Centre	scootersadmin@dsg.co.za	0126538606	www.scooterspizza.co.za	-25.869239	28.15161
Scooters Pizza	Pizza	Corner John Vorster and Lenchen Avenue	scootersadmin@dsg.co.za	0126631318	www.scooterspizza.co.za	-25.8629212	28.1852195
Scooters Pizza	Pizza	654 Paul Kruger Street, Les Marais	scootersadmin@dsg.co.za	0123356569	www.scooterspizza.co.za	-25.7095379	28.185655
Scooters Pizza	Pizza	789 Codonia Avenue, Waverley	scootersadmin@dsg.co.za	0123324003	www.scooterspizza.co.za	-25.702086	28.242322
Scooters Pizza	Pizza	Corner Zambezi and Dr Swanepeel Drive, Montana	scootersadmin@dsg.co.za	0125485758	www.scooterspizza.co.za	-25.678474	28.242699
Scooters Pizza	Pizza	71 13th Avenue, Menlo Park, Pretoria	scootersadmin@dsg.co.za	0123465600	www.scooterspizza.co.za	-25.7699446	28.2580646
Scooters Pizza	Pizza	Waterglen Shopping Centre, Waterkloofglen, Pretoria	none	0129981046	www.scooterspizza.co.za	-25.7972674	28.2763459
Scooters Pizza	Pizza	402 Mandelsohn Street, Waterkloof Glen	scootersadmin@dsg.co.za	0129981046	www.scooterspizza.co.za	-25.794816	28.28176
Shisha Nyama	Ethnic	Corner Bosman and Pretorius street, Pretoria Central	info@shishanyamafranchise.co.za	0123230474	www.shishanyamafranchise.co.za	-25.7481066	28.185742
Simply Asia	Ethnic	Corner Middle and Veale Street, Brooklyn	info@wimpy.co.za	0124600630	www.simplyasia.co.za	-25.771226	28.232383
Smackeroo	Chicken	151 Mitchell Street, Pretoria West	none	0123275167	none	-25.75573	28.158928
St Elmo's Woodfired Pizza	Pizza	Willow way shopping centre, Lynwood, Pretoria	micheller@stelmos.co.za	0128072793	www.stelmos.co.za	-25.764821	28.316796
Steers	Burgers	Lanos Spar Shopping Centre, Moreleta Park, Pretoria	famousbrands@bsg.co.za	0128036137	www.steers.co.za	-25.807637	28.299808
Steers	Burgers	Engen Service Station, Weltevreden Park, Pretoria	famousbrands@bsg.co.za	0123434175	www.steers.co.za	-26.113342	27.946486
Steers	Burgers	Wonderpark Shopping Centre, Akasia, Pretoria	famousbrands@bsg.co.za	0125490293	www.steers.co.za	-25.672628	28.110617
Steers	Burgers	Wonderboom Junction Shopping Centre, Wonderboom, Pretoria	famousbrands@bsg.co.za	0125430096	www.steers.co.za	-25.685213	28.189684
Steers	Burgers	Corner van der Walt street and Pretorius street, Arcadia, Pretoria	famousbrands@bsg.co.za	0123210067	www.steers.co.za	-25.745919	28.192029
Steers	Burgers	Corner Voortrekker and De Beer street, Pretoria	famousbrands@bsg.co.za	0123357334	www.steers.co.za	-25.698833	28.200324
Steers	Burgers	Momentum Park Shopping Centre, Monument Park, Pretoria	none	0124600864	www.steers.co.za	-25.801350	28.233619
Steers	Burgers	Brooklyn Mall Shopping Centre, Brooklyn, Pretoria	famousbrands@bsg.co.za	0124602162	www.steers.co.za	-25.771496	28.234656

Steers	Burgers	11 Whittle Lane, Queenswood Galleries, Queenswood	famousbrands@bsg.co.za	0123335958	www.steers.co.za	-25.732153	28.250528
Steers	Burgers	Elarduspark Shopping Centre, Elarduspark, Pretoria	famousbrands@bsg.co.za	0123453249	www.steers.co.za	-25.826230	28.260794
Steers	Burgers	Waterglen Shopping Centre, Waterkloof Glen, Pretoria	famousbrands@bsg.co.za	0129983739	www.steers.co.za	-25.7972674	28.2763459
Steers	Burgers	Corner Lynnwood and Davenry Road, Lynnwood, Pretoria	famousbrands@bsg.co.za	0123610442	www.steers.co.za	-25.766707	28.279498
Steers	Burgers	Glen Fair Shopping Centre, Lynwood, Pretoria	famousbrands@bsg.co.za	0123610442	www.steers.co.za	-25.76576	28.28081
Steers	Burgers	Atterbury Value Mart Shopping Centre, Faerie Glen, Pretoria	famousbrands@bsg.co.za	0129917845	www.steers.co.za	-25.788641	28.307638
Steers	Burgers	Silver Oaks Shopping Centre, Silver Lakes, Pretoria	famousbrands@bsg.co.za	0128092149	www.steers.co.za	-25.765078	28.359972
Steve Café	Burgers	195 Church street, Pretoria	none	0123274045	none	-25.746065	28.1937498
Subway	Sandwiches	Menlyn Park Shopping Centre	N/A	0123481350	www.subway.co.za	-25.783341	28.275351
Tempo Café and Take away	Chicken	556 Mitchell street, Pretoria West	None	0123272652	none	-25.7548996	28.1606705
The moon food services and take-away	Burgers	Hulton Road, Akasia	N/A	0736680801	N/A	-25.640529	28.092586
Tian Tian	Ethnic	Cornwall View Shopping Centre, Elarduspark, Pretoria	None	0123456162	none	-25.837229	28.25385
Todo Pizza	Pizza	Silverwater Crossing Shopping Centre, Silverton, Pretoria	management@todopizza.co.za	0128100022	www.todopizza.co.za	-25.735179	28.311940
Todo Pizza	Pizza	Corner of Lynnwood and Power Avenue, Die Wilgers, Pretoria	management@todopizza.co.za	0128072793	www.todopizza.co.za	-25.7662489	28.317952
Toni's Fish and Chips	Seafood	902 Pierneef Street, Villeria, Pretoria	None	0825224867	www.tonifish.co.za	-25.721791	28.227662
Vetkoek Maleis	Ethnic	Corner Jan Booysen and Braam Pretorius street, Wonderboom, Pretoria	info@vetkoekmaleis.co.za	0125431517	www.vetkoekmaleis.co.za	-25.683545	28.198559
West End Foods	Ethnic	586 M2, Pretoria West, Pretoria	None	0123451131	None	-25.750211	28.194798
Wingate Express Food Market	Burgers	Corner of Dennil and Woody street, Wingate Park, Pretoria	None	0123451131	None	-25.827319	28.268545

SIT-DOWN RESTAURANTS (Total: 501 establishments)

Restaurant Name	Classification	Physical Address	Email	Telephone Number	Website	Coordinates	
+27	Continental/Temporary	Corner Duncan and South street, Hatfield, Pretoria	None	0123624975	None	-25.753196	28.240383
1892 Sinkhuis	Ethnic	59 Lys Street, Rietondale, Pretoria	none	0123290762	www.sinkhuis.co.za	-25.7296349	28.215475
31 at Junction	Continental/Temporary	Zambezi Junction Shopping Centre, Pretoria	info@31junction.co.za	0125481234	www.31junction.co.za	-25.681665	28.272031
4 Chilli Indian Take-away and Spice Bar	Ethnic	Waterglen Shopping Centre, Menlyn, Pretoria	none	0128081134	www.waterglenshoppingcentre.co.za	-25.794055	28.281704
41 at the Riverwalk	Continental/Temporary	Riverwalk Office Park, Matroosberg road, Pretoria	none	0127511592	none	-25.7912485	28.2625006
643 at the Sheraton	Continental/Temporary	643 Corner Stanza Bopape and Wessels Street, Arcadia, Pretoria	None	0124299999	www.sheratonpretoria.com/en/dining	-25.744792	28.212054
A la Turka	Ethnic	Irene Village Mall Shopping Centre, Pretoria	info@alaturka.co.za	0126624314	www.alaturka.co.za	-25.861887	28.250469
Adega	Seafood	Corner Dey and Bronkhorst Street, Brooklyn, Pretoria	brooklyn@adegas.co.za	0124607117	www.adegas.co.za	-25.7730322	28.2311995
Adega	Seafood	Corner Zambezi and Dr. van der Merwe, Montana, Pretoria	montana@adegas.co.za	0125483904	www.adegas.co.za	-25.6717497	28.2489107
Adega	Seafood	Mooikloof Village Shopping Centre, Mooikloof, Pretoria	mooikloof@adegas.co.za	0761961295	www.adegas.co.za	-25.840039	28.326400
Adega	Seafood	Cnr Graham and Silver Lakes Rd , Pretoria	enquiries@adegas.co.za	0128093422	www.adegas.co.za	-25.7863465	28.3524877
Afro Lounge Kitchen Bar	Steakhouse	Corner Prinsloo and Church street, Pretoria	linda@afrolounge.co.za	0123208423	www.afrolounge-kb.webs	-25.7459409	28.195394
Al Amin	Ethnic	217 Jewel Street, Laudium, Pretoria	None	0123746753	None	-25.78721	28.108462
Al Dente Ristorante	Pizza/Pasta	103 Club Avenue, Waterkloof Heights, Pretoria	nolageerts@xsinet.co.za	0124609686	None	-25.791705	28.253673
Al Fiume	Pizza/Pasta	Nr 18 R551, Hennopsrivier, Pretoria	info@riverplace.co.za	0718629750	www.riverplace.co.za	-25.859095	28.188480
Al Noor Restaurant and Take-away	Ethnic	280 Tangerine Street, Laudium	None	0123744301	None	-25.782329	28.103328
Alfies	Pizza/Pasta	11 Hazelwood drive, Hazelwood, Pretoria	info@alfies.co.za	0123467873	None	-25.7752485	28.2557955
Alice in Waterkloof	Continental/Temporary	372 Milner street, Waterkloof, Pretoria	aliceinwaterkloof@hotmail.com	0827269523	None	-25.7775168	28.245782
Aquila Corner	Continental/Temporary	167 Cragg street, Hatfield, Pretoria	dominicapatrik@vodamail.co.za	0795080026	www.aquilacorner.co.za	-25.714817	28.256172

Bar Zonder Naam	Steakhouse	Corner Selikaats Causeway and Graaff Reiniet Street, Faerie Glen, Pretoria	None	0836508535	None	-25.7848449	28.306914
Barn 52	Continental/Contemporary	Southdowns Shopping Centre, Irene, Pretoria	None	0126652460	www.barn52.co.za	-25.8848946	28.2046053
Bella Sophia Culinary Café	Continental/Contemporary	18th Avenue, Saint Marina Centre, Riveria, Pretoria	order@bellasophia.co.za	0129401650	www.bellasophia.co.za	-25.726867	28.217804
Bentley's Country Lodge	Continental/Contemporary	Corner Brits rd and Main street Heatherdale, Akasia, Pretoria	bentleys@icon.co.za	0125421751	www.bentleyslodge.co.za	-25.677419	28.128379
BICCCS	Ethnic	103 Club Avenue, Waterkloof Heights, Pretoria	bicccs@mweb.co.za	0123463203	www.bicccs.co.za	-25.791705	28.253673
Billy the Bum's	Steakhouse	376 January Masilela drive, Garsfontein, Pretoria	billyspta@telkomsa.net	0123617049	www.billythebums.co.za	-25.781833	28.286569
Billy's Village St0123651318eakhouse	Steakhouse	806 29th Avenue, Villeria, Pretoria	None	0123651318	None	-25.700819	28.234777
Blos Café	Continental/Contemporary	14 Lynwood road, Lynwood, Pretoria	bloscafe@gmail.com	0128071709	www.bloscafe.co.za	-25.7674146	28.2977654
Blu Saffron	Fine dining	214 Sidney Avenue, Waterkloof, Pretoria	blusaffron@mweb.co.za	0123460223	None	-25.783503	28.252507
Blue Crane Restaurant and Cocktail Bar	Fine dining	156 Melk Street, New Muckleneuk, Pretoria	bluecrane@lantic.net	01246076015	www.bluecranerestaurant.co.za	-25.7699505	28.2265601
Boabab	Steakhouse	Menlyn Shopping Centre, Pretoria	info@boabab.co.za	0123681003	www.boababcafe.co.za	-25.783544	28.275319
Boabab	Steakhouse	Wonderboom Junction Shopping Centre, Wonderboom, Pretoria	info@boabab.co.za	0125430093	www.boababcafe.co.za	-25.685213	28.189684
Boer'geoisie	Ethnic	Greenlyn Village Centre, Menlo Park, Pretoria	None	0124600264	None	-25.770102	28.257434
Boston BBQ	Continental/Contemporary	Corner Lavender and Braam Pretorius, Wonderboom, Pretoria	reservations@bostonbbq.co.za	0125677152	www.bostonbbq.co.za	-25.683331	28.193417
Boston Kitchen Deli	Ethnic	11 Hazelwood road, Hazelwood, Pretoria	info@bostondeli.co.za	0124602425	www.bostondeli.co.za	-25.774874	28.255757
Brass Inn	Continental/Contemporary	458 Mitchell Street, Pretoria West	none	0123271302	www.brassinn.com	-25.753500	28.173183
Brasserie de Paris	Fine dining	3810 Aries Street, Waterkloof Ridge, Pretoria	brasserieparis@telkomsa.net	0124603583	None	-25.785330	28.247154
Bravo Pizzeria	Pizza/Pasta	1212 South Street, Hatfield, Pretoria	None	0123620903	None	-25.7531636	28.2408871
Braza	Ethnic	Shop G 51A Menlyn Park Shopping Centre, Menlo Park, Pretoria	None	0123681724	www.braza.co.za	-25.783544	28.275319
Brewers BBQ	Steakhouse	Waverley Plaza, Hertzog street, Villeria, Pretoria	None	0123321320	www.brewersbbq.co.za	-25.703947	28.240137
Brewers Fish and Grill	Seafood	Jakaranda Centre, Rietfontein, Pretoria	None	0123299712	www.brewersbbq.co.za	-25.717188	28.220065
Bronberg Wine Estate	Steakhouse	Plot 49 Swavelpoort Corner Graham and Boschkop, Pretoria	None	0764526182	www.bronbergwynlandgoed.co.za	-25.810274	28.379294
Brothers Grill	Steakhouse	482 Theuns Road, Murrayfield, Pretoria	None	0126537377	none	-25.7556982	28.304231
Bruno's Restaurant, Bar and Deli	Ethnic	Centurion Lake Hotel, Lenchen Avenue, Centurion, Pretoria	None	0861278667	www.centurionlakehotel.co.za	-25.856795	28.190741
Burger Bistro	Burgers	Corner of 24th and Pierneef, Villeria, Pretoria	None	0127565286	None	-25.7220719	28.227359
Café 41	Continental/Contemporary	Corner Eastwood and Pretorius, Arcadia, Pretoria	eastwood@cafe41.co.za	0123428914	www.cafe41.co.za	-25.7455623	28.2222968
Café 41	Continental/Contemporary	23 Dely Road, Hazelwood, Pretoria	café.41hazelwood@gmail.com	0124601445	www.cafe41.co.za	-25.7782005	28.2564228
Café 41	Continental/Contemporary	Riverwalk Office Park, Matroosberg road, Pretoria	info@cafe41.co.za	0127511592	www.cafe41.co.za	-25.791248	28.262501
Café 41	Continental/Contemporary	Groenkloof Plaza, Bronkhorst Street, Pretoria	groenkloof@cafe41.co.za	0124605216	www.cafe41.co.za	-25.772379	28.215173
Café 68	Ethnic	68 Molema street, Mamelodi, Pretoria	None	0832404685	None	-25.719974	28.348956
Café Beyritz	Continental/Contemporary	4 Daventry Road Lynwood Manor, Lynwood, Pretoria	em@cafebeyritz.co.za	0123482000	www.cafebeyritz.co.za	-25.765458	28.279258
Café Bodese	Ethnic	3801 Mokone street, Mamelodi West, Pretoria	cafe68@wozaonline.co.za	0835169663	none	-25.705917	28.354828
Café Bree	Pizza/Pasta	57 George Storrar drive, Groenkloof, Pretoria	cafebree@gmail.com	0123461904	www.cafebree.co.za	-25.7724699	28.21674
Café Bugatti (Bugatti Taste Café)	Continental/Contemporary	Irene Village Mall Shopping Centre, Pretoria	paizesb@gmail.com	0126620445	None	-25.861887	28.250469
Café Bugatti (Bugatti Taste Café)	Continental/Contemporary	Brooklyn Mall Shopping Centre, Pretoria	none	0123465353	www.cafebugatti.co.za	-25.771728	28.234699
Café Bugatti (Bugatti Taste Café)	Continental/Contemporary	Wonderboom Junction Shopping Centre, Wonderboom, Pretoria	none	0125430350	www.cafebugatti.co.za	-25.685213	28.189684
Café Bugatti (Bugatti Taste Café)	Continental/Contemporary	Centurion Mall Shopping Centre, Centurion, Pretoria	none	0126638710	www.cafebugatti.co.za	-25.86	28.19

Café Bugatti (Bugatti Taste Café)	Continental/Contemporary	Kolonnade Retail Park Shopping Centre, Montana, Pretoria	none	0125486512	www.cafebugatti.co.za	-25.681005	28.250671
Café Bugatti (Bugatti Taste Café)	Continental/Contemporary	The Grove Mall Shopping Centre, Equestria, Pretoria	none	0128070743	www.cafebugatti.co.za	-25.766714	28.324643
Café Bugatti (Bugatti Taste Café)	Continental/Contemporary	Atterbury Valuemart, Atterbury, Pretoria	none	0123488775	www.cafebugatti.co.za	-25.788641	28.307638
Café Frescatti	Continental/Contemporary	Brooklyn Mall Shopping Centre, Brooklyn, Pretoria	frescatti@vodamail.co.za	0124204777	None	-25.771728	28.234699
Café Grande	Continental/Contemporary	Lynwood Ridge Shopping Centre, Lynwood, Pretoria	cafegrande@buzzmail.co.za	0123482229	None	-25.765788	28.298614
Café Grenadine	Continental/Contemporary	Hillcrest Boulevard, Lynwood, Pretoria	None	0123623610	None	-25.757987	28.239385
Café Riche	Continental/Contemporary	2 Church Street, Pretoria	caferiche@churchsquare.co.za	0123283173	www.caferiche.co.za	-25.746396	28.187182
Café Rossini	Continental/Contemporary	Brooklyn Mall Shopping Centre	karen@the5peas.co.za	0124605912	www.caffrossini.co.za	-25.771728	28.234699
Cafenio	Ethnic	121 Thomson street, Colbyn, Pretoria	cafenio.colbyn@gmail.com	0124303954	www.cafenio.co.za	-25.741661	28.242198
Cape Town Fish Market	Seafood	Menlyn Park Shopping Centre, Pretoria	menlyn@ctfm.co.za	0122681663	www.ctfm.co.za	-25.783544	28.275319
Cape Town Fish Market	Seafood	Sliver Oaks Crossing shopping centre, Silver Lakes, Pretoria	silveroaks@ctfm.co.za	0128091740	www.ctfm.co.za	-25.765078	28.359972
Cape Town Fish Market	Seafood	Southdowns Shopping Centre, Pretoria	southdowns@ctfm.co.za	0126652074	www.ctfm.co.za	-25.885875	28.205363
Cape Town Fish Market	Seafood	Parkview Shopping Centre, Pretoria	parkview@ctfm.co.za	0129980070	www.ctfm.co.za	-25.8175415	28.3032325
Capeesh	Pizza/Pasta	Cherry Lane Centre, Brooklyn, Pretoria	capeeshbookings@lantic.net	0871514733	www.urbansenses.com/capeesh/	-25.769638	28.2342005
Capital Craft	Burgers	Cnr Thomas Edison and 12 th street, Menlo Park	None	0124248601	http://www.capitalcraft.co.za/	-25.769505	28.256294
Cappello	Pizza/Pasta	1115 Burnett Street, Hatfield, Pretoria	info@cappello.co.za	0123622822	www.cappello.co.za	-25.750841	28.236003
Cappuchinos	Continental/Contemporary	Brooklyn Square, Brooklyn, Pretoria	brooklyn@cappuchinos.co.za	0124604145	www.cappuchinos.co.za	-25.771608	28.233109
Cappuchinos	Continental/Contemporary	Menlyn Park Shopping Centre, Pretoria	cappuchinosmenlyn@live.co.za	0123681388	www.cappuchinos.co.za	-25.783544	28.275319
Cappuchinos	Continental/Contemporary	Woodlands Boulevard Shopping Centre, Pretoria	woodlands@cappuchinos.co.za	0129976562	www.cappuchinos.co.za	-25.8228	28.31241
Cappuchinos	Continental/Contemporary	Centurion Mall Shopping Centre, Centurion, Pretoria	cappuchinoscenturion@live.co.za	0126631017	www.cappuchinos.co.za	-25.859744	28.189968
Cappuchinos	Continental/Contemporary	The Grove Shopping Centre, Equestria, Pretoria	grove@cappuchinos.co.za	0128073767	www.cappuchinos.co.za	-25.766714	28.324643
Cappuchinos	Continental/Contemporary	Mall@Reds, Centurion, Pretoria	reds@cappuchinos.co.za	0126561737	www.cappuchinos.co.za	-25.871151	28.137199
Cappuchinos	Continental/Contemporary	Wonderboom Junction Shopping Centre, Wonderboom, Pretoria	info@cappuchinos.co.za	0125431043	www.cappuchinos.co.za	-25.685213	28.189684
Cappuchinos	Continental/Contemporary	Waverley Plaza, Hertzog street, Villeria, Pretoria	info@cappuchinos.co.za	0123612796	www.cappuchinos.co.za	-25.703691	28.240197
Caraffa Restaurant	Steakhouse	46 Selati Street, Alphen Park, Pretoria	caraffa@caraffa.co.za	0123463181	www.caraffa.co.za	-25.782986	28.263907
Carlton Café Delicious	Continental/Contemporary	71 13th Street, Menlo Park, Pretoria	deli@carltoncafe.co.za	0124607996	www.carltoncafe.co.za	-25.7699446	28.2580646
Casablanca	Continental/Contemporary	Plot 121, Plaas Rietfontein, Donkerhoek, Pretoria	kobus@casablancamanor.co.za	0127362023	www.casablancamanor.co.za	-25.709074	28.220499
Catamba	Ethnic	253 Hilda Street, Hatfield, Pretoria	catamba.restaurant@gmail.com	0124307778	None	-25.7453101	28.2347207
Cattle Baron	Steakhouse	Shop 16A Centurion Lifestyle, Centurion, Pretoria	info@cattlebaron.co.za	0126535146	www.cattlebaron.co.za	-25.877984	28.164034
Cesco's	Ethnic	Corner of C.R. Swart and Tungsten Road, Stijdompark, Pretoria	none	0127297495	www.cescosrijdompark.com	-26.079562	27.974353
Cesco's	Ethnic	Corner Freight and Old Johannesburg Road	susy@cescocenturion.co.za	0126618380	www.cescocenturion.co.za	-25.906954	28.160683
CGM Restaurants CC	Continental/Contemporary	524 Rachel De Beer St	None	0125463004	None	-25.672475	28.170958
Chapters	Continental/Contemporary	Leriba Hotel and Spa, Clubview, Pretoria	chef@leriba.co.za	0126603300	www.chaptersrestaurant.co.za	-25.845611	28.178109
Charisma at Casta Diva	Continental/Contemporary	67 Albatros street, Ninapark, Akasia, Pretoria	info@castadiva.co.za	0125424449	www.castadiva.co.za	-25.685527	28.146077
Cheeky Italian (Casta Diva)	Pizza/Pasta	Charl de Villiers Centre, Waverley, Pretoria	dino@thecheekyitalian.com	0123321009	none	-25.685730	28.146056

Chez Charlene	Continental/Contemporary	Plot Swartkoppies, Lynwood, Pretoria	info@chezcharlene.co.za	0128020791	www.chezcharlene.co.za	-25.794798	28.386221
Chung Nam	Ethnic	Waterglen Shopping Centre, Menlyn, Pretoria	none	0129933439	none	-25.794055	28.281704
Ciao Baby Cucina	Pizza/Pasta	Parkview Shopping Centre, Moreleta Park, Pretoria	parkview@ciaobabycucina	0129926126	www.ciaobabycucina.co.za	-25.817572	28.303431
Ciao Italian Mediterranean Kitchen	Ethnic	Brooklyn Mall Shopping Centre, Pretoria	info@ciaorestaurant.co.za	0123460911	None	-25.771728	28.234699
Co.fi	Ethnic	Corner Middel and Veale Street, Brooklyn, Pretoria		0123460743	www.cofi.co.za	-25.7710345	28.2325231
Coco Bistro	Continental/Contemporary	Castle Walk Centre, Erasmuskloof, Pretoria	cocobistro1@telkomsa.net	0123476050	www.cocobistro.co.za	-25.817156	28.26863
Coffee at Burgundys	Continental/Contemporary	Brooklyn Mall Shopping Centre, Pretoria	jnedegois@gmail.com	0123463314	www.burgundysgroup.co.za	-25.771728	28.234699
Coffee at Burgundys	Continental/Contemporary	Centurion Mall Shopping Centre, Pretoria	coburgundys@tci.co.za	0126631937	www.burgundysgroup.co.za	-25.859677	28.189979
Coffee at Burgundys	Continental/Contemporary	Glenfair Shopping Centre, Pretoria	coburgundys@tci.co.za	0129914781	www.burgundysgroup.co.za	-25.76576	28.28081
Coffee at Burgundys	Continental/Contemporary	Kolonnade Shopping Centre, Montana, Pretoria	coburgundys@tci.co.za	0125482131	www.burgundysgroup.co.za	-25.6693375	28.2443855
Coffee at Burgundys	Continental/Contemporary	Barclay Square Shopping Centre, Pretoria	coburgundys@tci.co.za	0123412276	www.burgundysgroup.co.za	-25.757598	28.20424
Coffee at Burgundys	Continental/Contemporary	University of Pretoria, Pretoria	coburgundys@tci.co.za	0124203883	www.burgundysgroup.co.za	-25.754549	28.231448
Coffee at Burgundys	Continental/Contemporary	Atterbury Valuemart, Atterbury, Pretoria	none	0129914789	www.burgundysgroup.co.za	-25.788641	28.307638
Coffee at Capital	Continental/Contemporary	196 Venter Street, Capital Park, Pretoria	None	0123527818	None	-25.728947	28.188624
Coffee Saints	Continental/Contemporary	105 Duxbury Road, Hillcrest, Pretoria	believeitcoffesaints.co.za	0785874410	www.coffesaints.co.za	-25.755553	28.237088
Col Cacchio	Pizza/Pasta	Brooklyn Design Square, New Muckleneuck, Pretoria	brooklyn@colcacchio.co.za	0123467048	www.colcacchio.co.za	-25.771952	28.233256
Col Cacchio	Pizza/Pasta	Lynwood Bridge, Daventry Street, Lynwood, Pretoria	lynwood@colcacchio.co.za	0123483025	www.colcacchio.co.za	-25.7653875	28.278302
Col Cacchio	Pizza/Pasta	Parkview Shopping Centre, Woodhill, Pretoria	woodhill@colcacchio.co.za	0129926050	www.colcacchio.co.za	-25.817982	28.303646
Cool runnings	Ethnic	1070 Burnett Street, Hatfield, Pretoria	willemvrink@mweb.co.za	0123620100	www.coolrunnings.co.za	-25.7501779	28.233674
Corner Café	Continental/Contemporary	Monument Park Shopping Centre, Monument Park, Pretoria	roci1bisschoff@yahoo.com	0124604143	none	-25.801771	28.234167
Country Café	Continental/Contemporary	Irene Dairy Farm, Nellmapius road, Pretoria	info@countrycafe.co.za	0126674012	None	-25.878598	28.213448
Country Kitchen	Ethnic	Cornwall View Shopping Centre, Elarduspark, Pretoria	none	0123456196	None	-25.837229	28.25385
Crawdaddy's	Steakhouse	Waterglen Shopping Centre, Menlyn, Pretoria	menlyn@rawdaddys.co.za	0129931333	www.crawdaddys.co.za	-25.782558	28.2785515
Crawdaddy's	Steakhouse	Brooklyn Piazza, Brooklyn, Pretoria	brooklyn@rawdaddys.co.za	0124600889	www.crawdaddys.co.za	-25.7660034	28.2423115
Crawdaddy's	Steakhouse	At ease Shopping Centre, Centurion, Pretoria	centurion@rawdaddys.co.za	0126442000	www.crawdaddys.co.za	-25.7586499	28.219682
Create	Continental/Contemporary	522 Atterbury Road, Pretoria	sleep@alpineattitude.co.za	0123486504	www.alpineattitude.co.za	-25.7730358	28.2662648
Crestalina	Continental/Contemporary	1052 Hertzog street, Villeria, Pretoria	none	0123337771	None	-25.7045371	28.2396
Crystal Restaurant and Cocktail bar	Ethnic	525 Jan Shoba Street, Hatfield, Pretoria	info@crystalrestaurant.co.za	0123628888	None	-25.752672	28.240111
Cubana	Ethnic	Lois and Glen Manor Avenue, Menlyn, Pretoria	menlyn@cubana.co.za	0123484527	www.cubana.co.za	-25.7841767	28.2773961
Cubana	Ethnic	92 Jeppe Street, Pretoria, South Africa	None	0123412973	None	-25.752237	28.203597
Cups and Scones	Dessert	Hatfield Plaza Shopping Centre, Hatfield, Pretoria	kleenordin@cups-and-scones.com	0123625771	www.cupsandscones.co.za	-25.750193	28.236695
Cynthias	Continental/Contemporary	27 Maroelana Street, Pretoria	info@cynthias.co.za	0124603220	www.cynthias.co.za	-25.779413	28.260322
Cynthia's Indigo Moon	Continental/Contemporary	283 Dey Street, New Muckleneuck, Pretoria	indigomoon@mweb.co.za	0123468926	www.cynthiasindigomoon.co.za	-25.772585	28.230718
De Kloof Restaurant	Fine dining	Waterkloof Golf Estate, Waterkloof, Pretoria	finedineandwine@dekloofrestaurant.co.za	0730928562	www.dekloofrestaurant.co.za	-25.790052	28.223286
Decadence restaurant	Continental/Contemporary	Castle Walk Centre, Erasmuskloof, Pretoria	dm@webafrica.org.za	0123477060	www.rossourestaurant.com	-25.817156	28.26863
Deli on Duncan	Continental/Contemporary	Corner Duncan and Prospect Street, Hatfield, Pretoria	papas@dykor.net	0123624054	www.duncanyard.co.za	-25.751742	28.240163

Die Bos	Ethnic	124 Wekker Road, Moreleta Park, Pretoria	bospub6@gmail.com	0797776125	www.diebos.co.za	-25.829152	28.295892
Die Opstal	Continental/Contemporary	Derdepoort Recreational Resort, Bavianaanspoort, East Lynne	info@dieopstal.co.za	0128080482	www.die-opstal.co.za	-25.697875	28.289945
Die Werf	Ethnic	66 Olympos Street, Faerie Glen, Pretoria	reception@diewerf.co.za	0129911809	www.diewerf.co.za	-25.798370	28.331600
DJ's pub and grill	Steakhouse	537 Voortrekker Road, Pretoria	None	0123358514	None	-25.7797153	28.1598861
DK Gourmet Burger and Craft Beer Bar	Continental/Contemporary	Waterkloof Golf Estate, Waterkloof, Pretoria	inedineandwine@dekloofrestaurant.co.za	0730928562	www.dekloofrestaurant.co.za	-25.789628	28.221858
Doppio Zero	Pizza/Pasta	Southdowns Shopping Centre, Irene, Pretoria	None	0126650785	None	-25.8853835	28.205232
Downtown	Steakhouse	98 Cole Street, Shere, Pretoria	downtownrestaurant14@gmail.com	0128090573	www.downtownrestaurant.co.za	-25.797457	28.357345
Dros	Steakhouse	Atterbury Road, Menlyn, Pretoria	None	0123486635	www.dros.co.za	-25.783437	28.297711
Dros	Steakhouse	Corner Jean and Lenchen Avenue, Centurion, Pretoria	None	0126639538	www.dros.co.za	-25.84996	28.197774
Dros	Steakhouse	Corner Pretorius and Grosvenor Street, Hatfield, Pretoria	None	0124303449	www.dros.co.za	-25.744566	28.237125
Dros	Steakhouse	Menlyn Park Shopping Centre, Pretoria	None	0123681546	www.dros.co.za	-25.783544	28.275319
Dros	Steakhouse	Corner Zambesi and Dr Swanepoel Road, Montana, Pretoria	None	0125481150	www.dros.co.za	-25.677198	28.241207
Dros	Steakhouse	Silver Oaks Crossing Shopping Centre, Pretoria	None	0128091598	www.dros.co.za	-25.765078	28.359972
Dros	Steakhouse	Corner Ridgeway and Muskejaat Street, Waterkloof, Pretoria	None	0123474850	www.dros.co.za	-25.814332	28.241840
Dros	Steakhouse	Silverwater Crossing Shopping Centre	None	0128100011	www.dros.co.za	-25.735392	28.311961
Dros	Steakhouse	36 Jeppe Street, Sunnyside, Pretoria	info@dros.co.za	0123417951	www.dros.co.za	-25.74973	28.204977
Dulce Continental Café	Continental/Contemporary	Jakaranda Centre, Rietfontein, Pretoria	None	0413961200	www.dulce.co.za	-25.717188	28.220065
Duo Wei	Ethnic	25 Lynette Street, Kilner Park, Pretoria	None	0123339292	www.duowei-pretoria.co.za	-25.720185	28.259799
Eastwoods Tavern	Seafood	391 Eastwood Str, Arcadia, Pretoria	info@eastwoodstavern.co.za	0123440234	www.eastwoodstavern.co.za	-25.7495742	28.222494
Eat Pink Coffee and Food Boutique	Continental/Contemporary	Menlyn Park Shopping Centre, Atterbury Road, Pretoria	steven@eatpink.co.za	0123487178	www.eatpink.co.za	-25.783544	28.275319
Eat@Essence	Continental/Contemporary	616 Spesbona Drive, Moreleta Park, Pretoria	info@eae.co.za	0129976011	www.eae.co.za	-25.826750	28.286306
Ed's Diner	Continental/Contemporary	Parkview Shopping Centre, Pretoria	manager@edsdiner.co.za	0129988802	www.edsdiner.co.za	-25.8175415	28.3032325
Eisbein and company	Ethnic	The Willows Mall, Pretoria	none	0128075990		-25.865926	28.209211
Eldo Falls Restaurant	Continental/Contemporary	220 Ashwood Drive, Clubview, Pretoria	None	0126600068	www.eldofalls.co.za	-25.8230033	28.162917
Emanzini Restaurant	Continental/Contemporary	Corner Hendrik Verwoerd and Gordon Hood Road, Pretoria	fnb@proteawaterfront.co.za	0126638700	www.proteawaterfront.co.za	-25.853458	28.186878
Fairhill Bistro	Continental/Contemporary	Corner Eastwood and Arcadia Street, Pretoria	info@fairhillsbistro.co.za	0123440140	www.fairhillsbistro.co.za	-25.748511	28.222568
Famous Butchers Grill	Steakhouse	Waterkloof Ridge Lifestyle Centre, Waterkloof Ridge, Pretoria	wonderlandn130@webmail.co.za	0123479900	None	-25.8006494	28.240425
Feast at Fishermans	Seafood	Willows crossing shopping centre, The Willows, Pretoria	willemfisherman@gmail.com		None	-25.757672	28.321879
Fezorati Coffee Emporium and Bedouin Braai Tent	Ethnic	Bondev Park Corner William Nicol and Wierda Road, Centurion, Pretoria	info@royalelephant.co.za	0126588000	www.royalelephant.co.za	-25.833483	28.135588
Flair	Continental/Contemporary	Hatfield Square Shopping Centre, Hatfield, Pretoria	kavir@ftt.co.za	0823016112	None	-25.750841	28.236003
Food Chain	Continental/Contemporary	Menlyn Retail Park Shopping Centre, Pretoria	marlin_noble@yahoo.com	0123681546	None	-25.787916	28.276321
Food lovers Café	Continental/Contemporary	Fountain square Office Park, Monument Park, Pretoria	andrea@foodloverscafe.co.za	0123471798	www.foodloverscafe.co.za	-25.8075039	28.2313334
Fortuna Guia	Ethnic	Sheffairie Shopping Centre, Faerie Glen, Pretoria	wellness@netactive.co.za	0129912715	None	-25.784466	28.307617
Fossils Restaurant at Tatz Junction	Steakhouse	Tatz Junction Plot 48 on R511, Doornrandje, Pretoria	mike@tatzjunction.co.za	0126690990	www.tatzjunction.co.za	-25.861084	28.006126
Franco's Pizzeria	Pizza/Pasta	981 Ben Swart street, Villeria, Pretoria	None	0123301545	None	-25.7118119	28.23194
Full Cream Café	Continental/Contemporary	89 Pony Street, Hazeldean, Pretoria	tony@fullcreamcafe.co.za	0128091604	www.fullcreamcafe.co.za	-25.784877	28.357179
Fumo	Pizza/Pasta	Groenkloof Plaza Shopping Centre, Groenkloof, Pretoria	info@fumo.co.za	0123460916	www.fumo.co.za	-25.7734945	28.2174654
Funky Panda restaurant and Sushi bar	Seafood	374 Rossouw street, Murrayfield, Pretoria	funkypandaza@live.com	0128034538	www.funkypanda.wozaonline.co.za	-25.755957	28.306716

Ga Rouge Restaurant and Wine Cellar	Continental/Contemporary	1795 Stonehedge Road, Candlewoods Country Estate, Centurion, Pretoria	eatout@garouge.co.za	0794325795	www.garouge.co.za	-25.904552	28.173193
Gameal's Cedar Café	Continental/Contemporary	Waterkloof Heights Centre, Pretoria	janewood@vodamail.co.za	0124609797	None	-25.791284	28.25345
Geet	Ethnic	541 Fehrsen Street, Brooklyn, Pretoria	geet@worldonline.co.za	0124603199	www.geetindianrestaurant.com	-25.7712886	28.23564
Granita	Continental/Contemporary	Kievits Kroon Plot 41, Kameeldrift East, Pretoria	derek@kievitskroon.co.za	0128080150	www.kievitskroon.co.za	-25.659581	28.320338
Greenfields	Continental/Contemporary	Hazeldean Square Shopping Centre, Pretoria	None	0128092180	www.greenfields.co.za	-25.784545	28.352951
Greentrees Steakhouse	Steakhouse	76 Harmony street, Muckleneuck, Pretoria	none	0123417181	none	-25.7628881	28.1956965
Grenadine Café	Pizza/Pasta	Hillcrest Boulevard, Hillcrest, Pretoria	none	0123623610	www.grenadine.co.za	-25.75836	28.24264
Grill On Klip	Steakhouse	Zambezi Retail Park, Derdepoort, Pretoria	grillonklip@telkomsa.net	0128083717	www.thegrillonklip.co.za	-25.681193	28.252287
Grissini	Pizza/Pasta	131 Herbert Baker, Groenkloof, Pretoria	info@131.co.za	0127512070	www.131.co.za	-25.7816009	28.22674
Guia	Ethnic	Hokki Shopping Centre, Faerie Glen, Pretoria	wellness@netactive.co.za	0129912715	None	-25.784466	8.307617
Harrie's Pancake's	Continental/Contemporary	Corner Pretorius and Eastwood Street, Pretoria	None	0123423613	None	-25.7455623	28.2222968
Hatfield Coffee Shop	Dessert	407 Hilda street, Hatfield, Pretoria	none	0124235000	none	-25.749635	28.234785
Heat Grill Room	Steakhouse	Corner De Villa Bois and Garsfontein Road, Pretoriuspark, Pretoria	info@heatgrillroom.co.za	0129973959	www.heatgrillroom.co.za	-25.822641	28.313906
Hemingway Restaurant and Wine Cellar	Steakhouse	Leriba Hotel and Spa, Clubview, Pretoria	sales@leriba.co.za	0126603300	www.hemingwaysrestaurant.co.za	-25.845611	28.178109
Herr Gunters	Steakhouse	Hatfield Square Shopping Centre, Hatfield, Pretoria	gunters.hatfield@gmail.com	0123626975	None	-25.750841	28.236003
Hillside Tavern	Steakhouse	320 Hillside street, Lynwood, Pretoria	hillside@global.co.za	0123485505	None	-25.7684399	28.26739
Honey Badger Bistro	Continental/Contemporary	1110 Pretorius Street, Hatfield, Pretoria	info@badgerbistro.co.za	0731709347	www.badgerbistro.co.za	-25.767981	28.267240
House 22 Pub and Grill	Steakhouse	22 Van Boeschoten Avenue, Sunnyside, Pretoria	None	0723221497	www.house22.co.za	-25.752328	28.198535
House of Coffees	Continental/Contemporary	Kolonnade Shopping Centre, Montana, Pretoria	None	0125484951	www.houseofcoffees.co.za	-25.680976	28.250607
House of Coffees	Continental/Contemporary	Corner Wekker and De Villebois Street, Moreletapark, Pretoria	None	0129974404	www.houseofcoffees.co.za	-25.82979	28.296549
House of Coffees	Continental/Contemporary	Silver Oaks Shopping Centre, Silverlakes, Pretoria	None	0128091886	www.houseofcoffees.co.za	-25.765078	28.359972
House of Coffees	Continental/Contemporary	Glen Village Shopping Centre, Faerie Glen, Pretoria	None	0129913380	www.houseofcoffees.co.za	-25.78927	28.328655
House of Coffees	Continental/Contemporary	Menlyn Park Shopping centre, Menlo Park, Pretoria	None	0123681313	www.houseofcoffees.co.za	-25.783544	28.275319
House of Coffees	Continental/Contemporary	Woodlands Boulevard Shopping Centre, Pretoria	None	0129977357	www.houseofcoffees.co.za	-25.8228	28.31241
House of Coffees	Continental/Contemporary	Vaal Mall Shopping Centre, Vanderbijlpark, Pretoria	None	0169810063	www.houseofcoffees.co.za	-26.707268	27.824497
Huckleberry's	Continental/Contemporary	Corner Florence Ribeiro and Nicolson Street, Brooklyn, Pretoria	info@huckleberrys.co.za	0123464588	www.huckleberrys.co.za	-25.7645509	28.220735
Huis vir Afrikaans Poësie	Continental/Contemporary	115 Malherbe street, Capital Park, Pretoria	info@hap.co.za	0762929250	None	-25.728819	28.183215
Ichiban	Ethnic	Queens Corner Shopping Centre, Queenswood, Pretoria	None	0123335958	None	-25.73226	28.24529
Il bar Italiano	Continental/Contemporary	78 George Storrar drive, Groenkloof, Pretoria	bar.italiano@yahoo.com	0123464040	None	-25.7717932	28.21642
Illyria	Continental/Contemporary	327 Bourke Street, New Muckleneuck, Pretoria	reservations@illyria.co.za	0123446035	www.illyria.co.za	-25.7644786	28.2053583
Intermezzo	Continental/Contemporary	Thomas Edison Steet, Menlo Park, Pretoria	info@intermezzofood.co.za	0124606033	www.intermezzofood.co.za	-25.769117	28.256417
Isabella's Cake and Food Shop	Continental/Contemporary	Shop 14 Corner Centre, Waterkloof, Pretoria	info@isabellas.co.za	0123460477	www.isabellas.co.za	-25.774691	28.241142
Isabella's Cake and Food Shop	Continental/Contemporary	57 George Storrar drive, Groenkloof, Pretoria	info@isabellas.co.za	0123460769	www.isabellas.co.za	-25.7724699	28.21674
Isabella's Cake and Food Shop	Continental/Contemporary	Eldo Square Centre, Eldoraigne, Pretoria	info@isabellas.co.za	0823044717	www.isabellas.co.za	-25.835612	28.140032
Isabella's Cake and Food Shop	Continental/Contemporary	Hazeldean Shopping Centre, Silver Lakes, Pretoria	info@isabellas.co.za	0829599584	www.isabellas.co.za	-25.784898	28.3536235

Isabella's Cake and Food Shop	Continental/Contemporary	Parkview Shopping Centre, Pretoria	info@isabellas.co.za	0710675705	www.isabellas.co.za	-25.8175415	28.3032325
Jam and Daisies	Continental/Contemporary	200 Lange Street, New Muckleneuck, Pretoria	info@jamanddaisies.co.za	0123466692	www.jamanddaisies.co.za	-25.7748579	28.229506
Jands sushi and oriental snacks	Ethnic	Corner of Serene and Jacqueline street, Garsfontein, Pretoria	none	0129982478	None	-25.7944569	28.302195
Janicky's Restaurant and Pub	Ethnic	165 Moroe Street, Atteridgeville, Pretoria	None	0123734238	None	-25.765785	28.069058
Jasmine Palace	Ethnic	Corner Duvernoy and Niesewand Street, Constantia Park, Pretoria	cwking@icon.co.za	0129986233	www.jasminepalace.co.za	-25.803275	28.286668
Jock of the bushveld pub and grill	Steakhouse	104 Wilkinson street, Kilner Park, Pretoria	None	0829220685	None	-25.7328986	28.2629465
John Dory's	Seafood	Menlyn Retail Park Shopping Centre, Pretoria	menlyn@johndorys.com	0123681250	www.johndorys.co.za	-25.787916	28.276321
John Dory's	Seafood	Wonderpark Shopping Centre , Akasia, Pretoria	johndoryswp323@gmail.com	0125490404	www.johndorys.co.za	-25.67286	28.11052
Just Cuban	Seafood	129 Duxbury Road, Hatfield, Pretoria	manager@justcuban.co.za	0123611800	www.cubancafe.co.za	-25.7557699	28.238584
Just friends fine dining café	Ethnic	Hatfield Plaza Shopping Centre, Hatfield, Pretoria	jabuys@mweb.co.za	0123622177	none	-25.750193	28.236695
Karoo Café	Ethnic	141 Lynwood Road, Die Wilgers, Pretoria	info@karoo cafe.co.za	0128076063	www.karoo cafe.co.za	-25.766330	28.315607
Karoo Cattle and Land	Steakhouse	Grey Owl Village Shopping Centre, Pretoria	greyowl@karoo cattleandland.com	0126611814	www.karoo cattleandland.com	-25.90808	28.162901
Karoo Cattle and Land	Steakhouse	Irene Village Mall Shopping Centre, Pretoria	irene@karoo cattleandland.com	012662111	www.karoo cattleandland.com	-25.861887	28.250469
Karoo Cattle and Land	Steakhouse	Parkview Shopping Centre, Pretoria	parkview@karoo cattleandland.com	0129926111	www.karoo cattleandland.com	-25.8175415	28.3032325
Keq and Archer	Steakhouse	Eco-Boulevard Shopping Centre, Centurion, Pretoria	None	0126615877	www.atthekeq.co.za	-25.876176	28.176879
Kim Bo and Sushi	Ethnic	11 Whittle Lane, Queenswood Galleries, Queenswood, Pretoria	None	0123333334	None	-25.732114	28.247159
Kingsley	Ethnic	Kievits Kroon Plot 41, Kameeldrift East, Pretoria	reservations@kievietskroon.co.za	0128080150	www.kievietskroon.co.za	-25.658735	28.320563
Koffietijd	Continental/Contemporary	Corner of Atterbury and Olympus Drive, Pretoria	info@koffietijd.co.za	0129915728	www.koffietijd.co.za	-25.7939012	28.3300682
Koi	Seafood	Lynnwood Bridge Shopping Centre, Pretoria	lynwood@koirest.co.za	0123485722	www.koirest.co.za	-25.76572	28.278791
Kream	Fine dining	570 Fehrsen Street, Brooklyn, Pretoria	accounts@kreamrestaurant.co.za	0123464642	None	-25.770586	28.236429
Kung-fu Kitchen	Ethnic	Corner Voortrekker and De Beer Street, Pretoria	None	0123351467	None	-25.698632	28.199028
Kung-fu Kitchen	Ethnic	273 Middel Street, Nieuw Muckleneuck, Pretoria	kungfukitchen@mweb.co.za	0123462293	None	-25.771767	28.231463
La Bush restaurant	Steakhouse	450 Myburg street, Capital Park, Pretoria	None	0823100473	www.labush.co.za	-25.723471	28.201996
La Cantina	Continental/Contemporary	259 Soutpansbergweg, Riviera, Pretoria	info@lacantina.co.za	0123296934	www.lacantina.co.za	-25.734407	28.224102
La Madeleine	Fine dining	122 Priory Road, Lynnwood Ridge, Pretoria	dgourmet@gmail.com	0123613667	www.lamadeleine.co.za	-25.764723	28.288346
La Monaco	Continental/Contemporary	Rynial Building, Hillside, Pretoria	tiandi@lamonaco.co.za	0123489669	None	-25.767875	28.267218
La Pentola	Continental/Contemporary	5 Well Street, Riviera, Pretoria	us@lapentola.co.za	0123294028	www.lapentola.co.za	-25.734726	28.211955
La Terrasse Rooftop Café	Continental/Contemporary	435 Atterbury Road, Menlo Park, Pretoria	info@morrocanhouse.co.za	0123465713	www.morrocancafe.co.za	-25.769003	28.260376
La Terazza	Continental/Contemporary	Corner Main and Melk Street, New Muckleneuck, Pretoria	info@villageridge.co.za	0124604900	www.villageridge.co.za	-25.776305	28.228345
Leipoldt's	Ethnic	Waterkloof Corner Shopping Centre, Brooklyn, Pretoria	flip@leipoldtsrestaurant.co.za	0123463407	None	-25.77457	28.24042
Lekker Ou Jan	Steakhouse	517 Karel Trichardt Avenue, Mountain View, Pretoria	none	0845845262	none	-25.700943	28.157856
L'epicurien	Ethnic	156 Kleine Street, Pretoria	info@villageridge.co.za	0124604900	www.villageridge.co.za	-25.776305	28.228345
L'epis D'ore	Continental/Contemporary	Greenlyn Village Centre , MenloPark, Pretoria	lepisdore@telkomsa.net	0123467853	None	-25.77058	28.256651
Le-si Continental Restaurant	Continental/Contemporary	Corner Meiring Naude and Darlington Road, Pretoria	info@casatoscana.co.za	0123488820	www.casatoscana.co.za	-25.758498	28.2753954
Li-Bel	Continental/Contemporary	Corner Jorisson and Johnston street, Sunnyside, Pretoria	li-bel@telkomsa.net	0123440140	None	-25.757265	28.213771
Little Durban Food and Spices	Ethnic	299 Dey Street, Brooklyn, Pretoria	None	0124608838	None	-25.772878	28.230841
LM in the East	Seafood	Corner Diana and Rosemary Street, Lynwood, Pretoria	None	0123483359	None	-25.760444	28.258914
Lollipop Roadhouse	Continental/Contemporary	1340 Church Street, Colbyn, Pretoria	None	0124303205	None	-25.741973	28.246135

Lombardy Restaurant	Fine dining	Lombardy Boutique Hotel, Lynwood Road, Pretoria	None	0877255591	www.lombardy.co.za	-25.794216	8.360495
Lotus Thai	Seafood	Glen Village North Shopping Centre, Pretoria	gbirsigler@telomsa.net	0129915406	www.lotusthai.co.za	-25.7887322	28.329194
Love Bitez	Continental/Contemporary	Moreleta Plaza Shopping Centre, Moreleta Park, Pretoria	sunette@polka.co.za	0129930390	www.lovebitez.co.za	-25.807405	28.298592
Lucit Restaurant and Tapas Bar	Continental/Contemporary	217 Soutpansberg Road, Rietondale, Pretoria	info@lucit.co.za	0833062830	www.lucit.co.za	-25.7344149	28.221576
Lucky Rodrigo	Continental/Contemporary	330 Hillside street, Lynwood, Pretoria	mail@luckyrodrigo.co.za	0728534468	www.luckyrodrigo.co.za	-25.767886	28.266725
Luini's	Pizza/Pasta	283A Lynwood Road, Menlopark, Pretoria	None	0123620759	None	-25.7603088	28.2459991
Machics Restaurant and Ale house	Steakhouse	Corner of Lynwood and Simon Vermooten Road, Pretoria	machic@telkomsa.net	0128072783	www.machic.co.za	-25.7668657	28.3211283
Madison's Café	Continental/Contemporary	Atterbury Boulevard Shopping Centre, Pretoria	None	0123489071	None	-25.783307	28.299509
Magical Touch Café	Continental/Contemporary	25 Lynette Street, Kilner Park, Pretoria	None	0741466694	www.zomato.com	-25.720185	28.259799
Magnolia Restaurant	Continental/Contemporary	Stanza Bopape and Wessels Street, Pretoria	sheraton@iafrica.com	0124299999	None	-25.745319	28.211829
Maria Restaurant and Café	Ethnic	6897 Block T, Mamelodi, Pretoria	None	0128010183	None	-25.723169	28.422140
Matsuya Restaurant	Seafood	Parkiew Shopping Centre, Moreleta Park, Pretoria	None	0129926288	None	-25.817591	28.303453
Maxi's	Burgers	Menlyn Retail Park Shopping Centre, Pretoria	None	0123615724	www.maxisfood.co.za	-25.787916	28.276321
Maxi's	Burgers	Wonderboom Junction Shopping Centre, Wonderboom, Pretoria	None	0125430009	www.maxisfood.co.za	-25.685213	28.189684
Maxi's	Burgers	The Grove Shopping Centre, Willows, Pretoria	None		www.maxisfood.co.za	-25.766458	28.324579
Maxi's	Burgers	Jakaranda Centre, Rietfontein, Pretoria	None	0123310506	www.maxisfood.co.za	-25.717188	28.220065
Maxi's	Burgers	Wonderpark Shopping Centre, Akasia, Pretoria	None	0125491517	www.maxisfood.co.za	-25.6469919	28.0998025
Maxi's	Burgers	Northpark Mall, Akasia, Pretoria	None	0125468047	www.maxisfood.co.za	-25.676994	28.170749
Meadow Green Restaurant	Continental/Contemporary	391 Nellmapius Drive, Irene, Pretoria	gm@irenecountrylodge.co.za	0126676464	www.irenecountrylodge.co.za	-25.8763399	28.2110511
Meet on Milner	Burgers	Corner of Milner street and Long Avenue, Waterkloof, Pretoria	None	0836278172	None	-25.777423	28.246585
Mesa Portugesa	Ethnic	1061 Nico Smith street, Villeria, Pretoria	mesaportugesa@telkomsa.net	0123338219	None	-25.718559	28.230315
Mike's Kitchen	Steakhouse	Mortimer and Van Rensburg Street, Mayville, Pretoria	None	0123355339	www.mikeskitchen.co.za	-25.7005064	28.184532
Mike's Kitchen	Steakhouse	Montana Crossing Shopping Centre, Pretoria	mikeskitchen@mynet.co.za	0125486836	www.mikeskitchen.co.za	-25.67781	28.240779
Mike's Kitchen	Steakhouse	Old Brits Road and Heinrich Avenue, Akasia, Pretoria	mikeskitchen@mynet.co.za	0127712965	www.mikeskitchen.co.za	-25.67286	28.11052
Mike's Kitchen	Steakhouse	Willows crossing shopping centre, The Willows, Pretoria	mikeskitchen@mynet.co.za	0128075030	www.mikeskitchen.co.za	-25.757884	28.322593
Mimmos	Pizza/Pasta	21 Watermeyer street, Val de Grace, Pretoria	mimmoswatermeyer@gmail.co.za	0128040955	www.mimmos.co.za	-25.7463202	28.2913407
Mimmos	Pizza/Pasta	Corner John Vorster and Akkerboom street, Irene, Pretoria	contact@mimmos.co.za	0113924522	www.mimmos.co.za	-25.8643973	28.1895745
Mimmos	Pizza/Pasta	Gift Acres Shopping Centre, Lynwood, Pretoria	contact@mimmos.co.za	0123652401	www.mimmos.co.za	-25.7652674	28.2624008
Mimmos	Pizza/Pasta	Waterkloof Ridge Lifestyle Centre, Waterkloof Ridge, Pretoria	contact@mimmos.co.za	0123475915	www.mimmos.co.za	-25.814152	28.241134
Mimmos	Pizza/Pasta	Corner Dey and Middle Street, Brooklyn, Pretoria	contact@mimmos.co.za		www.mimmos.co.za	-25.7711899	28.2353
Mimmos	Pizza/Pasta	Corner Garsfontein and Rubenstein Road, Moreleta Park, Pretoria	contact@mimmos.co.za	0129984622	www.mimmos.co.za	-25.8081775	28.2995445
Mimmos	Pizza/Pasta	Glen Village Shopping Centre, Faerie Glen, Pretoria	contact@mimmos.co.za	0129914777	www.mimmos.co.za	-25.78927	28.328655
Mimmos	Pizza/Pasta	Waverley Plaza, Hertzog street, Villeria, Pretoria	contact@mimmos.co.za	0123324578	www.mimmos.co.za	-25.703512	28.241142
Monument Restaurant	Ethnic	Voortrekker Monument, Pretoria	None	0123216230	www.monumentrestaurant.co.za	-25.77638	28.175806
MooMoo Wine Bar and Grill	Steakhouse	Brooklyn Design Square, Brooklyn, Pretoria	brooklyn@moo-moo.co.za	0123468888	www.moo-moo.co.za	-25.771728	28.234699
More Restaurant	Steakhouse	128 Golf Avenue, Clubview, Centurion, Pretoria	info@morerestaurant.co.za	0126540507	www.morerestaurant.co.za	-25.832609	28.160253
Mount Rock Pub and Restaurant	Steakhouse	89 Mignon Street, Mountain view, Pretoria	none	0123792021	none	-25.699443	28.161241
Moyo (Fountains)	Ethnic	Groenkloof Nature Reserve, Pretoria	ruth@moyo.co.za	0123415729	www.moyo.co.za	-25.781436	28.195264
Mo-zam-bik	Steakhouse	279 Dey Street, Brooklyn, Pretoria	brooklyn@mozambik.co.za	0123463854	www.mozambik.co.za	-25.772294	28.230595
Mo-zam-bik	Steakhouse	Corner Solomon Mashlangu and N4, Pretoria	Silverlakes@mozambik.co.za	0128172014	www.mozambik.co.za	-25.762835	28.360296
Mugg and Bean	Continental/Contemporary	Brooklyn Mall Shopping Centre, Brooklyn, Pretoria	Yvonne.vanWyk@Famousbrands.co.za	0123467697	www.themugg.com	-25.771728	28.234699

Mugg and Bean	Continental/Contemporary	Centurion Mall Shopping Centre, Centurion, Pretoria	Yvonne.vanWyk@Famousbrands.co.za	0126638991	www.themugg.com	-25.86	28.19
Mugg and Bean	Continental/Contemporary	Cherry Lane Centre, Brooklyn, Pretoria	Yvonne.vanWyk@Famousbrands.co.za	0123467428	www.themugg.com	-25.769638	28.2342005
Mugg and Bean	Continental/Contemporary	Irene Village Mall, Irene, Pretoria	Yvonne.vanWyk@Famousbrands.co.za	0126622023	www.themugg.com	-25.861887	28.250469
Mugg and Bean	Continental/Contemporary	Kolonnade Shopping Centre, Montana, Pretoria	Yvonne.vanWyk@Famousbrands.co.za	0125485260	www.themugg.com	-25.6693375	28.2443855
Mugg and Bean	Continental/Contemporary	Mall@Reds, Centurion, Pretoria	Yvonne.vanWyk@Famousbrands.co.za	0126568987	www.themugg.com	-25.871122	28.137252
Mugg and Bean	Continental/Contemporary	Menlyn Shopping Centre, Pretoria	Yvonne.vanWyk@Famousbrands.co.za	0123681250	www.themugg.com	-25.783544	28.275319
Mugg and Bean	Continental/Contemporary	Wonderpark Shopping Centre, Akasia, Pretoria	Yvonne.vanWyk@Famousbrands.co.za	0125490662	www.themugg.com	-25.672546	28.110574
Mugg and Bean	Continental/Contemporary	Woodlands Boulevard Shopping Centre, Pretoria	Yvonne.vanWyk@Famousbrands.co.za	0129972585	www.themugg.com	-25.8228	28.31241
Mydarlings Patisserie	Continental/Contemporary	Corner of Lynwood and Pienaar street, Brooklyn, Pretoria	info@sugarcatering.co.za	0123621014	www.sugarcatering.co.za	-25.7595754	28.2433318
Mythos	Ethnic	Brooklyn Design Square, Brooklyn, Pretoria	info@mythos.co.za	0123465659	www.mythos.co.za	-25.771728	28.234699
Namaskar Restaurant	Ethnic	1270 Stanza Bopape Street, Colbyn, Pretoria	namaskar@telkomsa.net	0123429081	www.namaskar.co.za	-25.741702	28.242960
Ndyelo African Restaurant	Ethnic	175 Beatrix street, Arcadia, Pretoria	none	0123234570	none	-25.744667	28.2033
News Café	Continental/Contemporary	Hatfield Square Shopping Centre, Hatfield, Pretoria	newscafehatfield@telkomsa.net	0123627190	www.newscafe.co.za	-25.750841	28.236003
News Café	Continental/Contemporary	Menlyn Piazza, Menlyn, Pretoria	NewsCafe.Menlyn@newscafe.co.za	0123482982	www.newscafe.co.za	-25.781984	28.277838
News Café	Continental/Contemporary	Karen Park Crossing, Karen Park, Pretoria	knewscafe@yahoo.com	0125496136	www.newscafe.co.za	-25.670797	28.108225
News Café	Continental/Contemporary	Moreleta Plaza Shopping Centre, Pretoria	newscafemoreletapark@gmail.com	0129934214	www.newscafe.co.za	-25.808884	28.300099
News Café	Continental/Contemporary	Wonderboom Junction Shopping Centre, Wonderboom, Pretoria	None	0125431050	www.newscafe.co.za	-25.685213	28.189684
News Café	Continental/Contemporary	At ease Shopping Centre, Pretoria	newscafecenturion@telkomsa.net	0126647201	www.newscafe.co.za	-25.845870	28.192706
News Café	Continental/Contemporary	Corner Garsfontein and Rubenstein Road, Moreleta Park, Pretoria	newscafe@fournews.com	0129934214	www.newscafe.co.za	-25.8081775	28.2995445
News Café	Continental/Contemporary	793 Olympus Avenida, Faerie Glen, Pretoria	None	0129911110	www.newscafe.co.za	-25.788922	28.329074
Nineteen Stairs	Continental/Contemporary	69 Lynnburn Road, Lynwood Manor, Pretoria	None	0123481868	None	-25.760039	28.287428
Nuvo Cuisine	Continental/Contemporary	823 Old Farm Road, Pretoria	nuvo@mweb.co.za	0129913396	www.nuvocuisine.co.za	-25.7895879	28.322866
Ocean Basket	Seafood	Atterbury Valuemart, Atterbury, Pretoria	None	0119914737	www.oceanbasket.com	-25.788641	28.307638
Ocean Basket	Seafood	Blu Valley Shopping Centre, The Reeds, Pretoria	None	0126570331	www.oceanbasket.com	-25.906895	28.140323
Ocean Basket	Seafood	Brooklyn Square, Brooklyn, Pretoria	None	0124601103	www.oceanbasket.com	-25.771608	28.233109
Ocean Basket	Seafood	Burnetta Shopping Centre, Hatfield, Pretoria	None	0123626626	www.oceanbasket.com	-25.75057	28.237312
Ocean Basket	Seafood	Centurion Mall Shopping Centre, Centurion, Pretoria	None	0126638712	www.oceanbasket.com	-25.86	28.19
Ocean Basket	Seafood	Cornwall View Shopping Centre, Elarduspark, Pretoria	None	0123454244	www.oceanbasket.com	-25.837229	28.25385
Ocean Basket	Seafood	Eldo Village Shopping Centre, Eldoraigine, Pretoria	None	0126549188	www.oceanbasket.com	-25.841359	28.160607
Ocean Basket	Seafood	Grey Owl Village Shopping Centre, Brakfontein, Pretoria	None	0126611614	www.oceanbasket.com	-25.908037	28.163083
Ocean Basket	Seafood	Irene Village Mall, Irene, Pretoria	None	0126623848	www.oceanbasket.com	-25.861887	28.250469
Ocean Basket	Seafood	Kolonnade Shopping, Montana, Pretoria	None	0125482558	www.oceanbasket.com	-25.681044	28.250703
Ocean Basket	Seafood	Menlyn Park Shopping centre, Menlo Park, Pretoria	None	0123484163	www.oceanbasket.com	-25.783544	28.275319
Ocean Basket	Seafood	Corner Dely and Lois Avenue, Newlands, Pretoria	None	0123618814	www.oceanbasket.com	-25.794343	28.269863
Ocean Basket	Seafood	Corner Grafenheim and Rachel de Beer Road, Pretoria	None	0125425835	www.oceanbasket.com	-25.677301	28.172338
Ocean Basket	Seafood	Queens Corner Shopping Centre, Queenswood, Pretoria	None	0123338277	www.oceanbasket.com	-25.73226	28.24529
Ocean Basket	Seafood	Mall@Reds, Centurion, Pretoria	None	0126560526	www.oceanbasket.com	-25.871238	28.137317
Ocean Basket	Seafood	The Grove Shopping Centre, Lynwood, Pretoria	None	0128075473	www.oceanbasket.com	-25.766714	28.324643

Ocean Basket	Seafood	Waverley Plaza, Hertzog street, Villeria, Pretoria	None	0123324578	www.oceanbasket.com	-25.704368	28.240240
Ocean Basket	Seafood	Wonderboom Junction, Lavender Road, Wonderboom, Pretoria	None	0125430401	www.oceanbasket.com	-25.684822	28.190479
Ocean Basket	Seafood	Woodlands Boulevard, Pretoriuspark, Pretoria	None	0129977130	www.oceanbasket.com	-25.8228	28.31241
Ocean Basket	Seafood	Zambezi Retail Park, Derdepoort, Pretoria	None	0128080432	www.oceanbasket.com	-25.681193	28.252287
Ocean Basket	Seafood	Willows crossing shopping centre, The Willows, Pretoria	willows@oceanbasket.co.za	0129914736	www.oceanbasket.com	-25.757643	28.321879
O'Galito's	Seafood	Zambezi Junction, Montana, Pretoria	montana@ogalito.com	0125486064	www.ogalito.co.za	-25.681665	28.272031
O'Galito's	Seafood	Corner Garstfontein Road & De Villebois Mareuil Drive, Pretoria	woodlands@opgoglio.com	0129974164	www.ogalito.co.za	-25.8235031	28.3096235
O'Galito's	Seafood	Lakeside Mall, Centurion Waterfront, Pretoria	jackm@ogalito.com	0826020653	www.ogalito.co.za	-25.856261	28.188120
O'Galito's	Seafood	Corner Middle and Fehrsen street, Brooklyn, Pretoria	brooklyn@ogalito.com	0124607725	www.ogalito.co.za	-25.7699816	28.2349371
O'Hagan	Steakhouse	Northdale Centre, Nina Park, Pretoria	None	0125422357	www.ohagans.co.za	-25.673739	28.139091
O'Hagan	Steakhouse	Corner Lynwood Road and Simon Vermooten, The Willows, Pretoria	None	0128072783	www.ohagans.co.za	-25.767325	28.321429
Oppi Plaas	Steakhouse	1147 Terblanche street, Villeria, Pretoria	oppiplaasdanie@gmail.com	0123332117	www.oppiplaas.co.za	-25.7151365	28.2419814
Orange Restaurant and Wine Cellar	Continental/Contemporary	Corner Schoeman & Beckett Street, Pretoria	None	0123444420	www.courtclassique.co.za	-25.7473721	28.2175678
Oriental Palace	Ethnic	410 Schoeman Street, Pretoria	info@colosseumhotel.co.za	0123222195	www.colosseumpretoria.com	-25.748438	28.198344
Otter Lake Restaurant	Steakhouse	Plot 26, Kameelfontein, Kameeldrift East, Pretoria	fahlenkamp@deunet.co.za	0128085250	www.otterlakerestaurant.co.za/wmenu.php	-25.630330	28.421330
Pachas	Steakhouse	21 Maroelana Street, Hazelwood, Pretoria	mail@pachas.co.za	0124603220	www.pachas.co.za	-25.7784832	28.2603708
Padbok Thai	Ethnic	Cherry Lane Centre, Brooklyn, Pretoria	None	0123463308	www.padbokthai.com	-25.769638	28.2342005
Panarottis	Pizza/Pasta	Menlyn Park Shopping Centre, Menlo Park, Pretoria	pierremr@vodamail.co.za	0123681744	www.panarottis.co.za	-25.783544	28.275319
Panarottis	Pizza/Pasta	Kolonnade Shopping Centre, Montana, Pretoria	panmontana@telkomsa.net	0125480500	www.panarottis.co.za	-25.681112	28.250768
Panarottis	Pizza/Pasta	Wonderpark Shopping Centre , Akasia, Pretoria	woutergp@live.co.uk	0125490194	www.panarottis.co.za	-25.672565	28.110509
Pangaea Salon Prive	Continental/Contemporary	570 Fehrsen Street, Brooklyn, Pretoria	pangera@btmail.co.za	0123460960	None	-25.7708511	28.2357021
Papachinos	Pizza/Pasta	Seven Décor Centre, Silverlakes, Pretoria	info@papachinos.co.za	0128093539	www.papachinos.co.za	-25.786170	28.352556
Papa's Real Food	Continental/Contemporary	Corner Duncan and Prospect Street, Hatfield, Pretoria	papas@dykor.net	0123622224	www.duncanyard.co.za	-25.751742	28.240163
Parrots	Continental/Contemporary	Menlyn Park Shopping Centre, Pretoria	parrotsmenlyn@gmail.co.za	0123484330	www.parrots-restaurants.co.za	-25.783544	28.275319
Pascali's Trattoria	Continental/Contemporary	Faeriedale Centre, Faerie Glen, Pretoria	pascalis@mweb.co.za	0129917121	None	-25.789192	28.314101
Patachou	Continental/Contemporary	57 George Storrar Drive, Groenkloof, Pretoria	None	0824099958	None	-25.7724699	28.21674
Perfectly Fresh	Continental/Contemporary	Boardwalk Boulevard, Faerie Glen, Pretoria	in-vent@vodamail.co.za	0129913178	None	-25.7990664	28.3271727
Phat Panda	Ethnic	Glenfair Boulevard, Lynwood Manor, Pretoria	None	0123489533	www.phatpanda.co.za	-25.76576	28.28081
Piatto	Ethnic	Menlyn Park Shopping Centre, Menlo Park, Pretoria	menlyn@piatto.co.za	0123488611	None	-25.783544	28.275319
Picassos Pub and Pizzeria	Pizza/Pasta	1063 Pierneef street, Villeria, Pretoria	None	0123331137	None	-25.7219914	28.2370469
Piccola Italia	Pizza/Pasta	Monument Park Shopping Centre, Monument Park, Pretoria	kara@tenstepsa.com	0124600836	www.piccolaitalia.co.za	-25.801386	28.233364
Pieros Tutti Pasta	Pizza/Pasta	585 Rossouw street, The Willows, Pretoria	none	0128074503	none	-25.759049	28.322831
Pikkedelli	Dessert	Queens Corner Shopping Centre, Queenswood, Pretoria	cindylinares38@yahoo.com	0127545828	none	-25.73226	28.24529
Piza e Vino	Pizza/Pasta	Corner Crown and Main Street Brooklyn, Waterkloof, Pretoria	waterkloof@pizaevino.co.za	0123465119	www.pizaevino.co.za	-25.7751777	28.2414418
Piza e Vino	Pizza/Pasta	Irene Village Mall, Irene, Pretoria	irene@pizaevino.co.za	0126620445	www.pizaevino.co.za	-25.861887	28.250469
Pizza Italia	Pizza/Pasta	725 Arcadia Street, Arcadia, Pretoria	williams@concor.co.za	0123442677	None	-25.749256	28.216428
Pizza@450	Pizza/Pasta	450 Karel Trichardt Avenue, Mountain View, Pretoria	none	0123711270	www.pizza450.co.za	-25.700489	28.161395
Plus restaurant	Pizza/Pasta	356 Perks street, Pretoria	None	0828290324	nnone	-25.729981	28.197577
Pride of India	Ethnic	43 George Storrar Drive, Groenkloof, Pretoria	kbhima@worldonline.co.za	0123463684	None	-25.7719373	28.2151846
Primi Piatti	Continental/Contemporary	Menlyn Park Shopping centre, Menlo Park, Pretoria	menlyn@primi-piatti.com	0123484824	www.primi-world.com	-25.783544	28.275319
Primi Piatti	Continental/Contemporary	Irene Village Mall, Pretoria	irene@primi-piatti.com	0126624335	www.primi-world.com	-25.861887	28.250469

Primi Piatti	Continental/Contemporary	Centurion Gate Centre, Centurion, Pretoria	pulse@primipiatti.com	0126632950	www.primi-world.com	-25.869173	28.195020
Prosopa	Continental/Contemporary	103 Club Avenue, Waterkloof Heights, Pretoria	dino@prosopa.co.za	0124601663	www.prosopa.co.za	-25.791705	28.253673
Prue Leith's Restaurant	Fine dining	262 Rhino Street, Hennopspark, Pretoria	info@prueleith.co.za	0126545203	www.prueleith.co.za	-25.854328	28.1733
Punto Deli Bakery	Continental/Contemporary	Route 21 Corporate Park, Irene, Pretoria	info@punto.co.za	0124505008	www.punto.co.za	-25.866376	28.25773
Pure	Continental/Contemporary	Colbyn Court, Thomson Street West, Pretoria	frances@purecafe.co.za	0123421443	www.purecafe.co.za	-25.741630	28.242504
Puttanesca	Continental/Contemporary	789 Codonia Avenue, Waverley, Pretoria	puttanesca@telkomsa.net	0123324519	None	-25.702086	28.242322
Qinle	Ethnic	Waterkloof Ridge Lifestyle Centre, Waterkloof Ridge, Pretoria	None	0123474741	None	-25.814055	28.241134
Rademeyers	Continental/Contemporary	Moreleta Kloof Nature Reserve	info@rademeyers.co.za	0129935844	www.rademeyers.co.za	-25.8156938	28.2866707
Rapture Jazz Café	Continental/Contemporary	Corner of Hilda and Burnett street, Hatfield, Pretoria	rapturejcafe@gmail.com	0723340844	www.rapture8.com	-25.7505551	28.2351713
Red Tomato Bistro	Continental/Contemporary	421 Main Street, Waterkloof, Pretoria	renette@redtomatobistro.co.za	0123466309	None	-25.774566	28.249673
Restaurant Mosaic at the Orient	Continental/Contemporary	The Orient Boutique Hotel, Elandsfontein, Pretoria	chantel@restaurantmosaic.com	0123712902	www.restaurantmosaic.com	-25.761165	27.999086
Rhapsody's	Continental/Contemporary	Parkview Shopping Centre, Pretoria	woodhill@rhapsodys.co.za	0129980296	www.rhapsodys.co.za	-25.8175415	28.3032325
Rhapsody's	Continental/Contemporary	Corner Glen Manor and Lois Avenue, Pretoria	menlyn@rhapsodys.co.za	0123486000	www.rhapsodys.co.za	-25.7841585	28.2772845
Rhapsody's	Continental/Contemporary	Corner of Essellen and Jeppe Street, Sunnyside, Pretoria	sunnyside@rhapsodys.co.za	0120041110	www.rhapsodys.co.za	-25.750300	28.203110
Rhapsody's	Continental/Contemporary	570 Fehrsen Street , Brooklyn, Pretoria	brooklyn@rhapsodys.co.za	0123467379	www.rhapsodys.co.za	-25.7708511	28.2357021
Rhapsody's	Continental/Contemporary	Centurion Gate, Centurion, Pretoria	centurion@rhapsodys.co.za	0126431916	www.rhapsodys.co.za	-25.864649	28.189716
Rhapsody's	Continental/Contemporary	Lynwood Bridge, Lynwood, Pretoria	lynwood@rhapsodys.co.za	0123480591	www.rhapsodys.co.za	-25.76572	28.278791
Rimix Restaurant and Cocktail Bar	Steakhouse	Gift Acres Shopping Centre, Lynwood, Pretoria	rimixinfo@gmail.com	0123481006	www.rimixrestaurantandentertainment.blogspot.com	-25.768168	28.295945
Ristorante Grissini	Continental/Contemporary	131 Herbert Baker Street, Groenkloof, Pretoria	info@131.co.za	0127512070	www.131.co.za	-25.7816009	28.22674
Ristorante Ristorante	Continental/Contemporary	Waterkloof Heights Shopping, Waterkloof Heights, Pretoria	None	0124605173	None	-25.791284	28.25345
Ristorante Tre Stelle	Continental/Contemporary	78 George Storrar Drive, Groenkloof, Pretoria	None	0123464040	None	-25.7717932	28.21642
Ritrovo Ristorante	Continental/Contemporary	103 Club Avenue, Waterkloof Heights, Pretoria	ritrovo@mweb.co.za	0124605173	www.ritrovo.co.za	-25.791705	28.253673
River Meadow Manor	Continental/Contemporary	Twin Rivers Estate, Jan Smuts Road, Centurion, Pretoria	info@rmmanor.co.za	0126679660	www.rmmanor.co.za	-25.890796	28.231072
Rosemary Hill	Continental/Contemporary	257 Mooiplaats, Boschkop, Pretoria	theresa@rosemaryhill.co.za	0832356857	www.rosemaryhill.co.za	-25.790777	28.431061
Rust Cocktail Lounge	Continental/Contemporary	21 Farm Road , Willow Glen, Pretoria	rustcocktailounge@gmail.com	0733296303	www.rustcocktailounge.co.za	-25.7640942	28.3299658
Rustica	Steakhouse	Corner Wekker and Rubenstein Street, Moreletapark, Pretoria	None	0129977757	www.rusticarestaurant.co.za	-25.818369	28.294633
Sasaki Sushi	Seafood	Gift Acres Shopping Centre, Lynwood, Pretoria	None	0123489503	None	-25.783466	28.300414
Seattle Coffee Lounge	Continental/Contemporary	Brooklyn Mall Shopping Centre, Brooklyn, Pretoria	None	0124607029	None	-25.771728	28.234699
Seattle Coffee Lounge	Continental/Contemporary	Shop LF50 Menlyn Park Shopping Centre, Menlyn, Pretoria	seattlemenlyn@gmail.com	0123681617	None	-25.783544	28.275319
Seringa Cage	Seafood	Corner of Canberra street and Van Ryneveld Road, Pretoria	seringacafe@gmail.com	0832544147	None	-25.8405365	28.2435694
Shen Zhou Chinese Dumpling Restaurant	Continental/Contemporary	1145 Burnett Street, Hatfield, Pretoria	selina1good@hotmail.com	0123622507	None	-25.750882	28.237335
Shilla Korean Cuisine	Ethnic	27 Maroelana Street, Hazelwood, Pretoria	nsbn9500@paran.com	0123463260	None	-25.779413	28.260322
Shovels Pub and Grill	Steakhouse	Corner Lynwood and Wapadrand Road, Pretoria	None	None	None	-25.7745389	28.337411

Simply Asia	Ethnic	Brooklyn Design Square, Brooklyn, Pretoria	None	0124600630	www.simplyasia.co.za	-25.771728	28.234699
Simply Asia	Ethnic	Southdowns Shopping Centre, Irene, Pretoria	None	0127531100	www.simplyasia.co.za	-25.8853835	28.205232
Simply Fish	Seafood	The Village Centre,Wekker street, Moreleta Park, Pretoria	villagesimplyfish.co.za	0129970108	www.simplyfish.co.za	-25.838582	28.302232
Spur Arapaho	Steakhouse	Menlyn Shopping Centre, Pretoria	arapaho@spurstearkanch.co.za	0123681040	www.spur.co.za	-25.783544	28.275319
Spur Arrow Ridge	Steakhouse	Wonderboom Centre, Annlin, Pretoria	arrowridge@mweb.co.za	0125670610	www.spur.co.za	-25.684913	28.189705
Spur Burning Arrow	Steakhouse	Cnr Soutpansberg & Stead Street, Queenswood, Pretoria	burningarrow@spurstearkanch.co.za	0123332146	www.spur.co.za	-25.7329184	28.2461706
Spur Denver	Steakhouse	Jacaranda Centre , Riefontein, Pretoria	denver@spurstearkanch.co.za	0123310876	www.spur.co.za	-25.717526	28.219110
Spur Golden Canyon	Steakhouse	Sunnypark Shopping Centre, Sunnyside, Pretoria	goldencanyon@spurstearkanch.co.za	0124401196	www.spur.co.za	-25.751646	28.203483
Spur Golden Eagle	Steakhouse	Atterbury Value Mart, Faerie Glen, Pretoria	info@goldeneaglespur.co.za	0129911370	www.spur.co.za	-25.788133	28.307832
Spur Hawk Lake	Steakhouse	Centurion mall, centurion, Pretoria	hawkakespur@telkomsa.net	0126638709	www.spur.co.za	-25.857606	28.189828
Spur Illinois	Steakhouse	1066 Burnett Street, Hatfield, Pretoria	illinoisspur@telkomsa.net	0123421530	www.spur.co.za	-25.7501919	28.233451
Spur Kiowa	Steakhouse	Corner Lenchen & Old Johannesburg Roads, Centurion, Pretoria	kiowa@spurstearkanch.co.za	0126531642	www.spur.co.za	-25.8776431	28.1618476
Spur Oak Ridge	Steakhouse	The Grove Mall, Equestria, Pretoria	oakridge@mweb.co.za	0128073126	www.spur.co.za	-25.766714	28.324643
Spur Phoenix	Steakhouse	338 Bronkhorst Street, New Muckleneuck, Pretoria	phoenix@spurstearkanch.co.za	0124606188	www.spur.co.za	-25.7714272	28.2348413
Spur Red Eagle	Steakhouse	Corner Beatrix & Arcadia Streets, Arcadia, Pretoria	redeagle@spurstearkanch.co.za	0124401577	www.spur.co.za	-25.746063	28.2249609
Spur Sacramento	Steakhouse	Corner Heinrich & Madelief Streets, Karenpark, Pretoria	hannes@sacramentospur.co.za	0125492274	www.spur.co.za	-25.6710039	28.1084428
Spur Santa Rosa	Steakhouse	Corner Jean and Gerhard Avenue, Centurion, Pretoria	santarosa@spurstearkanch.co.za	0126441055	www.spur.co.za	-25.846444	28.193473
Spur Tawny Eagle	Steakhouse	Southdowns Shopping Centre, Irene, Pretoria	tawnyeaglespur@telkomsa.net	0126650000	www.spur.co.za	-25.8853835	28.205232
Spur Thunder Ridge	Steakhouse	Corner Rooihuiskraal & Basson Streets, Centurion, Pretoria	thunderridgespur@my.net.co.za	0126536584	www.spur.co.za	-25.864545	28.137123
Spur Tucson	Steakhouse	Cornwall View Shopping Centre, Rietvallei Rand, Pretoria	tucsonspur@telkomsa.net	0123456584	www.spur.co.za	-25.837229	28.25385
Spur Wild Hawk	Steakhouse	Irene Farm Village , Pretoria	wildhawk@telkomsa.net	0126624050	www.spur.co.za	-25.861244	28.250659
Square Time Café	Steakhouse	Corner Hans Strijdom and Haymead Crescent, Faerie Glen, Pretoria	info@squaretimecafe.co.za	0129916912	www.squaretimecafe.co.za	-25.795954	28.323441
Steak Inn Grill and Butcher	Steakhouse	Boardwalk Lakeside, Faerie Glen, Pretoria	boardwalk@steak-inn.co.za	0129914733	www.steakout.co.za	-25.7747571	28.3186516
Stephnie's	Fine dining	Lynnwood Bridge Retail, Lynnwood, Pretoria	info@stephnies.co.za	0123488943	www.stephnies.com	-25.76572	28.278791
Stone Cradle	Continental/Contemporary	Plot 72 Game Reserve Road, Doornkloof, Pretoria	mulderdriftbookings@stonecradle.com	0732662555	www.stonecradle.com	-25.888251	28.262104
Stones	Steakhouse	Corner of Sarel Baard and Old Johannesburg Road, Centurion, Pretoria	None	0126612499	www.stones.co.za	-25.884012	28.162342
Stones	Steakhouse	1081 Burnett Street, Hatfield, Pretoria	None	0123623022	www.stones.co.za	-25.7506285	28.2342537
Stukkie Weskus	Seafood	677 Hertzog street, Wonderboom	None	0123303111	None	-25.705799	28.211432
Tarana	Ethnic	Mall@Reds,Centurion, Pretoria	info@tarana.co.za	0126567402	www.tarana.co.za	-25.871146	28.137220
Tasha's	Continental/Contemporary	Brooklyn Design Square, Brooklyn, Pretoria	None	0124602951	www.tashas.co.za	-25.771728	28.234699
Taste Restaurant and Bar	Continental/Contemporary	123 Wekker Road, Moreleta Park, Pretoria	info@tastepta.co.za	0762530985	www.tastepta.co.za	-25.829152	28.295892
Thai Rak SA	Ethnic	Gift Acres Shopping Centre, Lynwood, Pretoria	None	0123653913	www.simplyasia.co.za	-25.768062	28.295999
The barn restaurant at Irene Dairy Farm	Continental/Contemporary	Irene Farm, Nellmapius Drive, Irene, Pretoria	barn@ireneestate.co.za	0126674822	www.irenefarm.co.za	-25.878598	28.213448
The Blades	Continental/Contemporary	The Blades, Kameeldrift road, Pretoria	reservations@theblades.co.za	0128089943	www.theblades.co.za	-25.648296	28.337988
The Blue Crane	Fine dining	156 Melk Street, New Muckleneuck, Pretoria	bluecrane@lantic.net	0124607615	www.bluecranerestaurant.co.za	-25.7699505	28.2265601
The Blue Train	Fine dining	Pretoria Station, Scheiding street, Pretoria	info@bluetrain.co.za	0123348459	www.bluetrain.co.za	-25.758139	28.189057
The Brazen Head	Steakhouse	Willow Way Shopping Centre, Lynnwood, Pretoria	willows@brazenhead.co.za	0128073509	www.brazenhead.co.za	-25.76515	28.31686
The Coffee Stop	Continental/Contemporary	Corner Lenchen & Clarinet street, Centurion, Pretoria	tonie@thecoffeestop.co.za	0126647213	www.thecoffeestop.co.za	-25.8742792	28.1661697
The Coffee Stop	Continental/Contemporary	371 Veda Avenue, Montana	tonie@thecoffeestop.co.za	0126647214	www.thecoffeestop.co.za	-25.68409	28.273541
The Cornish Kettle	Continental/Contemporary	Nellmapius Drive, Centurion, Pretoria	thecornishkettle@gmail.com	0126672883	www.thecornishkettle.co.za	-25.868866	28.235979
The Deck restaurant at Irene	Continental/Contemporary	Irene Farm, Nellmapius Drive, Irene, Pretoria	shop@ireneestate.co.za	0126672326	www.irenefarm.co.za	-25.878598	28.213448

The Famous Fish Hoek	Seafood	Lynnwood Bridge Retail, Lynnwood Manor, Pretoria	None	0123485431	None	-25.7652995	28.278773
The Godfather	Steakhouse	Corner Heuwel and Mike Crawford street, Centurion, Pretoria	stevejan@icon.co.za	0126631859	www.thegodfathersteakhouse.co.za	-25.858534	28.187973
The Good life restaurant	Ethnic	Corner John Vorster and Karee street, Irene, Pretoria	None	0126651966	None	-25.8858816	28.2059025
The Greek Easy Ouzaria	Ethnic	Boardwalk Centre, Pretoria	greekeasy@worldonline.co.za	0129917963	None	-25.794859	28.322596
The Harlequin	Continental/Contemporary	56 Totius Street, Groenkloof, Pretoria	frits@theharlequin.co.za	0124605291	None	-25.76814	28.21889
The Lion's Den	Steakhouse	Tannery Industrial Park, 309 Derdepoort road, Pretoria	None	0726401726	www.thelionden.co.za	-25.726628	28.295702
The Mulberry Tree	Continental/Contemporary	645 Michael Brink street, Gezina, Pretoria	treemulberry@gezina.com	0123310829	www.treemulberry.weebly.com	-25.719802	28.211764
The Place	Steakhouse	Menlyn Retail Park Shopping Centre, Pretoria	gert26@webmail.co.za	0123489086	www.theplacecafe.co.za	-25.787916	28.276321
The Rose Garden	Continental/Contemporary	Sammy Marks Museum, Pretoria	smarks@nfi.co.za	0128021485	None	-25.749815	28.380154
The Slug and Lettuce	Steakhouse	115 Burnett street, Pretoria	hatfield@slugandlettuce.co.za	0123623034	www.slugandlettuce.co.za/contact.html	-25.7502659	28.2394095
The Tea Café	Continental/Contemporary	Corner of Long and Milner Street, Waterkloof, Pretoria	theteacafe@lantic.net	0834494131	None	-25.777423	28.246585
The Village Bistro	Continental/Contemporary	Corner Main and Nellmapius Road, Irene, Pretoria	villagebistro@axxess.co.za	0126676169	www.villagebistro.co.za/wcontact.php	-26.061974	28.021374
Tien Chu	Ethnic	164 Lynwood Road, The Willows, Pretoria	None	0128070508	None	-25.7662224	28.3070899
Tiffins Bar and Lounge and the Sheraton	Continental/Contemporary	Corner Stanza Bopape and Wessels Streets, Arcadia, Pretoria	pretoria@sheraton.com	0124299999	www.sheratonpretoria.com/dining	-25.744792	28.212054
Tin Roof Café	Continental/Contemporary	Mooiplaats Road, Pretoria	tin.roof@mweb.co.za	0723675698	www.tinroofcafe.co.za	-25.744792	28.212054
Tings an' Times Pita Bar	Continental/Contemporary	1065 Arcadia Street, Arcadia, Pretoria	info@tings.co.za	0124303176	www.tings.co.za	-25.7480326	28.233069
Tings an' Times Pita Bar	Continental/Contemporary	Waterglen Shopping Centre, Menlyn, Pretoria	info@tings.co.za	0129930234	www.tings.co.za	-25.794686	28.281846
Toni's Fully Furnished Pizza Company	Pizza/Pasta	Greenlyn Village, Menlo Park, Pretoria	toni@tonipizza.co.za	0123462508	www.tonipizza.co.za	-25.77058	28.256651
Toni's Fully Furnished Pizza Company	Pizza/Pasta	676 Chamberlain Street, Rietondale, Pretoria	toni@tonipizza.co.za	0123299000	www.tonipizza.co.za	-25.72697	28.215485
Trademarx	Burgers	Corner Lynnwood Road & Kirkness Street, Arcadia, Pretoria	info@trademarx.co.za	0123445000	www.trademarx.co.za	-25.7559104	28.2218907
Tranna	Ethnic	Hazeldean Square Shopping Centre, Pretoria	info@tarana.co.za	0128090569	www.tranna.co.za	-25.784627	28.352876
Tranna	Ethnic	Wonderboom Junction, Wonderboom, Pretoria	info@tarana.co.za	0128090570	www.tranna.co.za	-25.685213	28.189684
Trattoria Nardi	Continental/Contemporary	Barclay Square, Rissik Street, Pretoria	None	0123418283	None	-25.758187	28.204583
Tribeca Lounge	Continental/Contemporary	Brooklyn Square, Brooklyn, Pretoria	None	0124603068	None	-25.771608	28.233109
Tribeca Standard	Continental/Contemporary	Lynnwood Bridge Centre, Lynnwood, Pretoria	martin@tribeca.co.za	0123486144	www.tribeca.co.za	-25.76572	28.278791
Tsunami Seafood Emporium	Seafood	Hazeldean Square Shopping Centre, Pretoria	silverlakes@tsunamisa.co.za	0128090494	www.ohsho.co.za	-25.784521	28.352908
Tugela Restaurant at the Farm Inn Hotel	Continental/Contemporary	Sliverlakes Road, Pretoria	farminn@farminn.co.za	0128090266	www.farminn.co.za	-25.782441	28.370432
Tuscan BBQ	Buffet	241 Jean Avenue, Centurion, Pretoria	centurion@tuscanbbq.co.za	0126440532	www.tuscanbbq.co.za	-25.842659	28.187561
Tuscan BBQ	Buffet	Corner of Lynnwood and Dudley Road, Lynnwood, Pretoria	lynnwood@tuscanbbq.co.za	0128090906	www.tuscanbbq.co.za	-25.764533	28.267808
Tuscan BBQ	Buffet	78 George Storrar Drive, Groenkloof, Pretoria	groenkloof@tuscanbbq.co.za	0124601238	www.tuscanbbq.co.za	-25.7717932	28.21642
Tuscan BBQ	Buffet	Plot 1, Shere Holdings, Corner Lynnwood Drive and Dudley Road Pretoria East	None	0128090906	www.tuscanbbq.co.za	-25.764494	28.267744
Twenty 1	Continental/Contemporary	570 Fehrsen Street, Brooklyn, Pretoria	accounts@kreamrestaurant.co.za	0123464642	www.kream.co.za	-25.7708511	28.2357021
Uncle Faouzi	Ethnic	1102 Burnett Street, Hatfield, Pretoria	None	0123428888	None	-25.750304	28.235457
Urban	Steakhouse	17 Furrow Road, Equestria, Pretoria	bookings@urbangrill.co.za	0128070743	www.urbangrill.co.za	-25.75494	28.32548
Via Paolo	Pizza/Pasta	Corner Milner and Long Avenues, Waterkloof, Pretoria	None	0124601202	None	-25.776947	28.245849
Via Veneto	Continental/Contemporary	Corner Stanza Bopape and Wessels Streets, Pretoria	sheraton@iafrica.com	0124299300	www.sheraton.com	-25.744792	28.212054
Villa San Giovanni	Pizza/Pasta	Wonderboom Airport, Wonderboom, Pretoria	info@vsg.co.za	0125430843	www.vsg.co.za	-25.657215	28.214340

Village Bistro	Continental/Contemporary	Irene Village Centre, Irene, Pretoria	villagebistro@hotmail.com	0126676169	None	-25.861887	28.250469
Vovo Tello	Continental/Contemporary	Lynnwood Bridge Retail Park, Pretoria	None	0123480890	www.vovotelo-lynnwood.com	-25.76572	28.278791
Vovo Tello	Continental/Contemporary	Woodlands Mall, Pretoriuspark, Pretoria	None	0129977613	None	-25.8228	28.31241
Willows Lodge and Restaurant	Continental/Contemporary	Plot 21 Lynnwood Road, The willows, Pretoria	willowslodge@worldonline.co.za	0128074100	www.willowslodge.co.za	-25.765943	28.31137
Wimpy	Burgers	Corner Atterbury Road and Selikats Causeway, Faerie Glen, Pretoria	info@wimpy.co.za	0129906500	www.wimpy.co.za	-25.785856	28.305945
Wimpy	Burgers	226 Vermeulen street, Pretoria,	info@wimpy.co.za	0123238228	www.wimpy.co.za	-25.744463	28.18931
Wimpy	Burgers	Corner Rubenstein and Garsfontein road, Pretoria	info@wimpy.co.za	0129980373	www.wimpy.co.za	-25.8077048	28.3001146
Wimpy	Burgers	Dr Swanepoel off-ramp, Pretoria North	info@wimpy.co.za	0125472287	www.wimpy.co.za	-25.8077048	28.3001146
Wimpy	Burgers	251 Ben Viljoen street, Pretoria	info@wimpy.co.za	0125656577	www.wimpy.co.za	-25.6762398	28.1739824
Wimpy	Burgers	Skougronde 648-Jr, Pretoria,	info@wimpy.co.za	01234185555	www.wimpy.co.za	-25.7472079	28.1706799
Wimpy	Burgers	283 Pretorius street, Pretoria	info@wimpy.co.za	0123260714	www.wimpy.co.za	-25.7473952	28.195982
Wimpy	Burgers	333 Church street, Pretoria	info@wimpy.co.za	0123286457	www.wimpy.co.za	-25.7459943	28.1947069
Wimpy	Burgers	Silver Oaks Crossing, Silverlakes, Pretoria	info@wimpy.co.za	0128092164	www.wimpy.co.za	-25.765078	28.359972
Wimpy	Burgers	Corner Watermeyer and Pretoria road, Silverton	info@wimpy.co.za	0128100050	www.wimpy.co.za	-25.735062	28.311702
Wimpy	Burgers	The Grove Mall, Lynwood, Pretoria	info@wimpy.co.za	0128077596	www.wimpy.co.za	-25.766714	28.324643
Wimpy	Burgers	Wonderpark Centre, Karenpark, Pretoria	info@wimpy.co.za	0125491873	www.wimpy.co.za	-25.67286	28.11052
Wimpy	Burgers	Woodlands Boulevard, Moreleta Park	info@wimpy.co.za	0129972479	www.wimpy.co.za	-25.8228	28.31241
Wimpy	Burgers	Queens Corner Shopping Centre, Queenswood, Pretoria	info@wimpy.co.za	0123337823	www.wimpy.co.za	-25.73226	28.24529
Wimpy	Burgers	Cornwall View Shopping Centre, Elarduspark, Pretoria	info@wimpy.co.za	0123455321	www.wimpy.co.za	-25.837229	28.25385
Wimpy	Burgers	Corner of Solomon Mashlangu and Olympus Drive, Faerie Glen, Pretoria	info@wimpy.co.za	0129916263	www.wimpy.co.za	-25.7895137	28.3279507
Wimpy	Burgers	Kingsley Centre, Arcadia, Pretoria	info@wimpy.co.za	0123418555	www.wimpy.co.za	-25.74614	28.20341
Wimpy	Burgers	1116 Hertzog street, Waverley, Pretoria	info@wimpy.co.za	0123321041	www.wimpy.co.za	-25.7041739	28.240094
Wimpy	Burgers	Corner Lynnwood and Daventry Road, Lynnwood, Pretoria	info@wimpy.co.za	0123483805	www.wimpy.co.za	-25.766707	28.279498
Wing Hin	Ethnic	27 Maroelana Street, Hazelwood, Menlo park, Pretoria	None	0124606180	None	-25.779123	28.260236
Wingate Country Club	Fine dining	Wingate Country Club, Norval street, Pretoria	news@wingatecc.co.za	0129976899	www.wingatecountryclub.co.za	-25.83055	28.27972
Yamazaki	Ethnic	Waterkloof Glen Shopping Centre, Waterkloof, Pretoria	None	0123460081	None	-25.7802605	28.2440864
Yamazaki	Ethnic	The Grove Shopping Centre, Lynwood, Pretoria	yamakazihuang@gmail.com	0128075444	None	-25.766714	28.324643
Zagora	Ethnic	Corner Willem Botha and Wierda Road, Centurion, Pretoria	info@royalelephant.co.za	0126588000	www.royalelephant.co.za	-25.8336382	28.1355458
Zappas Restaurant and Sports Bar	Continental/Contemporary	378 Rossouw street, Murrayfield, Pretoria	waynezappas@iburst.co.za	0128036122	www.zappas.co.za	-25.756326	28.307129
Zemara	Ethnic	933 Francis Baard Street, Pretoria	picard.jackie@gmail.com	0727562057	www.zemara.net	-25.749229	28.190586
Zest Bistro	Continental/Contemporary	Greenlyn Village Centre, Menlo Park, Pretoria	zestbistro@mweb.co.za	0124600275	www.zestbistro.co.za	-25.77058	28.256651
Zhong Nan	Ethnic	Faeriedale Centre, Faerie Glen, Pretoria	None	0129916877	www.zhongnan-restaurant.com	-25.789714	28.314337



ADDENDUM B: Recruitment records

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ADDENDUM C: Cover letter and questionnaire

RESEARCH PROJECT ON THE FOOD AWAY FROM HOME CONSUMPTION BEHAVIOUR OF FAMILIES LIVING IN TSHWANE

Dear respondent

You have indicated to a fieldworker from the **University of Pretoria** that you are willing to volunteer to take part in a short (10 minute) survey about your food consumption. By completing this survey you will allow a masters degree student to complete her studies and you **stand the chance of winning a R500 restaurant voucher.** Your input is greatly valued and as such you are urged to please take part in this short survey.

This information sheet is provided to inform you of the nature of the project as well as your contribution and rights as a volunteer.

The purpose of this part of the study is to investigate the current food away from home consumption patterns of families who live in Tshwane.

Please note that: Food away from home is defined for this study to include the use of restaurants and take-away outlets only.

The current knowledge of food away from home consumption of the South African public is very limited and as a result the industry finds it difficult to cater to the needs of its consumers. Your contribution to this research will thus provide significant information regarding the possible weaknesses in the South African food away from home market. It is thus necessary to collect meaningful information on the **type, quantity, frequency** as well as **reasons** for why the public consumes food away from home.

Please familiarize yourself with the following information in order to ensure that you understand what is involved should you volunteer to take part in the study:

- The study deals with what families consume and should just be filled out by **one individual per household.**
- **Only individuals who live in Tshwane are allowed to complete the survey.**
- You will be required to provide information on specific **demographic variables, what you eat, where you eat, with whom you eat, when you eat as well as possible reasons** for your food away from home consumption.
- The questionnaire will take approximately 10 minutes to complete
- No personal information will be used and you will not be identified in the questionnaire. Should you wish to take part in the lucky draw an email address and telephone number will be necessary to notify winners.
- There is no risk involved in participating in this study. All information obtained from this study will be regarded as confidential.
- Your participation is **entirely voluntary** and you may stop participation at any stage if you wish during the data collection.

The protocol of this study was approved by the Ethics Committee of the Faculty of Natural and Agricultural Sciences of the University of Pretoria. The results of this study will be written as a research report for the University of Pretoria and will also be published in a scientific journal. As aforementioned you as an individual will not be identified in any way. This research is furthermore funded by the aid of the National Research Foundation.

I UNDERSTAND WHAT THIS STUDY IS ABOUT AND I AM PREPARED TO VOLUNTEER PARTICIPATION ON THE RESEARCH REGARDING THE FOOD AWAY FROM HOME PRACTICES OF TSHWANE HOUSEHOLDS

X

Signature of Respondent

X

Date of completion



Questionnaire: Food Away from Home Behaviour of Tshwane Households

Respondent: _____

Please answer all the questions by drawing a CIRCLE around the appropriate number in the shaded box or write in the box provided

SECTION A: Demographics

What was your age at your last birthday?	
_____ Years	

--	--	--

What is your gender?	
Male	1
Female	2

V1

--	--

V2

--

To which ethnic/cultural group do you belong?	
Asian	1
Coloured	2
Indian	3
Black	4
White	5
Other (specify: _____)	

V3

--

Please provide the name of the suburb in which you currently reside?	

V4

--	--

What is your highest level of education?	
Lower than Grade 12	1
Grade 12	2
Diploma or Undergraduate Degree	3
Postgraduate Degree	4

V5

--

How many members are there in your current household/living in your house?	
_____ members	

V6

--	--

Please indicate the current life-stage to which your family belongs?	
Single parents without children	1
Single parents with children	2
Widowed/Widower/ Divorced	3
Newly Married Couple	4
Couple/Married without children	5
Couple/Married with young children	6
Couple/Married with adolescents	7
Empty-nesters	8
Retirees/Pensioners	9

V7

--

What is your approximate MONTHLY household income rounded up to the nearest R1000 (Optional)	
Less than R5000	1
R5 000 - R9 999	2
R10 000- R14 999	3
R15 000- R24 999	4
R25 000- R50 000	5
R50 001 +	6

V8

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SECTION B: Food away from home (FAFH) consumption behaviour

Do you have cooking facilities available at your place of residence	
Yes	1
No	2

V9

Who is responsible for the majority of your household's food purchases?	
Yourself	1
Husband/Wife/Partner	2
Children	3
Parent/Guardian	4
Roomate/Friends	5
Other (specify: _____)	

V10

On average how much is your food budget per month for your entire household? Rounded up to the nearest R1000
R. _____

V11

On average how much money do you spend on food at away from home establishments? Rounded up to the nearest R1000
R. _____

V12

	5-7 times per week	3-4 times per week	1-2 times per week	Once or twice a month	A couple of times per year	Never
How often do you frequent the following establishments?						
Steakhouses/Grill (e.g. Spur, Dros, Karoo etc.)	6	5	4	3	2	1
Sit-down Restaurants specializing in pizza and pasta (Mimmos, Panarotti's, Col cacchio's)	6	5	4	3	2	1
Fine-dining Restaurants (Stephanies, Blu Saffron, Cynthias etc.)	6	5	4	3	2	1
Ethnic Restaurants (African, Chinese, Indian, Middle Eastern etc.)	6	5	4	3	2	1
Bistro-type restaurants	6	5	4	3	2	1
Seafood Restaurants (including sushi)	6	5	4	3	2	1
Continental and Contemporary restaurants (varied menu)	6	5	4	3	2	1
Coffee Shops	6	5	4	3	2	1
Fast food places which serve chicken (KFC, Nandos, Chicken Licken etc)	6	5	4	3	2	1
Fast food places which serve burgers(Steers, Wimpy etc)	6	5	4	3	2	1
Fast food places which serve ethnic foods (Indian take-out, Chinese take-out)	6	5	4	3	2	1
Fast food places which serve take-out pizzas (Romans, Debonairs)	6	5	4	3	2	1

V13

V14

V15

V16

V17

V18

V19

V20

V21

V22

V23

V24

	5-7 times per week	3-4 times per week	1-2 times per week	Once or twice a month	A couple of times per year	Never
How frequently do you eat the following menu items at sit-down or fast food restaurants						
Steaks/ Grilled meat	6	5	4	3	2	1
Pizza	6	5	4	3	2	1
Pasta	6	5	4	3	2	1
Chicken	6	5	4	3	2	1
Ethnic South African Food (Pap, Sheba, Bobotie etc.)	6	5	4	3	2	1
Ethnic Asian Food (Stir-fry, Chow Mein etc.)	6	5	4	3	2	1
Ethnic Indian Food (Curries, Chicken Korma, Naan bread etc.)	6	5	4	3	2	1
Ethnic Eastern Cuisine (Shwarmas, Falafel etc.)	6	5	4	3	2	1
Ethnic Mediterranean (Spanish/Greek Tapa's etc.)	6	5	4	3	2	1
Seafood (Grilled or fried fish, Calamari etc.)	6	5	4	3	2	1
Sushi	6	5	4	3	2	1
Sandwiches	6	5	4	3	2	1
Salads	6	5	4	3	2	1
Hamburgers	6	5	4	3	2	1
French fries	6	5	4	3	2	1
Hotdogs	6	5	4	3	2	1
Pies and Pastries	6	5	4	3	2	1
Wraps	6	5	4	3	2	1
Other (Specify: _____)	6	5	4	3	2	1

V25

V26

V27

V28

V29

V30

V31

V32

V33

V34

V35

V36

V37

V38

V39

V40

V41

V42

V43



	5-7 times per week	3-4 times per week	1-2 times per week	Once or twice a month	A couple of times per year	Never
How often do you eat at a <u>sit-down restaurant</u> for:						
Breakfast	6	5	4	3	2	1
Lunch	6	5	4	3	2	1
Dinner	6	5	4	3	2	1

V44
V45
V46

	6	5	4	3	2	1
How often do you eat a <u>take-away meal</u> for:						
Breakfast	6	5	4	3	2	1
Lunch	6	5	4	3	2	1
Dinner	6	5	4	3	2	1

V47
V48
V49

	Sit-down restaurants	Take-away restaurants
Which days of the week are you more likely to eat at a <u>sit-down OR take-away restaurant</u>? (You may mark more than one options for each establishment if necessary)		
Monday	1	2
Tuesday	3	4
Wednesday	5	6
Thursday	7	8
Friday	9	10
Saturday	11	12
Sunday	13	14

V50.1
V50.2
V50.3
V50.4
V50.5
V50.6
V50.7

	V50.8	
	V50.9	
	V50.10	
	V50.11	
	V50.12	
	V50.13	
	V50.14	

	Sit-down restaurants	Take-away restaurants
You eat at the following establishments more frequently when you are: (You may mark more than one for each establishment if necessary)		
In a group with friends	1	2
In a group with family	3	4
Alone	5	6
With my spouse/partner	7	8
Other (Please specify) _____		

V51.1
V51.2
V51.3
V51.4
V51.5

	V51.6	
	V51.7	
	V51.8	
	V51.9	
	V51.10	



SECTION C: Food away from home (FAFH) consumption behaviour

	Not at all important	Little important	Moderately important	Very important
It is important to me that the food away from home I choose				
Contains a lot of vitamins and minerals	1	2	3	4
Keeps me healthy	1	2	3	4
Is nutritious	1	2	3	4
Is high in protein	1	2	3	4
Is good for my hair/teeth/skin/nails etc.	1	2	3	4
Is high in fibre and roughage	1	2	3	4
It is important to me that the food away from home I choose				
Helps me cope with stress	1	2	3	4
Helps me cope with life	1	2	3	4
Helps me relax	1	2	3	4
Keeps me awake/alert	1	2	3	4
Cheers me up	1	2	3	4
Makes me feel good	1	2	3	4
It is important to me that the food away from home I choose				
Can be consumed easily	1	2	3	4
Can be prepared by the establishment in a short amount of time	1	2	3	4
Can be eaten quickly	1	2	3	4
Can be carried easily	1	2	3	4
Is suitable for consumption on-the-go	1	2	3	4
Can be bought at places close to where I live	1	2	3	4
It is important to me that the food away from home I choose				
Smells nice	1	2	3	4
Looks nice	1	2	3	4
Has a pleasant texture	1	2	3	4
Tastes good	1	2	3	4
Food is fresh	1	2	3	4
It is important to me that the food away from home I choose				
Contains no additives	1	2	3	4
Contains natural ingredients	1	2	3	4
Contains no artificial ingredients	1	2	3	4

V52

V53

V54

V55

V56

V57

V58

V59

V60

V61

V62

V63

V64

V65

V66

V67

V68

V69

V70

V71

V72

V73

V74

V75

V76

V77



	Not at all important	A little important	Moderately important	Very important
It is important to me that the food away from home I choose				
Is not expensive	1	2	3	4
Is cheap	1	2	3	4
Is good value for money	1	2	3	4

V78
V79
V80

	1	2	3	4
It is important to me that the food away from home I choose				
Is low in calories	1	2	3	4
Helps me control my weight	1	2	3	4
Is low in fat	1	2	3	4

V81
V82
V83

	1	2	3	4
It is important to me that the food away from home I choose				
Is usually what I eat	1	2	3	4
Is familiar	1	2	3	4
Is the food I ate as a child	1	2	3	4

V84
V85
V86

	1	2	3	4
It is important to me that the food away from home I choose				
Comes from countries I approve of politically	1	2	3	4
Has the country of origin clearly indicated	1	2	3	4
Is packaged in an environmentally friendly way	1	2	3	4
Is being sold by companies that are committed to environmental protection	1	2	3	4
Contains ingredients that meet special quality standards e.g. standards	1	2	3	4

V87
V88
V89
V90
V91

	1	2	3	4
It is important to me that the establishment where I eat				
Has up-to-date equipment	1	2	3	4
Has visually appealing facilities	1	2	3	4
Has employees with a neat and professional appearance	1	2	3	4
Materials associated with the restaurant i.e. menu, serviettes, Pamphlets are visually appealing	1	2	3	4
Lighting in the restaurant is appropriate	1	2	3	4
Has adequate parking available/ Drive-through facilities	1	2	3	4
Is clean	1	2	3	4
Has visually appealing décor	1	2	3	4

V92
V93
V94
V95
V96
V97
V98
V99

	1	2	3	4
Rate the following factors in order of importance in terms of your FAFH consumption (1 being the most important and 9 being the least important) Please do not repeat a rank value				
The FAFH I choose should only contain natural ingredients				
The FAFH I choose should be good for my health				
The FAFH I choose should make me feel good/happy				
The FAFH I choose should taste, smell and look good				
The FAFH I choose should be something that I am familiar with				
The FAFH I choose should be easy to purchase				
The FAFH I choose should comply with certain ethical standards				
The FAFH I choose should be enjoyed by everyone present during the meal				
The FAFH should come from a restaurant that has pleasing physical characteristics (chairs, counters, cleanliness etc.				

V100
V101
V102
V103
V104
V105
V106
V107
V108

Thank you for participating in this survey!

ADDENDUM D: South African Franchises

	Holding Company	Brand	Main order of business
Burger restaurants	Famous Brands	Steers	South African burger fast food chain available throughout Africa and in the United Kingdom
	Famous Brands	Black Steer	Fast food restaurant specialising in steak, ribs and hamburgers with sit-down facilities
	Famous Brands	Wimpy	South African quick service restaurant specialising in hamburgers, breakfast and coffee
	Mc Donalds Corporation	McDonalds	International chain of fast food restaurants specialising in hamburgers
	Taste Holdings	Maxi's	South African fast food restaurants specialising in hamburgers and breakfast
Chicken restaurants	Golden Fried Chicken Pty Ltd	Chicken Licken	South African fast food restaurants specialising in chicken
	Yum Brands	KFC	International chain of fast food restaurants specialising in chicken
	Nandos group holdings	Nandos	International chain of fast food restaurants specialising in chicken. Originated in South Africa.
Grilled Meat	Spur Corporation	Spur	International casual dining restaurant specialising in grilled meat and hamburgers. Originated in South Africa.
	Dros Group	Dros	Casual dining restaurants and wine cellar specialising in grilled meat, burgers and pizza.
Pies and Pastries	King Pie Holdings	King Pie	South African fast food restaurant specialising in meat, chicken and vegetarian pies.
	Bonfit SA (Pty Ltd)	London Pie	South African fast food restaurant specialising in meat, chicken and vegetarian pies.
	Pie City Holdings	Pie City	African fast food restaurant specialising in meat, chicken and vegetarian pies.
Pizza	Famous Brands	Debonairs	South African pizza fast food restaurant which specialises in speciality crusts baked in an electric oven.
	Spur Corporation	Panarottis	International pizza casual dining restaurant specialising in pizza and pasta.
	Taste Holdings	Scooters Pizza	South African pizza fast food restaurant.
	Pizza Perfect (Pty Ltd)	Pizza Perfect	South African fast food restaurant specialising in wood-fired pizza and pasta.
	Roman's Pizza (Pretoria) cc.	Roman's Pizza	South African fast food restaurant specialising in pizza, pasta and salads.
	Primi World	Primi Piatti	South African casual dining restaurant specialising in pizza and pasta.
	Mimmos Italian Family restaurant	Mimmo's	South African casual dining restaurant specialising in pizza, pasta and grilled meat.
Seafood	Famous Brands	Fish Aways	South African fast food restaurant specialising in cooked seafood
	Ocean Basket franchise group	Ocean Basket	South African casual dining restaurant specialising in cooked seafood and sushi
	Good things franchise group	Something Fishy	South African fast food restaurant specialising in cooked seafood
Coffee and snacks	Famous Brands	Mugg and Bean	Full-service, casual-dining, coffee-themed franchise restaurant chain originated in South Africa.
Health Food	Kauai Group (Pty Ltd)	Kauai	International quick-service restaurant specialising in health food such as wraps and salads.

ADDENDUM E: Ethics Approval

ETHICS COMMITTEE
Faculty of Natural and Agricultural
Sciences

02 December 2013

Dr AT Viljoen

Department of Consumer Sciences

University of Pretoria

Pretoria

0002

Dear Dr Viljoen

EC131107-114: Tshwane households' consumption of food away from home

Your application conforms to the requirements of the NAS Ethics Committee.

Kind regards



Prof NH Casey

Chairman: Ethics Committee