

**FOOD CONSUMPTION PATTERNS AND LEISURE  
EXPERIENCES IN QUICK SERVICE RESTAURANTS IN  
KINSHASA, DEMOCRATIC REPUBLIC OF THE  
CONGO**

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**A THESIS SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR SELINUS UNIVERSITY  
OF SCIENCES AND LITERATURE  
PHD MANAGEMENT INTERNATIONAL BUSINESS  
ACADEMIC YEAR 2020**



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## Abstract

**Objective:** This research study aimed to explore Congolese consumers' food consumption patterns and leisure experiences in quick service restaurants in Kinshasa, DRC. The fast food industry is growing in the Congolese capital and understanding consumers is valuable to increase clients' satisfaction, business development, positive health indicators, and socio cultural acceptance.

**Materials and Methods:** The sample consisted of Congolese consumers approached by convenience sampling in Gombe, Kinshasa. The employed research instruments were structured survey questionnaire, in-depth interviews and direct observations. The quantitative data collected were analyzed through the use of SPSS.

**Results:** Findings from this research study first demonstrated that Congolese consumers do have a positive perception of leisure and dining experiences in quick service restaurants in Kinshasa. Food and drinks ordered by the customers are often the most affordable ones on quick service restaurants menus; sandwiches, shawarmas, and/or fried potatoes paired with soft drinks. Congolese are convinced by the food and drink products offered in fast food outlets as they consider them qualitative, healthy, variate and occidental. In terms of culture, foreign foods served in quick service restaurants rarely take into account the eating habits and local culture of the local population. Consumers are not only looking to feed themselves when visiting a fast food outlet, but are also looking for an entertaining and memorable Western experience. The whole concept of Western inspired quick service restaurants is gaining in popularity in the Congolese capital, especially among the younger population. Overall fast food restaurants represent a growing sector of the restaurant industry in cities of the DRC through its linkages with the Western diet and lifestyle.

Conclusion: Overall, food and drink menus, leisure, entertainment, guests experience, and profitability in quick service restaurants could surely be all enhanced by adjusting parameters to local realities and consumers' preferences.

**Keywords:** Food consumption patterns, Leisure, Guest experience, Fast food, Restaurant industry, Africa, Kinshasa

## Acknowledgment

I would like to express my deep gratitude to Dr. Salvatore Fava and Dr. Maria Isabel Gracia Arnaiz, my research supervisors, for his patient guidance, enthusiastic encouragement, useful critiques of this research work and assistance in keeping my progress on schedule.

I would also like to extend my thanks to Selinus University's Graduate department and Registrar department for providing me with the proper support.

I would like to express my deep gratitude to the respondents who took time to answer the survey questionnaire and interview questions.

Finally, I wish to thank my family and friends for their support and encouragement throughout my study.

Pamela Landreville



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BMI	Body mass index
C.F.C	City Market Fried Chicken
DRC	Democratic Republic of the Congo
FAO	Food and Agriculture Organization (FAO)
FBaS	Food balance sheets
FCoS	Food consumption surveys
FDI	Foreign direct investments
GAM	Global acute malnutrition
GATS	General Agreement on Trade in Services
GDP	Gross domestic product
HBES	Household budget and expenditure surveys
IARC	International Agency for Research on Cancer
IFIC	International Food Information Foundation
INS	National Institute of Statistics (Institut National de la Statistique)
KFC	Kentucky Fried Chicken
LDC	Least developed country
NCDs	Noncommunicable diseases
PAHO	Pan American Health Organization
R	Coefficient of variation
R <sup>2</sup>	Coefficient of determination
TPB	Theory of planned behavior
UN	United Nations
USAID	United States Agency for International Development
WFP	World Food Programme

# Chapter 1 – Introduction

## 1.1 Introduction of the study

You are what you eat says the byword as food consumption and leisure experiences influence positively or negatively our psychological and physical condition (McKeith, 2006). Scientific literature also demonstrated in several ways how food consumption patterns are interrelated with humans' well-being and cultural practices (Denton, Lawason & Armstrong, 2013). Globalization, economic development, and urbanization are factors that mainly influenced people's lifestyles and encouraged the nutrition transition worldwide (Mendez & Popkin, 2004). The transformation of the economy impacts food production, distribution, and consumption (Goody, 1995). As Globalization and modernization occur, changes in the food environment are primarily observed in urban areas with undeniable shift toward rural areas (Mendez & Popkin, 2004). The contemporary lifestyle and the Western diet adopted by developed countries have started gaining ground in low- and middle-income countries (Popkin, 2002). In West Africa, the industrial revolution started to change the eating habits, preferences, and customs of the local population, especially amongst the elite, when organizations started producing sugar, canned processed foodstuffs, and beer. In Ghana, bread, sardine, and tomato puree were rapidly embraced by the popular class for its enjoyable taste, affordable cost and ease of transportation. Globally, industrial food has reduced the differences within and between sociocultural systems and the homogenization of taste accompanies the industrial processes of the world system. Taken as a whole, the Western diet and lifestyle are partially but gradually being adopted worldwide (Goody, 1995).

With the nutrition transition, the most complete and appropriate tool as of 2018 to categorize aliments and food products is the NOVA classification system (Moubarac, Parra, Cannon & Monteiro, 2014). It was developed in 2009 by a group of researchers of the Centre for Epidemiological Studies in Health and Nutrition in São Paulo, Brazil and it was used in various researches worldwide to study the changes in food consumption patterns. It is also one of the

theories that consider industrialization as one of the most relevant causes of the global obesity epidemic. The NOVA system classifies all foods and food products in four specific and meaningful groups: unprocessed or minimally processed foods including fruits, vegetables, meats, grains, tea, etc., processed culinary ingredients including salt, sugar, vegetable oils, butter, etc., processed foods including canned fruits, vegetables, fish, and legumes, salted nuts and seeds, smoked meat, cheeses, beer, etc., and finally ultra-processed food and drink products including sweets, ice cream, cakes, pastries, mass-produced breads, pizzas, nuggets, sausages, burgers, hot dogs, margarine, soft drinks, etc. (Monteiro, Cannon, Levy, Moubarac et al., 2016). The consumption of ultra-processed food and drink products increased gradually in occidental countries during the 20<sup>th</sup> century and now tends to replace traditional meals made from scratch as they are convenient and suit modern lifestyle (Monteiro, Cannon, Levy, Claro, Moubarac et al., 2012).

Modern lifestyle and diet are characterized by more sedentary jobs, greater time for leisure, and an alimentation comprising a considerable amount of ultra-processed food products rich in saturated fats, sugar, salt, processed foods, and low in fiber. The style of living and the nutrition shift are associated with population's health status as well as demographic, sociocultural, and economic changes (Popkin, 2002). China, for example, experienced rapid economic growth, urbanization and globalization since the 1990s. It impacted the food demand and led to an increase in non-traditional, high-value, and foreign foods available to the consumers; edible/vegetable oils and fried potatoes, first in urban centers and gradually in rural areas. The emerging middle-class living in urban areas buys larger amount of meat, milk, fruit and fish per capita, is gradually looking for higher-quality processed foodstuffs from the Western world, and tends to consume more meals outside the home (Baker, Kay & Walls, 2014). As data collected between 1991 and 1997 demonstrated, animal food consumption and fat intake increased drastically and cereal intake fell considerably in both Chinese urban and rural areas. The possible consequences of those cultural and nutritional changes on the population are not yet fully understood by the authorities. Overall, trade liberalization and open markets encouraged food imports and the propagation of modern supermarkets which actually increased by 18 percent in



urban areas between 1999 and 2001. It also led to the augmentation of entertaining multinational quick service restaurant chains across the country. Kentucky Fried Chicken (KFC), was the first American fast-food restaurant chain to open in China and had already more than 600 outlets in the early 2000s (Mendez, Du & Popkin, 2004). Globalization is interrelated with the expansion of capitalism and its hegemony which also generated inequality and cultural fragmentation. As food is an important component of the Chinese society, some parents also use sweets, snacks, deserts, and fast-foods retailed in quick service restaurants to reward their children (Ma, 2015). Multinational quick service restaurant chains including KFC and McDonald's have become recreation centers selling processed occidental food and drink products while offering a foreign leisure experience.

Multinationals of the food industry are well established in developed countries. To increase their market shares, they invested and settled in developing regions including Sub-Saharan Africa; the region considered as the last frontier economy. Industrial processed food products are now retailed across the globe in supermarkets, corner stores, kiosks, quick service restaurants, etc. (Kennedy, Nantel & Shetty, 2004). However, the population of some remote parts of the world have only experienced occidental food and drink products and leisure experiences on an inconsistent basis since the 1970s. It is the case of the Democratic Republic of the Congo (DRC), a not very well-known Sub-Saharan country despite its abundant mineral resources, large population, and vast surface area. Multinational food companies are entering the Congolese market gradually to pursue business growth, increase market share, and to satisfy the consumers' demand for palatable foreign foodstuffs.

The Democratic Republic of the Congo is the country of endless possibilities where economy, politics, leisure activities, and health/well-being are all interrelated. In contrary with other Sub-Saharan African countries such as South Africa, Nigeria, Kenya, Tanzania, etc., there are currently no American quick service restaurants established in DRC. McDonald's, Kentucky Fried Chicken, Subway, Burger King, Starbucks, etc. are simply not present in the country. Major Western quick service restaurant chains did not settle in the DRC yet due to political

instability, fluctuating economy, low purchasing power, weak institutions, high levels of corruption, regular power and water shortages, impotent distribution system, excessive import fees and taxes, etc. As of 2017, Western inspired quick service restaurants operating in Kinshasa comprised the giant South African owned Steers and Debonairs Pizza restaurant chains, local quick service restaurant chains consisting of DFC Restaurant rapide, Waz Burger, and Kin D elicieux and independent fast food outlets including Hunga Busta and City Market Fried Chicken (C.F.C).

A quick service restaurant, regardless of its location, is also denominated under the appellation of fast food restaurant. There is no universal standardization for quick service restaurants and the term fast food covers a broad category of food related concepts including a wide range of foods, a kind of restaurant, and an eating style (Ritzer, 1983). Quick service restaurant chains usually display a common menu above the service counter and customers typically pay before they receive their foods and drinks. Normally offering limited table service, consumers choose and clear their own tables. Fast foods items are usually cheap and can be eaten on site or to take away. Popular fast foods items retail in quick service restaurants include hamburgers, fried potatoes, pizzas, fried chicken and fish, hot dogs, pasta, soft drinks, and other ethnic specialties. Fast foods are generally freshly prepared with processed foodstuffs, served hot, and packaged in plastic, waxed paper, foil, or cardboard box. Some quick service restaurants provide a seating space, an entertainment area, and delivery service (Yale Rudd Center, 2013; Bujisic, Hutchinson & Parsa, 2014).

The Western inspired quick service restaurants operating in Kinshasa have gradually opened within the past decade, mainly in Gombe area, the city center of Kinshasa, DRC' capital. As a result, the Congolese population is now exposed to new leisure experiences and foreign processed food and drink products including pizza, burgers, fried chicken, fried potatoes, soft drinks, etc. For commercial development and sociocultural purposes, the evolution of the leisure industry and the changes in eating habits worldwide encourage the exploration of Congolese'

food consumption patterns and leisure experiences in quick service restaurants in Gombe area, Kinshasa, Democratic Republic of the Congo.

Sparsely reliable information, limited literature available, and the emergence of new dining experiences encourage the pursue of this research study toward Congolese' food consumption patterns and leisure experiences in quick service restaurants in the DRC. Occidental food and drink products and leisure activities are novel to the population in DRC and should be developed in the future in order for the local consumers to benefit from it. Finally, certain background knowledge about DRC, but more important, strong motivation and desire to understand possible changes in Congolese consumers' leisure experience and food consumption patterns are incentives to pursue this research study.

## 1.2 Statement of the problem

Globalization, economic development, and urbanization are influencing people's lifestyles and encouraging the nutrition transition around the globe (D'Argemir, 1998). Homogenization of culture and life increased as rationality, speed, and efficiency became predominant in the Western world. Ritzer described this phenomenon in the 1980s as the McDonaldization of society where efficiency, calculability, predictability, and control are put forward in virtually every sector of society including the quick service restaurant industry. McDonald's restaurant chain, according to Ritzer, is representative of the rationalization of society as the company focus on method optimization, quantifiable objectives, uniform services and products, and standardization (Ritzer, 1983). However, cultural divergence remains a real challenge for quick service restaurants operating in remote areas of the world where the population is partially familiar with occidental leisure experience and Western food and drink products. Successful multinational quick service restaurant chains such as McDonald's opted since the 1990s for a glocal strategy, a business approach between a global and a local strategy, with the motto of "think global, act local". Indeed, those flourishing companies use their renowned brands and global experiences together with adapted services, products, marketing mix, and communications in order to address domestic issues and appeal to local markets (Dumitrescu & Vinerean, 2010). Claims against multinational quick service restaurant chains comprise perceived unhealthy food

products, alleged animal cruelty, stated worker exploitation, and local population' cultural degradation (Bowman & Vinyard, 2014; Croft, 2006). A deep understanding of the market place and a glocal strategy are essential. Therefore, to ensure commercial success and social acceptance, organizations adopt a glocal strategy where global products and services are adapted to local markets and lifestyle. To operate and be profitable in a specific market, Western inspired quick service restaurants in Kinshasa face the challenge of matching occidental leisure experience and fast food products with the specificities of the market. In Kinshasa, quick service restaurant chains are competing against local restaurants serving traditional foods prepared with unprocessed or minimally processed regional aliments. Quick service restaurant chains need to adapt their services and products to ensure business growth and profitability in markets with a divergence of food habits, language, religion and culture. Overall, quick service restaurant chains' owners and managers must understand the customers, their food consumption patterns, and leisure experience preferences in order to elaborate appealing menus, effective marketing campaigns, and successful commercial development strategies.

In Kinshasa, the capital of the Democratic Republic of the Congo, Western inspired quick service restaurants are mainly located in the area of Gombe, the capital's city center. Those food outlets are now entertainment options and part of the food supply for the local population and contribute to the development of the leisure and restaurant industries of the country.

### 1.3 Research objectives

- (1) To explore the restaurant industry in Kinshasa and study the relationships between demographics and Congolese consumers' perceptions, intentions, and actual behavior in quick service restaurants in Gombe area, Kinshasa, Democratic Republic of the Congo; (Questionnaire)
- (2) To investigate Congolese consumers' perceptions of leisure and dining experiences in quick service restaurants in Gombe area, Kinshasa, Democratic Republic of the Congo, by applying the Service Marketing Mix model; (Questionnaire and interview)

- (3) To examine Congolese consumers' perceptions and intentions toward quick service restaurants in the Democratic Republic of the Congo and study the relationships affecting the actual behavior in quick service restaurants in Gombe area, Kinshasa, Democratic Republic of the Congo, by applying the Theory of Planned Behaviors; (Questionnaire)
- (4) To explore and understand Congolese consumers' food consumption patterns and actual behavior in quick service restaurants in Gombe area, Kinshasa, Democratic Republic of the Congo and establish possible links between processed foods and quick service restaurant; (What is eaten- Interview and Direct observation)
- (5) To explore and understand the process of glocalization in quick service restaurants in Kinshasa, Democratic Republic of the Congo and study its possible influence on Congolese consumers' leisure experiences and food consumption patterns in quick service restaurants in Gombe area. (Interview)

#### 1.4 Conceptual framework

For the commercial and sociocultural purposes of this research study, the service marketing mix model (7Ps) and the theory of planned behavior (TPB) will be applied.

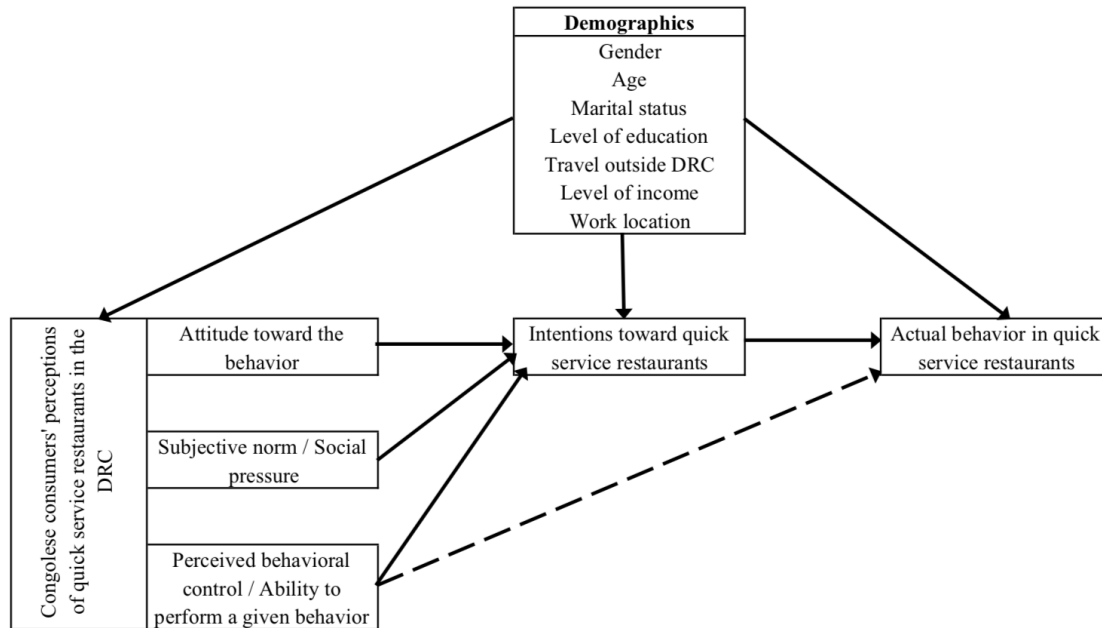
The original marketing mix model (4Ps) and the service marketing mix model (7Ps) are common and leading marketing strategy tools. The original marketing mix model was elaborated by E. Jerome McCarthy in the 1960s for organizations retailing products. With little focus on customer service, its core elements were product, price, place, and promotion. As the service industry and the client's experience gained in importance in the 1970s, the service marketing mix model was developed and three core elements were added, namely people, process, and physical evidence. The service marketing mix model (7Ps) was created by Booms and Bitner in 1981. Since then, it has been applied in various contexts such as consumer perception (Mahmood, 2014), consumer behavior (Gilaninia, Taleghani, Azizi, 2013), purchasing/buying behavior (Wongleedee, 2015; Payson & Karunanithy, 2016), and food buying behavior (Nguyen, Phan, Vu, 2015) to understand individual's perception and behavior. Nowadays, the service marketing mix model is commonly used by organizations worldwide to establish relationships with customers.

Developed from the theory of reasoned action, the theory of planned behavior is used to explain general individual behavior. The theory suggests that behavior intentions are determined by three basic concepts: the individual's attitude toward behavior, subjective norms, and perceived behavioral control. The individual's actual behavior is determined by the individual's intentions and perceived behavioral control (Ajzen, 1991). The theory of planned behavior was elaborated and developed by Ajzen in the 1980s. Since three decades, it has been applied in various contexts such as dietary behavior (Sleddens, Kroeze, Kohl, Bolten, Velema, Kaspers, Kremers & Brug, 2015), food choice (Wee, Ariff, Zakuan & Tajudin, 2014), leisure choice (Ajzen, 1990), and fast food consumption (Kim, Ahn & Kim, 2004) to explain individual's behavior.

The illustration of the service marketing mix model (7Ps) and the theory of planned behavior (TPB) in the conceptual framework was built to establish a better understanding of the research study framework. The conceptual framework explains the fundamental idea of how the variables are elaborated and interrelated. It is used to develop the questionnaire and interview questions in order meet the research' objectives.

Figure 1.1 Conceptual framework

**FOOD CONSUMPTION PATTERNS AND LEISURE EXPERIENCES IN QUICK SERVICE RESTAURANTS IN KINSHASA, DEMOCRATIC REPUBLIC OF THE CONGO**



### 1.5 Research Hypothesis

To describe, analyze, evaluate, and study the relationships between the variables the following hypotheses will be tested:

H1 Demographics influence Congolese consumers' perceptions, intentions, and actual behavior in quick service restaurants in Gombe area, Kinshasa, Democratic Republic of the Congo;

H2 Elements of the Service Marketing Mix model (Product, price, place, promotion, people, process, and physical evidence) influence Congolese consumers' perceptions of leisure and dining experiences in quick service restaurants in Gombe area, Kinshasa, Democratic Republic of the Congo;

H3 Congolese consumers' perceptions and intentions toward quick service restaurants in the DRC and influence the actual behavior in quick service restaurants in Gombe area, Kinshasa, Democratic Republic of the Congo;

H4 Congolese consumers' food consumption patterns in quick service restaurants in Gombe area, Kinshasa, Democratic Republic of the Congo, will differ from the traditional Congolese food consumption patterns and include more processed foods with positive and negative impacts on Congolese consumers' dietary behavior and leisure experience;

H5 The process of glocalization in quick service restaurants in Kinshasa, Democratic Republic of the Congo, influence Congolese consumers' food consumption patterns and leisure experiences.

## 1.6 Scope of the research

This research study examines Western inspired quick service restaurants operating in Gombe area, Kinshasa, Democratic Republic of the Congo. For the purpose of this research study, quick service restaurants investigated are limited to: Steers, Debonairs Pizza, Waz Burger, Kin D elicieux, Hunga Busta, DFC Restaurant rapide, and City Market Fried Chicken (C.F.C). Only quick service restaurants retailing, amongst others, burgers, pizzas, fried chicken, fried potatoes, and soft drinks with limited table service are qualified to be included in this research study. Street vendors, coffee shops, ice cream parlors, lounges and bars, full service restaurants, etc. are excluded from this investigation. This research study only investigates the Western inspired quick service restaurants listed above in order to focus on a specific growing segment of the restaurant and leisure industry in Gombe area, Kinshasa, Democratic Republic of the Congo. This research study does not distinguish between the quick service restaurants owner's origin or background.

This research study uses convenience sampling; a type of non-probability sampling. This method was chosen because the Democratic Republic of the Congo does not have reliable and up-to-date statistics on all the political and administrative entities of the country. The statistics of this kind available date from the last and only scientific census of population organized by the National Institute of Statistics (INS) in July 1984. Nowadays, these statistics have become obsolete and any projections that may be drawn from them can no longer serve as a relevant and reliable reference (Institut National de la Statistique (INS) – R epublique D emocratique du Congo, 2016). Convenience sampling is relevant for this research study because as reliable statistics and



relevant indicators about the Congolese population are obsolete or simply absent (Institut National de la Statistique, 2016). For the purpose of this research study, all Congolese individuals of interest available will have an equal opportunity of being selected by the researcher.

The study uses quantitative and qualitative research methodologies.

#### Quantitative research

- A paper-based structured survey questionnaire was developed to assess empirically the demographics of the Congolese consumers, the perception of leisure, and the factors of the theory of planned behavior. The questionnaires were distributed to Congolese citizens aged 18 and over and located in Kinshasa during the data collection period. Quantitative data were only collected from urban adult Congolese consumers as a benchmark for further research.

#### Qualitative research

- The researcher conducted structured interviews to explore and understand Congolese consumers' perceptions of leisure and dining experiences in regards to quick service restaurants. The in-depth interviews were conducted with Congolese citizens aged 18 and over and located in Kinshasa during the data collection period.
- The researcher conducted structured interviews and proceed to direct observations to investigate Congolese consumers' food consumption patterns in quick service restaurants. The interviews and direct observations were conducted with Congolese citizens aged 18 and over who visited one or more quick service restaurants in Gombe area, Kinshasa, Democratic Republic of the Congo, during the data collection period. Additional interviews were also conducted with owners and managers of quick service restaurants, nutritionist, medical anthropologist, and former McDonald's franchisee as they are key

characters to investigate Congolese consumers' food consumption patterns in quick service restaurants.

- The researcher finally conducted a structured interview to explore and understand the process of glocalization in quick service restaurants and studied its possible influence on Congolese consumers' leisure experiences and food consumption patterns. The interview was with a medical anthropologist with specialized knowledge about consumer behavior in the DRC.

The researcher investigated to explore and understand glocalization, food consumption patterns, and leisure experiences in quick service restaurants with a focus on consumers' perceptions and leisure experiences. Those research methods assure the evaluation of the Congolese' market, including commercial, cultural, and social dimensions from the point of view of national citizens living in the country's capital. Additionally, those research methods ensure the relationship between practices, representation, validation, meanings, reliableness, and generalization of the results and conclusions of this research study to the rest of the Congolese population living in urban centers.

### 1.7 Limitations of the research

This research study was partially conducted by means of retrieving completed questionnaires and interviews from Congolese citizens. To ensure respondent's comfort and understanding, the researcher provided the required assistance as objectively as possible. This research study is limited to Congolese consumers that were physically present during the data collection period and readily available and willing to be part of the research study. Consumers aged 17 or less and pregnant women and were excluded as their food and drink consumption, consumer behavior and preferences, and understanding of the survey questionnaire may be biased, irregular or dependent of other adults. As this research study is focused in the city center of the Congolese capital, it is

understood that the sample is not representative of the Congolese population living in DRC. This investigation is limited to the urban adult Congolese population as a benchmark for further research. Finally, only Western inspired quick service restaurants located in the Gombe area, Kinshasa, DRC. are included in this study as a point of reference for research within the fast food industry.

### 1.8 Significance of the study

The tourism industry, including the restaurant industry, has been growing significantly in the Democratic Republic of the Congo in the past ten years and the forecast are favorable. The area of Gombe, the city center of Kinshasa, is popular for its international offer in terms of restaurants and entertainment in comparison to other regions of DRC. As a result, the conclusions of this research study will be profitable to the academia and various organizations involved in the Democratic Republic of the Congo. First, this research study will contribute to the current limited literature related to the Democratic Republic of the Congo. It will also contribute to the current limited literature on the restaurant industry, and, more precisely, quick service restaurants in DRC. This research study will assist quick service restaurant chains in the elaboration of marketing and business development strategies according to the Congolese market, and finally support medical and social institutions in the understanding of the local population's contemporary dietary behavior and food consumption patterns.

### 1.9 Basic assumption

For the purpose of this research study, questionnaires were distributed to Congolese citizens aged 18 and over and located in Kinshasa, Democratic Republic of the Congo during the investigation. The researcher handed out paper based structured survey questionnaire and conducted structured interviews assuming that respondents answered truthfully. Data collection via questionnaire, in-depth interviews, and direct observations were conducted by using convenience sampling. Fieldwork to sample qualitative data were conducted in the form of structured interviews and direct observations of the Congolese consumers' perception of leisure, food consumption

patterns, and glocalization in regards to quick service restaurants. It is assumed that the sample is not representative of the Congolese population living in Kinshasa.

## Chapter 2 – Literature Review

### 2.1 The Democratic Republic of the Congo (DRC)

#### 2.1.1 Contextualization of the situation in the Democratic Republic of Congo

##### History

The African continent was colonized during the second half of the 19<sup>th</sup> century by European nations mainly looking for natural resources. The Berlin Conference, which took place between November 15, 1884 and February 26, 1885, organized the sharing and division of the African continent. Germany, Austria-Hungary, Belgium, Denmark, the Ottoman Empire, Spain, France, Great Britain, Italy, the Netherlands, Portugal, Russia, Sweden-Norway and the United States participated. The Berlin conference mainly led to the formalization of claimed territories and the adoption of official rules for colonization (Oxford Reference, 2010). As a result, in 1885, Belgium took over the Democratic Republic of the Congo (DRC), formerly named Zaïre. The specificity of this colonial regime resided in the fact that at first the Congo was considered a personal and private possession of King Leopold II of Belgium. The colonial era in DRC lasted for more than 70 years and was characterized by continuous development through exploitation of the local population and natural resources. However, the late 1950's were agitated as the nationalist movement gained power and the colonizer lost control over the infrastructures and the society as a whole (Gambino, 2011).

DRC obtained its independence from Belgium on June 30, 1960. Fierce state deflation followed and Colonel Mobutu and the Congolese army took over the country in 1965 after a «coup d'état». The nation and its economy progressed for about a decade before they began to decline; infrastructures were affected and neglected. Indeed, per capita GDP was established at USD 323.15 in 1960, USD 342.96 in 1974, and USD 178.19 in 1991. Mobutu, President of DRC and ally of the West during the Cold War, ruled the country as a dictatorship from 1965 until 1997. His government did not satisfy the essential and elementary functions of the country. Actually,

emphasis was on individual enhancement and patronage. Corruption became ubiquitous and important amounts of money were stolen from the customs and the mining sector revenues. Government employees and officials including soldiers, medical practitioners, customs agents, judges, teachers, etc. got habituated to low wages and familiarized with unpaid salary when the money was diverted (Gambino, 2011).

In the late 1990's, without the support of Western countries, Laurent Désiré Kabila, a forthcoming rebel leader helped by Ruanda and Uganda, lead the rebellion against Mobutu's dictatorship. DRC was unstable, precarious and volatile under Kabila's presidency which lasted from May 1997 until his assassination on January 16, 2001. His son, Joseph Kabila, was named President after his death and focused on reconciliation with the West and the country's transition to stability. Joseph Kabila was elected democratically in 2006 and again in 2011 for 5-year terms (Gambino, 2011). Since 2015, tensions have arisen over the 2016 presidential election on Joseph Kabila's mandate extension and the economy is suffered from the situation. On December 30, 2018, elections were finally held and on January 10, 2019, Felix Tshisekedi was appointed as President of the Democratic Republic of the Congo.

After a decade of pacifying the nation and restoring the country, DRC has seen a gradual return to political and macroeconomic stability with strengthened institutions and a reinforced economic growth. Its fragility and vulnerability have been reduced, the basis for its development have been set, the area is reunified, peace is achieved on virtually all of the territory – with exception of Eastern Congo, democratic institutions are theoretically in place, macroeconomic framework has stabilized, economic diversification has begun and the poverty rate is falling. DRC, for the past fifteen years, although committed to consolidating its democracy and rebuilding its economy for the well-being of its people, remains one of the least developed country (LDC) in the world. (PNUD, 2016).

Geography

The Democratic Republic of the Congo (DRC) is a not very well-known Sub-Saharan country despite its 2.3 million square kilometers surface area and an estimated population of nearly 79 million inhabitants (DR Congo Population, 2016). Located in the heart of the African continent, it straddles the equator along the cities of Mbandaka and Kisangani. DRC is the second largest country in Africa after Algeria and the 11<sup>th</sup> largest in the world. Its surface area is eighty times the size of Belgium; its former colonizer. Its territory is delimited by 9,165 km of shared borders with nine countries: Republic of Congo, Central African Republic, South Sudan, Uganda, Rwanda, Burundi, Tanzania, Zambia, and Angola. Kinshasa is the capital and the economic heart of the nation. The country's only access to the Atlantic Ocean is a narrow coastal strip of 40 km in the extreme west of the country in the province of Bas-Congo. The mineral resources are numerous and diverse in the DRC; zinc, cobalt, copper, gold, diamonds, etc. Today they are at the center of all interests due to the strong global demand for base metals in high technology. However, DRC is suffering from a huge dearth of knowledge and expertise on its own resources, which prevents it from getting the best out of it, especially for poverty reduction (Petit Futé: Survol du Congo, 2017). Slavery, colonialism, fierce mining industry, and agriculture benefited foreign investors without improving food supplies, infrastructures, and living standards in the country (Rowntree, Lewis, Price & Wyckoff, 2014).

### Challenges of doing business in DRC

Commerce, trade, businesses, and industries in DRC fluctuate according to the political situation and other external elements. Overall, the country has a low General Agreement on Trade in Services (GATS) commitment index in comparison to other Sub-Saharan African (SSA) countries and other low-income country averages. As a result, there are extensive possibilities for services trade liberalization. However, DRC's «Doing Business» rank has been one of the lowest in the world for years meaning that the private sector faces complications when operating businesses locally. Additionally, governance indicators in DRC; regulatory quality, rule of law, and control of corruption, are below SSA averages (World Bank, 2008 and 2009).

### Exports, Imports & Tariffs

Since its independence, DRC's exports are highly concentrated toward natural resources, especially minerals which accounts for approximately 75% of the country's exports since the mid-2000s (Bou-Habib & Kebede, 2016). The country mainly exports diamonds, metals and minerals, crude oils, and coffee. In 2007, the service industry contributed for a meager 7.1% of total exports (World Bank, 2009). After 2010, within the manufacturing and tertiary sectors, the food industry showed important growth (Barroy, Andre, Mayaka, & Samaha, 2014). The country trades mainly with its neighbors; Uganda, Rwanda, Burundi, and Tanzania, its former colonizer; Belgium, and with emergent countries such as South Africa, China, and, Brazil (World Bank, 2008). DRC's economy is vulnerable and sensitive to international market fluctuations such as the 2008 global economic crisis. Indeed, the country's exports are concentrated towards minerals and dependent of specific markets (Bou-Habib & Kebede, 2016). DRC has, compared with its neighboring countries, slow processing times and pricey export and imports costs. Indeed, in 2009, the custom fees to export or import one container was USD 2,450 on average. The country imports mostly specialized machineries, transport equipment, and aliments. In 2008, to alleviate the augmentation of food prices globally, DRC's government decreased import taxes (World Bank, 2009). Since 2015, the country has been hit by negative economic events, mainly due to falling prices of its main export commodities; copper and oil. In contrary to Botswana, Peru, Chile, Malaysia, and Ghana, DRC was not able to develop the country and eradicate poverty through the exploitation of its natural resources. Indeed, authorities of the country, lacking transparency and accountability during their tenure, use natural resources as a personal income and not as stepping stone for the nation's progress, human capital outcomes, and long-term development. Relying on weak and corrupted infrastructures, DRC's mineral abundance is depicted as a curse (World Bank, 2014).

### Infrastructures

Transport, information technology, and telecommunications infrastructures suffered from the lack of maintenance and deterioration from the antecedent conflicts. Nowadays, it is estimated that only 15% of the population in DRC has access to electricity, mainly in cities (Bou-Habib & Kebede, 2016). As of 2014, it was estimated that 53,5% of the population had a mobile cellular



subscription, but only 3% was using Internet (United Nations Statistics Division, 2017). The port of Matadi on the Congo river, used for international trade, is obsolete and transport costs are generally preposterous (World Bank, 2008). Ground transportation in DRC is also underdeveloped with a road network of 25 km/1000 square km compared with an average of 204 km/1000 square km for other Sub-Saharan countries (Bou-Habib & Kebede, 2016). Due to deficient transport facilities and distribution system, remote parts of the country remain inaccessible part or throughout the year (World Bank, 2008).

#### Country's growth versus poverty

The country's longtime political fragility did not stop, however, the nation's economic development in 2014 as GDP reached just over USD 33 billion. Economic growth rate was 8.7% in 2014 and is projected to remain above 8% over the next years. Despite excellent growth rate figures, the poverty rate remains high as the annual income per capita ranged at USD 380 in 2014 (World Bank, 2015), and in 2015, DRC was ranked 176<sup>th</sup> out of 188 countries on the Human Development Index (United Nations Development Programme, 2016). The unemployment rate reaches 39% in Kinshasa and quality of life and income levels are unequal throughout DRC (Barroy, Andre, Mayaka, & Samaha, 2014). With poverty rate reaching 85% of the population, it is estimated that over 60 million people in DRC live with less than USD 1,25 per day. Experts support that export diversification would increase the country's GDP per capita (Bou-Habib & Kebede, 2016).

#### Current situation

In 2016, the national currency, the Congolese Franc, was depreciated by 6% against the US dollar as a result of the strong tensions observed on the foreign exchange market (PNUD, 2016). Additionally, the presidential elections did not take place in December 2016 as the constitution requires it, which encouraged tensions and instability in the country (Barroy, Andre, Mayaka & Samaha, 2014). Finally, the abundant mineral resources in the DRC are an important part of the country's growth, but governance, sectoral income distribution, well-being, and poverty reduction have been major concerns for several decades (Petit Futé: Survol du Congo, 2017).

## 2.1.2 Socio-cultural, healthcare & well-being situation

### Family & Community

Family and community, often lead by men, are the basis of social organization in Congo, and more generally in Africa where the collective dimension takes over the individual needs (Bourdieu, 1998). Discussion with friends and relatives, preferably with a beer, is part of life and revive the social bonds. Relationships are regulated with codes and ideologies where the lineage, village, neighborhood, and ethnicity values and mores coexist (Petit Futé: Mode de vie, 2017). With high fertility and mortality rates, the country is populous with a young and fast-growing population (Jarawan, 2005). In 2013, about 50% of the country's population was younger than 16 years old and about 20 million Congolese had between 15 and 30 years of age (Barroy, Andre, Mayaka, & Samaha, 2014). It is also estimated that over 40% of the population lives in urban areas including the cities of Kinshasa, Lubumbashi, and Goma (World Health Organization, 2015, January). In recent years, Congolese urban women, especially from the middle class, have gained power against sexist traditions. Today, the Congolese women in Kinshasa have different opportunities, from the university to the office, as long as they have the various resources to achieve their goals. The Congolese family is now confronted with a cultural dualism, between the desire to preserve its cultural identity and the need to integrate itself in a world in the midst of a mutation ingrained by Western culture (Petit Futé: Mode de vie, 2017).

### Education

The Congolese school system takes its origins from the Belgian model introduced during the colonial era. Following the successive reforms that took place at the time, education is organized according to the following cycles: kindergarten (3 years); Primary (6 years); Secondary (general, technical or scientific) (6 years); Higher education and university (3 years in short cycle, 2 years of bachelor / master). In 1960, when the country became independent, DRC had one of the best performing school systems in Africa and an exemplary literacy rate. However, the country has seen its school system deteriorate over the years; investments in infrastructure, training, and remuneration of teachers have suffered the consequences. Teaching is therefore clearly at a

discount now and the system is plagued by widespread corruption. As a consequence, some families are unable to rely on school or traditional social structures to ensure the education and schooling of their children. The financial sacrifice families have to make to send their children to school leave them in a precarious situation. Families in economic difficulties, not able to pay tuition fees, may force their children to enter the labor market at an early age. These children are then trained on the job, as apprentices in shops and small businesses in cities. In other situations, they may become street vendors or thief when having no other options. The consequences on the Congolese society are considerable as young adults are either illiterate or, for the most part, not highly educated. This is illustrated in particular by the knowledge of French, thought in school, which tends to diminish within the uneducated population, who speak only national languages and dialects and have limitation to read and write (Petit Futé: Mode de vie, 2017).

## Health

When Joseph Kabila became president in the early 2000s, he aimed for a socioeconomic reconstruction of the country which included the reform of the health sector to improve Congolese's health and nutrition status (Barroy, Andre, Mayaka & Samaha, 2014). «Nationwide, 22% of the hospitals have electricity and 32% have running water, drinking or otherwise. Just 1% have full laboratory equipment. The majority of hospitals (59%) were built and equipped before independence [1960], and little investment has been made since» (Barroy, Andre, Mayaka, & Samaha, 2014). Less than ten hospitals were built in DRC between 1960 and 2010 (Barroy, Andre, Mayaka, & Samaha, 2014). At the institutional level, in theory, DRC is divided in regional Health Zones which include one or more general referral hospitals and healthcare centers. These public health establishments are run by state-appointed doctors and/or managed by faith-based organizations. They have the necessary services but very often lack medicines and equipment, especially in the countryside and remote areas (Petit Futé: Mode de vie, 2017). Basic healthcare services and nutrition interventions are also provided to the population by large and international non-profit organizations such as Doctors Without Borders, World Food Programme, and the World Health Organization. Health and nutrition status have deteriorated and gone backwards after years of political instability and conflicts in the 1990s (Jarawan, 2005). This

situation occurred due to the decreased of the share allocated to health in the total government budget over the years; from 13% in 1960 to 7.1% in 2004 and finally 4% in 2014. Medical geographic coverage is simply insufficient and state-owned/managed infrastructures are inadequate; only 30% of hospitals and clinics are categorized as operational (Barroy, Andre, Mayaka, & Samaha, 2014). Despite economic growth, the Democratic Republic of the Congo has a concentration of extreme poverty and widespread vulnerability. DRC remains one of the country with the highest rates of mortality, morbidity, respiratory infections, diarrhea, malaria prevalence, cholera, malnutrition, undernutrition, HIV/AIDS, tuberculosis, stunting, and children wasting in Sub-Saharan Africa (Jarawan, 2005).

Until nowadays, diarrheal diseases, respiratory infections, malaria, and protein-energy malnutrition are the most significant mortality cause in the Democratic Republic of the Congo (World Health Organization, 2015, January). Malnutrition affects more than 40% of children (Barroy, Andre, Mayaka, & Samaha, 2014). Noncommunicable diseases (NCD) such as cancers, cardiovascular diseases, chronic respiratory diseases and diabetes, were not officially listed during the past decades. Indeed, Congolese suffering from NCD may not consult a doctor and diagnosis of noncommunicable diseases is arduous for healthcare practitioners lacking medical equipment and expertise. NCD' prevalence has increased at a steady pace between 2000 and 2012; it is now estimated that 24% of the population will die between the age of 30 and 70 from noncommunicable diseases (World Health Organization, 2015, January). According the health situation, the World Health Organization developed a corporation plan prioritizing, amongst others, the prevention of diseases, the control of communicable and noncommunicable diseases, the promotion of healthy lifestyles and behaviors (World Health Organization, 2015, May).

#### Healthcare services

As per any standard, there are not sufficient physicians and health personnel in DRC, especially in rural areas. Indeed, DRC has only about 2,000 registered medical doctors. With more than 27,000 nurses in the country, the ratio of nurses/doctors is above other developing countries. In other words, there are too many nurses and not enough medical doctors in DRC. To assist with

dietetics, it is estimated that less than 200 nutritionists are employed in DRC. Despite the lack of physicians, material and equipment, the seldom availability and uneven quality of medical services, the Congolese population remains optimistic and perceive the service quality of healthcare as generally good, with exception regarding the price of medical care (Jarawan, 2005).

The health system practically does not cover health insurances in DRC. Public and private enterprises cover theoretically the cost of medical care for their employees and members of their families to the first degree, by statutory obligation (Petit Futé: Mode de vie, 2017). As a result, with high unemployment rates, most Congolese are not covered by any health insurance, which means that the household is in charge of medical expenses which may include unaffordable hospitalization costs. «For example, a 2003 study in Nord-Kivu [A province in Eastern DRC] found that in order to pay medical bills, 24% of patients sold assets and 18% went into debt» (Jarawan, 2005). As a result of this burden, hospital inpatient admission rates and service utilization are very low; more than 60% of the population do not use the formal healthcare system when they need to consult a medical practitioner. A growing number of patients, unable to pay for modern healthcare, consult traditional practitioners or non-formal providers and use medicinal plants and traditional techniques to treat several diseases with the risks and drifts that entails. Chinese medicine has been on the rise for a few years in Kinshasa and other cities, with specialized health centers more and more frequented by the population (Petit Futé: Mode de vie, 2017). As per previous findings, at household-level, health and nutrition outcomes would be improved by educating mothers about safer and more suitable behaviors and practices (Jarawan, 2005).

### Medical tourism

As the quality of healthcare remains inadequate, even in cities, the situation has encouraged the proliferation of private health facilities. These institutions are generally owned by doctors working in public hospitals, or by men who are more interested in the lucrative side of the project (Petit Futé: Mode de vie, 2017). Observed since decades, wealthy Congolese, which represent less than 1% of the population, travel to Europe to get appropriate healthcare; from

full-body check-up to elective surgeries. Nowadays, patients from Congo can also travel to South Africa, Dubai and India for qualitative care and hi-end technology, but globally cheaper than in Europe (Petit Futé: Mode de vie, 2017). Despite different socio-economic status within the population, the poor health situation affects all class, as proper diagnosis and medical care are only occasionally available in urban areas and seldom gettable in rural areas (Jarawan, 2005).

Since the early 2000s, policies continued to focus mainly on Health Zones and the control of communicable diseases such as malaria (Jarawan, 2005). The escalation of recent political, electoral and economic tensions, as well as possible ethnic rebellions, communal conflicts, and plundering exacerbate the country's societal situation with consequences such as population relocation, resurgence of endemic diseases, increase in the number of sexual violence, and worsening malnutrition and food insecurity, etc. (PNUD, 2016).

### 2.1.3 Diet, dietary patterns & nutrition

#### The traditional Congolese diet

African cuisine, Congolese meals and their preparation methods are mainly unknown to Westerners. Long ignored or neglected, the Congolese diet is tasty and flavorful, but variety depends upon availability of aliments and financial resources.

The Congolese cuisine in rural and urban areas is laborious to prepare and takes time. In general, food passes directly from the field, forest, river, henhouse, livestock, or market to the kitchen. Preliminary adjustments and knowledge of ancient methods are usually required; kill cattle, scald and pluck poultry, chip and eviscerate fish, sharp the knives on the floor, light a fire of wood or coal, maintain a heat that cooks but does not burn, adjust the cooking of the dishes according to the noises, colors or odors, etc. This cuisine is to be remitted in its socio-cultural context, which also testifies dexterous skills, culinary talent, perseverance, and the courage of a population confronted with the struggle for daily survival. In the old days, for different reasons, women were not allowed to consume all types of food such as goat, chicken, or duck. Traditions have

been gradually eased and women can now eat virtually everything today. More formally, food prohibitions preceded major works like hunting, fishing, procreation, childbirth, etc. and they related to social status, sex, pregnancy, breastfeeding or illness (Petit Futé: Cuisine congolaise, 2017).

The concept of provision is approximate. Indeed, at present, the absence or random power supply does not allow the preservation of chilled and frozen foods in many areas of DRC, including Kinshasa. To keep food longer, Congolese traditionally dry, smoke and, salt fresh products such as manioc, seeds, and fish. Most of the time, food is eaten wisely according to the season and where it is available (Petit Futé: Cuisine congolaise, 2017). There are essentially three cooking modes: cooking pot, in leaf «papillote» (maboke), and grilling. The kitchens are often a simple outdoor space reserved to women where a brazier (makala) or branches are placed on the ground to make the fire on which the pots are installed. Pestle and mortar are the indispensable "appliance" in a Congolese cuisine as it crushes spices, vegetables, corn, cassava, plantain bananas, pepper, etc. Congolese food is cooked to perfection and simmered for hours on fire outside the rudimentary house. Congolese food consumption patterns include eating with hands, a practice warmly recommended as it enhance the gustative experience (Petit Futé: Cuisine congolaise, 2017).

The average Congolese usually eats only one complete balanced meal a day, in the afternoon, as a result of lack of means or a day spent outside the home; hunting, working in the fields or in office. To keep up the stomachs until then, the Congolese take as much as possible a hearty breakfast, composed of sweet milk tea and a voluminous baguette with margarine. Margarine of local manufacture, based on palm oil, is preferred for its cost, salt content, and pronounced taste. For the most prosperous, an omelet of half a dozen eggs, with onions, tomatoes, sardines or corned beef is fried in oil with spices. Other options included bread with grilled peanut or avocado spread and nature or banana donuts (Petit Futé: Cuisine congolaise, 2017).

Local street canteens (Malewa) and terraces/pump rooms (Nganda) are popular places amongst Congolese for their affordable foods and refreshments. Malewas offer daily meals composed of the basics of Congolese cuisine: rice or chikwangue, pondu or other vegetables, fish, red meat or chicken, etc. These new outing places are spreading quickly in Kinshasa and the big cities. Ngandas, at night, offer beer and grilled chicken, fish or goat, accompanied by chikwangue or donuts. Notorious in urban areas, the burden of the socio-economic situation makes Ngandas an indispensable place for relaxation and are now part of the Congolese food consumption patterns (Petit Futé: Cuisine congolaise, 2017).

Congolese food consumption patterns combine side dishes including rice, cassava, yam, tarot or plantain and a variety of vegetables including the famous «pondu» made with cassava/manioc's leaves, ndunda, fumbwa, matembele or ngaïngaï. Rice is a fundamental element of African diets and another notorious side dish is the lituma, a puree of crushed plantains and flavored with palm nuts. Cassava is one of the pillars of Congolese food and is eaten in various forms: fried, boiled, fermented loaves, and in flour. It does not contain gluten, but most cassava tubers have high levels of cyanide which must be eliminated before consumption. Generally, cassava is preserved in dried chips, fermented in water to obtain chikwangue, or from which flour is extracted for the creation of fufu, etc. Chikwangue, a manioc fermented bread, cooked and packed in leaves is spread throughout the country and central Africa. Manioc, processed into chikwangue or fufu, is DRC's staple food, but population also ingest great amount of vegetables, beans, and insects because of their affordability and availability. The insects are fried to enhance the dishes. Households' lack of mean and low purchasing power limit the consumption of beef, goat, mutton, pork, prey, poultry, and reptiles (Wyvekens, 2016). As a result, meals are often eaten without meat and fish as they are out of reach for many Congolese households due to their high costs. Congolese food consists mainly of starchy foods boiled, fried, crushed, crushed into patties or donuts accompanied with vegetables (Petit Futé: Cuisine congolaise, 2017).

There are thousands of fish species in DRC. All fishes are edible, prepared with different sauces, but never consumed raw. Fish is usually consumed along the Congo river and lakes. In the city,



only few people can get fresh fish, definitely more expensive than imported frozen fish and dried fish. The fish can be grilled, boiled, fried, in broth, and in «papillote» for immediate consumption or smoked or salted for later consumption. Congolese are rarely vegetarians and do consume meat such as beef, goat, sheep, pork, poultry, prey, reptiles, etc. when they can afford it. Nearly all animal parts are used and eaten to avoid waste. Because of the absence of refrigerator or freezer and cuts of electricity, meat is usually smoked and dried to ensure preservation. Insects such as ants, termites, grasshoppers, larvae, caterpillars, locusts, and grasshoppers are abundantly consumed because they are high in protein, have high energy value, contain many vitamins, and are rich in minerals (Petit Futé: Cuisine congolaise, 2017).

The Congolese cuisine is diverse and varied, but uses mainly the same three fresh bases for sauces to accompany all dishes: tomatoes, palm nuts and peanuts. Condiments and spices are used: garlic, chili, and salt are integral parts of all preparations. They are suitable with nutmeg and ginger flavors. Salt is also popular and used as a preservative. Spices are used to raise the taste of aliments, not used to mask the taste or odor of food that is poorly preserved or damaged. Mashed pimiento “pili-pili” is an inevitable seasoning (Wyvekens, 2016). The dosage of the ingredients varies according to the appreciation of the person cooking, usually the woman, and depending on what is available in the pantry. As a result, the dish may be more or less spicy (Petit Futé: Cuisine congolaise, 2017).

Deserts and pastries are almost inexistent within Congolese food consumption patterns. Fresh fruits, especially bananas and pineapples, bring sweetness into the diet (Wyvekens, 2016). Not always eaten after a meal, flour, rice or banana donuts are also a sweet local delicacy (Petit Futé: Cuisine congolaise, 2017). Local beers are the most common alcoholic beverage consumed and globalization brought soft drinks such as Coca-Cola into the Congolese food consumption patterns (Wyvekens, 2016).

Congolese do not conceive eating rare meat, they are condescending on salads and raw vegetables, cautious on cheeses, sympathetic with generous portions, and ignorant of all

dietetics, incidence and cardiovascular contingency. It is in any case understood by the population that illness and death are in the hands of god, and no one can under any circumstances be held responsible for an enticing and tasty cuisine.

#### Food purchasing habits & transition

Congolese purchase foodstuffs in traditional outdoor rural markets and in modern supermarkets such as Kin Marché, Peloustore, GG Mart, Kinmart, Shoprite, City Market, Shop and Save Supermarché, etc. located in the center of major cities. Mainly owned and operated by foreign investors, those contemporary outlets retail Western foodstuffs such as cheese, delicatessen, spices, sweets, soft drinks, and other processed food products that are now available to locals. Imported products retailed in DRC are usually transformed foodstuffs with a considerably long shelf life considering that transportation by boat from Europe to Kinshasa takes between 60 and 120 days (Kin Marché, 2016).

Further modification of food and drink supply in DRC could result from influence of European, American, and other African cuisines, eating and drinking habits and culinary preferences of foreign tourists, travelers, and expatriates. Economic development, globalization, and relative political stability encouraged the opening of several foreign supermarkets and restaurants promoting and offering foreign foodstuffs to locals, expatriates and travelers. Those foreign food outlets and restaurants are located in major cities such as Kinshasa; the capital, Goma, and Lubumbashi. They now offer a range of French, Italian, Portuguese, Chinese, Japanese, Lebanese, Brazilian, Spanish, Indian, American, etc. foodstuffs and dishes that were, not long ago, unknown to the local population. Those foreign food outlets and restaurants that originally opened to please foreign workers and tourists in DRC also allowed the Congolese population to discover new flavors, Western cuisine, convenient foodstuffs, occidental cooking methods, etc. Amongst popular foreign food outlets in Kinshasa, as mentioned previously, there are supermarkets such as Kin Marché, Peloustore, GG Mart, Kinmart, Shoprite, City Market, etc. Prominent foreign full-service restaurants in Gombe, Kinshasa include Limoncello, Sir Harry's, L'Olive Verte, O'Poeta, Rocas, El Greco, Le Mandarin, Tucanos, Le Palais, etc. Western inspired

quick service restaurants operating in Gombe, Kinshasa comprised the giant South African owned Steers and Debonairs Pizza restaurant chains and local quick service restaurant chains and independent outlets including Waz Burger, Kin Délicieux, Hunga Busta, DFC Restaurant rapide, and City Market Fried Chicken (C.F.C).

#### The stakes of nutrition

Malnutrition, caused by severe poverty, little food variety, poor infrastructures, and difficult socio-economic situation, affects people in rural and urban areas all over the world. Indeed, populations do not always have access to proper food in terms of quantity and quality (FAO, 2014). «Lack of consistently accessible diverse diets contributes to high levels of micronutrient deficiencies and lost human capital» (World Bank, 2011, April). Experts acknowledge that «different forms of malnutrition co-exist within most countries» (FAO, 2014). Malnutrition does not only include undernutrition, but also malnourishment and obesity caused by unhealthy diet and poor diet quality (FAO, 2014). Therefore, it is estimated that more than 30% of the population worldwide suffers from malnutrition (Migiro, 2016). Undernutrition rates have generally decreased over the world within the last decades. Meanwhile, most countries face difficulties in controlling obesity rate and the major noncommunicable diseases related to it, namely diabetes, cancer, cardiovascular diseases and chronic respiratory diseases (Migiro, 2016).

To monitor a population's diet, experts use food balance sheets (FBaS), household budget and expenditure surveys (HBES) and food consumption surveys (FCoS) (Vandevijvere, Monteiro, Krebs-Smith, Lee, Swinburn, Kelly, Neal, Snowdon & Sacks, 2013). In DRC, those data as well as health and nutrition related data are nearly non-existent and rarely reliable. Additionally, governmental nutrition interventions are minimal in DRC. However, non-governmental organizations and humanitarian aid organizations such as the United States Agency for International Development (USAID), the World Bank, the UK Department for International Development, and *Solidarité Internationale* gather data and provide aid in order to, amongst others, improve food security and reduce malnutrition. Interventions by the World Bank in DRC for better nutrition include nutrition programs, vitamin A supplementation, iron fortification of

staple foods, salt iodization, etc. (Shekar, Mattern, Laviolette, Eberwein, Karamba & Akuoku, 2015).

A nutritious, balanced, and varied diet refers firstly to traditional diets and the avoidance of saturated fat, sugar and salt overconsumption. Congolese consumers, as their food environment is changing and their lifestyle is influenced by the Western culture, need to be educated about nutrition and health in order for them to adopt nutritious dietary behaviors. Nutrition campaigns for good nutrition are needed (Shekar, Mattern, Laviolette, Eberwein, Karamba, & Akuoku, 2015) and food marketing and publicity would need to be adjusted (FAO, 2014).

## 2.2 Dietary behavior

### 2.2.1 Culture & Alimentation

Food and culture have always been interrelated as humans eating habits are influenced by their environment, socio-economic status, past experiences, traditions, etc. Contreras and Gracia defined feeding as a complex bio-psycho-social phenomenon as eating, in addition to be a biological process, is also a sociocultural fact hardly measurable using only quantitative methods. Food is a physiological process with a social character, part of the culture, that our organism recognizes. The study of food as a social phenomenon also involves practical issues and specific problems that humanity is experiencing today; famine and obesity, noncommunicable diseases such as cardiovascular diseases, cancers, diabetes, etc., and eating disorders like anorexia and bulimia (Contreras & Gracia, 2005).

#### Anthropology & Food culture

Anthropology and sociology emphasize the symbolic aspects of food and how to prepare and eat food in human societies. The search, selection, consumption, and prohibition of certain foods exist in all social groups and are guided by diverse meaningful social rules. Moreover, the way of preparing and serving certain foods expresses social identities, thus confirming the symbolic character of food (Daniel & Cravo, 2005; Méndez, & Benito, 2005).

Researchers previously outlined the socio-anthropological approach to food as anthropology has contributed in the field of nutrition. Based on a given food culture, the use of a healthy diet model such as the Asian diet and more recently the Mediterranean diet, served as an example to present the contribution of anthropology in the field of nutrition. Indeed, nutritional studies include historical elements and social circumstances in the biological analysis. By introducing food into the mouth, the individual triggers physiological, psychological, ecological, economic, and cultural activities. Those processes are closely linked and constitute the determinants of eating behavior and shape cultural identities related to food (Garcia, 2005). Going beyond its

biological dimension, food consumption patterns, a social and cultural act, encourages diverse food systems to be produced (Maciel, 2005).

The food model considers the alimentation and nutritional attributes of a population, including the characteristics of its culinary structure, which are part of the culture of a group of people or nation. The nutritional needs of the human beings and feeding behavior of social groups are embedded in the socio-cultural system. In the course of his evolution, various events encountered by humans to satisfy their nutritional needs have resulted in a variety and combination of foods accompanied by a symbolic structure for each food and culinary system. This structure does not necessarily coincide with the definition of what is edible and what is not edible in different cultures; insects and meats for example (Garcia, 2005).

Food preference occurs when there are two or more food items available for a person to choose from. Availability, perceived health value, conveniences, and affordability are all factors that may influence food preference. As people are exposed to foreign foods, they become familiar with them. The exposure to those foods tend to augment the preference for those foods (Mak, Lumbers, Eves & Chang, 2012).

Food choice alludes to intentional and unintentional decisions a person makes at any moment when choosing a food item. It «plays an essential role in the symbolic, economic, and social aspects of life as it is a way to express preferences, identities, and cultural meanings» (Mak, Lumbers, Eves & Chang, 2012). In Europe, for example, paramount food choice motives are the sensory appeal, health, convenience, and price of aliments. Less decisive food choice motives demonstrated were the familiarity and ethical concerns of foodstuffs (Januszewska, Pieniak & Verbeke, 2011).

In recent years, due to accelerated and significant internationalization, fast-foods, restaurants, and ethnic/exotic products, depending on the perspective, have gained in popularity. Rather than eating habits and behaviors, food implies ways of perceiving and expressing a particular lifestyle

or identity. Thus, what is placed on the plate serves to nourish the body, but also signals a social status which serves as a code for social recognition (Maciel, 2005).

### The process of food consumption

Food production, distribution, and consumption involve numerous sectors in any society: agriculture, food processing, consumption in the home or outside; from the individual to the social group (Arnaiz, 2005).

Activities related to food products can be broken down into 4 phases; supply, storage, preparation and consumption (Lahlou, 1995).

- Supply: Consists of obtaining the products necessary; consumable food products, for the next phases.
- Storage: Consists of managing a stock of products to have them available at the time and place suitable for preparation.
- Preparation: Consists in preparing the product so that it can be consumed.
- Consumption: Consists in transforming the prepared product into physical, psychological, or financial utility and into something that contributes to the survival and development of the human being.

This general organization of the feeding process is common to most human societies. The specificities of the human chain depend on the evolution of the process over time, the complexity of the different phases, and on the division of labor. Humans have progressively introduced storage, have sophisticated the different phases of agriculture, transformation, and ritualization of the meal, and have multiplied the operators. Nowadays, the final consumer is surrounded with food products, namely foods which have already undergone several transformations. The four phases; supply, storage, preparation and consumption, are linked within the process of food consumption. Consumption is the goal of the process and each phase will therefore consist of a prerequisite oriented towards the production of an appropriate result for the next phase. For the consumer, consumption refers to eating food products for physical, namely nutrition,

psychological, i.e. flavor and pleasure, and social purposes. Aliments not used for consumption are considered as waste. Therefore, the process of food consumption consists in transforming the food into nutrients, meals and waste. Nutrients and meals are considered as energy and pleasure, which can be measured. Food consumption is inserted in an ever-changing network and must take into account other needs and other consumption behaviors of the human being. These needs impose their own constraints on the overall actions of the subject. Needs change with times and situations. The food logic evolves from one observer to another and over time. Like any representative paradigm, it will be subject to adaptive variation. In summary, food consumption is not inherent in the individual, nor can it be deduced from the isolated product, but results from the interaction between all parts of the system (Lahlou, 1995).

### 2.2.2 Globalization, cultural mobility & lifestyle

#### Globalization

The world is changing; urbanization, modern technology, market liberalization, medias, means of transport, tourism industry, telecommunications, etc. are in constant evolution (Giddens, 2013). Tourism is in relation and is modeled by urbanization, culture, communication, communities, technologies, etc. in a social world in transformation (Russo & Richards, 2016). «Amongst the many changes in contemporary tourism that have been produced by economic globalization and the increased connectedness of the marketplace, some point to the progressive disarticulation of traditional supply-chain and distribution structures, and to an empowerment of the consumer» (Russo & Richards, 2016).

In today's world, the food industry is shifting towards industrial production with impact on retail prices. This evolution also influences the food systems around the globe: production, transformation, retail, and marketing, leading to an increase in non-traditional food availability and a greater food diversity in developing countries, but unequal access to aliments. Understanding those complex changes enables managers, authorities and healthcare specialists to



understand the population's dietary behavior as well as its health and nutrition status (Kennedy, Nantel & Shetty, 2004).

Globalization takes place with constant changes in the environment including food production and distribution systems. In urban areas, the population faces changes at an increasingly rapid pace as family members are, nowadays, busier with work related duties and other occupational activities. The expansion of Western culture and globalization do impact food systems worldwide and lead to greater food availability and diversity. «Many of these changes are closely associated with urbanization, increasing incomes, market liberalization and foreign direct investment» (Kennedy, Nantel & Shetty, 2004). For the population, urbanization results in limited land available to grow grains, fruits, vegetables, etc., and a decrease in meals prepared and consumed at home (Kennedy, Nantel & Shetty, 2004).

Developing countries also face changes in the sociocultural environment resulting from mass media marketing and the wide range of foreign food products available (Giddens, 2013). Those factors, marketing and food availability, influence tastes and preferences of the consumers. Additionally, foreign direct investments (FDI) encouraged the spread of quick service restaurants and modern supermarkets in developing countries. Those Western outlets influence the population's food consumption patterns as they offer a large variety of exotic food products, quality, convenience, competitive rates, and social distinction/prestige. As Globalization occurs, changes in the food environment are primarily observed in urban areas with undeniable shift towards rural areas (Mendez & Popkin, 2004). There is increasing evidence that obesity is related to poverty, and is growing more in rural areas (Rising rural body-mass index is the main driver of the global obesity epidemic in adults, 2019).

Quick service restaurants owned and managed by foreigners, such as Kin Délicieux in Kinshasa, DRC, improved standards of food quality and safety while offering aliments inspired by the Western world at competing prices and convenience to their customers. The opening of quick service restaurants in DRC over the past years affected local food production, distribution, and

acquisition. Those changes indicate the raise towards a more global food culture, «with consequent changes in dietary consumption patterns and nutritional status that vary with the socio-economic strata. Indeed, the lower socio-economic population groups drift towards poor-quality, energy-dense but cheap and affordable foods. Adaptation of diets to include more processed, refined and brand name foods is influenced by dramatic changes in lifestyle which are driven by, amongst others, demands on time, increased exposure to advertising, availability of new foods and emergence of new food retail outlets» (Kennedy, Nantel & Shetty, 2004). Indeed, quick service restaurants expose the local population to nonnative, industrial and/or exotic foodstuffs such as dairy products, delicatessen, sweets, soft drinks, fried food and different types of snacks that usually contain a significant amount of fat, added sugar and sodium.

Exposure to Western culture and economic development not only influence food purchase but also the way food is cooked. Indeed, in South Africa, citizens in urban areas consider fried food to be a sign of modernity and prosperity, while traditional boiled food is considered as an inferior outdated practice (Kennedy, Nantel & Shetty, 2004). In West Africa, the population in Ghana is experiencing a similar situation. Indeed, after years of food shortage, the population embraces the shift from hunger to the pleasure of overconsumption. For the locals, being able to afford a meal in a Western quick service restaurant such as KFC is a sign of social status (Searcey & Richtel, 2017).

### Cultural mobility

The notion of mobilities includes movement of individuals, objects, resources, assets, and information worldwide. It also consists of regular local processes of transportation, movement of material items, and the motion through public space. In a global world, individuals from different places with various backgrounds are interrelated economically and socially either physically or virtually. Mobilities impact organizations and individuals' travels, interactions, health, etc. «People and places are continually on the move, but images and communications are also intermittently on the move and both actual and potential movements organize and structure social

life» (Hannam, Sheller, & Urry, 2006). Organizations aim to understand, oversee, manage, and remodel the different facets of mobilities and the challenges associated with them (Hannam, Sheller, & Urry, 2006).

### Lifestyle changes

As lifestyle changes, food consumption patterns are also shifting. Traditionally, in many cultures, women were the family member responsible of purchasing the aliments and planning, preparing, and cooking the meals. However, in order to increase the household revenues, women entered the labor market a few decades ago. The Western lifestyle gradually adopted by the population in developing countries means a greater access to modern appliances such as deep fryer, oven and refrigerator leading to better food preservation and new cooking methods. However, this upheaval in family life means a new dynamic where time spent at work leaves less time for grocery shopping and preparing meals. As household revenues increased, the demand for meat, fish, and milk in low-income developing countries augmented and lead to diet diversity and greater consumption of processed convenience foods and beverages. Western lifestyle, especially in urban areas, encourage people to opt for foreign or exotic food products, convenient ready-to-eat meals or eat food outside the home. Conventional family meals are gradually replaced by unplanned food purchases. Lifestyle changes fostered a wide range of food companies and restaurant to expand their offer (Kennedy, Nantel, & Shetty, 2004).

Westernization of developing countries also modifies the population's perception towards modern life. Indeed, food purchases and food preparation are influenced by what people perceive as contemporary food products and cooking methods. « In the urban areas of Johannesburg, residents consider fried food to be a sign of modern living and wealth, while food that is boiled is considered inferior and demonstrates outdated customs» (Kennedy, Nantel & Shetty, 2004). Population in emergent, developing and low-income countries are progressively adopting sedentary lifestyles and obesogenic diet including edible oil, meat, sweeteners, etc. (Mendez & Popkin, 2004).

## Food purchase, retail & marketing

Modern food retailers, namely supermarkets such as Kin Marché in Kinshasa, DRC, improved the food quality, safety, and hygiene standards while offering food products at competitive prices and convenience to their clients. They retail, amongst others, long shelf-life packaged and processed foods such as noodles, sweets, snacks foods, canned food products, frozen meats and meals, etc. In developing countries, those foodstuffs bring convenience, diversity, and new flavors and tastes to the population (Kennedy, Nantel & Shetty, 2004).

Global food companies and major quick service restaurant chains penetrated developing countries over the last decades. Indeed, worldwide, McDonald's restaurant chain went from operating 9,000 restaurants in 1985 to 30,000 in 121 countries in 2001. Between 1987 and the early 2000s, McDonald's restaurant opened more than 1480 outlets in Latin America. In China, in 1987, Kentucky Fried Chicken (KFC) was the first foreign fast food company to open a restaurant. First in Beijing and urban areas, KFC already operated more than 600 outlets in the early 2000s. (Kennedy, Nantel & Shetty, 2004).

Nowadays, multinational companies operate not only in the Western world, but invest also strongly in developing countries. Marketing and advertising of brands, supermarkets, multinational quick service restaurant chains, and new food products influence dietary patterns, cultural norms and taste. This type of marketing often encourages overconsumption of food sold in modern food outlets which may lead to unbalanced diets. The positive and negative impacts of dietary changes are numerous; greater availability and diversity of food products, amongst others, but also the disappearance of local culture and food traditions. People belonging to the lower socio-economic groups may be more affected as tasty, affordable, low-quality, and energy-dense foods become more available worldwide (Kennedy, Nantel, & Shetty, 2004).

### 2.2.3 Dietary behavior and nutrition transition

#### Evolution of the dietary behavior

From a scientific viewpoint, humans are mammals with the specific characteristic of being able to develop culture. Actually, human beings and other animals have similar nutritional needs, but their food behaviors and eating habits differ largely. In addition to nutrition aspects, other factors impact and influence the human dietary behavior, like individual preferences, traditions, sociology, physical environment, politic, religion familiarity, economy, income, etc. Indeed, great cultural differences are noted between people's dietary behavior and lifestyle around the world. Amongst Brazil, China, France, and Uganda for example, important cultural differences are observed which are reflected on the variety of dishes. The human being is considered as omnivorous, which encourages biological and cultural flexibility. With the ability to ingest both foods of animal and vegetable origins, the human being was able to establish itself in different environments on the planet, such as rain forests, deserts, mountains, meadows, North pole, etc. (Zucoloto, 2011).

The first revolution in eating behavior happened with the discovery of fire by the Homo erectus. The use of fire for cooking allowed better utilization of foods, favored digestion, decreased the risk of food poisoning, augmented diet diversity, and encouraged social gathering. Changes in eating behavior also influenced social and cultural behaviors. About 200,000 years ago, Homo sapiens, namely modern human beings, were hunter-gatherers established in the Eastern part of Africa, which corresponds to current Kenya, Tanzania, Libya and Ethiopia. They mastered the fire, domesticated a variety of animal and plant species, wear clothes, used articulated language, and engaged in complex social relationships (Zucoloto, 2011).

About 11,000 years ago, the second revolution took place with the advancement of agriculture in Southwest Asia, which corresponds to today's Lebanon, Israel, Jordan, Kuwait, Iraq, and Iran, etc. Diet diversity, as previous studies demonstrated, allows a greater ingestion of essential

nutrients (Zucoloto, 2011). Food was preserved by drying, salting, pickling, and smoking aliments. Wheat bread, prepared with processed flour, was the only major processed food product (Moubarac, Parra, Cannon & Monteiro, 2014). At this period, grains were introduced to the human diet, animals were reared, and populations experienced sedentary lifestyle for the first time (Zucoloto, 2011).

Industrialization, first in the United Kingdom and in the United States of America shortly after, improved the working urban population's diet in quantity, quality, and variety. At that time, major progress and changes occurred in preservation, mechanization, transportation, and retailing of foods. Preservation of foods improved as the techniques of canning and bottling were developed at the end of the 18<sup>th</sup> century when modern machines became powered by coal and steam. The retail of canned foods, namely fish, condensed milk, fruits and vegetables, in shops started around the 1830s, but were financially inaccessible for most of the population. Within a few years, canned and bottled food products were mainly manufactured in the United Kingdom and in the United States and exported abroad. The preservation of aliments by freezing them already existed in Nordic regions since millennia. The advancement of artificial freezing took place at the beginning of the 19<sup>th</sup> century and revolutionized the preservation of foods. Meanwhile, steam boats and trains created a revolution within the transport of foods across countries and continents. Transport of aliments in refrigerated rail car on the railroad was achieved in Boston, USA, in the mid-1850s. The transport and export of unprocessed frozen aliments encouraged British, for example, to neglect salted and pickled foods. By the end of the 19<sup>th</sup> century, the creation of sauces, such as the Worcester, global trade, and colonization intensified the development of industrial processed foods. During the 20<sup>th</sup> century, breakfast cereals, because of their ease of preparation and convenience, gained in popularity through fierce marketing and advertising. Most novel processed foods were produced by adapting existing machinery to produce large quantities together. Transport of goods was improved with the creation of large cargo ships which were essential for the preservation and distribution of foodstuffs on a mass scale around the globe. The retail of foods first changed in Western countries at the end of the 16<sup>th</sup> century, as open markets turned into small closed shops. Centuries later, industrialization

brought processed food products on the shelves of grocery stores and modified the nature of the products sold. Grocers vended not only raw foodstuffs, but also a greater variety of convenient processed food products: breads, sweets, dairy products, breakfast cereals, dried soup, etc. Meanwhile, brands became more important; Nestlé for example. With those technical, social, and economic progress, the world was gradually shifting towards a global diet (Goody, 1982).

Thousands of years ago, the human managed its weight through proper food availability and dynamic lifestyle. Over time, civilization encouraged profound changes which modified the human's eating habit and behavior. From a biological point of view, researches have shown that the physiology of the actual human being is highly similar to its predecessor, the Homo sapiens. As nutrition needs are nearly the same, it was suggested that human beings should adopt a diet modeled on our ancestor's alimentation (Zucoloto, 2011).

#### Dietary & nutrition patterns

Changes in dietary pattern can be divided into two different categories: dietary convergence and dietary adaptation. «Dietary convergence is occurring as a result of increased reliance on a narrow base of staple grains, increased consumption of meat and products derived from meat, dairy products, edible oil, salt and sugar, and a lower intake of dietary fiber» (Kennedy, Nantel & Shetty, 2004). Major factors affecting dietary convergence include income, price, supply, and availability. «Dietary adaptation is characterized by an increased consumption of brand name processed and store-bought foods, an increased number of meals eaten outside the home and consumer behaviors driven by the appeal of new foods available» (Kennedy, Nantel & Shetty, 2004). Changes in lifestyle induced by busy schedules, augmentation of food advertising, availability of new food products, rise of a wide range of restaurants and food retail outlets, etc., lead people to consume more processed and refined foods sold by multinational companies, including quick service restaurant chains (Kennedy, Nantel & Shetty, 2004). Changes in dietary patterns, lifestyle, and leisure are associated to the nutrition transition currently observed

worldwide. Low- and middle-income countries are experiencing a nutrition transition at a more rapid pace than developed nations (WHO & FAO, 2003).

Experts established five distinct nutrition patterns observed throughout human history; collecting food, famine, receding famine, nutrition-related noncommunicable disease, and behavioral change. The patterns described are listed as per convenience and are not associated to a specific period of the history. Nutrition patterns vary according to a population's geographic and socio-economic situation (Popkin, 2002). Demographic and epidemiological transitions take place before or at the same time as the nutrition transition. Demographic transition is observed when mortality and fertility rates decrease significantly and epidemiological transition is observed when chronic noncommunicable diseases associated with modern lifestyle surpass infectious diseases (Popkin, 2002). Nowadays, the experts focus mainly on patterns of receding famine, nutrition-related noncommunicable disease, and behavioral change as the nutrition shifts occur rapidly in low- and middle-income countries (Popkin, 2002).

#### Global nutrition transition

Nutrition transition is defined as «the changes in dietary patterns and nutrient intakes when populations adopt modern lifestyles during economic and social development, urbanization and acculturation» (Vandevijvere, Monteiro, Krebs-Smith, Lee, Swinburn, Kelly, Neal, Snowdon & Sacks, 2013). The contemporary lifestyle and the Western diet adopted by developed countries are currently gaining ground in low- and middle-income countries. Modern lifestyle and diet are characterized by more sedentary jobs and alimentation rich in saturated fats, fats, sugar, salt, processed foods, and low in fiber. The nutrition shift is associated with population's health status, demographic, social, and economic changes, and the increase in nutrition-related chronic noncommunicable diseases (Popkin, 2002).

Nutrition transition occurs in three distinct phases namely:

1. Receding famine as incomes rise;



2. Changes in dietary habits and lifestyle leading to an increase of nutrition related noncommunicable chronic diseases such as diabetes, cancers, heart conditions, respiratory diseases, etc.
3. Proper nutrition and activity levels are integrated to the lifestyle which encourages healthy living.

Nutrition transition comprises changes in both quantity and quality of the diet. Balanced traditional diets are gradually replaced by high-energy foodstuffs and processed food products containing considerable amounts of saturated fats, fats, meats, added sugar, and salt. The Western diet is spreading not only in urban, but also in rural areas worldwide leading to lower intakes of fiber, fruits, vegetables, and non-processed carbohydrates (WHO & FAO, 2003). The current global nutrition transition impacts traditional food cultures, culinary diversity, family life, etc. as people not only change the type of food they are eating, but also the way they are consuming them (Monteiro, Levy, Claro, De Castro & Cannon, 2010). Finally, disregarding of the stage of transition, micronutrient deficiencies have to be taken into consideration (Kennedy, Nantel & Shetty, 2004).

Several researches and case study carried out present the global nutrition transition occurring in Western countries and in developing nations.

#### The United States of America

American women cooked most of the household meals until the middle of the 20<sup>th</sup> century. In the 1950s and 1960s, associated with leisure and lifestyle, the American diet comprised more ready-to-eat meals and sweet foods than most European countries. Americans did not only eat more sweets, ice cream, candies, and syrups, but also ate meats, fish, and salads with sweet sauces, and sweeten relishes. At the time, drinking Coca-Cola was already associated with pleasure, leisure, happiness, and enjoyment of the present moment. In America, sweet foods and beverages suggest a lifestyle including dreams, choices, and values (Barthes, 1961).

In the 1960s, differences amongst preferred tastes were observed across particular social groups. People earning low incomes prefer sweet, smooth, and strong flavored foods where as Americans having a higher income prefer bitter, irregular and lightly flavored aliments. Preferences may be different, but the set of foods traits is coherent. Tastes and eating habits are defined by this complex and homogeneous system. Many events, weddings, birthdays, leisure activities, etc., are celebrated and expressed through foods. More than just nutrition, food became like a function associated with an activity; coffee break or business lunch for example, where convenience is put forward (Barthes, 1961).

About two decades ago, Dr. Elizabeth Frazão brought forward the nutrition transition, poor eating patterns of the American diet, and their consequences on human health: «Dietary patterns in the United States are associated with increased risk of several chronic diseases [...] ». Indeed, other researches supports that Western diets high in saturated fat and sugar, paired with low intake of calcium and fiber are associated with several chronic medical conditions that impact quality of life and accelerate mortality (Frazão, 1999). Dr. Lustig studied over the years the impact of processed food and added sugar on human bodies. Over past decades, global food supply was altered and processed food items were gradually, but quickly, introduced in the Western diet. Indeed, in America, between 1985 and 2000, the price of fresh fruits and vegetables increased by 40%, meanwhile, the cost of sweets and soft drinks decreased by 7% and 20% respectively. Now a day, added sugar is present in more than 75% of grocery store products in the United States. According to Dr. Lustig, multinational food companies and quick service restaurant chains increase their profits when retailing tasty convenient industrial refined products with long shelf life (Williams, 2014).

The consumption of fast-food, in other words savory modern food products, increased drastically in the United States since the 1970s. In the beginning of the 2000s, it was reported that men ate more frequently than women in quick service restaurants and people aged 10 to 39 were the biggest consumers of fast-food. Researchers concluded that, on average, people ate less grains, cereals, fruits, vegetables, and legumes in a day when fast-food was consumed. In the other hand,

when people reported eating fast-food, they tend to ingest larger amounts of grain and meat mixtures, chicken, fried potato, and soft drinks. As a result, people consume more calories, fat and saturated fat, calcium, and sodium and less unprocessed carbohydrate and protein, and dietary fiber on the day they ate fast-food (Paeratakul, Ferdinand, Champagne, Ryan & Bray, 2003). Between the 1970s and the 1990s, the percentage of total daily energy from quick service restaurants and pizza restaurants augmented from 14.3% to 31.5% amongst young adults in the United States. In the 2000s, black Americans, teenagers and adults, were more likely to consume fast-food than Caucasians. At the same period, amongst adults, consumption of fast-food became more frequent on week days than weekend. Marketing and advertising of fast-food increased and quick service restaurants have spread in lower-income and minority neighborhoods (Powell, Nguyen & Han, 2012). Originally selling burgers, fried potatoes and pizzas, quick service restaurants now offer a wide range of convenient snacks and meals comprising interesting amounts of proteins and carbohydrates, but a considerable quantity of salt, fats, and sugar. As it is convenient and tasty, quick service restaurants' foods and drinks suit the American lifestyle and become part of consumers' food consumption patterns (Paeratakul, Ferdinand, Champagne, Ryan & Bray, 2003).

## Canada

The nutrition transition in Canada followed similar patterns as its southern neighbor. The shift towards a global diet occurred as women entered the labor market, working hours became irregular, household size reduced, and more time was allowed to leisure, etc. During the 20<sup>th</sup> century, meals made from scratch with unprocessed foodstuffs were gradually replaced by industrial food products marked by large multinational companies and international quick service restaurant chains to accommodate modern lifestyle. Between 1953 and 2011, the share of ready-to-eat products of total caloric intake increased from 28,7% to 61,7%. Nowadays, the average Canadian diet consists mostly of processed food products including breakfast cereals, breads, bottled and canned food products, cheese, sweets, snacks, sugary drinks, and ready-to-eat products namely fast-food. The Canadian nutrition transition is a combination of individual, social, cultural, economic, politic, and environmental factors supported by powerful marketing

and advertising campaigns (Moubarac, Batal, Martins, Claro, Levy, Cannon & Monteiro, 2014).

## Brazil

The traditional Brazilian diet was mainly composed of minimally processed foods including rice, beans, cassava, fruits, vegetables, and meats. Oils, fats, and sugar were used to enhance the aliments' flavors. Meals were cooked and eaten at home, mostly with the family (Martins, Levy, Claro, Moubarac & Monteiro, 2013). The nutrition transition in Brazil, characterized by commercial and ideological displacement (Monteiro, & Cannon, 2012), occurred when the economy grew, household income rose, and multinational food companies, including quick service restaurant chains, penetrated urban and rural areas of the country (Martins, Levy, Claro, Moubarac & Monteiro, 2013). Brazilian's food consumption patterns were altered when food production and distribution changed (Costa, Claro, Martins & Levy, 2013). Multinational food companies and quick service restaurant chains mainly retail profitable long shelf life processed and ultra-processed food products often labeled and promoted as healthy. Processed ready-to-eat products include canned vegetables, fruits, and legumes, smoked fish and meat, salty cheeses, etc. Ultra-processed ready-to-eat products are food products mainly made with industrial ingredients and include cookies, sweets, breakfast cereals, processed meats, soft drinks, packaged snacks, pizzas, infant formula, etc. (Martins, Levy, Claro, Moubarac & Monteiro, 2013). On average, Brazilians consume less processed and ultra-processed ready-to-eat products than their North American and British counterparts. This variation can be explained by differences in food products availability, their relative costs, as well as marketing and advertising efforts (Moubarac, Claro, Baraldi, Levy, Martins, Cannon & Monteiro, 2013).

Processed and ultra-processed ready-to-eat products are sold in Brazil through modern supermarkets, kiosks, street markets, bakeries, restaurants, petrol stations, cafeterias, street vendors, etc. Basically, they are available nearly everywhere and easily physically accessible to the population (Monteiro & Cannon, 2012; Costa, Claro, Martins & Levy, 2013). According to Leite et al. 2012, «although the cost of food is an important barrier to food consumption, the location of stores [retailing processed and ultra-processed food products] can prevent individuals from having a healthy nutrition». Indeed, people are encouraged to consume modern food

products when they are exposed to them in their environment (Leite, Oliveira, Cremm, Abreu, Maron & Martins, 2012). The caloric share of processed and ultra-processed ready-to-eat products increased in Brazil over the last decades. Indeed, between 1987 and 2009, the caloric share per capita of processed ready-to-eat products augmented from 20,3% to 32,1% and the caloric share of ultra-processed ready-to-eat products rose from 18,7% to 29,6%. As the price of ready-to-eat products decreased, a determinant of consumers' purchase decision, people gradually replaced their traditional diet by processed and ultra-processed food products (Martins, Levy, Claro, Moubarac & Monteiro, 2013; Monteiro, Moubarac, Cannon, Ng & Popkin, 2013). Multinational food companies, as part of their social responsibility, support food programs to eradicate undernutrition, prevent the spread of nutrition-related noncommunicable diseases, and control obesity prevalence. The nutrition transition not only impacts the Brazilian diet and health, but also the local culture, family life, society, local economies and national identity (Monteiro & Cannon, 2012).

## Fiji

Before the 1950s, the population of the Fiji Islands was self-sufficient and food secure. As aliments came from the sea and the land, the diet was uncomplicated, balanced and nutritious. Starchy root crops, fish, crab, vegetables, and coconut were major components of the diet. Traditional methods were used to preserved foods, meats were eaten occasionally, and hunger was nearly non-existent. After the Second World War, dietary patterns and lifestyle began to change. Diet diversified, but included more foreign, processed and industrial food products such as rice, canned meat and fish, wheat flour, savory snacks, sweets, soft drinks, etc. Dietary patterns in urban areas are now driven by the price, availability and convenience of food products. Food choices, following the same model, are largely influenced by value for money and the ease of preparation. Modern supermarkets, street vendors, local restaurants, and international quick service restaurant chains including McDonald's, KFC, and pizza chains also gained in popularity. Western quick service restaurant chains raised the food hygiene standards, but the nutritional value of their products may be problematic as it may be linked with overconsumption and increasing obesity prevalence. In the early 2000s, it was estimated that

more than half of the population in the Fiji suffered from malnutrition including undernutrition and overnutrition. Overweight and obesity are more prevalent in urban areas, amongst women and amongst people living a sedentary lifestyle. The Western diet rich in animal fats, added sugar, and refined carbohydrates paired with more sedentary jobs are associated with the rise of noncommunicable diseases in the country. On the other hand, infectious diseases including diarrhea, respiratory infections, parasitic diseases, etc. linked to poverty are prevalent. Globalization in the islands of the Fiji brought economical, trade, urbanization, technological and socio-cultural changes with positive, but also unfavorable consequences (Schultz, 2004).

## China

China experienced rapid economic growth, urbanization and globalization. Trade liberalization and open markets encouraged food imports, propagation of modern supermarkets, and augmentation of multinational quick service restaurant chains across the country. Globalization impacted the food demand and lead to an increase in foreign, high-value, and exotic foods available to the consumers (Mendez, Du & Popkin, 2004). Urbanization also encouraged people to consume more meat and processed foods and less grains. The emerging middle-class living in urban areas buys larger amount of meat, milk, fruit and fish per capita, is gradually looking for higher-quality processed foodstuffs from the Western world, and tend to consume more meals outside the home as well (Baker, Kay & Walls, 2014). First established in cities, modern supermarkets and American quick service restaurant chains now operate in rural areas of the country. Kentucky Fried Chicken, was the first American quick service restaurant chain to open in China and had already more than 600 outlets in the early 2000s (Mendez, Du & Popkin, 2004). To please their Chinese customers, Western quick service restaurant chains developed and commercialized new products such as spinach-egg chicken burgers, egg custard fort, green onion cakes, and green tea. As food in an important component of the Chinese society, some parents also use sweets, deserts, and fast-food to reward their children (MA, 2015). The rapid economic growth encouraged socio-cultural changes with consequences on health and nutrition status. Consumption of refined carbohydrates, fats, and meats, more sedentary jobs, overweight,

obesity, and the Western lifestyle as a whole are on the rise within all economic classes of the Chinese population. Meanwhile, undernutrition is still a concern and income growth continues to influence the quantity, the quality, and the type of food preferred (Mendez, Du & Popkin, 2004; Baker, Kay & Walls, 2014).

#### Sub-Saharan Africa

Sub-Saharan Africa is the most destitute region on the planet and is characterized by unstable political and economic situations. Reliable and updated data about dietary behavior, noncommunicable diseases, and obesity prevalence are seldom. However, it is observed that noncommunicable diseases and obesity prevalence are increasing as the population is gradually adopting a sedentary lifestyle and a Western diet including fast foods containing high amounts of salt, sugar, and fats such as pizza, fried potatoes, and fried chicken (Popkin, 2002; Searcey & Richtel, 2017).

#### South Africa

In the early 1990s, in the post-apartheid era, the political situation accelerated the globalization of the country and encouraged urbanization. Trade increased and market opened which influenced food intakes, dietary patterns and health status of the South African population with consequences on obesity and mortality prevalence. At the same period, changes in South African's lifestyle and dietary patterns were observed; more people started drinking coffee and soft drinks and sugar, meat, and potatoes were added to the diet. Foreign multinational quick service restaurant chains such as Kentucky Fried Chicken and McDonald's entered the country at a rapid pace. South African also developed local quick service restaurant chains, including, amongst others, Debonairs Pizza and Steers. Most quick service restaurants, international and local ones, are located in urban center or near urban areas and are getting more competitive. The population's dietary behavior is influenced by a greater exposure to fast-food, cheaper prices of meat, meat products and high fat foods, and is also influenced by the Western lifestyle oriented towards a sedentary way of life, long working schedule, and more time for leisure. Nowadays, most of the population living in urban areas has adopted a typical westernized diet and a modern lifestyle (Chopra, 2004). People consider fried food to be a sign of modernity and prosperity,

while traditional boiled food is considered as an inferior outdated practice (Kennedy, Nantel & Shetty, 2004). Most of the women living in cities, rich and poor, are either overweight or obese, which the community perceive as a sign of wealth, well-being, and happiness. Thinness is associated with having diseases or HIV/AIDS. Those conceptions paired with limited knowledge about nutrition and little interest for physical activities lead to the increase of noncommunicable diseases. The population of South Africa, with positive and negative consequences related, was the first country in Sub-Saharan Africa to experience drastic dietary changes, modern lifestyle, and contemporary leisure activities.

### Nigeria

On January 1<sup>st</sup> 1995, Nigeria became a member of the World Trade Organization. Since the 1990s, Nigeria has seen its imports increasing considerably and globalization brought new technologies, augmented household incomes, reduced poverty, and created work opportunities within the labor market. At that time, despite multiple changes, the country was still facing precarious nutritional status as there was a deficit in the average per capita calorie intake. Indeed, the domestic production augmentation did not increase the food supply because farm food losses were continually high and foodstuffs prices rose after the devaluation of the currency. As a result, the country imported more food to meet the demand and street foods and quick service restaurant chains emerged. In the early 2000s, as it suits more the busy schedules and modern lifestyle, more than 60% of the population was buying its daily meal from street vendors or quick service restaurants which contribute to the major part of its nutrient intake (Olayiwola, Soyibo & Atinmo, 2004). The country is experiencing economic development, but malnutrition is still a major concern.

### Tanzania

Tanzania's trade liberalization and its reliance on food imports encouraged multinationals of the food industry to invest in the country. Like other Sub-Saharan countries, food consumption patterns or dietary behavior are influenced by globalization as processed foods such as sweets, sugary cereals, soft drinks, savory snacks, ready-to-eat foods, etc., became readily available to



the population (Kinabo, 2004). Consumption of convenient and industrial foodstuffs is on the rise in Tanzania, especially in urban areas, as Tanzanians reported processed snacks to be more flavorful and tastier than their traditional foods (Maletnlema, 2002). The traditional Tanzanian diet, high in unprocessed carbohydrate and fiber, is gradually forsaken by the population and replaced by foreign and exotic food products. People consume constantly more foreign processed foods which gives the illusion of diet diversification and exchange of nutrients between countries/regions. However, people in Tanzania may experience overnutrition when consuming processed foods (Kinabo, 2004). People with less financial means usually opt for street foods which include rice, porridge, cassava, roasted or fried meat, etc. and the richer ones prefer international quick service restaurant chains, such as Steers or Burger King, offering fried chicken, burgers, pizzas, fried potatoes, soft drinks, etc. Consumption of foreign food products, result of strong marketing activities, is perceived as trendy and prestigious. As in South Africa, an overweight or obese person in Tanzania is perceived as attractive, wealthy, and distinguished. In other words, as per them, fatness is a synonym of well-being. Proper diet diversification interventions and education in regards to foods would be needed in Tanzania to enhance the population's nutritional status and cross out both undernutrition and overnutrition (Kinabo, 2004).

## Conclusion

Countries around the world are at different stages of nutrition transition where traditional diets comprising unprocessed and minimally processed foods namely vegetables, fruits, cereals, roots, tubers, grains, legumes, etc. are gradually replaced by foods of animal origins and industrially processed food products such as meat, dairy, refined flours, frozen meals, ready-to-eat meals, goodies, canned foods, soft drinks, sweets, processed meats, etc. Those processed food products usually contain great amounts of saturated fats, fats, salt, and sugar but little fiber. The consumption of processed foods is on the rise worldwide, especially in low- and middle-income countries (Baker, Kay & Walls, 2014).

#### 2.2.4 Processed foods & the NOVA Classification

Processing foods allowed human beings to preserve foodstuffs and settle in different locations across the globe. Industrialization brought new food science techniques and globalization and global trade liberation encouraged the spread of the Western diet and lifestyle. Nowadays, food suppliers are multinational companies, including quick service restaurant chains, retailing mainly profitable flavorful processed ready-to-eat food products. Their success is partially due to the intense palatability, convenience, attractiveness, and accessibility of their food products and their extensive marketing and advertising campaigns (Monteiro, Moubarac, Cannon, Ng & Popkin, 2013).

Ultra-processed foods, namely frozen products, snacks, and soft drinks, were first sold in high- and middle-income countries. However, the average annual growth rate of ultra-processed foods is now greater in low-income countries. Indeed, the sales of packaged foods and fast-foods in developing countries are growing quickly, especially since the 1980s. As a result, food culture and food consumption patterns are affected by the nutrition transition and diet shift towards processed food products (Monteiro, Moubarac, Cannon, Ng, & Popkin, 2013).

#### Food classification systems

Global food supplies and dietary patterns are changing as mass-produced branded processed food and drink products made from industrial ingredients are gradually replacing traditional diets and artisanal preparation globally. Industrial food products made from various ingredients present different nutritional values and properties. For decades, diets and dietary recommendations have remained nutrient-based focusing on macronutrients namely fat, protein, and carbohydrates, and micronutrients including minerals and vitamins. Recently, experts began to integrate food processing within the classification of diets. In 2014, five food classification systems from different countries were studied and evaluated in order to categorize foods in terms of food

processing. The food classification systems were evaluated on their specificity, coherence, clarity, comprehensiveness, and workability (Moubarac, Parra, Cannon & Monteiro, 2014).

In the United States, the International Food Information Foundation (IFIC)-Joint Task Force system is used to classify processed foods from their origin until consumption. However, this food classification system does not follow a logical order and does not make any distinction between food processed at home and industrially. Moreover, food categories are not described equally and the list of aliments and food products is incomplete as unprocessed foods such as meat, fish, grains, etc. and culinary ingredients, namely sugar and salt, are not included. Finally, the IFIC- Joint Task Force system have been used only once by the US National Health and Nutrition Examination Survey (NHANES) and overall, it scored 5 out of 15 as a food classification system (Moubarac, Parra, Cannon & Monteiro, 2014).

In Guatemala, a researcher developed a food classification system for a study carried within the country. This food classification system comprised three food categories; unprocessed foods including meat, fish, fruits, vegetables, grains, etc., partially processed foods including corn and dairy products, and animal fats, and finally highly-processed foods including food products containing added sugar, fats, and hydrogenated fats. None of those food categories are clearly defined and like the American food classification system, this food classification system does not make any distinction between food processed at home and industrially. The criteria for classification should be clearer, but the food classification system is mainly coherent and comprehensive as it follows a logical order and includes a wide range of aliments and foods products. Finally, the Guatemalan food classification system have been used only once to food expenditure data within the country and overall, it scored 7 out of 15 as a food classification system (Moubarac, Parra, Cannon & Monteiro, 2014).

In Europe, researchers of the International Agency for Research on Cancer (IARC) developed a food classification system relying on three degrees of processing. The first group consists of non-processed foods eaten raw including only minimal processing such as washing, cutting, and

squeezing. The second group comprises moderately processed foods divided into industrial foods and home prepared foods made from unprocessed foods and culinary ingredients. The third group consists of processed foods divided in staple foods and highly processed foods. The European food classification system is only partly specific as the definition of industrial food processing is not included and distinction between industrial and artisanal processing is insufficient. It is also partly coherent as the criteria to describe the degree of processing is ambiguous and mostly clear as sub-categories are made but not completely defined. Finally, the European food classification system is comprehensive and workable as it includes a wide range of aliments and food products and was used twice for 24-hour dietary recalls data. Overall, it scored 9 out of 15 as a food classification system (Moubarac, Parra, Cannon & Monteiro, 2014).

In Mexico, researchers of the National Institute of Public Health developed a food classification system distinguishing traditional and local food products from modern and industrial ones. The food classification system is divided into three categories: industrial modern foods part of the new Mexican diet, mass-produced industrialized traditional foods that have been part of the Mexican diet since the 1900s, and non-industrialized foods including traditional preparations, homemade meals and unprocessed foods. The Mexican food classification system is only partly specific as the definition of industrial food processing is not included and distinction between industrialized and artisanal preparations and local foods should be defined by properties and nature. It is however totally coherent as the three categories are related to each other and mostly clear as the categories are defined with precision, but includes only a few examples. Finally, the Mexican food classification system is mostly comprehensive and workable as it includes an interesting, but not complete, range of aliments and foods products and was used twice for 24-hour dietary recalls and food frequency questionnaires. Overall, it scored 10 out of 15 as a food classification system (Moubarac, Parra, Cannon & Monteiro, 2014).

Finally, researchers of the Centre for Epidemiological Studies in Health and Nutrition in São Paulo, Brazil, have developed the NOVA food classification system in 2009 and improved it since then. The NOVA food classification system defines the methods and techniques to

transform unprocessed foods into tasty and easy to consume food products. Aliments and food products are categorized as per the nature, extent and purpose of industrial food processing. The NOVA food classification system categorized aliments and food products into three distinct groups: unprocessed and minimally processed foods, processed culinary ingredients, and ready-to-consume products including processed and ultra-processed food products. The original NOVA food classification system is specific as the definitions of industrial food processing and artisanal-domestic food processing and preparation are clear. It is totally coherent as the three categories are presented in continuum from unprocessed to ultra-processed foods. The updated version is mostly clear as the categories of processed and ultra-processed food products are now defined with precision and include a list of extensive examples. Finally, the NOVA food classification system is fully comprehensive and mostly workable as it includes a wide range of aliments and foods products. It was applied to food expenditure data in different countries including Brazil, Chile, Canada, etc. and was used to evaluate the effect of modern and industrial food processing on people diet quality. Overall, it scored 13 out of 15 as a food classification system (Moubarac, Parra, Cannon, & Monteiro, 2014).

The food industry and processed food products gained in importance as they impact food systems, foodstuff supply, dietary patterns, well-being, and health. Food classification systems that focus on the understanding of processed foods aim to support the prevention and control of malnutrition and nutrition-related noncommunicable diseases. The five food classification systems were evaluated as objectively as possible. It was concluded that the NOVA classification system was ready for general use as it is the most complete and appropriate food classification system to categorize aliments and food products according to the extent and purpose of food processing (Moubarac, Parra, Cannon & Monteiro, 2014).

The NOVA food classification system

For the purpose of this research study, the NOVA food classification system was chosen to categorized and classify aliments, foodstuffs, and drink products retailed in quick service restaurants in Gombe area Kinshasa, DRC.

The NOVA food classification system was developed in 2009 by a group researchers of the Centre for Epidemiological Studies in Health and Nutrition in São Paulo, Brazil. It has been improved and it is now accepted as a valid tool for nutrition and public health research, policy and action, in reports from the Food and Agriculture Organization (FAO) of the United Nations (UN) and the Pan American Health Organization (PAHO). The NOVA food classification system was applied in various countries worldwide to study the changes in the dietary shares of ultra-processed food products, to access the nutrient profile of diets, to elaborate dietary guidelines, to examine the changes within the food environment, to create nutrient profiles, etc. Internationally, in nearly 80 low-middle, upper-middle, and high-income countries, the NOVA food classification system was applied to access trends in sales of ultra-processed food products. Elaborated by Dr. Carlos A. Monteiro, the NOVA food classification system classifies foods according to the nature, extent and, purpose of food processing. Food processing includes physical, biological, and chemical processes occurring after aliments are gathered and before food is included in a dish or consumed. Techniques used to prepare the food; cutting, seasoning, cooking, etc. are not taken into account by the NOVA food classification system. Finally, instead of categorizing foods in terms of nutrients, the NOVA system classify all aliments and food products in four specific and meaningful groups (Monteiro, Cannon, Levy, Moubarac, et al., 2016).

#### Group 1 – Unprocessed or minimally processed foods

Unprocessed or minimally processed foods are natural foods from plants and animal origins (Monteiro, Cannon, Levy, Moubarac, et al., 2016). Unprocessed aliments are usually highly perishable, which means that they cannot be stored for a long period of time, and they generally need culinary preparation before being consumed (Monteiro, 2010). Group 1 foods can include combinations of unprocessed or minimally processed foods together, a salad for example. Foods that are minimally processed have undergone only a minimal transformation such as refrigeration, freezing, cutting, pasteurization, non-alcoholic fermentation, drying, boiling, roasting, elimination of inedible or unwanted parts, etc. Those processes do not involve the

addition of sugar, salt, oils or fats to the natural aliments. The reason to refrigerate, freeze, and dry foods is to extend the life of unprocessed foods and allow storage for longer use. To facilitate and diversify food preparation, vegetables can be cut, coffee beans can be roasted, and milk can be fermented, etc., which would result in minimally processed foods. Unprocessed or minimally processed foods include, amongst others, all fruits, leafy and root vegetables, grains such as rice, corn, wheat, etc., legumes such as beans, chickpeas, and lentils, starchy roots and tubers namely potatoes and cassava/manioc, fungi including fresh and dried mushrooms, all sorts of cuts of meat, poultry, fish, and seafood, eggs, milk, plain yogurt and juices without added sugar, sweeteners, and flavors, corn, wheat, oats, and cassava/manioc flakes and flours, nuts, oil seeds, spices, herbs, tea, coffee, drinking water, etc. (Monteiro, Cannon, Levy, Moubarac, et al., 2016).

#### Group 2 –Processed culinary ingredients

Processed culinary ingredients are retrieved from unprocessed and minimally processed foods, or obtained from nature after processing; pressing, refining, grinding, milling, spray drying, etc. Processed culinary ingredients, rarely consume alone, are used to ease the preparation of home and restaurant dishes and to make meals more varied and enjoyable. Processed culinary ingredients include, amongst others, salt, sugar, molasses, honey, maple syrup, vegetable oils, butter, lard, corn starch, etc. Group 2 foods can include combinations of processed culinary ingredients together, a salted butter for example (Monteiro, Cannon, Levy, Moubarac, et al., 2016).

#### Group 3 –Processed foods

Processed foods are normally composed of Group 1 and Group 2 foods combined in order to augment the durability of foods and enhance flavors. They usually include two or three ingredients and various cooking and preservation techniques (Monteiro, Cannon, Levy, Moubarac, et al., 2016). «Industrial food processing is defined here as a series of industry-performed operations by which unprocessed foods are converted into foodstuffs suitable for storage and/or consumption, with less or no kitchen (culinary) preparation and cooking» (Monteiro, 2010). Processed foods comprise, amongst others, canned and bottled fruits,

vegetables, fish, and legumes, salted or sugared nuts and seeds, salted, cured, or smoked meat, fresh bread, fruits in syrup, cheeses, beer, cider, wine, etc. (Monteiro, Cannon, Levy, Moubarac, et al., 2016).

#### Group 4 –Ultra-processed food and drink products

Ultra-processed food products involve industrial processing engineered to create durable, convenient, affordable, accessible ready-to-eat and ready-to-heat items (Monteiro, Levy, Claro, De Castro & Cannon, 2010). Ultra-processed foods and drinks are industrial products derived mainly from mechanical and chemical transformation of corn, wheat, and soy and usually contain five ingredients or more (Ludwig, 2011). In addition to salt, sugar, oils, fats, stabilizers, and preservatives, ultra-processed food and drink products comprise artificial substances not commonly found in home kitchens and additives including hydrogenated oils, hydrolyzed proteins, maltodextrin, emulsifiers, high-fructose corn syrup, colors, stabilizer, flavor and sensory enhancers, artificial sweeteners, etc. Artificial substances and additives are used to imitate the sensory qualities of unprocessed and minimally processed foods and processed culinary ingredients or to conceal unwanted tastes (Monteiro, Cannon, Levy, Moubarac, et al., 2016). Synthetic micronutrients, such as vitamin A, calcium, and omega 3, may be added to the products in order to strengthen or fortify them (Monteiro, Cannon, Levy, Claro, Moubarac, et al, 2012). To manufacture ultra-processed food and drink products, industrial techniques and machinery are necessary. Unprocessed and minimally processed foods are present in small amount or may even be absent from ultra-processed food and drink products (Monteiro, Cannon, Levy, Moubarac, et al., 2016).

Ultra-processed food and drink products are convenient as they are mainly ready-to-eat/drink or ready-to-heat with little or no further preparation needed. Some are energy-dense, salty, sugary, or fatty, but, as a whole, they are palatable, habit-forming, sophisticated, sensually appealing, and attractive for the consumers. Ultra-processed food and drink products include, amongst others, sweets, savory snacks, ice cream, cookies, cakes, pastries, chocolate, breakfast cereals, energy and cereal bars, mass-produced breads, chips, noodles, meal substitutes, pizzas, nuggets,



sausages, burgers, hot dogs, margarines, instant sauces and soups, flavored and/or sweetened yogurts and juices, infant formulas, soft drinks, strong alcohol exceeding 25°, etc. (Monteiro, Cannon, Levy, Moubarac, et al., 2016).

Ultra-processed food and drink products are generally consumed within the household, in quick service restaurants, and nearly everywhere else. They encourage snacking and tend to replace traditional meals and culinary diversity as they become available and affordable to the population worldwide (Monteiro, Levy, Claro, Ribeiro de Castro & Cannon, 2010). Most ultra-processed food and drink products, convenient commodities with long shelf life, present similar characteristics. Indeed, they tend to be nutritionally unbalanced as they contain considerable amounts of salt, added sugar, fats, and additives, but little fibre. They are sometimes energy-dense as some contain small amounts of water and dietary fibre. Ultra-processed food and drink products usually are hyper-palatable which makes them quasi-addictive and may lead to passive energy overconsumption. They also tend to replace meals as they add diversity to the diet, are convenient, and suit modern lifestyle. They may even look like homemade meals, but they are mass-manufactured and usually contain industrial ingredients, preservatives, and additives which have little in common with kitchen preparation and home-cooked traditional dishes. They may contain synthetic micronutrients, such as vitamin A, calcium, and omega 3, in order to be marketed as healthy food products (Monteiro, Cannon, Levy, Claro, Moubarac, et al, 2012). Those products are also marketed as microbiologically safe, especially in countries where water is contaminated and local foods can cause diarrheal diseases (Monteiro, 2010). Finally, most ultra-processed food and drink products are powerfully promoted, marketed and advertised as attractive and glamorous products.

Processed and ultra-processed food and drink products have socio-cultural, economic, political, and environmental impacts on the population worldwide (Monteiro, Cannon, Levy, Claro, Moubarac, et al, 2012). Processing itself is not an issue, but the nature, extent, purpose, and proportion of ultra-processed foods and drinks comprised in the human diets are a concern. Ultra-processed food and drink products are usually consumed alone or in combination with

similar food commodities; fried potatoes, burger, and soft drink together for example (Monteiro, 2010). Multinational food companies and international restaurant chains dominate the global food systems as markets are lightly regulated or unregulated. Their value-added ultra-processed food and drink products retailed in small shops, modern supermarkets, and quick service restaurant chains are highly profitable when formulated appropriately and marketed extensively (Monteiro, Cannon, Levy, Moubarac, et al., 2016).

#### 2.2.5 Diet quality & health status

Traditional diets in rural areas in developing countries propose little diversity and are usually composed of unprocessed or minimally processed foods cooked with processed culinary ingredients. Urban diets, on the other hand, tend to be more diversified as they usually comprise a wider variety of grains such as rice, corn, wheat, and greater amounts of fat, animal products, sugar, and processed foods prepared away from home (Mendez & Popkin, 2004). In Sub-Saharan Africa, it was demonstrated that the population's dietary diversity was higher in urban areas and within the richest quintile (Ruel & Garrett, 2004). Access to a wider range of foods may indicate a greater diet quality, but it mainly depends on the type of food that is consumed, the transformation it has undergone, and to which extent it was processed. Food items retailed in quick service restaurants are mainly processed and ultra-processed food products offering a wide variety of flavors and accentuate diet diversity.

#### Nutrient contribution of food from quick service restaurants

Over the past decades, people all around the world, especially in urban areas, have begun eating meals and snacks outside the home. People's decision to have food away from home is influenced by individual preferences, dietary knowledge, food prices, household or personal income, and restrictions (Mancino, Todd & Lin, 2009). Meanwhile, dining out in service restaurants and quick service restaurants gained in popularity as incomes augmented, family size shrank, promotion and advertisement of food, especially processed and ultra-processed foods, increased drastically, and quick service restaurants marked affordable and convenient food

products. Food products retailed in quick service restaurants are ready-to-consumed and eaten without needing any further preparation (Lin, Guthrie & Frazão, 1999). In general, the overall quality of people's diet decrease as the share of ultra-processed food products augment (Moubarac, Martins, Claro, Levy, Cannon & Monteiro, 2012).

Generally, food products retailed in quick service restaurants are categorized as processed and ultra-processed food products and characterized by large portion sizes (Lin, Guthrie & Frazão, 1999). They usually are energy-dense and tend to contain greater amounts of fat, saturated fat, salt/sodium, free sugars, dietary fiber, calcium, and iron than dishes prepared and cooked at home (Todd, Mancino & Lin, 2010; Martins, De Sousa, Veiros, González-Chica & Proença, 2014). Indeed, people who reported eating fast-food have higher intake of energy, total fat, saturated fat, carbohydrates, added sugars, and protein than people who reported not eating fast-food. However, people who reported eating fast-food consumed less whole grains, fruits, vegetables, and dairy and had, as a whole, lower intake of micronutrients than their counterparts not eating fast-food (Bowman & Vinyard, 2014; Todd, Mancino & Lin, 2010).

In America, it was estimated that a meal taken outside the house add about 130 calories to the total daily calories (Mancino, Todd & Lin, 2009). It is also suggested that when people eat outside the home, they either eat more food, more energy-dense food, or both. As a result, the consumers may not know the nutritional content of the food ordered and consumed in quick service restaurants. It is also suggested that consumers may prioritize the taste, want to enjoy the occasional treat, or are simply disinterested in knowing the nutritional content of the food ordered and consumed in quick service restaurants. In Ghana for example, it is reported that KFC's lunch box meal contains considerable amounts of salt, sugar, and fats. However, the consumers do not seem to pay much attention to the nutrition content as they enjoy the food and leisure experience (Searcey & Richtel, 2017). As people eat more in quick service restaurants, the proportion of ultra-processed food products increased within the population's diet and total calories consumed in quick service restaurants raised (Lin, Guthrie & Frazão, 1999). A Brazilian study indicated a correlation between the augmentation of ultra-processed food products

consumed and the increased prevalence of overweight and obesity (Canella, Levy, Martins, Claro, Moubarac, Baraldi, Cannon, Monteiro, et al., 2014). It is suggested that food eaten away from home partially explain population's poor diet quality and obesity prevalence (Todd, Mancino & Lin, 2010).

#### Obesity and noncommunicable diseases

After the Second World War, research on the epidemiological profile of diseases began to support a causal association between diet and chronic diseases such as cardiovascular diseases, various types of cancer, diabetes, etc. that caused changes in the relationship human beings have with food. This new epidemiological profile characterized by chronic degenerative diseases associated with poor diets, limited physical activity, and other factors imposed by urban life (Garcia, 2005).

Globalization and accelerated mutation of the people's environment and socio-economic status do affect dietary, physical behavior, and lifestyle. It generally leads people to adopt a sedentary lifestyle and brings a dietary transformation within the food culture leading to a more universal diet, changes in dietary consumption patterns and nutritional condition (Mendez & Popkin, 2004). Trade liberalization and foreign direct investments (FDI) can both benefit and harm health of people around the world. It encourages diet diversity and expansion of essential medicines, but also increase food insecurity and the proliferation of unhealthy commodities such as alcohol, tobacco and processed foods through facilitated imports (Baker, Kay & Walls, 2014). That being mentioned, more research is required to fully measure the impact of globalization on dietary patterns in low-income countries. Indeed, globalization and FDI may increase people's income which should result in daily caloric intake augmentation and undernutrition alleviation. Considering that advantages of globalization are not equal in developing countries, fruits and vegetables availability for example, the positive impacts will hardly reduce large scale poverty and problematic nutrition status. Moreover, the benefits of daily caloric intake augmentation may lead to undernutrition alleviation through energy imbalanced and low-quality diet. It means that people would have a proper daily caloric intake, but still suffer from malnutrition (Mendez & Popkin, 2004).

Nowadays, following the nutrition transition, people in high-, middle-, and low-income countries do have access to unhealthy commodities, namely alcohol, tobacco, and ultra-processed food products rich in salt, fat, and sugar. Multinational food companies and quick service restaurant chains are mainly owned and managed by private investors located in developed countries, but they retail globally and their products became available and affordable worldwide. The shift from traditional diets and life habits to the Western diet and lifestyle encourages the transition from undernutrition to overnutrition in developing countries (Baker, Kay & Walls, 2014).

It is commonly accepted by independent authorities that unhealthy commodities increase people's risk factors of becoming overweight or obese and developing chronic noncommunicable diseases (Stuckler, McKee, Ebrahim & Basu, 2012; Bowman & Vinyard, 2014). A person is considered underweight when his or her body mass index (BMI) is below 18.5, normal weight when BMI ranges between 18.5 and 24.9, overweight when BMI ranges between 25 and 29.9, and obese when BMI is over 30. As of 2010, 500 million adults were obese worldwide (FAO, 2014) and 61% of the population in South Africa was considered overweight, obese or morbidly obese. On the African continent, over the last 30 years, Kenya, Ghana, and South Africa, amongst others, have seen considerable increase in obesity rate and death related to noncommunicable diseases. Indeed, in 2009, 31,4% of women were considered obese within Sub-Saharan Africa, with prevalence reaching 23% in Malawi, 38% in Kenya and 35% in Ghana (McTernan, 2012). In 2016, as a whole, about 35% of the Sub-Saharan population were considered overweight with prevalence ranging from 12% in Madagascar to 60% in Seychelles. Obesity rate followed an analogous pattern as the overweight prevalence. In Sub-Saharan Africa, women are more likely than men to be overweight or obese (World Health Organization, 2016). Overall, the most important needs for noncommunicable diseases medicines are nowadays located in middle- and low-income developing countries (Baker, Kay & Walls, 2014).

The pathology of excess body fat is associated, amongst others, with sleep apnea, osteoarthritis, and reduced longevity (Bray, 2004). Major lifestyle and nutrition-related chronic

noncommunicable diseases resulting from physiological changes and excess body fat include, amongst others, diabetes, nonalcoholic fatty liver disease, cardiovascular diseases, stroke, hypertension, and some forms of cancer (Nguyen & Powell, 2014; Bray, 2004).

Type 2 diabetes is amongst the most common noncommunicable diseases. A person develops diabetes when the pancreas does not produce enough insulin or when insulin is not used adequately. Signs of the illness include inordinate thirst and hunger, weight loss, more abundant urine, lower vision and fatigue. Physical consequences of the sickness comprise blindness, amputation, kidney failure, etc. and augment people's risk to suffer of stroke and cardiovascular diseases. Worldwide, about 1,5 million people die annually from diabetes directly. It is estimated that within the Sub-Saharan region, 8% of the adults aged 25 or more are affected by type 2 diabetes (World Health Organization, 2017).

Nowadays, cardiovascular diseases are the first cause of mortality worldwide as more people die from cardiovascular diseases than any other disease and sickness. Moreover, more than 75% of deaths caused by cardiovascular diseases occur in low- and middle-income countries. Cardiovascular diseases include coronary, cerebrovascular, peripheral arterial, rheumatic heart, and congenital heart diseases, as well as deep vein thrombosis and pulmonary embolism (World Health Organization, 2017, May). The prevalence of hypertension and high blood pressure are also high in Africa as it is estimated to affect 46% of the adult population on the continent. Those rates are amongst the highest in the world (World Health Organization, 2016).

In the Democratic Republic of the Congo (DRC), in 2007, obesity only concerned about 2,6% of the women (World Bank, 2012, August, 22). A few years later, in 2013, it was estimated that 18% of the women in urban areas and 6% in rural areas in DRC were considered overweight or obese, most of them were amongst the wealthiest quintile (UNICEF, 2013). The obesity rate in DRC is currently below the Sub-Saharan average, but is increasing at a considerable speed, especially amongst the poorest and people living in precarious socio-economic conditions (McTernan, 2012). In DRC, noncommunicable diseases account for about 23% of total deaths.

The leading noncommunicable diseases are cardiovascular diseases (9%), other noncommunicable diseases (8%), and cancers (3%). Between 2000 and 2012, the probability for Congolese aged between 30 and 70 years to die from cancers, diabetes, cardiovascular diseases, chronic respiratory diseases, and other noncommunicable diseases increased significantly. It is to be noted that because of their precarious financial situation, Congolese may suffer from noncommunicable diseases, but do not get proper diagnosis and treatment. Statistics about mortality causes are only rough estimation with high degree of uncertainty as DRC does not have any national noncommunicable diseases data and did not respond to the World Health Organization country capacity survey (World Health Organization, 2014). «In order to better understand the relationship between food consumption patterns, diets and the emergence of noncommunicable diseases, it is crucial to obtain more reliable information on actual food consumption patterns and trends based on representative consumption surveys» (WHO & FAO, 2003).

By 2030, noncommunicable diseases are expected to become the first cause of mortality within Sub-Saharan Africa (Migiro, 2016). Most lifestyle and nutrition-related chronic noncommunicable diseases can be prevented when people adopt a healthy diet, limit tobacco utilization and alcohol consumption, and exercise on a regular basis (World Health Organization, 2016; World Health Organization, 2017, May).

#### Biological differences

Formerly considered as diseases present only in wealthy countries, nutrition-related noncommunicable diseases are now diagnosed in low- and middle-income countries (Popkin, 2002). People in developing countries, in addition to the rapid nutrition and lifestyle transition they are facing, present also higher phenotypic and genotypic predisposition for obesity and noncommunicable diseases (Schmidhuber, 2004). «The phenotypic predisposition is the result of rapid transition from hunger and undernourishment towards overnutrition and affluence» and the genotypic predisposition is «a genetic predisposition towards developing obesity and NCDs [noncommunicable diseases]» (Schmidhuber, 2004). Noncommunicable diseases and obesity prevalence are increasing at a more rapid pace in developing countries than developed countries

experienced it in the past. Experts discovered that Asians, Africans, and Latin Americans have more body fat and central fat than Caucasians for the same body mass index (BMI). Those populations experience cardiovascular diseases at lower BMI levels. As a result, some populations in the world, such as Africans, are more vulnerable when facing nutrition transition and lifestyle changes (Popkin, 2002).

#### Double burden in developing countries

Major efforts are made in Sub-Saharan Africa to reduce undernutrition and improve access to food and drinking water (Kennedy, Nantel & Shetty, 2004). While the number of Africans suffering from famine has decreased from 28% to 20% between 1990 and 2015, the continent is now facing a growing challenge: the rise of obesity, especially childhood obesity, favored by the rapid socio-economic transformations. In 2015, on the African continent, there were 58 million stunted children, 14 million other children were underweight due to malnutrition, and 10 million were overweight. With globalization and urbanization, Sub-Saharan countries face contemporary and unfamiliar challenges as food consumption patterns and lifestyle are changing. All these changes in diet, coupled with low physical activity, have increased obesity levels at a much faster rate than reducing malnutrition (Vallet, 2017).

The appellation “double burden” is employed to describe countries facing continual high rates of undernutrition, food insecurity, and infectious and communicable diseases with increasing prevalence of chronic nutrition and lifestyle related noncommunicable diseases such as obesity, heart diseases, type 2 diabetes, cancers, etc. (Kennedy, Nantel & Shetty, 2004). Indeed, malnutrition has two faces as people’s poor nutrition can lead to excessive calorie intake and nutrition deficiencies at the same time (Stuckler, McKee, Ebrahim & Basu, 2012). Paradoxically, it is not uncommon to see malnutrition and obesity coexist in the same country, the same village, or even the same home. In this situation, stunted children coexist with overweight or obese adults, especially women (Vallet, 2017). The African population is currently facing a double burden of malnutrition at the same time as people are confronted to undernutrition during childhood and obesity later in life (Migiro, 2016).



The population in South Africa, especially the poorest ones, are facing a multi-burden of disease as rates of mortality associated with infectious diseases, nutrition-related chronic diseases, HIV/AIDS, and violent trauma deaths are all highly prevalent (Chopra, 2004; Faber & Wenhold, 2007). Tanzania, as other Sub-Saharan countries, also faces a double burden situation. Indeed, inadequate calorie intake, micronutrients deficiencies, infectious diseases, and undernutrition are still prevalent in most rural areas. Meanwhile, the people living in urban areas are confronted to different nutritional problems such as obesity, diabetes, heart diseases, etc., as they promptly adopted a Western lifestyle and diet (Kinabo, 2004). The highest rates of obesity, diabetes and hypertension were reported amongst the wealthiest socio-economic groups including high executives of government and private companies, as well as member of the parliament (Maletnlema, 2002). According to the World Food Programme (WFP), it is estimates that DRC's average global acute malnutrition (GAM) rate is 10.7% due to several years of civil wars and poor management that lead to weak or inexistent institutions. Food insecurity is a major concern in DRC with an estimated 4.5 million people living in indigent conditions despite great mineral wealth and large rainforest (World Food Programme, 2016). With the current interventions in DRC and other low-income developing countries, the population suffering from undernutrition is on the decrease, but more people experience health issues related to obesity and noncommunicable diseases (Schmidhuber, 2004).

#### Indicators of diet quality

For decades, food balance sheets (FBaS), household budget and expenditure surveys (HBES), and food consumption surveys (FCoS) have been used to measure population's diet quality. However, those reliable data are not available in the Democratic Republic of the Congo. A new indicator estimates the share of calories coming from ultra-processed food products within a population's average daily intake. Expressed in percentage, this new indicator is proposed to measure energy and nutrient sufficiency, and overall diet quality (Vandevijvere, Monteiro, Krebs-Smith, Lee, Swinburn, Kelly, Neal, Snowdon & Sacks, 2013). Further research using this indicator could be undertaken to measure energy and nutrient sufficiency, and overall diet quality of the population in the Democratic Republic of the Congo.

## Nutrition policies

During the past decade in developing countries, dietary intake has changed and the prevalence of obesity has augmented at an increasingly rapid speed. Within the next years, as the trend continues, low-income developing countries including DRC will have to implement policies to address undernutrition and obesity jointly. While undernutrition is on the decline worldwide because of, amongst others, the continual interventions from major NGOs, the solutions to address food-related obesity are still discussed. Possible interventions include the adjustment of pricing as an influencing factor of food choices, regulation of portion sizes of food sold in food outlets to limit overconsumption (Mendez & Popkin, 2004), regulation of menus and displays in restaurants about calorie and nutrients of the foods (Mancino, Todd & Lin, 2009), regulation of food labelling (Martins, De Sousa, Veiros, González-Chica & Proença, 2014), governance of media marketing and advertising (Popkin, 2002), tax at the producer level, tax on the sale of energy-rich food products at the consumer level, tax on body weight including incentives and disincentives to encourage consumers to reach or maintain a healthy body mass index, and educational programs about food including traditional diets, food preparations, and health. It is suggested that countries establish a nutrition program including different policies in order to counter obesity and noncommunicable diseases (Schmidhuber, 2004).

All sectors and suppliers within the food chain are involved and interrelated as the nutrition transition is taking place (WHO & FAO, 2003). Previous researches suggest that people choose less healthy foods when eating outside the home, in quick service restaurants for example, regardless of diet quality and nutritional values (Mancino, Todd & Lin, 2009). The Congolese population's leisure experience and food consumption patterns may be affected, positively and negatively, when visiting quick service restaurants in Kinshasa. The recreational aspects of quick service restaurants are examined.

## 2.3 Tourism and leisure

### 2.3.1 Overview of the tourism & Leisure industry

#### Tourism & Leisure and their impacts

The tourism and leisure industry is vast and comprises different sectors to accommodate tourists and locals. It namely includes hotels, restaurants, airlines, cruise lines, travel and tour companies, parks, etc. The tourism and leisure industry is part of tertiary sector; the service sector. «Services are the result of a production activity that changes the conditions of the consuming units, or facilitates the exchange of products or financial assets. They cannot be traded separately from their production. By the time their production is completed, they must have been provided to the consumers» (World Tourism Organization, 2014). Tourists and locals have the possibility to enjoy tourism and leisure activities as per their availability and affordability. Leisure is defined as the «freedom provided by the cessation of activities; especially: time free from work or duties» (Merriam-Webster, 2017). Leisure activities give people the occasion to enjoy an experience through the stimulations of their senses. The restaurant sector, including quick service restaurants, is part of the tourism and leisure industry and is in constant evolution. Paired with economic and technological developments, globalization, and urbanization, studies established that the tourism and leisure industry affects the local population's food consumption patterns and encourages nutrition transition (Leatherman, Goodman & Stillman, 2010).

In 1999, literature was reviewed and a research study was conducted about the impact of tourism in developing countries on the health of the local host communities. Amongst other findings, it mentioned that local population in developing countries tend to mimic tourists' lifestyle and alimentation preferences. Indeed, the presence of foreigners impacts local communities' health directly and indirectly. Direct impacts are mainly related to infections that international travelers spread. Indirect impacts are related to socio-cultural, environmental, and economical changes. They include lifestyle changes and nutrition transition from traditional diets to the Western diet leading to weight gain, increase in body fat percentage, and higher blood pressure. However, in

the late 1990's, few data and research that demonstrated clearly the influence of tourism and development on local population's lifestyle in developing countries (Bauer, 1999). Bauer conducted another research study in 2008 on the "potential health impacts on populations living at tourist destinations outside the industrialized world". He first explored the relationship between health and tourism through history and demonstrated the economic, environmental, socio-cultural, and political direct and indirect impacts of prompt encounters between tourists and hosts. Bauer concluded with solutions to reduce health impact on local communities and considerations that, once again, more research is urgently needed in this area (Bauer, 2008).

A research study investigated the links between community residents' economic, social, cultural, and environmental perceptions of tourism impact and residents' satisfaction with material, community, emotional, safety well-being, health, and overall life satisfaction. The model demonstrated that the strength of the relationships is subdued according to the stage of development of tourism and a link between residents' perceptions of tourism impact (Kim, Uysal & Sirgy, 2013). The positive effects of tourism on quality of life are related to the rise of emotional well-being, community well-being, income, and employment. Meanwhile, safety well-being and health are the least favorable effects of tourism on locals' quality of life (Aref, 2011).

The development of the tourism industry encouraged research on tourist food consumption and global culinary experience to market destinations. Indeed, companies in hospitality industry should understand tourists' eating and drinking preferences and influencing factors in order to satisfy guests through their dining experience and ensure profitability and business growth (Mak, Lumbers, Eves & Chang, 2012). Furthermore, the impacts of globalization on local cuisine, tourist aliment and dishes consumption have also been explored a few years ago. Indeed, tourism influences local food production and supply in order to satisfy foreign visitors and may lead to cuisine homogenization (Mak, Lumbers & Eves, 2012). Nowadays, people, tourists and locals, in developed countries continue to seek safer and healthier foods, but are also looking for new food experiences (Hrelia, 2015). However, fewer studies explored the impact of tourism and leisure

on local's population food consumption patterns and their consequences on cultural practices and health, especially in developing countries (Mak, Lumbers & Eves, 2012).

In Africa, between the beginning of the 1990s and 2005, annual tourist arrivals augmented from 8.4 million to 37 million. The World Tourism Organization estimated that the tourism industry in Sub-Saharan Africa grew at an annual rate of 10% in 2006. African tourism oriented countries include, amongst others, the Seychelles, Mauritius, Namibia, Cape Verde, and Botswana. However, the global share of tourist arrivals for the African continent remains peripheral and there are minimal empirical research studies that explore the impacts of the tourism and leisure industry in African countries (Fayissa, Nsiah & Tadasse, 2008).

#### Tourism & leisure in the Democratic Republic of the Congo

By the end of the 1990s, Africa's tourist potential was largely underdeveloped and the continent welcomed only 14 million tourists a year, mostly business travelers, due to the large size of the land, bureaucratic obstacles, health risks, physical insecurity, poor tourism infrastructures, and inaccessibility by air and land. In the Democratic Republic of the Congo, roads and rails were often inadequate, especially in rainy season. Additionally, many improvements to vessels and port facilities were needed in the Congo river area to make the region viable and attractive for tourism. At the same period, the Democratic Republic of the Congo, former Republic of Zaire, was a pioneer in wildlife conservation with minimally 12% of its surface area categorized as protected territory. It included, amongst others, Virunga National Park with its spectacular mountains, high-altitude vegetation, and large lakes close to the Ugandan border (Boniface & Cooper, 1994). The Democratic Republic of the Congo is land rich in natural wonders, but political instability and deficient infrastructures limited the development of the economy and the tourism and leisure industry in the past decades.

The country's marvelous national parks listed as World Heritage Sites and growing economy attract brave business and recreational tourists seeking unique opportunities. In 2013, DRC's travel and tourism revenues for 191 000 international tourists (World bank - International

tourism, number of arrivals, 2016) travelling for business or recreation were estimated at USD 8.4 million, representing only 0.1% of the country's total exports (World Travel & Tourism Council, 2014). In 2016, total travel and tourism's revenues were estimated at USD 300 million, which represents a direct contribution of 0.7% of the country's total GDP (World Travel & Tourism Council, 2017).

Political instability and security concerns in DRC, especially in the Eastern part of the country, limited the development of the tourism and leisure industry during the past decades, but the tide is slowly turning. Indeed, 55,000 international travelers visited DRC in 2006, 81,000 in 2010, and as mentioned previously, 191,000 in 2013 (World bank - International tourism, number of arrivals, 2016). It is estimated that travel and tourism total contribution to GDP to raise by 6.1% and visitor exports to grow by 2.6% per annum between 2017 and 2027 (World Travel & Tourism Council, 2017).

Nearly 200,000 international tourists visited DRC in 2013 and projections, if the political situation remains stable, indicate steady growth in the next few years (World Travel & Tourism Council, 2017). Amongst others objectives to promote tourism and leisure, the Ministry of Tourism in DRC is engage in the rehabilitation of touristic infrastructures including restaurants and food outlets (Petit Futé: Survol du Congo, 2017). An augmentation of foreigners and foreign direct investments in the country would probably alter people's food choice and food preferences in urban and touristic areas (Mak, Lumbers & Eves, 2012).

### 2.3.2 Overview of the quick service restaurant industry

Quick service restaurants are part of the tourism and leisure industry as they feed and entertain tourists, visitors, and locals. Multinational quick service restaurant chains usually have headquarters in developed countries but they operate and retails their food products around the globe. As the world cuisine gains ground, burgers, fried chicken, fried potatoes, pizzas, and soft drinks are now consumed worldwide (Mak, Lumbers & Eves, 2012).

### Definition of quick service restaurant

A quick service restaurant, regardless of its location, is also denominated under the appellation of fast food restaurant. There is no universal standardization for quick service restaurants and the term fast food covers a broad category of food related concepts including a wide range of foods, a kind of restaurant, and an eating style (Ritzer, 1983). Quick service restaurant chains usually display a limited in scope common menu above the service counter and customers typically pay before they receive their foods and drinks. Normally offering limited table service, self-service is standard as consumers choose and clear their own tables. Fast foods items are usually cheap and can be eaten on site or to take away. Popular fast foods items retail in quick service restaurants include burgers, fried potatoes, pizzas, fried chicken and fish, hot dogs, pasta, soft drinks, and other ethnic specialties (Yale Rudd Center, 2013; Bujisic, Hutchinson & Parsa, 2014). The perception of amount of food received for money spent is usually put forward by managers (Allen & Albala, 2007). Fast foods are generally easily, quickly, and freshly prepared, served hot, and packaged in plastic, waxed paper, foil, or cardboard box. Some quick service restaurants have drive-through windows, provide a seating space, an entertainment area or delivery service (Yale Rudd Center, 2013; Bujisic, Hutchinson & Parsa, 2014). A restaurant chain is an organization which comprise two or more restaurants using a common name or brand. Multinational quick service restaurants such as McDonald's and Kentucky Fried Chicken are mainly operated as franchise due to the considerable financial cost for single investor. «Franchising in the restaurant industry is more than the right to sell a brand name. In order to be awarded a franchise, the operator must agree to strict adherence to rules in areas such as dress, recipe/food production, and marketing» (Allen & Albala, 2007). In the United States, the targeted customers of quick service restaurant perceive themselves as in a rush and who are price conscious (Allen & Albala, 2007).

### History of fast food

Fast food already existed in ancient time as street vendors sold prepared food items to urban citizens and visitors. Street foods retailed, usually cheap, simple, and ready-to-eat, differed

according to the location and era. When moving to America, European, African, and Asian immigrants carried their favorite recipes and the street foods culture with them (Encyclopedia of Recreation and Leisure in America, 2004).

At the beginning of the 20<sup>th</sup> century, immigrants preferred foods became fast food as pushcart vendors sold meatballs, sausages, and stew outside the factories to feed the worker. At the same period hot-dogs gained in popularity in New York and urban diners emerged. Diners, between pushcart food vendors and modern quick service restaurants, were modest inexpensive neighborhood restaurants with limited seating area and narrow menu usually including hearty fried dishes (Encyclopedia of Recreation and Leisure in America, 2004).

A few years later, hamburgers were created, effective marketing was introduced, and modern quick service restaurants emerged. Walt Anderson was one of the first to sell ground-beef patty on a bun through hamburger stands. In 1921, he partnered with Edgar Ingram and started a modern quick service restaurant chain; White Castle System of Eating Houses. The company focused on «standardized architecture for all its buildings, uniform food-quality rules and preparation methods, and strict guidelines for employee performance and hygiene» (Encyclopedia of Recreation and Leisure in America, 2004). The limited menu comprised hamburgers, Coca-Cola, and pies prepared with good quality ingredients in impeccable kitchens. Due to the overnight success of the White Castle System, other hamburger restaurant chains emerged and outlets opened throughout the United States (Encyclopedia of Recreation and Leisure in America, 2004).

Despite the economic crisis in the 1930s, unlike other companies, hamburger restaurant chains continued to register sales growth as inexpensive food items retailed were still affordable for the consumers during the great Depression. At the same period, innovations occurred within the industry with the advancement of new products and distribution strategies namely the two-patty hamburger sandwich, drive-through restaurant concept, and carhop waitresses wearing roller skates in drive-in restaurants. However, the Second World War halted the fast food industry as



food rationing, including, amongst others, sugar, beef, pork, and coffee, occurred in America. Major hamburger chains either reduced the number of outlets or closed down entirely. As men were enrolled in the military, hamburger chains hired women. After the war, the industry has changed, White Castle System lost market shares, and there was a void to be filled by new quick service restaurants (Encyclopedia of Recreation and Leisure in America, 2004).

In the 1950s, quick service restaurant chains, McDonald's leading the expansion, started opening outlets the suburban cities in the United States. Burger King, another major quick service restaurant chain formerly named Insta-Burger King, was McDonald's strong competitor. Other hamburger restaurant chains, namely Burger Chef and Wendy's, emerged at the same period. In the 1960s and 1970s, new quick service restaurants opened in the United States. Those new chains and their respective franchises; Kentucky Fried Chicken, Pizza Hut, Arby's, Taco Bell, Long John Silver's, Ray Rogers, Subways, Starbucks, etc. offered a new range of fast foods including fried chicken, Tex-Mex foods, pizzas, sandwiches, coffees, etc. During the following decades, several minor quick service restaurant chains opened and closed down, but the world market leaders remained Subway, McDonald's, Starbucks, KFC, and Burger King (Encyclopedia of Recreation and Leisure in America, 2004; Chepkemoui, 2017). Between 2011 and 2016, fast food sales grew 30% worldwide. YUM! Brand, the owner of KFC, and McDonald's registered growth of 22,9% and 12,2% respectively during the same period (Searcey & Richtel, 2017).

#### Fast casual restaurants

Fast casual restaurants are another rapidly growing segment within the restaurant industry in the United States. They offer a family-oriented dining experience between casual restaurants and fast food restaurants. Indeed, fast casual restaurants do offer a unique dining experience with limited table service. In comparison with regular fast food restaurants, they usually promise higher quality food including fresh ingredients and less processed food products such as cans and preserves. Fast casual restaurants commonly retail ethnic meals and snacks, salads, baked goods, etc. and they are commonly known for launching culinary trends. The concept emerged in the United States in the 1990s, but gained in popularity only around 2007 as the economic crisis

encouraged young adults to seek perceived healthy and moderately priced dining options. Moreover, consumers started looking for ethnic foods, nutritious meals and snacks, variety as well as ambiance. Prominent fast casual restaurants include Chipotle Mexican Grill, Cheesecake Factory, Noodles & Co., Panera Bread, Newk's Eatery, and many others. Fast casual restaurant's outlets may have a storefront or be annexed to shopping centers and the average per-person check in those establishments usually varies between USD 8 and USD 17 (Allen & Albala, 2007).

### Major quick service restaurant chains

#### Subway

Subway was founded in the United States in the mid-1960s and retails submarine sandwiches and salads. With nearly 45,000 outlets in 112 countries, it is now the world largest and fastest growing restaurant chains (Chepkemoui, 2017).

#### McDonald's

McDonald's was founded in 1939 by the McDonald's brothers in San Bernardino, California, USA. The limited menu comprised, at that time, only burgers, fried potatoes, soft drinks, and milk shakes. In the 1950s, the salesman Ray Kroc expended the business extensively by selling strictly controlled franchises across the country. The company, the new benchmark for fast food chains, focused on standardization of cooking processes to ensure steady taste. By the end of the decade, the corporation was the largest restaurant company in America as there were more than 1,000 franchised McDonald's restaurants in USA (Encyclopedia of Recreation and Leisure in America, 2004). Fruits, fish, smoothies, salads, and wraps were added to the original menu. McDonald's is one of the most famous quick service restaurant chain worldwide and is now the second largest restaurant chain on the globe with more than 36,000 outlets in 119 countries (Chepkemoui, 2017).

#### Starbucks

Starbucks is a coffee house chain which was founded in 1971 in Seattle, USA. Its menu comprises espressos, whole-bean coffees, fresh juices, teas, cafe latte, frappuccinos, pastries, etc. With nearly 24,000 outlets, it is the third largest quick service restaurant in the world (Chepkemoui, 2017).

#### Kentucky Fried Chicken (KFC)

Fried Chicken was developed by Harland Sanders in 1940, but his recipe was only franchised under the name Kentucky Fried Chicken (KFC) in 1952 in South Salt Lake, Utah, USA. As KFC's sales exceeded forecasts, more franchises opened, first in the United States, then worldwide. KFC, a subsidiary of Yum! Brands, had revenues exceeding of USD 10 billion in 2011 (Success story, 2017). Nowadays, there are nearly 21,000 KFC restaurants operating in 129 countries and territories worldwide (Searcey & Richtel, 2017). Today, KFC's menu includes not only fried chicken, but also grilled chicken, salads, fried potatoes, soft drinks, chicken burgers, coleslaw, wraps, and desserts. It is now the fourth largest restaurant chain in the world. (Chepkemoui, 2017).

#### Burger King

Insta-Burger King was founded by Jim McLamore in 1954 in Jacksonville, Florida, USA. By selling good quality and affordable hamburgers and offering efficient customer service, Insta-Burger King was a fierce competitor of McDonald's restaurant chain. By the end of the 1950s, there were more than 700 franchised Burger King restaurants in USA. Despite Burger King's good quality products, consumers seemed to prefer the simplicity and the standardization of McDonald's. (Encyclopedia of Recreation and Leisure in America, 2004). In 2016, there were more than 16,000 Burger King restaurants, mainly in the United States, but also in 100 other countries. Today, Burger King's menu includes beef, chicken, fish and vegetarian burgers, milkshakes, sodas, fried potatoes, salads, wraps, etc. It is now the fifth largest restaurant chain in the world. (Chepkemoui, 2017).

#### Cultural adaptation

Organizations expanding worldwide are facing several challenges, including the cultural adaptation to specific regional markets. Major international companies opted for a glocal strategy, a business approach from the late 1980s between a global and a local strategy, with the motto of “think global, act local”. Indeed, those flourishing companies, Coca-Cola for example, use their renowned brands and global experiences together with tailored services, products, marketing mix, and communications in order to address domestic issues and appeal to local markets. Consumers want “brands that make them feel part of a broader international community, but also brands that root them in their home culture, respect and represent their tastes” (Dumitrescu & Vinerean, 2010). Glocal marketing makes the connection between local cultures, preferences, and the globalization of marketing activities while attempting and initiating the link between global brands and disparate cultures (Dumitrescu & Vinerean, 2010).

Successful multinational quick service restaurant chains adapted their services and products to suit the population’s cultural preferences. McDonald’s, for example, introduced Muckraked in the Netherlands, McKebab in India, Teriyaki Burger in Japan, and McRice Burger in Hong Kong, mutton pies in Australia, McLobster in Canada, and McSpaghetti in Philippines (Dumitrescu & Vinerean, 2010). We also find fried onions in the United Kingdom, shrimp burger in Vietnam and halal products in Muslim countries. Moreover, the corporation developed a cooking process using fire and charcoal to grill meat and increased portion size of its hamburger by 25% to please the taste of consumer in Israel. All of this shows us that McDonald's is changing its menu according to the food consumption patterns and religious rituals of the country where it is located, which explains its worldwide success. (Mak, Lumbers & Eves, 2012). Focus Brands, the owner of, amongst others, Moe’s Southwest Grill, is adjusting spice levels according to the preferences of the local population (Smith, 2013, October 6). Overall, multinational quick service restaurant chains do focus on quality, diversity, and adaptation. Nowadays, American style quick service restaurant chains adapted their products and services according to the local culture and cuisine. (Feldmar, 2012). Global quick service restaurant chains augmented the diversity of the food products they retail and created new food items and

experiences to respond to customers' preference around the world (Mak, Lumbers & Eves, 2012).

#### Quick service restaurants in Africa

Multinational quick service restaurant chains started opening outlets in Africa in the 1990s as the local population's income rose and Western lifestyle was gradually adopted in urban areas (Kinabo, 2004). Most of the time, Africans do perceive the opening of American quick service restaurants in their city as sign of economic development and modernity (McTernan, 2012). With over a billion people living on the African continent, quick service restaurant chains do see the business opportunities (Kinabo, 2004). The middle class is emerging and investors, foreign and local, do perceive the African continent as the next frontier market (Smith, 2013, October 6).

#### American quick service restaurant chains in Africa

Multinational quick service restaurants first opened in urban and posh neighborhoods of capitals and major cities in Africa (Macauhub, 2012). For company owners, business development in Africa is a challenge and an opportunity (Smith, 2013, October 4). «Owners, who in most cases are foreign investors, usually have a franchise arrangement with a transnational company, which also controls the provision of raw materials, the menu and mode of preparation, thus decreasing potential stimulation of local producers» (Kinabo, 2004). Quick service restaurants in Africa usually serve imported savory processed foods such as burgers, fried chicken, fried potatoes, and pizzas (Kinabo, 2004). Major multination quick service restaurant chains adapt their menu in order to accustom to the local preferences. «In Nigeria Domino's sells pizza topped with jollof rice, a West African staple, and suya, a spiced meat dish often served on kebabs by local street vendors. KFC also sells a jollof rice inspired dish in Nigeria and in Kenya it offers a product based on ugali, a popular maize-based porridge» (Veselinovic, 2015).

The fast food industry in Africa is largely dominated by Kentucky Fried Chicken restaurant, a subsidiary of the American based group Yum! Brands (Warren, 2011). The group noted the considerable political stability (Bruce, 2011) and economic growth of 5% of the African

continent over the first decade of the 21<sup>st</sup> century. The group is expecting Africa's consumers spending to reach USD 1.4 trillion by 2020. As of 2001, there were 340 KFC restaurants in Africa, 429 in 2005 and 655 in 2010, mainly in South Africa. In 2010, KFC actually hold 44% of the market share within the quick service restaurant industry in South Africa (Warren, 2011). In 2011, most KFC restaurants in Sub-Saharan Africa were located in South Africa, but the group targeted expansion throughout the continent. It also planned to franchise extensively and double its revenues (Norbrook, 2011). In Eastern Africa, KFC was the first American quick service restaurant chain to enter Kenya (Straziuso, 2011). KFC is also investing in sustainable development as it planned to start buying ingredients from local farmers in Botswana as they are conformed to YUM!'s quality standards (Mokwape, 2012). At the same time, KFC tends to increase the benchmarks of the hospitality standards (Straziuso, 2011). Africans do perceive KFC as a fashionable restaurant and malls gain in popularity (Migiro, 2016). In 2013, KFC expended its activities to Zimbabwe, Tanzania, and Uganda. Expansion throughout the African continent represents an investment of several million dollars (New Zimbabwe, 2013) and is possible via strong partnership with leading suppliers (Bruce, 2011). In 2015, KFC was the largest multinational quick service restaurant chain on the African continent with about 850 outlets owned by the company and franchises in South Africa and hundreds more in Angola, Namibia, Botswana, Mozambique, Malawi, Ghana, Kenya, and Zambia (Veselinovic, 2015; Macauehub, 2012; Searcey & Richtel, 2017).

In 2010, McDonald's hold 5% of the market share within the quick service restaurant industry in South Africa (Warren, 2011). Its presence is strong mainly in South Africa and Mauritius (Sara, 2016). As of 2011, there was 200 McDonald's restaurants on the African continent (Norbrook, 2011).

#### African quick service restaurant chains

African quick service restaurant chains such as Steers, Debonairs Pizza, Nando's, Mr. Biggs, Ocean Basket, and Innscor are also expending through the continent and sometimes worldwide (Kinabo, 2004; Norbrook, 2011). Famous Brands Limited, a South-African organization with

headquarters in Midrand, Johannesburg, is the leading quick-service restaurant and casual dining restaurant franchisor in Africa. The company owns nearly 3,000 outlets worldwide and, amongst others, Steers and Debonairs Pizza (Famous Brands, 2017).

In 2010, Nando's hold 6% of the market share within the quick service restaurant industry in South Africa (Warren, 2011). In 2016, the chain accounted more than 1,000 restaurants in 30 countries. Ocean Basket, another South African fast food chain, opened its first outlet in Pretoria and now has 130 restaurants throughout the African continent (Sara, 2016). The Nigerian based quick service restaurant chain Kilimanjaro is also expanding. The company focuses on home style dishes served quickly. In addition to knowing the local people's food preferences and eating habits, African quick service restaurant chains operated by locals do know how to overcome challenging supply chains, weak logistic networks, inconsistent power supply, sensitive authorities, irregular environments, etc. (Veselinovic, 2015). Nowadays, African quick service restaurant chains are considerable competitor for renowned international quick service restaurant chains established in Africa (Norbrook, 2011).

#### Quick service restaurants in Kinshasa, DRC

In the Democratic Republic of the Congo, Kinshasa's city center, the Gombe area, is considered as international, modern, wealthy, and cosmopolitan by the locals with its office buildings, decent hotels, foreign cuisine restaurants, and some entertainment options. Therefore, most Western inspired quick service restaurants in Kinshasa are located and operating in this upscale neighborhood.

In Kinshasa, Western inspired quick service restaurants mainly offer and sell palatable processed fast foods such as fried chicken, burgers, pizzas, fried potatoes, and soft drinks supplied locally and internationally. Western inspired quick service restaurants operating in Gombe, Kinshasa comprised the giant South African owned Steers and Debonairs Pizza restaurant chains and local quick service restaurant chains and independent outlets including Waz Burger, Kin Délicieux, Hunga Busta, DFC Restaurant rapide, and City Market Fried Chicken (C.F.C). Those quick

service restaurants have opened within the last few years and their popularity, as a whole, is increasing. In all locations, combos/trios and kids' meals are available and the busiest period of the day is usually during lunch time; from noon until 3pm. Definitely an integral part of Congolese life, music is usually played in quick service restaurants to set the ambiance. Finally, Western inspired quick service restaurants in Kinshasa are often perceived as prime locations to celebrate birthdays and other special occasions.

#### Marketing & promotion

Consumption of fast foods increased in Africa as quick service restaurant chains augmented their marketing and advertisement campaigns (Kinabo, 2004). Internet and social medias also exposed the African population to new foreign tastes, food preferences, and lifestyle. Africans are curious about Western foods and are eager to visit foreign quick service restaurants (Veselinovic, 2015). Especially amongst the younger population, demand for quick service restaurants expanded and was stimulated extensively. Typical marketing activities include giving a prize, a gift, or an incentive to the consumers in order to encourage the consumption of more food and drink items and to retain customers. Promotions increased sales and the frequency of purchase (Kinabo, 2004).

#### Growth potential for quick service restaurant chains in Africa

Multinational quick service restaurant chains started opening outlets in Africa in the 1990s (Kinabo, 2004). Between 2009 and 2014, the annual quick service restaurant growth in Morocco and South Africa ranged from 3% to 4%. Nowadays, all major American quick service restaurant chains are operating in South Africa; McDonalds, Burger King, Kentucky Fried Chicken, Krispy Kreme, Domino's, Pizza Hut, Starbucks, Dunkin' Donuts, Baskin Robbins, etc. (Smith, 2016). Africans living in urban areas are getting familiar with classic American fast foods; burgers, pizzas, fried potatoes, fried chicken, etc. The International Franchise Association believe that there is also potential for fast food chains offering food items currently unknown to the African population; burritos and buffalo wings for example. It is estimated that Dairy Queen, Hardees, Wing Zone and Moe's Southwest Grill would have the opportunity to succeeded in Africa (Smith, 2013, October 4). Kenya and Nigeria are the Sub-Saharan countries where the opening



of quick service restaurants is the most appropriate as the middle-class with disposable income is growing, private sector is developed, supply chain is established, and consumers' taste is adaptable (Veselinovic, 2015; Sara, 2016). Finally, consumers of quick service restaurant chains do not only buy food products, but also an experience, a lifestyle, and a social status (Smith, 2013, October 4).

### 2.3.3 Restaurants within the tourism & leisure industry

People's lifestyle is evolving around the globe as the population adopts a modern and Western way of life. Leisure plays a growing role in people's lives and restaurants suit the contemporary lifestyle. Restaurants, including quick service restaurants, even became the essential center of attraction for leisure time. People visit restaurants not only to purchase foods and drinks, but also to socialize and live an experience. Nowadays, quick service restaurants are a morning meeting point for elderly and a place of socialization for teenagers in the afternoon and evening (Encyclopedia of Recreation and Leisure in America, 2004). People of all ages are looking for a leisure experience when visiting a quick service restaurant.

#### Ambiance & the restaurant experience

The opening of a new restaurant, service restaurant or quick service restaurant, is obviously a risk and success is rarely predictable. Several factors are critical to success: commercial location, marketing mix, marketing and launch campaign, quality of food, service, and physical fittings including the atmosphere. These factors will have an impact not only on customer satisfaction, but also on the restaurant's ability to attract segments of different clientele. The experience a consumer is looking for differs and depends on the time of day, personal interests, taste for discovery and benefits for visiting a particular restaurant. For the restaurant's managers, the coherence between what the customer is looking for and the restaurant's atmosphere is crucial. The ambience proposed is a strategic element to attract the customer (Pageau, 2006).

#### Restaurant & dining out concepts

The restaurant industry is usually characterized by the presence of a large number of very varied food outlets combining products and services. Restaurants comprise tangible elements such as plate, cutlery, foods, and drinks and intangible elements including service, valorization, and scenery created by the decor and the atmosphere. Restaurants are both small-scale production factories and service areas in which the customer takes place, intervenes, contributes and influences the development of his own experience. This factory/service duality makes management very complex and the definition of product and service is even more subtle. Major quick service restaurant chains regularly use market research to define product and service parameters. Market studies are carried out to determine the most popular food and drink products, characteristics of the market, and the marketing mix.

The disruption of social relationships encouraged the commercialization of dining out. The long-term trend for individuals in developed countries, even when considering the economic crisis, is to increase their spending on dining out. The fastest growing sectors of the restaurant industry include chains with standardized menu, food courts, and themed restaurants. The fiercest competition is predicted to be amongst the small number of multinational fast food restaurant chains already dominating the market in Western countries (Beardsworth & Keil, 1997).

In Western countries, restaurants are part of the entertainment industry and are focused on marketing emotions and desires (Beardsworth & Keil, 1997). The choice of decors and atmosphere remains a personal decision of the restaurant owner, and managers sometimes supported by a specialized designer. The choice of a type of decor is more a question of style, fashion, inspiration, and flair that suits the values of the restaurant (Pageau, 2006). Overall, consumers deciding to dine out do partially select a restaurant as per its concept and attributes. Indeed, people select a restaurant as per the quality of food, value for money, variety of the menu, customer service, overall ambiance and atmosphere, the family setting, accessibility, parking availability, etc. Overall, two major factors, convenience and health, will continue to be the leading influence for individuals when choosing a restaurant. Individuals do usually prefer

familiar tastes in terms of cuisine, but also tend to be flexible and willing to experience new exotic foods. Therefore, food eaten when dining out may be similar or completely different from what is eaten at home. For various reasons, individuals normally take pleasure in dining out; it is a special occasion, be part of a spectacle and entertainment, an opportunity to pose and brag, etc. Indeed, dining out has the ability to convert emotions into commodities for the consumers (Beardsworth & Keil, 1997).

For individuals, various situations involve dining outside the home. Dining out is determined by the food practice that is done outside the home, the time of the week in which it is performed, and the importance of work reasons when eating out on weekdays. Therefore, dining out is not a homogeneous practice but is determined by the differences in the time when it is made and the various reasons that accompany the time when it is performed. Consequently, the practice during the week is usually linked to employment and carries a certain obligation to practice it while, during the weekend, is more linked to leisure and tends to be a recreational and voluntary activity (Truchero & Suárez, 2016).

Economic resources and socioeconomic position are two common explanatory factors of spending on dining out. An increase in income is associated with an increase in dining out and vice versa. As a result, households with higher incomes usually spend more on dining out. In the same way, at a higher occupational level, less is spent on domestic food and more on dining out. In addition to economic resources and socioeconomic position, it has also been demonstrated that the decision to dine out is conditioned by other cultural, social, health, and educational variables (Truchero & Suárez, 2016).

#### Demographic characteristics and market segmentation

The restaurant's clientele is rarely homogeneous and the same person can visit different types of restaurants. The demographic characteristics are therefore insufficient to reflect on the categorization of the restaurants. Behavior-based market segments are distinguished according to personal needs, motives, experience, personality and self-image, perceptions, and attitudes. The

customer's behavior is driven by needs and motivations leading to satisfaction (Pageau, 2006). However, few sociological or anthropological studies are devoted to food and leisure to establish the expectations of the consumers (Gauvin & Csergo, 2016).

#### Creation and coherence of the ambiance

To design their establishment, restaurant owners and managers are inspired from successful experiences. They will use their creativity, question design elements, and try to understand customers' expectations. The definition of the concept is influenced by the external environment and includes market trends. The concept usually takes into account its immediate environment since it will initially address a local market. The ambiance of a restaurant results from a set of elements ranging from decor, lighting, music, uniforms, and attitude of service employees. The ambiance is one of the components that contribute directly to customer satisfaction and characterize the restaurant product/service interrelations (Pageau, 2006).

The atmosphere and decor of a restaurant are aesthetic and need to be linked to the aesthetic needs of the clientele. For the customer, the dining area of a restaurant becomes a valuable environment in terms of self-image. A client will want to visit a restaurant that corresponds to what he or she would like to be. The client's decision-making process to visit a restaurant is based on external influences such as culture, socio-economic status, reference groups, and household composition and internal factors including past needs and experiences, personality, self-image, perceptions, and attitudes. Behavioral segmentation consists of grouping customers according to purchase opportunities, user status, utilization rate, brand loyalty, brand awareness, attitude towards service, and benefits such as economical prices, safe environment, aesthetics, and taste (Pageau, 2006).

In Sub-Saharan Africa, Western quick service restaurants such as KFC are popular and prestigious locations to celebrate special occasions like birthdays, school graduation, business meetings, etc. The clients seek the contemporary lifestyle, the cleanness, and the ambiance proposed by those quick service restaurant chains (Searcey & Richtel, 2017).

## The restaurant and food experiences

Researchers mentioned that services are similar to a show and restaurants are immense scenes. Customers buy the experience in which food plays a secondary role. It highlights the importance of the coherence of all the elements that make up the experience. Physical facilities play a crucial role in creating a credible and memorable environment for the customers, while being functional and facilitating the work of employees (Pageau, 2006).

The choice of physical facilities depends on the desired physiological, emotional, and cognitive internal responses, which lead the clients and employees to the desired behaviors. In addition to the choice of physical facilities, installation and maintenance are crucial. Installations have to facilitate the work of the employees and maintenance must be an integral part of the company's quality standards. Failure to do so will result in poor service quality and defective machines and accessories (Paquin & Turgeon, 2004).

Restaurant owners and managers have to consider the image the company desires to project, the atmosphere sought, the consistency with other physical evidences, the interrelation with other marketing mix variables, the usability of the installation, the safe nature of the installation, the needs of employees, and the target clientele. External aspects including political, economic, cultural, social, technological, ecological, and competitive environment of the company should be taken into consideration (Paquin & Turgeon, 2004).

The major motivations that encourage consumers to visit restaurants and experience food include the search for conviviality and the desire to eat well. In this case, eating well can be characterized by the food quality including diversity and freshness, the discovery of new products, and the desire to live an experience (Gauvin & Csergo, 2016). The food experience, including fast foods, do shape palates and eating habits (Searcey & Richtel, 2017).

The overall perception of food flavors include taste, smell, appearance, texture, fat content, temperature, smooth and rough mouth sensation, sound of chewing, etc. All of those elements

impact a person's food liking. People's sensory-affective responses depends vary according to the proportion of nutrients in the food. Sugar and fat, for example, create a positive brain response and an instinctive infatuation (Eertmans, Baeyens & Van den Bergh, 2001).

#### Consumers seeking variety

Variety seeking influences people's purchase behavior. Consumers seek variety due to satiation of a specific product which lead to the desire for new stimulation. Congolese consumers, for example, may be tired of eating manioc and may look for novel food products. Consumers may also seek variety because the environment has something to offer; a new restaurant in the neighborhood or sales promotion for example. Finally, consumers may seek variety to anticipate future tastes. Africans visiting a newly opened American owned quick service restaurant chains, can partially be explained by the search for variety, novel food, and leisure experiences. Institutions, including quick service restaurant chains, can adjust the degree of variety to accommodate the consumers' preferences (Kahn, 1995). In Ghana, KFC propose a classical menu composed of fried chicken, fried potatoes, and soft drink, but also local jollof rice cooked with peppers and onions. Quick service restaurant owners and managers aim to be part of the local population's regular routine (Searcey & Richtel, 2017).

#### A meal at the restaurant; a tourist product

The concept of tourist product is first and foremost the mental representation that an individual wish to experience. This concept is made up of cultural experiences and leisure and this impulse comes to the consumer from a need to be satisfied. Due to the complexity of the tourist product, suppliers of each component only vaguely perceive the role their goods and services play in the development of the final product. For example, a restaurant meal can play an important role in a "family tourism" product, whereas it may just as well have only a utilitarian function such as feeding. The only one to know the role of this meal in the elaboration of the product is the consumer itself. The measures of flow and expenditure are therefore insufficient to understand the phenomenon (De Grandpré, 2007).

The consumer will have, consciously or not, a predominant way of qualifying the experience he intends to live. This tourist product is not the sum of components assembled purely randomly. The producer, the restaurant's owner and managers, seek to sequence activities to approach the ideal experience sought. The consumer elaborates this sequence in order to satisfy needs and desires. Furthermore, the tourist product is an experience good, which means that the good's characteristics are determined by consumers only after the purchase (De Grandpré, 2007).

The consumer is the craftsman of the experience. For example, the consumer has the freedom to choose the amount of food ordered, where the food will be eaten; in the seating area or taken out, etc. Even meal packages have a share of unforeseen events where the consumer have to make certain choices that will lead to a unique experience (De Grandpré, 2007).

Finally, the tourist product is made by the consumer; it consists of an assemblage of disparate elements, some of which cannot be foreseen in advance, and the consumer will have a complete and correct idea of the product only after its consumption (De Grandpré, 2007).

## Conclusion

The client's expectations and needs are behavior's drivers which influence the visit of a particular restaurant. Restaurants, including quick service restaurants, have to clearly define their decor in order to facilitate the identification of their atmosphere and satisfy the consumers. The consumer's desire to live a particular experience varies and will impact the type of restaurant chosen. The experience and atmosphere sought will vary according to the motives of the moment. If the atmosphere is clearly defined and anticipated, the potential customer will be able to choose efficiently according to the desired benefits, without neglecting the importance of the quality of food and service. The higher the degree of customer satisfaction, the greater the chances a consumer will return to the restaurant and recommend it (Pageau, 2006). Quick service restaurants use the marketing mix to influence consumers' purchases and generate sales.

## 2.4 Marketing mix

The model of the marketing mix was created by the marketing expert E. Jerome McCarthy in the 1960s (Professional Academy, 2017). It combines strategies and activities which organizations use to retail products and services. Additionally, it also allows managers to finer relate to the targeted consumers and satisfy their needs and wants (Gilaninia, Taleghani & Azizi, 2013; Payson & Karunanithy, 2016). The marketing mix, considered as one of the most renown marketing model, has been used all over the world for decades. The original marketing mix model, commonly called the 4P's, consists of four components namely price, product, place, and promotion. At the end of the 1970s, marketing experts acknowledged that the marketing mix model should be updated and adapted to the service industry and not just physical things. The 7P's marketing mix model was developed in 1981 by Booms & Bitner who added 3 new elements, namely people, process, and physical evidence to the original 4P's marketing mix model (Professional Academy, 2017).

In the service sector, including the tourism and leisure industry, the concept of services marketing mix is suggested to measure the perception and quality because the service itself is intangible. Indeed, since services are intangibles, heterogeneous, inseparables and perishables; organizations need to take into account the additional components: people, process and physical evidence. Quick service restaurant chains use the service marketing mix in order to increase service and product quality, brand recognition, and consumer satisfaction in order to meet their sales target.

The 7P's marketing mix model, also named the services marketing mix, is also frequently used in developed countries to measure consumer behavior. Consumer behavior is defined as the study of how individuals buy, use and dispose products and services in order to satisfy their needs and desires (Gilaninia, Taleghani & Azizi, 2013). Rarely adapted to emerging markets yet, the services marketing mix can measure consumers' food behavior, buying behavior, and more (Nguyen, Phan & Vu, 2015).



For the commercial and sociocultural purposes of this research study, the service marketing mix model (7Ps) was applied. The following are descriptions of the seven elements of the service marketing mix used in this research study.

#### Product

A product may refer to a tangible product or intangible service offered by the organization to a user. The product shapes the seller's reputation and does influence the consumer's purchase decision. Indeed, the product value is positively correlated to consumer's buying behavior. Kotler (2006) has defined product as anything that can be given, used, or consumed that might satisfy a want or a need. The product in the service industry is intangible in nature. Physical products such as a pencil or a chair can be measured, a service cannot be measured. Service product, quick service restaurants for example, is defined as an organization that develops a broad of service offers to meet customers' needs and wants in the market (Kotler, 2006). The product should be accessible to the consumers, able to perform, fit the task the consumer wants it for, and meet user's expectations (Professional Academy, 2017). The consumers' decision to buy food products is influenced by a multitude of factors including the restaurant's reputation and brand names, service quality, size of the outlet, safety, health benefits, ease of consumption, food packaging, nutrition, origin, freshness, and taste (Nguyen, Phan & Vu, 2015). Product, in this research study, refers to food and drink items served in quick service restaurants in Gombe area, Kinshasa, DRC. It includes features such as product variety, quality, brand, packaging, portion sizes, etc. Determining the various aspects of a product is important for quick service restaurants in order to remain competitive.

#### Price

Price is the amount of money the customer pays for the product or service to benefit from it. It is an instrument for organizations to be competitive as it ensures the organization's survival. For the consumer, the product should represent great quality for money as consumers are concerned about the ratio between price and quality when buying a product or a service (Nguyen, Phan & Vu, 2015). The product does not have to be the cheapest available to be attractive; indeed,

consumers are usually willing to pay a little more money for a product or service that has value according to them (Professional Academy, 2017). Pricing of services like a meal at a restaurant is more difficult than pricing of goods. Due to the intangible nature of services, price becomes a decisive indicator of quality (Kotler, 2006). In a difficult environment where competition is aggressive and global, the price is a key element of the positioning of a restaurant. In such a context, the competition between restaurants is sharpened by experiments, apprenticeships, benchmark comparisons, failures, etc. The price variable and its importance within the marketing mix have played a major role in the marketing strategy of competing restaurants (Callot, 2003). Price is the factor in which customers focus more than other aspects when acquiring or buying something. The price of foods and beverages must reflect the customer's willingness to pay. In the restaurant industry, the price indicates the affordability of the various foods and beverages compared to other food outlets and homemade foodstuffs. This includes the cost of leisure; an additional benefit for the consumers when visiting a restaurant. Price, in this research study, refers to the cost of food and drink products in quick service restaurants in Kinshasa, DRC. and the time saving opportunity costs for consumers. Pricing strategies are an essential part of marketing mix.

### Place

Place is defined as the position and distribution of the product or service in a location and at a time that is reachable to potential buyers and available to target consumers (The Marketing mix, 2017). Place, in case of services, determines where is the service production going to be completed (Mahmood, 2014). Researches also demonstrated that convenience impacts consumers' food purchases (Nguyen, Phan & Vu, 2015). Place, in this research study, refers to the quick service restaurant locations, accessibility, opening hours, parking, and product availability. In the restaurant industry in Kinshasa, DRC, place includes the accessibility for consumers to get to the food outlets. It also includes the restaurants' location and proximity to transport, offices, shopping centers, and other facilities. The product needs to be accessible physically and financially for the consumer.

## Promotion

Promotion, part of the organization's message, is a method used to communicate the features and benefits of a product or service to the targeted customers. Its activities aim to inform, persuade and influence potential buyers (The Marketing mix, 2017). Promotion is a marketing activity which includes advertising, sales promotions, public relations, and personal selling/direct marketing that communicates messages to targeted consumers in order to generate sales. Sales promotions comprise gifts, samples, loyalty programs, coupons, etc. (Nguyen, Phan & Vu, 2015; Gilaninia, Taleghani & Azizi, 2013). A communication strategy plays different roles such as providing information, persuading target consumers, and encouraging users to take action. The promotional activities can influence consumers' perceptions, emotions, experience, and purchasing pattern. In marketing of services, tourism and leisure for example, communication tools are especially important because they help to create powerful images and a sense of credibility, confidence and reassurance (Mahmood, 2014). Managers in the restaurant industry use a panoply of strategies in order to increase product or service awareness to the selected target markets. Promotion, in this research study, will focus on promotional tools including billboards, television advertisements, radio commercials, print advertisement, internet advertisement, direct mails, and sales promotions. Effective communication helps restaurants owners and managers in informing the consumers regarding new foods and beverages available, special offers, opening of new outlets, etc. Quick service restaurants should use effective medias at the right time to communicate products and services available in order to satisfy the consumers (Mahmood, 2014).

## People

People are the individuals directly related to the business, namely employees who produce and deliver the service (The Marketing mix, 2017). Personnel are also considered as the key element in a customer-oriented institution since they have the ability to modify and adapt the products and services of the organization (Kotler, 2006). Personnel, namely employees, influence the consumers' experience by their knowledge of the products, friendliness, helpfulness, and ability to support customers. Quality employees usually reflect professional services which lead to a

greater consumers' experience (Nguyen, Phan & Vu, 2015). All companies rely on the people; from front line staff to the management team. Having the right people is crucial to ensure the success of a customer-oriented organization (Professional Academy, 2017). People's behavior including servers, managers, cashiers, door men, etc., plays an important role in service delivery. People, in this research study, were composed of personnel interacting with consumers of quick service restaurants.

### Process

Processes are the systems and procedures of the company that affect the flow and progress of the service (The Marketing mix, 2017). It includes the actions that increase the value of a product according to customer in order to increase satisfaction. Process management ensures the availability and consistency of service quality. As per the recent years, it is noticed that technology has noteworthy influenced the growth of service delivery options (Mahmood, 2014). The delivery of service is usually done with the customer presence and is part of what the consumer is paying for (Professional Academy, 2017). Processes for quick service restaurants to deliver their services, for the purpose of this research study, include queue management, guest experience, attractive prices and promotions, establishment of value-added services for customers, etc.

### Physical evidence

Physical evidence refers to the atmosphere, visuals, and other elements the consumers see. The four major groups are the exterior, general interior, layout and design, and point-of-purchase factors. For the purpose of this research study, physical evidence includes the facade of the building, signage, employees' uniforms, business cards, decorations, furniture, lighting, scents, music, cleanness, attractiveness, etc. (Nguyen, Phan & Vu, 2015). Owners and managers should adapt the physical environment of quick service restaurants to increase customers' leisure experience and influence consumers' behavior including time spent, money spent, and number of products purchased.

Nowadays, there is a wide range of products and services available to the consumers and they have the power to choose amongst them based on their perceptions of quality, service, and value. Managers of nearly all industries should meet and exceed consumers' needs and desires as it is the key to overtop competitors (Payson & Karunanithy, 2016). For quick service restaurant managers, understanding the different service marketing mix dimensions of consumers' tendencies and the relationship between them is crucial to ensure clients' satisfaction and business prosperity.

## 2.5 Theory of planned behavior

For the commercial and sociocultural purposes of this research study, the theory of planned behavior (TPB) is applied. Extended from the theory of reasoned action, the theory of planned behavior was developed and proposed by Icek Ajzen in 1985. TPB is used to predict a consumers' intention to take action at a specific moment and location and to explain general individual behavior. The theory suggests that behavior intentions are a function of three conceptually independent determinants: the individual's attitude toward behavior, subjective norms, and perceived behavioral control. The individual's actual behavior is determined by the individual's intentions and, to a certain extent, perceived behavioral control (Ajzen, 1991).

Attitude toward behavior makes a reference to the intensity to which an individual has favorable or unfavorable feelings regarding the action/behavior of interest. Attitude toward behavior implies to look at and explore the effects of taking action/execute the behavior. It ultimately judges the desirability of the behavior and its consequences related to it (Ajzen, 1991).

Subjective norm is a social factor and makes a reference to the belief about whether significant others (life partner, children, parents, other family members, neighbors, etc.) think the individual should and/or will take action/perform the behavior. Subjective norm refers to an individual's perception of the social environment, perception of the social pressure, and considerations about the opinion and influence of loved ones on the action/behavior to be performed or not (Ajzen, 1991).

Perceived behavioral control makes a reference to the individual's perception of the likelihood, ease or difficulty, to take action/perform the behavior. Perceived behavioral control augment when the perception of having more resources, opportunities, and confidence increase. It reflects past experiences and anticipated obstacles Overall, perceived behavioral control refers to the beliefs about the individual's ability to successfully take action/perform the behavior (Ajzen, 1991).

Behavioral intention is a substitution measure for behavior as it depicts an individual's motivation and mindful plan to take action/perform the behavior. Usually, the stronger the behavioral intention, the more likely the individual will take action/perform the behavior (Ajzen, 1991). «As a general rule it is found that when behaviors pose no serious problems of control, they can be predicted from intentions with considerable accuracy» (Ajzen, 1991).

The significance of attitude, subjective norm, and perceived behavioral control to predict intentions usually varies according to the behavior and situation. Sometimes, only attitudes have a relevant impact on intentions. In other situations, attitudes and perceived behavioral control are sufficient to account for intentions. And occasionally, all three determinants make independent contributions to predict intentions (Ajzen, 1991).

The theory of planned behavior, as mentioned previously, was elaborated and developed by Ajzen in the 1980s. Researchers started to rely on his theory in order to predict and understand individual's intentions to take action/perform a behavior. Since three decades, the theory has been applied in various contexts such as dietary behavior (Sleddens, Kroeze, Kohl, Bolten, Velema, Kaspers, Kremers & Brug, 2015), food choice (Wee, Ariff, Zakuan & Tajudin, 2014), leisure choice (Ajzen, 1990), and fast food consumption (Kim, Ahn & Kim, 2004). The theory of planned behavior offers a convenient and valuable conceptual framework to study complex individual's behavior. It combines essential concepts from the social sciences in order to predict and understand the behavior of interest with a high level of accuracy (Ajzen, 1991).

## Chapter 3 – Research Methodology

### 3.1 Introduction

This research study aims to explore and understand the process of glocalization, food consumption patterns, and leisure experiences in Western inspired quick service restaurants operating in Gombe area, Kinshasa, Democratic Republic of the Congo (DRC).

Despite business growth, there is an absence of knowledge in regards to marketing, leisure, consumer behavior, and food consumption patterns in developing markets, especially in Africa. However, in spite of the political instability, the quick service restaurant industry has expanded in Kinshasa over the past decade. Regardless of the abundance of street vendors and independent restaurants retailing local food specialties, Western inspired quick service restaurants are expanding to meet modern urban consumers' needs driven by globalization, curiosity, and consumerism. For commercial development and sociocultural purposes, the evolution of the leisure industry and the changes in eating habits worldwide encourage the exploration of the process of glocalization, food consumption patterns, and leisure experiences in quick service restaurants in Gombe area, Kinshasa, DRC.

To fulfil the research objectives, the service marketing mix model and the theory of planned behavior were selected. The conventional conceptual framework of service marketing mix which comprises 7Ps: product, price, place, promotion, people, process, and physical evidence were used to measure Congolese consumers' perceptions and to strengthen quick service restaurants' competitive marketing strategies (The Marketing Mix, 2017). As for the theory of planned behavior, it was determined that individuals' intentions and behavior are influenced by the individual's attitude toward behavior, subjective norms, and perceived behavioral control. The theory supported the measurement of Congolese consumers' perceptions, intentions and actual behavior in quick service restaurants.



After exploring secondary data, primary data were collected using quantitative and qualitative methods including a paper-based self-administered structured survey questionnaire, structured in depth interviews, and direct observations. Overall, Congolese consumers aged 18 and over, managers of quick service restaurants, nutritionist, medical anthropologist, and former McDonald's franchisee were surveyed.

### 3.2 Research design

In research, it is necessary to emphasize that food consumption patterns are not only about what is eaten but also who does it and with whom, how, where and when, for which purpose, etc. Quantitative food studies may not be totally relevant as per their methodologies and encourage the generalization of answers. Surveys of a quantitative nature tend to be insufficient if they are not contrasted with a historical, contextual, and ethnographic analysis. The deviations between the actual eating behavior and the answers from the respondents are full of significance that escapes the average values resulting from the only quantitative analysis. Consequently, it is recommended that research studies on eating behavior should be preceded and complemented with ethnographic analysis techniques. The gaps to be filled with qualitative methods include the precision of food categories, differentiate purchased food from consumed food, and clarify the concept of home food as unit of measure. The precision of food categories would be needed because the actual classification used are generics. Food categories such as bread, oil, and meat are not well defined and may imply different economic, nutritional, and sociocultural aspects. In every country, there is a variety of food used in different situations for different people but gathered under the same food category. The price of a food product and the reason to consume it vary greatly. The food industry constantly invents new food products which consumers of different age, gender, social class, etc. may purchase. Faced with those imprecise food categories, research studies use qualitative methods to definite food consumption patterns with relevance. Secondly, purchased food should be differentiated from consumed food. Indeed, not everything purchased will be consumed, food may be eaten partially or not touched at all and not all the food cooked will be served and eaten. Overall, there is considerable food waste in developed countries. Additionally, food consumption patterns cannot be defined by only taking

into account the food consumed. Preparation methods and ways of serving meals may also reveal the proper nature of the food. Therefore, qualitative methods are used to explore food consumption patterns including nutritional, economic, and sociocultural factors and contrast them from the food purchased. Finally, home food is currently measured quantitatively by dividing the total amount of food by the number of people in the household. The method, however, only allows comparison between families and does not take into account the food consumption pattern differences and divergence of food distribution between the family members. Qualitative methods allow more precision in terms of home food and food consumption patterns for different family members (Contreras & Gracia, 2005).

Even using quantitative and qualitative methods, food consumption studies pose methodological problems. First, regarding the nature of the data collected; there may be discrepancies between what the individuals of interest think or perceive and what the individuals actually do. For researchers, it is challenging to proceed to empirical verification between thoughts and actual actions. It is then important to recognize the existence of this difference and approach it analytically. Direct and prolonged observation of individual of interest in situation surrounding regular food consumption, food ethnography in other words, consist to be a valid method to detect contradictions in food consumption. Secondly, there may be differences in the data collection methods, interviews and observation for example, which would influence the quality and the relevance of the data collected. Therefore, direct observation completes and helps the interpretation of data collected through questionnaires and interviews. Thirdly, there are different way to enter the social food space; availability of foods at the state level, food purchases per social class, domestic practices including food purchase, preparation, and consumption and finally, the individual consumption. It seems necessary to define exactly what is being researched, what is the object of study, and in what way it has to be addressed methodologically so that the data obtained can offer significant qualitative material. In terms of food, an individual's behavior is articulated through social and dietary norms influencing each other. The ways to approach the food culture, its transformations, and the techniques to collect the data vary

methodologically. It is important to adjust the methodology and technical resources that suit the research's objectives and profile well the individual of interest (Contreras & Gracia, 2005).

For the purpose of this research study, secondary and primary data were used. Secondary data are used by the researcher to understand the background of certain topics, to ascertain what the context of the research questions are about, and to get an idea of the current theories and ideas (Walliman, 2011). Analysis of secondary data aims to look for patterns or trends across the observations, to track progressions through time, or to seek out repetition. Secondary data used and analyzed by the researcher includes textbooks, scholar articles, specialized articles, journals, e-books, dictionary and web sites. Electronic journals, e-books and articles have been and were retrieved from Google Scholar, Emerald, EbscoHost, CRAI, and other internet web sites.

This research study is both a quantitative and qualitative investigation. Quantitative research is founded on the measurement of quantity and is applicable to phenomenon that can be measured in quantity (Kothari, 2004). Quantitative research uses the scientific method; it produces numerical data and normally seeks to demonstrate a link between the variables. Subsequently, quantitative research uses statistical methods to evaluate the strength and significance of the relationships (Neuman, 2007). Qualitative research, on the other hand, refers to data comprising quality or kind (Kothari, 2004). It pursues the comprehension of perceptions, motivations, intentions, human experience and behaviors (Neuman, 2007). Qualitative research is crucial in the study of people's behavior where the objective is to explore, amongst others, perceptions, intentions, and consumer behavior etc. (Kothari, 2004). It also seeks to understand the complexity of social experience by paying attention to the actions, interactions, and social contexts of a phenomenon. It involves talking with the respondents in depth about their thoughts and feelings (Holstein & Gubrium, 2002).

For the purpose of this research study, primary quantitative data were collected. Quantitative data were aggregated via street sampling in Kinshasa area using a paper-based self-administered structured survey questionnaire from a sample of Congolese respondents aged 18 and over,

located in Kinshasa during the data collection period and who already visited one or more quick service restaurants of interest. The researcher assisted the respondents to ensure proper understanding of the questions.

Quantitative data collected include:

- Demographics;
- Congolese consumers' perceptions of leisure and dining experiences in quick service restaurants in Gombe area, Kinshasa, DRC;
- Congolese consumers' perceptions, intentions, and actual behavior in quick service restaurants in Gombe area, Kinshasa, DRC;

Qualitative data about the process of glocalization, Congolese consumers' perceptions of leisure and dining experiences, and Congolese consumers' food consumption patterns in quick service restaurants in Gombe area, Kinshasa, DRC, were also collected. Fieldwork to sample qualitative data includes structured in depth interviews to investigate the process of glocalization and Congolese consumers' perceptions of leisure and dining experiences in quick service restaurants and structured in depth interviews paired with direct observations to explore and understand Congolese consumers' food consumption patterns in quick service restaurants in Gombe area, Kinshasa, DRC.

Interviewing is a commonly employed qualitative technique. Compared to survey research, interviews involve open-ended question and provide the researcher with rich and deep qualitative data content that can be used for further examination. Interviews also encourage respondents to explore the complexity of the experiences under consideration (Holstein & Gubrium, 2002). Qualitative data collected through interviews consists of Congolese consumers in quick service restaurants in Gombe area, managers of quick service restaurants in Gombe area, nutritionist, medical anthropologist, and former McDonald's franchisee. Finally, respondents were volunteers who agree to be interviewed to share their perceptions of leisure and dining experiences in quick

service restaurants and discuss about Congolese consumers' food consumption patterns in quick service restaurants.

Qualitative data collected through observations consists of direct observations of Congolese consumers visiting quick service restaurants in Gombe area. Nearly 500 direct observations took place in January, March, and April 2018 in nine different quick service restaurant locations in Gombe area; Steers and Debonairs Pizza restaurant chains located near the Memling Hotel and *Gare Centrale*, local quick service restaurant chains comprising DFC Restaurant rapide, Waz Burger in Kin Plaza and Premier Mall, and Kin Délicieux and independent fast food outlets including Hunga Busta and City Market Fried Chicken (C.F.C). Individuals of interest within the Congolese population, namely respondents, were selected based on their suitability and availability for the purpose of this research study. Results may be biased as the population is not homogeneous (Kothari, 2004).

#### Methodology justification

As mentioned previously, primary quantitative and qualitative data were collected. As experts elaborated, due to their multi-disciplinary constitution, complex social sciences investigations and food studies do take advantage of combining different complimentary methods. Mixed methods designs gained in popularity since the 1990s as they are believed to be more effective in explaining the sources of practical problems like taste and food choice. Additionally, the combination of quantitative and qualitative methods is justified due to its completeness, certainty, clarity, and credibility. Investigations mainly opt for survey questionnaire paired with interviews as research strategy to add strength to the relationships between the findings. Furthermore, combining quantitative and qualitative methods enables the elaboration of worthier analytical conceptualization and the understanding the world through variance and process. As a whole, mixed methods designs are essential to consolidate the two elemental ways of thinking about social phenomena (Warde, 2014).

In this research study, a combination of quantitative and qualitative data was gathered at the same period, commonly known as parallel data gathering. This methodology and integrated design were chosen in order to have more insightful and deeper understanding of the situation; whereas limitations and strengths of one type of data are balanced by the other type of data. Furthermore, qualitative work supports the search of information and identification of issues that could not be obtained with structured survey questionnaire. Convenience sampling was used by the researcher because of a more straightforward access to individuals of interest and due to lack of reliable information regarding population living in the Democratic Republic of the Congo as the last and only census perpetrated in the country dates from 1984 (Institut National de la Statistique, 2016).

### 3.3 Survey instruments

A paper-based structured survey questionnaire was developed in order to explore and understand the relationships between demographics and Congolese consumers' food consumption patterns and leisure experiences in quick service restaurants in Gombe area, Kinshasa, Democratic Republic of the Congo. The theoretical foundation and the conceptual framework are based on the current literature available about the restaurant and leisure industry, food consumption patterns, marketing, and consumer behavior. For the purpose of this research study, the NOVA food classification system was chosen to categorized and classify aliments and food/drink products retailed and consumed in quick service restaurants. The questionnaire was divided into three distinct sections. The first section dealt demographic data of the respondents, the second section gathered information regarding Congolese consumers' perceptions of leisure and dining experience in quick service restaurants, and the third section focused on Congolese consumers' perceptions, intentions, and actual behavior in quick service restaurants.

The demographic questions consist of multiple choice questions regarding gender, age group, marital status, level of education, travel outside DRC, family income, and working neighborhood of the respondents. The next set of questions gathered information regarding Congolese

consumers' perceptions of leisure and dining experience in quick service restaurants. Using the service marketing mix (7Ps), a liker scale was developed in order for the respondents to range the affirmations between "strongly disagree" and "strongly agree". Finally, the third set of questions focused on Congolese consumers' perceptions, intentions, and actual behavior in quick service restaurants. The theory of planned behavior and multiple choice questions were used in order to measure the respondents' attitude toward the behavior, subjective norm, perceived behavioral control, intentions, and actual behavior. As stated in the questionnaire, multiple answers are accepted for questions regarding intention and actual consumption of foods and drinks.

The interview questionnaires were developed to explore and understand Congolese consumers' food consumption patterns in quick service restaurants, Congolese consumers' perceptions of leisure and dining experiences in quick service restaurants, and the process of glocalization in Kinshasa, DRC. Interviewees consisted of Congolese consumers in quick service restaurants, managers of quick service restaurants, nutritionist, medical anthropologist, and former McDonald's franchisee. The interview questionnaire consists of a series of open-ended questions. The interview questions were specifically established for the purpose of this research study and adapted to the area of knowledge of the interviewees.

### 3.4 Data collection procedure

For the purpose of this study, quantitative and qualitative research methodologies were used. The researcher used a paper-based structured survey questionnaire, conduct structured in depth interviews with Congolese consumers in quick service restaurants, managers of quick service restaurants, nutritionist, medical anthropologist, and former McDonald's franchisee, and proceed to observation of ongoing behavior of Congolese consumers in quick service restaurants.

Quantitative primary data were collected using a paper-based structured survey questionnaire which was developed to assess empirically the demographics of Congolese consumers, food consumption patterns, and leisure experiences. For the purpose of this research study, the NOVA

food classification system was chosen to categorized and classify aliments and food/drink products retailed and consumed in quick service restaurants in Gombe area Kinshasa, DRC. Data were collected using convenience sampling, a non-probability sampling method, through fieldwork in different strategic public places highly frequented by the local population in Kinshasa, DRC. This method was chosen because the Democratic Republic of the Congo does not have reliable and up-to-date statistics on all the political and administrative entities of the country. This research study does only investigate Congolese citizens who already visited one or more quick service restaurants of interest in Gombe area, are aged 18 and over, and are located in Kinshasa, DRC, during the data collection period. This investigation is limited to the urban adult Congolese population as a benchmark for further research.

Qualitative primary data were collected through structured interviews with Congolese consumers to explore and understand their perceptions of leisure and dining experiences and their food consumption patterns in quick service restaurants. The in-depth interviews were conducted with Congolese citizens aged 18 and over visiting a quick service restaurant of interest located in Gombe area, Kinshasa, DRC. during the data collection period. The first appointments were established with the managers in each quick service restaurant to request cooperation and approval to undergo interviews for qualitative data collection. Fieldwork were mainly conducted in Kin Délicieux restaurant on avenue De La Presse in Gombe area due to its prime central location. Additional interviews were conducted with managers of quick service restaurants, nutritionist, medical anthropologist, and former McDonald's franchisee to investigate Congolese consumers' food consumption patterns in quick service restaurants. For the purpose of this research study, the NOVA food classification system was chosen to categorized and classify aliments and food/drink products retailed and consumed in those outlets.

The researcher also proceeded with direct observations in order to investigate Congolese consumers' food consumption patterns in quick service restaurants in Gombe area, Kinshasa, Democratic Republic of the Congo. The direct observations were conducted with Congolese citizens aged 18 and over who were visiting a quick service restaurant of interest during the data



collection period. The first appointments were established with the manager in each quick service restaurants to request cooperation and approval to undergo ongoing observations for qualitative data collection. Fieldwork were mainly conducted in Kin Délicieux restaurant on avenue De La Presse in Gombe area because of its location.

The researcher finally conducted structured in depth interviews to explore and understand the process of glocalization in Kinshasa, DRC. and study its possible influence on Congolese consumers' leisure experiences and food consumption patterns. The interviews were with a former McDonald's franchisee and a medical anthropologist with specialized knowledge about DRC.

Quantitative and qualitative data were collected between January and April 2018. Years of experience in the hospitality industry in DRC and fluent knowledge of French language supported the researcher during the ethnographic research and the collection of quantitative and qualitative data. Ethical considerations were taken into account; discretion and respondents' anonymity were respected.

### 3.5 Population & Sample

The total population currently living in the Congolese capital, Kinshasa, is unknown. Indeed, the Democratic Republic of the Congo does not have reliable and up-to-date statistics on all the political and administrative entities of the country. The statistics of this kind available date from the last and only scientific census of population organized by the National Institute of Statistics (Institut National de la Statistique - INS) in July 1984. Nowadays, these statistics have become obsolete and any projections that may be drawn from them can no longer serve as a relevant and reliable reference (Institut National de la Statistique - INS) – République Démocratique du Congo, 2016). The current urban population cannot also be identified as the last census in the capital took place more than three decades ago. Based on statistics from the 1980s, the

Congolese government made projections and estimates the current total population of Kinshasa to be around 11,85 million inhabitants (Demographia, 2017).

To collect quantitative data via paper-based self-administered structured survey questionnaire, the research study considered the total population of Kinshasa as part of the study population and each resident of interest had the possibility to be selected for the investigation. The sample included presumably healthy adults and exclude children aged 17 or less, severe chronically ill adults, and pregnant women as their food and drink consumption may differ in quantity and type. Therefore, taking into account a 5% margin of error, a 95% confidence level, the total estimated population of Kinshasa, and a 50% response distribution, the sample size was established at 385 respondents (Raosoft, 2016). Convenience sampling, a non-probability sampling method, was selected by the researcher in order to give all residents of interest readily available at the data collection point during the data collection period an equal opportunity to participate in this research study.

### 3.6 Pretest of the measurement instrument

The researcher proceeded to a pre-test of the questionnaire in order to identify and correct potential issues associated with the instructions and questions. Congolese consumers selected for the pre-test were asked to complete the questionnaire in the researcher's presence. The respondents were afterwards asked to reflect and discuss the key issues related to the questionnaire; length of the survey, clarity of the instructions and questions, layout, language, phrasing, etc. The researcher modified and adapted the survey questionnaire according to the respondents' feedback and opinion obtained during the pre-test. This process guaranteed that the instructions and questions were appropriate for the future respondents of the research study. Overall, the pre-test supported the clarification and validation of the survey questionnaire. The final questionnaire includes screening questions and three main sections; demographics, Congolese consumers' perceptions of leisure and dining experiences in quick service restaurants, and Congolese consumers' perceptions, intentions, and actual behavior in quick service restaurants.

### 3.7 Data Analysis

The quantitative data were collected by the researcher through the survey questionnaire. The questions and answers were coded and then captured on Excel spreadsheets. After, the coded data were analyzed using the Statistical Package for the Social Sciences (SPSS) software program. The analysis of the questions of interest were carried out and executed with descriptive statistical methods. Qualitative data collected were translated from French to English and gathered on separate Excel spreadsheets to bring out the highlights.

### 3.8 Reliability and validity

The reliability and validity of the quantitative data analysis and measurement were evaluated through the examination of the Cronbach's Alpha. The tau-equivalent measurement model actually measures internal consistency of reliability (Hair, Black, Babin, Anderson, & Tatham, 2006). For most investigations and for the purpose of the research study, Cronbach's Alpha above 0.7 was considered acceptable (Allen & Bennett, 2014).

## Chapter 4 – Research Findings

This research study includes the analysis of quantitative and qualitative data collected through self-administered survey questionnaires, in-depth interviews and direct observations. It focuses on western inspired quick service restaurants located in Gombe area in Kinshasa comprising the giant South African owned Steers and Debonairs Pizza restaurant chains, local quick service restaurant chains consisting of DFC Restaurant rapide, Waz Burger, and Kin Délicieux and independent fast food outlets including Hunga Busta and City Market Fried Chicken (C.F.C).

### 4.1 Analysis of Demographics

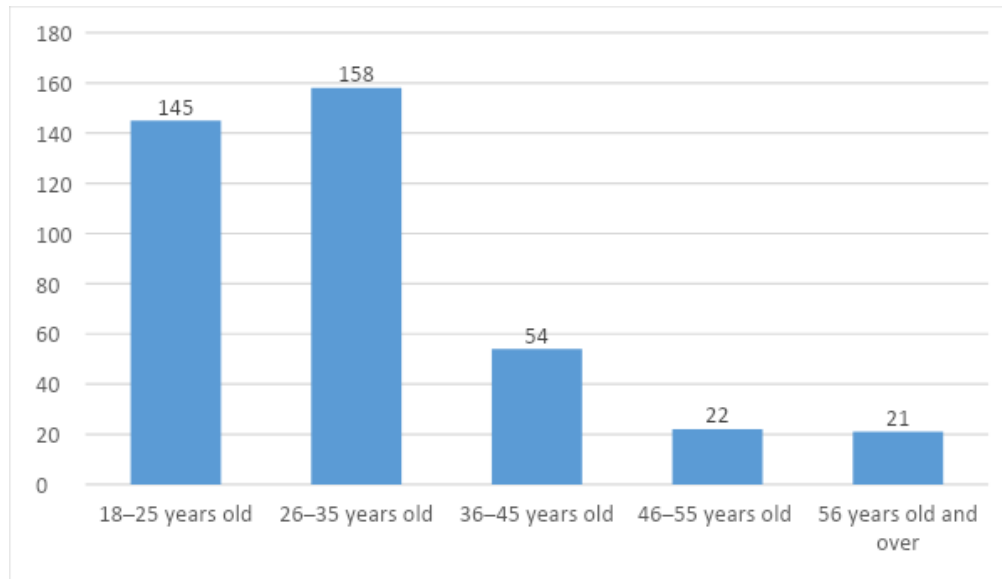
In total, 400 respondents filled out the survey questionnaire in Gombe, Kinshasa, Democratic Republic of the Congo (DRC). Quantitative data obtained from survey questionnaires were analyzed and are presented below.

A total of 242 men (60,5%) and 158 women (39,5%) answered the survey questionnaire. Findings revealed that most respondents (75,8%) were aged between 18 and 35 years old, 13,5% of the respondents were aged between 36 and 45 years old and a minority of the respondents were aged 46 years old or more.

Table 4.1.1 Congolese consumers' Personal Data Classified by Age

<b>Age</b>	<b>Frequency</b>	<b>Percent</b>
18–25 years old	145	36.2
26–35 years old	158	39.5
36–45 years old	54	13.5
46–55 years old	22	5.5
56 years old and over	21	5.3
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.1.1 Congolese consumers' Personal Data Classified by Age



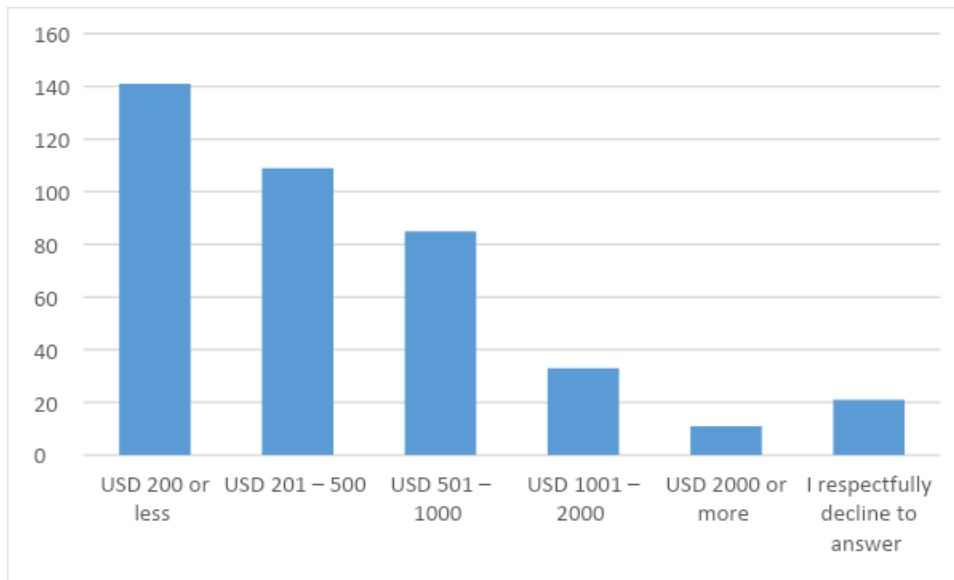
Findings revealed that most respondents have stated to be single (64,8%) or married (31,3%). Other respondents stated to be either in a common-law relationship, divorced, separated or in another type of relationship. In terms of highest education level achieved, 22,5% of the respondents stated having a high school degree, 33,5% a bachelor degree and 41,3% a graduate degree. A minority affirmed holding only an elementary school certificate or another type of certification. Findings indicate that 51% of the respondents already traveled outside of DRC and 49% did not.

In terms of monthly family income, 35,2% of the respondents stated earning USD 200 or less, 27,2% evaluate their monthly income to be between USD 201 and USD 500, 21,2% between USD 501 and USD 1000 and a minority stated having a monthly income higher than USD 1001. 5,3% of the respondents politely refused to share their monthly income for the purpose of this research study.

Table 4.1.2 Congolese consumers' Personal Data Classified by Family income

Family income	Frequency	Percent
USD 200 or less	141	35.2
USD 201 – 500	109	27.2
USD 501 – 1000	85	21.2
USD 1001 – 2000	33	8.3
USD 2000 or more	11	2.8
I respectfully decline to answer	21	5.3
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.1.2 Congolese consumers' Personal Data Classified by Family income

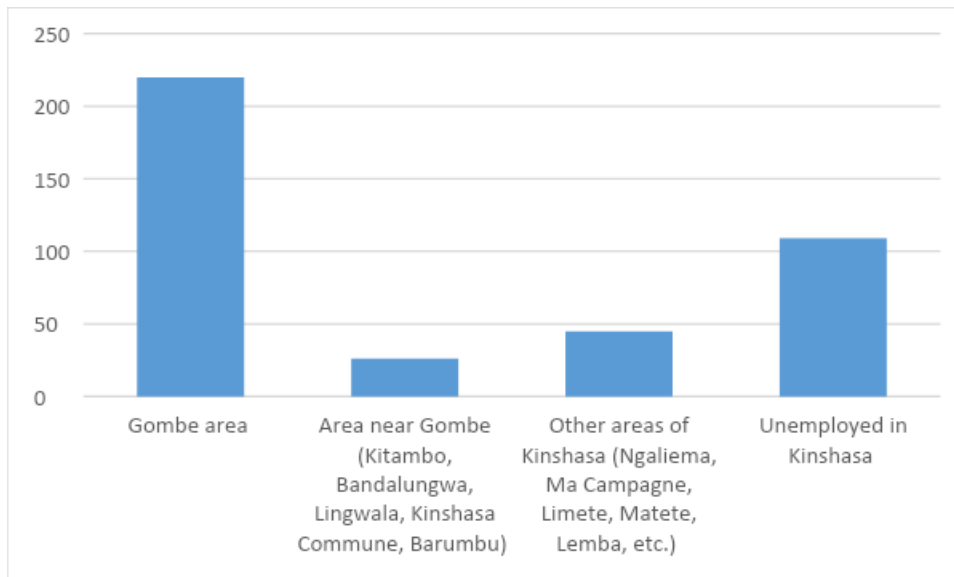


Finally, findings revealed that consumers are employed in different areas of Kinshasa; the majority of the respondents stated to work in the neighborhood of Gombe, 17,8% stated working outside Gombe in other neighborhood of Kinshasa, and 27,3% stated not working in Kinshasa.

Table 4.1.3 Congolese consumers' Personal Data Classified by Work area

Work area	Frequency	Percent
Gombe area	220	55
Areas near Gombe (Kitambo, Bandalungwa, Lingwala, Kinshasa Commune, Barumbu)	26	6.5
Other areas of Kinshasa (Ngaliema, Ma Campagne, Limete, Matete, Lemba, etc.)	45	11.2
Unemployed in Kinshasa	109	27.3
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.1.3 Congolese consumers' Personal Data Classified by Work area



## 4.2 Analysis of Congolese consumers' perceptions of leisure and dining experiences in quick service restaurants

The second part of the questionnaire surveyed Congolese consumers' perceptions of leisure and dining experiences in quick service restaurants in Gombe, Kinshasa, DRC. Overall, most respondents somewhat agree that quick service restaurants provide quality, healthy, various, and Western style inspired food and drink products. Indeed, more than 80% of the respondents stated to somewhat or strongly agree that quick service restaurants provide quality food and drink products. Interviews with Congolese consumers also demonstrated that quality of foods and drinks can be perceived as good due to its foreign origins. Indeed, consumers may have the perception that foreign processed products are higher in quality because they are also consumed in Western countries and have now been imported to the DRC. Moreover, most of the respondents stated to somewhat or strongly agree that quick service restaurants provide healthy food and drink products. Most Congolese consumers have the impression to consume a healthy meal when visiting quick service restaurants. It may be due to the way that foreign foodstuffs are promoted. Indeed, consumers perceived that palatable foods have to be healthy, otherwise, food products would not be so tasty if they were not suitable for human consumption. Moreover, food and drink products retailed in quick service restaurants may be perceived as healthy by Congolese consumers because they are hygienic and safe for immediate consumption; they rarely lead to food poisoning and diarrhea. Finally, more than 65% of the consumers surveyed stated to somewhat or strongly agree that quick service restaurants offer a variety of items as well as Western food and drink products. Interviews with Congolese consumers also demonstrated the same perception when it comes to foods and drinks variety in quick service restaurants. However, it may just be a perception as processed food products retailed in quick service restaurants; fried chicken, fried potatoes, pizza, pasta, sandwiches, etc. are mainly made of affordable and starchy ingredients such as potatoes, wheat, corn and soy. Those staple ingredients are mixed with other edible components and transformed in a variety of food products. In the end, the food products may be perceived as different from one another by the consumers but their nutritional values are similar. The same pattern occurs for drink products in quick service restaurants as they are retailed in a variety of flavors and colors but are all mainly



made of water, sugar, artificial flavors and coloring agents. Overall, as per their knowledge and understanding of foreign products, most respondents perceive foods and drinks retailed in quick service restaurants to be qualitative, healthy, divers and inspired by the Western countries.

Table 4.2.1 Congolese consumers’ perceptions of Quality food and drink products in quick service restaurants

<b>Quality food and drink products</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	8	2
Somewhat disagree	57	14.2
Somewhat agree	303	75.8
Strongly agree	32	8
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.2.1 Congolese consumers’ perceptions of Quality food and drink products in quick service restaurants

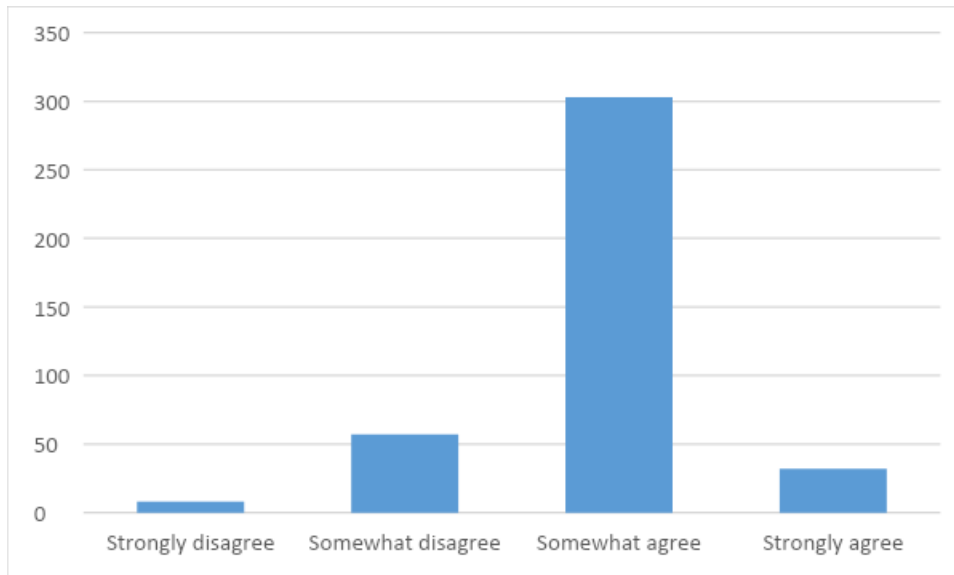


Table 4.2.2 Congolese consumers' perceptions of Healthy food and drink products in quick service restaurants

Healthy food and drink products	Frequency	Percent
Strongly disagree	23	5.7
Somewhat disagree	118	29.5
Somewhat agree	210	52.5
Strongly agree	49	12.3
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.2.2 Congolese consumers' perceptions of Healthy food and drink products in quick service restaurants

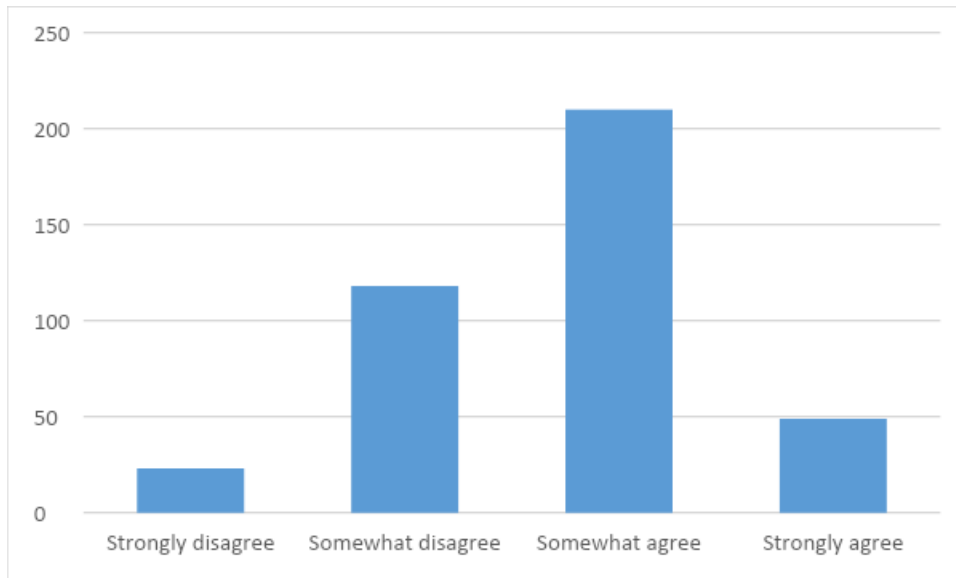


Table 4.2.3 Congolese consumers' perceptions of Variety of food and drink products in quick service restaurants

<b>Variety of food and drink products</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	33	8.2
Somewhat disagree	95	23.8
Somewhat agree	203	50.7
Strongly agree	69	17.3
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.2.3 Congolese consumers’ perceptions of Variety of food and drink products in quick service restaurants

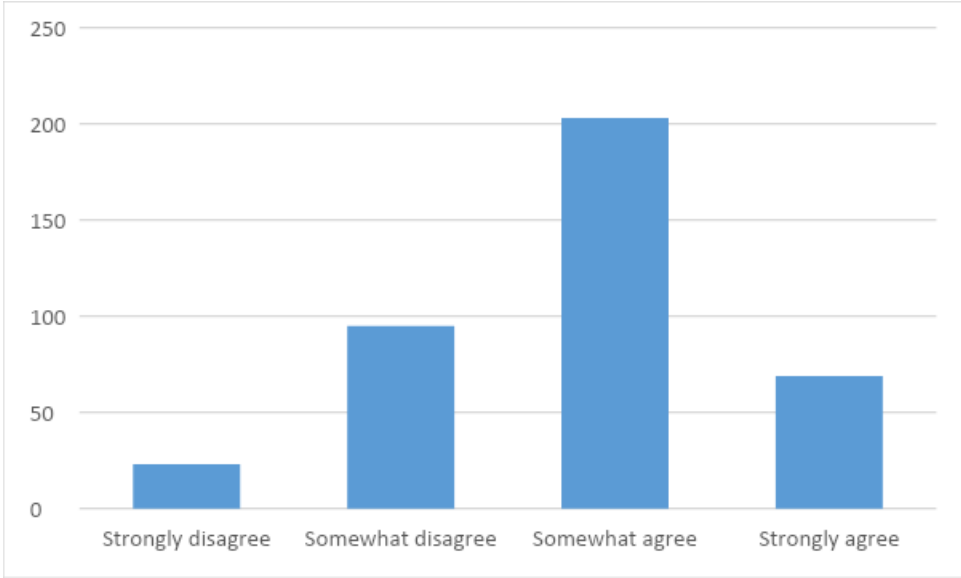
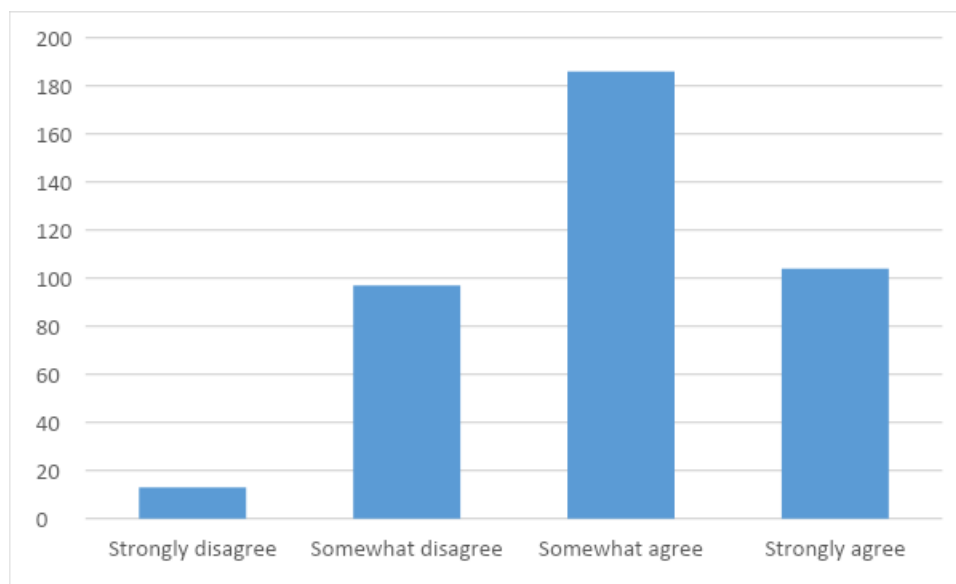


Table 4.2.4 Congolese consumers’ perceptions of Western food and drink products in quick service restaurants

<b>Western food and drink products</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	13	3.2

Somewhat disagree	97	24.3
Somewhat agree	186	46.5
Strongly agree	104	26
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.2.4 Congolese consumers' perceptions of Western food and drink products in quick service restaurants



Findings revealed that most respondents also somewhat or strongly agree that quick service restaurants provide affordable food and drink products, an economical leisure and dining experience, a time saving dining opportunity, and offer great quality for money. Indeed, more than 65% of consumers surveyed stated to somewhat or strongly agree that quick service restaurants provide affordable food and drink products. With a wide range of food and drink products at different prices, it is understood that quick service restaurants are somehow financially accessible to the Congolese population. Indeed, shawarmas, a sandwich made popular by the Lebanese community in Kinshasa, is usually one of the cheapest item on quick service restaurant menus and, therefore, a popular food choice by the consumers. Overall, interviews and direct observation clearly demonstrated that Congolese consumers mainly opt for affordable food

and drink options when visiting quick service restaurants. Therefore, despite low purchasing power, Congolese consumers are still able to have access to perceived affordable food and drink products in quick service restaurants. Interviews with Congolese customers also revealed that consumers in Kinshasa will be willing to spend money in a quick service restaurant when it is perceived as necessary. The need can emerge when consumers are in the Gombe area with limited time to have a proper meal in a restaurant; during lunch break for example. The need can also emerge when consumers feel the desire or the pressure to take out friends, love partner or family for meal outside the home. Most of the time, Congolese consumers will visit quick service restaurant as often as they can afford it. It is also noted that more than 70% of the respondents believe quick service restaurants offer economical leisure and dining experiences and great quality for money. Kinshasa has limited entertainment options for couples, families, and friends' gatherings as there is, as per 2018, only one mall and a movie theater, a few outdated museums and a limited art scene. Therefore, quick service restaurants are perceived by Congolese consumers as suitable location for outings of all sorts. When it comes to the affordability of leisure and dining experiences in quick service restaurants, it mainly depends on the food and drink items the consumers ordered. Most of the customers actually do tend to order the cheapest items on the menu and enjoy their experience in quick service restaurants for as long as they can. Most Congolese consumers interviewed did not noticed the promotions offered in those outlets mentioning that prices are fixed and that they never really came across food and drink products on sales. Overall, findings revealed that Congolese consumers seem to be satisfied with the price range associated with the experience they get in quick service restaurants.

Table 4.2.5 Congolese consumers' perceptions of Affordable food and drink products in quick service restaurants

<b>Affordable food and drink products</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	52	13.2
Somewhat disagree	85	21.2
Somewhat agree	211	52.8

Strongly agree	52	13
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.2.5 Congolese consumers' perceptions of Affordable food and drink products in quick service restaurants

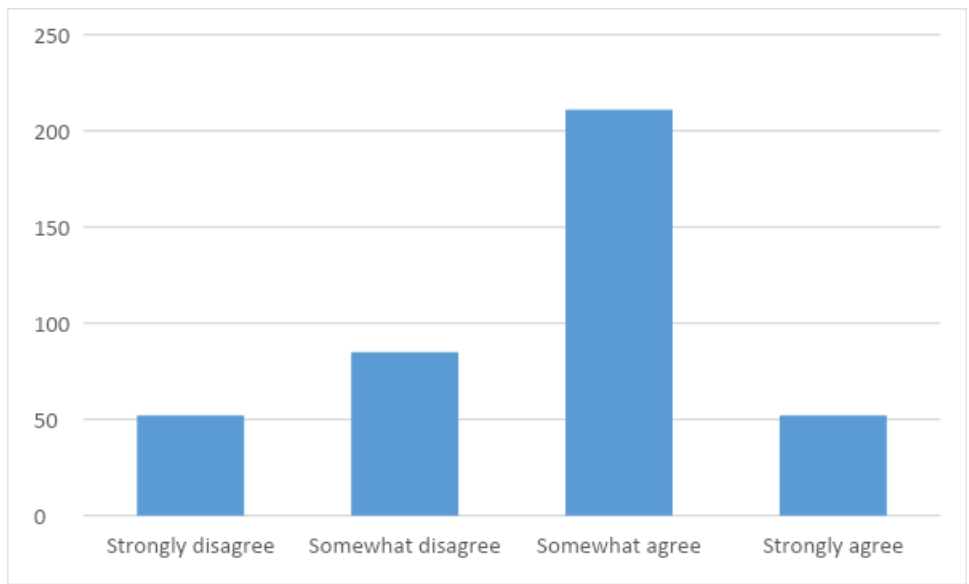


Table 4.2.6 Congolese consumers' perceptions of Economical leisure and dining experience in quick service restaurants

<b>Economical leisure and dining experience</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	10	2.5
Somewhat disagree	69	17.2
Somewhat agree	271	67.8
Strongly agree	50	12.5
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.2.6 Congolese consumers’ perceptions of Economical leisure and dining experience in quick service restaurants

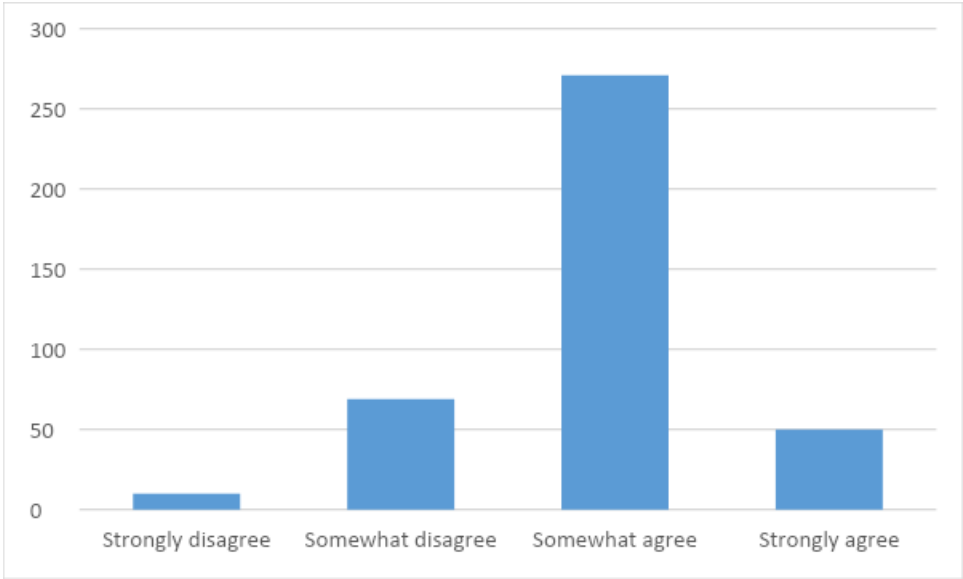


Table 4.2.7 Congolese consumers’ perceptions of Time saving dining opportunity in quick service restaurants

<b>Time saving dining opportunity</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	25	6.2
Somewhat disagree	72	18
Somewhat agree	237	59.3
Strongly agree	66	16.5
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.2.7 Congolese consumers’ perceptions of Time saving dining opportunity in quick service restaurants

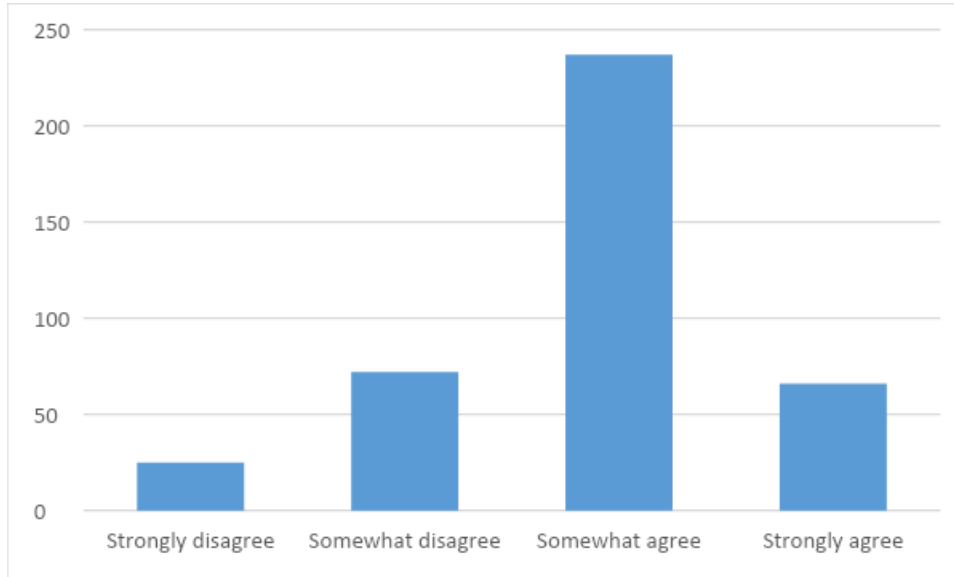
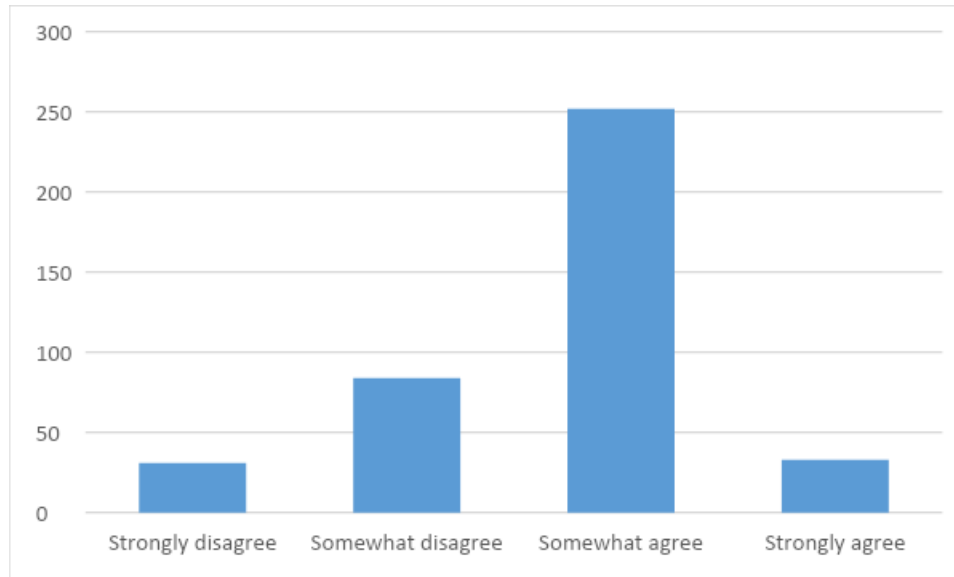


Table 4.2.8 Congolese consumers' perceptions of Great quality for money in quick service restaurants

<b>Great quality for money</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	31	7.8
Somewhat disagree	84	21
Somewhat agree	252	63
Strongly agree	33	8.2
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.2.8 Congolese consumers' perceptions of Great quality for money in quick service restaurants





Moreover, most respondents also somewhat or strongly agree that quick service restaurants are easily accessible / easy to reach, provide rapid service, and offer convenient opening hours. Indeed, research findings indicate that more than 80% of the consumers perceive quick service restaurant to be easily accessible physically as per their convenient outlet locations in the city center. Interviews with Congolese consumers demonstrated that office workers of Gombe area may visit quick service restaurants during their lunch break or after their working day. Most Congolese do not own a car, therefore, they usually reach fast-food outlets by walk or taxi. Moreover, more than 60% of consumers surveyed believe that service is rapid in quick service restaurants. Consumers interviewed also answered similarly mentioning that quick service restaurants are a good option when a meal has to be taken quickly. However, direct observations demonstrated that service rapidity seem to be appreciated even if the consumers are not in rush during their visits. Finally, nearly 90% of the respondents agree that quick service restaurants offer convenient opening hours. Indeed, most outlets are open from early mornings until late evenings, seven days a week. Some outlets, Debonairs Pizza for example, are open throughout the night on weekends. Long opening hours allow consumers to visit quick service restaurants for different occasions at their convenience; during lunch break with coworkers, after church with family, late at night with friends, etc.

Table 4.2.9 Congolese consumers' perceptions of Easily accessible quick service restaurants

<b>Easily accessible quick service restaurants</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	10	2.5
Somewhat disagree	67	16.8
Somewhat agree	242	60.5
Strongly agree	81	20.2
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.2.9 Congolese consumers' perceptions of Easily accessible quick service restaurants

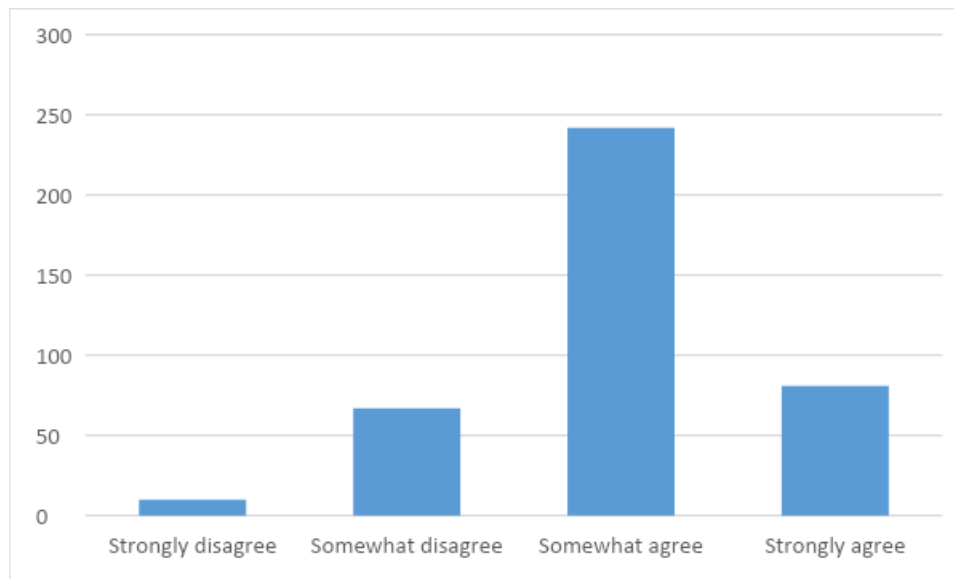


Table 4.2.10 Congolese consumers' perceptions of Rapid service in quick service restaurants

<b>Rapid service</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	33	8.3
Somewhat disagree	113	28.2

Somewhat agree	190	47.5
Strongly agree	64	16
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.2.10 Congolese consumers' perceptions of Rapid service in quick service restaurants

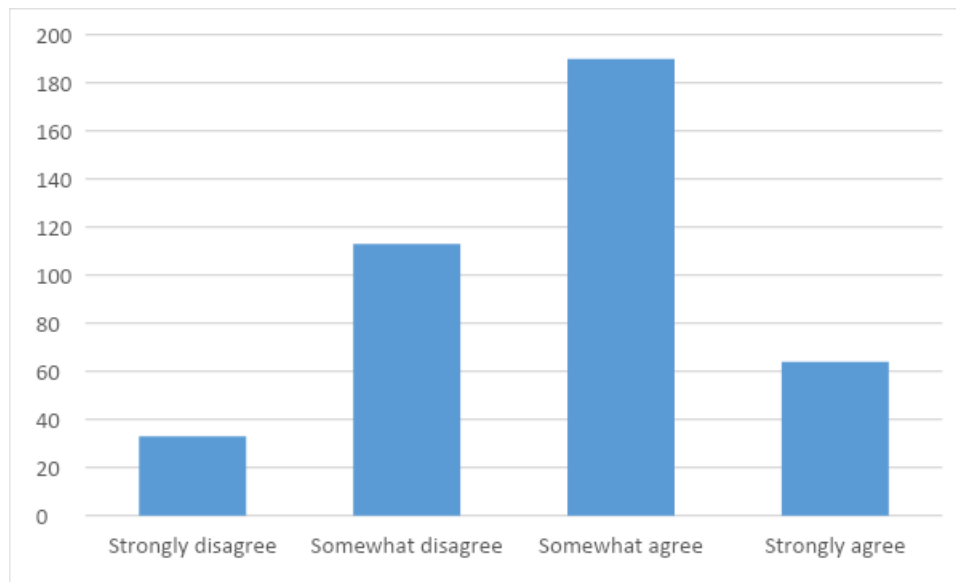
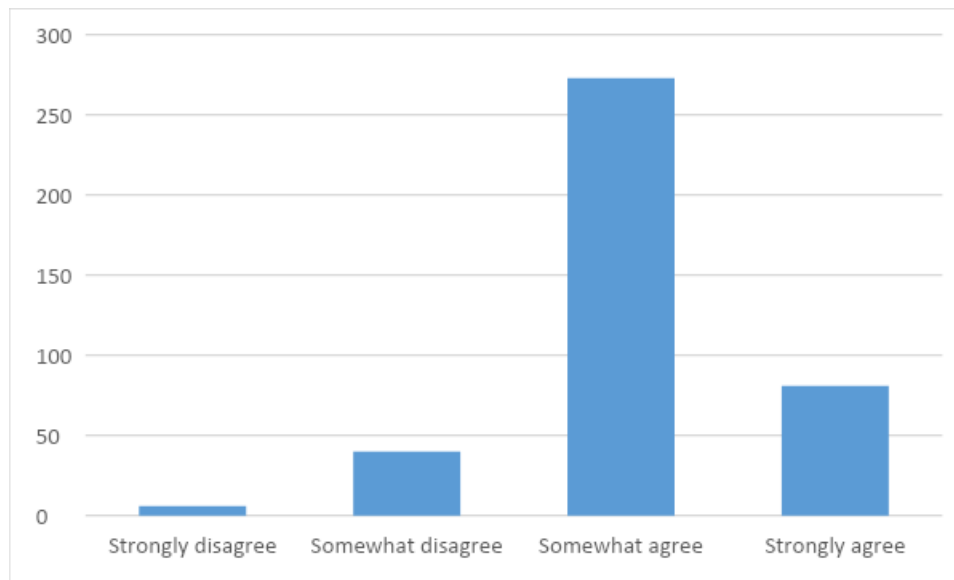


Table 4.2.11 Congolese consumers' perceptions of Convenient opening hours in quick service restaurants

Convenient opening hours	Frequency	Percent
Strongly disagree	6	1.5
Somewhat disagree	40	10
Somewhat agree	273	68.2
Strongly agree	81	20.3
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.2.11 Congolese consumers' perceptions of Convenient opening hours in quick service restaurants



For the promotion aspect, 47,8% of the respondents stated to strongly disagree or somewhat disagree that quick service restaurants have effective marketing through social medias, radio, flyers, etc. Research findings actually revealed that about half of the consumers do not believe in quick service restaurants marketing's efficiency. Marketing of those outlets and their different promotions through social medias and flyers or on television and the radio are not perceived as effective as they mainly go unnoticed. Moreover, 73,6% of the respondents stated to strongly disagree or somewhat disagree that quick service restaurants have good promotions, discounts, and combo offers. Congolese consumers interviewed also mentioned that they rarely notice any promotions or sales offers in quick service restaurants. As consumers are looking for the best deals, the communication of promotions and different types of discounts would be appreciated and may lead to increasing processed foods and drinks consumed in quick service restaurants. Overall, consumers do not seem to be convinced that by the marketing and promotion aspects put forward by quick service restaurants.

Table 4.2.12 Congolese consumers' perceptions of Effective marketing through social medias, radio, flyers, etc. of quick service restaurants

<b>Effective marketing through social medias, radio, flyers, etc.</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	75	18.8
Somewhat disagree	116	29
Somewhat agree	152	38
Strongly agree	57	14.2
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.2.12 Congolese consumers' perceptions of Effective marketing through social medias, radio, flyers, etc. of quick service restaurants

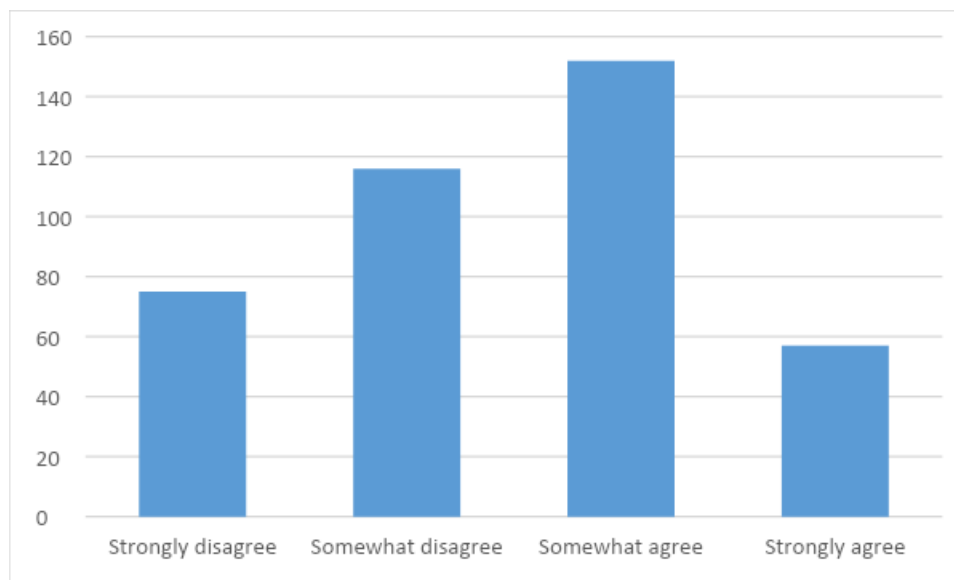
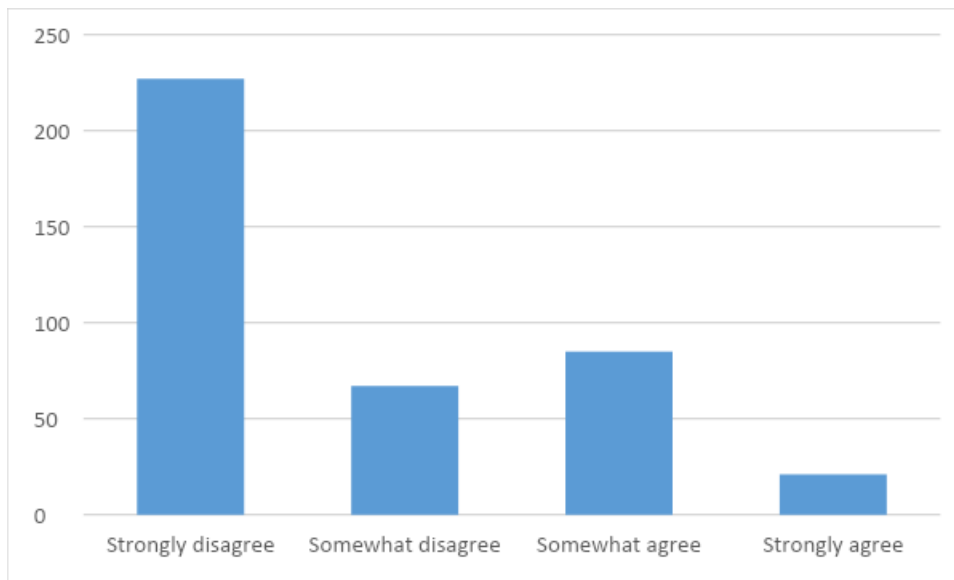


Table 4.2.13 Congolese consumers' perceptions of Good promotions, discounts, and combo offers in quick service restaurants

<b>Good promotions, discounts, and combo offers</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	227	56.8
Somewhat disagree	67	16.8
Somewhat agree	85	21.2
Strongly agree	21	5.2
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.2.13 Congolese consumers' perceptions of Good promotions, discounts, and combo offers in quick service restaurants



Research findings also revealed that most respondents somewhat or strongly agree that quick service restaurants have professional and well trained employees and provide agreeable customer service. Indeed, 65% of the consumers surveyed believe that quick service restaurants employ

professional and well trained staff. Congolese consumers interviewed also underlined that they feel welcomed and valued by the staff in quick service restaurants in Gombe, Kinshasa. Moreover, 75% of the respondents perceive agreeable customer service in quick service restaurants. Those outlets in Kinshasa are inspired by the service offered in fast-food restaurants widely implanted in the Western world. Occidental customer service approach is duplicated in quick service restaurants as a way to offer an «American experience» to the guests. Overall, consumers seem to be content with the level of service they experience when visiting quick service restaurants.

Table 4.2.14 Congolese consumers' perceptions of Professional and well trained employees in quick service restaurants

<b>Professional and well trained employees</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	27	6.8
Somewhat disagree	113	28.2
Somewhat agree	223	55.8
Strongly agree	37	9.2
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.2.14 Congolese consumers' perceptions of Professional and well trained employees in quick service restaurants

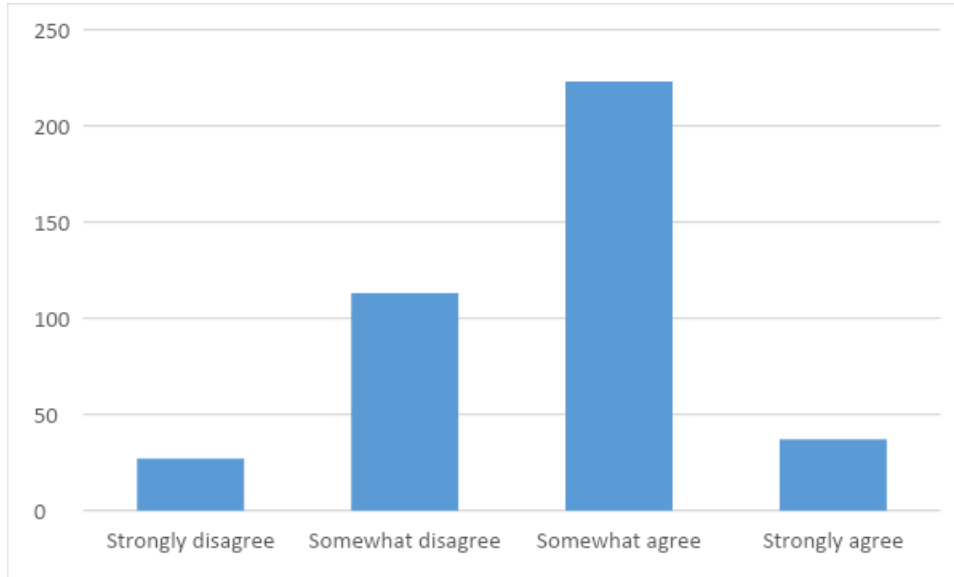
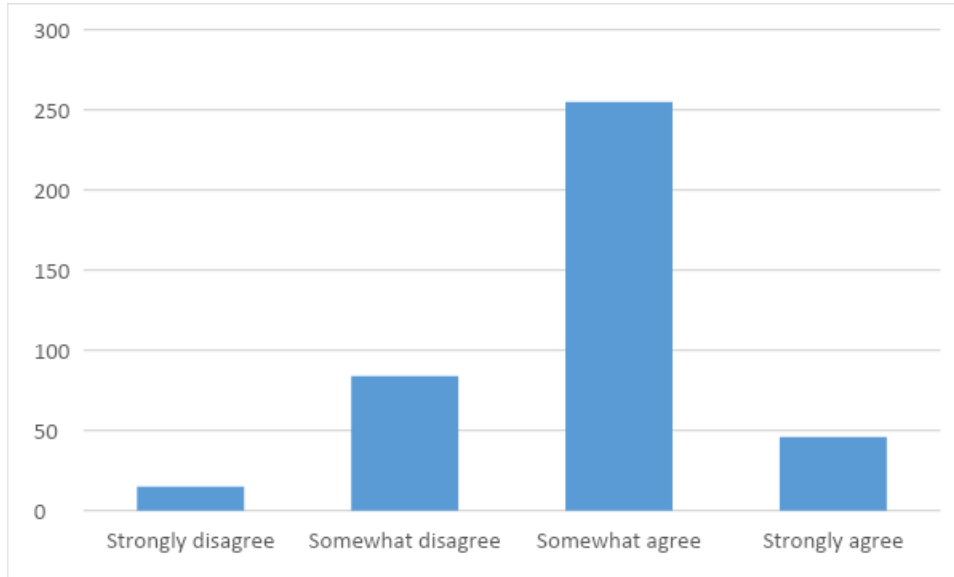


Table 4.2.15 Congolese consumers' perceptions of Agreeable customer service in quick service restaurants

<b>Agreeable customer service</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	15	3.8
Somewhat disagree	84	21
Somewhat agree	255	63.7
Strongly agree	46	11.5
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.2.15 Congolese consumers' perceptions of Agreeable customer service in quick service restaurants





Most respondents also somewhat or strongly agree that quick service restaurants provide efficient customer service and consistent products and services. Indeed, findings reveal that nearly 80% of the consumers surveyed believe that staff in quick service restaurants are working in a well-organized and competent way. Consumers interviewed mentioned their appreciation for the quick service. Additionally, more than 75% of the respondents perceive food and drink products in quick service restaurants to be identical and/or made and presented the same way over time. This believe may involve the application of food and drink standards to ensure accuracy in those type of establishments. Foods and drinks' standardization are actually part of the basics multinational fast-food outlets developed and reinforced to build their worldwide network; this strategy also seems to be used by quick service restaurants in Kinshasa.

Table 4.2.16 Congolese consumers' perceptions of Efficient customer service in quick service restaurants

Efficient customer service	Frequency	Percent
Strongly disagree	8	2
Somewhat disagree	76	19
Somewhat agree	265	66.3

Strongly agree	51	12.7
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.2.16 Congolese consumers' perceptions of Efficient customer service in quick service restaurants

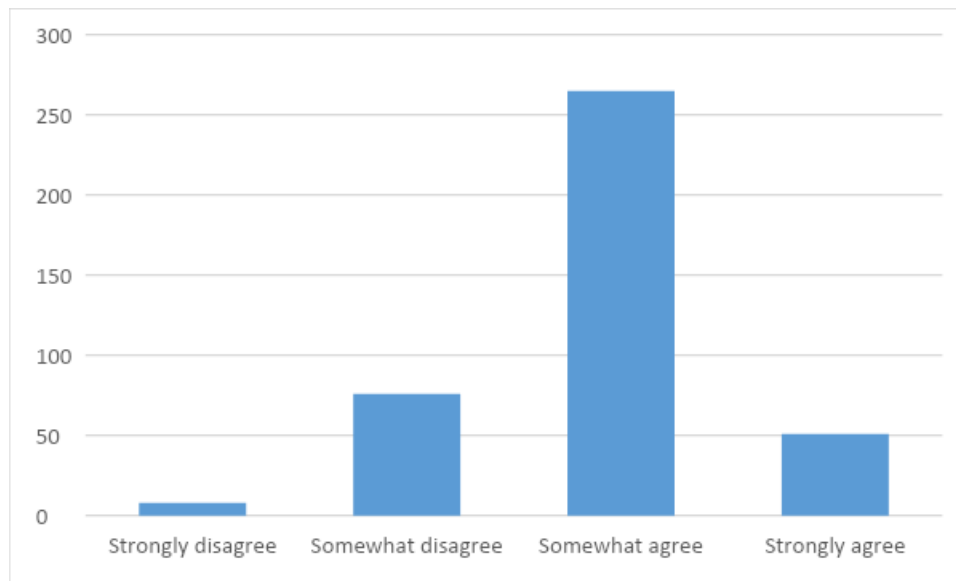
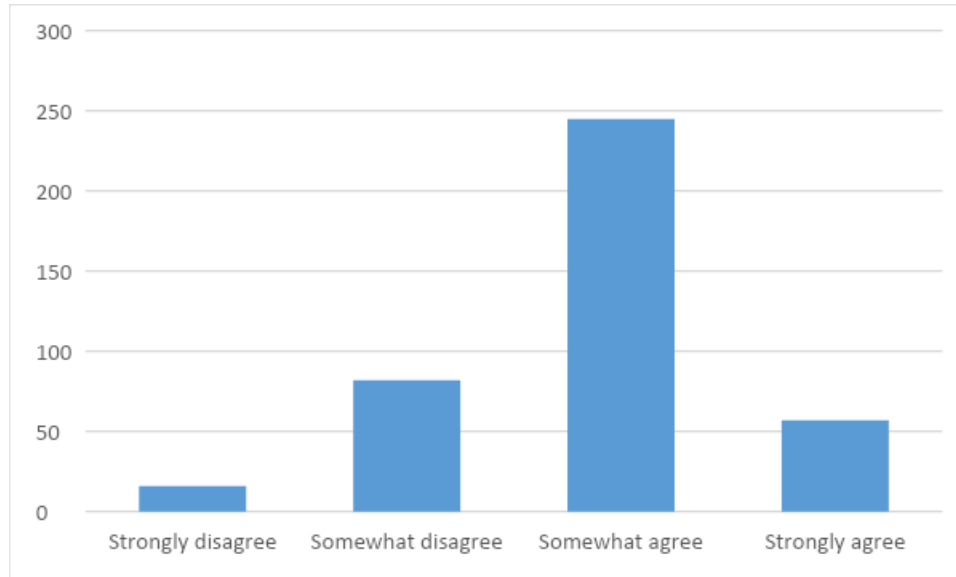


Table 4.2.17 Congolese consumers' perceptions of Consistent products and services in quick service restaurants

<b>Consistent products and services</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	16	4
Somewhat disagree	82	20.5
Somewhat agree	245	61.3
Strongly agree	57	14.2
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.2.17 Congolese consumers' perceptions of Consistent products and services in quick service restaurants



Finally, most respondents also somewhat or strongly agree that quick service restaurants are clean and hygienic, provide a pleasant atmosphere, and are equipped with modern facilities and furniture. Findings revealed that nearly 90% of the consumers surveyed perceive quick service restaurants to be immaculate while providing a sanitary dining place. In occident, McDonald's set up high standards of hygiene and cleanness from its opening and established the benchmark in terms of tidiness for all fast food outlets worldwide. Quick service restaurants in Kinshasa are no exception; most of them maintain high standards of cleanliness. Additionally, more than 90% of the respondents also stated that quick service restaurants offer an enjoyable atmosphere including music and ambiance. In Kinshasa, quick service restaurants usually play a mix of local and Western music moderately loud. The friendly and family oriented ambience were appreciated by Congolese consumers interviewed. Finally, more than 85% of the consumers surveyed mention that quick service restaurants' outlets are modern as per the furniture and facilities. Indeed, most quick service restaurants in Kinshasa display imported bright color appliances and neon which are eye catching and distinguished. Congolese consumers interviewed felt privileged to visit quick service restaurants inspired by the Western world as

they are perceived to be impeccable and fancy. Overall, most respondents do have positive perceptions of leisure and dining experiences in quick service restaurants.

Table 4.2.18 Congolese consumers' perceptions of Clean and hygienic quick service restaurants

<b>Clean and hygienic</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	5	1.3
Somewhat disagree	40	10
Somewhat agree	246	61.5
Strongly agree	109	27.2
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.2.18 Congolese consumers' perceptions of Clean and hygienic quick service restaurants

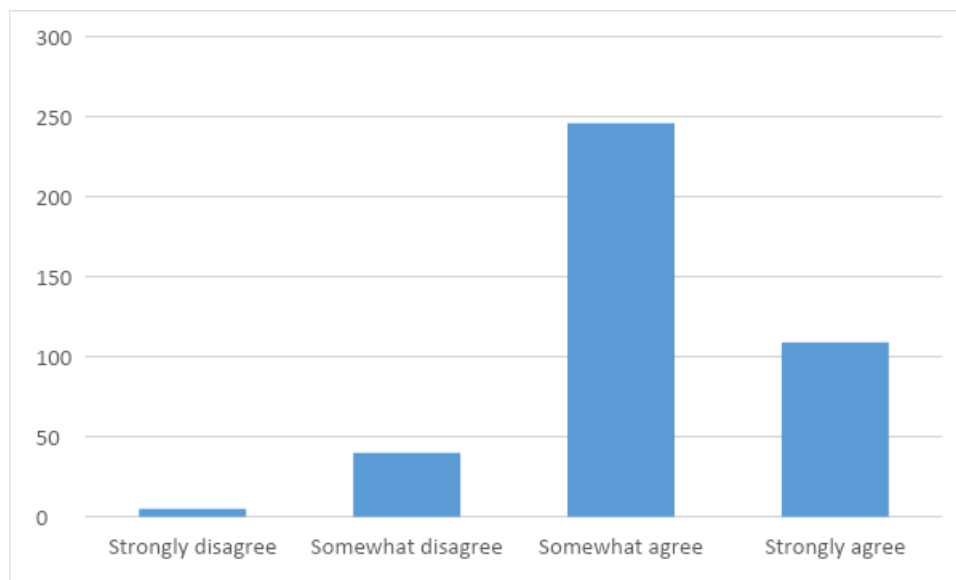


Table 4.2.19 Congolese consumers' perceptions of Pleasant atmosphere in quick service restaurants

<b>Pleasant atmosphere</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	2	0.5
Somewhat disagree	34	8.5
Somewhat agree	293	73.3
Strongly agree	71	17.7
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.2.19 Congolese consumers' perceptions of Pleasant atmosphere in quick service restaurants

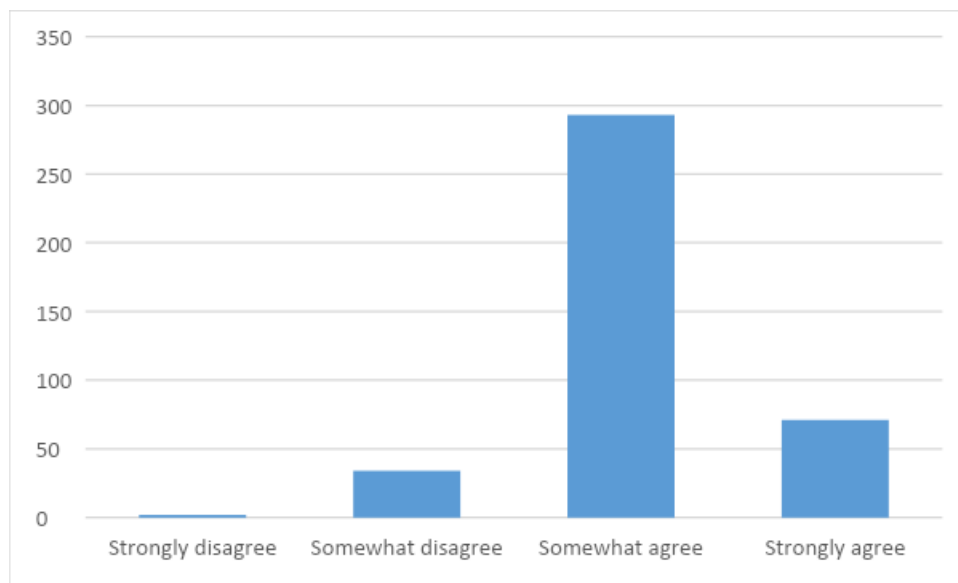
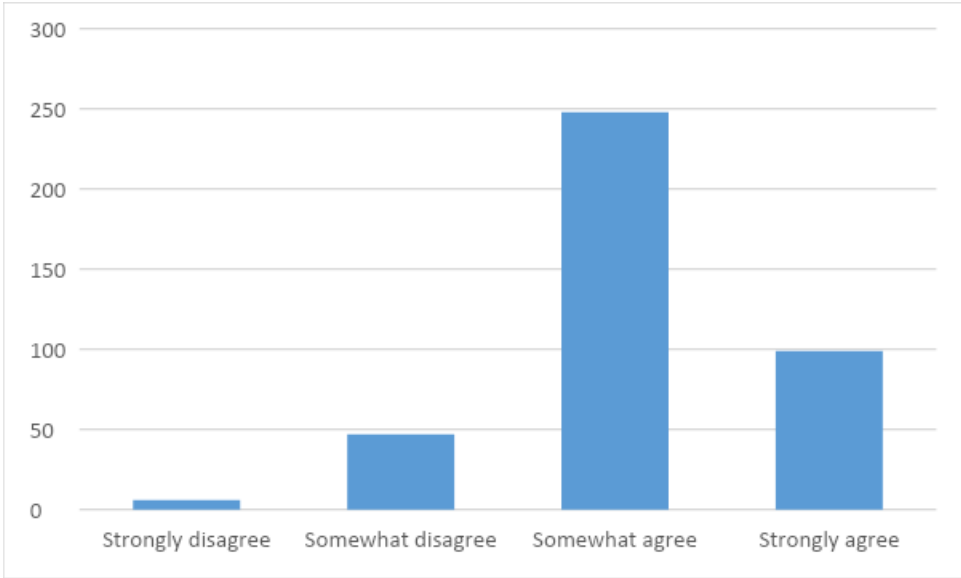


Table 4.2.20 Congolese consumers' perceptions of Modern facilities and furniture in quick service restaurants

<b>Modern facilities and furniture</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	6	1.5
Somewhat disagree	47	11.8

Somewhat agree	248	62
Strongly agree	99	24.7
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.2.20 Congolese consumers’ perceptions of Modern facilities and furniture in quick service restaurants



### 4.3 Analysis of Congolese consumers' perceptions of quick service restaurants in the DRC

Using the theory of planned behavior, this section analyses Congolese consumers' perceptions of quick service restaurants regarding attitude, social pressure, and ability to visit quick service restaurants.

#### 4.3.1 Analysis of Attitude toward the behavior

For the purpose of this research study, attitude toward the behavior refers to Congolese consumers' attitude toward visiting quick service restaurants. Findings reveals that 79% of the respondents stated that visiting quick service restaurants on a regular basis is tasteful. For most Congolese consumers interviewed, the taste of the food is prominent when visiting a fast food outlet in the city. Western inspired quick service restaurants in Kinshasa also give its customers the impression to be open to the world and give them the opportunity to taste foreign flavors. Visiting those outlets allow Congolese consumers to eat foods they would not be able to cook themselves are home. Indeed, foods and drinks retail in quick service restaurants are mainly categorized as processed or ultra-processed products which are made by large industrial food companies. Those products appeal to the taste of the consumers with their stimulating proprieties; considerable amounts of fats, sugar, salt, flavor enhancers, etc. Therefore, foods and drinks retails in quick service restaurant in Kinshasa, as per their composition and provenance, are palatable for the consumers. In addition to the food being perceived as tasty, 81,3% of the consumers surveyed mentioned that visiting quick service restaurants on a regular basis is healthy. Congolese consumers, with little knowledge about nutrition, consider tasty foods and drinks to be healthy and part of a balanced diet. Consumers interviewed seem to have a more grounded perception of foods and drinks retailed in fast food outlets. Indeed, they seem to be aware that those products contain considerable amounts of fats and should not be consumed on a regular basis. That being mentioned, those products being hygienic give the impression to local consumers that they are also good for the health. Finally, 88% of the respondents answered that visiting quick service restaurants on a regular basis is amusing. Congolese consumers

interviewed mainly stated that visiting quick service restaurants in Gombe, Kinshasa, are a way to enjoy life and are part of leisure experiences in the city. They seem to appreciate foreign food and drink products and moments with friends, family and love partners in those outlets. Those consumers also seem to value the time they spend outside of their homes and usual settings to spend time in a restaurant that offers a different atmosphere. Overall, Congolese consumers' attitude toward visiting quick service restaurants is positive.

Table 4.3.1 Congolese consumers' perceptions of Taste of foods in quick service restaurants

<b>Taste of foods</b>	<b>Frequency</b>	<b>Percent</b>
Very distasteful	5	1.3
Distasteful	54	13.5
Tasteful	316	79
Very tasteful	25	6.2
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.3.1 Congolese consumers' perceptions of Taste of foods in quick service restaurants

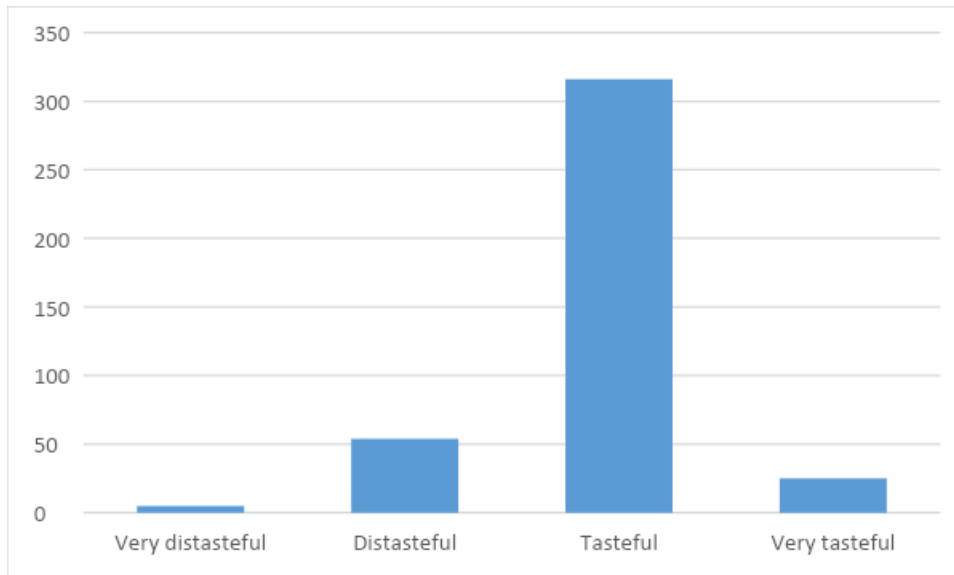




Table 4.3.2 Congolese consumers' perceptions of the Health aspect of quick service restaurants

<b>Health aspect</b>	<b>Frequency</b>	<b>Percent</b>
Very unhealthy	6	1.5
Unhealthy	62	15.5
Healthy	325	81.3
Very healthy	7	1.7
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.3.2 Congolese consumers' perceptions of the Health aspect in quick service restaurants

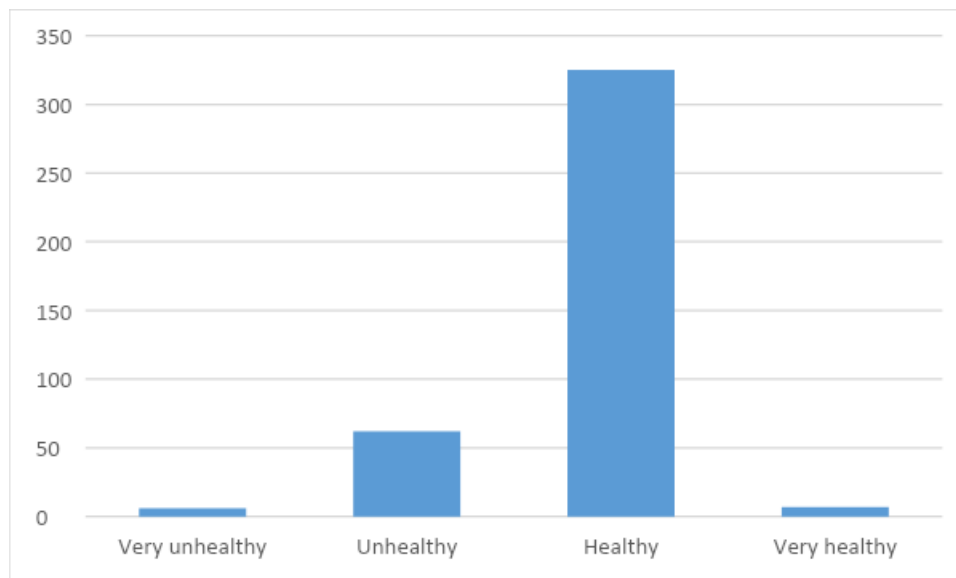
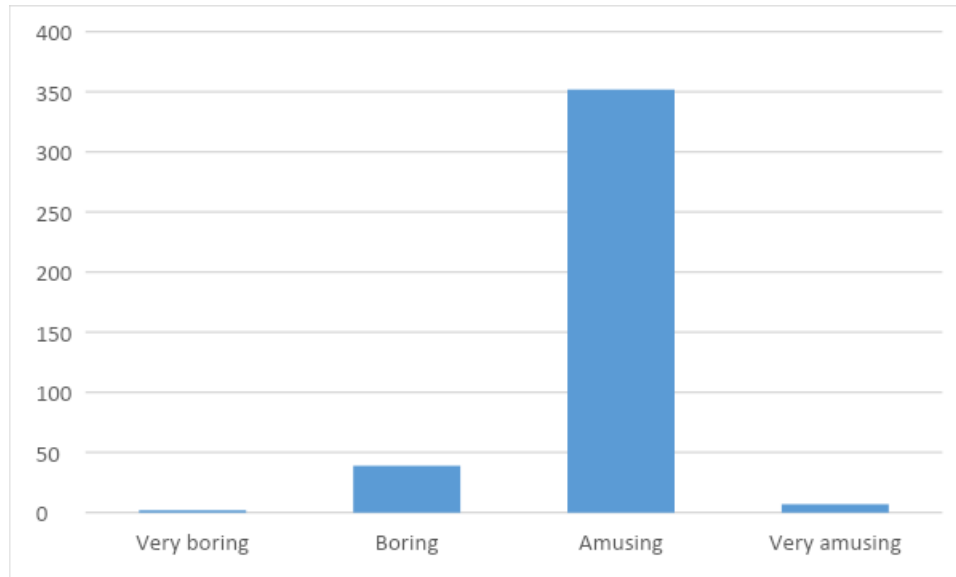


Table 4.3.3 Congolese consumers' perceptions of the Entertainment aspect of quick service restaurants

<b>Entertainment aspect</b>	<b>Frequency</b>	<b>Percent</b>
Very boring	2	0.5
Boring	39	9.8
Amusing	352	88

Very amusing	7	1.7
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.3.3 Congolese consumers' perceptions of the Entertainment aspect of quick service restaurants



#### 4.3.2 Analysis of Subjective norm / Social pressure

For the purpose of this research study, subjective norm refers to the social pressure Congolese consumers perceive to visit quick service restaurants. Findings reveals that more than 75% of the respondents agreed or strongly agreed with the statement: “Most people whose opinions I value would approve of my visit quick service restaurants on a regular basis” and more than 55% of the respondents agreed or strongly agreed with the statement: “Most people who are important to me think that I should visit quick service restaurants on a regular basis”. Most consumers interviewed also believe that visiting those outlets regularly is accepted and encouraged by their peers. Additionally, 67,8% of the consumers surveyed mentioned that visiting quick service restaurants on a regular basis is expected from them. Indeed, Congolese consumers are expected by their family, friends, partners, coworkers, etc. to visit fast food outlets in Kinshasa. Consumers feel the social pressure to take close members out and invite them to quick service

restaurants. As per the local culture, the man is not only expected to invite his surrounding but also finance the gathering. Overall, the social pressure Congolese consumers have to visit quick service restaurants is considerable.

#### 4.3.3 Analysis of Perceived behavioral control / Ability to perform a given behavior

For the purpose of this research study, perceived behavioral control refers to the ability for Congolese consumers to visit quick service restaurants. Findings reveals that 49% of the respondents stated it is financially difficult or very difficult for them to visit quick service restaurants on a regular basis. In contrary, 51% stated it is financially easy or very easy for them to visit quick service restaurants on a regular basis. Congolese consumers interviewed basically stated that what they do order in quick service restaurants depends of the budget for the visit. Therefore, visiting quick service restaurants may be perceived as easily accessible financially, even for people with limited disposable income, as some food and drink items are retailed at an affordable price. Moreover, more than 70% of the respondents agreed or strongly agreed that visiting quick service restaurants on a regular basis is completely up to them. Congolese consumers indeed feel like they have the choice and the flexibility to visit fast food outlets when they want to. Congolese interviewed also mentioned that with more disposable income they would increase their visit frequency to quick service restaurants. Finally, 71.2% of the respondents mentioned being confident that if they wanted to they could visit quick service restaurants on a regular basis. Actually, in Gombe area, Congolese consumers surveyed and interviewed mentioned already visiting quick service restaurants pretty regularly. Indeed, direct observations demonstrated that some consumers do visit those outlets regularly as they were recognized by the researcher over time. Overall, Congolese consumers perceive that visiting quick service restaurants is somewhat in their control and having greater financial means would only increase their desire and ability to visit those establishments.

Table 4.3.4 Congolese consumers' perceptions of the Financial accessibility of quick service restaurants

<b>Financial accessibility</b>	<b>Frequency</b>	<b>Percent</b>
Very difficult	18	4.5
Difficult	178	44.5
Easy	189	47.3
Very easy	15	3.7
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.3.4 Congolese consumers’ perceptions of the Financial accessibility of quick service restaurants

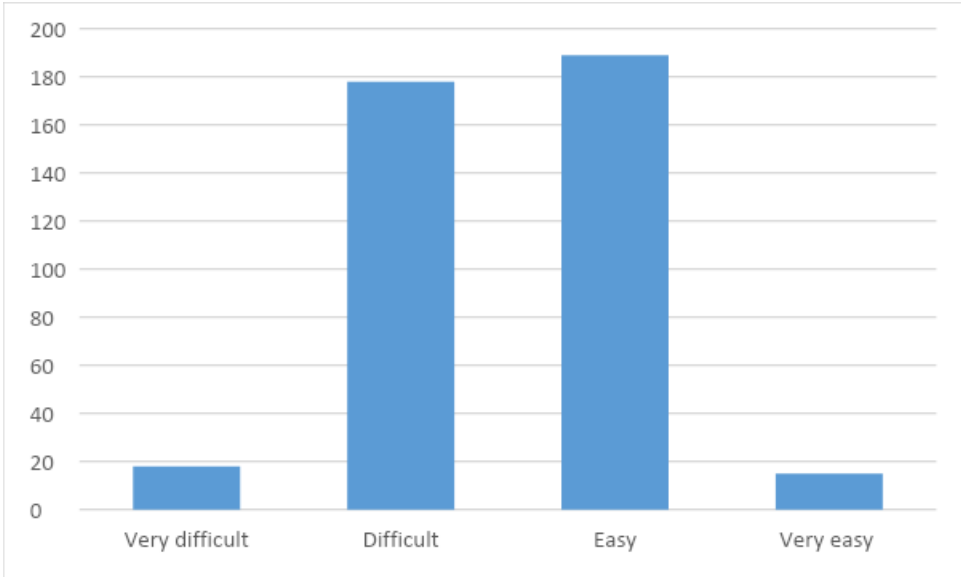


Table 4.3.5 Congolese consumers’ perceptions of Power to visit quick service restaurants

<b>Power to visit quick service restaurants</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	0	0
Somewhat disagree	95	23.8
Somewhat agree	272	68

Strongly agree	33	8.2
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.3.5 Congolese consumers' perceptions of Power to visit quick service restaurants

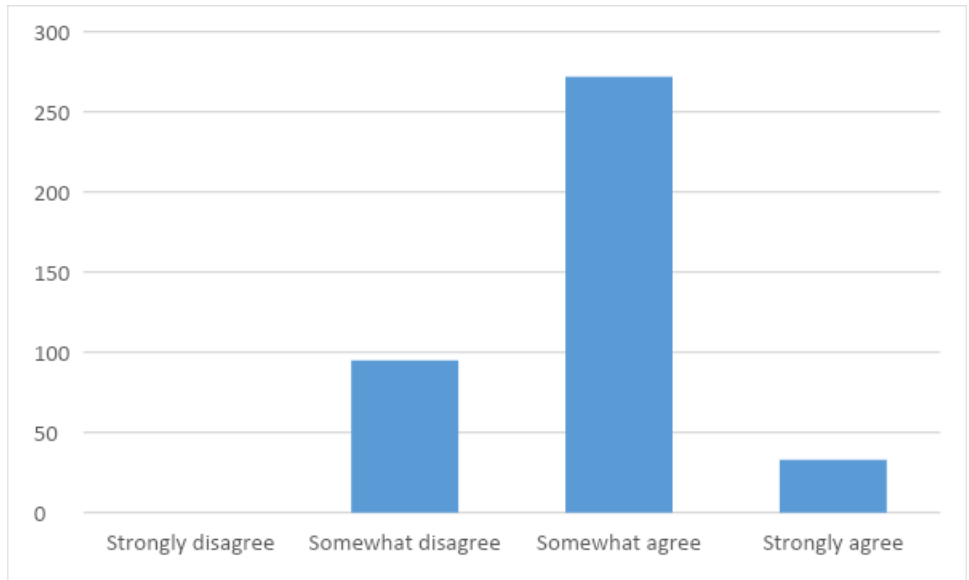
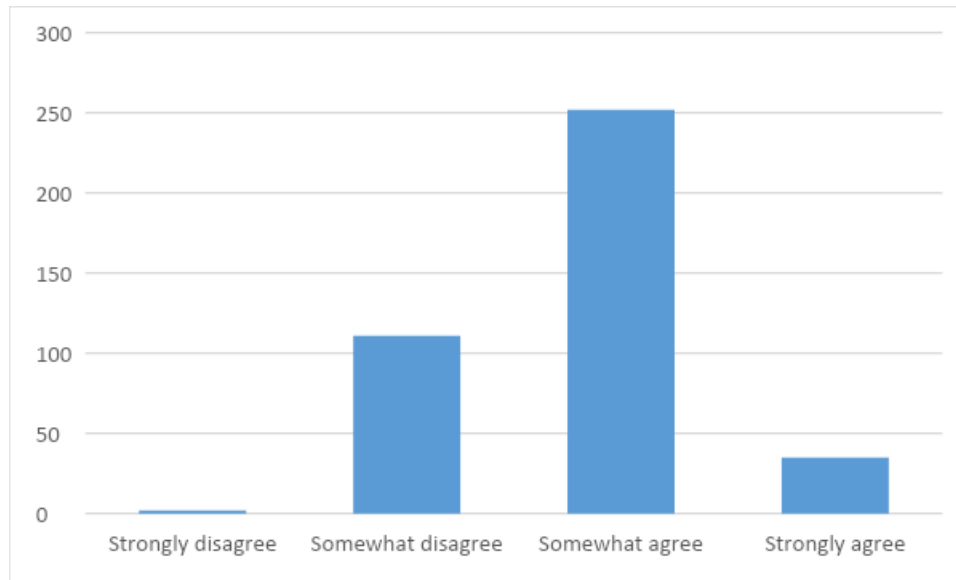


Table 4.3.6 Congolese consumers' perceptions of Self-confidence to visit quick service restaurants

<b>Self-confidence to visit quick service restaurants</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	2	0.5
Somewhat disagree	111	27.8
Somewhat agree	252	63
Strongly agree	35	8.2
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.3.6 Congolese consumers' perceptions of Self-confidence to visit quick service restaurants



#### 4.4 Analysis of Congolese consumers' intentions toward quick service restaurants

For the purpose of this research study, intentions refer to Congolese consumers' intentions toward quick service restaurants. Firstly, 76,5% of the respondents affirmed to intend visiting quick service restaurants to celebrate special occasions such as birthday, anniversary, graduation, etc. Indeed, fast food outlets in Kinshasa are perceived as distinguished establishments; the perfect location to celebrate nearly any special occasion. Therefore, the additional services provided in some quick service restaurants: music, cake, decorations, etc., makes it convenient for Congolese consumers to plan a celebration in those outlets. In terms of visit frequency, 14,5% of the respondents intend to visit quick service restaurants once a month or less, 41,5% intend to visit two to four times a month and 42,5% intend to visit five times a month or more. Overall, more than 80% of the consumers surveyed plan to visit quick service restaurants twice a month or more. When it comes to beverages, most respondents mentioned having the intention to drink soft drinks including Coca-Cola, Fanta, Sprite, Coca-Cola Light, etc., juices, smoothies, and water when visiting quick service restaurants. Only a minority of the respondents have the

intention to drink tea, coffee, or alcoholic beverages when visiting quick service restaurants. In terms of foods, most respondents mentioned having the intention to eat burgers, sandwiches, shawarmas, and/or fried potatoes when visiting quick service restaurants. It is to be noted that those food items are amongst the cheapest on fast food outlets' menus. Moreover, about half of the respondents surveyed stated having the intention to eat either fried chicken, grilled meat, grilled fish, or deserts (crepe, waffle, ice cream, cake, pastry etc.) when visiting quick service restaurants. Those food items, in terms of price, quality, availability, etc. vary from a quick service restaurant to another. Therefore, Congolese consumers' intention to order and eat those products fluctuate. Finally, only a minority of the respondents surveyed have the intention to eat pizza, pasta, combo (burger or fried chicken with fried potatoes, and soft drink), traditional Congolese food, (makemba, fufu, salted fish, beef à la congolaise, etc.), roasted vegetables, sautéed vegetables, salad, fresh fruits when visiting quick service restaurants. There are two major reasons that explain Congolese little intention to consume those food products in those outlets: price and product. Indeed, pizza, pasta and combos are amongst the most expensive food items on many quick service restaurants' menus. Therefore, Congolese consumers with little disposable income will tend not to have the intention to order those food items. Secondly, Congolese consumers tend not to have the intention to eat traditional Congolese food, roasted vegetables, sautéed vegetables, salad, and fresh fruits when visiting quick service restaurants simply because it does not correspond to the classic fast food items normally retailed in those outlets. Overall, consumers have the intention to feast on what is perceived as affordable classic fast food items such as sandwiches, shawarmas, and/or fried potatoes paired with soft drinks when they visit quick service restaurants.

Table 4.4.1 Congolese consumers' Intention to visit quick service restaurants to celebrate special occasions (Birthday, anniversary, graduation, etc.)

<b>Intention to celebrate special occasions</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	41	10.3
Somewhat disagree	53	13.3

Somewhat agree	152	38
Strongly agree	154	38.4
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.4.1 Congolese consumers' intention to visit quick service restaurants to celebrate special occasions (Birthday, anniversary, graduation, etc.)

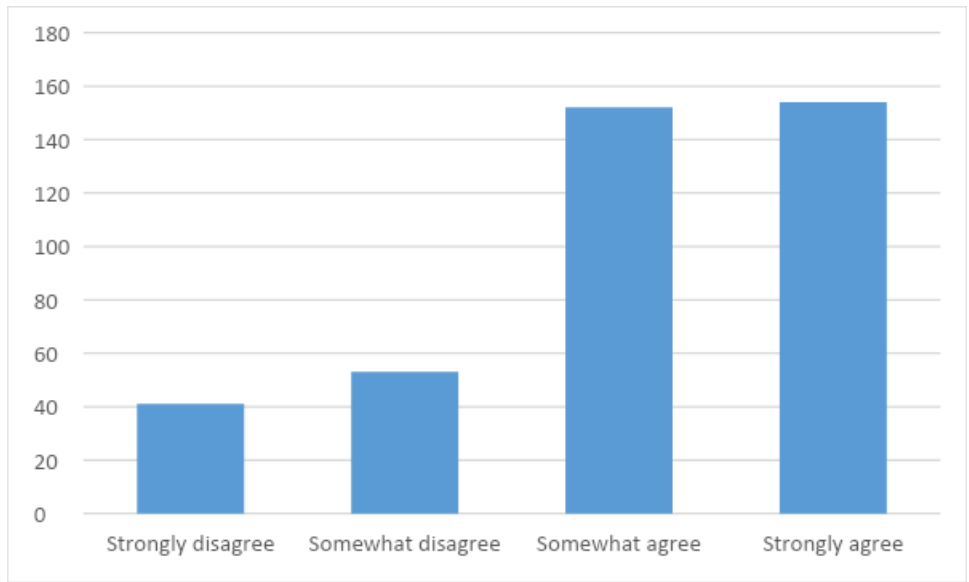


Table 4.4.2 Congolese consumers' Intention to visit quick service restaurants

<b>Intention to visit quick service restaurants</b>	<b>Frequency</b>	<b>Percent</b>
Never	6	1.5
Once a month or less	58	14.5
Two to four times a month	166	41.5
Five times a month or more	170	42.5
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.4.2 Congolese consumers' intention to visit quick service restaurants



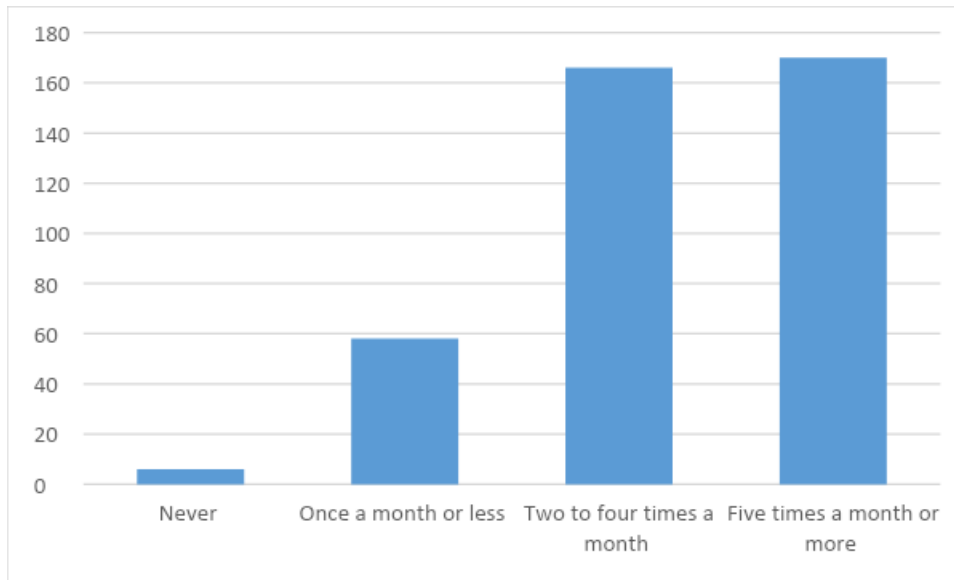


Table 4.4.3 Congolese consumers' Drink consumption intention when visiting quick service restaurants

<b>Drink consumption intention</b>	<b>Frequency</b>	<b>Percent</b>
Soft drink (Coca, Fanta, Sprite, Coca light, etc.)	322	80.5
Juice / smoothies	219	54.8
Water	298	74.5
Tea / coffee	41	10.3
Alcoholic beverage (beer, etc.)	83	20.8

Figure 4.4.3 Congolese consumers' Drink consumption intention when visiting quick service restaurants

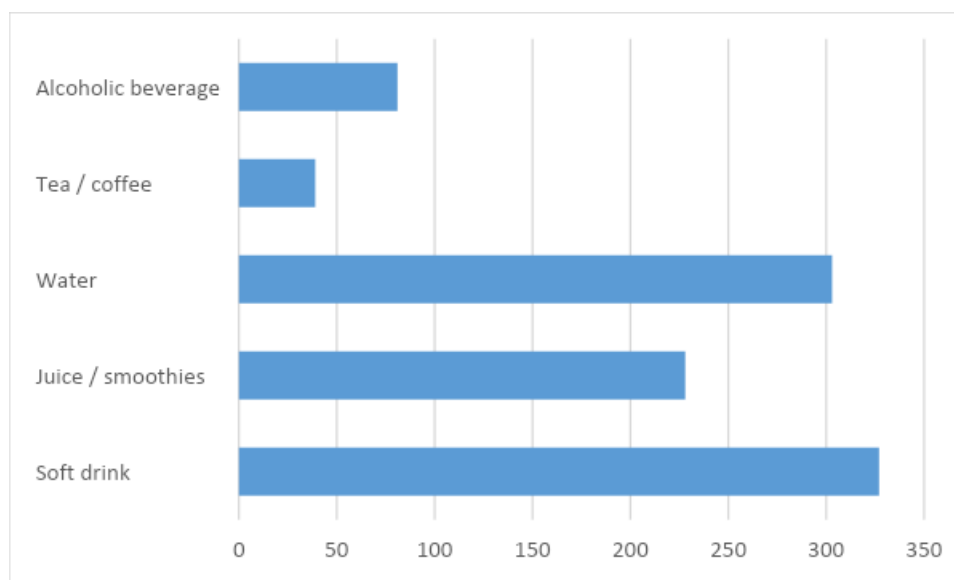
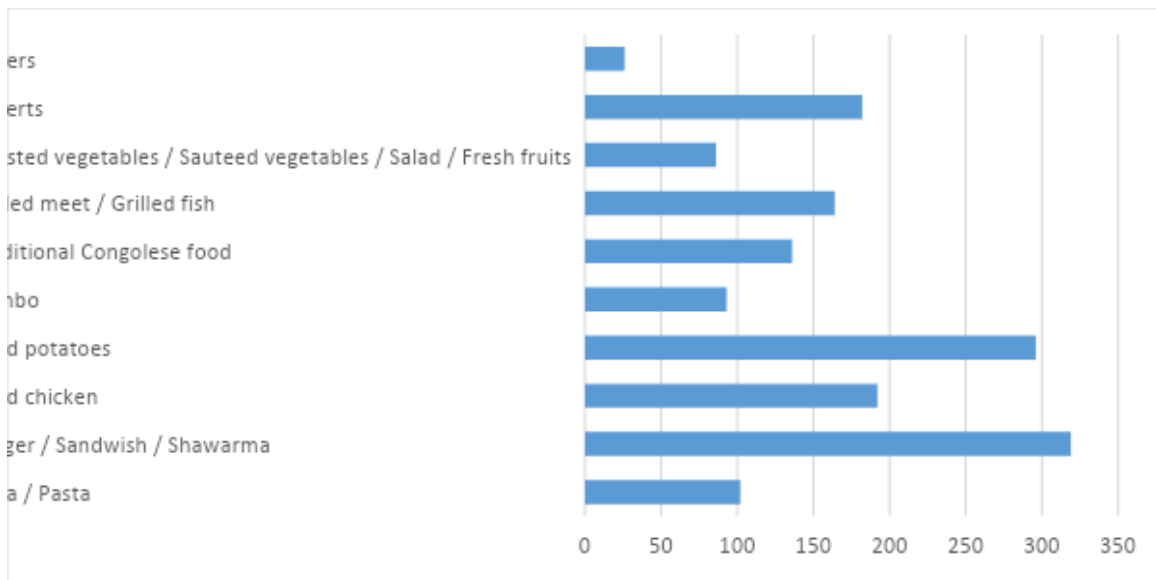


Table 4.4.4 Congolese consumers' Food consumption intention when visiting quick service restaurants

<b>Food consumption intention</b>	<b>Frequency</b>	<b>Percent</b>
Pizza / Pasta	102	25.5
Burger / Sandwich / Shawarma	319	79.8
Fried chicken	192	48
Fried potatoes	296	74
Combo including burger or fried chicken with fried potatoes, and soft drink	93	23.3
Traditional Congolese food (Makemba, fufu, salted fish, beef à la congolaise, etc.)	136	34
Grilled meet / Grilled fish	164	41

Roasted vegetables / Sauteed vegetables / Salad / Fresh fruits	86	21.5
Deserts (crepe, waffle, ice cream, cake, pastry etc.)	182	45.5
Others	26	6.5

Figure 4.4.4 Congolese consumers' Food consumption intention when visiting quick service restaurants



#### 4.5 Analysis of Congolese consumers' actual behavior in quick service restaurants

For the purpose of this research study, actual behavior refers to Congolese consumers' actual visits in quick service restaurants. Firstly, 72,1% of the respondents affirmed visiting quick service restaurants to celebrate special occasions such as birthday, anniversary, graduation, etc. As mentioned previously, quick service restaurants are perceived as the perfect locations by locals to organize special gatherings. Indeed, the guests have the opportunity in most of the fast food outlets in Kinshasa to reserve a section of the restaurant for their group, order a cake, and music is usually played. 14% of the respondents visit quick service restaurants once a month or less, 39,3% visit two to four times a month and 45,3% visit five times a month or more. Overall, more than 80% of the consumers surveyed do visit quick service restaurants twice a month or more. Those high attendance rates may partially be explained by the fact that very poor Congolese, usually uneducated and unable to understand, speak, or write French were not surveyed and interviewed due to the language barrier. Therefore, Congolese consumers that were surveyed and interviewed may visit quick service restaurants slightly more frequently than the average local in Kinshasa. In terms of drinks, most respondents surveyed and interviewed mentioned drinking soft drink including Coca-Cola, Fanta, Sprite, Coca-Cola Light, etc., juices, smoothies, and water when visiting quick service restaurants. Only a minority of the respondent drinks tea, coffee, or alcoholic beverages when visiting quick service restaurants. Direct observations demonstrated the same drinking habits. When Congolese customers visit quick service restaurants, most of them do order and consume what they intended to feast on; sandwiches, shawarmas, and/or fried potatoes paired with soft drinks.

Table 4.5.1 Congolese consumers' Actual visits to quick service restaurants to celebrate special occasions (Birthday, anniversary, graduation, etc.)

<b>Actual visits to celebrate special occasions</b>	<b>Frequency</b>	<b>Percent</b>
Strongly disagree	45	11.2
Somewhat disagree	67	16.8

Somewhat agree	183	45.8
Strongly agree	105	26.2
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.5.1 Congolese consumers' Actual visits to quick service restaurants to celebrate special occasions (Birthday, anniversary, graduation, etc.)

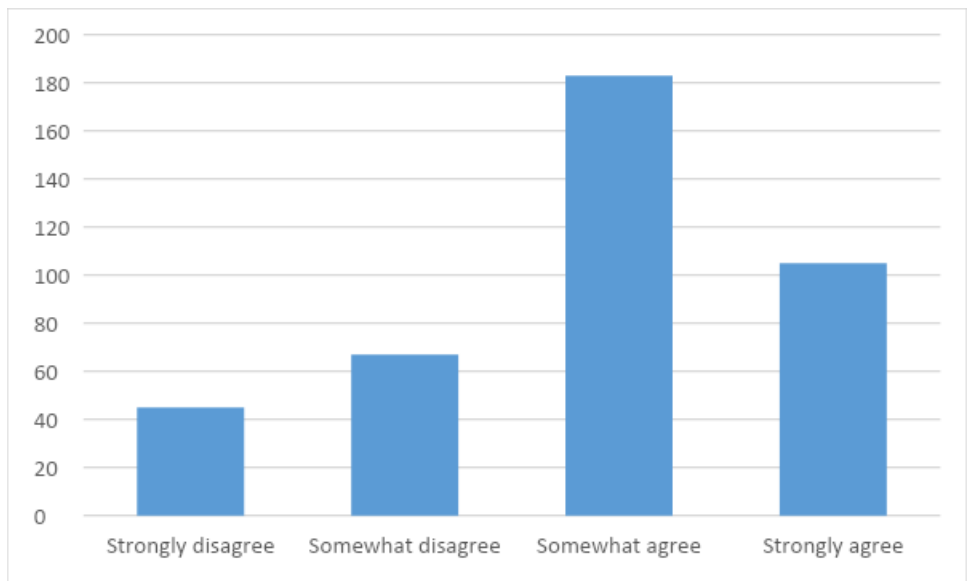


Table 4.5.2 Congolese consumers' Actual visits quick service restaurants

<b>Actual visits quick service restaurants</b>	<b>Frequency</b>	<b>Percent</b>
Never	6	1.6
Once a month or less	56	14
Two to four times a month	157	39.4
Five times a month or more	181	45.3
<b>Total</b>	<b>400</b>	<b>100</b>

Figure 4.5.2 Congolese consumers' Actual visits quick service restaurants

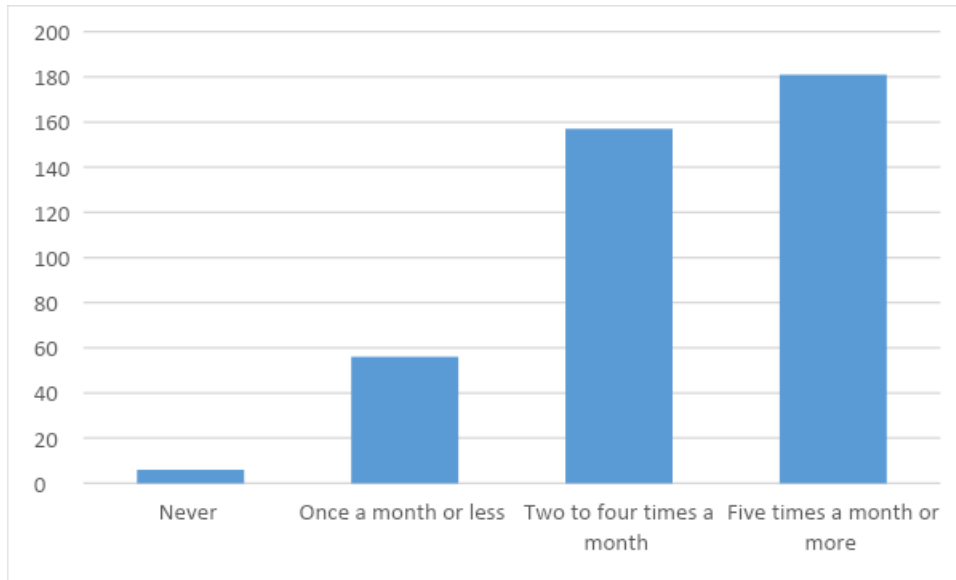


Table 4.5.3 Congolese consumers' Actual drink consumption when visiting quick service restaurants

Actual drink consumption	Frequency	Percent
Soft drink (Coca, Fanta, Sprite, Coca light, etc.)	328	81.8
Juice / smoothies	228	57
Water	303	75.8
Tea / coffee	39	9.8
Alcoholic beverage (beer, etc.)	81	20.3

Figure 4.5.3 Congolese consumers' Actual drink consumption intention when visiting quick service restaurants

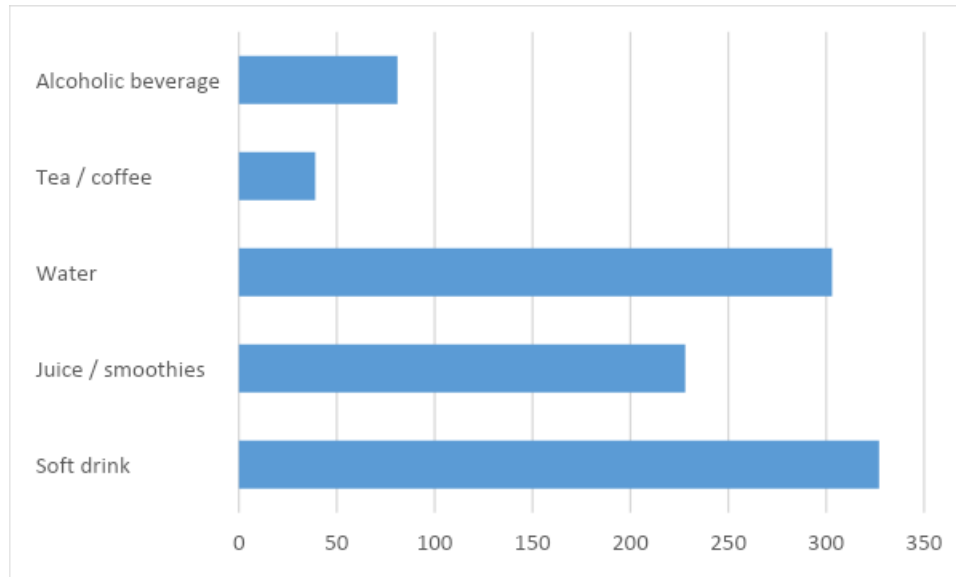
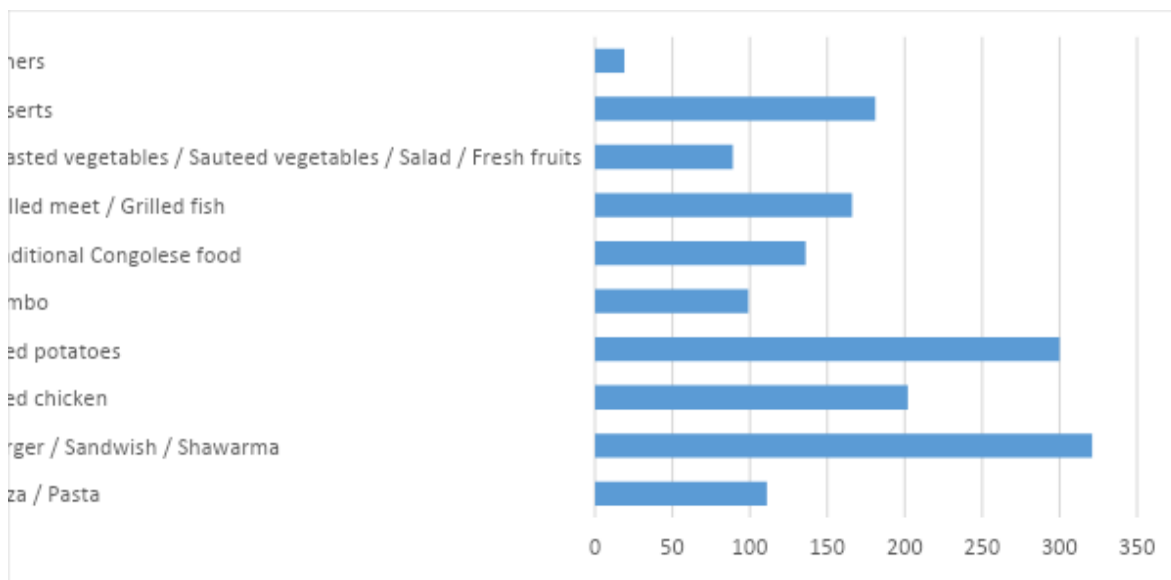


Table 4.5.4 Congolese consumers' Actual food consumption when visiting quick service restaurants

<b>Actual food consumption</b>	<b>Frequency</b>	<b>Percent</b>
Pizza / Pasta	111	27.8
Burger / Sandwich / Shawarma	321	80.3
Fried chicken	202	50.5
Fried potatoes	300	75
Combo including burger or fried chicken with fried potatoes, and soft drink	99	24.8
Traditional Congolese food (Makemba, fufu, salted fish, beef à la congolaise, etc.)	136	34
Grilled meet / Grilled fish	166	41.5

Roasted vegetables / Sauteed vegetables / Salad / Fresh fruits	89	22.3
Deserts (crepe, waffle, ice cream, cake, pastry etc.)	181	45.3
Others	19	4.8

Figure 4.5.4 Congolese consumers' Actual food consumption when visiting quick service restaurants





#### 4.6 Analysis of the relationships between Demographics and Congolese consumers' perceptions of leisure and dining experiences in quick service restaurants

Linear regression analysis of demographics and Congolese consumers' perceptions of quick service restaurants in the DRC obtained from survey questionnaires were analyzed using SPSS 25.0 and presented below. It is presumed that assumptions have not been violated.

Data were analyzed in order to uncover links and correlations between quantifiable significant data. The statistical correlation is measured by the correlation coefficient ( $r$ ). Its numerical value varies from 1.0 to -1.0 and it provides an indication of the strength of the relationship. In general,  $r > 0$  indicates a positive relationship,  $r < 0$  indicates a negative relationship while  $r = 0$  indicates no relationship. If the coefficients are closer to +1.0 and -1.0, the greater the strength of the relationship between the variables. In general, the following guidelines on the strength of the relationship are often useful although experts tend to disagree on the choice of boundaries.

<b>Value of r</b>	<b>Strength of relationship</b>
-1.0 to -0.7 or 0.7 to 1.0	Very Strong
-0.7 to -0.5 or 0.7 to 0.5	Strong
-0.5 to -0.3 or 0.3 to 0.5	Moderate
-0.3 to -0.1 or 0.1 to 0.3	Weak
-0.1 to 0.1	None or very weak

##### 4.6.1 Analysis of the relationships between Demographics and Congolese consumers' perceptions of leisure and dining experiences in quick service restaurants

Results of the analysis presents only weak and very weak correlations (All correlation coefficients are inferior to 0.240) between Demographics and Congolese consumers' perceptions of leisure and dining experiences in quick service restaurants. It can be concluded that Demographics including gender, age group, marital status, level of education, travel outside DRC, family income, and working neighborhood, do not seem to influence the local population's impression of leisure and dining experiences in quick service restaurants. Congolese consumers of different profile who were interviewed seem to be delighted by the food and drink products

offered in quick service restaurants as they consider them qualitative, healthy, variate and occidental. Fast food outlets not only represent a time saving dining opportunity but are also perceived as an economical leisure and dining experience which offer good value for money. Regardless of their profile, Congolese consumers interviewed also stated that quick service restaurants are easily accessible, offer rapid service and convenient opening hours. However, promotions mainly go unnoticed nonetheless of the marketing support. On the other hand, customer service is mainly perceived as agreeable and efficient but uneven from a visit to another. Finally, Congolese consumers interviewed stated that quick service restaurants are clean and modern with an agreeable atmosphere. Overall, regardless of their personal characteristics, Congolese consumers seem to have positive perceptions of leisure and dining experiences in quick service restaurants.

#### 4.6.2 Analysis of the relationships between Demographics and Attitude toward the behavior

Results of the analysis presents only weak and very weak correlations (All correlation coefficients are inferior to 0.240) between Demographics and Congolese consumers' attitude toward the behavior. It can be concluded that Demographics including gender, age group, marital status, level of education, travel outside DRC, family income, and working neighborhood, do not seem to influence the local population's attitude towards visiting quick service restaurants. Indeed, regardless of their profile, most Congolese consumers mentioned that visits in quick service restaurants are tasteful, healthy, and amusing. That being mentioned, consumers, as per their profile, may order different foods and drinks and may visit quick service restaurants at different time or for disparate reasons. For example, consumers with higher disposable income may order costlier items than a consumer with less financial means. Overall, with high rates of appreciation through out Congolese consumers surveyed and interviewed, it can be concluded that quick service restaurants are valued as they are considered tasteful, healthy, and amusing by a wide range of the local population in Kinshasa.

#### 4.6.3 Analysis of the relationships between Demographics and Subjective norm

Results of the analysis presents only weak and very weak correlations (All correlation coefficients are inferior to 0.240) between Demographics and subjective norms. It can be concluded that Demographics including gender, age group, marital status, level of education, travel outside DRC, family income, and working neighborhood, do not seem to influence the local population's social pressure to visit quick service restaurants. Indeed, regardless of Congolese consumers' profile, the pressure they perceive from their peers to visit quick service restaurants is considerable.

#### 4.6.4 Analysis of the relationships between Demographics and Perceived behavioral control

Results of the analysis presents only weak and very weak correlations (All correlation coefficients are inferior to 0.240) between Demographics and Congolese consumers' perceived behavioral control. It can be concluded that Demographics including gender, age group, marital status, level of education, travel outside DRC, family income, and working neighborhood, do not seem to influence the local population's ability to visit quick service restaurants. Indeed, even limited access to the city center and lower financial means do not seem to prevent Congolese consumers from visiting quick service restaurants at regular frequency. Overall, regardless of the Demographics, most Congolese consumers perceive that visiting quick service restaurants is somewhat in their control.

#### 4.7 Analysis of the relationships between Demographics and Congolese consumers' intentions toward quick service restaurants

Analysis presented very weak and weak correlations between Demographics (gender, age group, marital status, level of education, travel outside DRC, family income, and working neighborhood) and Congolese consumers' intentions toward quick service restaurants (visit purpose, visit frequency, and beverage / food intentions of consumption). Below are presented the relevant linear correlations.

Results of analysis show a weak correlation strength ( $R=0.242$ ) between age group and Congolese consumers' intention to drink soft drink (Coca-Cola, Fanta, Sprite, Coca-Cola Light, etc.) when visiting quick service restaurants in Gombe, Kinshasa. Moreover, 5,90% of the intention to drink soft drink when visiting quick service restaurants can be explained by the age group of the respondents ( $R^2=0.059$ ). The statistical significance of the regression model ( $P=0.000$ ), which is less than 0.05, revealed that, as a whole, age group statistically significantly predicts the intention to drink soft drink when visiting quick service restaurants. Overall, more than 80% of the respondents surveyed aged between 18 and 35 years old affirmed having the intention to drink soft drink when visiting quick service restaurants. As a result, it can be concluded that Congolese consumers aged 18 to 35, namely young adult age groups, do have stronger intentions than older consumers to drink soft drinks when visiting quick service restaurants.

Table 4.7.1 Congolese consumers' Intention to drink soft drink per age group when visiting quick service restaurants

<b>Age group</b>	<b>Intention to drink soft drink in percentage</b>
18–25 years old	88.28%
26–35 years old	81.01%

36–45 years old	79.63%
46–55 years old	59.09%
56 years old and over	47.62%

Results of analysis show a weak correlation strength ( $R=0.267$ ) between age group and the intention to drink tea / coffee when visiting quick service restaurants. Moreover, 7,10% of the intention to drink tea / coffee when visiting quick service restaurants can be explained by the age group of the respondents ( $R^2=0.071$ ). The statistical significance of the regression model ( $P=0.000$ ), which is less than 0.05, revealed that, as a whole, age group statistically significantly predicts the intention to drink tea / coffee when visiting quick service restaurants. Overall, less than 10% of the respondents aged between 18 and 35 years old, as compared with 38.1% of the respondents aged 56 years old or more, affirmed having the intention to drink tea / coffee when visiting quick service restaurants. As a result, it can be concluded that Congolese consumers aged 56 or more, namely elderly people, do have greater intentions to drink tea / coffee than younger consumers when visiting quick service restaurants.

Table 4.7.2 Congolese consumers' Intention to drink tea / coffee per age group when visiting quick service restaurants

<b>Age group</b>	<b>Intention to drink tea / coffee in percentage</b>
18–25 years old	3.45%
26–35 years old	9.49%
36–45 years old	14.81%
46–55 years old	22.73%
56 years old and over	38.10%

The analysis demonstrated weak correlations between age group of the Congolese consumers and the intentions to drink certain beverages when visiting quick service restaurants in Kinshasa. It can be concluded that Demographics including gender, age group, marital status, level of education, travel outside DRC, family income, and working neighborhood, only weakly influence Congolese consumers' intentions toward quick service restaurants including visit purpose, visit frequency, and beverage / food intentions of consumption.

#### 4.8 Analysis of the relationships between Demographics and Congolese consumers' actual behavior in quick service restaurants

Analysis presented very weak and weak correlations between Demographics (gender, age group, marital status, level of education, travel outside DRC, family income, and working neighborhood) and Congolese consumers' actual behavior in quick service restaurants (visit purpose, visit frequency, and actual beverage / food consumption). Below are presented the relevant linear correlations.

Results of analysis unveil a weak correlation strength ( $R=0.232$ ) between age group and the actual consumption of soft drink (Coca-Cola, Fanta, Sprite, Coca-Cola Light, etc.) when visiting quick service restaurants. Moreover, 5,40% of the consumption of drink soft drink when visiting quick service restaurants can be explained by the age group of the respondents ( $R^2=0.054$ ). The statistical significance of the regression model ( $P=0.000$ ), which is less than 0.05, revealed that, as a whole, age group statistically significantly predicts the actual consumption of soft drinks when visiting quick service restaurants. Overall, more than 80% of the respondents aged between 18 and 35 years old affirmed consuming soft drink when visiting quick service restaurant. Congolese consumers in their twenties and early thirties interviewed seemed to have stronger taste and preferences for sweet beverages of all kinds than elderly people. It is to be noted, regardless of the consumers' age, that soft drink consumption is considerable. It can finally be concluded that Congolese consumers aged 18 to 35, namely young adult age groups, do have higher consumption of soft drinks than older consumers when visiting quick service restaurants.

Table 4.8.1 Congolese consumers' Actual soft drink consumption per age group when visiting quick service restaurants

<b>Age group</b>	<b>Actual soft drink consumption in percentage</b>
18–25 years old	89.66%
26–35 years old	81.65%
36–45 years old	79.63%
46–55 years old	63.64%
56 years old and over	52.38%

Results of analysis present a moderate correlation strength ( $R=0.336$ ) between age group and the actual consumption of tea / coffee when visiting quick service restaurants. Moreover, 11,30% of the actual consumption of tea / coffee when visiting quick service restaurants can be explained by the age group of the respondents ( $R^2=0.113$ ). The statistical significance of the regression model ( $P=0.000$ ), which is less than 0.05, revealed that, as a whole, age group statistically significantly predicts the actual consumption of tea / coffee when visiting quick service restaurants. Overall, less than 10% of the respondents aged between 18 and 35 years old as compared with 47.62% of the respondents aged 56 years old or more affirmed consuming tea / coffee when visiting quick service restaurant. Congolese consumers interviewed and observed in fast food outlets, regardless of their age, usually add between 10 and 20 grams of sugar in their hot beverages. As a result, it can be concluded that Congolese consumers aged 56 or more, namely elderly people, do have greater consumption of sweetened tea / coffee than younger consumers when visiting quick service restaurants.

Table 4.8.2 Congolese consumers' Actual tea / coffee consumption per age group when visiting quick service restaurants

<b>Age group</b>	<b>Actual tea / coffee consumption in percentage</b>
18–25 years old	3.45%
26–35 years old	6.33%
36–45 years old	14.81%
46–55 years old	27.27%
56 years old and over	47.62%

Results of analysis unveil a weak correlation strength ( $R=0.233$ ) between age group and the actual consumption of fried potatoes when visiting quick service restaurants. Moreover, 5,40% of the consumption of fried potatoes when visiting quick service restaurants can be explained by the age group of the respondents ( $R^2=0.054$ ). The statistical significance of the regression model ( $P=0.000$ ), which is less than 0.05, revealed that, as a whole, age group statistically significantly predicts the actual consumption of fried potatoes when visiting quick service restaurants. Overall, more than 85% of the respondents aged between 18 and 25 years old and more than 70% of the respondents aged between 26 and 35 years old affirmed consuming fried potatoes when visiting quick service restaurants. It is to be noted that, regardless of the consumers' age, fried potatoes consumption is considerable. As a result, it can be concluded that Congolese consumers aged 18 to 35, namely young adult age groups, do have higher consumption of fried potatoes than older consumers when visiting quick service restaurants.

Table 4.8.3 Congolese consumers' Actual fried potatoes consumption per age group when visiting quick service restaurants

<b>Age group</b>	<b>Actual fried potatoes consumption in percentage</b>
18–25 years old	86.90%
26–35 years old	72.78%
36–45 years old	64.81%



46–55 years old	59.09%
56 years old and over	52.38%

The analysis demonstrated weak and moderate correlations between age group of Congolese consumers and the actual consumption of food and beverages when visiting quick service restaurants in Kinshasa. Overall, most Congolese consumers, regardless of their age, usually consume added sugar in quick service restaurants; mainly through beverages when sipping either on soft drink or tea/coffee. Overall, it can be concluded that demographics including gender, age group, marital status, level of education, travel outside DRC, family income, and working neighborhood, only weakly influence Congolese consumers' actual behavior when visiting quick service restaurants including visit purpose, visit frequency, and actual beverage / food consumption.

#### 4.9 Analysis of the relationships between Congolese consumers' perceptions of quick service restaurants and intentions toward quick service restaurants

Analysis presented very weak and weak correlations between Congolese consumers' perceptions of quick service restaurants and Congolese consumers' intentions toward quick service restaurants (visit purpose, visit frequency, and beverage / food intentions of consumption). Below are presented the relevant linear correlations.

Results of analysis show a weak correlation strength ( $R=0.276$ ) between the expectation put on Congolese consumers to visit quick service restaurants on a regular basis and Congolese consumers' intention to visit quick service restaurants to celebrate special occasions (Birthday, anniversary, graduation, etc.). Moreover, 7,60% of the intention to visit quick service restaurants to celebrate special occasions can be explained by the expectation put on Congolese consumers to visit quick service restaurants on a regular basis ( $R^2=0.076$ ). The statistical significance of the regression model ( $P=0.000$ ), which is less than 0.05, revealed that, as a whole, the expectation put on Congolese consumers to visit quick service restaurants on a regular basis statistically

significantly predicts Congolese consumers' intention to visit quick service restaurants to celebrate special occasions. Indeed, more than 80% of the respondents who that stated that there are expectations put on them to visit quick service restaurants on a regular basis do have the intention to visit quick service restaurants to commemorate notable events (Birthday, anniversary, graduation, etc.). The pressure perceived by the consumers may be related to those events; a son may expect his dad to take him to a fast food outlet for his birthday for example. Therefore, the father may have the intention to grant his wishes. As a result, it can be concluded that the expectation put on Congolese consumers to visit quick service restaurants on a regular basis positively predicts Congolese consumers' intention to visit quick service restaurants to celebrate special occasions (Birthday, anniversary, graduation, etc.).

Results of analysis show a weak correlation strength ( $R=0.246$ ) between the ability for Congolese consumers to visit quick service restaurants on a regular basis being completely up to them and Congolese consumers' intention to eat fried chicken when visiting quick service restaurants. Moreover, 6,10 % of the intention to eat fried chicken when visiting quick service restaurants can be explained by the ability for Congolese consumers to visit quick service restaurants on a regular basis being completely up to them ( $R^2=0.061$ ). The statistical significance of the regression model ( $P=0.000$ ), which is less than 0.05, revealed that, as a whole, the ability for Congolese consumers to visit quick service restaurants on a regular basis being completely up to them statistically significantly predicts the intention to eat fried chicken when visiting quick service restaurants. Overall, 56% of the consumers who mentioned that visiting quick service restaurants on a regular basis is being completely up to them do have the intention to eat fried chicken in this type of outlet. Previous statistical analysis of quantitative data designated fried chicken as a popular food item ordered in quick service restaurants. Despite not being the cheapest food item on the menu, fried chicken seem to have the power to attract Congolese consumers who can afford to visit quick service restaurants on a regular basis. As a result, it can be concluded that the ability for Congolese consumers to visit quick service restaurants on a regular basis being completely up to them positively predicts Congolese consumers' intention to eat fried chicken when visiting quick service restaurants.

Results of analysis show a weak correlation strength ( $R=0.247$ ) between Congolese consumers' surroundings, namely people whose opinion is valued, approving their visit to quick service restaurants on a regular basis and Congolese consumers' intention to eat a combo meal including burger or fried chicken with fried potatoes, and soft drink when visiting quick service restaurants. Moreover, 6,10 % of the intention to eat a combo meal can be explained by Congolese consumers' surroundings approving their visit to quick service restaurants on a regular basis ( $R^2=0.061$ ). The statistical significance of the regression model ( $P=0.000$ ), which is less than 0.05, revealed that, as a whole, Congolese consumers' surroundings approving their visit to quick service restaurants on a regular basis statistically significantly predicts Congolese consumers' intention to eat a combo meal in quick service restaurants. Indeed, more than 25% of the respondents who answered that their surroundings approving their visit to quick service restaurants on a regular basis do intend to eat a combo meal when visiting quick service restaurants. As a result, it can be concluded that the peers of Congolese consumers approving their visit to quick service restaurants positively predicts consumers' intention to eat a combo meal including burger or fried chicken with fried potatoes, and soft drink when visiting quick service restaurants. It may be interpreted as when approval is given to visit quick service restaurants on a regular basis, the individual of interest have the intention to eat a larger amount of foreign processed food items when visiting the outlets.

Results of analysis show a weak correlation strength ( $R=0.261$ ) between Congolese consumers' perception of visiting quick service restaurants on a regular basis not being healthy and Congolese consumers' intention not to eat dessert including crepe, waffle, ice cream, cake, pastry etc. when visiting quick service restaurants. Moreover, 6,80 % of the intention not to eat dessert can be explained by Congolese consumers' perception of visiting quick service restaurants on a regular basis not being healthy ( $R^2=0.068$ ). The statistical significance of the regression model ( $P=0.000$ ), which is less than 0.05, revealed that, as a whole, Congolese consumers' perception of visiting quick service restaurants on a regular basis not being healthy statistically significantly predicts Congolese consumers' intention not to eat dessert in quick service restaurants. Overall, more than 80% of the consumers who believe that visiting quick service restaurants on a regular basis is not healthy do not have the intention to eat dessert when visiting this type of outlet. As a

result, it can be concluded that Congolese consumers' perception of visiting quick service restaurants regularly being unhealthy predicts Congolese consumers' intention to avoid dessert including crepe, waffle, ice cream, cake, pastry etc. when visiting fast food outlets. Most Congolese consumers interviewed seem to be aware that desserts are usually not the healthiest food options but do not seem to know that they contain high amounts of added sugars and that there are mainly nutritionally unbalanced.

The analysis demonstrated some relevant weak correlations between Congolese consumers' perceptions of quick service restaurants and Congolese consumers' intentions toward those outlets. Overall, attitude, social pressure and ability toward visiting quick service restaurants seem to influence the visit purpose such as special occasions and Congolese consumers' intentions of food consumption including fried chicken, combo meal, and dessert.

#### 4.10 Analysis of the relationships between perceptions and actual behavior in quick service restaurants

Results of analysis show a weak correlation strength ( $R=0.284$ ) between Congolese consumers' perceptions to visit quick service restaurants on a regular basis being completely up to them and Congolese consumers' actual consumption of combo (burger or fried chicken with fried potatoes, and soft drink) when visiting quick service restaurants. Moreover, 8,10% of the actual consumption of combos when visiting quick service restaurant can be explained by the perception Congolese consumers have of visiting quick service restaurants on a regular basis being completely up to them ( $R^2=0.081$ ). The statistical significance of the regression model ( $P=0.000$ ), which is less than 0.05, revealed that, as a whole, the perception Congolese consumers have of visiting quick service restaurants on a regular basis being completely up to them statistically significantly predicts Congolese consumers' actual consumption of combo meal when visiting quick service restaurants. Overall, 18% of the consumers who stated that visiting quick service restaurants on a regular basis is being completely up to them will actually eat a combo meal when visiting this type of outlet. As a result, it can be concluded that Congolese consumers which are confident of being able to visit quick service restaurants on a regular basis may opt for a more complete meal when they actually visit quick service restaurants. Moreover, financial means may interfere with other factors of accessibility when it comes to the consumption of combo.

#### 4.11 Analysis of the relationships between intentions and actual behavior in quick service restaurants

Analysis presented strong and very strong correlations between Congolese consumers' intentions toward quick service restaurants (visit purpose, visit frequency, and beverage / food intentions of consumption) and Congolese consumers' actual behavior in quick service restaurants in Gombe, Kinshasa (All correlation coefficients ranging between 0.671 and 0.862). Indeed, Congolese consumers' intentions regarding visit purpose and visit frequency correlate with their actual visit purpose and visit frequency in quick service restaurants. For example, a consumer who intend to visit quick service restaurants to celebrate a birthday will most probably visit quick service restaurants to celebrate a birthday. Moreover, Congolese consumers' intentions in regards to drink / food consumption when visiting quick service restaurants correlate with their actual drink / food consumption when visiting quick service restaurants. For example, a consumer who intend to drink soft drink or eat fried chicken when visiting quick service restaurants will most probably drink soft drink / eat fried chicken when visiting the outlets. Overall, Congolese consumers' intentions toward quick service restaurants statistically significantly predict Congolese consumers' actual behavior in quick service restaurants in Gombe, Kinshasa (All Coefficient of determination range between .451 and .743). As a result, it can be concluded that Congolese consumers' intentions toward quick service restaurants (visit purpose, visit frequency, and beverage / food intentions of consumption) positively predicts Congolese consumers' actual behavior in quick service restaurants in Gombe, Kinshasa. Below are presented other relevant linear correlations.

Results of analysis show a weak correlation strength ( $R=0.261$ ) between Congolese consumers' intention to eat Burger / Sandwich / Shawarma when visiting quick service restaurant and Congolese consumers' actually drinking soft drink (Coca-Cola, Fanta, Sprite, Coca-Cola Light, etc.) when visiting quick service restaurant. Moreover, 6,80 % of the soft drink consumption when visiting quick service restaurant can be explained by Congolese consumers' intention to eat Burger / Sandwich / Shawarma when visiting quick service restaurants ( $R^2=0.068$ ). The

statistical significance of the regression model ( $P=0.000$ ), which is less than 0.05, revealed that, as a whole, Congolese consumers' intention to eat Burger / Sandwich / Shawarma when visiting quick service restaurant statistically significantly predicts Congolese consumers' actual soft drink consumption when visiting fast food outlets. Indeed, 86% of the consumers surveyed who intend to eat Burger / Sandwich / Shawarma when visiting quick service restaurants will consume soft drink when visiting the outlet. The soft drink can be consumed alone or paired with food items. As a result, it can be concluded that Congolese consumers' intention to eat Burger / Sandwich / Shawarma when visiting quick service restaurant influence at some point the consumption of soft drink as it may be perceived to be a good combination of food and drink. Interviews and direct observations indeed confirmed that sandwiches of all kinds, especially shawarmas, are often paired with all sorts of sugary beverages.

Analysis presented a weak correlation between Congolese consumers' intention to drink soft drink (Coca-Cola, Fanta, Sprite, Coca-Cola Light, etc.) when visiting quick service restaurants and Congolese consumers' actual consumption of juice / smoothie when visiting fast food outlets in Gombe, Kinshasa ( $R=0.261$ ). Indeed, Congolese consumers' drink consumption intentions when visiting quick service restaurants and Congolese consumers' actual consumption of juice / smoothie when visiting quick service restaurants correlate in some ways. Overall, Congolese consumers' drink consumption intentions when visiting quick service restaurant statistically significantly predicts Congolese consumers' actual consumption of juice / smoothies when visiting quick service restaurants ( $R^2=0.068$ ). Indeed, more than 60% of the respondents who intend to drink soft drink when visiting quick service restaurants will consume juice / smoothie when visiting the outlet. The juice / smoothie can be consumed by itself or paired with a soft drink or food items. As a result, it can be concluded that Congolese consumers' drink consumption intentions may change as they actually visit quick service restaurants. Juices and smoothies, even if they have similar caloric profiles and contain approximately the same amount of sugar as soft drinks, may be perceived by Congolese consumers as a healthier drink options.

Results of analysis show a weak correlation strength ( $R=0.254$ ) between Congolese consumers' intention to drink soft drink (Coca-Cola, Fanta, Sprite, Coca-Cola Light, etc.) when visiting quick service restaurant and actual consumption of alcoholic beverage when visiting fast food outlets. Moreover, 6,50 % of the actual consumption of alcoholic beverage when visiting quick service restaurant can be explained by Congolese consumers' intention to drink soft drink when visiting quick service restaurants ( $R^2=0.065$ ). The statistical significance of the regression model ( $P=0.000$ ), which is less than 0.05, revealed that, as a whole, Congolese consumers' intention to drink soft drink when visiting quick service restaurant statistically significantly predicts Congolese consumers' actual consumption of alcoholic beverage when visiting fast food outlets. Overall, around 15% of the consumers who stated having the intention to drink soft drink will actually consume an alcoholic beverage when visiting quick service restaurant. The alcoholic beverage can be consumed by itself or paired with soft drink or food items. As a result, it can be concluded that Congolese consumers' intention to drink soft drink (Coca-Cola, Fanta, Sprite, Coca-Cola Light, etc.) influence at some point the consumption of alcoholic beverage as it may be perceived as a good beverage substitute related to the perception of leisure.

Analysis presented moderate correlations between Congolese consumers' intention to eat grilled meat or grilled fish when visiting quick service restaurants and Congolese consumers' actual consumption of fried chicken when visiting fast food outlets in Gombe, Kinshasa ( $R= 0.327$ ). Indeed, Congolese consumers' intention to eat grilled meat or fish and Congolese consumers' actual consumption of fried chicken when visiting quick service restaurants correlate in some ways. Overall, Congolese consumers' food consumption intentions when visiting quick service restaurant statistically significantly predicts Congolese consumers' actual consumption of fried chicken when visiting those outlets ( $R^2= 0.107$ ). Indeed, 70% of the consumers surveyed who intend to eat grilled meat or grilled fish when visiting quick service restaurants will actually eat fried chicken when visiting the outlet. As a result, it can be concluded that Congolese consumers' food consumption may change when they actually visit quick service restaurants. Indeed, consumers may have had the intention to eat a light / balanced meal including grilled meat or fish but may change their mind and opt to consume fried chicken primarily. Marketing mix factors such as people and process may influence consumers' food orders. Congolese



interviewed stated that they may change their food selection if the restaurant's staff make them suggestions and give them what is perceived as better food options.

Results of analysis show a moderate correlation strength ( $R=0.342$ ) between Congolese consumers' intention to eat fried chicken and Congolese consumers' actual consumption of combo (burger or fried chicken with fried potatoes, and soft drink) when visiting quick service restaurants. Moreover, 11,70 % of the actual consumption of combos when visiting quick service restaurant can be explained by Congolese consumers' intention to eat fried chicken when visiting quick service restaurants ( $R^2=0.117$ ). The statistical significance of the regression model ( $P=0.000$ ), which is less than 0.05, revealed that, as a whole, Congolese consumers' intention to eat fried chicken when visiting quick service restaurant statistically significantly predicts Congolese consumers' actual consumption of combo when visiting fast food outlets. Overall, nearly 10% of the consumers who mentioned having the intention to eat fried chicken when visiting quick service restaurant actually consumed a combo meal when visiting the outlet. As a result, it can be concluded that Congolese consumers' intention to eat fried chicken when visiting quick service restaurant influence at some point the consumption of combo as it may be perceived by the consumer as a good deal with significant value for money. Marketing mix factors including price seem to influence consumers' perception on combo meals. Those food items remain, however, quite pricy for the vast majority of the Congolese population.

Analysis presented a moderate correlation between Congolese consumers' intention to eat roasted vegetable, sauteed vegetables, salad or fresh fruits when visiting quick service restaurants and Congolese consumers' actual consumption of traditional Congolese food (Makemba, fufu, salted fish, beef à la congolaise, etc.) when visiting fast food outlets in Gombe, Kinshasa ( $R=0.421$ ). Overall, Congolese consumers' food consumption intentions when visiting quick service restaurant statistically significantly predicts Congolese consumers' actual consumption of traditional Congolese food when visiting quick service restaurants ( $R^2=0.177$ ). Indeed, 72% of the respondents who affirmed having the intention to eat roasted vegetable, sauteed vegetables, salad or fresh fruits when visiting quick service restaurants actually ate traditional Congolese

food including makemba, fufu, salted fish, beef à la congolaise, etc. when visiting the outlet. As a result, it can be concluded that food consumption intentions may be adjusted when Congolese consumers actually visit quick service restaurants. Indeed, consumers may have had the intention to eat minimally processed foods and will opt for traditional Congolese food when visiting quick service restaurants as most of those aliments correspond to this classification.

In connection with previous analyzes, there is a moderate correlation between Congolese consumers' intention to eat roasted vegetable, sauteed vegetables, salad or fresh fruits when visiting quick service restaurants and Congolese consumers' actual consumption of grilled meat or fish when visiting fast food outlets in Gombe, Kinshasa ( $R= 0.374$ ). Indeed, Congolese consumers' food consumption intentions and Congolese consumers' actual consumption of grilled meat or fish when visiting quick service restaurants correlate in some ways. Overall, Congolese consumers' food consumption intentions when visiting quick service restaurant statistically significantly predicts Congolese consumers' actual consumption of grilled meat or fish when visiting quick service restaurants ( $R^2= 0.140$ ). Overall, more than 75% of the respondents who stated having the intention to eat roasted vegetable, sauteed vegetables, salad or fresh fruits when visiting quick service restaurants actually consume grilled meat or fish when visiting the outlet. As a result, it can be concluded that Congolese consumers' food consumption intentions may change or may be combined with other products when they actually visit quick service restaurants. Indeed, consumers may have had the intention to eat minimally processed foods and will opt for a meal that may include grilled meat or fish when visiting quick service restaurants as those aliments usually correspond to this classification. That being mentioned, only a minority of Congolese consumers surveyed, interviewed and observed do actually order minimally processed foods when visiting fast food establishments. Most consumers will order as per the taste and price of the food, regardless how processed it is as they don't not care and/or do not know about food processing.

Analysis presented weak correlations between Congolese consumers' intention to eat fried chicken or fried potatoes when visiting quick service restaurants and Congolese consumers'

actual consumption of desserts (crepe, waffle, ice cream, cake, pastry etc.) when visiting quick service restaurants in Gombe, Kinshasa (Both correlation coefficients of 0.253). Indeed, Congolese consumers' food consumption intentions and Congolese consumers' actual consumption of desserts when visiting quick service restaurants correlate in some ways. Overall, Congolese consumers' food consumption intentions when visiting quick service restaurants statistically significantly predicts Congolese consumers' actual consumption of desserts when visiting those outlets (Both coefficient of determination of 0.064). Overall, more than 50% of the consumers who stated having the intention to eat fried chicken or fried potatoes when visiting quick service restaurants do actually eat dessert when visiting the outlet. As a result, it can be concluded that Congolese consumers' processed fried food consumption intentions may be replaced or paired with a sweet treat when they actually visit fast food outlets. Indeed, consumers may have had the intention to eat popular fried fast food items and may opt for dessert to satisfy their sweet tooth or to celebrate an occasion.

#### 4.12 Analysis of Congolese consumers' leisure and dining experiences and food consumption patterns in quick service restaurants

The analysis of Congolese consumers' food consumption patterns in quick service restaurants was possible via qualitative data collected through in-deep interviews and direct observations. It focuses on Western inspired quick service restaurants located in Gombe area, Kinshasa, including the giant South African owned Steers and Debonairs Pizza restaurant chains, local quick service restaurant chains: DFC Restaurant rapide, Waz Burger, and Kin Délicieux and independent fast food outlets: Hunga Busta and City Market Fried Chicken (C.F.C). In total, 30 respondents were interviewed and nearly 500 direct observations were made in quick service restaurants in Gombe area, Kinshasa, Democratic Republic of the Congo (DRC). Qualitative data obtained through interviews and direct observations regarding Congolese consumers' food consumption patterns and leisure experiences in quick service restaurants were analyzed and are presented below.

An interview with a former French-Portuguese McDonalds franchisee which has been working as an executive within the tourism industry in Kinshasa for over four years took place and brought a business perspective about Congolese consumers' leisure experiences and food consumption patterns in quick service restaurants located in Gombe area, Kinshasa, Democratic Republic of the Congo. The former franchisee notes that quick service restaurants welcome consumers looking for a comfortable setting including modern furniture and air conditioning, to relax for an hour or two while sipping on a soft drink. This reality taken into consideration, quick service restaurants may look quite crowded and filled with clients but provide modest revenues for the outlets. Quick service restaurants' marketing strategies should, as per the executive, be reviewed and suggestive sale should be implemented. He described traditional local Congolese diet as simple and little varied as most dishes are made from scratch with the same unprocessed or minimally processed ingredients: oil, peanuts, chili, manioc, etc. He also perceives Congolese consumers, especially older ones, to be considerably attached to their traditional foods. Meanwhile, younger consumers, watching foreign TV shows and surfing the internet, are being quite curious about fast foods as they have an idea of foreign food and drink products retailed in

Western countries. Despite retailing safe foods, offering a welcoming environment and providing a descent service, products' prices are perceived to be the main obstacle for most Congolese consumers to visit quick service restaurants on a regular basis. In other words, most Congolese do not have sufficient disposable income to visit those type of outlets regularly. Therefore, quick service restaurants in Kinshasa, in their glocal approach, should adapt their offer to match Congolese consumers' purchasing power, food consumption patterns and leisure preferences in order to attract clients and be financially profitable.

An interview with a registered Congolese nutritionist also took place and brought a medical and dietetic perspective about Congolese consumers' food consumption patterns in quick service restaurants located in Gombe area, Kinshasa, Democratic Republic of the Congo. The nutritionist first details the traditional Congolese diet as simple and made with unprocessed or minimally processed foods. Meals are traditionally made from scratch at home and are rich in fiber and vegetable fats. On the contrary, foods retail in quick service restaurants in Kinshasa are not regulated by the authorities and usually contain considerable amounts of animal fats, refined starches, sugars and sodium. Salads made from vegetables, excluding potatoes, are not widely available in fast food outlets and rarely ordered by the consumers. Moreover, she noted that most Congolese consumers are more interested in food quantity than food quality as they are looking for tasty foodstuffs that will fill them up. Congolese consumers, when visiting fast food outlets or any other type of restaurant, do not seem to be aware of the food and drinks processes, ingredients, and nutritional values. As per her observations with her patients, the nutritionist notes that diets rich in processed and ultra-processed foods may lead Congolese to be diagnosed with nutrition related noncommunicable diseases (NCD) such as cancers, cardiovascular diseases, chronic respiratory diseases and diabetes. That being mentioned, she observed that Congolese are still attached to their traditional diets and adopt gradually, when they can afford it, a Western diet and lifestyle.

A few Western inspired quick service restaurants opened in Gombe area, Kinshasa, in the past few years. It includes Steers and Debonairs Pizza restaurant chains, local quick service restaurant

chains such as DFC Restaurant rapide, Waz Burger, and Kin Délicieux and independent fast food outlets including Hunga Busta and City Market Fried Chicken (C.F.C). Steers and Debonairs Pizza restaurant chains, noteworthy for their burgers and pizzas, are owned by the powerful South African public company Famous Brands Ltd. (FBR). The outlets are located in Gombe area near the Memling Hotel and at Gare Centrale and they are open from 7:30am until 10pm from Sunday to Thursday and open 24h on Fridays and Saturdays. Most consumers visiting Steers and Debonairs Pizza restaurant chains are aged between 20 and 45 years old. Some clients bring their computers or have business meetings in the dining halls. Office workers of the area also visit the restaurant during lunch breaks. Peak hours are from noon until around 2pm. Consumers, on average, take their time in the outlet; they usually order once, then relax and/or talk with the person accompanying them. The restaurants' menus are available online and include combos for adults and kids. Utensils are sometimes used, regardless of the food ordered, including burger or pizza. Consumers tend to order barbeque and pizzas as they are on promotion during the weekend. Food supplies are imported from South Africa and bought locally when importation is not feasible or too costly. There is barely any entertainment in the restaurants; no music, no games for kids, etc., and a TV displays only advertisements. It was also observed that air conditioning was not always functioning which caused discomfort for the clients and employees. The atmosphere is usually quiet and not especially comfortable or pleasant for consumers. It may be the cause of orders being taken out by the consumers. On weekends however, youngsters appreciate the late opening hours of the restaurants. Overall, clients are able to order a complete meal and get together with friends in Steers and Debonairs Pizza restaurant chains; locations perceived as upscale venues by the consumers.

DFC Restaurant rapide is owned by Djaffar Amani, a Congolese entrepreneur with international exposure. The first DFC restaurant opened in 2010 and the concept was obviously inspired by Kentucky Fried Chicken (KFC) but with an African twist in regards to the menu (Drira, 2017). The outlet located in Gombe area is open daily from 7am to 10pm and Sundays from noon to 10pm. Food and drink products are purchased locally and items retail from simple fried potatoes at 4,500Fc / USD 2.73 up to 60,000Fc / USD 36.36 for a family combo meal including fried

chicken, fried potatoes and soft drinks. Local dishes and side orders include tilapia, pondu, fufu, makemba, etc. Consumers are, on average, about 30 years old and they take their time to in the dining hall. The service is quick and the restaurant gets busier after noon. Fried chicken and shawarma are affordable and popular items in the venue. Clients may also visit DFC to have a drink only. There is also no entertainment in the restaurant; no music, no games for kids, etc. and service attitude is not customer oriented like most establishments in the western world.

Waz Burger is specialized in retailing burgers and take pleasure in being compared as a local version of the world famous McDonald's fast food restaurant chain. The outlets are owned by a female Belgian investor and located in Kin Plaza and Premier Mall which are Lebanese owned establishments visited by locals and foreigners. The Western inspired restaurants open at 7am but get some consumers only around lunch time; noon to 3pm. Fast foods including hamburger bread, meat, condiments, etc are imported. However, drink products and the simple pastries including muffins and waffles are purchased from local suppliers. As per observation, it was first noted that many food and drink items such as Coca-Cola, Sprite, Coca-Cola Light, coffee, tea, etc. were not always available. The only drinks available were water, Fanta and juice. In addition to shortage of products, the muffins and waffles did not look fresh. The menu is quite limited; burgers (beef, chicken, fish), fried potatoes, 3 types of salads, soft drinks and juice, as well as muffins and waffles already made. All burgers retail for the same price and are often paired with a soft drink; Coca-Cola or Fanta. There are only a few options for vegetarians as there is not much demand for vegetarian burgers and salads. The owner and manager of Waz Burger are aware that options on the menu are limited. It is indeed a choice that was made since the opening: the restaurant would only retail popular food and drink items to ensure cost control and focus on burgers that clients truly enjoy. Moreover, Waz Burger' owner does not plan to extant the restaurant's menu to a larger variety of less processed foods and drinks such as grilled meat, fresh fruits, salads, etc. as she would like to focus on what the restaurant is really about: Burgers. As per the demand, vegetarian burgers may eventually be added to the menu. Indeed, consumers currently mainly order burgers and take out is a popular option. The smell of fried foods is present in the dining hall as the kitchen is semi-open. Utensils do not seem to be used often by

consumers. Portion sizes are smaller than in American quick service restaurants operating in the United States and Europe. Portion sizes are similar to portion sizes in fast food restaurants in the United States in the 1950's; drink sizes of 200 ml to 300 ml for example. Music is played, somewhat loud, and gives rhythm to the quiet dining hall; popular African and American songs are played. As the restaurant is completely indoor, no outside noise or unwanted outdoor smells are noticeable. The outlet in Kin Plaza can welcome 72 consumers at the time and the one in premier mall can accommodate about 40 clients. As there are not many customers overall, the sitting area is more than sufficient. If we compare both Waz Burger restaurants, the one in Premier Mall seems to welcome more consumers, not only locals but foreigners as well. Those clients, mainly young adults, seem to stay longer in the restaurant and often prefer to opt for beverage only. The manager and the staff are well groomed and do usually provide friend and professional service to clients. The setups seem organized in the venues; boxes for take-out are well placed, drinks are in the fridge, muffins are in the display window, etc. The dining halls of both restaurants look clean and hygienic. Consumers do think about their health when visiting quick service restaurant which translate in being reassured that the outlet is hygienic and salubrious. For birthdays, consumers have the possibility to rent the dining hall for USD 100/hour including the decoration of the room. For kids, combos including a burger, fried potatoes, a drink, and a balloon are available under the name of WazKid for about 11,000Fc / USD 6.66. Compared with other quick service restaurants, Waz Burger retails its products at slightly higher prices than its competitors. Waz Burger's owner is optimistic for the future of the fast food industry in Kinshasa and plans to open another outlet on Congo Trade Center (CTC).

Kin Délicieux is owned by a well-established entrepreneur of Indian origins with financial interests within the food industry in Kinshasa. The first outlet was opened a few years ago when there were only seldom outlets serving standard fast food meals. Kin Délicieux first established itself in the center of Gombe area and other restaurants of the chain opened gradually three other outlets in different neighborhoods of Kinshasa. Those prime locations were carefully chosen by the investor in order to get closer to the mass population and give them easier access to fast foods. The owner and manager of Kin Délicieux observed that DRC is a huge market for the



food industry as the population appreciate tasty foods and is ready to celebrate their special moments and occasions in quick service restaurants. The dining hall of the outlet located on Avenue de la Presse in Gombe area, perceived as comfortable and luxurious by the locals with its modern furniture and air conditioning, can accommodate about 100 clients at the time. With nearly 80 staff members, it was noted that managers, dressed semi-formally, and chefs are Indians and the waiters, cooks and cleaners are locals. Kin Délicieux restaurant faces procurement and importation challenges in DRC but still has a vast menu including pastries, cakes, fast-foods, a variety of over 20 different cookies, and local dishes. Dishes such as shawarmas, pizzas, fried chicken, burgers, etc. including meat and poultry are amongst the most popular food items as Congolese consumers do prefer non-vegetarian options. The restaurant also offers breakfast but options are mainly limited to croissants and/or omelet with side orders of sliced bread, tomatoes, and fried diced potatoes. Congolese food and other local dishes seemed to be ordered by older consumers and cakes are mainly purchased and taken out for celebrations. As lunch time sets in, clients switch from tea and coffee to soft drinks. Consumers mainly order at the counter and foods/drinks are served at the table. In some cases, orders can take up to 30-45 minutes to be served. Most clients, regardless of the food items eaten, will accompany their meal with mashed pimiento “pili-pili”, mayonnaise and ketchup. Consumers mainly finish their plates as portion sizes are considerable but still smaller than portion sizes served in quick service restaurants in America and Europe. Clients stay around an hour on average, and rush hours are normally from noon until 3pm and from 6pm until 9pm. Orders to take away and home deliveries are also common at Kin Délicieux. Shawarma paired with a soft drink is a popular combination. Breakfast items, pasta, local dishes, and salads are not selling well as the manager. As per observations, it was noted that some clients seem to be office workers employed by nearby companies. Adults with kids are rarely seen in the restaurant on week days but family gatherings are more frequent during the weekend. Some consumers, especially those eating salads, dishes in sauce, etc. use utensils to eat with ease and convenience. Salad seem to be ordered by clients of higher status with greater financial means, compared with croissants and shawarmas, affordable food options, which seem to be popular nigh people of all social classes. Fried chicken, slightly more expensive, is also quite a popular food option.

Combos including a burger/fried chicken, fried potatoes, and a drink are available. Clients ordering a refreshment mainly opt for a soft or sugary drink including Coca-Cola, Fanta, Vitalo, etc. Sometime, consumers opt for local beer, water, and energy drink. Regular Coca-Cola is more consumed than Coca-Cola Light. For cost control purposes, food and drink items are purchased locally. It is also noted that some consumers can visit Kin Delicieux because they are invited by a friend, a family member, or a business partner. Indeed, some clients visit the restaurant, sometimes bringing their computers, in order to have a place to sit with their clients or partners. As the end of the month comes, less clients visit the restaurant. It is also noted that the restaurant's toilets are easily accessible. Therefore, not only clients, but also street vendors and other people in the area use the washrooms. Management is aware of that situation and focus on having impeccable hygiene as per local standards. To entertain clients in the dining hall, the restaurant has five televisions which three show previous football matches and two show various paid advertisements. Birthday can be celebrated at Kin Délicieux; USD 25 to 30 per guest for the partial rent of the dining hall, music, decoration, drinks and set food menu. Overall, not many special events involving a reservation made in advance are celebrated in the restaurant.

The restaurant Hunga Busta first opened on the main boulevard but moved a few years ago to a secondary street in order to accommodate guests with proper parking spaces. This relocation has spawned a reduction in the flow of customers due to the lack of visibility. Nowadays, the restaurant is open daily from 8am until 11pm and Mondays from 8am to 5pm and offers limited entertainment. Its unique location retails burgers, sandwiches, pizzas, fried chicken, etc. Consumers who provided feedback mentioned the food was good or average as the quality fluctuate from a time to another. There are also combos for kids including a burger/fried chicken, fried potatoes, and a drink which retail for 10,000Fc to 13,000Fc / USD 6 to 7.87. Fried chicken is one of the most popular item on the menu. Hunga Busta faces issues with procurement as it often runs out of food and drink supplies. Consumers observed may visit Hunga Busta during lunch break on week days and with family or friends on weekends. The dining hall and the restaurant overall have the reputation to be cleaned and well maintained. Some clients also seem to appreciate the quick service and the courteous staff but experiences, service standards, food

quality, and satisfaction vary grandly from one time to another. Keeping in mind Congolese low purchasing power, prices of food and drink items at Hunga Busta are considerable for the local population. Overall, the restaurant seems to be visited by more foreigners than other quick service restaurants in Gombe and the delivery service the restaurant offers is a noticeable advantage for consumers.

City Market Fried Chicken (C.F.C) is a Lebanese owned quick service restaurant attached to a supermarket belonging to the same investor. Located in the center of Gombe area, it specializes in kid birthday celebrations with its well adapted promotional menu packages, games, music, activities, etc. The prices fluctuate with the rate of the Congolese Franc. The managers are Lebanese and the waiters are Congolese. The menu provided to the guests is colorful and presents the restaurant's food and drink options. It is also partially written in French and English and displays major grammatical errors and typos. C.F.C' menu is quite varied as the restaurant retails fried chicken, shawarmas, sandwiches, burgers, Lebanese dishes and snacks, pizzas, breakfast items including omelets and pastries, deserts, hot drinks, soft drinks, etc. The outlet also offers a wide range of combos under the name of Value Box starting at 6,000Fc / USD 3.63 for a kid's meal including five pieces of nuggets, fried potatoes, bread, and juice. Other combos for 1, 3, 5 or 7 persons range from 9,000Fc up to 63,000Fc / USD 5.45 up to USD 38.18 and include crispy fried chicken, fried potatoes, coleslaw, bread, and soft drink. The menu comprises only a few options for vegetarians as locals have a preference for all types of meats and poultry. Sandwiches adapted to local preferences include liver, brain, and thong. Despite the vast food and drink variety, most consumers order and eat shawarmas, fried chicken combos, and burgers accompanied with a soft drink, mainly Coca-Cola. Only a few foreign clients visit C.F.C, usually people of Lebanese origins. Most consumers observed ate their meal using their hands, without utensils, and finished their plates. Despite being specialized in kids' birthday celebrations, most consumers observed at C.F.C were adults approximately aged between 20 and 40 years old, without children accompanying them. On weekends, consumers, especially families, tend to stay longer in the restaurant, taking time to talk with others or simply relax. Clients of C.F.C may also take advantage of the proximity of the supermarket next door and do their grocery shopping.

From noon to 9pm, the outlet offers delivery service. Overall, the service standards are far below quick service restaurants' standards in Western countries. Indeed, service is heterogeneous, most of the time not efficient and rarely pleasant.

Overall, quick service restaurants offer various dishes and culinary varieties, but very few are known to the people of Kinshasa. This can be explained by the cost of the proposed food and drink options, the cultural barrier and physical accessibility. In terms of financial accessibility, the purchasing power and disposable income are considerably low for most Congolese which limits visits to fast food outlets. Indeed, eating in a restaurant in Kinshasa do cost approximately between USD 5 and USD 10 per person, which is the equivalent a family of five would pay for an entire home cooked traditional meal with meat made from scratch. Therefore, Congolese may save up money in order to be able to visit a quick service restaurant. In terms of culture, foods served in quick service restaurants do not take into account the eating habits and local culture of the local population which include, among others, the use of tomato sauce and palm oil and the habit of eating with the hands. With busy weeks, Congolese families usually meet on Sundays after mass or religious worship to eat together and discuss. Those classical gatherings normally take place on terraces and include a good cold beer, braised chicken, grilled goat meat, salted fish, offal of pork and beef and all accompanied by chikwangue, the popular condiment. Finally, considering the unusual nature of this concept of restoration on the habits of the local population, quick service restaurants have to be physically accessible to the people living in the capital in order to ensure client flow. This is currently not the case because the location of the fast food restaurants is limited to certain areas of the city, mainly the city center Gombe. This means that the local population living in the suburb areas require considerable time and money for transport. Therefore, quick service restaurants' attendance is mainly limited to the inhabitants of the covered areas and the people working in the city center. Overall, the whole concept of Western inspired quick service restaurants is gaining in popularity in the Congolese capital, Especially among the younger population.

In Kinshasa, the local population visit fast food restaurants for leisure purposes and to taste foreign or novel foods and drinks. Quick service restaurants are popular settings for Congolese to

celebrate birthdays and other special occasions with a partner, friends and family. Some fast food outlets do indeed offer packages including music system, cake, decorations, games, etc. to facilitate the organization of gatherings. Teenagers and young adults usually enjoy taking photos and selfies in those outlets perceived by the locals as outstanding, modern and luxurious. It is to be believed that taking photographs is one of the motivations to visit fast food outlets. Fast-food restaurants' atmosphere allows friends and co-workers to unwind during lunch break while eating a quick hot meal and enjoying the casual atmosphere.

#### 4.13 Analysis of the process of glocalization in quick service restaurants in Kinshasa, Democratic Republic of the Congo

As Globalization and modernization occur gradually in the Democratic Republic of the Congo (DRC), changes in the food environment are primarily observed in cities such as Kinshasa, Goma, and Lubumbashi with undeniable shift toward the country side. Modern lifestyle and the Western diet adopted by the population in developed countries have started gaining ground in metropolitan areas of the DRC. In Kinshasa, globalization influenced the local population's eating habits, food preferences, and culinary customs, especially amongst the privileged, when organizations in the country started importing foreign processed foodstuffs and producing sugary drinks and beers. In DRC, bread, sugary drinks, and cakes were rapidly adopted by the proletarian class as well as by the elite for its enjoyable taste, affordable cost and accessibility in the market. For example, Coca-Cola, heavily promoted and quite cheap, is easily available in cities and can now be found nearly everywhere in remote areas of the DRC. Overall, the Western diet and lifestyle are partially but steadily being adopted by the population in Kinshasa and gradually by people in rural areas in the DRC. Organizations within the food industry in Kinshasa adopt a glocal strategy where global products and services are adapted to local markets and lifestyle to ensure commercial success and social acceptance.

Globalization, economic development, and urbanization are influencing people's lifestyles and encouraging the nutrition transition worldwide. Cultural homogenization increased as rationality, rapidity, and efficiency became predominant in occidental countries. In the 1980s, Ritzer described this phenomenon as the McDonaldization of society where efficiency, calculability, predictability, and control are taking over nearly every aspects of society including the quick service restaurant industry. McDonald's restaurant chain is representative of the rationalization of society as the company focused on method optimization, quantifiable objectives, uniform services and products, and standardization (Ritzer, 1983). However, cultural divergence remains a real challenge for quick service restaurants operating in Kinshasa where the population is only partially familiar with occidental leisure experience and Western food and drink products. Large multinational quick service restaurant chains such as McDonald's, Subway, Starbucks, etc. opted

since the 1990s for a glocal strategy, a business approach between a global and a local strategy, with the motto of “think global, act local”. Indeed, those flourishing companies paired their renowned brands and global experiences together with adapted services, products, marketing mix, and communications in order to address domestic issues and appeal to local markets. Glocal marketing makes the connection between indigenous systems and cultures, local preferences, and the globalization of marketing activities while attempting and initiating the link between global brands and disparate cultures (Dumitrescu & Vinerean, 2010).

As Western countries, African nations are also facing the challenges of globalization. However, glocalization and glocal strategies alleviate the unfavorable impacts associated with globalization. The process of glocalization, encouraged by the use of the internet and interrelated with the process of globalization, supports African economies, people’s belief and moral systems, as well as local socio-cultural aspects due to the connections between the global and the local. It is perceived as a tenable and viable alternative to the concept globalization and can be applied to the fields of education, communication, public assistance, science, etc. Therefore, glocalization has to incorporate and adjust different processes including at least a local one. By way of explanation, glocalization for Africa must include one or more elements that address local culture, social aspects, political and economic practices, etc. However, African nations are facing a major challenge in realizing the full potential of the process of glocalization; finding the right balance between local markets and governance impregnated by political corruption (Duru, 2015). «Africa as it is presently constituted, is saddled with a political leadership that is administratively backward, ideologically stranded and functionally illiterate» (Duru, 2015). If there is a change in leadership, the benefits of glocalization may remain a mirage for African nations and international institutions (Duru, 2015).

Major claims against multinational quick service restaurant chains include perceived unhealthy food and drink products, alleged animal cruelty, stated worker exploitation, and acculturation of the local population (Bowman & Vinyard, 2014; Croft, 2006). Therefore, fast food restaurant chains need to understand the local market and adopt a glocal strategy in order to be successful

when expanding abroad. To operate and be profitable, Western inspired quick service restaurants in Kinshasa do have to match the occidental leisure experience and foreign fast food products with the specificities of the local market. In Kinshasa, quick service restaurant chains are competing against local restaurants providing basic customer service and offering traditional foods prepared with unprocessed or minimally processed regional aliments. Western inspired quick service restaurants in Kinshasa should adapt their services and products to the local food habits, language, religion and culture in order to ensure business growth. Overall, quick service restaurant chains' owners and managers must understand customers' liking, consumers' food consumption patterns, and leisure experience preferences in order to elaborate appealing menus, effective marketing campaigns, and successful commercial development strategies.

Successful Western inspired quick service restaurants in Kinshasa adapted their services and products to suit the population's cultural preferences. For example, City Market Fried Chicken (CFC), quick service restaurant located in the city center of Kinshasa, introduced sandwiches made with thong, liver, and brain, as well as large family combos for up to 7 persons into its menu to please the local population's cultural belonging and culinary preferences. Hunga Busta, another independent quick service restaurant operating in Kinshasa since few years now, is open until 3am on weekends to please consumers outing late on those days. Kin Delicieux, for its part, is offering free delivery under certain conditions and its menu comprise not only classic fast food items such as sandwiches, burgers, pizzas, and fried chicken, but also traditional Congolese foods including plantain bananas, fufu, spinach with fish, salted fish, etc. All this demonstrate that Western inspired quick service restaurants in Kinshasa do adapt their menus and services according to the food consumption patterns, culinary and leisure preferences, and religious rituals of the DRC. Overall, quick service restaurants in Kinshasa do focus on product and service quality, diversity, and adaptation.





## Chapter 5 – Summary, conclusion & recommendations

### 5.1 Summary and conclusions of demographic factors

In total, 400 respondents filled out the survey questionnaire, 30 respondents were interviewed and nearly 500 direct observations of Congolese consumers were made in regards to quick service restaurants in Gombe area, Kinshasa, Democratic Republic of the Congo (DRC).

Most of the respondents who answered the survey questionnaire were single, males, and/or aged between 18 and 35 years old. Consumers of quick service restaurants tend to be privileged: employed, slightly wealthier and usually more educated than the average Congolese person. Some of them also stated previous travel outside of the DRC. Those characteristics correspond to the demographics of Congolese consumers observed when visiting quick service restaurants. Wearing semi-casual outfits including colorful shirts with jeans or pants, customers of quick service restaurants came alone, in couple or in small groups. They may visit quick service restaurants to have a quick meal during their lunch break, to handle business meetings or do computer work of all kinds, to celebrate a special occasion on weekends with family or love partner, etc.

Customers visiting fast food outlets stand out from the general population in the DRC by what is perceived to be higher living standards and outstanding demographic profile.

### 5.2 Summary and conclusions of research objectives and hypothesis

#### 5.2.1 Relationships between Demographics and Congolese consumers' perceptions, intentions, and actual behavior in quick service restaurants

Research findings indicate weak and very weak correlations between Demographics and Congolese consumers' perceptions of leisure and dining experiences in quick service restaurants.

It can be concluded that Demographics including gender, age group, marital status, level of education, travel outside DRC, family income, and working neighborhood, do not seem to influence the local population's appreciation of leisure and dining experiences, attitude, and social pressure toward quick service restaurants and ability for Congolese consumers to visit them. Indeed, Congolese consumers of different profile who were interviewed seem to be delighted by the food and drink products offered in quick service restaurants as they consider them qualitative, healthy, variate and occidental. However, consumers, as per their profile, may order different foods and drinks and may visit quick service restaurants at different timings or for distinctive reasons. For example, consumers with higher disposable income may order costlier items or simply more food and drink products than a consumer with less financial means. Limited access to the city center and lower financial means do not seem to prevent Congolese consumers from visiting quick service restaurants at regular frequency. Congolese consumers interviewed stated that quick service restaurants are somehow easily accessible, offer rapid service and convenient opening hours. Fast food outlets not only represent a time saving dining opportunity but are also perceived, in some way, as an economical leisure and dining experience which offer good value for money. Promotions mainly go unnoticed nonetheless of the marketing support. Congolese consumers interviewed stated that quick service restaurants are clean and modern with an agreeable atmosphere. The local population also considers fast food outlets to be tasteful, healthy, and amusing. Customer service is mainly perceived as agreeable and efficient but uneven from a visit to another. Overall, regardless of their personal characteristics, with high rates of appreciation through out respondents surveyed and interviewed, Congolese consumers seem to be in control of their visit in quick service restaurants, have positive perceptions and attitude toward them, but perceive considerable pressure from their peers to visit those outlets.

Research findings indicate very weak and weak correlations between Demographics including gender, age group, marital status, level of education, travel outside DRC, family income, and working neighborhood and Congolese consumers' intentions toward quick service restaurants which consist of visit purpose, visit frequency, and beverage / food intentions of consumption.

The most relevant correlations were observed between age group and Congolese consumers' intention to drink soft drink (Coca-Cola, Fanta, Sprite, Coca-Cola Light, etc.) or their intention to drink tea / coffee when visiting quick service restaurants in Gombe, Kinshasa. Overall, age group statistically significantly predicts the intention to drink soft drink or the intention to drink tea / coffee when visiting quick service restaurants. Notable findings include that about 80% of the respondents surveyed aged between 18 and 35 years old affirmed having the intention to drink soft drink and 38.1% of the respondents aged 56 years old or more affirmed having the intention to drink tea / coffee when visiting quick service restaurants. As a result, it can be concluded that young adult Congolese consumers do have stronger intentions than older consumers to drink soft drinks when visiting quick service restaurants and elderly Congolese consumers do have greater intentions to drink tea / coffee than younger consumers when visiting those outlets.

The analysis demonstrated weak correlations between age group of the Congolese consumers and the intentions to drink certain beverages when visiting quick service restaurants in Kinshasa. It can be concluded that Demographics only weakly influence Congolese consumers' intentions toward quick service restaurants including visit purpose, visit frequency, and beverage / food intentions of consumption.

Research findings indicate very weak and weak correlations between Demographics including gender, age group, marital status, level of education, travel outside DRC, family income, and working neighborhood and Congolese consumers' actual behavior toward quick service restaurants which consist of visit purpose, visit frequency, and beverage / food intentions of consumption.

The most relevant correlations were observed between age group and Congolese consumers' actual consumption of soft drink (Coca-Cola, Fanta, Sprite, Coca-Cola Light, etc.) or their consumption of tea / coffee when visiting quick service restaurants in Gombe, Kinshasa. Overall, age group statistically significantly predicts the consumption of soft drink or the consumption of tea / coffee when visiting quick service restaurants. Notable findings include that about 80% of the respondents surveyed aged between 18 and 35 years old affirmed consuming soft drink and

47.62% of the respondents aged 56 years old or more affirmed consuming tea / coffee when visiting quick service restaurants. As a result, it can be concluded that young adult Congolese consumers do have greater consumption of soft drinks than older consumers when visiting quick service restaurants and elderly Congolese consumers do have greater tea / coffee consumption than younger consumers when visiting those outlets. Interview and direct observations of Congolese consumers in quick service restaurants support the statements of the respondents. Congolese consumers interviewed and observed in fast food outlets, regardless of their age, usually added between 10 and 20 grams of sugar in their hot beverages. As a result, it can be concluded that young consumers do ingest considerable amounts of added sugars through soft drinks and older Congolese consumers do consume substantial quantity of added sugars through sweetened tea / coffee.

Finally, research findings unveil a weak correlation between age group and the actual consumption of fried potatoes when visiting quick service restaurants. Overall, more than 85% of the respondents aged between 18 and 25 years old and more than 70% of the respondents aged between 26 and 35 years old affirmed consuming fried potatoes when visiting quick service restaurants. However, regardless of the consumers' age, fried potatoes consumption is considerable.

The analysis demonstrated weak and moderate correlations between age group of Congolese consumers and the actual consumption of food and beverages when visiting quick service restaurants in Kinshasa. Overall, most Congolese consumers, regardless of their age, usually consume added sugar in quick service restaurants; mainly through beverages; soft drink or tea/coffee. Overall, it can be concluded that demographics only weakly influence Congolese consumers' actual behavior when visiting quick service restaurants including visit purpose, visit frequency, and actual beverage / food consumption.

### 5.2.2 Congolese consumers' perceptions of leisure and dining experiences in quick service restaurants; the Service Marketing Mix model

Congolese consumers were surveyed to understand their perceptions of leisure and dining experiences in quick service restaurants in Gombe, Kinshasa, DRC. Most of the time, respondents questioned used positive adjectives to describe quick service restaurants. Indeed, they believe those outlets provide quality, healthy, various, and Western style inspired food and drink products. In terms of cost, they believe that quick service restaurants provide affordable food and drink products, an economical leisure and dining experience, a time saving dining opportunity, and offer great quality for money. Findings also revealed that Congolese consumers seem to be satisfied with the price range associated with the experience they get in quick service restaurants. It is also believed by the consumers that quick service restaurants are easily accessible and/or easy to reach, provide rapid service, and offer convenient opening hours throughout the week. In terms of promotion, consumers are not convinced by the effectiveness of marketing through social medias, radio, flyers, etc. and do not seem to notice quick service restaurants' promotions, discounts, and combo offers. Consumers however noticed that fast food outlets have professional and well trained employees who provide agreeable customer service. Congolese consumers interviewed also underlined that they feel welcomed and valued by the staff in fast food outlets. When it comes to processes, respondents agree that quick service restaurants provide efficient customer service and consistent products and services. This belief probably involves the application of food and drink standards to ensure accuracy in those type of establishments. Finally, most consumers also believe that quick service restaurants are clean and hygienic, provide a pleasant atmosphere, and are equipped with modern facilities and furniture. Congolese consumers interviewed felt privileged to visit quick service restaurants inspired by the Western world as they are perceived to be impeccable and fancy. It can be concluded that most Congolese consumers have positive perceptions of leisure and dining experiences in quick service restaurants.

### 5.2.3 Congolese consumers' perceptions and intentions towards quick service restaurants; the study of relationships affecting the actual behavior in quick service restaurants by applying the Theory of Planned Behaviors

Congolese consumers' perceptions of quick service restaurants regarding attitude, social pressure, and ability to visit quick service restaurants was analyzed using the theory of planned behavior.

Attitude toward the behavior refers to Congolese consumers' attitude toward visiting quick service restaurants. Findings reveals that Congolese consumers mainly believe that quick service restaurants provide foreign tasty and healthy foods in an amusing atmosphere. Subjective norm refers to the social pressure Congolese consumers perceive to visit quick service restaurants. Overall, most consumers surveyed and interviewed believe that visiting quick service restaurants regularly is accepted, encouraged and sometimes expected by their peers; family, friends, partners, coworkers, etc. Perceived behavioral control refers to the ability for Congolese consumers to visit quick service restaurants. Findings reveals that visiting quick service restaurants may be perceived as financially accessible by privileged Congolese consumers, even for those with limited disposable income, as some food and drink items are retailed at affordable prices. Moreover, most respondents believe that visiting quick service restaurants on a regular basis is completely up to them and with more disposable income they would increase their visit frequency. Finally, attitude towards quick service restaurants is positive, the social pressure Congolese consumers perceive is considerable and visiting fast food outlets is somewhat in their control; having greater financial means would only increase their desire and ability to visit those establishments.

#### Congolese consumers' intentions toward quick service restaurants

Congolese consumers intend to visit quick service restaurants to celebrate special occasions such as birthday, anniversary, graduation, etc. In terms of visit frequency, most consumers surveyed plan to visit quick service restaurants twice a month or more. They also mentioned having the intention to drink soft drinks including Coca-Cola, Fanta, Sprite, Coca-Cola Light, etc., juices,

smoothies, and water and eat burgers, sandwiches, shawarmas, and/or fried potatoes when visiting quick service restaurants. It is to be noted that those food items are amongst the cheapest on fast food outlets' menus.

Congolese consumers' actual behavior in quick service restaurants

Congolese consumers surveyed, interviewed and observed, maybe pressured by their peers, do visit quick service restaurants to celebrate special occasions as those outlets are perceived to be the perfect locations to organize birthdays, anniversaries, and graduation parties, etc. with amusing atmosphere, easy booking, cake and music. Actual reliable visit frequency is slightly harder to measure through survey, observation demonstrated that some privileged Congolese consumers seem to be able to visit quick service regularly; twice a month or more. Finally, it was clearly demonstrated that when Congolese customers visit quick service restaurants, most of them do order and consume what they intended to feast on; sandwiches, shawarmas, and/or fried potatoes paired with soft drinks.

5.2.4 Congolese consumers' food consumption patterns and actual behavior in quick service restaurants; links between processed foods and quick service restaurant

Consumers, managers, nutritionist, medical anthropologist, and former McDonald's franchisee were interviewed and/or observed in order to understand Congolese consumers' food consumption patterns and actual behavior in Western inspired quick service restaurants located in Gombe area, Kinshasa. Fast food outlets of interest include the giant South African owned Steers and Debonairs Pizza restaurant chains, local quick service restaurant chains: DFC Restaurant rapide, Waz Burger, and Kin Délicieux and independent fast food outlets: Hunga Busta and City Market Fried Chicken (C.F.C).

First, it is noted that the traditional Congolese diet is simple, offers little variety, and most dishes are made with the same unprocessed or minimally processed ingredients: oil, peanuts, chili,



manioc, etc. Meals are traditionally made from scratch at home and are rich in fiber and vegetable fats. Older people seem to be considerably attached to their traditional foods. Meanwhile, younger consumers, more connected to the world, are being quite curious about fast foods as they have an idea of foreign food and drink products retailed in Western countries.

Most foods and drinks used in quick service restaurants in Kinshasa; burgers, soft drinks, packaged breads, etc. are categorized as processed and ultra-processed food products within the NOVA food classification system. They are not regulated by the authorities and usually contain considerable amounts of animal fats, refined starches, sugars and sodium. Salads and steamed or grilled vegetables are not widely available in those outlets and rarely ordered by the consumers anyway. Moreover, it is noted that most Congolese consumers are more interested in food quantity than food quality as they are looking for tasty foodstuffs that will fill them up. Congolese consumers do not seem to be aware of the food and drinks processes, ingredients, and nutritional values. Congolese consumers' perceptions of foods and drinks' quality in quick service restaurants can be overrated due to their foreign origins. Indeed, palatable foods retail in fast food outlets is perceived as healthy as they are tasty, hygienic and safe for immediate consumption; they rarely lead to food poisoning and diarrhea. Congolese consumers also believe there is a large foods and drinks variety in quick service restaurants. However, it may just be a perception as the processed food products retailed in quick service restaurants; fried chicken, fried potatoes, pizza, pasta, sandwiches, etc. are mainly made of affordable and starchy ingredients such as potatoes, wheat, corn and soy. Those staple ingredients are mixed with other edible components and transformed in a variety of food products. In the end, the food products may be perceived as different from one another by the consumers but their nutritional values are similar. The same pattern occurs for drink products as they are retailed in a variety of flavors and colors but are all mainly made of water, sugar, artificial flavors and coloring agents. Overall, ultra-processed food and drink products sold in quick service restaurants involve industrial processing engineered to create durable, convenient, affordable, accessible ready-to-eat or drink items.

Steers and Debonairs Pizza restaurant chains, noteworthy for their burgers and pizzas, are owned by the powerful South African public company Famous Brands Ltd. (FBR). DFC Restaurant rapide is owned by Djaffar Amani, a Congolese entrepreneur with international exposure. Waz Burger and Hunga Busta are specialized in retailing burgers and take pleasure in being compared as local versions of the world famous McDonald's fast food restaurant chain. Kin Délicieux is owned by a well-established entrepreneur of Indian origins with financial interests within the food industry in Kinshasa. City Market Fried Chicken (C.F.C) is a Lebanese owned quick service restaurant attached to a supermarket belonging to the same investor.

Most fast food outlets in Kinshasa opened a few years ago, are located in Gombe area and operate daily from morning until late in the evening. The concepts of those establishments are obviously inspired by Western quick service restaurants but with an African twist in regards to the menu. They mainly retail items categorized as processed and ultra-processed food products including fried chicken, shawarmas, sandwiches, burgers, snacks, pizzas, pastries, deserts, soft drinks, etc. In terms of culture, foreign foods served in quick service restaurants do not take into account the eating habits and local culture of the local population which include, among others, the use of tomato sauce and palm oil. For kids and adults, there are also combos including a burger/fried chicken, fried potatoes, and a drink. Food supplies such as burger buns, meat, condiments, etc. are imported from South Africa and Europe and bought locally when procurement and importation are not feasible or too costly. Local dishes and side orders include tilapia, boeuf à la congolaise, pondu, fufu, makemba, etc. There are only a few options for vegetarians as there is not much demand for vegetarian burgers and salads. Dishes such as shawarmas, pizzas, fried chicken, burgers, etc. including meat and poultry are amongst the most popular food items as Congolese consumers do prefer non-vegetarian options. Congolese food and other local dishes seemed to be ordered by older consumers and cakes are mainly purchased and taken out for celebrations. Portion sizes are usually slightly smaller than in quick service restaurants operating in the United States. Portion sizes are similar to portion sizes in fast food restaurants in America in the 1950's; drink sizes of 200 ml to 300 ml for example. Most consumers visiting those outlets are Congolese aged between 20 and 45 years old. Adults with

kids are rarely seen in the restaurant on week days but family gatherings are more frequent during the weekend. Some clients bring their computers or have business meetings in the dining halls. Office workers of the area also visit the restaurant during lunch breaks. Peak hours are from noon until around 2pm or 3pm and from 6pm until 9pm. Consumers, on average, take their time in the outlet; they usually order once, then relax and/or talk with the person accompanying them. Utensils are sometimes used, no matter of the food ordered, including burger or pizza. Shawarma paired with a soft drink is a popular combination. Fried chicken, slightly more expensive, is also quite a popular food option. Combos including a burger/fried chicken, fried potatoes, and a drink are available in most fast food outlets. Most clients, regardless of the food items eaten, will accompany their meal with mashed pimiento “pili-pili”, mayonnaise and ketchup. The dining halls of those restaurants look clean and hygienic and can accommodate about 50 clients at the time. There is sometime entertainment in the restaurants; music, games for kids, TVs etc. Service attitude in most of those outlets is not customer oriented like most establishments in the western world. Quick service restaurants consumers are mainly looking for a comfortable setting including modern furniture and air conditioning, to relax for an hour or two while sipping on a soft drink. Orders to take away and home deliveries are also common. It was observed that Congolese are still attached to their traditional diets and adopt gradually, when they can afford it, a Western diet and lifestyle.

#### 5.2.5 The process of glocalization in quick service restaurants; its influence on Congolese consumers' leisure experiences and food consumption patterns in quick service restaurants

As Globalization and modernization occur gradually in the Democratic Republic of the Congo, changes in the food environment are primarily observed in with undeniable shift toward the country side. In Kinshasa, globalization influenced the local population's eating habits, food preferences, and culinary customs, especially amongst the privileged, when organizations in the country started importing foreign processed foodstuff. Organizations within the food industry in Kinshasa partially adopted a glocal strategy where global products and services are adapted to local markets and lifestyle to ensure commercial success and social acceptance.

Major claims against multinational quick service restaurant chains include perceived unhealthy food and drink products, alleged animal cruelty, stated worker exploitation, and acculturation of the local population (Bowman & Vinyard, 2014; Croft, 2006). To operate and be profitable, Western inspired quick service restaurants in Kinshasa do have to match the occidental leisure experience and foreign fast food products with the specificities of the local market; food habits, language, religion and culture. Overall, quick service restaurant chains' owners and managers must understand customers' liking, consumers' food consumption patterns, and leisure experience preferences in order to elaborate appealing menus, effective marketing campaigns, and successful commercial development strategies.

Successful Western inspired quick service restaurants in Kinshasa adapted their services and products to please the local population's cultural belonging and culinary preferences; sandwiches made with thong, liver, and brain, large family combos for up to 7 persons, traditional Congolese foods part of their menus, etc. All this demonstrate that Western inspired quick service restaurants in Kinshasa do adapt their menus and services according to the food consumption patterns, culinary and leisure preferences, and religious rituals of the DRC.

### 5.3 Discussion on literature review and research findings

Major quick service restaurant chains have been operating since decades and turned into multinational businesses retailing convenient food and drink products to a wide range of customers worldwide. As eating habits are changing and diet evolving globally, researchers study not only food in itself, but also the way it is processed, served, eaten, enjoyed, etc. Research findings and recent literature support that consumers are not only looking to feed themselves when visiting a fast food outlet, but are also looking for an entertaining and memorable experience. Multinational fast food chains are not implanted in DRC yet due to the fluctuating and unreliable political, economic, operational, and social conditions of the country. However, partial political stability, economic development, Congolese' curiosity towards foreign fast foods

encouraged private investors to open independent Western inspired quick service restaurants in Kinshasa, DRC. Most of them mainly retail processed foods and drinks. As restaurants and entertainment are profitable industries, fast food outlets emerged in the city center Gombe and competition is now fierce. Analysis of the restaurant entertainment industries are challenging in the Congo as data are either unavailable, unreliable or outdated. In addition to simply being a place where meals are served and eaten, research findings suggest that entertainment and the ability to business meetings are important factors influencing Congolese consumers to visit quick service restaurants. Fast food outlets represent a growing sector of the restaurant industry in cities of the DRC through its linkages with the Western diet and lifestyle.

#### 5.4 Recommendations

Fast food outlets do have small shares within the restaurant industry in Kinshasa, but their margins are constantly growing. Congolese consumers represent the major group of clients visiting quick service restaurants, which slightly contributes to the economy. Their food consumption patterns and experiences of leisure in quick service restaurants in Kinshasa is valuable to owners and managers of quick service restaurants in order to improve product and services to ensure Congolese clients' satisfaction and sustainability.

First, findings from this research demonstrated that Congolese consumers, taken as a whole, do have a positive perceptions of leisure and dining experiences in quick service restaurants in Kinshasa. Food is often considered as qualitative, healthy, variate and occidental and the outlets themselves are considered efficient, convenient, clean and modern with an agreeable atmosphere. Therefore, as quick service restaurants are already perceived positively by the population, their status should remain intact or be enhanced. Limited access to the city center and little disposable income do not seem to prevent privileged Congolese consumers from visiting quick service restaurants at regular frequency. However, even if fast food outlets offer perceived good value for money, promotions mainly go unnoticed regardless of the current marketing efforts. In terms of marketing, consumers are not convinced by the effectiveness of marketing through social

medias, radio, flyers, etc. It would be recommended to revisit marketing and communication strategies targeting Congolese consumers in Kinshasa.

Food and drinks ordered by the customers are often the most affordable ones on quick service restaurants menus; sandwiches, shawarmas, and/or fried potatoes paired with soft drinks. Indeed, the Congolese population usually has little disposable income to be spent on outing and entertainment. Therefore, it would be recommended that fast food outlets retail food and drink products adapted in terms of quantity and quality to clients' financial means.

In terms of actual food and beverage consumption in quick service restaurants, it was noted that sugary drinks and sweetened hot beverages were commonly ordered and consumed alone or paired with a meal. Indeed, most Congolese consumers usually consume considerable amounts of added sugar when visiting fast food outlets; mainly through beverages; soft drink or tea/coffee. It was also noted that fried potatoes were also ordered and consumed by a majority of customers. Those non negligible sweet beverages and fried potatoes preferences should be noted by the parties of interest for future business development and healthcare follow up.

Furthermore, it was noted that most foods and drinks retail in quick service restaurants; fast food burgers, soft drinks, breads made from refined flour, etc. are categorized as processed and ultra-processed food products within the NOVA food classification system. They usually contain considerable amounts of animal fats, refined starches, sugars and sodium. However, Congolese consumers do not seem to be aware of the food and drinks processes, ingredients, and nutritional values of those foods. Salads, vegetables, and other vegetarian options are not widely available in those outlets and rarely ordered by the consumers. Finally, it was noted that most Congolese consumers are more interested in food quantity than food quality. In order to please the consumers and ensure business sustainability and well-being, quick service restaurants should choose their suppliers focused on profitability in accordance with balanced nutritional criteria. Vegetarian options, especially burgers, could eventually be an appreciable addition to fast food

outlets' menus in Kinshasa. Those preferences should be noted by the parties of interest for future business development and healthcare follow up.

In terms of culture, foreign foods served in quick service restaurants rarely take into account the eating habits and local culture of the local population. That being mentioned, Western inspired fast food outlets in Kinshasa are popular due to their foreign restaurant experience and occidental approach. Therefore, quick services restaurants in Kinshasa could be developed taking furthermore into consideration local eating habits and culture while keeping strong ties with the original concept of the American fast food industry.

Overall, customer service, guests experience, and profitability in fast food outlets could surely be all enhanced. First, adults with kids are rarely seen in the restaurant on week days but family gatherings are more frequent during the weekend and office workers of the area also visit the restaurant during weekdays for lunch from noon until 2pm. Considering those client segmentations, there could and should be promotions and special offers running in order to maximize business opportunities. Secondly, some clients bring their computers or have business meetings in quick service restaurants' dining halls. Fast food outlets' decision makers should focus on either encouraging this practice by offering a adapted setup and securing a revenue with this type of clientele or simply discourage clients to conduct all sort of work in the restaurants as it slows down tables' turnover. It was also noted that most clients, regardless of the food items eaten, will accompany their meal with mashed pimiento "pili-pili", mayonnaise and ketchup. Quick service restaurants' owners and managers should decide if condiments will be provided will all clients' orders for free, served only on request for free, sold to the clients, etc. in order to provide adjusted services, manage costs, reduce waste, and maximize profitability. It was also observed that service attitude in most fast food outlets is not customer oriented like most establishments in the western world. Once again, decisions makers should focus on either duplicate American customer service style and train their staff accordingly or provide customer service which reflects local patterns and manners. Either way or the other, guests experience and profitability could be both affected positively or negatively. Finally, orders to take away and

home deliveries are also common in fast food outlets. It is recommended that owners and managers study the profitability and customer satisfaction rate when developing take away and home delivery options.

Finally, organizations within the food industry in Kinshasa already partially adopted a glocal strategy where global products and services are adapted to local markets and consumers' lifestyle; opening hours, budget, language, food preferences, religion, etc. Overall, quick service restaurant chains' owners and managers must elaborate appealing menus, effective marketing campaigns, and successful commercial development strategies.

### 5.5 Research findings' limitations

This research about Congolese consumers' food consumption patterns and leisure experiences in quick service restaurants in Kinshasa presents several limitations. First, only 400 privileged Congolese consumers aged 18 or more answered the survey questionnaire and only 30 more customers were interviewed between the months of January and April 2018 in Gombe area, Kinshasa. Secondly, due to the lack to reliable data about the Congolese population living in the capital, the conclusions and recommendations of this research should be interpreted with moderate caution as the study was not based on a representative sample of Kinshasa's population. Thirdly, for the purpose of this research study, only privileged Congolese consumers, the ones who already visited quick service restaurants of interest, were surveyed, interviewed and observed. It leads to uncertainties to evaluate the average Congolese consumers' food consumption patterns and leisure experiences in quick service restaurants in Kinshasa as they may have never visited such establishment. Finally, this research study focused on a specific topic: Congolese consumers' food consumption patterns and leisure experiences in quick service restaurants in Kinshasa. As a result, other aspects indirectly related to the restaurant industry in Kinshasa such as local restaurants, foreign service restaurants, entertainment places, tourism and hospital facilities, nutrition factors, authorities' policies, etc. we're not surveyed.



## 5.6 Recommendations for further research

To address the research study's limitations listed above, further research is advisable. Firstly, once the authorities provide an updated census of the Congolese population, future studies in the DRC should use probabilistic sampling methods. It would allow researchers to survey a representative sample of the population in order to improve the data's reliability and interpretation of research findings. Secondly, further research should also survey average Congolese consumers for whom fast food outlets are nearly unknown to facilitate the evaluation of actual Congolese consumers' food consumption patterns and leisure experiences in quick service restaurants in Kinshasa. Thirdly, future researches should include indirect aspects such as local restaurants, foreign service restaurants, entertainment places, tourism and hospital facilities, nutrition factors, authorities' policies, etc. related to the quick service restaurant industry. Fourthly, several Congolese consumers surveyed stated prices of food and drink products in quick services restaurants are considerable but offer good value for money. Further investigation regarding the financial accessibility and exclusivity of fast food outlets should be taken into consideration. Fifthly, further investigation about the influence of marketing and communication on Congolese consumers' food consumption patterns and leisure experiences in quick service restaurants in Kinshasa would be needed. Finally, future research study should take place in other major cities of the DRC, such as Goma and Lubumbashi, in order for parties of interest to ensure business development and healthcare follow up.

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Appendix 1

List of Congolese consumers observed

No.	Location	Date	Time	Number of consumers	Gender	Age (average)	
C001	Kin Delicieux / Ave de la Presse	Friday 01/19/2018	09:00	2	MF	45	
C002				1	M	40	
C003				1	M	20	
C004				09:30	1	M	30
C005				10:15	2	MM	30
C006				10:40	1	F	35
C007				11:00	2	MM	25
C008				11:15	3	FFF	20
C009				12:40	1	M	25
C010				14:00	1	M	25
C011				15:00	1	M	25
C012	Waz Burger / rotana	Saturday 01/20/2018	11:30	1	M	25	
C013			11:52	1	M	30	
C014			11:58	1	M	30	
C015			12:15	3	FFF	20	
C016			12:30	1	M	25	
C017			12:50	1	M	25	
C018			13:15	1	M	25	
C019			15:00	2	FF	16	
C020	Kin Delicieux / Ave de la Presse	Monday 01/22/2018	08:45	3	FFF	30	
C021				3	MMM	30	
C022				09:15	1	M	25
C023				09:30	3	MMF	30
C024				10:11	1	M	30
C025					1	M	30
C026				10:20	1	M	30
C027				10:25	2	MF	30
C028				10:50	2	MM	30
C029				11:00	1	F	20
C030					1	F	20

C031			11:30	1	F	30		
C032			12:15	1	M	25		
C033			12:37	1	M	25		
C034			13:42	1	M	25		
C035			14:06	1	M	25		
C036			14:34	3	FFM	14		
C037			14:40	1	F	30		
C038			14:45	2	FF	15		
C039			14:57	2	MM	30		
C040			15:00	5	MMFFF	30		
C041				2	MF	20		
C042	Kin Delicieux / Ave de la Presse	Tuesday 01/23/2018	09:00	1	M	30		
C043				2	MF	30		
C044				1	M	30		
C045				2	MM	30		
C046					09:15	2	MF	30
C047					10:15	1	M	30
C048					10:24	1	M	30
C049					10:32	1	F	30
C050					10:52	1	M	30
C051					10:57	1	F	30
C052					11:10	2	MF	30
C053					11:15	1	F	30
C054					11:26	2	MM	40
C055					11:48	1	F	30
C056					11:51	2	MM	30
C057					12:00	1	M	25
C058					12:07	1	M	30
C059					12:24	2	MM	30
C060					12:25	2	MF	30
C061					12:37	2	MF	30
C062	Kin Delicieux / Ave de la Presse	Wednesday 01/24/2018	09:00	3	FFF	30		
C063					09:47	1	M	30
C064					09:48	2	FF	30
C065					10:00	1	M	45
C066					10:12	1	M	30
C067					10:38	1	F	30
C068					10:40	1	F	20
C069					11:18	1	M	30

C070			11:26	1	M	30	
C071			11:50	1	M	30	
C072			12:22	1	F	30	
C073			12:40	1	M	25	
C074			13:01	1	M	30	
C075			13:08	1	F	35	
C076				2	MM	45	
C077				1	M	30	
C078				2	MM	18	
C079				3	MMM	30	
C080				4	MMFF	30	
C081				1	M	50	
C082				1	M	35	
C083				1	M	40	
C084				2	MF	30	
C085				1	M	40	
C086				2	MF	30	
C087			13:34	2	MF	30	
C088			13:48	1	M	25	
C089			13:52	1	F	30	
C090				2	FF	20	
C091			14:03	1	M	50	
C092				3	MMF	30	
C093	Kin Delicieux / Ave de la Presse	Friday 01/26/2018	09:00	1	M	30	
C094				09:35	2	MM	50
C095				09:43	2	MF	30
C096				10:43	2	MM	45
C097				10:52	2	MF	25
C098					1	M	25
C099				11:16	1	F	25
C100				11:23	1	F	35
C101					2	MF	35
C102					1	F	25
C103				11:28	1	M	30
C104				11:34	1	F	30
C105				12:32	2	MF	25
C106				12:43	2	MM	30
C107					1	M	50
C108				13:14	1	M	25

C109			13:25	1	F	30
C110			13:32	1	M	25
C111			13:41	2	MM	40
C112				7	MMMMFFF	30
C113				2	MM	25
C114				2	MM	25
C115	Waz Burger / rotana	Sunday 01/28/2018	12:14	1	M	25
C116			14:00	1	M	25
C117	Kin Delicieux / Ave de la Presse	Monday 01/29/2018	09:00	1	F	50
C118				2	MF	40
C119			09:16	1	M	50
C120				1	M	50
C121			2	MM	40	
C122			09:33	1	M	35
C123			09:44	1	M	25
C124			09:52	1	F	30
C125			10:08	2	MF	40
C126			10:20	1	M	30
C127				1	F	25
C128			10:25	1	M	30
C129			10:28	2	MM	30
C130			10:49	1	M	30
C131			10:55	1	M	30
C132			11:06	1	M	30
C133			11:43	1	M	40
C134			12:14	1	M	40
C135	1	F		25		
C136	Debonairs / Memling	Tuesday 03/06/2018	10:30	1	M	40
C137			11:20	3	MMM	30
C138			12:20	1	M	30
C139			12:30	1	M	40
C140			12:50	1	F	25
C141				1	M	27
C142			13:05	1	M	35
C143			13:15	1	M	30
C144			13:45	2	MF	30
C145			13:55	2	MF	25
C146	14:15	1	F	30		



C147				2	MF	40	
C148			14:30	1	M	30	
C149			14:35	1	F	40	
C150			14:50	2	MF	30	
C151				2	MM	35	
C152			15:02	2	MM	40	
C153			15:03	4	F	30	
C154			15:20	1	F	35	
C155			15:21	3	FFF	35	
C156			15:30	2	MF	25	
C157	Steers / Memling	Wednesday 03/07/2018	10:45	1	M	30	
C158				11:10	2	MM	25
C159				12:02	2	FF	25
C160				12:15	1	M	30
C161				13:15	3	MMM	45
C162				13:36	2	MF	25
C163				13:51	3	MMM	35
C164				13:55	3	MMF	35
C165				13:57	1	M	50
C166				14:04	2	FF	25
C167				15:06	2	FF	35
C168					2	MF	30
C169				15:40	1	M	40
C170	Debonnair e / Gare Centrale	Thursday 03/08/2018	11:51	2	MM	35	
C171				12:05	4	MMFF	35
C172				12:48	1	F	30
C173				13:50	3	FFF	25
C174				14:55	4	MMMM	35
C175				14:57	2	MF	35
C176				15:07	2	MF	30
C177				15:09	1	M	35
C178				15:12	1	M	50
C179				15:45	3	FFF	25
C180	Waz Burger / rotana	Friday 03/09/2018	11:51	2	MM	45	
C181				12:20	2	MM	40
C182				12:44	1	F	30
C183				13:13	1	M	45
C184				13:26	2	MM	50
C185				13:37	2	MF	30

C186			14:02	2	MF	30
C187			14:08	2	MF	35
C188			14:50	2	MF	50
C189			14:54	5	MMFFF	30
C190			14:58	2	MF	35
C191				2	MF	30
C192			15:05	2	FF	25
C193	Waz Burger / Premier Mall	Saturday 03/10/2018	10:39	4	MMMM	50
C194			11:33	3	MMM	30
C195			12:35	2	MF	25
C196			14:15	1	F	30
C197			14:35	2	MF	25
C198			14:55	1	F	30
C199			15:03	2	FF	18
C200			15:30	12	M-F	27
C201			15:40	3	FFF	35
C202			15:47	5	FFFFM	35
C203	Kin Delicieux / Ave de la Presse	Monday 03/12/2018	10:30	1	F	30
C204			10:45	1	M	50
C205			10:51	2	MF	27
C206			11:30	2	MM	25
C207			12:07	1	M	45
C208			12:21	1	M	50
C209			13:12	1	F	30
C210			14:10	1	M	35
C211			14:12	1	F	45
C212			14:25	2	MM	50
C213	Hunga Busta	Tuesday 03/13/2018	11:35	2	MF	35
C214			12:14	4	MMMM	40
C215			12:20	1	M	55
C216			12:24	2	MF	45
C217			12:35	2	FF	35
C218			12:53	1	M	55
C219			13:15	2	MF	35
C220	CFC	Wednesday 03/14/2018	10:40	1	M	40
C221				2	MM	45
C222			11:05	1	M	30
C223			11:25	1	M	55
C224			12:10	2	MF	35

C225			12:40	1	M	50
C226			12:50	1	M	40
C227			13:05	4	MMMM	25
C228			13:20	1	M	25
C229			13:32	3	MMF	35
C230			13:47	2	MM	65
C231			14:20	2	MF	40
C232			14:35	1	M	45
C233			14:55	3	FFF	25
C234			15:12	1	M	50
C235			15:35	2	MF	25
C236			16:01	2	FF	20
C237	DFC	Thursday 03/15/2018	10:45	1	M	45
C238			10:55	2	M	50
C239			11:20	3	MMM	25
C240			11:40	2	MF	30
C241			12:05	3	FFF	25
C242			12:20	2	MM	40
C243			13:02	6	MMFFFF	25
C244			13:17	2	MF	30
C245			13:26	4	MMFF	35
C246			14:02	4	FFFF	40
C247			14:40	1	M	50
C248			14:50	4	MMMF	35
C249			15:05	2	MF	35
C250			15:15	1	M	40
C251			15:32	3	FFF	25
C252			15:57	5	MMFFF	25
C253	Steers / Memling	Saturday 03/17/2018	17:01	3	FFF	25
C254			17:06	2	MF	25
C255			17:20	2	MF	40
C256			17:40	3	FMM	27
C257			18:10	2	MF	35
C258			18:15	7	MMMMFFF	40
C259			18:40	3	FFF	18
C260			19:20	4	MMMF	35
C261			19:40	4	MMMM	20
C262			20:01	3	MFF	27
C263			20:15	6	FFFFFF	30

C264			20:32	2	MM	40		
C265			20:52	2	MF	30		
C266			21:10	3	FFM	28		
C267			21:40	8	MMMMFFFF	25		
C268			21:42	2	MM	35		
C269	Debonairs / Memling	Sunday 03/18/2018	16:30	4	MMM	30		
C270			16:55	3	FFF	30		
C271			17:10	2	MF	30		
C272			17:42	4	MMM	25		
C273			18:05	2	MF	20		
C274			18:32	2	MF	40		
C275			19:01	3	MFF	25		
C276			19:25	1	M	40		
C277			19:42	2	FF	30		
C278			19:55	2	MF	30		
C279			20:07	5	MMFFF	30		
C280			20:30	3	MFF	20		
C281			20:40	3	MMM	18		
C282			21:02	4	MMMF	35		
C283			21:13	2	MF	40		
C284			Debonairs / Gare Centrale	Monday 03/19/2018	16:30	1	M	35
C285					16:50	2	MF	45
C286					17:23	2	MM	40
C287					17:47	1	F	30
C288					17:56	3	MMF	40
C289	18:45	3			FFF	40		
C290	19:21	1			M	25		
C291	20:05	1			M	45		
C292	20:38	2			MF	30		
C293	21:07	4			FFFM	30		
C294	21:26	2			MF	40		
C295	Waz Burger / rotana	Tuesday 03/20/2018	16:01	3	MFF	20		
C296			16:32	2	MF	25		
C297			17:15	2	FF	20		
C298			17:45	1	M	40		
C299			18:20	2	MM	30		
C300			18:43	2	MM	45		
C301			18:47	2	MF	30		
C302			19:20	3	MMF	35		

C303			20:07	4	FFFF	25		
C304			20:32	3	MMM	30		
C305			21:15	2	MF	40		
C306			21:28	2	MM	30		
C307			21:41	2	MF	40		
C308	Waz Burger / Premier Mall	Wednesday 03/21/2018	16:10	4	FFFF	30		
C309			16:25	2	MF	40		
C310			16:40	2	MF	25		
C311			17:04	6	MMMFFF	40		
C312			17:10	2	MM	30		
C313			17:35	2	FF	18		
C314			18:29	2	MM	35		
C315			18:46	5	MMFFF	35		
C316			19:15	2	MF	30		
C317			19:40	2	MM	45		
C318			19:56	4	MMFF	25		
C319			20:25	2	MF	35		
C320			20:45	2	FF	40		
C321			21:12	3	MFF	25		
C322			21:25	6	MMMFFF	25		
C323			Kin Delicieux / Ave de la Presse	Friday 03/23/2018	16:10	2	FF	30
C324					17:30	7	MMMMFFF	30
C325	18:05	3			MMF	35		
C326	18:15	2			MF	40		
C327	18:40	1			M	50		
C328	18:42	3			FFF	25		
C329	18:50	4			MMFF	25		
C330	19:01	3			FFF	25		
C331	19:05	2			MF	30		
C332	19:30	5			MMFFF	25		
C333	19:40	13			M-F	30		
C334	20:06	2			MF	40		
C335	20:30	3			MMM	40		
C336	21:05	2			MF	25		
C337	21:20	1			M	50		
C338	21:23	3			MFF	30		
C339	21:40	2			MF	35		
C340	21:42	1	M	35				

C341	Hunga Busta	Saturday 03/24/2018	17:40	2	FF	30
C342			18:05	2	MF	40
C343			18:20	2	MF	35
C344			18:45	2	MF	20
C345			19:22	3	MMF	40
C346			20:05	1	F	25
C347			20:26	1	F	35
C348			20:37	1	M	40
C349			20:40	2	MM	30
C350			20:45	2	MF	30
C351			21:04	2	MM	40
C352			21:32	2	MM	35
C353			21:34	2	MF	40
C354			21:40	2	MF	40
C355			DFC	Sunday 03/25/2018	16:04	4
C356	16:40	2			FF	25
C357	17:12	4			MMFF	18
C358	17:46	2			MF	30
C359	18:15	2			MF	25
C360	18:52	4			MMFF	25
C361	20:26	2			MF	25
C362	20:46	8			MMMMFFFF	18
C363	21:05	2			MF	20
C364	21:32	2			MF	35
C365	21:40	2			MM	40
C366	21:47	2			MF	30
C367	CFC	Monday 03/26/2018	16:25	4	MMFF	25
C368			16:47	1	M	40
C369			17:33	2	MM	50
C370			18:07	3	MMF	35
C371			18:18	3	FFF	20
C372			18:54	2	MF	40
C373			19:17	4	MMFF	20
C374			19:24	3	MFF	25
C375			20:06	1	M	35
C376			20:09	2	MF	40
C377	Steers / Memling	Wednesday 03/28/2018	11:35	2	FF	20
C378			11:57	2	FF	35
C379			12:40	6	MMMMFF	35

C380			13:06	1	M	35
C381			13:18	2	MF	30
C382			13:50	2	FF	30
C383			14:15	3	MMM	30
C384			14:29	1	M	45
C385			14:46	4	MMFF	25
C386			15:04	1	F	20
C387			15:36	3	FFF	30
C388			15:47	1	M	30
C389	Debonairs / Memling	Thursday 03/29/2018	10:25	1	M	45
C390			10:41	1	M	50
C391			11:26	2	FF	30
C392			11:58	2	MM	40
C393			12:38	2	FF	35
C394			12:45	3	FFF	25
C395			13:33	2	MM	35
C396			13:47	4	MMFF	25
C397			13:52	2	MF	40
C398			14:22	1	F	25
C399			14:40	1	M	40
C400			15:06	2	MF	35
C401			15:26	2	FF	35
C402			15:51	3	FFF	30
C403			16:03	2	MM	50
C404			Debonairs (Gare Centrale)	Friday 03/30/2018	10:42	1
C405	11:29	1			M	30
C406	13:12	4			MMFF	39
C407	14:06	2			MM	35
C408	14:26	2			MF	40
C409	14:43	1			M	35
C410	15:08	2			FF	25
C411	15:22	3			MMM	40
C412	15:36	2			MF	25
C413	15:49	2			FF	40
C414	16:06	2	MF	25		
C415	Waz Burger / rotana	Saturday 03/31/2018	11:07	1	M	30
C416			11:46	2	MM	25
C417			12:08	3	FFF	20
C418			12:19	2	MM	18

C419			12:36	4	MMFF	25
C420			13:02	2	MF	40
C421			13:18	2	FF	20
C422			13:33	2	FF	35
C423			14:26	1	M	35
C424			14:39	3	MMF	20
C425			15:02	2	FF	30
C426			15:41	2	MF	30
C427			15:55	4	MMFF	20
C428	Waz Burger / Premier Mall	Monday 04/02/2018	12:15	4	MMFF	30
C429			12:40	1	M	40
C430			13:10	5	MMMFF	30
C431			13:26	4	MMFF	20
C432			13:43	1	M	45
C433			14:06	2	MF	40
C434			14:54	10	MMMMMFFFF F	30
C435			15:19	2	MF	40
C436			15:36	4	MMMM	30
C437			15:48	2	MF	45
C438	Kin Delicieux / Ave de la Presse	Thursday 04/03/2018	10:08	1	M	40
C439			10:26	2	MF	35
C440			10:42	2	FF	25
C441			11:22	1	M	40
C442			12:08	2	MM	30
C443			12:15	2	MF	35
C444			12:33	4	FFFF	20
C445			13:14	2	MM	30
C446			13:18	2	MF	50
C447			14:06	1	M	25
C448			14:21	4	MMFF	25
C449			15:26	2	MF	35
C450			15:40	3	FFF	40
C451			15:44	2	MF	40
C452			16:03	2	MF	20
C453	Hunga Busta	Friday 04/04/2018	11:25	2	MM	40
C454			11:42	2	MF	35
C455			12:20	1	F	25
C456			12:45	4	MMMM	30



C457			13:08	2	MF	35
C458			13:53	2	FF	25
C459			14:19	4	MMMM	35
C460			15:05	2	MF	50
C461			15:35	5	MMFFF	35
C462			15:50	2	FF	40
C463	DFC	Saturday 04/05/2018	11:06	4	MMMM	18
C464			11:44	1	M	40
C465			12:10	2	MF	25
C466			12:58	2	MM	20
C467			13:35	4	MMMF	18
C468			14:26	2	MM	35
C469			14:42	2	MF	25
C470			15:05	2	MF	30
C471			15:43	2	FF	45
C472			CFC	Sunday 04/06/2018	10:26	4
C473	10:58	1			M	50
C474	11:07	2			MF	30
C475	11:43	1			F	35
C476	12:10	10			MMMMMMFFFF F	30
C477	12:34	1			M	35
C478	13:40	2			MF	30
C479	14:09	1			F	35
C480	14:26	2			MM	40
C481	14:51	4			MMFF	50
C482	15:36	1			M	45
C483	Steers / Memling	Tuesday 04/08/2018			16:02	4
C484			16:13	2	MF	30
C485			17:25	4	MMFF	30
C486			17:59	2	MF	30
C487			18:23	2	MM	18
C488			18:44	2	MF	45
C489			19:31	4	MMFF	35
C490			19:46	1	M	45
C491			20:49	5	FFFFF	25
C492			21:10	2	MF	35

## Appendix 2

### List of Congolese consumers interviewed

<b>No.</b>	<b>Gender</b>	<b>Age</b>	<b>Restaurant(s) previously visited</b>	<b>Interview date</b>
I01	F	19	DFC, Hunga Busta, Kin délicieux	18/09/2018
I02	F	31	Debonairs, DFC, Hunga Busta, Kin délicieux	21/09/2018
I03	M	24	Debonairs, Hunga Busta, Kin délicieux	25/09/2018
I04	F	21	Debonairs, DFC, Hunga Busta, Kin délicieux	04/10/2018
I05	M	26	CFC, Debonairs, DFC, Hunga Busta, Waz Burger	04/10/2018
I06	F	26	Debonairs, Hunga Busta	04/10/2018
I07	M	30	CFC, Debonairs, DFC, Kin Delicieux, Hunga Busta, Waz Burger	15/10/2018
I08	M	28	CFC, Debonairs, DFC, Kin Delicieux, Hunga Busta	15/10/2018
I09	M	28	Debonairs, DFC, Hunga Busta, Kin délicieux, Steers	16/10/2018
I10	F	25	DFC, Hunga Busta, Kin délicieux	19/10/2018
I11	F	25	CFC, Debonairs, DFC, Kin Delicieux	20/10/2018
I12	M	50	DFC, Hunga Busta, Kin délicieux	25/10/2018
I13	F	39	CFC, Debonairs, DFC, Kin Delicieux, Hunga Busta	25/10/2018
I14	M	36	DFC, Hunga Busta, Kin délicieux	28/10/2018
I15	M	33	Debonairs, Hunga Busta	01/11/2018
I16	F	28	DFC, Hunga Busta, Kin délicieux	01/11/2018
I17	M	24	Kin Delicieux	03/11/2018
I18	F	28	Debonairs, Hunga Busta	04/11/2018
I19	M	27	Debonairs, Hunga Busta	04/11/2018
I20	M	28	CFC, Debonairs, DFC, Kin Delicieux, Hunga Busta	11/11/2018
I21	M	34	Hunga Busta	12/11/2018
I22	M	42	Debonairs, Hunga Busta	22/11/2018
I23	F	35	Debonairs, DFC, Hunga Busta, Kin délicieux, Steers	22/11/2018

I24	M	23	DFC, Hunga Busta, Kin délicieux	02/12/2018
I25	M	24	CFC, Debonairs, DFC, Kin Delicieux	05/12/2018
I26	F	37	CFC, Debonairs, DFC, Kin Delicieux	05/12/2018
I27	F	21	Hunga Busta	05/12/2018
I28	F	31	CFC, Debonairs, DFC, Kin Delicieux, Hunga Busta	12/12/2018
I29	M	35	Debonairs, DFC, Hunga Busta, Kin délicieux, Steers	14/12/2018
I30	F	23	Debonairs, Hunga Busta	17/12/2018

### Appendix 3

#### List of specialists interviewed

<b>No.</b>	<b>Gender</b>	<b>Specialization</b>	<b>Interview date</b>
S01	F	Restaurant manager – Waz Burger	01/19/2019
S02	M	Former McDonald's franchisee	02/11/2019
S03	F	Nutritionist	02/16/2019
S04	M	Restaurant manager – Kin Delicieux	02/27/2019
S05	M	Congolese medical anthropologist	03/05/2018