

A Comparative Analysis Of Customer Preferences Of Traditional Meals And Non- Traditional Meals In Harare: The Mental Contest Of ‘Small Grain’ Sadza And ‘White Maize’ Sadza.

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Abstract: *The study aimed at analyzing the differences in preference of ‘traditional’ sadza meals and ‘white/maize’ sadza meals in the Harare fast foods and restaurants market. The study became relevant after realizing that the maize corn ‘mealie-meal’ based sadza was classified as exotic food in Zimbabwean culture, while the sadza made from millet, rapoko and sorghum was seen as original and more traditional to the Zimbabwean culture. There was a pressing need to establish such preferences since the generic demand for sadza meals in ‘out of home’ places, especially the traditional type, was increasing regardless of it being a staple food in the Zimbabwean society. The need for closing the mismatch between what customers want and what sadza based fast food outlets and restaurants are offering made this study critical. A gender based quota sample of 185 (113 males; 72 females) sadza customers in Harare Central Business District(CBD) were interviewed. A survey questionnaire with a Cronbach Alpha reliability value of 0.89 was used for measuring taste, price and overall preference levels between the two types of sadza meals. The study established that ‘traditional’ sadza meals had higher taste preference rating, higher demand and a price premium advantage compared to ‘white’ sadza meals. The study recommend food outlets and restaurants in Harare to prepare and serve some fully cooked ‘traditional’ sadza based meals and sell at premium to the customers.*

Key Words: *White sadza, Traditional sadza, Sadza dishes, Customer preference, functional foods, healthy conscious, fast food, restaurants.*

I. Introduction

The continued dominance by players in the pizza, chicken and chips business over the sadza based food outlets, required the identification of market opportunities for sadza based food market, for it to attract, retain and satisfy customers in order to register its competitiveness and business growth in the generic and traditional fast food industry (Johnson and Scholes, 1999). Determination and establishment of customer’s preferences and expectations in today’s markets is the best possible means for survival (Kotler, 2011). Understanding of customer’s preferred sadza based meals, especially traditional sadza menus, in terms of tastes and pricing is an important effort for benefiting both customers and restaurateurs. The intensive competition in today’s markets requires entrepreneurs who are very innovative, creative and capable of making their organisations survive in such a hostile business environment (Drummond et al, 2001).

Despite the fact that sadza is the staple food, chief carbohydrate and most popular energy giving meal in Zimbabwe, little initiatives have been done in the sadza line of business to reflect its importance as well as bringing back some confidence to customers who shifted to other meals such as pizza, burgers, chicken and chips (Benhura et al, 2012). Most firms offering outdoor food are entering into the chicken, pizza and chips fast food sector, ignoring the sadza based market, though some significant number of customers are seen holding some sadza based meals at breakfast time, at lunch hour and even during evenings.

Though sadza based meals are more functional in nature, customers usually share the views of visiting pizza, chips and chicken fast foods for hedonistic purchases. What is of most interest, however, is that, even after eating the so called first class foods of pizza, chicken and chips, the same customers could be seen sneaking into corridors, supermarkets and restaurants buying sadza based meals too. A new twist has emerged, however, in the town as more and more customers are heard asking for more traditional sadza based meals even at some special occasions such as weddings, conferences, and church gatherings just to mention a few (Hove, 2013). This preference of traditional sadza against the common exotic white sadza make it necessary to find out factors behind such differences. Today, there are only a few reputable sadza based food outlets, and rare traditional sadza outlets, in Harare which customers may happily visit. The most worrying factor is that most of the players in the sadza based market are in a try and error experiment of business operation. They are very unpredictable in the way they are operating. The sadza based market is today flooded by hit and run suppliers, who seem not to have the rhythm to take the sadza based food market to greater heights, and appreciate the new

trend of traditional sadza based menus (Bhasera, 2013). Their lack of commitment and effort to satisfy customers by these sadza based outlets make them fail to realize the need to offer variety and innovative meals, like traditional sadza meals, in that market. Unlike the chicken and chips fast food industry where players such as Chicken Inn have had an established presence spanning over two decades and with branches in almost every major city in Zimbabwe, no such players has managed to do the same in the sadza based market. No significant impact has been commanded by sadza based food outlets in the fast food industry except high records of customer dissatisfaction and dissapointments. Currently, sadza based meals are served from supermarkets, restaurants and illegal street vendors. These suppliers failed to understand and cater for the basic needs of customers, including that for traditional sadza menus. Customers seem to be tossed to and from one outlet to another when they start searching for unique sadza based meals.

The adoption of foreign cultures and tradition by some Africans, especially on the type of clothing, religion, language and music affected the way people perceive their local content, even of food(Kasongo, 2010). Western culture was regarded as frontline civilization. African ways of doing things became primitive, archaic and regrettably unacceptable in public domain (Ariwolo, 2010). The effect of westernization had not only stopped on the way of dressing but also overstretched in the food industry to the extent that African people were preferring Western dishes at the expense of local food(McCann, 2009). Though traditional sadza and other foods in Zimbabwe were dumped because of perceived modernity associated with exotic fast food dishes, a similar trend found by Alcock(1995)'s study in Mallorca on their return to traditional foods, saw some discerning Zimbabweans recently start running away from healthy hazard food to traditional food.

The power of internet, past researches, dissemination of information by government and non-governmental organization about the dangers of more refined foods promoted by westernization, have made people, however, to realize the importance of the local dishes over foreign related dishes (Hove, 2013). African people became enlightened and have a better understanding on food related diseases such as high blood pressure, obesity, cancer, ulcers and heart complications (Civitello, 2008). The health experts in Zimbabwe had been recommending consumption of 'traditional' sadza cooked using rapoko, millet and sorghum mealie-meal. Laryea, Akoto, Odura and Appaw(2016) found out that, though Ghananian consumers lacked specific nutritional knowledge of their traditional foods, they acknowledged that traditional foods provides nutritional and health benefits. Since urban people are becoming more healthy conscious and deliberately choose meals that are safe to their bodies, more demand of 'traditional' sadza is likely to be witnessed in Harare and other towns. Bernardo, Proenca, Giovanna, Calvo and Hartwell(2015), in their article on ' Assessment of the Healthy Dietary Diversity', found out that variety of dishes is associated with a healthy choice rating for people who eat away from home. The Zimbabwean urban consumers are now avoiding the fatty chips and chicken menus and are choosing a more traditional sadza based menu made up of rapoko, sorghum and millet mealie-meal.

While customers now have the knowledge on the goodness and benefit of the local foods than foreign foods, the sadza based business is still struggling to meet the market preference and needs of the customers. Customers complain that they often find sadza meals(including traditional meals) out of stock and served with poor relishes at various sadza based food outlets in Harare. The continued dominance of players in the pizza, chicken and chips over the sadza based meals further required the sadza based market to determine customers' preferred sadza based dishes and pricing perceptions between the 'traditional' and 'white' sadza based dishes to make customers happy and popularize the sadza canteens.

II. Statement of The Problem

Given the need to satisfy the increasing demand and the health conscious urban customers, and close the market gap in the sadza based market segment, there is need to measure differences in preferences between 'maize mealie meal' white sadza and 'traditional crop mealie-meal' sadza based dishes.

III. Research Objectives

1. To analyse differences in taste and overall preferences between 'White Sadza meals' and 'Traditional Sadza meals'
2. To analyse differences in price expectations between 'White Sadza' meals and 'Traditional Sadza meals'

IV. Research Hypotheses

H₁: The attractiveness of 'Traditional Sadza' and 'White Sadza' has a strong correlation.

H₂: There is a strong relationship between price preferences of 'Traditional Sadza' and 'White Sadza' Meals.

V. Literature Review

5.1 Trends on Food Choice and Preferences

A study undertaken by Simpson and Dore (2008) to explore the factors that drive and motivate food consumers' preferences in South Africa noted that the improved economic climate made customers frequently

dine out of their homes. Erasmus (2008) also agreed that the changes in spending patterns of South African consumers in the emerging economy demands new restaurant format, food quality and timing which could ultimately satisfy them.

A research study conducted by Macleod (2009) in London revealed that an increase in the number of dual income families requires long extended operational hours of food outlets. Abdullah et al (2010) agreed that the emergence of dual income families in the developing countries necessitate the increase in number of fast food outlets. This could be relevant to the sadza based market to understand and appreciate the new trends in the market as it provides them with possible business opportunities if it managed to align its self correctly.

Melkis et al (2014) in their research study in Malaysia, on examining the influence of marital status and age on consumers patronizing fast food restaurants, found out that there is a significant difference in the perception of service quality of fast food restaurant between single and married consumers, and this might influence the preference of sadza based dishes.

Stone (2010) noted with concern that people become more health conscious as they approach the older age. However, Price et al (2005) argued that, it is not only the older people who are more worried about their health. High cases of obesity, heart problems and cancer has pushed the new generation to also look for healthier foods for them to remain fit (Wang et al, 2011).

This trend could be behind the search for 'traditional sadza' and in fast food outlets than that of 'white sadza'. Kumar et al (2013) echoed that marital status of customers has a major role in determining the spending pattern towards fast foods. In a study of fast food services in Malaysia, Khatibi et al (2003) found out that consumers in the age group of between 21-30 years are mostly singles and working adults, know what they want and they are less sensitive to prices. They are more willing to spend to get what they want or desire. And customers in the 31 – 50 years old age group are mainly working and married with children. They are busy with their career and family, have limited time to cook and prepare meals. Therefore, they might prefer to eat meals that are easy to consume, fast, hassle free, convenient, cheap and affordable. Renko and Bucar(2014) said that although traditional foods create new opportunities for differentiation, finding the right ingredients and time for cooking traditional food is still a problem. This point to the possible challenge by urban based traditional food outlets who might not have experience for cooking a good traditional menu. A more traditional sadza based meal is likely to deal effectively with food safety, food quality, obesity and associated health problems leveled against exotic and semi exotic dishes(Jones, Shears, Hillier, Comfort, and Lowell, 2003). Cerjak, Haas, Brunner and Tomic(2014) also found out that Austrians connect traditional food with environmental friendliness and Croatians connect traditional food with nostalgic early child hood memories. This is in line with Renko and Buca(2014) who established that Croatian consumers only eat traditional food at home and consider it of higher quality and as a reminder of positive past childhood experiences. Traditional sadza based dishes in Zimbabwe will fit well into the 'Slow Food' movement's manifestos and agenda(Jones, et al, 2003). Henderson(2012) in an Article: ' Food and Culture: In Search of A Singapore Cuisine', said that food culture is highly influenced by global forces, though food also remains a critical dimension of ethnic and national identity. This might make achieving a specific definition of traditional food difficult in Zimbabwe since there are many racial, religious and ethnic traditions. Amuquandoh and Asafo-Adjei (2013) also found out that tourists who visit Ghana prefer traditional foods and enjoy the dishes.

Even though the above studies were conducted outside Zimbabwe, sadza based market can benefit by understanding changes in customer preferences and choices between traditional and non-traditional sadza based meals, in order to prepare the most demanded meals which delights customers. This means that traditional food marketers and restaurants owners need to identify their target market so that necessary planning and action can be done to meet their expectations. Such efforts will lead to higher level of customer satisfaction resulting in more business growth in the traditional food and sadza market.

5.2 Pricing and Customer Preferences of Sadza Based Meals

A research study by Abdullah et al (2011) on managing customer preferences for food service industry indicated price as one of the highly rated dimension that affects customer preferences on choosing food outlets. The findings were similar to the studies found by Kara et al (1975) and Andaleeb et al (2006) which established that customers are price conscious. A study by Brown (2003) in SouthEast Missouri on customers' preferences on locally produced organic foods, established that customers who had higher education and income were more likely to purchase organic food and more willing to pay a higher price for local foods. This could be very crucial in pegging prices between traditional and white sadza based meals in Zimbabwe. Contrary, Jekanowski et al (2000) found that, on average, consumers expect local food products to be less expensive than non-local foods. Naipaul and Parsa (2001) noted that fast food restaurants in Finland win customers' hearts by practicing odds and cents pricing. Under this pricing strategy, fast food restaurants prefer prices that end in odd digits, particularly 5 and 9 which is commonly referred to as 'just below' pricing. Stiving (2000) found that fast food restaurants are more likely to set prices 'just below' a round dollar amount (e.g. \$1.99) because consumers tend

to round down when viewing prices. Skindaras (2009) argued that under the perceived value strategy, customers view items that are priced higher as higher quality as such fast food outlets can use premium prices to signal quality to customers and enjoy maximum profit returns. The pricing strategies could be very important to sadza based food outlets to meet customer expectations. Understanding about customers' price sensitivity (Pirog and Mc Cann, 2009) is really a crucial part for sadza based food outlets because price affects company's profitability and its overall market success.

Lim (2010) advocated that, for the customer, it is not necessary that a better quality can be a better taste, if he or she cannot afford to pay for it. Customers felt that restaurants which offered food and services at affordable prices provide value for their money. Frazen and Bouwman (2001) argued out that customers do not usually know the exact price of the different brands, but they would generally have an idea if a brand is more expensive or cheaper than its competitors. Stewart and Davis (2005) found that location of the area in which a fast food restaurant is operated has also been identified as a factor that influences prices perceived by customer. Findings by Han (2009) while in America, established that, in downtown restaurants, customers do not want to pay for higher prices but pay more in up-market. Prices charged by fast food restaurants were higher in low income areas. As such customers prefer to visit a food outlet which offers less expensive meals than those perceived as offering expensive ones. The point of offering less expensive meals was also supported by Richardson and Aguir (2004) who advocated that creating a menu package with special price offer is crucial for influencing customer preferences, hence food outlets must offer special prices to the regular customers in order to boost relationships and further create customer loyalty. This analysis shows that price preferences between 'traditional' sadza and 'white sadza' could be affected by other non-meal based factors.

VI. Research Methodology

In this study, the research philosophy used was the quantitative approach based on the positivism paradigm. Positivists assume that reality is stable and can be observed and described from an objective point (Creswell 2009:8). The research results will basically be in numbers and percentages. According to Black (1999), a positivistic approach believes that predictions can be made on the basis of the previously observed and explained realities and their inter-relationships. A population contains all the variables of interest to the researcher and it is sometimes referred to as target population or universe. In this study, identification of the target population was necessary so as to provide a base from which sample units and sample size were deduced. The target population consisted of all the customers who frequent sadza based food outlets in Harare as these were assumed to be the custodians of the relevant research data and information needed to answer the research questions. The researcher took a sample size of 185 customers who were found dining at sadza based food outlets in Harare Central Business District. The sampling adequacy was estimated to be 0.563 after the application of the Kaiser- Meyer- Olkin(KMO) measures. In this study, the researcher attempt to ensure that there was a gender balance among the respondents. The results failed to garner a 50%: 50% gender ratio which was expected in this study. A quota sample 113 males and 72 females was achieved. Too many males (61%) were, however, involved as compared to 39% females. Quota sampling is easy, faster and cheap to organise and also ensures selection of adequate number of subjects with appropriate characteristics. The researcher made use of a survey questionnaire which contained demographic questions and objective questions. The questionnaire had closed ended questions of Likert scale design that rated perceptions and preferences of customers on sadza based menus and pricing preferences, in the strongly agree, agree, not sure, disagree and strongly disagree' continuum and also on price ranges.

Validity, which could generally be defined as the extent to which a test measures what it claims to measure, was achieved by designing questionnaire items directly from the research objectives and also by pilot testing them. The pilot test allowed the researchers to come up with an almost flawless questionnaire which was then finally employed to collect data. Reliability, which is the extent to which a research study can be repeatedly done over time and produce the same results, was also measured and gave the stability or consistency of scores over time. The overall preference of sadza based menus had a Cronbach Alpha value of 0.88 and the price perceptions of the sadza dishes had a Cronbach Alpha value of 0.87. The overall reliability value was 0.89. Face to face and 'drop and pick' methods were used for collecting data from respondents. According to Creswell (2009), face to face involves personal contact of the researcher and respondents where the questionnaires were handed to respondents and asked to fill in the presence of the interviewer. The major advantage was the high response rate as people were confronted in person and also allowed the chance to clarify other instructions on certain questions where customers found challenges. The researcher also dropped the questionnaires at some sadza based food outlets. This was done to enable respondents to answer in a free environment and give an opportunity to respondents who were missed by the researcher during face to face survey to participate in the study. The major strength of the method was its ability to give the respondents the opportunity to answer the questionnaire during their own spare time and their own pace. Data was analyzed by an SPSS computer software package, to capture and produce numerical data in form of percentages and frequency distributions

such as average, mode, and median. Wilson (2003), said the major reasons for analysing data include the need to measure the research outcome, make comparisons, examine relationships, test hypotheses, and construct theories and concepts. The general process followed in the SPSS analysis include data editing, data coding, data entry, data cleaning and the application of statistical models for final analysis. Discussion of results were made in relation to research objectives, statement of the problem and research hypotheses. The conclusion of whether customers prefer traditional sadza meals to white sadza meals in outdoor restaurants was made based on the comparative analyses.

VII. Results Presentation and Discussion

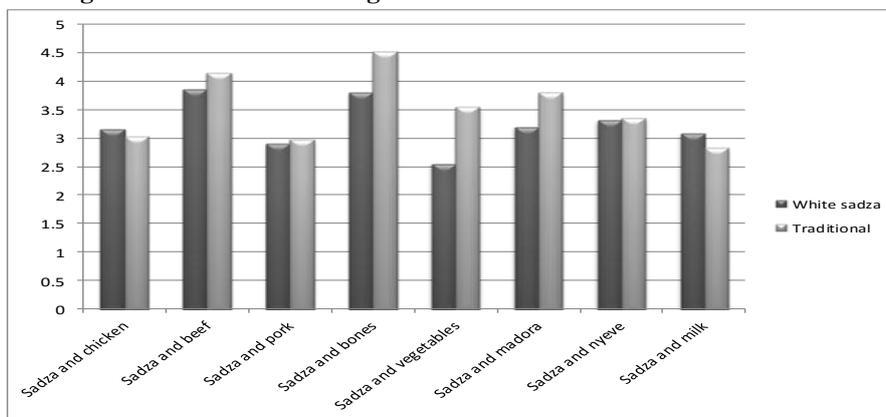
The section provides a comparative evaluation of customer based responses on their overall menu preferences and expected price perception between white sadza dishes and traditional sadza dishes. Likert scale mean values are applied in Table I and dollar price mean values are applied on Table II. Hypotheses testing was done at the end of the discussion.

6.1 Basic Comparison of Sadza Based Dishes’ Attractiveness to Customers

Table I: Customer Ratings on the Attractiveness of Sadza Based Dishes

| | Traditional (Mean) | White (Mean) | Difference | Comments |
|----------------------|---------------------------|---------------------|-------------------|----------------------------------|
| Sadza and Chicken | 3.03 | 3.16 | -0.13 | White sadza preferred |
| Sadza and Beef | 4.15 | 3.86 | +0.29 | Traditional sadza preferred |
| Sadza and Pork | 2.98 | 2.91 | +0.07 | Traditional sadza preferred |
| Sadza and Bones | 4.52 | 3.81 | +0.71 | Traditional sadza preferred most |
| Sadza and Vegetables | 3.55 | 2.55 | +1 | Traditional sadza preferred most |
| Sadza and Madora | 3.81 | 3.20 | +0.61 | Traditional sadza preferred most |
| Sadza and Nyevehe | 3.35 | 3.31 | +0.04 | Traditional sadza preferred |
| Sadza and Milk | 2.83 | 3.08 | -0.25 | White sadza preferred |
| Overall Mean | 3.53 | 3.24 | +0.29 | Traditional sadza more preferred |

Fig I: Bar Chart Presenting the Attractiveness of Sadza based Meals



Differences in means for white sadza and traditional sadza were computed to ascertain the respondents’ preferences. The differences are recorded in Table I and Fig I above and it was generally noted that customers preferred meals with positive differences to be served with traditional sadza while those sadza meals with negative differences to be served with white sadza. The researcher established that customers mostly prefer beef, pork, bones, vegetables, madora and nyeve to be served with traditional sadza (Benhura et al, 2012). This could be because of consumers’ response to recent campaigns or advice given by health practitioners that encourage customers to take more of traditional foods than refined and super-refined meals so as to remain physically fit. The study discovered that the current sadza based food outlets are letting themselves down by continuously serving customers with white sadza only. Changing to traditional meals could be the only best way to meet current customer needs and wants.

6.2 Expected Price Perceptions Differences Between ‘Traditional Sadza’ and ‘White Sadza’

TableII: Comparison of Mean Prices That Customers Were Willing and Able To Pay For Each Classification of Traditional and White Sadza Meals

| | TraditionalSadza | White Sadza | Mean Price Difference | Comments |
|----------------------|------------------|-------------|-----------------------|---|
| Sadza and Chicken | 1.60 | 1.19 | +0.41 | Willing and able to pay more on traditional sadza. |
| Sadza and Beef | 2.14 | 1.60 | +0.54 | Willing and able to pay more on traditional sadza. |
| Sadza and Pork | 1.02 | 0.98 | +0.04 | Willing and able to pay more on traditional sadza. |
| Sadza and Bones | 1.67 | 1.19 | +0.48 | Willing and able to pay more on traditional sadza. |
| Sadza and Vegetables | 1.29 | 0.74 | +0.55 | Willing and able to pay more on traditional sadza. |
| Sadza and Madora | 1.61 | 1.12 | +0.49 | Willing and able to pay more on traditional sadza. |
| Sadza and Nyevehe | 1.51 | 1.56 | -0.05 | Willing and able to pay more on white sadza. |
| Sadza and Milk | 1.26 | 0.99 | +0.27 | Willing and able to pay more on traditional sadza. |
| Overall Mean | 1.51 | 1.17 | +0.34 | Willing and able to pay more on traditional sadza. |

Table II highlighted the mean prices which customers were willing and able to pay for various sadza based meals. The mean price values were taken to be a proxy measure of the demand of these meals. It was found out that meals or dishes served with traditional sadza had a highest overall mean price of \$1.51. This clearly shows that there is a high market demand for meals served with traditional sadza since customers indicated their willingness and ability to pay high prices above the average price of \$1 currently charged by most sadza based outlets in the corridors and main bus terminus just to say a few. Even meals served with white sadza recorded the mean price of \$1.17 which is significantly above the average price of \$1 presently charged in the prevailing Harare City Centre market. This clearly demonstrated that customers are prepared to pay high prices if well satisfied with the improvement in standards of service offered by existing sadza based food outlets.

Traditional sadza served with beef was highly demanded with a mean price of \$2.14. Also, on high demand was traditional sadza served with bones and madora. Low demand was recorded on white sadza and milk, white sadza and pork and, white sadza and vegetables which had mean prices of \$0.99, \$0.98 and \$0.74 respectively. The general low demand for sadza and pork could have been a result of some religious groups which do not encourage their followers to partake “pork”, since it is-linked to legion of demons in the Holy Bible. Dishes which included milk and vegetables were generally of low demand because may be customers did not prefer them as stand-alone dishes.

From the consumer’s perspective, price is what the customer pays or gives for obtaining the product or service. Fairness of price is a psychological factor that plays an important role in the customer’s reaction to the paid price.

6.3 Correlation Analysis of Sadza Based Dishes on Overall Preference and Taste

H₁: The attractiveness of ‘ Traditional Sadza’ and ‘White Sadza’ has a strong correlation.

Table III: Paired Samples Statistics of Attractiveness for Sadza Based Meals

| | | Mean | N | Std. Deviation | Std. Error Mean |
|--------|-------------|--------|---|----------------|-----------------|
| Pair 1 | Traditional | 3.5275 | 8 | .59978 | .21205 |
| | White | 3.2350 | 8 | .43632 | .15426 |

The study carried out a correlation test and produced the results as shown below

Paired Samples Correlations

| | | N | Correlation | Sig. |
|--------|---------------------|---|-------------|------|
| Pair 1 | Traditional & White | 8 | 0.679 | .064 |

A correlation coefficient of 0.679, which was not significant (p-value=0.064), was found between respondents’ rating on the attractiveness of traditional and white sadza based meals. A p-value of 0.064 which is above 0.05 shows a less reliable correlation between the two types of sadza dishes. The results could have been as a result of customers having different feelings and perception regarding consumption of traditional sadza and

white sadza. The relationship reflects that traditional sadza is expected to have more business growth than white sadza. This test was generally not the best since the use of Anova tests, the t-tests and other tests could have done a better job in this research.

6.4 Correlation Analysis of Price Preferences Between Traditional Sadza Meals and White Sadza Meals.

Table IV: Samples Statistics of Mean Prices between Traditional and White Sadza Meals

| | | Mean | N | Std. Deviation | Std. Error Mean |
|--------|-------------|--------|---|----------------|-----------------|
| Pair 1 | Traditional | 1.5125 | 8 | 0.33627 | 0.11889 |
| | White | 1.1713 | 8 | 0.29123 | 0.10296 |

H₂: There is a strong relationship between price preferences of ‘Traditional Sadza’ and ‘White Sadza’ Meals. The study established the test results as shown by the table below.

Samples Correlations

| Pair 1 | | N | Correlation | Sig. |
|--------|---------------------|---|-------------|------|
| | Traditional & White | 8 | 0.735 | .038 |

A high correlation coefficient of 0.735 which was significant (with a p-value=0.038) was found between respondents’ willingness and ability to pay for traditional and white sadza based meals. This is an indication that although respondents exhibited differences in the extent they are willing to pay for traditional and white sadza based meals, they showed similarities in the way they are willing and able to pay for the various relishes the two sadza types came with. This might indicate that the type of relish had some importance in the choice of the sadza based meals in Harare.

VIII. Conclusion

The research results indicate that customers generally preferred dishes served with traditional sadza than served with white sadza. The research established that customers mostly prefer beef bones, vegetables, madora and nyevhe to be served with traditional sadza than white sadza. It was discovered that there is a high demand of traditional dishes than what is currently served by the existing suppliers. The study established that the mean prices which customers were willing and able to pay for the various sadza based meals served with traditional sadza (\$1.51) were generally higher than those served with white sadza (\$1.17). This clearly demonstrates that there is a higher market valuation for meals served with traditional sadza. Traditional sadza based meals have a potential of charging premium prices than the white sadza options.

IX. Recommendations

Traditional organic meals might need to be used by sadza based fast foods to attract the older generation who had retired from frequently visiting the food outlets. It is recommended that there must be inclusion of traditional relishes such as mufushwa, nyevhe and vegetable with peanut butter that complement the traditional sadza options as they are mainly prescribed by many health experts to their clients. Research revealed that customers are willing and able to pay more on traditional sadza and as such it is recommended for the sadza based food outlets to concentrate much on providing traditional meals which fetches higher prices. These food outlets could also use some price discrimination between meals served with white sadza and traditional for them to increase both revenue and profits.

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