



# Griffith College

## **CONSUMER BEHAVIOUR AND PURCHASING INTENTIONS: AN EVALUATION OF AFRICANS' CONSUMPTION OF CHINESE DISHES IN DUBLIN**

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**DECLARATION**

**Submission of Thesis and Dissertation**

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## **ABSTRACT**

This research explores factors influencing Africans' purchase of Chinese food in Dublin. There has been a high level of emigration of Africans to Ireland. This has created cultural interactions where Africans are exposed to new foods, such as Chinese dishes. Chinese dishes were becoming popular with Africans in Ireland due to their several spicy and delicious meals. The ability to make online purchases also increases how Africans purchase Chinese food. However, more study has yet to be conducted to identify why Africans purchased Chinese food. Therefore, this research investigates factors influencing the consumer behaviour of Africans towards purchasing Chinese food. The research objectives were; to critically examine personal factors triggering the purchase of Chinese dishes by Africans in Dublin. To critically identify the psychological factors responsible for the growing desire of Africans in Dublin to consume Chinese foods. To critically evaluate the cultural factors influencing recurrent purchase of Chinese dishes by Africans in Dublin. The research adopts qualitative methodology, which collects data from semi-structured interviews. Semi-structured interviews were conducted with ten Africans. Sampling was done through judgemental sampling. Analysis was further done through the thematic approach. The major findings of the research include; age influenced the purchase of Chinese food due to the need to explore, and income influenced the purchase of Chinese food due to price and affordability. Through media adverts, Africans in Dublin could know about newer deals and offers on Chinese products. Also, personal perceptions from good experiences and satisfaction with consuming Chinese food influenced Africans' purchase of Chinese food. Furthermore, African culture was silent about eating specific Chinese food; therefore was permitted; however, even if culture did not permit it, it would not prevent the purchase of Chinese food by Africans. Thus, this research recommends that Chinese restaurants consider some of these factors while marketing to Africans. This will increase the patronage of Chinese food by Africans in Dublin.



## CHAPTER ONE

### BACKGROUND

#### 1.1. Research Overview

This research explores consumer behaviours determining Africans' purchase intentions towards consuming Chinese foods in Dublin. This is motivated by the need to understand why Africans' purchase of Chinese food in Dublin is constantly increasing. Therefore identifying the basic motivations influencing the desire to constantly eat Chinese dishes amongst Africans in Dublin.

Consumer behaviour refers to consumers' actions toward a particular product/service (Uzo, et al, 2018). Consumer behaviour was necessary for analysing factors that enhanced consumer decisions to purchase or not purchase a product. Thus, the growing research on consumer behaviour is to effectively discover factors which may motivate or demotivate consumers to purchase or patronise a product or service. Halim and Yusuf (2021), note an increase in the purchase of Chinese dishes among Africans. Africans preferred Chinese cuisines better than local African dishes. The rise in immigration and globalisation has brought about a culture merge where different cultures share values and traditions (Nasse, 2021). A result of cultural interactions has revealed that Chinese dishes were becoming popular amongst Africans, Chinese dishes as Crispy Chilli Chicken, Cork's Tung Sing, Duck Yuk Sung were more enjoyable to Africans (Halim and Yusuf, 2021). The ability to make online orders of Chinese foods has further increased the rate at which Africans purchase Chinese dishes. However, factors influencing this positive consumer behaviour towards the purchase of Chinese dishes are yet to be thoroughly explored. Triggers of consumer behaviours such as personal, psychological, social, and cultural factors are yet to be critically investigated, therefore understanding why Africans in Dublin were significantly desiring Chinese foods.

Personal factors were important in determining consumer behaviour, as humans were a combination of series of ideology, convictions and preferences (Tao, et al, 2022). These have an impact on the choice of consumer patterns. Uzo, et al (2018), note that personal factors such as age, income, lifestyle, health determined the choice of food consumption. Therefore it implies that personal factors could trigger the purchase of Chinese food by

Africans in Dublin. Research on this however has not sufficiently interrogated if personal factors determined the purchase of Chinese food by Africans. Culture and psychological factors also played an important role in determining purchasing behaviour (Kotni, 2019). Culture was the total values, ideologies and norms shared by a community, cultural interactions and integrations further leads to the socialisation of different cultures. Individuals can therefore become accustomed to the culture of others. This therefore could imply that the interactions between Chinese and Africans in Ireland could trigger an increase in the purchase of Chinese dishes by Africans. This however is yet to be authenticated by existing literature.

Based on the above, there is an under exploration of the specific triggers that motivated Africans to consume Chinese dishes in Dublin. This further creates a gap in literature that needs to be filled, further informing academia and businesses of why there is a growing rate of consumption of Chinese dishes by Africans. Therefore, this research seeks critically investigate the factors that trigger Africans to purchase Chinese dishes, further ranking them by their importance.

## **1.2. Sectorial Analysis**

Dublin city is the capital of the Irish republic, its liberal immigration policies have led to an increase in the number of foreigners, amongst which are Africans, Indians and Chinese. In 2022, Ireland recorded 120,700 immigrants (ONS, 2022). Cultural integration has brought several persons together who do not have a problem in sharing the privileges of other cultures including consumption patterns (Uzo, et al, 2018). This has created a rise of African consumption of Chinese dishes in Ireland. Africans were researched to mostly patronise Chinese restaurants in Dublin especially during festive periods (Madichie, 2007).

Understanding consumer behaviour was relevant in discovering the specific triggers that influenced individuals towards purchasing certain products (Tao, et al, 2022). Further, it can be beneficial in aiding marketing strategies by businesses, as it aided them to target those specific triggers which influenced the purchase of their commodities. Therefore, understanding what factors triggered Africans to purchase Chinese dishes was relevant in understanding the specific determinants of such purchasing behaviour. It is also essential in ranking which determinants played a more important role on consumer

behaviour. This will enhance the effective marketing to African consumers by Chinese restaurants. Therefore, this research examines the factors that influenced the purchase of Chinese dishes by Africans in Dublin.

### **1.3. Research Purpose**

Despite the growing importance of studies of African consumer behaviour, there was a scarcity of tangible academic literature that critically discussed why there is an increased purchase of Chinese dishes by Africans in Dublin. Due to the high emigration of Africans, they become a significant market for foreign businesses (Halim and Yusuf, 2021). Understanding Africans consumer behaviour is an essential tool in decoding purchase intentions (Nasse, 2021). With a proper analysis of Africans consumer behaviour, companies can thoroughly understand the consumer thought patterns and triggers which influenced their purchasing habits (Uzo, et al, 2018). Understanding the triggers of Africans consumers towards purchase of Chinese meals is therefore relevant to discovering the underlying factors that propelled Africans consumers to purchase more of Chinese dishes. Understanding consumer behaviour was key to marketing to target populations, correspondingly. For instance, McDonalds was able to exchange its beef with mutton as a major ingredient in its big Mac burger due to understanding the consumer behaviour of Indians which was against the consumption of beef due to the religious prominence of cows in India (Halim and Yusuf, 2021). Therefore, by understanding Indian consumer behaviour, McDonalds was able to change strategy and increase its burger sales to Indians. Similarly, this research seeks to critically x-ray why Africans consumers had a growing penchant for Chinese dishes. This is motivated by the lack of research critically x-raying Africans consumer behaviour especially towards foreign products. Also by comparing and analysing existing studies that discuss the importance of consumer behaviour on purchase intentions, the study provides a theoretical exposition on why Africans desired Chinese dishes. Therefore, this research seeks to bridge the gaps in existing literature by thoroughly understanding the behavioural factors that influenced Africans towards purchasing Chinese dishes.

### **1.4. Research Questions**

The following are the questions this research seeks to answer:

- i. What are the personal factors triggering purchase of Chinese dishes by Africans in Dublin?
- ii. What are the psychological factors responsible for the growing desire of Africans in Dublin to consume Chinese foods?
- iii. What are the cultural factors influencing the recurrent purchase of Chinese dishes by Africans in Dublin?

### **1.5. Research Aim and Objectives**

The central aim of this research is to explore consumer behaviour and purchasing intentions of Chinese dishes by Africans in Dublin. This is to fill in existing gaps in literature as this subject has not been explored by previous academic studies. Also, consumer behaviour was essential in deciphering the complex purchase patterns of consumers, further assisting businesses in their marketing strategies (Uzo, et al, 2018). Chinese Businesses can learn about what influences Africans consumers to purchase their dishes, this will improve marketing to Africans consumers. However, the following objectives are essential for achieving this aim:

- i. To critically examine personal factors triggering the purchase of Chinese dishes by Africans in Dublin
- ii. To critically identify the psychological factors responsible for the growing desire of Africans in Dublin to consume Chinese foods
- iii. To critically evaluate the cultural factors influencing recurrent purchase of Chinese dishes by Africans in Dublin

### **1.6. Significance of the Study**

Understanding consumer behaviour is essential to comprehend what makes "consumers act the way they do" (Uzo, et al, 2018). Because consumer behaviour was the comprehensive framework which influences a consumers decision pattern. Therefore by understanding consumer behaviour researchers and businesses can gain insights on how to improve marketing further increase purchase and patronage of products (Kotni, 2019). Therefore, this research will be significant in understanding why there is a growing trend of Africans purchase of Chinese dishes in Dublin. Also, the research will be significant in

providing recommendations to Chinese businesses on how to effectively market to Africans living in Dublin.

The research will also be beneficial to the academia as it will provide theoretical explorations to the phenomenon of Africans consumer behaviour, the research therefore will serve as a reference point for future research on Africans consumer behaviour, purchasing intentions and consumption of Chinese dishes.

### **1.7. Structure of Dissertation**

This dissertation is subdivided into 6 major sections

**Chapter one: Background:** This chapter covers the introduction, therefore it provides the research overview, research purpose, objectives and question. This is relevant for establishing the overall direction of the research

**Chapter Two: Literature Review:** This chapter analyses and evaluates existing literature on the subject matter. Therefore, the chapter is relevant for identifying gaps in the literature and also drafting the conceptual framework.

**Chapter Three: Methodology:** This chapter provides the overall methodological framework for carrying out the research. It provides the tools and instruments for data collection and analysis.

**Chapter Four: Analysis and Findings:** This chapter presents data collected and provides the finding of the research

**Chapter Five: Discussion:** This chapter discusses the findings, therefore comparing it for similarities and differences with the literature review

**Chapter Six: Conclusion and Recommendations:** This chapter concludes the research by highlighting the implications, contributions and recommendations.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1. Introduction**

Understanding consumer behaviour is essential for identifying basic influences for purchase patterns. This chapter therefore provides a critical analysis of existing literature on factors influencing consumer behaviour. Thus, the literature review makes a conceptual, contextual, empirical and theoretical review of consumer behaviour. The chapter also discusses the conceptual framework.

#### **2.2. Consumer Behaviour: Conceptual and Contextual Issues**

The relevance of consumer behaviour has triggered more empirical analysis of the subject matter, this is because the buyer is a lot more significant to the business place. Due to the fact that the consumer has the purchasing power which businesses desire. Thus, Abdel (2020), notes that business owners were highly strategic in understanding consumer behaviour, therefore paying attention to how consumers behave, to deciding on the best product to market to consumers. The importance of the consumer to the marketplace is further revealed by increasing levels of consumer protections and regulations. Further, a strong marketing strategy for understanding the diversity of human behaviour (Kusumawati, 2017; Abdel, 2020)

Literature seems to be specific and exact on what the concept of consumer behaviour is, available seminal studies have concluded that consumer behaviour entails all attitudes of consumers towards the purchase of products or patronizing of a service (Friedrich, 2016). The attitudes aspect however is a broad idea of consumer behaviour. Several attitudes may ensue relating to why and how consumers purchased a product. Kusumawati (2017), notes that attitudes could combine experiences, ideas, negative and positive feelings, personal inclinations and also religious orientations. Therefore, having a definition of consumer behaviour which concerns only attitudes may not sufficiently describe or explain what consumer behaviour is. In addressing this, Friedrich (2016), gave a more solid and direct definition. Folarin and Ogundare (2016), note that consumer behaviour entails all psychological procedures which consumers go through as they identify their needs, wants and desires. And how these psychological procedures

influence their actions to purchase a product or patronize a particular product. This explanation seems more exact, therefore a researcher seeking to understand consumer behaviour may consider focusing on specific factors that could motivate a consumer towards purchasing a product.

In a different explanation, Abdel (2020) notes that consumer behaviour did not just consider the identification of the needs of consumers and how these needs are met. Consumer behaviour was a purposeful evaluation of products or services which influences the selection of products. In evaluating, consumers can develop plans, and carry out those plans on how to purchase or not to purchase a product. Kusumawati (2017), adds that the evaluation process leads to views, preferences, goals and decisions about particular products for consumers to purchase.

Existing literature also describes micro and macro concepts of consumer attitudes. Micro analysis sees scholars (Friedrich, 2016; Folarin and Ogundare, 2016), noting that consumer behaviour was a reaction to internal factors and stimuli. Therefore, consumer behaviour was generally attitudes towards purchasing that could be predicted, subjective or objective, favourable or unfavourable. The argument that consumer behaviour was triggered by internal factors implies that they were outcomes of specific feelings or internal evaluations, thus they could be self-influenced or learned. The internal outcomes of consumer attitudes further reveal that they were long-lasting evaluations, therefore sticking to individuals over a long period of time. This confirms Folarin and Ogundare (2016), research that consumer attitudes towards specific attitudes could last throughout a lifetime, for instance, vegans had an attitude of noting eating food with meat content. This could last throughout their lifetime. Internal factors, therefore, were stronger and most likely not to change over time (Abdel, 2020).

Macro elements of consumer behaviour, from scholars like Abdel (2020); Kusumawati (2017), notes that these were a result of external factors and stimulus which could influence consumers towards purchasing products. Macro elements were totally different from micro factors, in the sense that Abdel (2020), explains that they were products of external activities, therefore they were not long-lasting. They could be changed based on several factors. Macro factors can also be developed out of impression or experience (Kusumawati, 2017). Consumer behaviour was therefore a product of such

impressions or experiences, i.e. it was the last stage in a chain of processes which was significantly influenced by impressions and experiences.

From the above section, there appears to be a consensus amongst scholars of what consumer behaviour entails i.e. it was attitudes that consumers possessed which influenced their actions towards purchasing a product. However, the factors that developed such attitudes were issues that were highly debated across micro and macro factors. Thus, a researcher investigating consumer behaviours will need to consider micro (internal factors) and macro (external factors). Thus, this research considers both micro and macro factors as they influenced African decisions to purchase Chinese food in Dublin, Ireland.

### **2.2.1. Personal factors and Consumer Behaviour**

Personal factors were highly individualistic, i.e. they varied from people, due to the dynamic nature of humans. Hemsely and Oplatka (2016), note that there was yet to be a codified explanation for personal factors as they were highly different and depended on several issues. When investigating personal factors, researchers needed to study individuals in their specific context and further how these influence perceptions of purchasing products. Personal factors observed by research which influence consumer behaviour include:

**Age:** Schiffman, et al (2008) research reveals that a link between consumer and purchasing patterns was significantly achieved based on age. A lot of consumers purchased things based on their age. For instance, children will purchase chocolates, and confectionaries, toys, storybooks. However, growth changes the desire for such products

**Income:** Rehman, et al (2017), also reveal a 1.45% significant link between income, consumer behaviour and purchasing patterns. Mojtaba, et al (2017) also note that high-income earners will have positive consumer behaviour towards luxurious products and vis-versa. Rehman, Yusoff, Mohammed, et al (2017), however, discredits this as not all high-income earners will have the desire to purchase expensive products. Income and its relationship to consumer behaviour are further highly debated. Hemsely and Oplatka (2016), however, note that an increase in disposal income by consumers in China, Europe and North America has occasioned an increase in more excessive spending.

**Occupation:** Occupations were also observed to highly influence consumer behaviour and purchasing patterns. Hemsely and Oplatka (2016), reveal that people will tend to purchase products that advocated for their professions and the role played in the society. Statistics reveal that 67% of consumers purchased products based on their occupations.

**Lifestyle:** Schiffman, et al (2008), note that lifestyle including interests, values, opinions, and health influences consumer behaviour and purchase patterns. Hemsely and Oplatka (2016), further argue that lifestyles cannot be thoroughly considered as an internal factor, as they were sometimes influenced by external activities. Research therefore must be thorough to establish a distinction between internal lifestyles and external forces that could influence such lifestyles.

Available literature has extensively discussed the interplay between personal factors and their relationship with consumer behaviour and purchasing intentions. Hemsely and Oplatka (2016), note that personal factors acted as a significant factor which influenced purchasing behaviour, this is because they created preferences for goods and services, and marketers further needed to develop specific marketing strategies to influence consumer decision patterns (Rehman, Yusoff, Mohammed, et al, 2017). This was sometimes difficult as seen personal factors were based on individuals, marketing strategies could yield different perceptions and preferences. Mojtaba, Jamshid and Hamid (2017), however, note that companies overcame this trend by grouping consumers based on demographics that targeted such personal factors including age, income, occupation and lifestyle.

Rehman, et al, 2017), research further confirms that income was not an internal factor but an external factor as it was significantly influenced by the economic status of a country. Rich countries tended to improve the income of citizens, further leading to greater disposable income which further leads to more purchases of luxurious products. Mojtaba, et al (2017), however, noted that income was an internal factor, as having a high disposable income does not variably mean that consumers will purchase luxurious products. Certain individuals were frugal and preferred to save for the future. Thus, income was a personal factor. The disparate view on income further reveals that personal factors were highly debatable especially due to its individualistic tendencies.

Overall, personal factors constituted interests, preferences, opinions, values, living patterns, and expressive habits which influenced the activities of individuals. It was therefore necessary for researchers to consider personal factors while investigating issues of consumer behaviour and purchasing behaviour. This research contextualizes personal factors to Africans purchase of Chinese food in Ireland, further discovering if personal factors played a role in the African purchase of Chinese food.

### **2.2.2. Cultural Factors Influencing Consumer Behaviour**

Culture is a set of ideologies, values, and norms governing the attitudes of a specific group of people. Thus, culture is the total way of life of individuals, Durmaz and Tasdemir (2014), express that culture has a strong influence on consumer behaviour. Akdogan, Durucu, and Durmaz (2021), also note that culture is an external factor thus it was complicated, intricate and contains multiple levels which need to be understood before having a clear understanding of its impacts on consumer behaviour. Given the importance of culture to marketing it is an essential factor for targeting, segmentation and positioning.

**Norms and Values:** These are codes, laws and guidelines that govern the behaviour of particular culture. They become important because they serve as a means of identity and further constitute what is acceptable or not (Durmaz, 2014). Khan (2006), points out that norms and values were sometimes ambiguous and unclear however they play a powerful role in governing the activities of a particular group. Thus, norms and values can be considered as a cultural factor which influences consumer behaviour. Norms and values provide information for buying a particular product. Durmaz and Tasdemir (2014), note that norms and values give specific standards which should be adhered to, therefore they could enhance a person's self-judgement of a product. For instance, Indians do not consume beef, this was rooted in the cultural value of revering cows (Akdogan, et al, 2021). Violating norms and values was considered to carry consequences, therefore norms and values regulated the patterns of products which humans purchase and consume.

In line with norms and values, Akdogan, et al (2021), also note that the individualism-collectivism nature can impact consumer behaviour. These consider how individuals in a group saw themselves. Thus, Durmaz (2014), notes that individualist countries that

considered a nuclear family or personal achievements were linked with purchasing certain products while cultures that saw themselves as collective had a particular forms of purchasing.

**Religion:** Religion has become closely intertwined with culture. Most cultural groups have a defined set of norms and values. For instance, Islam had successfully been merged with the cultures of the Arabians. Judaism provides a set of cultural values and codes for Jewish people. Christianity has also provided definite systems for behaviour for Westerners. Mathras, et al, (2015), however, note that the adoption of these religions by other societies e.g. Africa, and Asia was rapidly eroding the basic cultural values, as these societies now adopt norms and rules governed by these religions. Religion provides pre-defined codes for guiding people's behaviour. It is, therefore, concerned with a strong influence over people's consumer behaviour. Religion transmits its doctrines, values and beliefs which affects human preferences and choice. Furthermore, it provides laws and codes that influence belief systems. Thus, religion provides a list of things that was acceptable or unacceptable (Ahmad, et al, 2015). Mathras, \l et al (2015), note that religion can paint a negative or positive image of products, for instance, Islam paints a negative image of alcohol. However, exalts the role of fruits like dates. Judaism provides codes for different foods which were clean and unclean. Christianity also provides laws for eating stale meat (Halim, 2022). Religion also increases the purchase of products, especially during specific seasons such as Christmas and Ramadan (Halim, 2022). Religion, therefore, serves as a strong cultural influence on consumer behaviour.

Culture generally has an overreaching role in consumer purchasing behaviour, Durmaz and Tasdemir (2014), note that businesses could adopt culture to determine promotional activities, enhance brand identification and further provide positioning goals of products. Culture, therefore serves as a strong factor which could determine why people would purchase certain products and shun others.

### **2.2.3. Psychological Factors and Consumer Behaviour**

Psychological factors are linked to the thinking and information processing patterns of individuals, and how these could influence the decision to purchase or not purchase a product (Durmaz, 2014). Priest, et al (2013), note that on the rudimentary level psychological factor may term a product as good or bad (Durmaz, 2014). However, more

sophisticated analysis reveals that certain factors influenced why a consumer may decide whether a product was good or bad. Thus, Trehan and Trehan (2009) note that understanding consumer psychology attempts to decipher complex processes of thinking, information acquisition and decision-making. Durmaz (2014), note that consumer psychology was determined by information, therefore how consumers took in the information. Therefore, models of advertisement became necessary for understanding consumer psychology. However, the literature reveals different factors that affect consumer psychology.

**Motivations:** Motivations referred to internal boosts that influenced consumers to purchase a product. Motivation focused on stirring consumer feelings towards purchasing a product (Trehan and Trehan, 2009). Thus, it tries to change consumer perception about a product. Michekar (2022), note that adverts, promotions, engagement strategies and loyalty programmes were mechanisms by which consumer motivations can be influenced. Marketers targeted motivations by trying to change individual beliefs about certain products, therefore, they created several mediums to do this. Campaigns, storytelling and visual display of products were essential for marketing products. Ramya and Ali (2016), also note that understanding consumer needs and satisfying those needs can create intense motivations for patronising a product. Thus, Michekar (2022) further explain that understanding consumer needs and satisfying those needs will drive individuals towards identifying and purchasing products. Conscious and unconscious influences can motivate individuals towards purchasing several goods and repeating the behaviour. Motivations thus served as a strong influence towards purchasing products.

**Learning:** Learning describes the process of taking in information (Trehan and Trehan, 2009). Human actions were significantly defined by the processing of information, consumer behaviour was an outcome of an analysis of information. Thus, Priest, et al (2013) note that individuals made decisions after gaining information about products. This made learning an essential aspect in determining consumer behaviour, learning enabled individuals to gain information and further process such information (Durmaz, 2014). A consumer process of learning information further determines decision-making. Priest, Carter and Stat (2013), see this as an external stimulus that motivates an individual. For instance, an advertisement over the media can provide a consumer with information, which he/she may consider beneficial. This in turn can influence the

individual to react appropriately in line with the advert. Thus, the consumer can react to the stimulus. Trehan and Trehan (2009), also describe that the level of exposure of individuals to information therefore increases the chances of learning further influencing their behaviour. This explains why marketers have adopted several methods to provide information to consumers including email marketing, social media marketing and content marketing. The goal of giving consumers multiple information is to increase their learning about products, further understanding the benefits of such products, therefore, stimulating their decisions to patronize a product.

**Perception:** Individual perception is also a psychological factor influencing consumer behaviour. However, the literature shows that perception was an outcome of several processes. Thus, unlike culture which influenced purchasing behaviour, perception was influenced by other factors, before triggering a positive or negative consumer behaviour. Michekar (2022), notes that culture itself can influence perceptions. Thus, a person's culture can give a positive or negative perception of a product. Academic analysts, therefore suggest that perceptions should always be analyzed by considering factors that influenced such perceptions.

Psychological factors played an essential role in determining consumer behaviour, therefore, motivating, stimulating and driving individuals towards making purchases. Therefore, this research will consider such psychological factors and how it influences Africans to purchase African dishes.

#### **2.2.4. Economic Factors and Consumer Behaviour**

Economic factors were external determinants of consumer behaviour which trigger the consumer to purchase or not purchase products. Thus, they existed within the external environment of a consumer. Broadly, Ajayi (2022) notes that economic factors such as employment levels, disposal income, wages/salaries, and inflation impact consumer behaviour. Thus, consumption patterns in highly economically developed countries were different from that of poorly developed economies (Ramya and Ali, 2016; Leena, Kumar and Jagbir, 2013). However, more specific economic factors determined a consumer purchase of products, these include

**Prices of products:** Leena, Kumar and Jagbir (2013), note that consumers were driven to purchase products based on the price of such products. Products with higher prices were usually shunned by consumers with lower incomes, while products with higher prices were purchased by individuals with higher incomes. This however was when all things were equal. Chandrasekar, et al (2013), note that certain necessary products were not influenced by the price such as medicine, petroleum, energy and water. These products were usually not influenced by price. Thus, the prices of such products did not influence their consumption level. However, goods of luxury were influenced by prices, therefore foods like Chinese meals, fast food, and ice cream were determined by their prices. Furthermore, seasonal changes can trigger the purchase of products despite their prices. Luxurious goods like holidays, recreational and relaxation centres experienced high patronage during festive seasons, and were not likely influenced by prices (Muhammad, 2015).

**Changes in personal Income:** Changes in personal income further influenced consumer consumption behaviour. Higher-income increased purchasing power therefore the purchase of products (Chandrasekar et al, 2013). Therefore, Leena, et al (2013), note that there was a relationship between prices of products and personal income. The more disposable income a consumer had, the higher the likelihood of purchasing certain higher products and vice-versa.

Economic factors, therefore, influenced the sales of products in the market. They were a significant factor in determining individual purchases and sales of goods.

#### **2.2.5. Social Factors and Consumer Behaviour**

Societal factors are essential triggers of consumer behaviours, Buazzizi, et al, (2016) note that humans live within societies, thus societal institutions, norms and values determine consumption patterns. Fandrejewska (2017), note that while societal factors in the society were essential to determining consumer behaviour, events of globalization, cultural integration, technology, consumer enlightenment and societal changes, had a significant impact on consumer behaviour. These factors served as appealing factors within the society which could influence consumer attitudes to products (Lawan, 2013). Social factors were therefore external factors that could influence consumption patterns,

agents of socialization such as family, educational institutions, peer groups and religious groups further influenced purchasing patterns.

**Family backgrounds:** Family is the first contact of individuals, therefore serving as the first agent of socialization. Values which family members grow up with influence their consumption patterns. Nawawi (2016), reveals that certain families had strong codes regarding what to eat, wear and go, this further influenced such family members to adhere to such codes throughout their life. Singh and Nayak (2016), also note that the family despite being the smallest unit of the society plays a central role in consumer behaviour.

**Peer groups:** Peer groups further influenced consumption patterns. Qazzafi (2020), notes that certain family values can be eroded by peer groups, therefore influencing consumption patterns. Olalekan (2016), study discovers that teenage boys who came from families that shun the drinking of alcohol started drinking alcohol when they mingled with others who did. Correspondingly, Nawawi (2016), notes that peer groups, therefore, form direct influences on individuals, encouraging them to change their values, behaviours and conform to existing peer groups.

**Social Interactions:** Social interactions including those who individuals met on a daily basis i.e. workplace colleagues, schoolmates and religious classmates significantly influenced individual perceptions further triggering a change in consumer behaviour. Lawan (2013), note that social interactions further included reference groups which individuals mostly compared themselves with. The desire to be like others, therefore triggered the purchase of certain products (Fandrejewska, 2017).

Social factors within the family and broader community, therefore influenced consumer behaviour. Al-Ghaswyneh (2019), further notes that social factors formed strong links to purchasing products. Understanding consumer behaviour, therefore cannot be complete without thoroughly understanding the social factors and motivations of individuals.

This section, therefore, has studied both micro (personal, psychological) and macro (cultural, economic and social) factors which influenced consumer behaviour. These factors will form the basis of this research. Therefore, the researcher critically investigates these factors and how they link with the African purchase of Chinese food.

## 2.3. Theoretical Reviews and Models Explaining Consumer Behaviour

Several theories exist that provide adequate analysis of consumer behaviour. These theories seek to provide several postulations that identify why consumers purchased certain products. Thus, this section explains some of these theories.

### 2.3.1. Hofstede's Cultural Dimensions Theory Postulations

According to Hofstede, the six dimensions that define culture are:

- Power Distance Index (PDI): considers the level to which inequality and power are accepted from the viewpoint of the less powerful members of the society – those at the lower level (Gaspay, et al 2008; Corporate Finance Institute, 2023).
- Individualism versus Collectivism: considers the extent to which societies are incorporated into sections and their perceived obligations and dependence on groups. Individualism indicates that there are advantages for attaining personal goals. Collectivism indicates that there is a greater importance placed on the goals and well-being of the group (Corporate Finance Institute, 2023).
- Uncertainty Avoidance Index: considers uncertainty and ambiguity and the extent to which societies tolerate them. This dimension considers how unknown situations and unexpected events are dealt with. A high uncertainty avoidance index indicates a low tolerance for uncertainty, ambiguity, and risk-taking (Corporate Finance Institute, 2023).
- Masculinity vs. Femininity: relates to the extent to which the dominant values of a society are male-typical or female-typical (Corporate Finance Institute, 2023).
- Long-Term Orientation vs. Short-Term Orientation: expresses how societies make priorities between their traditions and modernization in the way they perceive the present and the future (Wikipedia, no date).
- Indulgence vs. Restraint: is a comparison between a country's willingness to wait for long-term benefits by holding off on instant gratification, or preference for no restraints on enjoying life at the present.

**Link of the theory to Consumer behaviour:** Hofstede's theory provides a potent explanation for consumer behaviour, knowing fully well that people's responses to external phenomena and perceptions are influenced by their culture (Saglam and

Abdullahi, 2021), Hofstede's cultural dimensions according to Saglam and Abdullahi (2021) explain how societal culture impacts the values that members of the society hold in high esteem and how these values influence their behaviours. Numerous researchers have used Hofstede's model to grasp the impact of culture on managerial, consumer and organizational behaviours (Hassan, 2015). That is to say, the Hofstede cultural dimensions theory explains consumer behaviour with regard to the impact culture has on the people in any given culture. For instance, high power distance index (PDI) countries like (Asian, African, and Latin American countries) tolerate more inequality and have more need for power, wealth, prestige and status (Hofstede, 1991 cited in Leng and Botelho, 2010). This is because hierarchy or unequal power distribution among the social groups that a member belongs to in a society is in higher frequency in large PDI cultures (Leng and Botelho, 2010). Hofstede's theory explains that consumers in high power distance index cultures will always seek to buy status brands rather than standard brands in order to boost their status and power in the society.

Despite this, Hofstede's theory has been criticized based on certain postulations, Brendan criticized Hofstede along perceived "crucial methodological assumptions", incarnated in the analysed model (Dimitrov, 2014). Hofstede came up with the cultural dimensions ideas through the information he gathered by giving questionnaires to employees working in local subsidiaries of the multinational corporation: IBM in over 50 countries (Hofstede, 2011). Dimitrov (2014) notes that Hofstede assumed that the national culture of those employees created questionnaire responses. McSweeney (2002) critiqued that Hofstede's theory is based on generalizations that do not fit into every context because many countries have different cultural groups and that individual questionnaire respondents may not be accepted as relays of national culture. Also, the survey reliability was doubted by McSweeney because according to him, IBM administered it and owned its results (Dimitrov, 2014).

Some researchers according to Shaiq (2011) have criticized the cultural dimensions model of Hofstede as being too old saying that it can't be effectively implemented in the phase of rapid change in environment, convergence and globalization.

Another criticism is that the number of Hofstede's dimensions is not enough to determine differences in culture. This brought about the Global Leadership and Organizational

Effectiveness (GLOBE) research programme which came up with eight cultural dimensions in order to overcome the shortcomings of the Hofstede model by developing a comprehensive, theoretically sound and verifiable cross-cultural dimensions (Shaiq, 2011).

### 2.3.2. Trompenaars' Theory of Culture Postulations

Trompenaars' theory of culture has seven dimensions. They are:

1. **Universalism versus particularism:** examines the extent that a culture is more prone to apply rules and laws as a way of ensuring fairness, in contrast to a culture that looks at the specifics of context and looks at who is involved [relationship], to ensure fairness (Ashman, 2020).
2. **Individualism vs. Communitarianism:** examines the extent that people prioritize individual interests versus the community's interest. Similar to Hofstede's dimension of "individualist vs. collectivist" (Ashman, 2020).
3. **Specific vs. Diffuse:** examines the extent to which a culture prioritizes how to separate private or personal life is to work life. Task-focused approach to work versus an overlapping relationship between private life and work are examined (Ashman, 2020).
4. **Neutral vs. Emotional:** examines the extent to which a culture avoids showing emotion versus a culture that prioritizes the expression of emotions (Ashman, 2020).
5. **Achievement vs. Ascription:** examines the degree to which a culture values earned status versus the values placed on ascribed status related to elements like title, lineage, or position (Ashman, 2020).
6. **Sequential Time vs. Synchronous Time:** examines the extent to which a culture values doing things one at a time according to agendas versus valuing a less rigid approach to time doing many things at once (Ashman, 2020).
7. **Internal Direction vs. Outer Direction:** examines the degree of belief of members of a culture on the control they have over their environment versus the consciousness of how they must be subjected to their environment (Ashman, 2020).

**Link to Consumer behaviour:** Trompenaars' theory explains that people in Universalistic cultures, for example, value formal rules and regulations to govern various aspects of life, while members of Particularistic cultures tend to value circumstances (Dudovskiy, 2013). This makes us understand that consumers in Universalistic cultures will always look out to see how clear instructions, processes and procedures are provided, how promises are kept, how much time is spent by goods and service providers in making sure the right thing is done regardless of who they are dealing with. Those in particularistic cultures will overlook all those rules and principles because they are conscious of maintaining their relationships with the people they are dealing with.

Trompenaars' Individualism vs. Communitarianism dimension thoroughly discusses differences between cultures bearing in mind their individualist or collectivist behaviour. Trompenaars illustrates that personal freedom, personal achievement and self-determination are characteristics of individualistic cultures, whereas communitarian cultures are known for valuing their group above an individual (Fandom, no date). An example of consumer behaviour in communitarian countries such as China and Japan, according to Maryville University (no date) is that people are known for making purchases that improve the welfare of a group, for example, their family. Whereas purchasing decisions tend to be more individualized and correlate more to "consumers' personal preferences" for Americans.

Despite this Trompenaar's theory is criticized According to Fandom (2020), there have been a series of criticisms of Trompenaars's dimensions. The most prominent criticisms are from Geert Hofstede who critiqued that Trompenaars' theory lacked the support of his own database. Hofstede conducted correlation and factor analysis at a country level and concluded that only two dimensions could be identified and that these two dimensions were correlated with Hofstede's Individualism dimension (Fandom, 2020). In response to this criticism, Fandom (no date) notes that Trompenaars and his co-theorist, Hampden-Turner came up with two lists which identified the differences in their approach in 1997 containing variances compared to the assumptions attributed to Hofstede's theory and theirs respectively. From the differences in the two approaches, Hofstede's model is seen to be more centred on the analysis of the variables of national culture. Trompenaars' model, on the other hand, has the process of cultural creation as its centre stage Fandom (no date).

Fandom (2020) notes another criticism of Trompenaars' theory thus. The model does not recognize the impact of personal characteristics on behaviour. It considers mostly the way of behaviour determined by the culture in a particular society, its customs generated by the time and other factors, for example, religion, political regime etc. However, such factors as education, upbringing and some specific traits of character may play an extremely important role in a person's way of behaviour. That falls out of Trompenaars's field of view.

#### 2.3.4. Lewis' Theory of Culture

Richard Lewis segments national cultures into three approximate categories (Changing Minds, no date). Changing Minds (no date) defines them thus:

1. **Linear-actives:** These are logical thinkers who carefully plan and manage their actions. They do things one at a time, according to schedule, and so are very accurate and efficient in their work. They like working with others who focus on the task and appreciate structure and reason. They can annoy the other types with their focus on the task and lack of consideration for relationships. Examples are Germany and Switzerland.
2. **Multi-actives:** These are more energetic people who prioritize their work based on feeling as much as thought. They switch from task to task based on a combination of apparent urgency and whatever seems more interesting. They are more social than linear actives and consider managing relationships as an essential part of the job. When they disagree they can be loud and emotional, but will quickly forget this as agreement is reached. Examples are Italy and Latin America.
3. **Reactive:** Reactive are also interested in relationships, but are cooler than multi-actives, valuing courtesy and consideration. They listen carefully and think hard about what the other person is saying rather than just diving in with their views. They tend to think widely, seeking principles by which they can work rather than fixed plans or vague intentions. They seek harmony and will step back and start again if things are not working well. Examples are Finland and Japan.

Lewis' model assesses different cultures based on how they belong firstly in the linear actives. The linear actives will always prefer to plan things (Toppan Digital, 2020) and stick to their agendas. They value organization and logic and will always stick to doing one thing at a time. According to Toppan Digital (2020), linear actives are private, methodical and "task-oriented." This means that consumers in this culture make buying decisions with the utmost care.

According to Dua (2019), a linear process is making decisions one step at a time, with a particular endpoint in mind. Buyers use linear processes - researching, checking reviews and looking at statistics - to screen products and services.

By nature, consumers in multi-active cultures practice impulse buying. They like to do many things at the same time and are poor followers of agendas (Cross Culture, 2015). Reactive appear to share similar traits with linear-active cultures (Toppan Digital, 2020).

Toppan Digital (2020), notes some criticisms of the Lewis model thus, Critics of the Lewis model point out that there is very little science behind the approach, and accuse the model of being superficial and based on sweeping generalizations about different cultures. The case studies touted by Lewis' organization have arguably more to do with a failure to communicate at all rather than any fundamental cultural differences. Lewis suggests that his model can use cultural roots of behaviour to foresee the reactions of different cultures to situations with a surprising degree of accuracy. It's difficult to assess how successful the model is at doing this.

Despite agreeing there are few ways the Lewis model could offer some knowledge to businesses trying to work cross-culturally and that the model can perhaps help explain why some cultures value certain behaviours, Toppan Digital (202) notes a doubt in the accuracy of the Lewis model in predicting the reactions of people in a particular culture to given situations thus: "It is probably overambitious to state that the model can be used to predict with a high degree of accuracy how a group of people from a particular culture might react to a given situation."

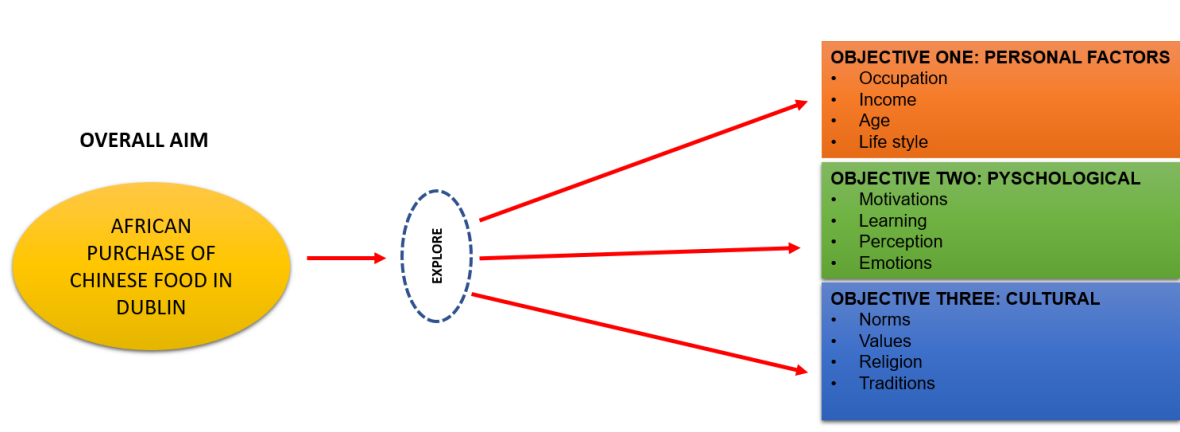
## 2.4. Conceptual Framework

The conceptual framework provides a breakdown of the various variables and how it is integrated into the research further influencing data collection. Thus, the conceptual framework notes the research objectives and the variables which the researcher will study, as discovered from existing literature. Thus, the table below contains the conceptual framework.

*Table 2. 1. Conceptual Framework*

Research Objectives	Variables	Literature
To critically examine personal factors triggering purchase of Chinese dishes by Africans in Dublin	Occupation Income Age	Hemsely and Oplatka (2016) Schiffman, Kanuk and Hansen, (2008) Rehman, Yusoff, Mohammed, et al (2017)
To critically identify the psychological factors responsible for the growing desire of Africans in Dublin to consume Chinese foods	Motivations Learning Perception	Priest, Carter and Stat (2013) Durmaz (2014) Trehan and Trehan (2009)
To critically evaluate the cultural factors influencing the recurrent purchase of Chinese dishes by Africans in Dublin	Norms and Values Religion Symbols	Durmaz and Tasdemir (2014) Akdogan, Durucu, and Durmaz, (2021) Durmaz (2014)
Theoretical Analysis	Hofstede theory Trompenaurs theory Lewis theory	McSweeney (2002) Dimitrov (2014) Leng and Botelho (2010)

Figure 2. 1. Conceptual Framework



From the above, the research has three objectives. Thus, the conceptual framework provides the detail of specific variables which will be investigated, for objective one, the research will consider variables such as occupation, lifestyle and expressive habits, thus discovering if these had influenced Africans to purchase Chinese food in Dublin. For objective three, the researcher investigates the prices of products and changes in personal Income. For objective three, Norms and Values, Religion, and Symbols... The investigation will further be backed by theoretical analysis of Hofstede's theory, Trompenaurs theory and Lewis's theory. The researcher will seek to discover if there is a correlation or not amongst theories.

## 2.5. Conclusion

From the literature review, the research discovers that factors as personal, psychological and cultural significantly influences consumer behaviour. Therefore, individuals were inclined to making purchases based on these factors. The literature reveals that these factors were essential in problem identification, collecting data, exploring alternatives, decisions to purchase and evaluating satisfaction and experience. These factors further could trigger personal opinions, social values, conventions, product features, marketing campaigns and environmental conditions. Overall, the literature review provides interesting existing debates which corresponds rather than antagonise each other. The factors identified will thus form the basis of further investigation in this research. The research critically explores these factors and how they influenced Africans into purchasing Chinese foods in Dublin. The next chapter discusses the research methodology.

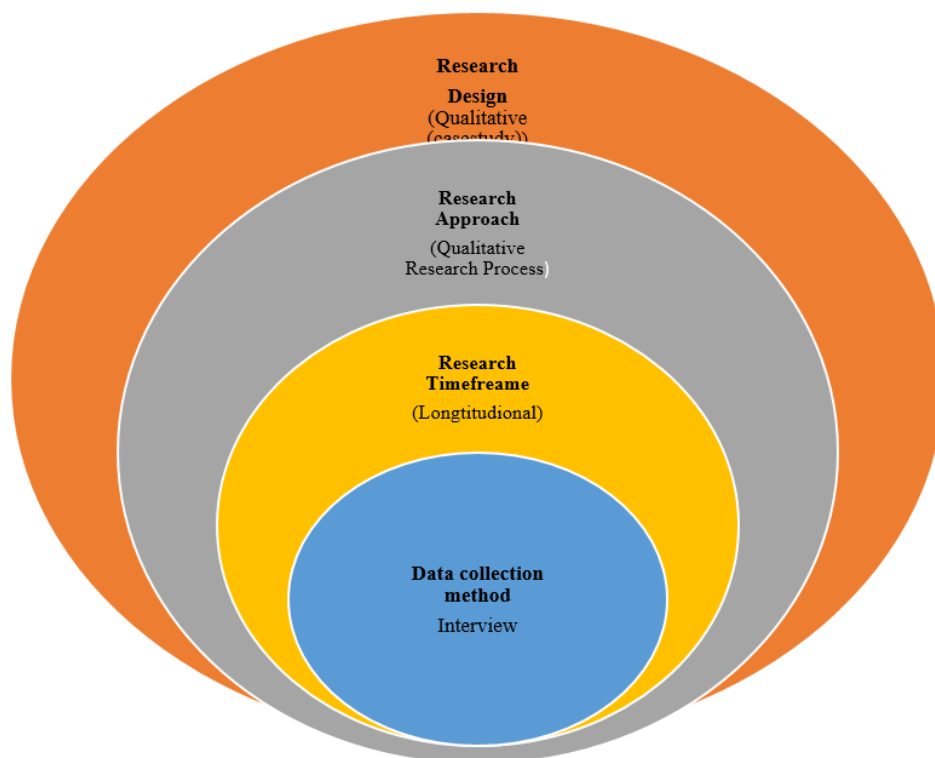
## CHAPTER THREE

### METHODOLOGY

#### 3.1. Introduction

This study aims to evaluate Africans' consumption of Chinese dishes in Dublin, by critically examining the personal, cultural, psychological, and social factors influencing their purchasing intentions. The research methodology will use a qualitative approach with a longitudinal design, interpretivism paradigm, and semi-structured interviews as the main method of data collection. Purposive sampling will be used to select participants, and the sample size will be determined by data saturation. Thematic analysis will be used to analyse the primary data collected through the interviews, and ethical considerations will be taken into account throughout the study. The study's main source of data will be primary data collected through the interviews, providing an in-depth understanding of Africans' consumption of Chinese dishes in Dublin.

*Figure 3. 1. Research Onion*



Source: Saunders, et al (2016)

### **3.2. Research Design**

The research design is the overarching strategy or road map for how the study will be carried out, including the data collection and analysis strategies. It describes the measures the researcher will take to respond to the research questions and fulfil the goals of the study. (Abbot and McKinney, 2013). This research uses the case study design.

A case study research design thoroughly examines a specific occurrence or circumstance. The topic being studied in this instance is how Africans in Dublin behave when it comes to eating Chinese food and how they plan to buy it. (Andrade, 2009). The case study research design is suitable for this study because it enables a thorough and in-depth analysis of the studied concept. Furthermore, it gives the researcher a chance to gather rich, qualitative information that can be carefully analysed to give an in-depth insight into the elements influencing the consumption behaviour and purchase intentions of Africans in Dublin concerning Chinese dishes.

The case study research design often uses a variety of data sources, including observations, interviews, and document analysis. (Andrade, 2009) Semi-structured interviews with Africans in Dublin who have consumed Chinese food will be the main source of data for this project. Face-to-face interviews will be done, and they will be recorded for transcription and analysis afterwards. In addition to internet reviews and comments about Chinese restaurants in Dublin, additional sources of information could include observations of people eating Chinese food at restaurants. Overall, the case study research approach is well matched to the research questions and study objectives and will allow the researcher to fully comprehend the consumption patterns and purchasing intentions of Africans in Dublin regarding Chinese cuisine.

### **3.3. Research Approach**

A study's design and execution are guided by the researcher's perspective or orientation, or approach to research. It refers to the strategies used to approach and respond to the research questions as well as the techniques employed to collect and analyse data. The research methodology can be quantitative, qualitative, or a combination of both. (Teherani et al., 2015)

In the case of the study on Africans' consumption of Chinese dishes in Dublin, the research approach chosen is qualitative. The qualitative research approach is appropriate for this

study because it seeks to explore the personal, cultural, psychological, and social factors that influence the consumption behaviour and purchasing intentions of Africans in Dublin regarding Chinese dishes. Qualitative research emphasizes individuals' subjective experiences and perspectives, allowing for a deeper understanding of their behaviours and motivations.

Qualitative research methods, such as interviews and focus groups, are commonly used in qualitative research. They allow the researcher to collect detailed and in-depth data that can be analysed to uncover underlying themes and patterns. The qualitative research approach, therefore, aligns well with the research questions and objectives of the study.

### 3.4. Research Timeframe

A longitudinal study is a research method that involves collecting data from the same participants over an extended period. Longitudinal studies follow up with participants at multiple time points, allowing researchers to observe changes over time. Longitudinal studies help examine how variables change and interact over time and for assessing the effects of interventions or exposures over the long term.

*Table 3. 1. Longitudinal study characteristics*

Length of Study	Depends on theory to be examined. Typically, recall measures used to capture changes in measures of interest.	Depends on theory to be examined. Generally, analysis of structural change and adaptation necessitates a longer time frame and longer intervals between data collection points.  Analyses of individual or group (e.g., IN organizational research, such as field experiment or prepost designs) need a shorter	The relationship of information technology to changes in organizational structure.  The strategic impact of information systems.  The impact of computing on household time allocation and activity patterns.  The effect of IS implementation methods on systems usage, user attitudes.
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Source:(Kim, 2020)

However, longitudinal studies can be resource-intensive, requiring significant time, effort, and funding, and may be affected by attrition or dropouts over time. Nonetheless, they are valuable research methods for understanding the developmental trajectories of individuals and groups and for investigating how variables change throughout their lives.

### 3.5. Validity of the Research

In order to guarantee the caliber and dependability of the data gathered during a research project, the research instrument must be validated. (Cho and Trent, 2006). The semi-structured interview guide that was utilized to gather information from the participants is referred to in this situation as the research instrument.

The following are some of the steps that can be taken to validate the research instrument in this study:

- i. **Pilot testing:** Prior to the actual data collection, interviewing conducted a pilot tested with just a handful of participants from the target group. The researcher then made the necessary adjustments after identifying any problems with the questions, such as vagueness or poor language, through this approach.
- ii. **Adept review:** To ensure the questions were relevant and suitable for the study objectives, specialists in consumer behaviors and cultural studies examined the interview guide.
- iii. **Content validity:** It is possible to assess the interview content validity, which measures how thoroughly the questions cover all parts of the research issue. This was achieved by having a panel of experts review the questions.
- iv. **Reliability:** The interview guide was evaluated for reliability, which is the extent to which the questions produce consistent results over time. This was achieved by testing the interview guide with different samples of participants and assessing the consistency of the responses.

Through the above processes, researcher authenticated that the questions were relevant, suitable, and reliable and that the data acquired was high quality by validating the research instrument. Thus, improving the credibility and authenticity of the research.

### 3.6. Method of Data collection

For the study on Africans' consumption of Chinese dishes in Dublin, a semi-structured interview was used as the primary method of data collection. Semi-structured interviews provide the flexibility to explore participants' experiences, perceptions, and attitudes related to the research questions while still ensuring that the same core topics are covered across all participants. (Kallio et al. 2016) In a semi-structured interview, a

participant is asked open-ended questions regarding a specific topic or issue by the interviewer. The interview is organized in that the interviewer has a list of topics they want to cover, but the arrangement is open-ended such that additional queries or in-depth examination of an answer, in particular, are permitted; in other words, it takes a semi-formal approach. (Kallio et al. 2016)

In qualitative research, where a thorough comprehension of people's experiences, attitudes, and viewpoints is desired, semi-structured interviews are frequently employed. This approach permits the collection of detailed information on a given subject while still allowing for openness and the examination of unanticipated themes or ideas that come up during the interview.

The interview guide was developed based on the research questions, and it was pilot tested before the actual data collection to ensure that it is clear, concise, and relevant. The interview guide consisted of open-ended questions that allow participants to share their experiences and perspectives on the factors that influence their consumption of Chinese dishes in Dublin.

### **3.7. Source of Data**

The researcher adopts primary and secondary data in completing this research. Data directly gathered from participants are primary data. In this context, it alludes to the information gathered through semi-structured interviews with African residents of Dublin who have had exposure to Chinese cuisine. The study's main source of information was data gathered through these interviews. Primary data was essential to this research as it was thought to be more trustworthy and pertinent for a particular research project. Interviews was conducted in person, over the phone, and online, this however depended on the accessibility and preferences of the participants. The interviews was audio recorded and transcribed for analysis.

For secondary data, the researcher relied on books, journals and articles. This was significant in gaining existing sources for synthesis with the primary data. Therefore, the secondary data helped in making discussions of the primary data, further providing areas of similarities and differences with existing research.

### **3.8. Participants and Sampling**

The study participants were Africans who reside in Dublin and have experience consuming Chinese dishes. A total of Ten Africans were interviewed, and were from different ethnic backgrounds. Overall, the inclusion criteria for participants was:

- Africans who are currently living in Dublin.
- Have experience consuming Chinese dishes in Dublin.
- Willing to participate in the study.
- Provide informed consent for participation in the study.
- Are over the age of 18 years old.

Purposive sampling, which entails choosing individuals who satisfy the requirements for inclusion and have the skills and expertise needed to offer rich data on the subjects being studied, was utilised in choosing those participating. (Etikan, Musa and Alkassim, 2016) Data saturation, or the point at which new data no longer reveals novel patterns or insights, will be used to establish the study's sample size. (Fusch and Ness, 2015). As a result, the quantity of data gathered, and the moment data saturation is reached will determine the number of participants in the study. The sample size will probably be rather modest, emphasising gathering rich and thorough data from each participant, as the study's objective is to get an in-depth understanding of how Africans consume Chinese food in Dublin.

### **3.9. Method of Data Analysis**

The method of data analysis for the study on Africans' consumption of Chinese dishes in Dublin depends on the research questions and the type of data collected (Fusch and Ness, 2015). This study collected the data through semi-structured interviews with participants; the research questions were related to the factors influencing Africans' consumption of Chinese dishes in Dublin, so this research uses thematic analysis.

In qualitative research, thematic analysis is a typical technique for data analysis. (Braun and Clarke, 2012). In order to get an insightful understanding of the research topic entails identifying and analysing patterns, topics, and categories in the data. Data from interviews and observations can both be analysed using thematic analysis. The thematic analysis followed the below process

**Recording and Transcribing:** The data collected from the semi-structured interviews were audio-recorded and transcribed verbatim.

**Analysis:** The transcripts were analysed using a thematic analysis approach to identify the key themes and patterns related to the research questions.

**Synthesis:** The themes and patterns were then synthesised with secondary data which was further analysed and interpreted to generate insights and conclusions related to the study's research objectives.

### 3.10. Access and Ethics

Any research study must take access and ethics into account. Access is the ability of the researcher to enter the research site, access the participants, and obtain the data. On the other side, ethics refers to the moral norms that control how research is conducted, mainly how human subjects are treated. (Tyldum, 2012).

In the case of the study on Africans' consumption of Chinese dishes in Dublin, access may present some challenges for the researcher. For example, the researcher may need access to specific restaurants serving Chinese dishes and may need permission from the restaurant owners or managers to observe individuals consuming the dishes. Additionally, the researcher may need to identify and recruit participants from the African community in Dublin, which may require the use of community organisations or gatekeepers.

In this study, ethics is a crucial factor. The researcher is responsible for ensuring that all participants are accorded dignity and that their anonymity and privacy are maintained. Therefore, before conducting interviews, the researcher got participants' informed consent and made them aware of the study's goals, how data will be collected, and what they are entitled to as participants.

Additionally, the researcher ensured that potential dangers were minimised and that no harm comes to study participants. For instance, the researcher considered the participants' cultural and religious values and ensured that any inquiries are not intrusive or disrespectful. The researcher also ensured that the study was transparent and ethically conducted and that all data acquired is exclusively used for research. Finally, the researcher obtained ethical approval from the relevant institutional review board or

ethics committee and adhere to ethical guidelines and standards in the conduct of the study.

Overall, access and ethics are critical considerations in the study of Africans' consumption of Chinese dishes in Dublin. Therefore, the researcher ensured that access was gained appropriately and respectfully and that ethical considerations were addressed throughout the study.

### **3.11. Conclusion**

In conclusion, this study will offer insightful information about the Chinese food consumption of Africans in Dublin, a subject that has not received much attention from academic studies. The study intends to identify the individual, cultural, psychological, and societal aspects that affect Africans' inclinations to purchase Chinese food by employing a qualitative approach and semi-structured interviews. The study's conclusions may have practical ramifications for the food industry's enterprises and legislators designing strategies for this expanding market sector. The participants' privacy and rights are secured throughout the research procedure thanks to the study's ethical concerns.

## CHAPTER FOUR

### ANALYSIS AND FINDINGS

#### 4.1. Introduction

This chapter analyses and discussed the research findings based on interviews conducted with 10 Africans in Dublin. Interviews were analysed using the thematic approach, therefore grouping their responses under the most prevalent ideas. Due to the ethical principle of anonymity, the researcher does not reveal the identities of Africans but refers to them as participants. The table below shows the demographics of Africans interviewed

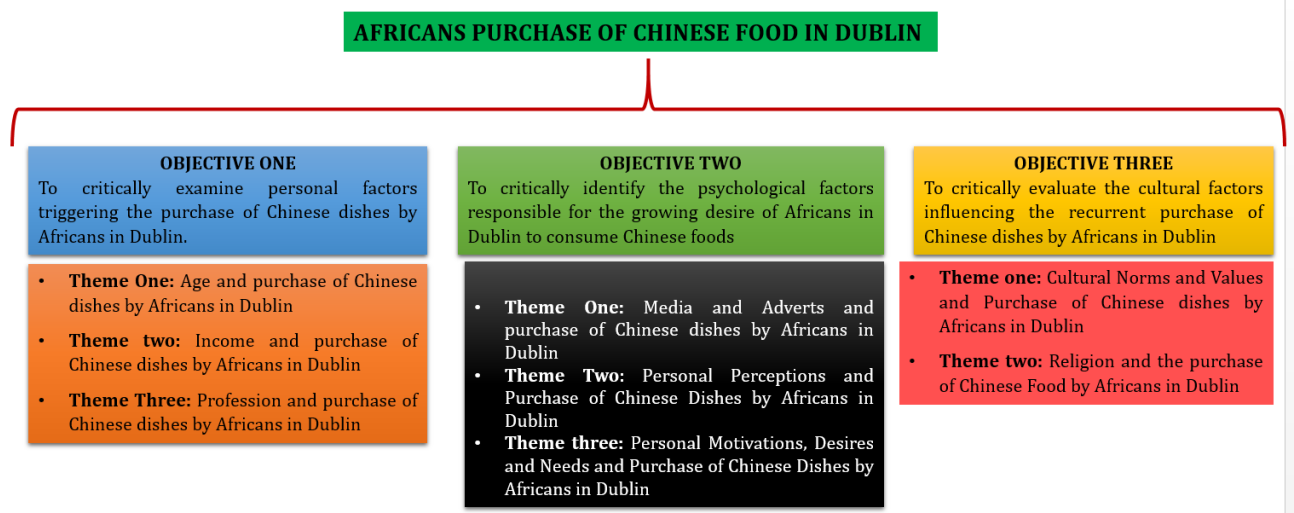
*Table 4. 1. Participant Demographics*

DESCRIPTION	AGE	GENDER	AFRICAN NATIONALITY
P1	26	M	Nigerian
P2	27	M	Ghanaian
P3	29	F	Congolese
P4	24	F	Nigerian
P5	26	M	South African
P6	24	M	Ghanaian
P7	30	M	Nigerian
P8	22	F	Kenyan
P9	23	M	Nigerian
P10	25	M	South African

Source: Personal Research (2023)

Analysis of interviews was carried out through a thematic approach using a Microsoft Excel spreadsheet. For a sample of the analysis and themes, see the Appendix. Due to the numerous data extracted during the interview process, not all responses were used for the analysis and discussion, only the main discussions that addresses the main research objectives were included. The analysis is further based on the research objectives with relevant themes grouped under each objective. Overall, three research objectives, 8 and themes were presented. The figure below contains a summary of the breakdown

Figure 4. 1. Thematic Breakdown



Source: Personal Research (2023)

#### 4.2. Objective one: To critically examine personal factors triggering the purchase of Chinese dishes by Africans in Dublin.

##### 4.2.1. Theme One: Age and purchase of Chinese dishes by Africans in Dublin.

Table 4. 2. Participant Reponses for Age as a factor in purchasing Chinese dishes

PARTICIPANT	RESPONSE
<b>P5</b>	<i>No, I will not consider my age as a factor because this has to do with what I like, my age has nothing to do with it.</i>
<b>P7</b>	<i>No, because my age does not relate to my digestive system and what I feel like eating at the moment.</i>
<b>P8</b>	<i>Well yes, considering the fact that I am young, I am at that stage in which I will like to explore and see things for myself</i>
<b>P10</b>	<i>Yes, most of my peers purchase Chinese, so normally when we hangout we eat Chinese</i>

Source: Personal Research (2023)

From the above response, there are two different perspectives of age determining the purchase of Chinese dishes. P5 and P7, they did not consider age as a factor influencing their purchase of Chinese dishes, because they were currently young thus Chinese food will not affect their digestive systems. Also, age did not influence what they liked, therefore it did not influence the purchase of Chinese food.

However, P8 and P10 agreed that age influenced their purchase of Chinese food, this is because they were mostly at the age of exploration, and thus, they felt like exploring several cuisines. Also, since they had a lot of peers who purchased Chinese, they were influenced to purchase Chinese food due to peer pressure.

From, the above responses, it implies that age may or may not serve as a factor triggering the purchase of Chinese food.

#### 4.2.2. Theme two: Income and purchase of Chinese dishes by Africans in Dublin

Table 4. 3. Participant response to income as a factor in purchasing Chinese food

Participant	Response
<b>P4</b>	<i>Yes, in a week I can buy Chinese once if it gets up to three or five times my income will not reach as I have bills to pay.</i>
<b>P5</b>	<i>Yes, normally my income will determine if I am going to purchase the Chinese food, it is also depending on the price of the Chinese food, if is too high I will not be purchasing it but if it is below my budget, I will purchase it.</i>
<b>P7</b>	<i>Yes, because it is cheap, affordable, and tastes good. It falls under the category of what I love to have that does not affect my income that much.</i>
<b>P8</b>	<i>Yes, because I can only buy that which I can afford, so my income influences my purchase of Chinese food.</i>
<b>P9</b>	<i>No, my income does not influence it because I do not buy Chinese often, It is just a once-in-a-while thing, I do it only when hanging out, so despite its expense since I only buy once in a while I just close my eyes and buy</i>

Source: Personal Research (2023)

From the above, the participants offered several reasons why Income can influence their purchase of Chinese food. For P4, P5, P7 and P8, the affordability of Chinese food significantly influenced their purchase of Chinese food. If pricing was high, then there is less probability of purchasing Chinese, however, a low price triggered the purchase of Chinese.

Despite the above, P9 notes that purchasing Chinese is not dependent on his income, as it was a "once in a while purchase". Thus, she could bear the burden to enjoy Chinese once in a while despite the pricing or affordability.

The finding implies that income could serve as a trigger to purchase Chinese amongst Africans in Dublin. This is based on price and affordability. However, considering that Chinese was a luxurious product, it could be purchased despite the price.

#### 4.2.3. Theme Three: Profession and purchase of Chinese dishes by Africans in Dublin

Table 4. 4. Participant response a profession as a factor to purchase Chinese food

PARTICIPANT	RESPONSE
<b>P1</b>	<i>It is because where I work, I work at the airport and then we have Chinese people who might travel from Dublin to any part of the world or China to Dublin to come and invest so definitely we are supposed to.</i>
<b>P7</b>	<i>Yes, kind of, because most times I do not get to prepare food myself I have to rely on buying Chinese food</i>
<b>P8</b>	<i>No, it does not, well I can say no reason why my profession should influence my purchase of Chinese. It's just a straightforward affair. I can choose to buy or not to buy. It has nothing to do with my profession.</i>

Source: Personal Research (2023)

From the above responses, profession influenced and did not influence the purchase of Chinese food. For P1, working with Chinese individuals influenced his desire to try out some of their food. This shows the power of relationships and being within a vicinity as a trigger to purchase Chinese food. Also, P7 notes that her busy schedule influences her desire to purchase Chinese as she did not have time to cook, thus Chinese became a quick alternative to satisfying hunger. However, P8 notes that the profession did not influence the purchase of Chinese. This shows a disparity from other responses since her profession was "a straightforward affair". She could easily choose to purchase or not to purchase Chinese.

#### 4.2.4. Discussion of Findings one

The above reveals several personal factors which could influence or not influence the purchase of Chinese food

**Age:** Age is a factor considered essential in purchasing patterns (Schiffman, et al, 2008). This research finds that age could influence the purchase of Chinese food. The need to explore new cuisines and new dishes was associated with age. Therefore, certain Africans in Dublin due to their young age desired to explore more; thus, it triggered the desire to purchase Chinese food. Also, the research finds that peer influence serves as an influence on to purchase of Chinese food. This is because while being in a peer group, most eating habits can be acquired. Peer groups played an essential role in developing eating and behavioural purchase patterns (Hemsely and Oplatka, 2016). Values and norms are easily passed through peer groups (Schiffman, et al, 2008). Therefore, it is an essential factor triggering the purchase of Chinese food amongst Africans in Dublin.

However, age sometimes did not influence the purchase of Chinese food, as it did not cause any health challenges for individuals. This buttresses the role of health in purchasing products (Schiffman, et al, 2008). Furthermore, age did not influence likes or dislikes in some Africans in Dublin. Age may not be considered a factor influencing the purchase of Chinese.

**Income:** Significantly determined purchase of Chinese food amongst Africans in Dublin. The price and affordability of products are linked to income (Rehman, et al, 2017). Customers, therefore, considered their purchasing power before buying certain products. For Africans in Dublin, since Chinese dishes were not on the high side, they could comfortably purchase them, however, an unfavourable increase in the price of Chinese beyond purchasing capacity will dissuade Africans in Dublin from purchasing Chinese. Nevertheless, income on some occasions cannot determine the purchase of Chinese dishes as Chinese was a luxurious dish, and having a "once in a while" purchase of Chinese dishes could not significantly affect income. Customers were indifferent to purchasing luxurious products, therefore income did not affect the purchase of certain luxurious products (Hemsely and Oplatka, 2016). For Africans in Dublin, income did not thoroughly affect the purchase of Chinese, as some purchased it for luxurious purposes.

**Profession:** Profession served as a factor influencing the purchase of Chinese food. This is because some Africans worked with Chinese, therefore the probability to indulge in certain Chinese food was high. Working in certain environments could influence the learning of certain habits (Hemsely and Oplatka, 2016). Thus, working with the Chinese

influenced Africans into tasting some of their products. Also, Chinese food was an alternative i.e. it was quick and fast to prepare, therefore, the purchase of African food is influenced by profession, especially for Africans with busy schedules. However, the profession may not influence the purchase of Chinese dishes. Purchase of Chinese dishes was a straightforward affair, it could either be purchased or not purchased without any link to the profession.

### 4.3. Objective Two: To critically identify the psychological factors responsible for the growing desire of Africans in Dublin to consume Chinese foods

#### 4.3.1. Theme one: Media and Adverts and purchase of Chinese dishes by Africans in Dublin

*Table 4. 5. Participants' response on Media and Adverts as factors influencing Purchase of Chinese food*

PARTICIPANT	RESPONSE
<b>P1</b>	<i>Yeah, it is. With advertisements, I am supposed to know what the best food is at the moment.</i>
<b>P4</b>	<i>Yes, because the media has the power to change the mind of people.</i>
<b>P7</b>	<i>Yes, because you get to see new offers, deals, and interesting foods to try.</i>
<b>P9</b>	<i>Yes, the media creates awareness about products, the way it is presented makes you want to try it</i>

Source: Personal Research (2023)

From the above, there is a general consensus among participants about the influence of media and advertisements in influencing the purchase of Chinese food. For P1, adverts enabled him to know the best Chinese dish, therefore, triggering his desire to purchase. This corresponds to P9, who notes that adverts and the media created awareness about Chinese dishes. The media and adverts presented Chinese dishes in an acceptable pattern which triggered the interest in such dishes. P4, also agrees that the media and adverts influenced the need to purchase Chinese dishes, however, notes that the media and adverts have the ability to change the minds of individuals. Therefore influencing a positive perception towards Chinese dishes. Also, P7 notes that the media influenced the purchase of Chinese products, by providing new offers, deals, and interesting foods which consumers can try. This significantly triggered the desire to purchase Chinese dishes.

Therefore, media and adverts, created awareness, which has the ability to change individual's minds and offered information about new deals, and offers on Chinese food which influenced Africans to purchase Chinese food.

#### 4.3.2. Theme Two: Personal Perceptions and Purchase of Chinese Dishes by Africans in Dublin

*Table 4. 6. Participants' response on Media and Adverts as factors influencing Purchase of Chinese food*

PARTICIPANT	RESPONSE
<b>P7</b>	<i>Yes, because I have good experience with Chinese food.</i>
<b>P8</b>	<i>Well yes, I generally have a good perception of Chinese food which is influenced by the media and my friends, so I purchased Chinese food</i>
<b>P9</b>	<i>I consider Chinese food as being good and delicious, so yes.</i>
<b>P10</b>	<i>Sure, if I did not consider it as good, healthy or delicious I will not buy it</i>

Source: Personal Research (2023)

From the above, personal perceptions are considered a significant factor influencing the purchase of Chinese food among Africans in Dublin. For P7, a good experience with Chinese food triggered the desire to buy Chinese food. This buttresses the role of experience and satisfaction in purchasing products. This corresponds with P8, P9 and P10, who generally had a good perception of Chinese food because they are delicious and healthy. Therefore, their perception is triggered by their past experiences with Chinese food. P8, however, echoes a different opinion about her perception of Chinese food, which was influenced by the media and friends. This buttresses the role of the media and peer groups in influencing purchasing habits. Media and friends, therefore played a strong role in developing perceptions about purchasing Chinese food.

### 4.3.3. Theme three: Personal Motivations, Desires and Needs and Purchase of Chinese Dishes by Africans in Dublin

Table 4. 7. *Participants’ response on personal motivations, desires and needs as influence to purchase Chinese food*

PARTICIPANT	RESPONSE
<b>P4</b>	<i>Yes, just like I said before, is just to change the taste of the food I eat.</i>
<b>P5</b>	<i>Of course, yes like when I desire to eat something delicious, or hangout then the best thing to try out would be Chinese</i>
<b>P7</b>	<i>Yes, it does, because whenever I think about getting it I know I am getting something good</i>
<b>P8</b>	<i>Yes, like why will I buy something if I do not desire to purchase it</i>

Source: Personal Research (2023)

From the above, motivations, desires and needs influenced the purchase of Chinese dishes among Africans in Dublin. P4, notes that the desire to change the patterns of her taste, therefore trying something new, influenced her to purchase Chinese dishes. This confirms the role of exploration and change in consumer taste as a factor that could trigger the purchase of Chinese food. P5 agrees that motivations, desires and needs influenced the desire to purchase Chinese, the need to eat something delicious or hang out somewhere influenced the purchase of Chinese, as Chinese food is an option to consider while purchasing such. Furthermore, P8 notes bluntly that without the desire to purchase Chinese dishes, she will not buy them. The need to explore, change in taste, and need to hang out were significant factors influencing the purchase of Chinese dishes.

### 4.3.4. Discussion of finding Two

This research finds that several psychological factors influenced the desire of Africans in Dublin to purchase Chinese food. Psychological factors are related to how individuals took in the information, therefore influencing perceptions (Trehan and Trehan, 2009). Psychological factors that therefore influenced Africans in Dublin to purchase Chinese food include:

**Media and Adverts:** The media and adverts played an essential role in perception moulding and triggering Africans to purchase Chinese food (Michekar, 2022). The media through its role of enlightenment (Trehan and Trehan, 2009) was able to create awareness of Chinese food, thus creating an interest amongst Africans in Dublin to purchase Chinese foods. Also, the media and adverts played an important role in changing the minds of Africans in Dublin, therefore changing perceptions from negative to positive (Durmaz, 2014). Through several ads, the media can portray products in a positive light (Ramya and Ali, 2016). Therefore, triggering a favourable purchase of Chinese products. Also, through media adverts, Africans in Dublin could know about newer deals and offers on Chinese products, this significantly created a positive awareness and triggered Africans into buying Chinese food.

**Personal Perceptions:** These also served as psychological factors triggering Africans to purchase Chinese foods. Personal perceptions were mainly intrinsic factors that significantly stimulated individuals towards positive or negative actions (Priest, et al, 2013). This research finds that personal perceptions resulting from experience and satisfaction influenced Africans to purchase Chinese food. When customers had a positive experience due to satisfaction, there is a high probability to constantly purchase such products (Ramya and Ali, 2016). The media and friends also influenced personal perceptions towards purchasing Chinese foods. The media informed individuals about products, therefore influencing purchase patterns (Trehan and Trehan, 2009). Friends, also stimulated individuals, to purchase products through peer influences and habits (Durmaz, 2014). This research finds that media and friends influenced Africans in Dublin towards purchasing Chinese food.

**Needs and Desires:** Purchasing behaviour is significantly determined by needs and desires (Michekar, 2022). Need and desires were intrinsic factors triggering the purchase of certain products (Priest, et al, 2013). This research finds that needs and desires influenced Africans in Dublin to purchase Chinese food. The research finds that the need to taste something new or explore new dishes influenced Africans in Dublin to purchase Chinese food. Also, the need to hang out and relax triggered the purchase of Chinese food, as Africans considered Chinese restaurants as a good place to relax. Satisfying personal needs, therefore, influenced Africans in Dublin to purchase Chinese food.

#### 4.4. Objective Three: To critically evaluate the cultural factors influencing the recurrent purchase of Chinese dishes by Africans in Dublin

##### 4.4.1. Theme one: Cultural Norms and Values and Purchase of Chinese dishes by Africans in Dublin

Table 4. 8. *Participants' response on cultural norms, values and purchase of Chinese Dishes*

Participant	Response
<b>P1</b>	<i>Well, my culture does not say anything about eating Chinese food. So I guess I am free to eat Chinese. However, I do not see culture strongly influencing my decisions whether it is acceptable or not</i>
<b>P2</b>	<i>No, my culture is silent on Chinese food. We do not have any particular norm about not patronising foreign food and dishes</i>
<b>P3</b>	<i>Yes, my culture permits me to eat all things eatable, so yes I consider culture as a determining factor to purchase Chinese food</i>
<b>P7</b>	<i>yes, because we have similar foods in different parts of the horizon so you will want to try it</i>

Source: Personal Research (2023)

From the above, the culture may determine or not determine the purchase of Chinese food amongst Africans in Dublin. From the responses above P1, notes that his culture did not mention anything about eating Chinese food, thus, it did not influence his desire to purchase Chinese food. He however notes something important, that even if his culture prohibited eating Chinese food, he would still purchase Chinese food. This shows less role of culture in determining what is acceptable or not. Correspondingly, P2 notes that his culture is silent on Chinese food, therefore it did not influence the purchase of Chinese food. P3, however, notes that his culture permits him to eat all things eatable, therefore, it was a factor determining the purchase of Chinese food. Similarly, P7 notes that culture influenced his desire to purchase Chinese food since, they had similar food in his country of origin, and therefore it is not strange to him. Overall, Culture did not influence the purchase of Chinese food especially when it is silent on eating foreign foods. However, the similarity of culture with Chinese culture also influenced the purchase of Chinese food by Africans in Dublin.

#### 4.4.2. Theme two: Religion and the purchase of Chinese Food by Africans in Dublin

Table 4. 9. *Participants' response on Religion and purchase of Chinese food.*

Participant	Response
<b>P4</b>	<i>Yes, because sometimes I do not know how they prepare their foods, I do not like pork and they may use it or some ingredients that I am allergic to.</i>
<b>P3</b>	<i>Yes, my religion permits me to eat Chinese food, therefore I eat it, but if there were certain religious laws limiting me from eating Chinese food, I will definitely not eat it</i>
<b>P2</b>	<i>No, my religion does not forbid me from eating Chinese food. So there is no religious basis for me not to eat Chinese.</i>
<b>P1</b>	<i>No, there is no relationship between my religion and my desire to eat Chinese food. There is no religious basis supporting or preventing me from eating Chinese food.</i>

Source: Personal Research (2023)

From the above table. Responses imply that religion did not serve as an influence for Africans in Dublin to eat Chinese food. P2 and P1, comprehensively note that their religion is silent concerning eating Chinese food, so there was no relationship between religion and why they should or not eat Chinese food. Contrary to this, P3 notes that her religion permits her to eat Chinese food, however, if there were certain religious laws preventing her from eating Chinese food, she would comply. This buttresses that religion served as a strong influence in determining the purchase of certain products. P4, however, notes that because she did not know how Chinese food was prepared, she may not always purchase certain Chinese food. Because they may contain ingredients like pork which were part of prohibited food. Also, her allergies to pork prevented her from consuming pork. Thus from the responses religion does not prevent Africans from consuming Chinese food because it was mostly silent about Chinese products. However, where religion forbids the consumption of certain ingredients in Chinese food, individuals will not eat Chinese food. Religion became a strong factor preventing the consumption of Chinese food amongst Africans in Dublin.

#### 4.4.3. Discussion of Finding Three

This research finds that cultural factors play a strong role in purchasing of Chinese food by Africans in Dublin. Culture is the comprehensive way of life of individuals, therefore it formed a formidable force in purchasing behaviour (Durmaz, 2014). Several cultural factors that influenced the purchase of Chinese food by Africans in Dublin include:

**Norms and Values:** The research finds that certain Chinese food, had a similarity to African cultural dishes, therefore, it served as a significant factor influencing the decisions of Africans in Dublin to purchase Chinese food. Culture includes elements such as way of life, dressing, language and food (Durmaz and Tasdemir, 2014). Therefore, a similarity in culture between Chinese and Africans triggered a positive desire to consume such foodstuff. However, the research finds that most Africans patronized Chinese food because of the absence of norms and values restricting the purchase of African dishes. Interestingly, the research finds that if culture had certain laws preventing Africans from consuming Chinese food, it will not prevent the purchase of such food. This shows the decline of culture as a factor influencing purchasing behaviour. African culture determining the acceptability of products such as food and clothing was gradually diminishing due to the influence of globalization (Akdogan, et al, 2021). Globalization is rapidly creating an acceptable Western culture amongst Africans, therefore, reducing the role African culture played in determining purchase behaviour (Durmaz, 2014).

**Religion:** This research finds that religion limited the purchase of Chinese food, especially as certain ingredients such as pork were prohibited by religion (Mathras, et al, 2015). This buttresses the strong role religion played in determining purchase behaviour amongst Africans in Dublin. Individuals considered religion as a potent factor in conditioning lifestyle (Ahmad, et al, 2015). Individuals had respect for religion, therefore it played a formidable role in determining what is acceptable or not (Halim, 2022). Therefore, Africans in Dublin considered it essential to influence if they consumed Chinese food or not. However, the research also finds that religion was mostly silent about eating Chinese food, therefore some Africans in Dublin did not consider eating Chinese food as a violation of religious laws.

#### **4.5. Summary of findings**

This research finds that personal factors could serve and not serve as reasons why Africans in Dublin purchased Chinese food. Factors such as age, income, and profession were factors having a different impact on purchasing of Chinese food by Africans. Age influenced the purchase of Chinese food due to the need to explore, age, however also did not influence the purchase of Chinese food due to the absence of digestive disorders. Income influenced the purchase of Chinese food due to price and affordability while it did not because Chinese is considered a luxurious product.

The research finds that Media and Adverts play a significant role in influencing African consumption of Chinese food in Dublin. Through media adverts, Africans in Dublin could know about newer deals and offers on Chinese products. Also, personal perceptions coming from good experiences and satisfaction with consuming Chinese food influenced the purchase of Chinese food by Africans. Also, the research finds that culture was silent about eating specific Chinese food, therefore was permitted however even if culture did not permit it, it will not prevent the purchase of Chinese food by Africans.

## CHAPTER FIVE

### COMPARISON OF THE LITERATURE REVIEW TO THE RESEARCH FINDINGS

#### 5.1. Introduction

This section of the research makes a comparison between the literature review and the research findings, therefore critically comparing similarities and differences between ideas contained in the literature review and findings from the research. Overall, the chapter notes that on the general aspect, the literature corresponds to the research findings on personal, psychological and cultural factors influencing the purchase of Chinese Food by Africans in Dublin. However, the research is different in specific areas on age, profession, motivations, culture and religion.

#### 5.2. Finding One: Personal factors triggering the purchase of Chinese foods by Africans in Dublin

Personal factors constituted interests, preferences, opinions, values, living patterns, and expressive habits which influenced the activities of individuals (Hemsely and Oplatka, 2016). These factors have a strong connection with individuals thus they significantly influenced purchasing patterns. This research finds that personal factors such as age, income and profession were influencers of the desire for Chinese foods by Africans in Dublin. These correspond to certain aspects discussed in the literature review. However, with slight differentiations. Thus, the findings of this research correspond to some elements of the literature, while to some extent does not correspond.

For Age, this literature review notes that specific age groups were influenced to purchase certain products (Schiffman, et al, 2008). Rehman, et al (2017), notes that age creates a desire for certain products, which after individuals' transit from that age group, no longer found that product intriguing. This research confirms this, the research finds that the desire to purchase Chinese food was triggered by age. The need to explore newer dishes, and gain experience in eating Chinese food is associated with the particular age of individuals studied in this research. The interviewees were young between 18 and 30. Therefore, they had a strong desire to try new food and explore Chinese dishes. This research also, finds that the age group is strongly influenced by peers. Therefore, peers

significantly influenced the interviewees into purchasing Chinese dishes, especially when they were "hanging out" or relaxing.

However, certain findings of the research findings on age do not correspond with the literature review, for instance, this research finds that age did not influence the purchase and consumption of Chinese dishes, because age did not influence what some Africans liked, furthermore, the particular age studied were not challenged with digestive health disorders, so age did not influence their purchasing patterns. These findings are new and are not contained in the literature review.

Income: Findings concerning income as a determinant of purchasing Chinese food corresponds to the general literature review. This research finds that the income of Africans could influence purchasing of Chinese food especially if Chinese food were on the high side. Therefore, Chinese food that was too expensive was more likely not to be consumed by Africans with lower incomes. This corresponds to the literature review, Rehman, et al (2017), note that consumers were price sensitive, therefore an increase or reduction in price can influence patronage level. Furthermore, Mojtaba, et al (2017) note price and affordability of products influenced their purchase, consumers, therefore, considered their purchasing power before purchasing particular products.

Also, this research finds that some Africans considered Chinese food a luxury or a "once in a while" affair. Therefore, their purchase of Chinese food was not determined by their income. This corresponds with the literature review, Hemsely and Oplatka (2016), note that luxurious products were not price determinant, as individuals considered purchasing them as part of self-actualization or relaxation. Mojtaba, et al (2017), also notes that when purchasing luxurious products consumers did not consider price, as the higher the price, the stronger the desire to purchase these products. Luxurious goods were considered not necessary but highly desirable. Therefore, some Africans in Dublin considered Chinese as a luxury product which is purchased "once in a while" therefore, they could sacrifice the price just to enjoy the product for that specific moment.

Profession: This research finds that profession influenced the purchase of Chinese food by Africans in Dublin. This corresponds to the general literature concerning the influence of profession and occupation on purchase intentions. Schiffman, et al (2008), note that 67% of consumers purchase products that helped them fulfill their job roles. Purchasing

patterns were influenced by jobs which individuals advocated for in a society (Hemsely and Oplatka, 2016). Specifically, however, this research finds that amongst Africans, professional issues that influenced them to purchase Chinese food were working with the Chinese. Since, they worked with Chinese, further constantly associating with them, they could easily pick up some habits such as eating lifestyle. Also, job occupations that were demanding without offering much time to cook personally, influenced purchasing of Chinese food. As Africans considered this foodstuff as a quick alternative. Therefore, in the general perspective, the finding on profession influences the purchase of Chinese Food by Africans. However, specifically, the research finds that the profession influences the purchase of Chinese food by associating with Chinese and Chinese food as a quick alternative for those with busy schedules.

### **5.3. Finding Two: Psychological factors influencing the purchase of Chinese foods by Africans in Dublin**

Psychological factors: These served as strong influences in determining purchasing behaviour. This is because they were intrinsic, thus motivating individuals internally to purchase products. Priest, et al (2013), also note that psychological factors are linked to the thinking and information processing patterns of individuals, and how these could influence the decision to purchase or not purchase a product. The research findings on psychological factors are similar to the literature, however slightly different with reference to specific factors discovered.

This research finds that media and adverts played a significant role in creating awareness of Chinese food, thus, they were able to portray Chinese food in a positive light. Therefore triggering the desire of Africans in Dublin to purchase Chinese products. Also, the media informs African consumers of special or newer Chinese dishes which they would like to try out. This corresponds to the literature review, especially on learning and awareness. Michekar (2022), notes that the more individuals were aware of the positive benefits of a product, the greater their desire to purchase such products. Durmaz (2014), notes that media campaigns and adverts were targeted at creating positive knowledge among consumers, therefore, influencing their decisions to purchase products. Trehan and Trehan (2009), also describe that the level of exposure of individuals to information therefore increases the chances of learning further influencing their behaviour. This

explains why marketers have adopted several methods to provide information to consumers including email marketing, social media marketing and content marketing. Therefore, the media and adverts play an essential role in influencing the purchase of Chinese food by Africans in Dublin.

This research finds that personal perceptions influence Africans in purchasing Chinese food. Personal perceptions influenced by experience with Chinese food and satisfaction gotten from consuming Chinese food create a constant desire to purchase Chinese food. The research finds that Africans had a good satisfaction from consuming Chinese food thus triggering their recurrent purchase of Chinese food. This is however different from the general literature on personal perceptions and purchasing patterns. For instance, Ramya and Ali (2016), note that personal perceptions were influenced by media and ads. Thus, the media had the power to influence personal perceptions by portraying products in a positive or negative light. Priest, et al (2013) note that individuals made decisions after gaining information about products, therefore when individuals got positive or negative information about products they could change their personal perception about consuming products. Michekar (2022), note that adverts, promotions, engagement strategies and loyalty programmes were mechanisms by which consumer motivations can be influenced. Marketers targeted motivations by trying to change individual beliefs about certain products, therefore, they created several mediums to do this. Campaigns, storytelling and visual display of products were essential for marketing products. However, this research finds that the personal perception of Africans to purchase Chinese food was influenced by the experience and satisfaction gotten after purchasing Chinese food.

Also, this research finds that the needs and desires of Africans in Dublin can influence their purchase of Chinese foods. Personal needs including the desire to try out something new, or explore certain dishes were needs and desires that influenced Africans in Dublin to purchase Chinese foods. Also, the need to relax triggers the desire to purchase Chinese food, as Chinese restaurants were considered potential relaxation areas which Africans can patronize. Therefore, they easily purchased Chinese food. This differs from the general literature concerning the influence of needs and desires on purchasing intentions. Michekar (2022), notes that need and desires were motivations created by information. Thus, information about products created a need or desire for that product. Ramya and

Ali (2016), also note that understanding consumer needs and satisfying those needs can create intense motivations for patronising a product. However, this research finds that factors that drive the needs and desires of Africans in Dublin to purchase Chinese food are influenced by the need to relax or try out something new.

#### **5.4. Cultural factors influencing the purchase of Chinese foods by Africans in Dublin**

Cultural factors were essential in determining purchase intentions (Khan 2006). This is because culture contains the total way of life of individuals, thus it significantly determined human habits, and permissible activities (Akdogan, et al, 2021). Culture is significant in marketing, businesses therefore considered culture essential in developing products and targeting an audience (Durmaz, 2014). While general literature reveals that culture is significant to purchasing behaviour. The research findings on the role culture plays are different to the existing literature.

Scholars such as Durmaz (2014), note that culture provides specific laws, guidelines and codes which need to be adhered to, this is because such codes govern the behaviour of individuals. Norms, values and codes also determined what is acceptable or not (Khan, 2006). Furthermore, norms and values provide strong information for buying products, they contain specific standards that should be adhered to when purchasing. This research however found that norms and values did not influence the purchase of Chinese food by Africans. This is because African culture was silent about eating Chinese food, therefore African culture permitted the eating of Chinese food. Also, the research finds that certain African culture was similar to Chinese culture, for instance fostering bonds, family and friendship relationships over meals. Both Africans and Chinese consider eating together a strong process to develop ties and relationships. Therefore, Africans that eat Chinese food, normally eat in groups, especially when relaxing and having leisure time. Also, this research finds that some Africans did not see norms, values and codes as a factor that will prevent them from consuming Chinese food. Thus, they noted that if cultural norms prevent the eating of Chinese food, they will still eat it. This reflects the gradual declining role of culture especially amongst Africans in the West.

The literature review discusses the importance of religion in determining the purchasing habits of individuals, thus, Ahmad et al (2015), notes that religion transmits its doctrines,

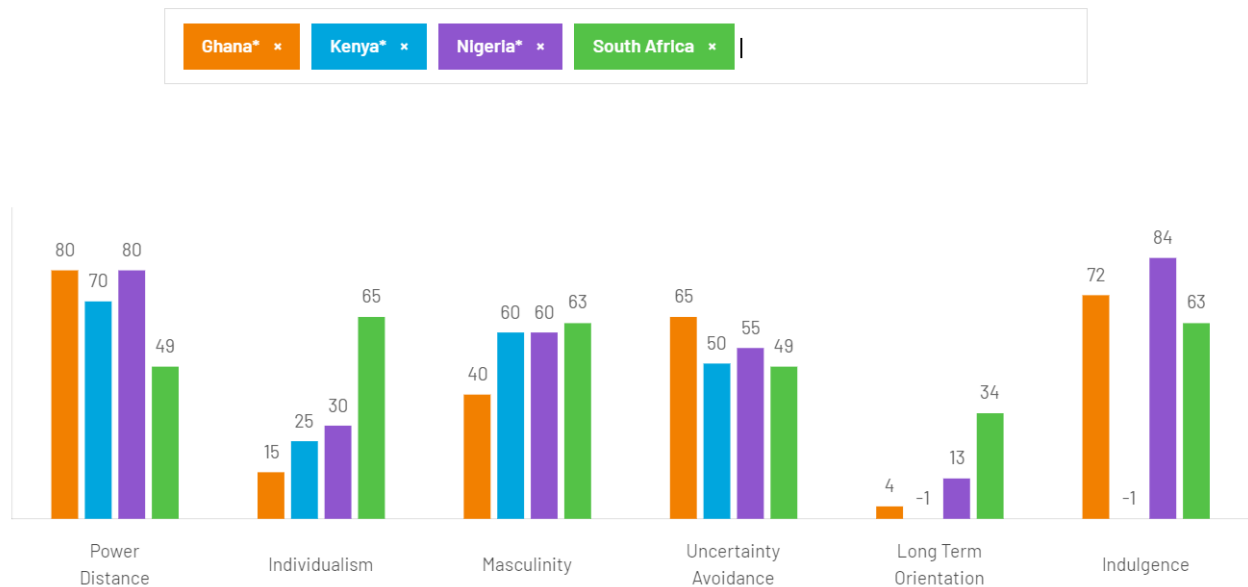
values and beliefs which affects human preferences and choice. Furthermore, it provides laws and codes that influence belief systems. Thus, religion provides a list of things that was acceptable or unacceptable. Mathras et al (2015), note that religion can paint a negative or positive image of products, for instance, Islam paints a negative image of alcohol. However, exalts the role of fruits like dates. Judaism provides codes for different foods which were clean and unclean. Christianity also provides laws for eating stale meat (Halim, 2022). This corresponds to the finding of this research. The research finds that most Africans agreed that religion prevented them from eating specific Chinese foods like those with pork. Thus, religion formed a strong basis for the type of Chinese food Africans purchased in Dublin. This also corresponds with Akdogan, et al (2021), who stress that individuals considered religion as an integral part of their lives, thus, obeying religious laws is a central part of living.

However, this research also finds that for some Africans, religion was not a factor determining the purchase of Chinese food, because religion was mainly silent about eating Chinese food. Thus, this research finds a difference from the literature. Since religion was silent about eating Chinese food, Africans in Dublin were not restricted from eating Chinese food.

### **5.5. Theoretical Comparison**

The findings of this research correspond to aspects of Hofstede's theory and also Trompenaurs' theory of culture. The Hofstede cultural index on indulgence and restraint notes that cultures with high indulgence value the role of relaxation, leisure and satisfaction of personal impulses (Gaspay, et al 2008). Thus, cultures with high indulgence will consider "hanging out" "taking breaks" and "valuing good moments with friends" (Saglam and Abdullahi, 2021). This corresponds to the finding of this research, especially the role of relaxation, hanging out and the influence of peers in purchasing Chinese food. The research finds that personal factors such as purchasing Chinese food when hanging out with friends, and the purchase of Chinese food as a "once in a while" activity justifies that certain African culture is significantly high on the indulgence index. The figure 5.1 shows Nigeria, Ghana, South Africa and Kenya had high indulgence. These are indigenous countries of most of the participants.

Fig 5.1. Hofstede Cultural Comparism



Source: [https://www.hofstede-insights.com/country-comparison-tool?countries=ghana\\*%2Ckenya\\*%2Cnigeria\\*%2Csouth+africa](https://www.hofstede-insights.com/country-comparison-tool?countries=ghana*%2Ckenya*%2Cnigeria*%2Csouth+africa)

Also, African culture was low on the individualism index, therefore exalting the place of collective activities. According to Hofstede's theory, countries with low individualism manifested a high collective tendency, tilting towards favouring group activity, cherishing family and friendship bonds (Hassan, 2015). This research finds, that Africans consider hanging out in Chinese restaurants as a way of building and maintaining friendship bonds, thus, they patronised Chinese foods whenever they visited Chinese restaurants in groups. This characteristic was very similar to that of the Chinese, which is also a collectivist culture.

The research findings also correspond to the Trompenaurs Universalist and Particularist index. According to Trompenaur, Universalist culture was high on adherence to rules, and regulations (Dimitrov, 2014). Therefore allowing rules and regulation to govern their activities and lifestyle. This corresponds to the findings of this research that Africans authenticated that religious laws and regulations will prevent them from purchasing Chinese food. Though the research finds that the religion of most Africans sampled was silent about eating pork meat. Africans accepted that where religion did not permit the eating of certain Chinese food, they will adhere to religious laws. Therefore, African culture is significantly Universalist.

## **5.6. Conclusion**

This chapter makes a comparison between the literature review and the research findings. The chapter notes that the research finding corresponds with general ideas from the literature review. However, with specific differences. The differences between the research findings and the literature review exist in age, motivations, culture and religion. Thus, the research notes that though the literature review is expansive on the role of several factors in influencing purchasing behaviour, this research finds new ideas, which is the basic contribution of the research. The next chapter provides the implications and conclusion of the research.

## CHAPTER SIX

### IMPLICATIONS, RECOMMENDATIONS AND CONCLUSION

#### 6.1. Implications of the Research Findings

The research findings have practical and theoretical implications. Therefore, they are useful to understanding the practical sales and factors influencing Chinese food purchase amongst Africans. Also, the findings further theoretical explanations based on existing academic discourse concerning the purchase of Chinese food amongst Africans in Dublin.

From the research findings, the most significant factor determining the purchase of Chinese food amongst Africans in Dublin is income. The sufficiency of income to accommodate the purchase of Chinese dishes was an essential factor considered amongst Africans in Dublin while purchasing Chinese food. Therefore, Africans in Dublin considered the affordability of Chinese food, before purchasing it. This buttresses the role of income in influencing consumer behaviour. Though products were desirable if the purchasing power of individuals was not sufficient to purchase such products, then they would not purchase it. However, in rare cases Chinese food is considered a luxury, it was purchased "once in a while". Therefore, Africans in Dublin may not consider their income while purchasing it. They could purchase to satisfy their indulgence. This buttresses that luxurious products were not price sensitive. Especially when purchase was not recurrent.

Another essential factor influencing the purchase of Chinese food by Africans in Dublin is the media and adverts. The media and adverts made Chinese food "look delicious" and acceptable. They also created strong awareness about Chinese food, therefore, triggering the purchase amongst Africans in Dublin. The media could change perceptions and also mould positive opinions concerning Chinese food. The power of the media in advertisement, therefore makes it a strong factor to consider in marketing Chinese food to Africans as it potentially could change individual mindsets about Chinese food.

Also, religion plays an important role in purchasing Chinese food amongst Africans. Africans agreed that they would not purchase or eat certain food that was a violation of religious doctrines. This shows that Africans considered religion as influential in determining courses of actions especially eating habits. However, the role of culture especially amongst Africans is declining, the research finds that Africans did not consider

culture important when purchasing Chinese food. Therefore, even if cultural laws forbade the eating of certain Chinese food, they would still go ahead. This proves that globalisation and cultural integration is gradually replacing indigenous cultures, individuals are most likely to forget their cultures and imbibe new ones when they migrated.

Furthermore, there is a strong role that indulgence played amongst Africans especially when consuming Chinese food. The research finds that Africans mostly patronized Chinese food when they were “hanging out”. Thus, the need for indulgence creates a greater impact for patronising Chinese food. Also, since “hanging out” was a once in a while endeavor, Africans may not be influenced by the price of Chinese food.

Overall, the research findings implies that African purchase of Chinese was determined by an interplay of several factors, most importantly income, religion, media and desires. Therefore, Chinese restaurants can balance these factors to ensure more patronage from Africans.

## **6.2. Contribution of the Study**

As a qualitative research, this research has contributed to getting an in-depth understanding as to why certain factors served as an influence to purchasing Chinese food amongst Africans in Dublin. Earlier research has provided a broad category of factors such as Personal, Psychological, Cultural and Economic factors determining purchasing behaviour. However, this research has discovered an in-depth understanding of how some of these factors influenced Africans to purchase Chinese food. For instance, the research discovers that age is a personal factor determining the purchase of Chinese food by Africans in Dublin, because age creates the need to explore new dishes and fancies, also peer groups influenced individuals into newer habits. Also, the research finds the declining role of culture amongst Africans which they did not consider a factor while purchasing Chinese dishes. Therefore, this qualitative research goes further from the literature to thoroughly establish significant reasons why Africans purchased Chinese food in Dublin.

### **6.3. Limitations of the Study**

A major limitation of the research is time, the researcher would have collected more data from Africans. However, less time made this impossible. Also, the findings of the researcher are based on 10 participants. This could be improved especially by using questionnaires. The researcher did not employ questionnaires, thus the research findings is limited to just 10 participants. Nevertheless, the researcher ensure that the research was conducted with preciseness, using available data to draft credible, reliable and valid findings.

### **6.4. Recommendations for Practice**

Based on the research findings the following are the recommendations:

This research findings that personal factors including age, income and profession could influence the purchase of Chinese food amongst Africans in Dublin. Therefore, Chinese food sellers should consider incorporating age into their marketing endeavours, thus making campaigns that displayed Chinese food as allowing for exploration or trying new things, thus influencing greater sales of Chinese products

This research findings that the media and adverts have strong influences on the sale of Chinese food. Thus, Africans in Dublin purchased Chinese food highly due to media campaigns. Therefore, the research recommends that Chinese food sellers should make more adverts, creating awareness to influence the desire of Africans to purchase more Chinese food.

The research also finds that income significantly influenced the purchase of Chinese food by Africans. Therefore, the research recommends that Chinese food sellers should consider cost and affordability while drafting their menus. Food should not be too costly to buy, and neither should it be too cheap that Chinese food sellers lose their profits.

The research also finds that religion influenced the purchase of Chinese food by Africans. Therefore, the research recommends that Chinese food sellers should consider religion will making their food. They could also make special Chinese food for specific religious people, therefore enhancing sales to those section of individuals.

Finally, since the need to relax and hangout is a significant influence of Africans purchasing Chinese food. The research recommends that Chinese restaurants be made more comfortable, thus supporting more leisure activities. These will enhance the rate which Africans patronise Chinese restaurants and also increase the purchase of Chinese foods.

### **6.5. Recommendations for Future Research**

This research recommends that future researchers can consider studying African purchase of Chinese food with more participants. This can be done either by the use of more participants. i.e conducting interviews with more participants, or using questionnaires to sample the opinion of participants. This will significant enhance the collection of more data, and gaining of more findings. Also, future researcher can specifically study the role of age, income, religion or culture in influencing purchase of Chinese food in Dublin. This will get more specific data and also specific findings concerning the role of these factors in influencing purchasing behaviour.

### **6.6. Overall Conclusion/Reflection**

This research explored factors that influenced Africans in Dublin to purchase Chinese food. Thus, authenticating factors are responsible for consumer behaviour and purchase patterns. This research reveals that several factors including personal, cultural, and psychology influenced the purchase of Chinese food by Africans in Dublin. Therefore, businesses need to consider these factors and draft menus and campaigns that addressed them. Africans in Dublin were also prone to trying new foodstuffs, therefore there is much flexibility amongst Africans in relation to Chinese dishes. Chinese food sellers need to consider the multiplicity of these factors integrating them carefully thus attracting more African consumers. Factors as personal and psychological factors influenced the purchase of Chinese food the most, income, and media adverts were strong enough to determine the constant purchase of Chinese dishes. Therefore, Chinese food sellers should pay attention to these factors and include them in their business strategy.

Reflecting on this research, I can say that the research was interesting. I have understood a lot about Africans and their purchasing behaviour. A significant finding that relates to me personally is the declining role of culture in purchasing Chinese food. This was due to

cultural mix and integration. I have also learned how to research better. Through, my course work an area I struggled with was research methodology. However, after completing this research I have learned how to research better. Also, I experienced challenges in analyzing the interviews, however with the help of my supervisor I was able to overcome this challenge. I intend to continue researching and putting the skills I have gained into better use, especially in the academia.

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## Appendix A: Informed Consent

### INFORMED CONSENT FORM

**I. Research Study Title:** Consumer Behaviour and Purchasing Intentions: An Evaluation of Africans' Consumption of Chinese Dishes in Dublin

University: Griffith College, Graduate Business School.

Principal Investigator: Dr Garrett Ryan.

Researcher Name: Oluwaseyi Olamide Fasola

Email: midefasola@gmail.com

### II. Clarification of the purpose of the research

This research explores consumer behaviours determining Africans' purchase intentions towards consuming Chinese foods in Dublin. This is motivated by the need to understand why Africans' purchase of Chinese food in Dublin is constantly increasing. Therefore identifying the basic motivations influencing the desire to constantly eat Chinese dishes amongst Africans in Dublin.

Furthermore, through a combination your participation and the latest research into African consumption of Chinese food. this research will add to body of academic understanding consumer behaviour.

### III. Confirmation of particular requirements as highlighted in the Plain Language Statement

This project involves taking part in semi-structured interviews. The interviews/survey responses will be recorded, and seek to gather information on your experience an African that purchase Chinese food. Questions are directed towards your thoughts on your consumer behaviour. I estimate the interviews will take no longer than 40 minutes to complete

Every attempt will be made not to interfere with normal business operations, as such interviews and or surveys will not be conducted at month or quarter end.

#### **Participant – please complete the following (Circle Yes or No for each question)**

Have you read or had read to you the Plain Language Statement Yes/No

Do you understand the information provided? Yes/No

Have you had an opportunity to ask questions and discuss this study? Yes/No

Have you received satisfactory answers to all your questions? Yes/No

Are you aware that interviews will be audiotaped? Yes/No

### IV. Confirmation that involvement in the Research Study is voluntary

Involvement in this Research Study is voluntary. Participants who decide to take part may withdraw from the Research Study at any point. There will be no penalty for withdrawing before all stages of the Research Study are complete..

### V. Advice as to arrangements to be made to protect confidentiality of data, including that confidentiality of information provided is subject to legal limitations

Every effort is made to ensure the confidentiality of the participant. Participant names will not be recorded, as all participants will be assigned a code. Where used, recorded interviews/survey data will be downloaded to a password-controlled computer, typed transcripts/survey results are held within password-controlled documents. Participant biographical details and or mention of other persons will be omitted in the final report. Confidentiality of information provided is subject to legal limitations.

**VI. Participant Signature:**

I have read and understood the information in this form. My questions and concerns have been answered by the researcher, and I have a copy of this consent form. Therefore, I consent to take part in this research project

**Participants Signature:** \_\_\_\_\_  \_\_\_\_\_

**Name in Block Capitals:** \_\_\_\_\_ **JOHN CHIBUIKE** \_\_\_\_\_

**Witness:** \_\_\_\_\_ **OLATUNDE OLUSHOLA** \_\_\_\_\_  
\_\_\_\_\_

**Date:** \_\_\_\_\_ **13/05/2023** \_\_\_\_\_

## Appendix B: Interview Questions

Model	Interview Questions
Personal factors	Do you consider your age as a factor that makes you purchase Chinese dishes, if yes how and if no why?
	Is your income a factor that influences you to purchase? if yes how and if no why?
	Is your profession related to your desire to purchase Chinese food?
	Is your general lifestyle considered a factor why you may or may not purchase Chinese food?
	Is there a relationship between the price of Chinese food and your willingness to purchase Chinese food?
	If your income was to increase or reduce will it influence your purchase of Chinese food?
Psychological Factors	Do you consider advertise, and media influence as a trigger to purchasing of Chinese foods?
	Are your personal perceptions of Chinese food a trigger to your purchase of Chinese foods?
	Do your motivations e.g needs, desires and wants influence your desire to purchase Chinese foods?
	Is there a relationship between your learning and desire to purchase Chinese food?
Cultural Factors	Do you consider certain norms and values in your Nigerian culture as an influence to purchasing Chinese food?
	Is there a relationship between your religion and desire to purchase Chinese food?

## Appendix C: Interview Transcripts

### TRANSCRIPT 1

**I: ok, the first question is based on personal factors. Do you consider your age as a factor to making purchase of Chinese dishes?**

R1: no, but I prefer Chinese starters

**I: ok, the next question is, is your income a factor that influences you to purchase Chinese dishes?**

R1: no

**I: why?**

R1: because I really do not value the foods. I am no more into Chinese foods like I said earlier I prefer more of their starters, their noodles or some of their spicy foods, I can give that a try but not the main food.

**I: ok, next question, is your profession related to your desire to purchase Chinese?**

R1: you mean my kind of job?

**I: yes**

R1: it is because where I work, I work at the airport and then we have Chinese people who might travel from Dublin to any part of the world or China to Dublin to come and invest so definitely we are suppose to, just like I said I can invest more on some of their dishes like their noodles that has good spices.

**I: next question, is your general lifestyle considered a factor why you may or may not purchase Chinese?**

R1: my general lifestyle is partial a factor because as of right now eating Chinese foods might not be too good for me, I will always want to eat something good.

**I: ok, so, going to the psychological factor, first question is; do you consider advertisement and media influence as a trigger to purchasing Chinese?**

R1: yeah, it is. With advertisement I am suppose to know what's the best food at the moment.

**I: so, the next question, are your personal perception of Chinese food a trigger to purchase Chinese dishes?**

R1: no

**I: ok, next question, do your motivations e.g needs, desire, wants influence your desire to purchase Chinese?**

R1: no

**I: ok, next question is, is there a relationship between your learning and desire to purchase Chinese food?**

R1: definitely, yes

**I: ok, moving to the cultural factor, first question; do you consider certain norms and values in your own culture as an influence to purchase Chinese food?**

R1: no

**I: so the next question, is there a relationship between your religion and the desire to purchase Chinese food?**

R1: no

**I: ok, so moving on to the economic factor, is there a relationship between the price of Chinese food and your willingness to purchase Chinese?**

R1: no

**I: ok, next question, if your income was to increase or reduce will it influence your purchase of Chinese food?**

R1: not really

**I: ok, moving on to the social factor which is the last factor. Does your family background support system aid in your motivation to purchase Chinese food?**

R1: no

**I: ok, finally question to round everything up, has your social interaction with other individuals influence your desire to purchase Chinese food?**

R1: no

**I: alright, please briefly introduce yourself?**

R1: I am John Chibuike and I am living here in Dublin.

## **TRANSCRIPT 2**

**I: the first question is based on personal factors; do you consider your age as a factor to make you purchase Chinese?**

R2: no

**I: ok, the next question is, is your income a factor to influence you purchase Chinese?**

R2: maybe, yes

**I: ok, the next question is, is your profession related to your desire to purchase Chinese?**

R2: no

**I: ok, the next question, is your general lifestyle considered a factor as to why you may or may not purchase Chinese food?**

R2: yes

**I: ok, going to the psychological factor; do you consider advertisement as a medium that would influence your interest in purchasing Chinese food?**

R2: yes

**I: so, the next question, are your personal perception a trigger to purchase Chinese?**

R2: yes

**I: so, the next question, do your motivations e.g needs, desire, wants influence your purchase of Chinese food?**

R2: no

**I: the next question, is there a relationship between your learning and desire to purchase Chinese food?**

R2: yes

**I: so, moving on to the cultural factor; do you consider norms and values in your culture as a trigger to purchase Chinese?**

R2: no

**I: so, the next question, is there a relationship between your religion and your desire to purchase Chinese?**

R2: no

**I: moving on to the economic factors; is there a relationship between the price of Chinese foods and your willingness to purchase?**

R2: yes

**I: so, the next question on economic factor is; if your income was to increase or decrease, would it influence your purchase of Chinese?**

R2: yes

**I: so, the last factor is the social factor; does your family background support system aid in the purchasing or motivating you to purchase Chinese?**

R2: yes

**I: ok, the final question; has your social interest and social interaction with other individuals influence your desire to purchase Chinese?**

R2: yes

**I: so, what's your name?**

R2: Muhammed

### **TRANSCRIPT 3**

**I: so, the first question is, do you consider your age as a factor to make you purchase Chinese dishes?**

R3: I think so

**I: the next question, is your income a factor influences your purchase of Chinese?**

R3: obviously

**I: is your profession related to your desire to purchase Chinese food?**

R3: no

**I: is your general lifestyle considered a factor as to why you may or may not purchase Chinese?**

R3: I think so, yes

**I: ok, do you consider advertisement and media influence as a trigger to purchase Chinese?**

R3: yes

**I: are your personal perception of Chinese food a trigger to purchase Chinese dishes?**

R3: yes

**I: do your motivation e.g needs, wants, desire influences your desire to purchase Chinese?**

R3: yes

**I: do you consider norms and values in your culture as an influence to purchase Chinese?**

R3: no

**I: is there a relationship between your religion and your desire for Chinese?**

R3: yes

**I: is there a relationship between the price of Chinese food and your willingness to purchase?**

R3: I think so

**I: if your income was to increase or reduce would it influence your decision to purchase Chinese?**

R3: yes

**I: do your family background support system influence your decision or motivate you to purchase Chinese?**

R3: yes, I think

**I: has your social interaction with other individuals influence your desire to purchase Chinese?**

R3: yes

**I: briefly introduce yourself**

R3: I am from Congo

#### **TRANSCRIPT 4**

**I: do you consider your age as a factor to purchase Chinese food?**

R4: yes, sometimes during emergencies

**I: is your income a factor that influences your purchase of Chinese dishes?**

R4: yes, in a week I can buy Chinese once if it gets up to three or five times my income will not reach as I have bills to pay.

**I: is your profession related to the desire to purchase Chinese?**

R4: yes

**I: is your general lifestyle considered a factor why you may or may not purchase Chinese food?**

R4: yes, because I like to change the taste of the food I eat.

**I: do you consider advertisement and media influence as a trigger to purchasing Chinese food?**

R4: yes, because media has the power to change the mind of people.

**I: are your personal perception of Chinese food a trigger to your purchase?**

R4: yes

**I: do your motivation e.g needs, desire, wants influence your desire to purchase Chinese food?**

R4: yes, just like I said before, is just to change the taste of food I eat.

**I: is there a relationship between your learning and desire to purchase Chinese food?**

R4: yes

**I: do you consider certain norms and values in your culture as an influence to purchasing Chinese dishes?**

R4: yes

**I: is there a relationship between your religion and desire to purchase Chinese food?**

R4: yes, because sometimes I do not know how they prepare their foods, I do not like pork and they may use it or some ingredients that I am allergic too

**I: is there a relationship between the price of Chinese foods and your willingness to purchase Chinese dishes?**

R4: yes

**I: if your income was to increase or reduce will it influence your purchase of Chinese food?**

R4: no

**I: does your family background support system that aid in your motivation to purchase Chinese foods?**

R4: no, it is just my will too.

**I: has your social interaction with other individuals influence your desire to purchase Chinese?**

R4: yes

**I: please can you kindly introduce yourself briefly, just your name**

R4: ok, my name is Lola Owulade

## **TRANSCRIPT 5**

**I: do you consider your age as a factor to make you purchase Chinese dishes?**

R5: no, I will not consider my age as a factor because this has to do with what I like, my age has nothing to do with it.

**I: is your income a factor that influences you to purchase? If yes, how? If no, why?**

R5: yes, normally my income will determine if I am going to purchase the Chinese food, it is also depending on the price of the Chinese food, if is too high I will not be purchasing it but if it is below my budget, I will purchase it.

**I: is your profession related to your desire to purchase Chinese food?**

R5: no

**I: is your general lifestyle considered a factor why you may or may not purchase Chinese food?**

R5: ofcourse, my general lifestyle has to be put into consideration because if my lifestyle does not match the Chinese food, I will not want to be purchasing the Chinese food in the first place.

**I: does your believe system influence your decision to purchase Chinese food?**

R5: ofcourse

**I: are your personal perception of Chinese food a trigger to your purchase of Chinese food?**

R5: ofcourse, it is what I like

**I: do your motivation e.g needs, desire, wants influence your desire to purchase Chinese food?**

R5: ofcourse, yes

**I: is your relationship between your learning and desire a prompting factor to purchasing Chinese food?**

R5: ofcourse, because of my passion for it I want to learn more, I want to taste other spicies of Chinese food, so it is a factor.

**I: do you consider your culture as an influence to purchasing Chinese food?**

R5: no, because I am an Irish, I was born and raise in Ireland and the fact that I like Chinese food has nothing to do with my culture.

**I: is there a relationship between your religion and desire to purchase Chinese food?**

R5: no

**I: does your family background support system aid in your motivation to purchase Chinese food?**

R5: ofcourse

**I: has your social interaction with others influence your desire to purchase Chinese food?**

R5: ofcourse, I have friends with the Chinese people so it has served as a culture to purchase Chinese food.

**I: is there a relationship between the price of Chinese food and your willingness to purchase?**

R5: no, not at all

**I: if your income was to increase or reduce will it influence your purchase of Chinese food?**

R5: no, definitely it will not influence because it is my choice.

## **TRANSCRIPT 6**

**I: do you consider your age as a factor to make you purchase Chinese dishes?**

R6: yes

**I: is your income a factor that influences your purchase?**

R6: currently, no

**I: is your profession related to your desire to purchase Chinese food?**

R6: no

**I: is your general lifestyle considered a factor why you may or may not purchase Chinese food?**

R6: yes, it is because college and all that made me prefer Chinese takeaways

**I: do you consider advertisement and media influence as a factor to purchasing Chinese food?**

R6: yes

**I: are your personal perceptions of Chinese food trigger to your purchase of Chinese food?**

R6: no

**I: do your motivations e.g needs, desire, wants influence your desire to purchase Chinese food?**

R6: no

**I: is there a relationship between your learning and desire to purchase Chinese food?**

R6: no

**I: do you consider certain norms and values in your culture as an influence to purchase Chinese food?**

R6: I do not think there is any correlation

**I: is there a relationship between the price of Chinese food and your willingness to purchase?**

R6: no

**I: if your income was to increase or reduce will it influence your purchase of Chinese food?**

R6: it would

**I: does your family background support system aid in your motivation to purchase Chinese food?**

R6: I do not think it has anything to do with it

**I: has your social interaction with other individuals influence your desire to purchase Chinese food?**

R6: no

**I: ok, thank you.**

## **TRANSCRIPT 7**

**I: do you consider your age as a factor that makes you purchase Chinese food? If yes, how? If no, why?**

R7: no because my age does not relate to my digestive system and what I feel like eating at the moment.

**I: is your income a factor that influences you to purchase Chinese food? If yes, how? If no, why?**

R7: yes, because it is cheap, affordable, and taste good. It falls under the categories of what I love to have that does not affect my income that much.

**I: is your profession related to your desire to purchase Chinese food?**

R7: yes, kind of, because most times I do not get to prepare food myself I have to rely on buying Chinese food

**I: is your general lifestyle considered a factor why you may or may not purchase Chinese food?**

R7: yes, it does, because it all depends on where I live and how I go about my daily life.

**I: do you consider advertisement and media influence as a trigger to purchasing Chinese foods?**

R7: yes, because you get to see new offers, deals, and interesting foods to try.

**I: are your personal perception of Chinese food a trigger to your purchase of Chinese food?**

R7: yes, because I have good experience with Chinese food.

**I: do your motivation e.g wants, desire, needs influence your desire to purchase Chinese food?**

R7: yes, it does, because whenever I think about getting it I know I am getting something good

**I: it there a relationship between your learning and desire to purchase Chinese food?**

R7: yes, because learning is consider checking of Chinese foods and it creates desire to want to try it

## **TRANSCRIPT 8**

**I: is there a relationship between your religion and desire to purchase Chinese food?**

R7: not really but there is though because there is a factor of you selecting whatever you want

**I: do you consider norms and values in your Nigerian culture as an influence to purchasing Chinese food?**

R7: yes, because we have similar foods in different parts of the horizon so you will want to try it

**I: is there a relationship between your religion and your desire to purchase Chinese food?**

R7: no

**I: is there a relationship between the price of Chinese food and your willingness to purchase Chinese food?**

R7: yes, it is cheap and affordable

**I: if your income was to increase or reduce will it influence your purchase of Chinese food?**

R7: it depends on how it reduces but it does not really change anything because it is cheaper anyways.

**I: does your family background support system aid in your motivation to purchase Chinese food?**

R7: yes, it does because coming from Nigeria we have different tribes and it is a thing to try other foods.

**I: has your social interaction with other individuals influence your desire to purchase Chinese food?**

R7: yes, it has

**I: please can you kindly introduce yourself?**

R7: I am Sheriff Alhaji

**I: thank you very much.**

## Appendix D: Sample Analysis Excel Sheet

	A	B	C	D	E	F
1	Interview Text		Age Not an Influencing Fac	Income Not an Influencing Factor	Why Income Is Not an Influencing Factor	Profession Influences Purchase of C
2	I	ok, the first question is based on personal factors. Do you consider your age as a factor				
3	R1	no, but I prefer Chinese starters				
4	I	ok, the next question is, is your income a				
5	R1	no				
6	I	why?				
7	R1	because I really do not value the foods. I am no more into Chinese foods like I said earlier I prefer more of their starters, their noodles or some of their spicy foods, I can give that a try				
8	I	ok, next question, is your profession related				
9	R1	you mean my kind of job?				
10	I	yes				
11	R1	it is because where I work, I work at the airport and then we have Chinese people who might travel from Dublin to any part of the world or China to Dublin to come and invest so definitely we are suppose to, just				
12	I	next question, is your general lifestyle				
13	R1	my general lifestyle is partial a factor				
14	I	ok, so, going to the psychological factor, first				