

Predictors of Consumer Patronage of Street Food Vendors in a Typical Developing Economy Context

Adeola A. Ayodele^{1*} Amos E. Panama²

1. Department of Marketing, Nnamdi Azikiwe University, Awka, Nigeria

2. Petroleum Marketing and Business Studies Department, Petroleum Training Institute, Effurun, Nigeria

Abstract

This study centers on the predictors of street food patronage in Anambra Nigeria. Since food preparation at home is being replaced by eating out due to increase urbanization hence, an increase in the number of street food vendor; it is pertinent to investigate the predictors that influence street food patronage. Ironically, few studies have been conducted to document factors that predict street food patronage in a typical developing economy like Anambra Nigeria. Using this as a point of departure, this study mainly examines the factors that predict street food patronage. It was based on the study of selected street food consumers in Anambra Nigeria. Data were collected using questionnaire based on a quota sampling of 245 respondents. Factor analysis and multiple regressions were used to reduce data and test hypotheses respectively. Cronbach's alpha coefficient was used to test the reliability of the instrument. Analysis of the data showed that attitude, subjective norms, perceived behavioral control, food quality and cultural influence are significant in predicting street food patronage with perceived behavioral control as the best predictor, followed by subjective norm, cultural influence, attitude and food quality in that order. Based on the findings, it was recommended that street food vendors should develop efficient and effective personal selling skills in order to develop and promote positive word-of-mouth, food spots should be well structured to reflect the local culture and prepare meals that are close to the cultural diets of the consumers and; tastiness, freshness and warmth of the food should never be compromised.

Keywords: *Street Food, *Street Food Vendor *Consumer Patronage, *Attitude, *Perceived Behavioural Control, *Subjective Norm, *Cultural Influence, *Food Quality*Developing Economy, *Anambra, *Nigeria .

1. Introduction

The changing lifestyles and food consumption have influenced today's consumer's food purchasing behavior. Food preparation at home is replaced by eating out and becomes more frequent. As a result, the number of meals prepared outside the household has increased dramatically. Besides the need for eating, consumers also seek for convenience, so street food is the best answer for consumers in many countries (Choi, Lee & Ok, 2013). Street food (SF), according to FAO is defined as ready-to-eat-food and beverages that are prepared or sold by street vendors or hawkers in the public places with various types of food stalls such as push carts, roadside stands, balance basket, etc; and about 2.5 billion people eat street food every day (FAO, 2007). This number of street food patrons signifies a huge market for vendors of street foods and this segment of the economy could contribute billions of Naira to Nigeria's economy. Street vended foods have been in existence for some times now in most countries of the world and Nigeria is not an exception. In major cities of Anambra state, there is a noticeable increase of street food vendors, despite the presence of numerous modern fast food restaurants. Most of the vendors have either no formal education or few years of schooling and therefore, lack knowledge on proper food handling and their role in the transmission of pathogens (Mensah, Yeboah-Manu & Ablordey, 2002). Despite these aforementioned short comings of most Street Food Vendors (SFV), it was observed that their patrons increase in an increasing rate.

With increasing income and urbanization, demand for food not only increases drastically, but changes with shifts in consumption patterns (Delisle, 1990 as cited in Mensah, Aidoo and Teye, 2013). The springing up of different kind of street food vendors such as fried rice, fried yam; Abacha, roasted yam, roasted plantain, soya milk, zobo, sharwama, pop corn, puff-puff etc. in Nigeria is an indication of a phenomenon. According to Winarno & Allain, (1986) as cited in Mensah et al., (2013), urbanization has stimulated the increase in the number of street food vendors in many towns all over the world but Van't-Riet, Den Hartog, Mwangi, Mwadine, Foeken, Van Staveren, (2001) also argued that declining economies and high inflation rate have increased the cost of living which translates into intensified food insecurity in the urban areas. Delisle, (1990) as cited in Mensah, 2013, further claimed that eating meals outside home is a usual characteristic of urban daily life. Long hours spent outside the home for different purposes is a factor for street food purchase (Johnson & Yawson, 2000). The urban environment involves important changes in lifestyles and economic activities and these have a bearing on social changes hence patronage of street food is on the increase (Delisle, 1990 as cited in Mensah, 2013).

The importance of the customer and customer patronage is so germane. It includes financial and non financial dimensions. Various studies have been carried out on what influences or impacts on level of customer patronage. They include- firm's capability, product or services attributes, economic situation, political forces, social and psychological factors, situational, competition, marketing mix programs (Schiffman & Kanuk 2009 as

cited in Ogwo & Igwe, 2012; Kotler and Keller 2006). Experience shows that defining and measuring patronage is a difficult task. Attitude and actual usage patronages have been used as measures of customer patronages (Ogwo & Igwe 2012). Dick and Basu (1994) precisely suggested that favorable attitude and repeat purchase were prerequisites to defining patronage. Intention to use is defined as a specific desire to continue relationship with a service provider (Czepiel and Culmore, 1987 as cited in Ogwo & Igwe, 2012). Predicting consumer patronage becomes important in defining the marketing programs of street food vendors in order to give more value to their customers and as a consequence, increase patronage. Put pointedly, the importance of identifying and analyzing factors that influence the consumers when he/she decides to patronize street food vendors is very crucial. Since the majority of the food being sold by street food vendor could be accessed in most formal restaurants at little or no price difference. That is why it is very important for street food retailers or vendors to know what determines and influences the street food patrons.

More so, the observed numerical growth of street food vendors in the major cities of Nigeria, including Anambra state despite the noticeable increase in the number of formal food restaurants is a phenomenon that needs to be investigated. The implication is the observed increment of street food patrons and the continuous presence of street food vendors all over the major cities of Anambra state testifies to this assertion. This serves as a pointer to the urgent and legitimate need to empirically investigate factors that predict consumers' patronage of street food vendors in Anambra state. More so, from our empirical literature review, most previous studies on food patronage behavior focus on fast-food restaurants (Seo, Lee & Nam, 2011), organic food purchase behavior (Urban, Zverinova & Scasny, 2012; Avitia, Costa-Font & Gil, n.d and Mitchel & Ring, 2010), genetically modified food purchase intention (Spence & Townsend, 2006 and Cook, 2000) while the majority focus on food patronage with religiosity as mediating variable (Khalek, 2012; Omar, Nik Mat, Inhemed & Ali, 2012; Al-Nahdi, 2008 and Rezai, Teng, Mohamed & Shamsudin, 2011). Also, Obi-Nwosu, Oguebe, Joe-Akunne, and Okoye (2013) investigated socio-economic and demographic determinants of street food patronage; Nurudeen, Lawal and Ajayi (2014) conducted a study on hygiene and sanitary practices of street food vendors, Chukuezi (2010) studied the socio-economic features of street food vending. While they focused on the demographic and health related issues, none of these studies consider certain psychological or intrinsic factors that could influence patronizing street food vendors considering the marketing and economic significance of street food market in Nigeria. Arguably, results from the studies conducted in Western developed countries and some part of Asia may not adequately represent or reflect the patronage behavior within a typical developing economy context like Nigeria. Furthermore, very little is known about street food consumption patterns in Nigeria despite this being a large sector of the national economy in terms of employment and revenue generation. Therefore, there is need for context specific study on the factors predicting consumers' patronage of street food vendors in Anambra Nigeria.

2. Street Food Vending

Street food vending is a prevailing and distinctive component of a broad informal sector. Street food trade is a growing urban phenomenon in Zimbabwe. It is commonly viewed in public spaces particularly in the cities and towns. (Tinker, 1997 as cited in Njaya, 2014) defines street food as any minimally processed food sold on the street for immediate consumption. Street food is defined as ready-to-eat food or drink sold on a street or other public places, such as a market or fair by a hawker or vendor from a portable stall (Artemis & Bhat, 2000). Dardano (2003) defines street food as food prepared on the streets and ready-to-eat, or prepared at home and consumed on the streets without further preparation. Street foods include snacks, main meals, or beverages. They often reflect traditional local cultures and exist in an endless variety (Winarno & Allain, 1991 as cited in Njaya, 2014) but there are some street foods that have spread beyond their place of origin. Street foods are usually sold from pushcarts, kiosks and temporary stalls and cost less than a restaurant meal. Street food businesses are usually owned and operated by individuals or families. Street food enterprises are generally small in size; require relatively simple skills, basic facilities and small amounts of capital. Marketing success of the street food vendors depends exclusively on location and word-of-mouth promotion (Winarno & Allain, 1991 as cited in Njaya, 2014). There is increasing recognition that street food vending plays an important socio-economic role in terms of employment potential, providing special income particularly for women and provision of food at affordable costs to mainly the lower income groups in the cities (Chukuezi, 2010). Street food vending employs on average 37.8 percent of the labor force, and contributes about 38 percent to total gross domestic product in Africa (Charmes, 1998). Women predominate in street food business representing 53 percent of the vendors in Senegal (Winarno & Allain, 1991) and 75 percent of the vendors in Burkina Faso (WHO (World Health Organisation), 2006).

2.1 Characteristics of Street Food Trade

The characteristics of the street food trade itself are important. Those who manufacture and/or sell street foods are small-scale operatives or micro-entrepreneurs that form a part of the so-called informal sector. This is distinct from the formal sector food industry in a number of ways, which will affect the potential for the micronutrient fortification of street foods. Because much of the rapidly increasing urban population in developing countries has

not been absorbed into the formal organized labor market, it has taken up a range of self-employed, small-scale, income-generating activities, both legitimate and illegitimate, which form the informal sector (also sometimes called the tertiary sector or bazaar economy). The activities comprising the informal sector are marked by a number of characteristics: ease of entry, reliance on indigenous resources, family/household ownership of the enterprise, small-scale operatives, high labor intensity, use of traditional technology and skills acquired outside the formal education system, and operating in unregulated and competitive markets (Hart, 1973 as cited in Draper, 1996). This contrasts with the formal sector which is characterized by corporate rather than family or individual ownership, use of large-scale modern technology, capital investment, and regulated markets. The rise of the informal sector has been identified as a persisting and expanding feature of urban economies in many developing countries.

2.2 What are Street Foods?

As already mentioned, street foods are an extremely heterogeneous food category, encompassing meals, drinks, and snacks. They also show great variation in terms of ingredients, methods of retail and processing, and consumption. Various attempts have been made to define them, but the most widely cited definition is that of FAO: "Street foods are ready-to-eat foods and beverages prepared and/or sold by vendors and hawkers especially in streets and other similar public places" (FAO, 1989). The central characteristic of street foods in this definition is their retail location, which is "on the street." The Equity Policy Centre's definition of street foods included all foods that could be eaten at the point of purchase (EPOC 1985 as cited in Cohen, n.d). They include both those eaten on the spot as well as those bought for inclusion in the family meal or to be eaten later as a snack. To differentiate street food vendors from formal sector food establishments, such as restaurants, the Equity Policy Center (EPOC) adds the further qualification that street foods are sold on the street from "pushcarts or baskets or balance poles, or from stalls or shops having fewer than four permanent walls" (Tinker, 1987 as cited in Draper, 1996).

In terms of production, street foods may be centrally processed foods made by the formal sector food industry, or they may be processed within the street food trade either by the vendor her/himself or another small-scale processor. Many street foods are snack items, which include commercially produced snacks retailed via street food vendors as well as items produced within the informal sector. For the purposes of this discussion, the term is taken to refer to food items, whether prepared on or off the street, including beverages. Typically, for example, tempe, fried or boiled soya bean cake food, is widely consumed in Indonesia, and yoghurt, better known as lait caille, in Senegal, is bought to be eaten immediately or for later consumption at home (Cohen,n.d) . In Nigeria, fried yam, roasted yam and plantain are widely consumed, and soya milk and zobo are commonly bought on the street. Both processed and unprocessed foods can be included under the rubric of street foods. According to Cohen (n.d), in the Philippines, Indonesia and Senegal at least 75% of vendors process some or all of the food they sell; In Bangladesh 42% of the vendors transform their stock. Explicit in this definition of street foods was the requirement that street foods be sold from a cloth on the ground, from carts or out of shops with fewer than four permanent walls. Recent work suggests that in some countries it is appropriate to include four-walled gargotes or cook-shops. Such simple restaurants provide the same low cost food and can be clearly distinguished from the more capitalised and formal sector food provision establishments (Barth & Kuo 1984 as cited in Cohen,n.d).

The physical characteristics of the street food establishment have tended to place this activity in the category of the informal distributive and services sector. However, while some street food enterprises are essentially food catering establishments, others are involved in the more productive activities of transforming the raw ingredients into processed foods. Identifying this 'processing' aspect of the street food trade is important since it acknowledges the role of some of the enterprises as part of the traditional food processing sector. Whether the cooking of cereals into varieties of porridge such as millet based bouille or bubur ketan hitam, a black glutinous rice porridge consumed in Indonesia, the preparation of these foods can be likened, albeit on a much smaller scale, to the production process involved in the large scale manufacture of cereals such as Weetabix or Rice Krispies.

2.3 Street Food Vendors

According to the Draft National Policy for Street Vendors, a street vendor is broadly defined as a person who offers goods for sale to the public without having a permanent built up structure but with a temporary static structure or mobile stall (or head load). Street vendors may be stationary by occupying space on the pavements or other public/private areas, or may be mobile in the sense that they move from place to place carrying their wares on push carts or in cycles or baskets on their heads, or may sell their wares moving bus, trains etc.

Many studies have examined the characteristics of vendors and have found that street food vendors do not form a homogenous group, but differ according to various socio-economic and demographic criteria and, in some locations, fall into identifiable groupings. In terms of mode of selling, vendors can be broadly classified into stationary and ambulatory. EPOC found that stationary vendors, who sold their wares from small stalls, kiosks, pushcarts, and so forth, were the predominant type in most of the countries they studied (Draper,1996). Most vendors operate from selected strategic locations, including bus and train stations, markets and shopping areas, commercial districts, outside schools and hospitals, residential suburbs, factories, and construction sites. In some

places, it appears that vendors have a regular clientele (Draper, 1996), and in Mexico City it was found that vendors charged lower prices to regular customers (Bueno, 1988 as cited in Draper, 1996). A common perception is that street food vendors tend to concentrate in downtown commercial areas, but the EPOC studies found that this was the exception in all locations except Manikganj, Bangladesh and Chonburi, Thailand (Draper, 1996). In Nigeria, 23 percent of vendors were located in residential areas (FAO and Food Basket Foundation International 1991 as cited in Draper, 1996).

2.4 Consumer Patronage Behavior

The customer is as old as business. The sole purpose of every business is to “Create Customer” (Drucker, 1973 as cited in Ogwo & Igwe, 2012), adding more Drucker (1973) as cited in Ogwo & Igwe, 2012 opined that the only economic and social justification existence of any business existence is to create customer satisfaction. The importance of the customer and customer patronage is so germane. It includes financial and non financial dimensions. Various studies have been carried out on what influences or impacts on level of customer patronage. They include- firm’s capability, product or services attributes, economic situation, political forces, social and psychological factors, situational, competition, marketing mix programs (Schiffman & Kanuk 2009 as cited in Ogwo & Igwe, 2012; Kotler and Keller 2006). Experience shows that defining and measuring patronage is a difficult task. Attitude and actual usage patronages have been used as measures of customer patronages (Ogwo & Igwe 2012). Dick and Basu (1994) precisely suggested that favorable attitude and repeat purchase were pre-requisites to defining patronage. Intention to use is defined as a specific desire to continue relationship with a service provider (Czepiel & Culmore, 1987 as cited in Ogwo & Igwe, 2012).

2.5 Theoretical Review

This study adapted theory of planned behavior because the theory aims at detailing the specifics regarding an individual’s decision to perform a certain behavior which is one of the objectives of this study. Also, TPB (theory of planned behavior) was adapted because it helps to explain the relationship between the constructs of the model and intention to patronize local food vendors which is also another objective of this study. Finally, this study adapted the TPB because it helps us to predict the occurrence of a particular behavior (patronizing street food vendors), provided that behavior (patronage) is intentional and the TPB helps in consumption prediction.

2.6 Factors Predicting Consumer Patronage Behavior.

2.6.1 Attitude

Attitude refers to a relatively persistent and consistent behavioral inclination of individual based on their recognition and likes and dislikes of people, event, objects and the environment (Olsson & Zama cited in Tsai, 2010). According to Huang and Chuang (2007), attitudes are determined by behavioral beliefs (i.e. salient beliefs about the consequences) multiplied by outcome evaluations. Conner and Armitage (1998) state that attitude toward a specific behavior exert their impact on behavior via intentions. Attitude toward a behavior can be said to be the degree at which performance of the behavior is positively or negatively valued. Attitude towards a behavior is determined by the total set of accessible behavioral beliefs linking the behavior to various outcomes and other attitudes. According to Al-Nahdi (2008), person who has beliefs that result from engaging in a positive behavior will have a positive attitude towards performing the behavior while a person who has beliefs that result from engaging in a negative behavior will have a negative attitude towards performing the behavior.

2.6.2 Subjective Norm

This refers to as what a significant person in the consumer’s life thinks about the act and the consumers’ motivations to comply with this significant person (Fishbein & Ajzen cited in Schubert, 2008). Significant others, according to Schubert (2008) are those who are close or important to an individual, including parents, siblings, close friends, relatives, subordinates, supervisors and business partners.

Fishbein and Ajzen (as cited in Tsai, 2009), regarded subjective norm as the product of normative belief and motivation to comply. Normative belief, according to Tsai (2009), reflects the pressure perceived by individuals to perform or not to perform a behavior in relation to those persons or organizations important to them. Tsai (2009) further states that motivation to comply refers to the willingness of individuals to comply with important others’ expectation when deciding whether to perform a certain behavior or not. Attitudes of others influence the patronage intention and decision (Al-Nahadi, 2008). Attitudes of others implies at what degree the attitude of people around the customer affect his or her purchase decision and choosing particular product among different products. The strength of others’ negative attitude towards customer’s different choice and the customer’s motivations to comply with others’ attitude are the two major components of subjective norms. When others who are very close to customer have high negativism towards the product, customers will be more likely to adjust his patronage intention. And customer’s patronage intention will increase if others’ have preference to the same product (Kotler & Keller, 2006). That it, if one or several significant people in a person’s environment see patronizing local food vendors as good and an individual’s motivation to comply with what his/her significant

others think is high, such an individual may have high propensity or stronger intention to patronize street food vendors.

2.6.3 Perceived Behavioral Control

According to Ajzen 1991 (as cited in Sahubert, 2008) perceived behavioral control refers to the people's perception of the ease or difficulty of performing the behavior of interest. Huang and Chuang (2004) see perceived behavioral control that it is determined by control beliefs (i.e. salient beliefs of available resources, opportunities, obstacles, impediments) weighted by the perceived ease of performing the behavior. According to Tsai (2009), if an individual is to actually perform a behavior, he or she must be able to control the objective situations, such as resources, time and money. Perceived behavioral control is a composition of control belief or the beliefs about the factors facilitating or impeding the behavior and the control power individuals have over these factors (Ajzen, cited in Tsai, 2009). Successful performance of a behavior depends not only on a favourable intention but also on a sufficient level of behavioral control. To the extent of its accuracy, perceived behavioral control can serve as a proxy of actual control and can be used to predict the actual behavior (Ajzen, 1991). Likewise, in patronizing local food vendors, a customer's positive attitude towards street foods may not necessarily be sufficient for him or her to patronize street food vendors if he or she lacks the necessary resources like time, money or even possession of self-confidence.

2.6.4 Food Quality

Ajzen (1991) describes TPB as open to further elaboration, if further important proximal determinants are identified:

The theory of planned behavior is, in principle, open to the inclusion of additional predictors if it can be shown that they capture a significant proportion of the variance intention or behavior after the theory's current variables have been taken into account (Ajzen, 1991:199).

Food quality is one of the most critical components of a dining experience (Namkung and Jang, 2007; Sulek and Hensley, 2004). Clark and Wood (1999) confirmed that food quality is a primary factor influencing customer patronage in restaurant choice. While, Susskind and Chan (2000) persisted that from the customer's perspective, food quality is a key determinant for visiting a restaurant. Mattila (2001) considered food quality as a key predictor of customer loyalty in casual dining restaurants and Sulek and Hensley (2004) found that when compared with other aspects of the restaurant, such as environmental components and service quality, food quality is the most important element of customer satisfaction. Clark and Wood (1999) confirmed that food quality is a primary factor influencing customer patronage in restaurant choice. While, Susskind and Chan (2000) persisted that from the customer's perspective, food quality is a key determinant for visiting a restaurant. Mattila (2001) considered food quality as a key predictor of customer loyalty in casual dining restaurants. Kivela et al. (2000) considered several aspects of food quality such as tastiness of food, menu variety, and nutrition to examine the effect of excellent food on customer satisfaction and return patronage. For, Raajpoot (2002), he used food presentation, serving size, menu design, and variety of food to measure product quality (food quality) in the food service industry. While, appeal as the taste, texture, colour, temperature, portion size and presentation of food.

2.6.5 Cultural Influence

Culture's influence on consumption and consumer behaviour has received some attention in the Marketing and consumer behaviour disciplines, at the national and international level. Culture is considered to underlie every behavioural dimension and everybody is a product of culture and society and perhaps, culture is everything and everything is culture (Joachim, 2004; Awa, Kalu & Awara, 2010). In the Marketing literature, different perspectives about the influence of culture have been offered, namely in terms of the role and degree of importance of cultural influence (Joachim, 2004). Conceptually, the culture of a people represents the broadest environmental variable (Lancaster and Massingham, 2001), which, though less conspicuous but provides consciously or sub-consciously common intrinsic, implicit, and informal meanings and directions (Rashid, Sambasivan & Johari, 2003) that ultimately shape all facets of individual behavior perhaps in less suspected manners. It often defines norms, beliefs, and customs that are learned from society and shapes core identity and/or common patterns of behaviour (Assael, 1996; Deal & Kennedy, 1982; Kotter & Heskett, 1992 as cited in Awa, et al. 2010). Culture is a cognitively based identity map (Jones, 1983); a peoples' personality (Van de Post, 1998 as cited in Awa, et al. 2010); a software of the mind that provides guidance to how a people thinks and behaves (Hofstede, 1991; Douglas, 2001 as cited in Awa, et al, 2010); and a thicket (Hodgson, Sano & Graham, 2000) for thickets are tough to get through, but efforts often lead to success. Further, culture is a pattern of basic assumptions invented, discovered, or developed by a people to deal with external adaptation and internal integration (Schein, 1992 as cited in Awa, et al., 2010); a pattern of beliefs, symbols, rituals, myths, and practices that evolved overtime (Pheysey, 1993 as cited in Awa, et al., 2010), and a significant determinant and regulator of a peoples' way of life, especially their consumption related behaviours (Lancaster and Massingham, 2001). The consumption patterns, judgment of what is good or bad, and other patterns of life speak on the body of values by which a culture defines, reflects, and perpetuates what is held out to be the dignity, the values, and the ideals of human life (Scott, 1990; Karanaugh &

Huntington, 2000 as cited in Awa, et al., 2010). Schwartz and Davis (1981) as cited in Mensah et al., (2013) also claim that not only does ambiance and other antecedent influence customer satisfaction but as well culture, because the underlying organizational culture helps to determine the value that customers place on the service. In other words, when a Ghanaian customer repeatedly chooses an ethnic/local restaurant like Ashanti Home Touch, Mama Lit Heavy Do, Las Palmas, La Paloma, Asanka, Afrikiko, Kenkey Boutique Mukaase, Lomnava or Abga-Maami, he/she may have more positive perception of the restaurant associated with its organizational culture, which may contribute to the value of the service.

2.7 Empirical Review

Obi-Nwosu et al (2013) investigated the influence of gender, socio-economic class and level of education on patronage of street foods in Anambra state. The study was conducted among 242 street food patrons in the major cities of the state. The results of the 3-way analysis of variance (ANOVA) show that gender, socio-economic class and level of education were not significant predictors of patronage of street foods therefore, there could be factors other than the socio-demographic factors that the street food patrons consider.

In a study conducted in Kumasi Ghana by Mensah, Aidoo and Teye(2013) which was aimed at analyzing the consumption of street food across various income groups. A combination of stratified, simple and systematic random sampling technique was used to select operational areas and respondents' house respectively. The results of the multiple regression analysis revealed that low income groups spent larger portion of their income on food. It was also found empirically that educational level and household size were significant at 1% with negative relationship with street food consumption while income was also significant at 5% with a negative relationship. Gender and time spent away from home also had a significant positive relationship with street food consumption at 1% level.

In similar vein, khougtong, Abkarim, Othman and Bolong (2015) carried out a study in Thailand aimed at evaluating how consumers are concerned about the safety of street food and also to identify the consumers' individual factors influencing consumer's decision making process; to examine effects of each variables on stages of consumer's decision making process from need recognition to purchasing; and post purchase evaluation. The structural equation modeling (SEM) was used to test the hypotheses formulated with a sample size of 1,080 respondents. The study found out that all the stages of consumers' decision making are significant to purchasing street food.

In a study carried out by Al-Nahdi (2008) which aims at investigating the intention of Malaysian Muslims to patronize restaurants that are guided by Sharia'a, using 250 customers of Halal restaurants in Penang. Al-Nahdi (2008) found out that there exist a relationship between attitude, subjective norm and perceived behavioral control towards the intention to patronize Halal restaurants and that attitude, subjective norm and perceived behavioral control have positive and significant relationship with behavioral intention to patronize halal restaurants. This was supported by Alam and Sayuti (2011) in a similar study aims at extending prior research examining halal food purchasing behavior in Malaysia, using multiple regression. They found out that all the TPB components have positive and significant influence on halal food purchasing intention.

More so, in a study conducted by Seo, Lee and Nam (2011), aims at examining fast food consumption among 354 Korean middle school students by applying theory of planned behavior. The multiple regression result shows that fast food consumption behaviors was significant to behavioral intention ($\beta = 0.19, P < 0.001$) and perceived behavioral control ($\beta = 0.19, P < 0.001$). Behavioral intention was significant to subjective norms ($\beta = 0.19, P < 0.001$) and perceived behavioral control ($\beta = 0.19, P < 0.001$) but attitude was not significant to behavioral intention. These findings contradict the findings of Urban, Zverinova and Scasny (2012) when they found out that attitude is the strongest predictor of intention to purchase organic food. This discrepancy may be as a result of different geographical location of the study i.e. Korea and Czech Republic respectively.

Khalek (2012) carried out a study among 250 young muslim consumers in higher learning institutions in Klang Valley, Malaysia. The study aims to identify the attitude of young muslim consumers toward Halal food outlets and to identify the relationship between subjective norms and perceived behavioral control towards the attitude of young consumers in choosing halal food outlets. It was discovered that subjective norms have less significant influences compared to attitude and perceived behavioral control of young consumers in choosing halal food outlets. However, this study does not consider the relationships between the three independent variables of the theory of planned behavior towards young consumers' intention to choose halal food outlets. This finding is supported by a similar study carried out in Malaysia by Omar, Nik Mat, Imhemed and Ali (2012), which aims at investigating the direct effects of patronage intention and consumer confidence towards halal products actual purchase based on the theory of planned behavior. Data gathered from 200 international graduate students studying at 5 Malaysian Universities using structural equation modeling (SEM) via AMOS revealed that subjective norm has less effect on behavioral intention ($\beta = 0.400, CR = 2.302, P < 0.001$) in comparison to perceived behavioral control ($\beta = 0.400, CR = 3.958, P < 0.001$).

Mitchell and Ring (2010), in a bit to increase the understanding of Swedish consumer's attitudes and

purchase intentions of functional food for market by using the theory of planned behavior, they studied 257 Swedish consumers and found out that Swedish consumers had slightly positive attitudes towards buying functional food and neutral intentions to purchase functional food. This finding is supported by Avitia, Costa-Font and Gil (n.d) in their study of 338 Spanish consumers of organic food. The results of the structural equation modeling (SEM) revealed that attitude towards organic food and subjective norms explain purchase intention.

Similarly, the study carried out by Spence and Townsend (2006) among 99 consumers of genetically modified food in England using multiple regressions. The study showed that all TPB components significantly predicted behavioral intention to try genetically-modified food being the strongest predictor. Also, behavioral intention significantly predicted actual behavior however, perceived behavioral control did not. Attitude was also found out to be the strongest predictor of consumers' intention to purchase green foods in Malaysia (Rezai, Teng, Mohammed & Shamsudin, 2011).

Cook (2000), studying relative importance of influences on intention regarding the purchase of genetically-modified foods using TPB. Ordered logit modeling of 266 New Zealanders revealed that attitude; subjective norms and perceived behavioral control had both combine and independent significance in determining intention to purchase. More so, Haghghi et al. (2012) carried out a study among 268 food restaurant customers in Tehran Iran. The study used structural equation modeling to test the hypotheses. It was found out that food quality is a major factor in the patronage of food vendors. Also, in a study conducted in Malaysia by Sfián, Jaimi, Sharudin and Abdullah (2013) among local home grown food patrons. They found out that food quality is one of the most important determinants of patronizing any food vendors. In similar vein, Saeed, Javed and Lodhi (2013) conducted a study in Pakistan using 200 respondents using structural equation modeling (SEM) for data analysis. The result of the analysis revealed that food quality is a strong predictor of food patronage.

3. Materials and Methods

Survey research design was adopted in this study. This research design was adopted because it allows testing of hypothesized relationships between the independent variables and the dependent variables, which is one of the objectives of this study. The population of this study comprises street food consumers in Awka, Onitsha and Nnewi representing the three senatorial zones in Anambra State. This study employed quota sampling technique. The formula for sample size determination adopted for this study is: $n = \frac{Z^2(P)(1-P)}{C^2}$

$$n = \frac{(1.96)^2 (0.8)(0.2)}{(0.05)^2} = 245.86 \cong 245$$

The sample size is 245 respondents.

For the purpose of this study, we adapted questionnaire as our research instrument. Content and face validity tests were conducted while Cronbach's alpha coefficient was adopted to test the internal consistency (reliability) of the multiple-item scales with a value over 0.70 indicating acceptability, over 0.80 indicating good and excellent when over 0.90 (Ntemana & Olatokun, 2012). Factor analysis was used for data reduction which aim at bringing out the few variables that can absorb other variables and, any factor loading below 0.5 was deleted while any factor loading above 0.5 was retained (Hair, Bush & Ortinau, 2006). Multiple Linear Regressions (MLRs) was used to test the significance of the hypotheses earlier formulated.

Proposed Measurement Model

Street food patronage = f (Attitude, Subjective Norm, Perceived Behavioral Control, Food Quality, Cultural Influence)

Thus,

$$SFP = \alpha + AT_{1 \times 1} + SN_{2 \times 2} + PBC_{3 \times 3} + FQ_{4 \times 4} + CI_{5 \times 5} + e_i$$

Where:

SFP= Street Food Patronage

α = constant

AT = Attitude

SN= Subjective Norm

PBC= Perceived Behavioral Control

FQ = Food Quality

CI = Cultural Influence

e_i = Error margin

$X_1 - X_4$ = coefficients

4. DATA ANALYSIS

Out of 245 copies of the questionnaire distributed, 232(94.5%) were returned as duly filled and usable questionnaire; thus giving a captive sample size of 232 which was used in the analysis.

Table 1 Descriptive Statistics

	Mean	Std. Deviation	Analysis N
patronage 1	1.77	.719	232
patronage 2	2.26	.978	232
patronage 3	2.25	.985	232
attitude 1	2.56	1.134	232
attitude 2	2.29	.911	232
attitude 3	2.11	.924	232
attitude 4	2.00	1.019	232
attitude 5	2.08	.997	232
subjective norm 1	2.46	1.010	232
subjective norm 2	2.42	.999	232
subjective norm 3	2.51	1.036	232
subjective norm 4	2.84	1.144	232
PBC1	2.69	1.024	232
PBC 2	2.56	1.134	232
PBC 3	2.05	.918	232
PBC 4	2.09	.878	232
PBC 5	2.36	.920	232
food quality 1	2.17	.835	232
food quality 2	2.31	1.051	232
food quality 3	2.49	1.006	232
food quality 4	3.55	1.154	232
food quality 5	2.01	1.197	232
food quality 6	2.68	1.046	232
cultural influence1	2.56	1.134	232
cultural influence2	2.56	1.134	232
cultural influence3	2.22	.689	232

Source: SPSS 20

Cronbach's Alpha reliability was conducted for reliability analysis and factor analysis was employed for data reduction as well as testing the reliability of our research instrument. The result of Cronbach's alpha coefficient reliability shows that all the variables in our study have good internal consistency with coefficient greater than .6 (See Table 4.5.1 below and appendix III - V). Also, the results of the factor analysis show that KMO measure of sampling adequacy is .719 which is above the threshold of .5 with the Chi Square value of 1817.560 significant at .000 means that the sample is adequate to perform factor analysis. The Bartlett's test of sphericity (Sig. \leq 0.00) confirms the result of KMO. These show that the measurement data is reliable and dependable.

Table 2: Reliability of Constructs

Constructs	Variable items	Cronbach's alpha
All	26	.793
Patronage	3	.848
Attitude	5	.745
Subjective Norms	4	.749
Perceived Behavioral Control	5	.869
Food Quality	6	.789
Cultural Influence	3	.756

Source: SPSS 20

4.1 Interpretations of the Multiple Regression Tables

The table below shows the model summary of the regression analysis. The table showed a correlation coefficient (R) of .845 which is a positive, strong correlation. The R square tells how much of the variance in the independent variables is explained by the model. The value is .714 expressed as a percentage (multiply by 100, by shifting the decimal point two places to the right); this means that our measurement model explains 71.4% of the variance in the dependent variable (consumer patronage). This is quite a respectable result (particularly when compare to some of the results that are reported in the literature review). Adjusted R square value provides a better estimate of the true population value. The value is .708 which indicates that the numbers of independent variables and the sample size of this study are large enough for a study of this magnitude.

Table 3 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.845 ^a	.714	.708	1.12029	2.027

a. Predictors: (Constant), Attitude,SubjNorm, Pbc , FoodQuality, CultInfluence

b. Dependent Variable: Patronage

The table below reveals the analysis of variance (ANOVA) of the regression analysis. ANOVA value assesses the statistical influence of the result. This tests the null hypotheses that multiple R in the population equals 0 i.e. $p < 0.5$ (Muijs, 2004; Pallant, 2007). The ANOVA in this study is 113.0735 which is statistically significant at 0.00; this implies that the research model is a good-fit. Also, because the p-value is less than 0.05, the model is significant.

Table 4 ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	709.581	5	141.916	113.075	.000 ^b
	Residual	283.643	226	1.255		
	Total	993.224	231			

a. Dependent Variable: patronage

b. Predictors: (Constant), Attitude,SubjNorm, Pbc , FoodQuality, CultInfluence

In the coefficient table (see table 4.7.3 below) the collinearity statistics column shows the tolerance and the Variance inflation Factor (VIF) of the regression. Tolerance is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variables in the regression model. Values less than 0.1 indicates that the multiple correlation with other variables is high, suggesting the possibility of multicollinearity. In this study, two independent variables have tolerance slightly higher than 0.1 which is very negligible since others have tolerance values higher than 0.1. Also, the Variance Inflation Factor (VIF) of the regression model shows that two independent variables have VIF value slight above 10 which is also negligible (see Table 4.7.3 below).

Table 5 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.411	.357		1.151	.251		
	Attitude	.174	.037	.269	4.701	.000	.386	2.593
	SubjNorm	-.810	.109	-.906	-7.407	.000	.084	11.841
	Pbc	.718	.104	.948	6.912	.000	.067	14.880
	FoodQuality	.059	.022	.113	2.667	.008	.702	1.424
	CultInfluence	.272	.045	.325	6.088	.000	.442	2.261

a. Dependent Variable: patronage

Table 6 : Summary of Regression Model

Independent variables	B	SE Beta	Standardized Beta	T	Sig.	Result
Attitude	.174	.037	.269	4.701	.000	Accepted*
Subjective Norms	-.810	.109	-.906	-7.407	.000	Accepted*
Perceived behavioral control	.718	.104	.948	6.912	.000	Accepted*
Food Quality	.059	.022	.113	2.667	.008	Accepted**
Cultural Influence	.272	.045	.325	6.088	.000	Accepted*

*Sig @ 0.05; **Sig @ 0.1; Dependent variable: Street Food Patronage; Overall F = 113.075

R= .845; adjusted $R^2 = .714$; B = unstandardized coefficient; SE = Standard Error.

The smaller the value of significance (p- value) and the larger the t- value, the greater the contribution of that predictor. In this model, attitude ($t = 4.701$, $p = .000 < 0.05$), subjective norms ($t = 7.407$, $p = .000 < 0.05$), perceived behavioral control ($t = 6.912$, $p = .000 < 0.05$), food quality ($t = 2.667$, $p = .008 < 0.1$) and cultural influence ($t = 6.088$, $p = .000 < 0.05$) were all significant predictors of street food patronage. From the magnitude of the t- values, we can see that subjective norms has the highest effect, follow by perceived behavioral control; cultural influence, attitude, and food quality in that order. More so, standardized coefficients Beta were calculated

because they provide insight into the importance of a predictor in the model. The Beta value for perceived behavioral control (.948) indicates that perceived behavioral control had the strongest on street food patronage, while subjective norms showed the second strongest relationship ($\beta = .906$), cultural influence showed the third strongest predictor, attitude showed the fourth strongest predictor and food quality showed the fifth strongest predictor.

The new regression model is stated below:

$$\text{SFP} = 0.411 - 0.810\text{SN} + 0.718\text{PBC} + 0.272\text{CI} + 0.174\text{AT} + 0.059\text{FQ} + e_i$$

4.2 Discussion of Findings

This study provided empirical support for the five hypotheses earlier stated. Attitude, subjective norms, perceived behavioral control, food quality and cultural influence were all found to predict street food patronage in Anambra State. Attitude was found to be statistically significant in our study. This is in consistence with the findings of Cook (2000), Al-Nahdi (2008); Spence and Townsend (2006); Mitchel and Ring (2010), Rezai, et al. (2011) and Aviti, et al. (n.d). However, the findings of Seo, Lee and Nam (2011) contradicts our result when they found out that attitude did not have statistically significant influence on street food patronage. Also, the findings of Urban, Zverinova and Scasny (2012); Khalek (2012) and Rezai et al. (2011) were in contrast with our finding when they found out that attitude is the best predictor of street food patronage. While in our study, it was found out that attitude is the fourth best predictor of street food patronage.

For subjective norms, our findings show that it was statistically significant. This is in support of the findings of Al-Nahdi (2008), Alam and Sayuti (2011); Seo, Lee and Nam (2011), Cook (2000), Avitia et al (n.d) and Spence and Townsend (2006). Also, our study found out that subjective norm has less significant influence on street food patronage compare to perceived behavioral control. This finding is consistent with the findings of Khalek, 2012 and Omar, et al. (2012). Perceived behavioral control was also found to be statistically significant in our study. This is supported by the findings of Al-Nahdi (2008), Alam and Sayti (2008); Seo, Lee and Nam (2011). More so, the result of our study reveals that subjective norms is the strongest predictor of street food patronage; this is supported by the result of Khalek, (2012); Omar, et al., (2012); Spence and Townsend (2006) and Cook (2000). However, this is in contrast with the findings of Rezai *et al.* (2011) and Urban, Zverinova and Scasny (2012).

Furthermore, food quality was found to be statistically significant. This finding is in line with the findings of Haghighi, et al. (2012), Sifan et al. (2013). Also, Saeed, et al. (2013) found out that food quality is the strongest predictor of street food patronage. This finding is not consistent with our finding because perceived behavioral control was found to be the best predictor of street food patronage. Also, cultural influence was found to be statistically significant and was the third best predictor of street food patronage in Anambra State. This is in support with the findings of Mensalu et al. (2013) and Awa, et al. (2010).

5. Conclusions

The broad aim of this study was to identify the predictors of street food patronage in Anambra State. Findings revealed that attitudes towards street food, subjective norms, perceived behavioral control were all important factors in predicting consumers' patronage of street foods. The findings of this study contribute to the understanding of consumer behavior in the street food market, an area that has received little attention within the academic literature. Specifically, this study lends insights into the varied factors that shape consumption of street food. To identify these factors, consumer patronage behavior was predicted by using the theory of planned behavior – TPB (Ajzen & Fishbein, 1980 as cited in Ibrahim & Vignali, 2005). In TPB, attitude, subjective norms and perceived behavioral control predicted consumers' behavioral intention to patronize street food vendors. Expanding the TPB to include variables external to the theory, however, increased the amount of variance explained in consumer patronage. Hence, the findings suggest that, when used to predict consumer patronage behaviors in the street food market, the theory of planned behavior should be extended to include variable such as food quality and cultural influence.

6. Recommendations

Street food vendors should develop marketing strategies aimed at this market segment. Street food vendors or operators should engage in word-of-mouth advertising and viral marketing in order to increase the knowledge and the ability of the consumers. Also, SFVs should locate themselves at places that consumers can easily patronize them without wasting much time. Street food vendors may benefit from the use of varies promotional methods like personal selling in order to develop and promote positive word-of-mouth. More so, street food vendors should provide meals that are very close to the cultural diet of the consumers and make the food spots reflect the local culture in terms of decoration and serving utensils. Lastly, the street food operators should generally improve their services in order to create positive beliefs and experiences that will lead to positive attitude towards street food patronage.

References

- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational behavior and Human Decision Processes*, 50,179-211.
- Ajzen, I. (2001). Nature and Operation of Attitudes. *Annual Review of Psychology*, Vol. 52(1), pp.27-58.
- Ajzen, I. (2002). Perceived Behavioral Control, Self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, Vol.32, pp.665-683.
- Akinyele, S.T. (2010). Customer Satisfaction and Service Quality; Customer's Re-Patronage Perspectives. *Global Journal of Management and Business Research*, Vol.10 (6), pp.83-
- Akuezuilo, E.O. & Agu, N. (2004). Research and Statistics in Education and Social Sciences, (Millennium edition), Awka, Nuel-Centi Publishers and Academic Press Ltd.
- Alam, S.S.; Ahmad, A.; Ahmad, M.S. & Nik Hashim, N.M.H. (n.d). An Empirical Study of an Extended Theory of Planned behavior Model for Pirated Software Purchase.
- Al-Nahdi, M.T.S. (2008). *Intention to Patronize Halal Restaurants Among Malaysian Muslims-An Issue of Halal Perception*. The International Conference on Social Sciences and Humanities, Universitians Malaysia.
- Alonso, A.D.; O'neil, M.; Liu, Y. & O'Shea, M. (2013). Factors Driving Consumer Restaurant Choice: An Exploratory study from the Southeastern United States. *Journal of Hospitality Marketing and Management*, Vol 22(5), pp.547-567.
- Artemis, P.S. & Bhat, R.V. (2000). Street foods. Basel, Karger publishers
- Avitia, J.; Costa-Font, M. & Gil, J.M. (n.d). Structural equation modeling of consumer acceptance of organic food in Spain. *Centre for Agro-Food Economy and Development (CREDA-UPC-IRTA), Edifici. ESAB*.
- Awa, H.O., Kalu, S.E & Awara, N.F. (2010), An Empirical Investigation of Cultural Factors and Consumption Patterns Correlates in the South-South Geopolitical Zone of Nigeria. *International Journal of Marketing Studies*, Vol. 2(1) pp: 185-196, DO: 10.5539/ijms.v2n1p185.
- Behjati, S.; Pandya, S. & Dileep-Kumar, M. (2012). Application of Structural Equation Modeling (SEM) to explain online Purchasing Intention- An Extension of theory of Planned behavior (TPB). *Industrial Engineering Letters*, Vol.2 (6) pp.32-41.
- Bock, G.W. & Kim, Y.G (2002). Breaking the Myths of rewards: An exploratory study of attitudes about knowledge sharing. *Information resources Management Journal*. Vol. 15(2), pp.14-21.
- Booi-Chen, T. and Peik-Foong, Y. (2012). What Drives Green Restaurant Patronage Intention? *International Journal of Business and Management*, Vol.7 (2), pp.215-223 DOI:105539/ijbm.v7n2p215.
- Brehahl, L. (2001). Determinants of consumer attitudes and purchase intentions with regard to genetically modifieds food-results of a cross-national survey. *Journal of consumer policy*, Vol. 24(23-61).
- Charmes, J. (1998). Women Working in the informal sector in Africa: New methods and new data. New York, United Nations statistics division.
- Cheng, S.; Lam, T. & Hsu, H.C. (2005). Testing the sufficiency of the Theory of Planned Behavior: a case of customers dissatisfaction responses in restaurants. *Hospitality Management Journal*, Vol. 24, pp.475-792.
- Choi, J., Lee, A. & Ok, C. (2013). The effects of consumer's perceived risk and benefit on attitude and behavioral intention: A study of street food. *Journal of travel and tourism marketing*. Vol. (30),pp.222-237.
- Chukuezi, C.O. (2010). Entrepreneur of the streets: Socio- economic features of street food vending in Owerri, Nigeria. *European Journal of social science*, Vol.146 (2), pp.183-188.
- Conner, M. and Armitage, C.J. (1998). Extending the theory of planned behavior: A Review and Avenues for further research. *Journal of Applied Social Psychology*, Vol. 28(15), pp.1429-1464.
- Cook, A.J. (2000). *Attitudes and Intentions towards purchasing food produced using genetic engineering: modeling and Understanding the motivations for purchasing behavior*. Master of Applied Science Thesis, Lincoln University.
- Dardane, C. (2003). Carribean regional working group on street food vendors report of FAO, PAHO and BNSI. Retrieved from http://www.fao.org/esn/food/carribean_report.Pdf on 12th December,2015.
- Darden, W.R. (1980). A Patronage model of consumer behavior. In stampfl, R.W and Hirschman, E.C (Rds) competitive structure in retail markets; the development store perspective Chicago; American Marketing Association.
- Dick, A. & Basu, K.(1994). Customer loyalty: Toward and intergrated conceptual framework. *Journal of Academy of marketing services*, Vol.22 (2), pp.99-113 DOI: 10.1177/0092070394222001.
- Donkoh, S.A.; Quainoo, A.K.; Cudjoe, E. & Kaba, N.C. (2012). Customer Satisfaction and Perceptions about food services on the University for Development Studies Campus, Ghana: *African Journal of Food Science*, Vol.6(8), pp.216-223. DOI: 10.587/AJFS11.0.78.
- Douglas, S. (2001). Exploring New Worlds: The challenge of Global Marketing. *Journal of Marketing*. Journal, pp.103-109.
- Ehsan, U. (2012). Factors Important for the selection of fast food restaurant: An Empirical Study across three cities

- of Pakistan. *British Food Journal*, vol.114(9) pp.1251-1264, DOI:10.1108/00070701211258808.
- Eide, B. (2013). *Consumer behavior theories- purchasing organic food*. MBA Thesis, Department of Business Administration Aarhus University.
- Eun-Kyong, C.; Padgett, B.C.; Fowler, D. & Goh, B.K. (n.d). Applying the theory of planned behavior to Chinese millennium purchase behave
- Feng, J.; Fu, Z.; Zheng, X. & Mu, W. (2010). Farmers' purchase intention of agricultural machinery: an application of the theory of planned behavior in China, *Journal of Food, Agriculture and Environment*, Vol. 8(3&4), pp.751-753.
- Fila, S.A. & Smith, C. (2006). Applying the Theory of Planned Behavior to health eating behaviors in Urban Native American Youth. *International Journal of Behavioral Nutrition and Physical Activity*, Vol.3(11). DOI:10.1186/1479-5868-3-11.
- Fishbein, M. & Ajzen, I. (1975). *Belief, Attitude, intention, Behavior: An Introduction to Theory and research*, reading. M.A Addison, Wesley publishing company.
- Food and Agriculture Organization (1990). *Street food report of a FAO expert consultation*, (meeting No.46) Jogjakarta, Indonesia: FAO Food Nutrition.
- Food and Agriculture Organization (2007). *School kids and street food spotlight magazine*. Agriculture and consumer protection Department United Nations, Retrieved from <http://www.fao.org/Ag/magazined/0702spi.htm> on 12th December,2015.
- Ghen, K.J. & Liu, G.M. (2004). Positive brand extension trail and choice of parent brand. *Journal of Product and Brand Management*, Vol. 13(1), pp.25-36.
- Han, H.; Hsu, L.J. & Sheu, C. (2010). Application of the Theory of Planned Behavior to Greenhotel Choice: Testing the Effect of Environmentally Friendly Activities. *Tourism Management*, Vol. 31(3), DOI; 10.1016/j.tourman.2009.03.13, pp.325-334.
- Hodgson, J., Sano, Y. & Graham, J. (2000). *Doing Business with the New Japan*, Rowman & Littlefield, Boulder, Company.
- Ho-Shui,L. ; & Houston, J.E. (2001). Factor affecting consumer preferences for major food markets in Taiwan. *Journal of food distribution research*.
- Hsing, I.L. (2002). *Application of the theory of planned behavior to leisure choice: Predicting and Explaining the leisure intention and behavior of National Dong Hwa University Students*. Unpublished MSc Dissertation, National Hong Dong Hwa University, Haulien, Taiwan, R.O.C.
- Hsiu-Yuan,W. & Sung-Yeh, W. (2014). Factors influencing behavioral intention to patronize restaurants using Ipad as a menu card. *Journal of Behavior and Information Technology*, Vol.33(4), pp.395-409, DOI;10/1080/0144929X.2013.810776.
- Hsu, C.C. (1998). *The prediction and investigation of the regular exercise intention and behavior among elementary school teachers: test the theory of planned behavior*. MSc Dissertation, National College of Physical Education and Sports, Tao, Yuen, Taiwan R.O.C.
- Huang, E. and Chuang, M.H (2007). Extending the theory of planned behavior as a model to explain post-merger employee behavior of IS use. *Computers in Human Behavior*, Vol.23, pp.240-257.
- Ibrahim, Y. and Vignali, C. (2005). Predicting consumer patronage Behavior in the Egyptian Fast Food Business. *Innovative Marketing Journal*, Vol. (2), pp.60-76.
- Inkumsah, W.A. (n.d). Measuring Customer Satisfaction in the Local Ghanaian Restaurant Industry. *European Journal of Business and Management*, ISSN 2222-1905(Paper) ISSN2222-2839 (online).
- Johnson, P.N.T. & Yawson, R.M. (2000). Proceedings of workshop stakeholders, policy makers and regulators of street food in Accra (eds), DFID/NRI/FRI crop post harvest programme project.
- Keat, O. (2009). *Factors Influencing Consumer Purchase Intention of Dietary Supplement products in Penangs Island*. An MBA Thesis, Graduate School of Business, Universiti Sains Malaysia.
- Khalek, A.A. (2012). Young Consumers Attitude towards halal food outlets and JAKIM's halal certification in Malaysia. *Procedia-Social and Behavioral Sciences*, Vol.121, pp.26-34.DOI:10.1061/j.5bspro.2014.1105.
- Khongtong, J., Abkarim, M.S., Othman, M. & Bolong, J.B. (2015). Consumers decision making in street food purchasing and food safety in Nakhon si Thammarat province Thailand. *International journal of social science and humanity*, vol. 5 (3), pp. 306-310.
- Kotler, P. & Keller, K.L. (2006). *Marketing Management* , (12th edition) New Delhi, Prentice Hall of India.
- Kotler, P. & Keller,K.(2006). *Marketing Management* (12th ed).USA, New Jersey prentice-hall Inc.
- Kun-Shan, W.; Di-Man, H. & Yi-Man, T. (2013). Environmental Concerns, Attitudes and Behavior Intention toward Patronize Green Restaurant. *Life Science Journals*, Vol.10(3).
- Ku-Shan, W. & Yi-Man, T. (2011). Applying the extended theory of planned behavior to predict the intention of visiting a green hotel. *African Journal of Business Management*, Vol.5(17), pp.7579-7587.
- Lam, T. & Hsu, C.H.C (2006). Predicting Behavioral Intention of choosing a Travel Destination. *Tourism*

- Management*, Vol. 27, pp.589-599.
- Lehota, J.; Horvath, A. & Gyenge, B. (2006). An Empirical Research of the Factors determining customer behavior in Food retail stores. *Studies in Agricultural Economics*, No.105, pp.39-58.
- Maxwell, D., Armar-klemesu, M.; Carol, L; Reu, M. & Clement, A.(2000). Household spending, consumption and food security; urban live hoods and Nutrition in greater Accra Ghana. IFPRI research report number 112.
- Md.Muzakkeernl, H. & Hossain, T. (2009). Consumer Attitude towards Restuarants in Dhaka city; An Empirical Study. *ASA University Review*, Vol.3 (2), pp.115-125.
- Mehta, S.S. & Maulam, B. (2002). Marketing Determinants of Customers' attitudes towards selecting a restaurant. *Academy of Marketing Studies*, Vol.6(1-2).
- Mensah, J.O.; Adioo, R. & Teye, A.N. (2013). Analysis of street food consumption across various Income Groups in the Kumasi metropolis of Ghana. *International Review of Management & Business Research*, Vol.2 (4).
- Mensah, P., Yeboah-Manu, K.O. & Abolordey, A. (2002). Street food in Accra, Ghana: How safe are they? Bulletin: World Health Organization, Vol, 80, pp.546-554
- Mitchel, C. & Ring, E. (2010). *Swedish Consumers' Attitudes and Purchase Intentions of Functional Food: A study based on the theory of planned behavior*. Master Thesis, Umea School of Business, Sweden.
- Mituallah, W.V. (2004). A review of street trade in Africa. Retrieved 19thDecember,2014,from<http://wiego.org/sites/wiego.org/files/resoures/files/Mituallah-street-traders-Africa-review.pdf>.
- Mukhola, M.S. (2007).Guidelines for an environment education training programme for street food vendors in polokwane city. Msc thesis. Retrieved from<http://www.etdrau.acza//thesis/submitted/etd-03132007140510/restricted/last.pdf> on 12th December,2015.
- Muzaffar, A.T., Hug,I. & Mallik, B.A. (2009). Entrepreneurs of the streets; An analytical work on the street food vendors of Dhaka city. *International journal of business and management*, Vol.4(2) pp 80-88.
- Njaya,T. (2014). Operations of street food vendors and their impact on sustainable Urban life in High density suburb of Haran, in Zimbakwe. *Asian journal of Economic modeling*, Vol 2 (1), pp18-31
- Ntemana, T.J. & Olatokun, W. (2012). Analysing the influence of diffusion of innovation attributes on lecturers' attitude towards information and communication technologies. *An Interdisciplinary Journal on Humans in ICT Environment*, Vol.8(2), pp.179-197.
- Nurudeen, A.A., Lawal, A.O., & Ajayi, S.A. (2014). A survery of hygene and sanitary practices of street food vendors in the central state of Northen Nigeria. *Journal of Public health and Epidemiology*, Vol.6(5),pp 174-181 DOI: 10.5897/JPHE 2013.0607.
- Obi-Nwosu, H., Oguegbe, T.M., Joe- Akunne, C.O. & Okoye, C.A.F. (2013). Influence of gender level of education and Socio-economic class on patronage of street foods in a Nigerian sample. *International Journal humanities and social science innovation*, Vol.22(8),pp.21-25.
- Ogwo,O.E. & Igwe, S.R. (2012). Some keys factors influencing Attitudes to patronage of GSM services: *The Nigerian experience*. *International journal of and Management*, Vol.7 (18), pp. 82-91. DOI:10.5539/ijibm.vtn18p82
- Okeke, T.C.; Olise, M.C. & Eze, G.A. (2012). *Research Methods in Business and Management Science*. (2nd Edition), Enugu, Iyke Venture Productions.
- Olive, T.A; Oliver, R.L. & Macmilan, I.C. (1992).A catastrophe model for developing service satisfaction strategies. *Journal of makerting*. Vol.56, pp.183-193.DOI:10.2307/1252298
- Oliver, R.L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. Boston, McGraw-Hill.
- Omar, K.M.; Nik-Mat, N.K.; Imhemed, G.A. & Ali, F.M.A. (2012). The Director Effects of halal product Actual purchase antecedents among the International Muslim Consumers. *American Journal of Economics*, June, Special Issue: 87-92, DOI.: 10.5923/j.economics,20120001.20.
- Onyebueke, V. & Geyer,M. (2011). The formal sector in Urban reflections from almost four decades of research. South Africa- Netherlands research programme on alternatives in development, SS/TRP/MDM2011(59).
- Oranusi, U.S. & Braide, W. (2012). A study of microbial safety of ready-to-eat foods vended on highway: Onitsha-Owerri, south-east Nigeria. *International research journal of microbial*, Vol3, 066-071
- Parsa, H.G.; Gregory, A.; Self, J.T. and Dutta, K. (2013). Consumer Behavior in Restuarants: Assessing the Importance of Restaurant Attributes in Consumer Patronage and Willingness to pay. *Journal of Services Research*, Vol.12(2).
- Patney, M.B. (2010). *Indian consumers and their mall patronage: Application of cultural-self and the theory of planned behavior to patronage intensions*. Graduate Theses and Dissertations. Paper 11749.
- Punch(2010). Government goes tough on street traders in Akure, retrieved 10th December 2014 from <http://www.nigeria70.com/nigeria> news-paper/ondo-goes-tough- on -street- traders in Akure-plans mo/201318.

- Rashid, M., Sambasivan, M. & Johari, J. (2003). The Influence of Corporate Culture and Organizational Commitment on Performance. *Journal of Management Development*, Vol. 22(8),pp.708-728.
- Rezai, G.; Teng, P.K.; Mohamed, Z. & Shamsudin, M.N. (2012). Consumers' awareness and consumption intention towards green goods. *African Journal of Business management*, Vol.6(12), pp.4496-4503, DOI:10.5897/AJBM11.1414.
- Riveira, D. (2004). *The Use of a Proposed Modified Model of Planned Behavior to predict the Beef Consumption of Young Adult College Students*. PhD Dissertations, Graduate Faculty of Texas Tech University.
- Sadati, S.A. & Mohammadi, Y. (2011). Key Values Influence Consumer Intention towards Organic Food in Iran. *Research Journal of Applied Sciences, Engineering & Technology*, Vol.4(14), pp.2055-2060.
- Schubert, F. (2008). *Exploring and Predicting Consumers' attitudes and Behaviours Towards Green Restaurants*. MSc Thesis, Graduate school of the Ohio State University.
- Sekar, H.R.(n.d.) Vulnerabilities and insecurities of informal sector workers: A study of street vendors. National labor Institute (NOIDA).
- Seo, H., Lee, S. & Nam, S. (2011). Factors Influencing fast food consumption behaviors of middle- school students in social: an application of theory of planned behavior. *Nutrition Research and Practice*, Vol.5(2), PP.169-178. Doi:10.4162/NRP2011.5.2.169.
- Shepherd, R.; Sparks, P. and Guthrie, C.A. (1995). The Application Theory of Planned Behavior to Consumer Food Choice. *European Advances in Consumer Research*, Vol.2, pp.300-365.
- Sheth, J.N. (1983). An integrative theory of patronage preference and behavior. In Darden, W.F and R.F Iusch (eds), patronage behaviors and retail management. New York. North- Holland pp 9-28.
- Shim, S. & Kotsiopoulos, A. (1992). Patronage behavior of apparel shopping: Part II. Testing a patronage model of consumer behavior. *Clothing and textiles Research Journal*, Vol.10(2),pp 58-64.
- Simpheh, K.N. (2011). Servicescape and customer patronage of three star hotels in Ghana's Metropolitan city of Accra. *European Journal of Business and Management*. Vol.3 (4), pp.119-131.
- Spence, A. & Townsend, E. (2006). Examining Consumer behavior toward genetically-modified (GM) Food in Britain. *Risk Analysis*, Vol.26(3), pp.657-670. DOI:10.1111/j.1539-6924.2006.00777.X.
- Stran, K.A. (2013). *An Evaluation of the intention of college students to utilize Calorie labeling in fast-food and full-service restaurants: application of the theory of planned behavior*. PhD Dissertations, Graduate School of the University of Alabama.
- Sulaiman, S. and Haron, M.S. (2013). Foodscape and Customer's Future behavioral Intentions in Casual Dining Restaurant. *Journal of Economics, Business and Management*, Vol.1(1), pp.94-97, DoI:10.7763/JOEBM.2013.VI.22.
- Susan, G.E and Joohyang, K.S. (2004). Restaurant choice: the Role of Information. *Journal of Food Service Business Research*, Vol. 7(1), pp.81-95.
- Syved Shah, A. & Nazura Mohammed, S. (2011). Applying the theory of Planned Behavior (TPB) in Halal Food Purchasing *International Journal of Commerce and Management*, Vol.21(1), pp.8-20. DOI:10.1108/0569211111111676.
- Tat, H.H; Sook-Min, S.; Ai-Chin, T.; Rashi, A. & Abd-Hamid, A. (n.d). Consumers' purchase intentions in fast food restaurants: an empirical study on undergraduate students. *The special issue on contemporary issues in business and economics*.
- Thompson, N.J. & Thompson, K.E. (1996). Reasoned Action Theory; an Application to alcohol-free beer. *Journal of Marketing Practice; Applied Marketing Science*. Vol 2(2) pp.35-48.
- Tinker, I. (1997). *Street foods: urban food and employment in development in developing countries*. New York; Oxford University
- Tinker, I. (1999). Street foods into the 21st Century. *Agriculture and human values*, vol. 16(3), pp. 327-333.
- Tsai, C. (2009). Applying the Theory of Planned Behavior to explore the independent travelers' behavior. *African Journal of Business Management*, Vol.4(2),pp.221-234.
- Urban, J.; Zverinova, I.; & Scasny, M. (2012). What Motivates Czech Consumers to Buy Organic Food? *Czech Sociological review*, Vol48(3), pp.509-536.
- Van't Riet, H.; Den Hartog, A.P.; Mwangi, A. M.; Mwadine, R.K.N.; Foeken, D.W.J. & Van Staveren, W.A.(2001). The role of street foods the dietary pattern of Two-income groups in Nairobi. *European Journal of clinical Nutrition*, vol.55, pp. 562-570.
- Vanguard (2009).Edo government to prosecute street traders, retrieved 30th November 2014, from <http://www.vanguard.com/2009/09/edo-govt-to-prosecute-street-trades.html>.
- World Health Organization (1996). Essential safety requirements for street-vended foods, world Health Organization: Geneva, Switzerland. Retrieved from <http://www.apps.who.int/iris/handel/10665/63265> on 24th December,2014
- World Health Organization (2006).Street food vending in the region: food safety challenges. *AFRO food safety newsletter*, Vol.(2)

- Yang, C.H.; Chen, K.H. & Lee, C.J. (2007). Using Rasch Model to explore the perceived constraints of outbrand travel for individual travelers. *Journal of Leisure Tourism Industry Res.* Vol.2(1), pp.1-26.
- Yavas, U. & Babkus, E. (2009). Modeling patronage behavior: A tri-partite conceptualization. *Journal of Consumer Marketing*, Vol.26(7), pp.516-526 DOI:10.1108/07363760911001574.

AKNOWLEDGEMENTS

The authors wish to appreciate Rev. Cannon Prof. A.D. Nkamnebe (Dean of Faculty of Management Sciences, Nnamdi Azikiwe University Awka, Nigeria) for his thorough supervision of this paper and his contribution to the authors' academic development.