

**An Investigation into Factors Contributing to the Consumption  
of Street Foods and Franchise Foods in Vhembe District,  
Limpopo Province**

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**KEYWORDS** Street Vending. Self-employment. Street Food Consumption. Franchise Food Consumption

**ABSTRACT** An exploratory study was conducted in Vhembe District of Limpopo Province in South Africa to determine factors that contribute to why people prefer street foods (STF) to franchise foods. The study sample was made up of 5 street vendors, and from each street vendor, 20 customers, who were willing to participate, were conveniently selected, giving a total of 100 consumers. Two questionnaires were designed to collect data, one for the five and another for the 100 consumers. The findings revealed that most customers consumed street foods because of low prices. Consumers preferred eating lunch from street because most of them go to town during lunch time. The study revealed that street vendors provided food that was filling and satisfying. The food sold by street vendors was found to be cheap compared to the food sold by franchise restaurants. Street vendors were preferred because they offered a variety of foods on their menus compared to the franchise restaurants. The study revealed that street food businesses contributed to the economic development and self-employment of many small traders.