

ABSTRACT

This study focused on factors influencing households' behavior and attitudes towards food choices in Kiambaa sub-county, Kiambu County. Therefore, this study explored socio-cultural factors on household food choices. Structural functionalism and social learning theory provided the theoretical understanding to discuss the relationship between variables. This study employed descriptive design to randomly select a sample of 138 households. Data was collected using interview schedule on a sample of 138 respondents living in Kiambaa sub-county. Data was analyzed quantitatively and qualitatively, quantitative data using the Statistical Package for Social Sciences (SPSS) and Ms-excel computer software to generate frequencies and percentages which were presented discussed and interpreted in line with the study objectives. The findings established statistically significant between social cultural factors and food choices in Kiambaa Sub County. Social interactions at 86% which include the nature of interpersonal relationships, social status at 70% and traditions at 78% in households provided an important set of interpersonal relationships in influencing food choice. This study findings shows majority of women at 86% are actively involved in decision making especially on the food to be eaten at home therefore become the burden carrier of the household activity and balancing other roles as homemaker, mother and income earners. This study concludes that factors influencing food choices are positive and negative therefore it is importance to consider sociological approach to food choices. This study recommends policy and strategic approach to food choices, household target in proper utilization of research findings and further study on assessment of influence of work on behaviour towards food choices.