

A Study On Street Vending Business and The Influence of Socio- Economic Determinants in The Street Vendors' Perception Towards the Problems Faced in The Street Vending in Coimbatore District.

Dr.Chandrakala N¹, Mr. Sarabeshwar L ²

¹Associate Professor, Dept of Commerce with International Business, Dr. N.G.P. Arts and Science College, Coimbatore, India. chandrakala@drngpasc.ac.in

²Post Graduate student, Dept of Management Studies , Dr. N.G.P. Arts and Science College, Coimbatore, India. 232ib053@drngpasc.ac.in

Abstract: In our day to day life we often come across the road side vendors selling fruits and vegetables, flowers, food, mobile accessories, clothes etc. Street vendors were those people's who display their products or services on a public places or side walks with the expectation of consideration from passers-by. Even though the income was not that much of great, millions of people around the world depending on street vending for their livelihood. Street vending business not only favors the vendors by offering self- employment but also provides affordable products and services along with the personalized care to the majority of people particularly urban population. The street vendors act as a main source of distributors of perishable commodities and utility products. Without them it was really a tough job for the small farmers, small scale and cottage industries to market their produce. Street vendors plays a significant role in the development of Indian economy and helps the government in managing and overcoming the unemployment and underemployment issues. Most of the peoples engaged in the street vending are those having no formal education or less education, not having prosperous background, single women, people with low-income employment etc., so this street vending business provides better shelter to above mentioned people and enable them to lead a lifewith decent economic condition. This study attempts to explore the nature of street vending business and the influence of socio-economic determinants in the street vendors' perception towards the problems faced by them in Coimbatore district. The Coimbatore district is a cosmopolitan district which comprises of different group of people and it is one of the fastly developing district of Tamil Nadu because of its massive growth in service sectors, MSME Industries, friendly people and climate. Moreover a greater number of people are migrating to Coimbatore because of the above mentioned reasons which in turn become a perfect spot for the street vendors. For the study 64 respondents doing street vending business in different parts of Coimbatore were interviewed and data were collected through structured questionnaire using convenience sampling method.

Keywords: Street vendors, street vending business, Socio economic determinants, perception and problems faced in street vending business.

I. INTRODUCTION

The one major unauthorized sector of the country is "Street Vendors." Street vendors are self-employed individuals in the informal sector who sell goods and services on the street without any permanent structure (National Policy on Urban Street Vendors [NPUSV], 2006, p. 11). It is not only a self-employment source but also provides affordable and convenient services to the urban population. (MHUPA 2009:

1).

The Indian government has framed the National Policy on Urban Street Vendors, 2009, which is converted as a bill Protection of Livelihood and Regulation of Street Vending Bill (2009) by the Ministry of Housing and Urban Poverty Alleviation (MoHUPA). Street vendors require a promoter to champion a positive perception of them as industrious entrepreneurs from impoverished backgrounds, enriching

the economy and catering to consumers by delivering goods to their doorstep at reasonable prices.

Many reviews state that frequent hurricanes, life-threatening heat, scarcities, and other climate-related events drastically increase mostly in both natural and human-made activities. (Handmer et al., 2012; Kuenzer & Renaud, 2012; Nadin, Opitz-Stapleton, & Yinlong, 2015). Climate Variability and adverse impacts on human health are associated, and it increases the socioeconomic problems in poor societies. Urban policies and local government practices concerning street vending, which is a prominent occupation within the informal economy (Roever et al., 2016). Street vendors are a very common sight in urban areas globally, yet accurately determining the total number of individuals engaged in street vending remains a challenging task. Most individuals will engage in informal enterprises lack the necessary skills required for formal employment. There may be illiterate or few will have some level of qualification (Legodi and Kanjere, 2015). The absence of adequate shelter, prolonged exposure to weather conditions, and various stressful life situations render numerous street vendors susceptible to health issues (Hunter and Skinner, 2003). Street vending is also considered to be a Sub Sector and it is a visible expression of informal sector, which is mostly operated by migrants (Onodugo et al., 2016). Some urban planners see this street vendors as public nuisance and misuse of the public spaces in the city. Street vending is very common feature of Coimbatore city, which has given employment opportunities to the urban poor migrants and it is considered as entry point to their means of survival (Mitullah, 2006; Ezeadichie, 2012; Adedeji, Fadamiro, & Adeoye, 2014). As the street vendors are viewed as nuisance, there is no voice for this in forum and they remain invisible in most of the countries (Roever et al., 2011) and there is no perfect data available about these street vendors for understanding their issues and challenges (Bhat & Aasif, 2013). With all these evident arguments the study attempts to explore the influence of socio-economic determinants in the street vendors perception towards the problem faced by them in the street vending business in Coimbatore district.

II. OBJECTIVES OF THE STUDY

- To understand the perception of the respondent towards street vending business and problem faced by the street vendors in Coimbatore District.
- To explore the impact of selected socio-economic factors in the perception of the respondent towards street vending business and problem faced by the street vendors in Coimbatore District.

III. RESEARCH METHODOLOGY

The research design adopted in the study was both

exploratory and descriptive research. In the first stage exploratory research was carried out and this forms the desk research work where the reviews related to the study were collected which forms the basis for preparing the interview schedule for the next stage.

A descriptive research was carried out at the second stage by applying a survey method. Data for the study were collected from the 58 street vendors dealing different commodities in different parts of Coimbatore district by using convenience sampling method. Interview schedule was used for collecting the primary data because the respondents include both the literate and illiterate street vendors. The data collected has been analyzed with the help of statistical tools like Percentage Analysis and ANOVA.

IV. REVIEW OF LITERATURE

According to Prasad and Begari (2018) in their study they attempt to find out the issues and challenges faced by the street vendors in Telangana. The study concluded that the street vendors are not recognized and regulated by the state, so they do not get any support from the government to smoothly operate their activity. They usually face several problems like sexual harassment and pressure from the police department, municipal authorities, local leaders and rent seekers. According to Kumar and Pillai (2017) in their study on "Problems of street vendors in Kollam district" they explored the various issues faced by the street vendors. From their study they identified the major issues faced by the street vendors such as Economic instability, social insecurity, Weather fluctuations, Barriers towards credit facility, health issues, Discrimination, working instability, Deciduous implementation of Government policies and programs, Lack of awareness about legal rights etc. According to D. Saha (2011) study revealed that the vendors in Mumbai constitute one of the most vulnerable and miserable sections of the urban working poor. They earn their livelihood in hostile circumstances, and face daily impositions from all quarters: the civic authorities, the police, the citizens' groups, the local leaders, and the money-lenders. It is only through the joining of hands that they can exert themselves and realize their demands. The low rate of active union membership outlines the fact that awareness among vendors of their rights and responsibilities is generally lacking. Intermediaries take advantage of the looseness of association among the vendors and exploit this to the maximum capacity.

V. STREET VENDING AND STREET VENDORS

National Policy on Urban Street Vendors, 2006 defines "A street vendor is a person who offers goods or services for sale to the public without having a permanently built structure but with a temporary static structure or mobile stall (or head-load). Street vendors could be stationary and occupy space on the pavements or other public/private areas, or could be mobile, and move from place to place carrying

their wares on push carts or in cycles or baskets on their heads, or could sell their wares in moving buses”.

5.1. Characteristics of Street Vendors

Street vendors were generally having their business near the public places such as temples, railway station, bus station, cinema theatres, main junctions. They usually deal with the daily necessities and perishable commodities and deals with low priced products which are affordable to low and middle income group people. Street vendors normally maintains good and cordial relationship with the customers and always try to have a close conversation to build a long lasting relationship.

5.2.Types of Street Vending Business

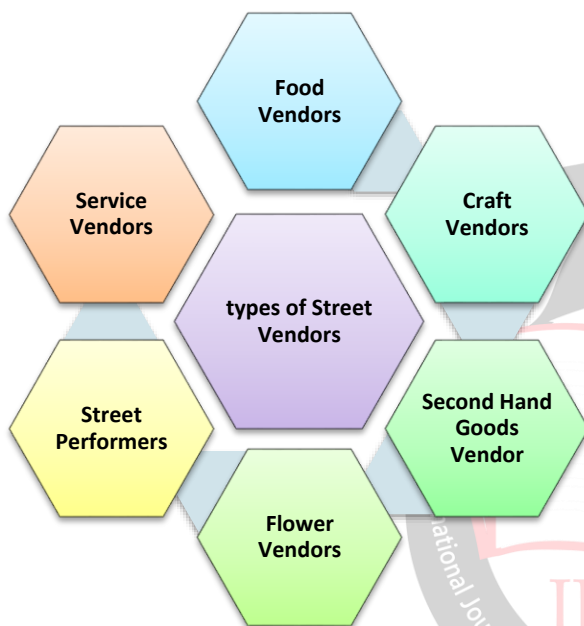


Figure 1. Types of Street Vending Business

There many types of street vendors functioning with their unique products and services. [Figure 1](#) picturizes the common street vending businesses identified in the study area. Most of the items dealt by them are of daily necessities and perishable by nature. In the cosmopolitan city like Coimbatore now the number of service vendors like mehandi designers, Shoe repairs, Mobile tailors, nail artist etc., were raising in numbers.

Table 1. Type of Product dealt

Type of Product Dealt	N0.Of. Respondents	Percent(%)
Food items	30	47
Service vendors(Mehandi, Shoe repairing etc.,)	7	11
Mobile accessories	11	17

Toys and Craft items	7	11
Dress materials	9	14
TOTAL	64	100

[Table 1](#) depicts that more number of the respondents (47%) sell food items, followed by(17%) respondents sells mobile accessories (14%) of the respondents sells dress materials, and followed by the respondents selling toys , craft items and service vendors both contributing equally (11%).

5.3. Advantages and Disadvantages of street vending business

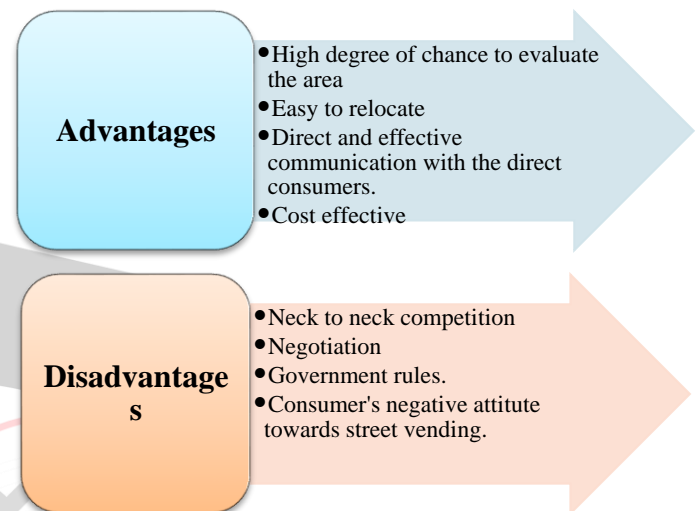


Figure 2. Advantages and Disadvantages of street vending business

[Figure 2](#) portrays the advantages and disadvantages associated with the street vending business in the study area. Based on the qualitative data collected from the respondent most of the respondents were feeling advantageous because place of business can be shifted from place to place based on their need and demand for their product, can have direct and effective communication with the customer which in turn helps the vendors to understand their changing taste and preference and it is cost effective but they also facing the challenges such as hectic competition, strong negotiation skills of the customers, government restrictions and customers negative attitude towards street vending about their quality and standard..

VI. ANALYSIS AND INTERPRETATION:

Interview schedule was conducted to collect the data from the respondents by using convenience sampling method from the different parts of Coimbatore district. Data collected were analyzed to find out the perception of the respondents on the problems faced by them in street vending business by using percentage analysis and to explore the influence of selected socio economic factors on their perception on the problems faced by using ANOVA.

6.1.Perception of the street vendors on the problems in street vending

Table 2. Perception of the street vendors on the problems in street vending

S.NO		Strongly Agree		Agree		neutral		Disagree		Strongly Disagree	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	Obtaining permits and licenses to operate	20	31	28	44	14	22	1	2	1	2
2	Street vendors often subject to police harassment and raids	22	34	25	39	12	19	3	5	2	3
3	Street vendors struggle with issues related to storage and transportation of their goods	17	27	29	45	13	20	4	6	1	2
4	It is common for street vendors to face competition and conflict with other street vendors	22	34	23	36	14	22	2	3	3	5
5	Street vendors struggle with maintaining stable and fair prices for their products	19	30	24	38	19	30	2	3	0	0
6	Street vendors often forced to move or relocate due to changing regulations and policies	22	34	25	39	13	20	2	3	2	3
7	Street vendors face difficulties in accessing basic amenities such as restrooms and running water	19	30	25	39	17	27	3	5	0	0
8	Difficulty in maintaining a stable income	17	27	28	44	14	22	3	5	2	3
9	It is common for street vendors to face discrimination and social stigma	19	30	21	33	18	28	4	6	2	3
10	Street vendors struggle with limited access to financial services and loans	17	27	25	39	17	27	4	6	1	2
11	It is common for street vendors to work long hours and in hazardous conditions	22	34	25	39	14	22	2	3	1	2
12	Difficulty in obtaining quality products	18	28	27	42	16	25	1	2	2	3
13	Street vendors are not aware about street vendor act ,2014 to protect themselves	20	31	20	31	17	27	5	8	2	3
14	Women street vendors may face harassment	20	31	25	39	15	23	2	3	2	3
15	Difficulties in managing public in high peak time	15	23	24	38	18	28	6	9	1	2
16	Schemes and subsidies provided by government are very limited	22	34	18	28	18	28	5	8	1	2
17	Increase in the number of super markets is a threat	10	16	35	55	13	20	3	5	3	5
18	Adopting digitalisation is really challenging	28	44	17	27	14	22	3	5	2	3

[Table 2](#) portrays the perception of the respondents towards the problems faced by the street vendors. Most of the respondents were agree that they directly or indirectly experiencing the problems stated in the [table 2](#).The problems stated were related to government regulations, marketing the products, Pricing, customer perception , health and hygiene concerns. It explains that a greater number of respondents (48%) stated that adopting digitalization is really challenging followed by harassment from police and raids (34%). Only less than 10% of the respondents were disagree with the above listed problems.

4.2.ANOVA Analysis

Analysis of variances is a statistical formula is to calculate the variances across the means of the different groups. A range of scenarios use it to determine if there is different between the means of different groups. $P > 0.05$ is the probability that the null hypothesis is true

Null hypothesis (H₀): The perception of the street vendors on the problems faced in street vending does not differ significantly based on age, gender, level of qualification ,income and experience in street vending

Alternative hypothesis (H₁): The perception of the street vendors on the problems faced in street vending significantly differ based on age, gender, level of qualification ,income and experience in street vending.

Table 3- Impact of selected socio- economic factors and perception of the street vendors on the problem faced in street vending

Factors		Mean	SD	No	Significance
Age	Below 25	41.7000	10.92449	10	.879
	25 - 35	38.0000	10.02663	16	
	35 - 55	38.8750	15.93004	24	
	Above 55	41.500	19.10598	14	
Gender	Male	38.7222	12.53022	36	.558
	Female	40.8929	16.93416	28	
level of education	No formal education	36.3125	15.48211	16	.159
	School level	39.9615	14.10385	26	
	UG	36.7000	12.05589	10	
	PG	39.8571	6.71884	7	
	Diploma	54.600	21.09028	5	
Income level	Below 500	43.1429	9.17294	7	.577
	500 – 1000	36.0000	10.48809	20	
	1000-2500	40.7037	17.52101	27	
	Above 2500	41.8000	16.01250	10	
Experienceof street Vending	Less than 1year	38.6250	15.23100	16	.870
	1 – 5 years	40.0952	15.88365	21	
	5 – 10 years	38.5263	11.38892	19	
	Over 10 years	43.3750	18.11028	8	

ANOVA was conducted to test the above hypothesis. The Hypotheses is accepted if the significance value is less than 0.05%. Table 3 shows that the hypotheses is rejected for all the selected socio- economic factors such as Age, gender, educational qualification, Income level and experience in street vending business of the street vendors. So the perception of the street vendors on the problems faced by them in street vending significantly differ based on age, gender, level of qualification ,income and experience in street vending.

VII. CONCLUSION

Street vendors are contributed to the well- beings of the urban and rural population by providing the goods and products at cheaper rates. the contribution of street vendors is important to the overall economy and labour market. This study portrays the perception of 64 respondents randomly selected in Coimbatore district to address the problem faced by them through direct interview method. The study found that most of the respondents are faced problems related to government regulations, marketing the products, Pricing, customer perception , health and hygiene concerns. They were also less aware on the policies and initiatives provided by the government for their betterment. Many vendors

were stressed due to a smaller number of people visiting them in recent time on the development of the malls and shops.

VIII. REFERENCE

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