

## **A Study On Street Vendors (Hawkers) In Palayamkottai Taluk, Tirunelveli District**

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### **ABSTRACT**

Street vendors (hawkers) face risk while purchasing the products. They do not have any guarantee for selling the purchased goods. The street hawkers face the problems in relating to buying and selling the products and receiving the amount. In considering these points, it is necessary to conduct the study to know more about the same. In this study, the street vendors are not highly satisfied with their job but they are forced by their tradition and the financial condition of their family. Majority of the street vendors suggested that the government should pay the insurance premium for street vendors. Majority of the street vendors prefer this hawking business for small investment, because they can't invest a large amount of money in their business. Most of the economically backward families are doing this work. So the Government should help the street vendors to provide subsidy and also loan facilities with low rate of interest from bank easily.

**Key Words:** Street Vendors, Products, Sales, Satisfaction and Problems

### **INTRODUCTION**

Street vending as a profession has been in existence in India since time immemorial. However, their number has increased manifold in the recent years. According to one study Mumbai has the largest number of street vendors numbering around 250,000, while Delhi has around 200,000. Calcutta has more than 150,000 street vendors and Ahmedabad has around 100,000. Women constitute a large number of street vendors in almost every city. Some studies estimate that street vendors constitute approximately two per cent of the population of a metropolis. The total number of street vendors in the country is estimated at around 1 crore. Urban vending is not only a source of employment but provide 'affordable' services to the majority of urban population. However, the street vendors are mostly affected instability in market prices. Also a significant part of their income is part to the local officials as inducements.

### **Scope of the Study**

This study is confined to the areas of Palayamkottai taluk of Tirunelveli district. The study has taken into account the street hawkers who deal mostly with perishable goods like vegetables, flowers, fish, fruit and eggs.

### **Statement of Problem**

Street vendors (hawkers) face risk while purchasing the products. They do not have any guarantee of selling the purchased goods. Besides marketing the product has become a big issue in view of competitions that prevail among them. In considering these points, it is necessary to conduct the study to have an in-depth view of their problems and suggest measures to solve.

## Review of Literature

Parikshit Chakraborty et al., (2018) in their study reveals that the term 'Street vendor' refers to those who are unable to get regular jobs in the remunerative formal sector on account of their low level of education and skills. However, street vending is an important activity related to urban areas. The terms Street vendors describe them are on basis of time or place where they work. The present study is comprehensive and review in-depth about their daily marketing and some spatial issues of street vendors near Tatanagar Rail Station, Jamshedpur. The present researchers attempt to explore the socio-economic milieu of street vendors of above said areas. The data has been collected by using observation method and with an aid of interview questionnaire and other qualitative methods including case studies. The study demonstrates that the male street vendors lead a better life with respect to income compared to the female street vendors. Although, the study also indicates that the pattern of subsistence in the daily market were not comfortable for street vendors; where most of the street vendors were not fit on the street daily market although they have no better option for living the live.

Narendra Kiran, et al., (2019) in their study reveals that street vendors are an integral part of urban economies around the world, offering easy access to a wide range of goods and services in public spaces. Even though street vendors are considered as informal, they are the vital contributors to Urban economies. The Informal Economy Monitoring Study (IEMS) revealed, ways in which street vendors are strengthening their communities: Street vending plays a major role in employment creation, production, and income generation. Street vendors are facing many problems in the workplace from the public, police personnel, politicians and local rowdies. The study investigated their Problems and prospects within the Visakhapatnam beach region. The government of India (Ministry of Housing and Urban Poverty Alleviation) passed the street vendors Bill 2013 in order to improve their standard of living. Street trade also adds vibrancy to urban life and in many places is considered a cornerstone of historical and cultural heritage. In this study, the researchers evaluated the problems faced by street vendors in their workplace and the prospects needed to get facilitated. The researchers selected 110 respondents from R.K.Beach to Bheemili Beach, located in Visakhapatnam Corporation by adopting convenient sampling and the study is descriptive in nature. Interview method was used to collect data. This study aims to find out the problems faced by the street vendors and prospects needed, in order to protect their rights and do their street vending business. The paper provides spatial solutions for policy measures for regulating these informal entrepreneurs.

## Objectives of the Study

1. To study the reasons for opting this Job;
2. To identify the factors to determining the sales and satisfaction of street vendors in the study area. and
3. To know the problems faced by the street hawkers.

## Methodology

The Tirunelveli district has eight blocks. In this research the researcher has selected Palayamkottai taluk where the number street vendors one in large numbers. Primary data were collected from them with a help of a questionnaire. Samples of 120 respondents were selected. The period of study has been restricted to one year from April 2020 to March 2021. The data collected were classified and analyzed by using the techniques like multiple regression and percentages.

## Result and Discussion

### Street Vendors Selling Product

The products which they sell are dairy products, household's article, vessels, pen, towels, mattress, food item etc. The street vendors also sell perishable goods like vegetables, fruits, flowers, fish etc. The street vendors sell the following commodities listed in the Table 1.

**Table: 1 – Street Vendors Selling Product**

Products	No. of Respondents	Percentage
Fish	12	10.00
Fancy Items	24	20.00
Vegetables and Fruits	22	18.33
Sweets / Eatable	40	33.34
Flowers	12	10.00
Others	10	8.33
<b>Total</b>	<b>120</b>	<b>100.00</b>

Source: Primary Data

Among the 120 respondents, 10 per cent of the respondents sell fish items, 20 per cent of the respondents sell fancy items, 18.33 percent sell vegetables and fruits, 33.34 per cent of the respondents sell sweets and other eatables. About 10 per cent sell flowers and the remaining 8.33 per cent sell kola podi, ice cream and pulses. Hence the majority of the respondents sell sweets and eatable.

### Reasons for Opting this Job

Table 2 gives the details about the reason for opting this job. About 13.33 Per cent of the respondents are traditionally doing this business. Most of them are vegetable and fruits. Twenty five per cent of the respondents are doing this business because they have no other opportunity. Lack of education and awareness are the main reasons for doing this work.

**Table: 2 – Reasons for Opting this Job**

Reasons	No. of Respondents	Percentage
Traditional Business	16	13.33
No other opportunity	30	25.00
More Profit	20	16.67
Small Investment	54	45.00
<b>Total</b>	<b>120</b>	<b>100.00</b>

Source: Primary Data

About 16.67 per cent of the respondent (10) doing this business, because they get more profit. By selling vegetable and fruits they earn more profit. During off season they switch over to some other business. Majority of the respondents that is 45 per cent (27) prefer this business for it required small investment. Most of the street vendors are economically backward.

### Determinations of Sales

In this section, an attempt has been made to analyze the factors which determine the total sales of the street vendors. The factors such as, quality of the product, variety, regular

buyers, whole sale, investment and different places are selected as determinants of sale of the street vendors in the study area.

In order to identify the determinants of sale, the following multiple regression model was estimated.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + U$$

Where,

- Y = total Sales (Rs.)
- X<sub>1</sub> = Quality of the Product
- X<sub>2</sub> = Variety
- X<sub>3</sub> = Regular Buyers
- X<sub>4</sub> = Whole sale
- X<sub>5</sub> = Investment
- X<sub>6</sub> = Different Places
- U = Disturbance Term

$\beta_0, \beta_1, \beta_2, \beta_3, \beta_4$  and  $\beta_5$  are the parameters to be estimated.

The above model was estimated by the method of least squares. The estimated results of the total sale of street vendors are presented in Table 3.

**Table: 3 - Estimated Results of Determinants of Sales for Street Vendors**  
Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
.853	.728	.720	229.41299

a Predictors: (Constant), X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>, X<sub>4</sub>, X<sub>5</sub>, X<sub>6</sub>,

**ANOVA**

	Sum of Squares	df	Mean Square	F	Sig.
Regression	29988560	6	4998093.406	94.866	.000
Residual	11210258	114	52630.318		
Total	41198818	120			

a Predictors: (Constant), X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>, X<sub>4</sub>, X<sub>5</sub>, X<sub>6</sub>,

b Dependent Variable: Total Sales

**Coefficients**

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
Intercept ( $\beta_0$ )	67.406	104.167		0.647	.008
Quality of the Product ( $\beta_1$ )	6.903	11.120	0.023	0.621	.001
Variety ( $\beta_2$ )	33.351	31.516	0.038	1.058	.002
Regular Buyers ( $\beta_3$ )	11.316	16.928	0.024	0.668	.005
Whole Sale ( $\beta_4$ )	40.964	20.144	0.074	2.034	.003
Investment ( $\beta_5$ )	0.849	0.036	0.856	23.649	.131
Different Places ( $\beta_6$ )	-2.291	-14.458	-0.006	-0.158	.874

a. Dependent Variable: Total Sale

In the case of street vendors sales, the R<sup>2</sup> indicates that all the explanatory variables together accounted for 72.80 per cent variations in the sale of street vendors. Out of six

independent variables, quality of the products, variety, regular buyers, whole sale and investment are statistically significant at 5 per cent level. Among them, all the factors are positively related to total sales. It shows that one per cent increase in these variables could increase the sale of the street vendors by 6.903per cent, 33.351 per cent, 11.316 per cent, 40.964 per cent and 0.849 per cent respectively. In the case of different places it is negatively related to the street vendors’ sales. It implies that an additional one per cent increase in this variable has brought reduction in the sales by 0.006 per cent. Among the significant variables, whole sale have a greater influence on the determination of street vendor sales. The ‘F’ value indicates that the fitted regression model was statistically significant at five per cent level.

**Problems in Marketing**

There are so many problems in the marketing. All the street vendors are facing some problems they are listed in to four categories.

**Table: 4 - Problems in Marketing**

Problems	No. of Respondents	Percentage
Theft	18	15.00
Natural calamities	28	23.33
Competition	42	40.00
Wastage	26	21.67
<b>Total</b>	<b>120</b>	<b>100.00</b>

Source: Primary Data

Most of the hawker in the study area said competition is the main problem. It constitutes 40 per cent. Tough competition among the street vendors selling same product leads to their improvement as well as their down fall. Next natural calamities and wastage are the other problems faced by the hawkers. It comes 23.33 per cent and 21.67 per cent respectively. They can’t use their perishable products for the next day which will be a loss to them. Theft is one of the universal problems which is found all over the world. It constitutes 15 per cent. From the table it can be inferred that competition is the main problem of the street vendors.

**Determination of Satisfaction**

In order to identify the determinants of the street vendors satisfaction, the following form of multiple regression model was fitted by the method of least squares.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + U$$

Where,

- Y = Level of Satisfaction
- X<sub>1</sub> = Quality Commodity
- X<sub>2</sub> = Co-operation of other vendors
- X<sub>3</sub> = Health Problems
- X<sub>4</sub> = Type of the Product
- X<sub>5</sub> = Sharing Knowledge to other vendor
- X<sub>6</sub> = Better Experience
- u = disturbance term

The estimated results of the level of satisfaction of the street vendors are presented in Table 5.

**Table: 5 - Estimated Results of Determinants of Level of Satisfaction for Street Vendors**  
**Model Summary**

R	R Square	Adjusted R Square	Std. Error of the Estimate
.530	.453	.326	102.26761

a Predictors: (Constant), X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>, X<sub>4</sub>, X<sub>5</sub>, X<sub>6</sub>,

**ANOVA**

	Sum of Squares	df	Mean Square	F	Sig.
Regression	19.177	6	3.196	0.989	.006
Residual	342.255	114	1.607		
Total	361.432	120			

a Predictors: (Constant), X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>, X<sub>4</sub>, X<sub>5</sub>, X<sub>6</sub>,

b Dependent Variable: Level of Satisfaction

**Coefficients**

	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
Intercept ( $\beta_0$ )	4.278	0.491		8.713	.000
Quality Commodity ( $\beta_1$ )	0.954	0.262	0.197	3.641	.004
Co-operation of other vendors ( $\beta_2$ )	0.810	0.184	0.032	4.402	.064
Health Problems ( $\beta_3$ )	0.250	0.088	0.045	2.841	0.250
Type of the Product ( $\beta_4$ )	0.690	0.093	0.056	7.419	0.002
Sharing Knowledge to other vendor ( $\beta_5$ )	-0.420	-0.163	0.045	-2.577	.010
Better Experience ( $\beta_6$ )	0.457	0.082	-0.096	5.573	.004

a. Dependent Variable: Level of Satisfaction

It is indicated from the results in Table 5 that all the six explanatory variables jointly accounted for 45.30 per cent ( $R^2$ ) variation in level of satisfaction of the sample households of street vendors. Among the explanatory variables, three variables are statistically significant at 5 per cent level. Among the significant variables, type of the products, better experience and quality commodity are positively related to level of satisfaction. It implies that one per cent increase in these variables may lead to an increase in the level of satisfaction of the street vendors by 0.690 per cent, 0.457per cent and 0.954 per cent respectively. In the case of sharing knowledge to the other vendors is significant and negatively related to level of satisfaction. Thus it is inferred from the analysis that the variable, quality of the products and better experience had a greater influence on the level of satisfaction. As per 'F' value, the fitted regression model was found to be significant at one percent level.

**Suggestions**

- ❖ They must have a purposeful organization among them elves in an effective manner so that they can maintain their income.
- ❖ The price fluctuations affect the street vendors. Some form of government should control are the price in an effective way to solve the issue.

- ❖ Government should help the street vendors to get loan facilities with low rate of interest from bank easily.

### Conclusion

In this study, the street vendors are not highly satisfied with their job but they are forced by their tradition and the financial condition of their family. Majority of the street vendors suggested that the government should pay the insurance premium for street vendors. Majority of the street vendors prefer this business for its small investment. Most of the street vendors economically back warded families are doing this work. So the Government should help the street vendors to provide subsidy and also loan facilities with low rate of interest from bank easily.

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