

A Study of Issue Marketing Practices of Street Vendors**Dr. Naykawade Toufik Harun**

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Abstract

Street vendor activity is playing very crucial role in urban economy. Most of unemployed, less educated and low capitalist are doing such type of activity for livelihood. In the distribution channel street vendor is a last distributor; he is direct connecting with customer. Effective marketing practices are help to business entities for growth in sales. The marketing communication is considered to be the lifeblood of business undertakings (Mramba 2015). Because of that researcher aimed to study the marketing practices of street vendors from selected cities. It has collected primary data from 50 street vendors by using convenient sampling method through scheduled questionnaire. It is descriptive research nature. Researcher assumed that street vendors are not using marketing practices. It is suggested the street vendors should became marketing competent.

Key Words- Marketing Practices, Marketing competent, Issues, Street Vendors

Introduction:

Street vendors are the playing very important role for fulfillment of demand of employment. Street vending business is a self-employed activity. Most of illiterate, less educated, availability of low capital and unemployed people are doing that type of activity in urban areas. The marketing communication is considered to be the lifeblood of business undertakings (Mramba 2015). Street vending activity also is a business activity. If any entity wants growth in sales he should take the help from the marketing practices. In the regular activity in urban area street vendors are playing very important role for fulfillment tiny demand of goods and services. Street vendors are the last distributor in the distribution channel for a large variety of products of daily consumption like fruits, vegetables, readymade garments, shoes, and stationery so on. If street vendors were to be eliminated from the urban markets, it would lead to a severe crisis for fruit and vegetable farmers, as well as small scale industries which cannot afford to retail their products through expensive distribution networks in the formal sector. Street vending is an essential part of informal sector. Because of street vending business number of people got self-employment job. Nearby 2 percent people working in this sector out of total population.^(MUDR)

By this law Street vendors is defined as a person who sale goods, articles, foods and any other commodity in the open public space. Mostly low earner group bought commodity from street vendors. In this sector there is no need of special education and skills, many vendors belonging form minimum education, less capital and lack of skills. Appropriate of financial support and insurance for extend the street vendor business. In countries like India, which are large in size, with different economic conditions, different geographical conditions, different educational and social conditions, retail trade exists on a large scale. With increasing disposable incomes, rapid urbanization and rising living standards, India is one of the most dynamic emerging economies in the Asia region.

Review of Literature

Jaishankar V. and Sujhata L. (2016) have identified a major constraint that faces the vendors while operating their business as well as socio-economic and environmental impact of street vending. This study conducted on the descriptive nature. It is considered 90 samples from city by using convenient sampling method. The underlined management plays an important role for development of any entity. Because of that researcher suggested to street vendor should focus on proper management. Gap – this study ignore to focus on management practices for street vendors. Dineshkumar P. and Bhanurekha M. (2021) have studied on factor

influence customers towards street marketing during in rural areas. Researcher has using the descriptive and empirical research nature. Data has collected through structured questionnaire from the 150 respondents from subpopulation/categories of street vending community. It is found the no significant difference between reason to purchase products in street market and buying from street market Improve your savings. It is conclude the customer satisfaction towards fast street marketing products in erode city is good. Gap- This study is not able to studying on marketing management practices of street vendors. Jaishankar V. and Sujhata L. (2016) have studied on the socio economic characteristics of street vendors of Tiruchirappalli District. It is used to Convenience sampling method to collect the data from 100 respondents. Researchers found that not any significant difference between the earnings of male and women and majority of them were satisfied with their occupation. It has concluded that street vending is a profitable business and contributes to the economy of self-employment which brings down the numbers of unemployed in the country. Gap- This study is unable to focus on management practices of street vendors. Martin Hilmi (2020) has exploring and attempting to ascertain, assess and diagnose street food vendors' EM characteristics and practices in BOP/subsistence marketplaces. It was found also that street food vendors' marketing characteristics were a 'mix' of entrepreneurial, micro, small and traditional marketing. It is conducted research via a qualitative adductive research method using secondary sources of data and information provided from case studies on street food vendors' marketing practices from 12 countries: it is said that street food vending practices can support improved and more intensive food distribution and possibly support the reduction in malnourishment, hunger and starvation. Gap – It is not focused on the financial and human resource management practices. Mramba N. R. (2015) it has study to explore the marketing communication strategies used by street vendors. Researcher has used qualitative data consisting interview and focus group discussion were collected from 59 respondents. It is found that, the MCS used by street vendors are weak and relatively similar, however, its choice is highly influenced by costs and marketing skills among street vendors. Researcher concluded the consumers' persuasion knowledge is

expected to hover in readiness to help in formation of valid positive attitudes about the marketer's products. Gap- It is not able to reveal the financial and human resource management practices of street vendors.

Problem of the Study-

Marketing is working lifeblood of business activity. Every business entity depends on his growth of turnover if entity wants to live life long he should focus on continually growth in turnover. Marketing always help to growth in sales and sales help to growth in turnover. The researcher want to growth in sales of street vendors, therefor he focused on following topic.

'A Study of Issue in Marketing Practices of Street Vendors'

Objectives of the Study

1. To study the marketing practices of mentioned street vendors from selected cities.

Methodology:

The methodology outlines the systematic approach adopted for conducting the study, including the methods for data collection, sampling techniques, and tools used for data analysis.

Research Design:

The present study follows a **descriptive research design** to investigate the marketing practices adopted by street vendors and their impact on selling turnover. The descriptive design helps to systematically describe the nature of marketing practices and their relationship with turnover in the selected geographical area.

Data Collection

The study is based on both **primary and secondary data sources**:

Primary Data: The primary data was collected directly from street vendors through a **structured questionnaire** designed to gather information on various marketing practices such as: Advertisement methods, Location selection criteria, Product packing patterns, Business experience, Types of business (fruit, footwear, cutlery, cloth vendors), Type of vendor (stationary or mobile vendor). The survey was conducted using **face-to-face interviews** with street vendors to ensure clarity and accuracy of responses.

Secondary Data: Secondary data was collected from various sources including Research journals, Articles, Government reports, Websites, Published theses, Newspapers. These sources provided insights into the broader context of street vending and marketing practices.

Sampling Method

The study adopted the **convenient sampling method** due to the scattered nature of street vendors and the absence of a formal database. A total of **50 street vendors** were selected from three municipal corporation areas Ichalkaranji, Peth-Vadgaon and Hupari. The sample included vendors from different product categories such as **Fruit, Footwear, Cutlery, Cloth vendors**, and Refreshment Stall ensuring diversity in the sample representation.

Hypothesis: The following hypothesis was formulated to test the relationship between marketing practices and selling turnover of street vendors

H0 (Null Hypothesis): There is no significant impact of marketing practices on the selling turnover of street vendors.

Data Analysis

The collected data was analyzed using **descriptive statistics** and **inferential statistical techniques**. The ANOVA (Analysis of Variance) test was applied to examine the significance of the impact of marketing practices on the selling turnover of street vendors. The results were interpreted at a **5% significance level ($\alpha = 0.05$)**.

Limitations of the Study

1. The study is limited to three selected cities, which may not represent all street vendors across different regions.
2. The responses of vendors are subjective and may vary based on individual perceptions.

Table No. 1

Street Vendor Business Profile and Sales Analysis

		Types of Business					Total	Grand Total
		C. V.	C. C.	F. V.	F. V.	R. S.		
Experience	1 to 10 Years	3	0	1	3	10	17	50
	11 to 20 Years	5	0	4	4	7	20	
	21 to	2	0	1	3	3	9	

	30 Years							
	31 to 40 Years	0	1	1	2	0	4	
Daily Turnover/Sale	Mean	16 90	20 00	21 86	21 83	17 10		
Type of Vendor	Stationary	8	1	7	12	19	47	50
	Mobile	2	0	0	0	1	3	
Location for trading	Given by the administration	0	0	2	3	1	6	50
	On the basis of Population	1	0	3	4	9	17	
	On the basis of Purchasing Power	1	0	1	0	0	2	
	At the opportunities available.	8	1	1	5	10	25	
Advertisement Tolls	Oral	9	0	1	9	7	26	50
	Social Media	0	1	6	3	13	23	
	Using Tape Recorder	0	0	0	0	0	0	
	Print Media	1	0	0	0	0	1	
Packaging Pattern.	Always	2	0	3	6	5	16	50
	Sometimes	4	0	3	4	8	19	
	Never	4	1	1	2	7	15	

(Source: Field survey) (C.V.= Cloth Vendor, C.C.= Cutlery Cart, F.V.= Footwear Vendors, F.V.= Fruit Vendors, R.S.= Refreshment Stall)

The given table no. 1 provides valuable insights into different types of businesses, including their experience, turnover, vendor type, location selection, advertising methods, and packaging patterns.

Most business owners have **1 to 20 years of experience**, indicating that while they are familiar with the trade, they are not highly seasoned. Only a small percentage have more than **30 years of experience**, suggesting that fewer traders remain in this occupation for extended periods. Regarding daily turnover, **footwear and fruit vendors** report the highest earnings, whereas **cloth vendors and refreshment stalls** have comparatively lower sales. This variation in turnover could be due to differences in demand, pricing, or competition.

A significant majority of vendors (**47 out of 50**) operate as **stationary businesses**, showing a preference for fixed locations, while only a few choose to be mobile. When selecting a location for trading, most vendors (**25 out of 50**) rely on **available opportunities**, rather than structured planning or administrative allocation. Population density also plays a role for some, while **very few vendors receive designated spots from the administration**.

In terms of advertising, **word-of-mouth remains the most common strategy**, used by **26 out of 50 vendors**. However, **social media is also gaining popularity**, particularly among footwear and refreshment stall vendors. **Traditional advertising methods like print media and tape recorders are almost non-existent**, highlighting a shift toward digital and direct marketing approaches.

Packaging patterns among vendors vary. Some vendors (**16 out of 50**) **always pack their products**, likely focusing on hygiene and presentation, while **19 vendors do so occasionally**. Meanwhile, **15 vendors never pack their products**, possibly due to the nature of the goods they sell, such as ready-to-eat food or bulk produce.

Overall, the data reflects a **preference for stationary businesses**, reliance on **word-of-mouth and social media for advertising**, and **location selection based on available opportunities**. It also highlights **diverse packaging practices** and a **broad range of experience levels among vendors**.

Suggestion:

To improve their marketing effectiveness, vendors should integrate digital strategies with traditional approaches. Expanding the use of social media platforms like Facebook, Instagram, and WhatsApp can help attract new customers through

product images, testimonials, and promotional offers. Since word-of-mouth remains the primary advertising method, vendors can introduce referral discounts or loyalty programs to encourage repeat purchases. Choosing a trading location based on foot traffic analysis rather than just availability can maximize sales potential. Enhancing product packaging with simple branding or eco-friendly materials can improve customer perception and hygiene. Vendors should also explore local advertising through posters, community Whats-App groups, and small influencer collaborations to reach a wider audience. Additionally, hosting discount days or social media check-ins can create organic buzz and increase foot traffic. Implementing these strategies will help vendors strengthen customer engagement, boost sales, and build a more competitive presence in their markets.

Hypothesis Testing

H0 - There is no significant impact marketing practices on selling turnover of street vendors.

Table No. 2

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	5083111.948	6	847185.325	.593	.734 ^b
1 Residual	61413688.052	43	1428225.304		
Total	66496800.000	49			

a. Dependent Variable: How much is your average daily Turnover/sale.

b. Predictors: (Constant), How do you advertise your products? How do you choose the appropriate Location for trading? Packing Pattern of your products. , Experience f in this occupation., Types of Business, Type of vendor:

(Source: SPSS Output)

The p-value (0.734) is greater than 0.05, which means the model is not statistically significant. Therefore, the evidence is insufficient to reject the null hypothesis (H0). This result indicates that the marketing practices (such as advertising methods, location selection, packing patterns, experience, type of business, and vendor type) do not have a

significant impact on the selling turnover of street vendors in the sample.

Conclusion

The study explored the marketing practices of street vendors from Ichalkaranji, Peth-Vadgaon, and Hupari Municipal Corporation areas. The findings revealed that most vendors rely on traditional marketing methods like word-of-mouth rather than formal advertisement strategies. The analysis through ANOVA indicated that marketing practices such as advertisement methods, location selection, product packaging, and vendor experience do not significantly impact their selling turnover, as the p-value (0.734) exceeded the significance level of 0.05. This suggests that factors like customer relationships, pricing, and market demand might have a greater influence on vendors' daily sales. The study highlights the need for vendor training programs, financial assistance, and better infrastructure support to improve their business performance.

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