



**ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT**

**Thesis on
DETERMINANTS OF MARKETING PERFORMANCE OF STREET
VEGETABLE VENDORS: THE CASE OF NIFAS SILK LAFTO SUB –
CITY, ADDIS ABABA, ETHIOPIA**

**Submitted in Partial Fulfilment of the Requirements for the Award Master of Arts Degree
in Marketing Management from Addis Ababa University, School of Commerce**

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DECLARATIONS

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Abstract

Street vegetable vending is a growing informal economic sector in major cities of Ethiopia. However, the marketing performance of street vegetable vendors has remained beyond the horizon of empirical investigation. The major objective of the present study is to examine the determinants of marketing performance of street vegetable vendors in Nifas Silk - Lafto Sub – city of Addis Ababa. The sub – city was considered as sample study area due to an ever expanding street vegetable vending and hence availability of representative individual respondents. Five street vegetable markets were selected using random sampling technique. A total of 160 individual samples were selected from each street vegetable markets using probability proportional to size sampling technique. Both quantitative and qualitative types of data were collected from primary and secondary data sources. The data were largely gathered using structured interview schedule along with FGD, observation, key informant interview and personal observations. The data was first entered and cleaned in excel and then exported to SPSS Version 22. Both descriptive and econometric models were employed as data analysis techniques. This study found that onion (90%), tomato (73.12%) and potato (45.63%) were dominantly traded vegetables in the sample street markets. It is also found that age of the street vegetable vendors has a significantly high positive association with marketing performance ($r = .860$, $p = .000$). Strong positive association was also observed between start – up capital and marketing performance ($r = .888$, $p = .000$). Results of the MLN result indicated that a unit increase in vegetable selling price and start – up capital causes a 0.160 and 0.250 units increase in marketing performance respectively. Vegetable mix, experience and family size also had a significant and positive effect on marketing performance. Perishability and regulations had negatively affected marketing performance. Gender, marital status and education did not show a marked effect on marketing performance. Based on findings of the study establishment of street vegetable vendors support fund, provision of hygienic and safe market places and providing technical training on preservation of perishable vegetables were recommended to enhance marketing performance of street vegetable vendors in the study areas.

Key Words: Marketing Performance, Street Vegetable Vendors, Vegetable mix, Start-up capital, Vegetable vendors support fund

Acronyms

CSA	Central Statistics Authority
FGD	Focus Group Discussion
GO	Governmental Organization
ILO	International Labour Organization
LDCs	Least Developing Countries
MLR	Multiple Linear Regression
MP	Marketing Performance
NGO	Non – governmental Organization
PM	Profit Margin
PPS	Probability Proportional to Size
ROA	Return on Asset
ROI	Return on Investment
SME	Small and Medium Enterprises
SPSS	Statistical Package for Social Sciences
UNDP	United Nations Development Program
VIF	Variance Inflation Factor
WIEGO	Women in Informal Employment: Globalizing and Organizing

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I. INTRODUCTION

1.1. Background of the Study

Street vendors have an important role in the informal economy by making a significant contribution. Studies indicate that over 25% of the workers globally operate in the informal sector. Due to the constant influx of people from the rural areas, the informal economic activities mobilize 30% to 80% of the workforce especially in the urban regions of the developing countries. The shortage of productive employment growth which takes place at a far lower rate compared to the growth in the labour force leads to the emergence of the informal sector is largely attributed to divergence (Alebachew, 2017) between the growth in urban population with limited income to meet the needs of housing, food and clothing of themselves and their families generates a significant demand for a variety of products and services which can be supplied by informal sector vendors (Alebachew, 2017). In this study, the terms “hawkers” and “street vendors” have the same meaning. (Bhowmik, 2005) uses these two terms interchangeably in his study of street vendors in Asia. A hawker is a person who sells any article in any public place or on any street, whether it is for human consumption or not. Street vendors buy products from wholesalers, manufacturers or large scale retailers and sell it to the final consumers in profit. Vendors can be a flexible (Mobile) i.e. move from one point to another searching for customers, or stationary (fixed) i.e. they position their products at the same place every day (Asiedu & Agyei- Mensah, 2008).

Street vendors: According to (Jain, et.al, 2016) uses street vendors interchangeably with “street trader” or “street hawker”. Street vendors are distinguished from vendors who use off-street markets, which can be public/private. When, they move off the street, they are referred to as market vendors/micro entrepreneurs, although their businesses might be the same or they may be in mobile in the sense that they move from place to place by carrying their wares on push carts or in baskets on their heads. An integral component, distributors of goods and services at affordable prices and those who provide consumers with retail options and form a vital part market of a city are described as Street Vendors (Broomley, 2000).

Street vendors normally encounter high levels of risk with respect to conflicts with local authority laws, the police, formal business owners, and the public concerning the use of roads, open spaces, traffic and unfair competition (Otoo, Ibro, Fulton, & Lowenberg-Deboer, 2012). In many African countries street vending business is considered to be illegal because they do business in unauthorized areas. When caught by police, street vendors are required to pay fines, jailed, lost their products and sometimes pay a bribe (Bhowmik, 2012). Street vendors are also constrained by low levels of skills, capital, and weak business strategies (Lyons, Brown, & Msoka, 2014). However, they continue to be the source of employment, earnings, and supplier of low priced products for the less educated young generation in developing countries (Bhowmik, 2012). A study by (Lyons & Msoka, 2009) noted that street vending business in Tanzania shall continue to grow because, of the lack of formal employment.

Street vendor plays a very dynamic role in the urban economy, providing necessary items, which are largely durable and cost-effective to average income earning people at an affordable rate (Saha, 2011). The alleviation of poverty has been a top concern of nations particularly those in the developing countries like Ethiopia. Some of the reasons are due to lack of gainful employment in the rural areas and however, these people generally possess low skills and lack the level of education required for the better paid jobs in the organized sector. Street vending is not only a source of self-employment to the poor in urban and rural areas but also a means to provide "affordable" as well as "convenient" services to a majority of the population. The significance of the street vending industry has often been ignored because it is considered as part of the informal sector. As defined by ILO (1991), the term "informal sector" refers to very small scale units producing and distributing goods and services consisting largely of independent self-employed producers, which operates with very little capital or none at all and utilizes low level of technique and skill, which therefore operate at a low level of productivity generally provide very low irregular income and highly unstable employment to those who work in it. Street vendors are distinguished from vendors who use off-street markets, which can be public/private. Street vendors are very visible workforce, yet it is difficult to accurately estimate their numbers. Official statistics are available for some countries, though they may underestimate the population engaged in street vending (WEIGO, Street Vending, 2016).

Many reasons contribute to Vegetable Street vending in spite of the difficult working conditions. The need to meet financial obligations such as providing food, paying rent and school fees could be one of the reasons why people engage in street vending. Lack of formal employment could be another reason why people are forced to seek informal employment as street vending. The lack of skills could result in an inability to secure employment in the formal sector; hence people may resort to street vending when there are no other means of earning a livelihood. Another characteristic of street vendors is that they possess low educational skills (Renner & Pegler 1997; Jensen, 2003; Mitullah, 2004; Saha, 2011). However, (Austin, 1994) states that street vendors have a certain skill which involves an ability to negotiate transactions with customers.

Consumers in urban centres and cities generally access vegetables from two primary sources. These are formal and informal markets. Formal markets are described by (Rajiv, 2010) as those outlets that are characterised by high quality produce and food safety standards and where the activities of marketing agents can be monitored with relative ease. Operations in such markets are also regulated by law and owners are subjected to annual tax payments. Examples of formal market outlets include supermarket chain stores and retail outlets that specialise in fruits and vegetables. Vegetables sold by vegetable street vendors in the province are many and varied. The common ones are potatoes, sweet potatoes, tomatoes, onions, cabbage, lettuce and spinach. The vegetables offered for sale are definitely better priced than in stores and fresher. According to (Bhowmik, 2005) hawkers offer the same quality in nutrition and the same quantity of agricultural products any retail store can offer but at a lower price.

Marketing Performance: basically, the sale is one of the performance marketing which is the level of work achieved by the company during the period, compared to the operational objectives, standards and criteria that have been set previously. (Pribadi and Kanai, 2011) argue that performance marketing is an achievement that earned the company from marketing activities are done. Performance marketing is more precisely measured through the customer's perspective, namely customer satisfaction, customer profit-ability, and the acquisition of new customers. According to (Stern *et al.*, 1996), market performance is a multi-dimensional concept that can be assessed by considering a number of dimensions including effectiveness, equity, productivity, and profitability. In general, market performance refers to the impact of structure

and conduct as measured in terms of variables such as prices, costs, and volume of output (Bressler and King, 1979).

Presently, in Ethiopia, people are engaging in street vending and they are expanding rapidly specially on the vegetables, with or without any support from the government or other agencies as their means in surviving their livelihoods. At same time, the income of street vegetable vendors becoming dependent on the cash income from sales growth of vegetable. Vegetables street vending has shown a dramatic increase in Addis Ababa. However, the marketing performance of these street vegetable vendors has remained beyond the horizon of scientific research. Therefore, the purpose of this study is to investigate the determinants of marketing performance of street vegetable vendors in terms of sales of vegetable specifically in Nifas Silk Lafto Sub-city Addis Ababa.

1.2. Statement of the Problem

In Addis Ababa, most of the urban people get easy access of vegetables from street vegetable vendors. However, street vendors in general and vegetable street vendors in particular face several problems. As street vegetable vendors are from economically disadvantaged socio – economic stratum, their vegetable supply is so small that they can't benefit from economies of scale. As a result street vegetable vendors' are characterized by small sale volume and small profit.

Moreover, street vendors have not become changed their value of sales and profitability in terms of return of investment. Most of them provide the main source of income for their households, bringing food to their families and paying school fees for their children, also they create jobs, not only for themselves but for porters, transport operators and others and generates revenue for the town through payments for permits, fees and fines. Although the informal street vegetable vending activity requires very low investment as compared to other activities, most of the street vegetable vendors marketing performance has not bring significant change in their return on investment, income, and profitability , accordingly they have difficulty of changing or entry in to formal vegetable vending sector; unable to increase their sales volume and monthly income. Accordingly, (Bhowmik, 2002) stated that the street vendors do not make much profit from their sales and they tend to move from one place to another to get better markets. Furthermore,

(Holness *et al*, 1999) state that vegetable street vendors are always concerned about low profit levels, particularly when they have to purchase their stock from expensive wholesalers.

Efforts made, so far, address street vending by way of providing small vending shops and allowing Sunday street markets had little to contribute to narrowing the problem. However, street vending has rather expanded in volume and continued as irritation for the city residents and a threat to legal traders. It is also considered as the chief source of self-employment for the unskilled labour force that has been increasing in each passing day as a result of increased rural-urban migration (Assefa, 2014).

Therefore, much more needs to be understood in Addis Ababa about the determinant factors that influence on their market performance of street vegetable vendors and key role of the informal sector - to what extent street vending activities provides a means of income to the urban poor and unemployed of the society. It is thus needed to look at the issue through the eyes of marketing experts, which is my interest. In this stance, this study is designed with the chief intention of investigating the major determinants of the marketing performance of street vegetable vendors which has remained beyond empirical investigations so far.

1.3. Research Questions

This study tries to answer the following research questions;

- **RQ1:** Do socio – economic variables have strong effect on street vegetable vendors marketing performance in Nifas Silk Lafto sub – city of Addis Ababa?
- **RQ2:** How does the start-up capital affect the marketing performance of street vegetable vendors in Nifas Silk Lafto sub-city of Addis Ababa?
- **RQ3:** How does regulation affect the marketing performance of street vegetable vendors in Nifas Silk Lafto Sub – city of Addis Ababa
- **RQ4:** How does vegetable selling price affect the market performance of street vegetable vendors in Nifas Silk Lafto sub-city of Addis Ababa?
- **RQ5:** To what extent vegetable product mix affect the market performance of street vegetable vendors in Nifas Silk Lafto sub-city of Addis Ababa?
- **RQ6:** How much perishability of vegetable affect marketing performance of street vegetable vendors in Nifas Silk Lafto Sub – city of Addis Ababa

1.4. Objective of the Study

General Objective

The general objective of this study is to examine the major determinants of marketing performance of street vegetable vendors in Nifas Silk - Lafto Sub – city of Addis Ababa.

Specific Objectives

- To investigate the effect of socio – economic variables on the marketing performance of street vegetable vendors in Nifas Silk Lafto Sub – city of Addis Ababa.
- To examine the effect of start – up capital on the marketing performance of street vegetable vendors in Nifas Silk Lafto Sub – city of Addis Ababa.
- To evaluate the effect of regulation on the marketing performance of street vegetable vendors in Nifas Silk Lafto Sub – city of Addis Ababa.
- To assess the effect of vegetable selling price on the marketing performance of street vegetable vendors in Nifas Silk Lafto Sub – city of Addis Ababa.
- To identify the effect of vegetable products mix on marketing performance of street vegetable vendors in the in the study area.
- To investigate the effect of product perishability on marketing performance of street vegetable vendors in the study area

1.5. Significance of the Study

This study to identify the determinants of marketing performance of street vegetable vendors in Nifas Silk Lafto Sub-City. Since street vegetable vending enormously involving the poor and unemployed segments of the society, it is quite essential to study the determinants to marketing performance of vegetable sales. Street vending activities allow individual to generate income with minimal investments and less human capital. Street vendors play an important role in informal sector but not gained proper recognition and benefit due to many determinant factors that contributing for their sales marketing performance. Street vendors provide services and goods to the middle and lower-middle class urban and city population like Addis Ababa. Therefore, efforts are being needed to identify market performance determinants and make recognize street vending activities as a job to earn a living income for many unemployed and poor people. Hence, this study will have to be benefited vegetable street venders, marketing agents and governments to make appropriate decision in vegetable sailing and marketing, and also will have significant contribution for marketer and to the identification of determinants of

marketing performance and socio economic influences of street vendors will be assisted the decision makers to formulate appropriate policies including the role of street vendors in urban trading by identifying the importance of street vendors' participation in street vending and determine their income that will be resulted from doing vegetable sales and marketing. And also, the study will have to be contributing for street vendor marketing management bodies, strategy and policy planners to provide the marketing strategy to support street vendors to become formal vendors and understand significant contribution of street vendors to engage in formal vending activity in the country.

1.6. Scope of the Study

The informal business is highly expanding in Ethiopia. The scale of expansion is alarming in Addis Ababa city administration. Thus, the impacts produced as a result of such expansion, the market performance of the informal economic sector and its determinants and so forth should be studied at macro, meso and micro levels. Studies that include substantially all marketing commodities are essential. It is known that marketing performance of street vegetable vending is determined by several explanatory variables. However, the scope of this study is limited to independent variables of marketing performance of street vegetable vendors specifically hypothesised in this study. These independent variables include start-up capital of street vegetable vendors, vegetable perishability nature, regulation on street vegetable vending, vegetable selling price and diversified vegetable products sell to street vending. However, the scope of this study is limited in terms of commodity and geographic coverage. Accordingly, it was conducted in selected five potential vegetable street local markets namely; Saries, Haile Garment, Mekanissa, Hanamariam and Jemmo areas located in Nifas – Silk Lafto sub – city.

1.7. Limitation of the Study

Being we are in COVID-19 epidemics and found under state of emergency some vendors were reluctant to give me the necessary information due to fearing of the virus transmission. In addition, since street vending is illegal, it was difficult to do data collection as some vendors were not willing to talk to me. Furthermore, it was a challenge to find the street vegetable vendors as they were scattered in different places and it was time consuming for me because I had to move from one vendor to the other asking if they were in the market before they went to the streets. Generally, due to the nature of my respondents carrying out the research was time

consuming because the street vendors had to attend to their customers as well as talk to me. Nonetheless, I managed to carry out my field work.

1.8. Organization of the Study

This thesis consists of five chapters. The chapters are comprised of: Introduction, Review of Related Literature, Research Design and Methodology, Data Analysis, and Summary of findings, Conclusions and Recommendations.

This chapter has presented the background of the research topic, outlined the research problem, research questions and objectives, scope and limitation of the study, and discussed the study's contributions.

Chapter 2 reviews the existing literature on Concept of street vending in a global perspective; causes of street vending; growth of vegetable vending activities in the economy; pricing and displaying of vegetables in the street vegetable market; quality of the vegetables sold by street vendors; marketing communication strategies used by street vendors; selling or marketing strategies of hawkers; street vendors access to markets and market relations; characteristics of vegetables marketing; and challenges of street vendors face in the market and discussed the reviewed studies and finally presents hypothesis of the study and the conceptual framework adopted to suit the study.

Chapter 3 discusses research reasoning approach, design and methodology: the type and design of the study. It also includes sampling technique, data collection methods and method of data analysis that has been used in the study. Finally, this part presents the results of reliability and validity tests and Ethical considerations have been included.

Chapter 4 presents the summarized findings of the study and discusses them in detail.

Chapter 5 discusses the results and contributions of the study, implications for practitioners, together with the limitations of the study, directions for future research, and conclusions from this research.

II. LITERATURE REVIEW

This section deals with important concepts pertinent to the issues to be addressed in the study. It is going to deal with conceptual and theoretical literatures available in relation to informal sectors, street vendors, marketing performance and so forth. Moreover, it covers empirical evidence on determinants of marketing performance of informal sectors with special emphasis on street vegetable vendors.

2.1. Theoretical Review

2.2.1. Concept of Street Vending in a Global perspective

A research paper, ‘Street Vendors in Asia’ by (Sharit Bhowmik, 2005) claims street vendors to be the most visible segment of the urban informal economy, it is indisputable that there are thousand’s – and in some cases, tens or hundreds of thousands – of street vendors in most big cities of the developing countries. In some countries, official statistics on street vendors are available, though they likely underestimate the total number of people engaged in street vending (Bhowmik, 2005).

Street vendors in Mexico City; push-cart vendors in New York city; rickshaw pullers in Calcutta; garbage collectors in Bogota; and roadside barbers in Durban. Those who work on the streets or in the open-air are the more visible occupational groups in the informal economy. The streets of cities, towns, and villages in most developing countries – and in many developed countries – are lined by barbers, cobblers, garbage collectors, waste pickers, and vendors of vegetables, fruit, meat, fish and snack foods of non-perishable items ranging from locks and keys to soaps and detergents, to clothing. In many countries, head-loaders, cart pullers, bicycle peddlers, rickshaw pullers, and camel, bullock, or horse cart drivers jostle to make their way down narrow village lanes or through the maze of cars, trucks, vans, and buses on city streets (WIEGO, 2014).

2.1.2. Causes of Street Vending

According to (Bhowmik, 2005), people join street vending to have a source of income. Street vending is also employed as means of avoiding depending on others for economic purposes. Street vendors use their personal saving as start-up capital to begin street vending. Lack of gainful employment coupled with poverty in rural areas has pushed people out of their villages in

search of a better existence in the cities. These migrants do not possess the skills or the education to enable them to find better paid, secure employment in the formal sector and they have to settle for work in the informal sector. In industrial countries the informal sector will appear due to loss of jobs because of closures, down-sizing or mergers in the industries they worked in and the employers or their family members had to seek low-paid work in the informal sector in order to survive. The first category namely low skilled rural migrants exist in all countries of Asia but they are more prevalent in the poorer countries such as India, Bangladesh, Nepal, Cambodia and Vietnam. These countries did not have a strong industrial base and in the past too. The urban workforce was engaged mainly in the informal sector. The second category, namely, workers who were earlier in the formal sector, exists in countries such as Philippines, South Korea, Thailand, Malaysia, Indonesia and India (Bhowmik, 2005).

2.1.3. Growth of Vegetable Vending activities in the economy

With the population in townships expanding due to natural growth and rural-to-urban migration the demand for fresh vegetables is on the rise. Producers respond by shifting their crops to vegetables that have a higher market value. (Brimley, 2000) states that street vending is growing at a tremendous rate and that it reflects some structural change or defect in the economy as a whole. The rapid increase in street vending is attributed to factors such as the economic crisis, mass unemployment and the growth of the informal sector.

According to. (Freudenberg *et al*, 2006) in their study on public health, hawking of fruit and vegetables is viewed as a good practice, because it enables different classes of people to have access to a variety of affordable nutritional food. (Bhatt, 2006) stated that the middle class enjoys buying fresh produce at low prices from hawkers. Though there is a good deal of competition among street traders and hawkers which may relieve a surplus, but not the satisfaction of the shops consider it as an encroachment on their legitimate trade (Herremans and Ryans, 1995). According to (Saha ,2011), most street vendors sell vegetables because the profit margins from vegetables selling are higher compared to those from other products, and it requires low investment compared to other activities.

Street vending is a time-consuming and physically demanding occupation but helps poor and rural families to assemble a living wage (Lincoln, 2008). It has been argued that street vending

attracts those who have limited opportunities to obtain formal employment or prestigious businesses, but still, it is increasingly becoming an option for many citizens (Mitullah, 2003). The lack of gainful employment coupled with poverty in rural areas has pushed people out of their villages in search of better existence in the urban areas. Because these people lack skills they engage in informal businesses such as hawking of fruit and vegetables (Bhowmik, 2005). Most street vendors or hawkers start their trade because there is no other source of income and employment (Mitullah, 2003). According to (Bhattacharyya, 2001), street vending helps to make ends meet for the urban poor. It is also important to mass consumer goods companies as a means to dispose of products, often through cash or consignment sales from the stores. The people who start out as street hawkers or vendors do not do so with the idea of remaining on the street forever, but with the intention of moving at some point to markets away from the public thoroughfare in order to conduct their activities under better conditions (De Soto, 2002). (Gibbon, 1995) stated that street vendors do not make big profits, but are assured of some income at the end of the day. However, (Austin, 1994) states that most street vendors are not worried about expanding the business; they are worried about simply staying in the business. Most of the sales of vegetable occur through street hawking, small shops and open-air markets and not through supermarkets, because most people do not have the transport required to travel to centralized outlets and therefore prefer to buy on their doorsteps from hawkers (Maxwell & Slater, 2004). The vegetable vendors participate in all aspects of marketing, from sourcing of market information on products and prices, to preparing commodities for sale, negotiating, transacting of sales, transporting of produce to the market place, displaying, promoting and the actual selling. The street vendors' knowledge of the dynamics in the market provides them with the necessary tools to maximize their income, and gives them the information necessary for production planning (Cummins & Harvey, 1996).

2.1.7. Pricing and Displaying of vegetables in the street vegetable market

Street vendors' prices of their products are lower than those sold in the established markets (Wallace, 2001; Arora & Taore, 2010). The prices of the street vegetables are low and the urban poor benefit from this (Bhowmik, 2005). Street vendors sell their vegetables at a very low price at the end of the day when the sun starts to set. They are compelled to do this because of inadequate storage facilities. Street vendors do not want to carry back the remaining stock which

was not bought and then have to come back with them the following day (Banik, 2011). The demand for vegetable Street vendors is viewed as a social phenomenon; they are there because they offer goods at cheaper prices compared to retailers in the formal sector (Zitter, 2007). There is no rule on pricing of the Street vendors' vegetables. However, a hawker has to bear in mind that the consumers will be pleased if they can save a little when buying from them instead of in a retail store. Vegetable Street vendors typically display the price list and they charge each consumer based on his or her willingness to pay (Mehta, 2006). Most of the time the Street vendors negotiate the prices and quantity of the product sold. According to (Kapila, 2009), in the pricing process, Street vendors extract as much consumer surplus as they can, rather than charging uniform and competitive prices. The hawking business requires some basic tools such as baskets, knives, scales, and an umbrella to protect the hawker from the sun, and sometimes a table to display the goods and keep them above the muddy dirty floor of the market (Agnello and Moller, 2004). Street hawkers use different methods and structures to display their commodities. Some pile their commodities such as onions and tomatoes and use measuring equipment in the form of plastic bags, tins and baskets. The structures used for displaying commodities include tables, racks, wheel burrows and handcarts. Other hawkers display their goods on the ground, on mats or bags, while others simply carry their commodities in their hands and their shoulder.

2.1.8. Quality of the Vegetables Sold by Street Vendors

In developing countries, public markets and street vendors or hawkers are the main outlets for fresh vegetables. Hawkers offer wide varieties, qualities and prices on vegetables (Bezemer, 2006). Street vendors provide nutritious vegetables to their customers at affordable prices (Bhowmik, 2005; Muzaffar *et al.*, 2009). According to (Jongen, 2002), the quality of fresh vegetables needs to be taken into consideration before a hawker or any seller can put products on the market. Quality criteria include: appearance of the vegetables, which is the key factor for consumers when purchasing vegetables, the right size, shape and colour will enable consumers to make decisions about the degree of ripeness of the vegetables they prefer. Texture refers to the softness and hardness of the vegetables which can only be established or measured when the vegetables are eaten. Street vendors must ensure good storage for the vegetables to avoid wilting or shrivelling of their vegetables. Other quality criteria are flavour and aroma. Total flavour can rarely be assessed by the consumer prior to purchase, but it is critical for subsequent purchases of

a particular vegetable. Consumers can, to some extent, determine the aroma before purchasing the product, but it tends to be important as a positive factor only in highly aromatic vegetables, such as garlic. According to (Simopoulos and Bhat, 2000) hawking activities are unhygienic and can lead to pollution in town streets. They state that street vegetables are always exposed to dust, vehicle fumes, flies and insects, and few hawkers take precaution to protect their products by covering them.

2.1.9. Selling or Marketing Strategies of Hawkers

As in most businesses, location is very important when starting a hawking business. Hawkers prefer downtown locations where pedestrian traffic is high and sidewalks are wide (Cohen *et al.*, 2000; Kebbed, 2004; Manganga, 2007). Hawkers' marketing strategies depend on their selection of sales area. Different types of hawkers market their vegetable differently depending on the area in which they are selling, and they often establish their businesses in those areas of the city with the highest pedestrian traffic (Butcher & Verayutham, 2009). (Bhowmik, 2010) states that hawkers concentrate in areas of high residential density, high transportation transfer or near commercial centres where there is a flow of large numbers of people per day. (Bhowmik, 2010) also mentions that the distribution of the street hawkers varies according to the city's lay-out; it also depends on the type of commodity a hawker sells and the space available in the market.

According to (Asiedu and Agyei-mensah, 2008), most of the hawkers locate themselves in strategic, easy to be seen spots that attract heavy human and vehicular traffic. Those spots are usually found along major roads and streets, shopping centres and public offices. (Bromley, 2000) also states that hawkers concentrate very heavily in a few locations, and those locations are typically the points with the highest levels of pedestrian and vehicular congestion. In turn, Bhattacharyya (Bromley, 2001) states that hawkers logically sell in areas where people gather and where there is adequate demand for their products. Some of the hawkers prefer to sell their vegetables on the streets rather than at hawkers' markets. By doing this they gain a lot from their business, because they are easily noticed by buyers and they also have an opportunity to influence customers or market their vegetables to the customers (Banik, 2011). (Tissington, 2009) also states that location is an extremely important element in the hawking business. Hawkers choose their selling sites on the basis of potential customers, frequency of passers-by, proximity to where they live and affordability of rentals. (Rengasamy, 2002) further states that

the build-up density of the neighbourhood is an important factor, which may reduce distance between the hawker and customers and save the hawkers' time and physical efforts to transport the products. Hawkers' earnings vary from location to location. Hawkers earn more in commercial areas compared to residential areas (Arjun, 2008). However, (Cohen *et al.* 2000) state that hawkers operating in the middle and upper class neighbourhoods make fewer transactions, but their return is usually higher. According to (Huyer and Westholm, 2007) hawking is not only an urban phenomenon. Hawkers are particularly numerous along village crossroads. Many farmers practise road hawking or market hawking as a second or seasonal job.

The average income of hawkers differs according to the type of business they are involved in. Hawkers operating at private hawkers central shopping complexes obtain the highest average income. Areas characterised by higher income are not considered to be the best by vegetable hawkers, since the residents usually have servants who go to the retail markets for them. The peacefulness of the neighbourhood also makes it difficult for hawkers to go around attracting attention by shouting (Kartik & Srikanta, 2007). On the other hand in low-income areas, consumers mainly want to purchase on credit, so they usually avoid the hawkers to purchase at local retailers where they will be offered credit facilities (Rengasamy, 2002). Vegetable hawkers prefer mixed-income areas because of the support they get from the consumers. According to (Tracey-white, 1995), hawkers markets provide low-cost retail facilities based on small-scale operations and are typically found in the low and middle-income, higher density areas of cities, small towns and in the centres of villages in rural area. (McCullough *et al.* 2008) observe that street hawkers in the higher-income neighbourhoods tend to sell their vegetables at slightly higher prices than the nearby supermarkets, and the quality of their vegetable tends to be substantially better than those in the supermarket. On the other hand, street hawkers in the lower-income neighbourhoods tend to sell their vegetables at significantly low prices than the nearby supermarket.

Street hawkers purchase vegetables on a daily basis from the markets, and sell them out of baskets or at street stands (Bezemer, 2006). (Agnello and Moller, 2004) state that hawkers start early in the morning by buying goods from the wholesalers, then travel to the selling place where they sell the whole day. Vegetable hawkers start working early in the morning, when they buy their wares from merchants in the wholesale markets. They often borrow from the merchants at a

very high interest rate .Most of the vegetable hawkers support their livelihood together with vegetable growers, by setting up their own wholesale vegetable shop in the main wholesaler market place to link growers directly to street hawkers, thereby cutting out the exploitative middle men. As a result, both vegetable growers and hawkers obtain better prices for their produce (Parker & Sommer, 2011). The business of hawking is generally straightforward. Hawkers offer regular customers a discount and try to establish some rapport with them, but that seems to be the limit of what they customarily aim to achieve to improve their profitability (Walsh, 2010). Different hawkers selling different products are found in towns. Among those hawkers there are also vegetable hawkers who will be selling their products on town streets, at bus stops, near town halls and taxi ranks. They either work on their own, for profit, or on behalf of a dealer, for commission. Hawkers purchase goods from wholesalers or from local suppliers to sell to consumers (Wallace, 2001). (Holness *et al.* 1999) state that hawkers working on a commission basis are generally unhappy with the commission they receive, and complain that owners took a large proportion of the profits. According to (FAO, 1989) hawkers constitute approximately 2 percent of the population in cities. Hawkers prefer middle- and low-income areas. Groups of vegetable hawkers are mainly found by road sides and in public intersections, giving the customers access to all items in the same place. They benefit lower-income consumers by selling low quality produce at low prices.

2.1.10. Marketing Communication Strategies used by street vendors

Accordingly, Nasibu Rajabu Mramba study on The Marketing Communication Strategies of Street Vendors in Dar es Salaam Tanzania, the study sought to understand how street vendors communicate their products. The findings show that, there are numerous strategies employed by vendors to communicate their products. The word of mouth, personal selling, points of sale display, price reduction, free product technique, and place location as the most common promotion strategies used by street vendors in Dar es salaam.

Word of mouth

Word of mouth (WOM) is becoming increasingly recognized as an important form of promotion, particularly within professional services environments, where credence qualities play a critical role in consumers' choices. Word of mouth is when one person talks to another person, he or she

knows about a product, service, event or issue with which one or the other has had some experience (Harris, 2004). Its practicability is possible when a person knows each other to communicate about their experience toward the product. The finding from the study shows that some customers bought the products from the street vendors after getting information from their fellows who bought the products from them. Some of them pointed that at the beginning they were worried about the quality of street vendors' products but, after getting witness from their counterparts they decided to buy from vendors. Other customers held that, they get to know about the vendor's products after having stories with their friends. The problem with word of mouth marketing communication technique in street vending business is that street vendors are not fixed they move from one point to another, hence getting the particular vendor can be difficult. The findings by (Jillian, Geoffrey, & Tim, 2008) suggest that the potential for WOM to impact on perceptions or on actions depends on the nature of the sender- receiver relationship, the richness and strength of the message and its delivery, and various personal and situational factors. Since majority of the street vender's customers are low income earners, the information about price of the vendors (Low price) and the uniqueness of the product may be a motive for spread. A study by (Burton & Khammash, 2010) found that consumers acquired from WOM not only have a higher contribution margin, but also have a higher retention rate than those acquired from traditional media. Their study suggested that a WOM-acquired, customer contributed at least 16 percent higher value than a customer with similar demographics but did not received WOM information.

Personal selling

Another method used by street vendors to communicate their offerings is personal selling. Personal selling is a technique that involves direct contact between buyer and seller (Boone & Kurtz, 2014). The findings show that street vendors go direct to buyers for the purpose of convincing them to buy. They knock the doors of their potential customers to show them the stock of a particular day. Other vendors enter inside the bus, offices, or go direct to the working place of the potential customers for the purpose of inducing the sale. Some vendors have the permanent houses/ offices, they visit in an interval of hours/days or week to follow up the customers. Street vendors use personal selling as a means of persuading, informing, educating, collecting orders and feedbacks from the customers. When the street vendors interact with

customers they inform, educate, and answer the key questions about the product usage, storage and repair. Unlike advertising and sales promotion which main focus are to create awareness about the existence of a product or service and provide information as to the features of the products, its availability and price on a mass basis, personal selling is an individualistic approach that is designed to meet specific need of prospects. It is usually directed to specific market segments (Arijit , 2013). It goes beyond the fundamental role of marketing communication, it plays a significant role in the entire exchange process.

Point of sale display

This is a marketing communication tool used by almost all street vendors that make sure that their products are visible to customers either by moving in front of the eyes of the potential customers or going near to the doors of the cars/bus. It is common to find street vendors in the traffic jam, or in the congested road portraying their products. Street vendors believe that if the customers see their products possibly they will be attracted to buy.

Price discount

In order to persuade people to buy their products majority of the street vendors use price reduction as a promotion tool. The findings from the study shows that, street vendor's price are lower than charged by the formal business. The findings from the interview show that; street vendors are in the view that, price reduction is the best promo tool that can attract tenth of customers per minute. They emphasized if you are able to reduce price, then you can make high sales volume. However, they contended that, it is difficult for them to use this technique occasionally since the costs of doing business are keeping on increasing.

Free product promotion

Another technique used by street vendors to promote products, is the use of free products, whereas when a customer buys one product, then will be given another product free. To get a free item a customer must buy one first. The free product can be the same product line or different, usually its price is the same or less than that price. The study finds street vendors in Mwenge area selling used clothes under this arrangement, whereby customers were given free cloth after buying one and pay for the cash. Unlike Manzese where a customer's were allowed to pick two

clothe and pay a price one product, at Mwenge they were not given a chance to choose themselves. Instead the sellers are the one who choose the free cloth and give to customers. The study finds that in some arrangements like that one of Mwenge the free products were more inferior compare with the original one. The study also found housel utensil vendors selling with the same technique, when get across their vending vehicle you will be given free thermos. Once you step forward for buying a product, you will be given small item for free. A free product technique has potential to raise sales in the short term, but may hurt long term sales as customers build additional inventory in order to qualify for discount (Pestorius, 2006). The main advantages of product based promotion is that, the benefits for the consumers are directly and easy to obtain, the promotion campaign can easily be budgeted, they often lead to immediate impact on sales, they can be used to both generate trial and increase product usage (Kitchen, 2004)

Trade location

Street vendors position themselves in strategic marketing areas. They do business in the specialized location, where there is existence of potential customers for example, Stationary vendors put their business near colleges/ university gates, and holy book (Bible & Quran) vendors position themselves near churches/mosque, while soft drinks, fruits, and phone chargers position their business in the main bus terminals. By going to these strategic areas, vendors get access to potential customers hence make a sale. A study by (Mramba, 2015) shows that street vendors' business location is highly influenced by customer access and the availability of high population. This findings support what has been said by (Zimmerer, Scarborough, & Wilson, 2002), that there is a relationship between business location and the sales volume, that is if the business is located in a highly attractive area (potential customers) then there is a possibility of making more sales. A study by (Gaskill, Van, & Howard, 1993) mentions poor business location as a cause of small business failure in small business.

2.1.11. Street Vendors Access to Markets and Market Relations

The market for street vendors is largely the pedestrians who pass by on their own businesses. In a few cases, especially when street vendors have done business in one spot for a long time, customer relations develop thereby expanding the market beyond the pedestrians. Some street

vendors look for customers in offices, homes and beyond the urban areas where they are based. This is quite dominant among those who have invested substantially in the street trade, especially those who use trucks, pick-ups and bicycles. Such vendors trade in cooked food, fruits, vegetables and clothes. Overall, the high transport costs and low profits prohibit street traders from accessing better markets in most of the case studies.

The market relations are mutual, except in cases where there is intense competition among street vendors. Poor location of business, low purchasing power among customers and unreliability of customers who take goods on credit also affects the market. In addition, low levels of professionalism due to low technical education among vendors and low access to modern information communication technologies on productivity information hinders their performance in business marketing

2.1.12. Characteristics of Vegetables Marketing

Perishability-as vegetables are highly perishable, they start to lose their quality right after harvest and continued throughout the process until it is consumed. For this purpose elaborated and extensive marketing channels, facilities and equipment are vital.

This behaviour of vegetables exposed the commodity not to be held for long periods and fresh produce from one area is often sent to distant markets without a firm buyer or price. Prices may be negotiated while the commodities are in route, and they are frequently diverted from their original destination of a better price can be found. Sellers might have little market power in determining a price. As a result, a great deal of trust and informal agreements are involved in marketing fresh vegetables.

Price /Quantity Risks- Due to perishable nature and biological nature of production process there is a difficulty of scheduling the supply of vegetables to market demand. The crops are subjected to high price and quantity risks with changing consumer demands and production conditions. Unusual production or harvesting weather or a major crop disease can influence badly the marketing system. While food-marketing system demands stable price and supply, a number of marketing arrangements like contract farming provide stability.

Seasonality- Vegetables have seasonal production directly influencing their marketing.

Normally they have limited period of harvest and more or less a year round demand. In fact, in some cases the cultural and religious set up of the society also renders demand to be seasonal. This seasonality also worsened by lack of facilities to store.

(Bezabih and Hadera, 2007) stated that production is seasonal and price is inversely related to supply. During the peak supply period, the prices decline. The situation is worsened by the perishability of the products and poor storage facilities. Along the market channel, 25 percent of the product is spoiled. From these reviewed literatures severe production seasonality, seasonal price fluctuations, poor pre-and post-harvest handling, prevalence of pest and diseases, lack of storage are some of the critical problems encountered vegetable production in Ethiopia.

2.1.13. Challenges of Street vendors faced in the Market

The challenges agricultural street vendors face in the market can be classified as physical, social and managerial. Physical problems involve insufficient space to conduct sales, inadequate site security and overnight storage facilities. The social and managerial problems include the high demand for space in the market, reflecting either uncontrolled use of space or relatively high profit margins (Tracey-white, 1995). Legal public markets in many countries have problems of insufficient space, poor storage facilities, poor hygiene and poor management (FAO, 2007). According to (Mitullah, 2004) there is intense competition among street hawkers, and it causes problems in the hawkers' market. Poor location of business, low purchasing power among customers and unreliability of customers who take goods on credit also affects the hawkers market.

Trading space

Trading space appears to be problematic among street vendors. According to (Burnett, 2007) the greatest problem facing street vendors is their right to trading space. Most of the spaces street vendors occupy are considered illegal since they have not been set aside for trade. Street vending activities have been known for creating havoc on the pavements of streets in cities. Complaints made by residents, shop owners, tourists and politicians are that hawkers obstruct pedestrians and other activities; people cannot get out of their cars into the pavement and that hawkers block entrances to shops (Renner & Pegler, 1997). (Asiedu and Agyei-mensah, 2008) stated that street vending involves negotiation for physical space, economic opportunity and power, ultimately

resulting in constant conflict with law enforcement agencies and city authorities. (Timalsina, 2011) states that the urban authorities consider street vending as an illegal activity and they treat street vendors like criminals. (Timalsina, 2011) adds that street vendors occupied the footpaths leaving no space for pedestrians. This has become a public concern because it creates problems for smooth vehicular and pedestrians' movement. The essence of the problems street vendors face lies within the legal system of the cities, which fails to provide any space for street hawking as an activity and does not recognize its significance in the retail trading (Arjun, 2008). According to (Cummins and Harvey, 1996), agricultural hawkers mainly complain that sales have plummeted due to the bad conditions in the market. Infrastructure problems at street markets make hawkers vulnerable to fall part to hoodlums. All these problems force many street vendors in the agricultural market to resort to selling on sidewalks.

Competition among street vendors

There are many street vendors in the market and competition is strong with their number increasing every season due to easy entrance in the hawking business. As a result of the competition among street vendors, producers often escalate their prices and street vendors' profits decreases. Competition among street vendors is desirable for the health of a free-market economy, but it can also act as a constraint to street vendors. The freedom to enter into the business of street vendors' vegetables leads to congestion of street vendors competing for the same consumers, as a result, some hawkers fail to sell their goods and suffer losses due to spoilage. (Kebbed, 2004) states that street vendors face problems in the course of running their businesses. Every day poses a challenge to their survival because they do not have legal recognition. Some shopkeepers do not want street vendors to take up spots in front of their store for fear of competition.

Low income of street vendors

The easy entry to vegetable vending is due to low start up and operating costs can lead to poor working conditions and remuneration (Henderson *et al.*, 2011). (Kebbed, 2004) states street vendor's toil the whole day, but few are able to generate enough earning to meet their family's basic needs for food, shelter, and clothing. Street vendors are usually low income females for whom this job is often the only option to generate an income because of their inability to access

farming assets, possible ill health or lack of skills to engage in better paid activities. They are likely to be affected by competition from the farmers' markets since even the smallest decline in profits may push them out of business altogether. However, comparative advantage is the mobility, which allows them to reach their customers in their homes (Rengasamy, 2002). (Cohen *et al.*, 2000) state that street vendors or hawkers earn an income that is close to the poverty level and they encounter high cost of credit from the moneylenders once they have entered the business. (Arjun, 2008) states that hawkers' earnings are very low and vary from trade to trade and location to location.

Transport and storage problems

(Van Rooyen *et al.*, 1997) mention the lack of transport to the market place and the lack of storage facilities as challenges street vendors have to face. According to them transport problems include unavailability and costs. Street vendors' profits are eroded by the cost of transport. They have to take taxis to transport vegetables to the spot where they set up their business and most of the time it is not easy because of the large stock they need to transport.

Vegetables are perishable goods and can easily spoil due to the lack of proper storage facilities. According to (Ngiba *et al.*, 2009) the lack of storage space makes it difficult for h street vendors to buy their stock in bulk as it will require large funds to purchase, transport and store, which ordinary street vendors would not have. Tissington, (2009) also points out that the lack of storage facilities poses a problem to street vendors because they have to carry their stock to and from home every day. Hence they have to limit what and how much stock to purchase and carry at a time. According to Ngiba *et al.*, (2009) it is impractical for street vendors to take stock home in the evening and bring it back in the morning. The neighbouring households provide overnight storage on a rental basis. (Ngiba *et al.*, 2009) further state that the challenges of storage problems introduce two major costs: a shrinkage cost because of theft and obsolescence cost due to rats damaging stock. The street vendors use the storage service despite the problems because they have no other alternative.

2.2. Empirical Review

In this section of this study analyses some of previous studies on market performance measurements and impact study on vegetable sales by street vendors.

2.2.1. A Review Market Performance Measurement Studies

According to Gao, (2010), the measuring of marketing performance review and framework, although there is little consensus on how to measure marketing performance, some general trends may be identified from studies of marketing performance. (Clark, 1999) provided a review of the history of measuring the performance of marketing and suggested three shifts, Firstly, there was a move from the use of financial to nonfinancial measures of output. Early work on the measurement of marketing performance focused mainly on the financial measures of profit, sales (unit and value) and cash flow (Bonoma, 1989).

Traditional accounting systems have been criticised for the lack of consideration they give to long-term factors (Chakravarthy 1986). Newer, nonfinancial measures of output, such as customer satisfaction, customer loyalty, and brand equity have attracted considerable research interest (Clark, 1999). (Davidson, 1999) also recognised the growing importance of nonfinancial measures of performance in his emphasis of the fact that intangible assets, such as brand, technology, competence and customer loyalty, have gradually become more important measures of corporate performance.

Secondly, there has been an expansion from the measurement of just the output yielded by marketing to measuring the marketing input. Marketing activities (input) such as marketing audit, marketing implementation, and market orientation lead to intermediate outcomes such as customer satisfaction, customer loyalty, and brand equity, which in turn lead to financial output. The intermediate outcomes may therefore be considered as marketing assets (Srivastava, Shervani, & Fahey, 1998) that may be used to produce superior financial performance.

Thirdly, there has been a gradual change in emphasis from the use of one-dimensional to the use of multidimensional measures of performance. (Bonoma and Clark, 1988) and (Walker and Ruekert, 1987) suggested independently that the measurement of marketing performance should include the assessment of both marketing efficiency and marketing effectiveness. More researchers now agree that marketing performance is multidimensional (e.g. Ambler, Kokkinaki, & Puntoni, 2004; Vorhies & Morgan, 2003).

From the review this current status of marketing performance studies and to develop a marketing performance measurement model, it may be seen that a system that incorporates nonfinancial

measures into new financial ones is urgently required. Although there is no generic tool for measuring marketing performance, (Clark, 1999) suggests that better use should be made of the existing measures, rather than devising new ones. Judging from the literature, five dimensions of the measurement of marketing performance are the most crucial: market share, customer satisfaction, customer loyalty/retention, brand equity, and innovation.

Given the rapidly rising costs of marketing, marketing managers are under pressure to provide more convincing evidence that “...*planned marketing strategies will indeed yield more value for the company and its shareholders...*” (Weber 2002, p.705). As a result of increasing pressure to justify marketing expenditure, a better measure of marketing performance that can demonstrate the contribution of marketing to the value of the firm is clearly required (Stewart 2009). A performance measurement model that can provide the link between nonfinancial performance and financial performance is needed. In consequence, the five dimensions of measuring marketing performance should be linked with financial performance, and to this end synthesised model for measuring marketing performance is proposed, these five constructs (market share, customer satisfaction, customer loyalty/retention, brand equity, and innovation) form the nonfinancial measures, and their joint impact on financial performance should be examined.

2.2.2. A Review of Studies on Street Vending in Phnom Penh, Cambodia

Street vendors sell various kinds of goods, with vegetables being the most common because of their low initial capital requirement. One of the most striking characteristics of the operation of street vendors in many of the major public markets in Phnom Penh (such as Chbar Ampeau and Daum Kor markets) is that most street vendors buy from other vendors in the same market (Banwell, 2001). (Banwell, 2001) showed that 73 percent of the street vendor respondents replied that their suppliers are from the same or nearby markets. By buying in bulk or by buying at odd times of the day, they purchase vegetables at a cheaper price. The distinction between wholesalers and retailers is quite vague in Phnom Penh markets, and many vendors who sell to street vendors also continue retail sales in the same market. Sometimes, street vendors themselves sell wholesale to hawkers who sell vegetables in nearby communities. (Agnello and Moller, 2004) showed that 95 percent of their respondents sold only to individual customers, while two percent sold to other street vendors.

Although the advantage of street vendors coming together and buying in bulk is quite obvious, there is very little attempt among street vendors to do so. In (Agnello and Moller, 2004) study, five percent (nine out of 196) of the street vendor respondents bought goods in bulk by grouping with others to reduce the cost. Some vendors said that it is difficult to buy vegetables in bulk, since the quality of vegetables is not standard and there will be quarrels over who gets the better quality vegetables.

All the studies showed the subsistence level of street vendors' business operations. (Kusakabe et al.2001) report noted that the average initial investment capital is 137,504 riel (around US\$35), while the median is 20,000 riel (around US\$5). Among the respondents, 12.6 percent did not have any start-up capital. Working capital was on average 165,398 riel (around US\$42), with a median of 50,000 riel (around US\$12.8)⁷. (Agnello and Moller, 2004) noted the main costs incurred by street vendors—they include rent paid to the stall or house owner to sell in front of the building; market security fee, and transportation costs. Securing and retaining a place to sell goods is identified as one of the most expensive and significant problems. Twelve percent of their respondents reported losses. According to their survey data, the cost for rental (from umbrella to space) is on average 1,405 riel (US\$0.35) per day. Some pay 7,000-8,000 riel (US\$1.75-2) daily for the space, while the umbrella costs a few hundred riel. The average daily market fees were 1,133 riel (US\$0.29), while the median was 1,200 riel (US\$0.31) (Banwell, 2001). On average, (Agnello and Moller, 2004) data showed that street vendors earn 102,698 riel (US\$25.7) per day, while their expenses stood at 96,773 riel (US\$24.2), leaving 5,925 riel (US\$1.48) as profit. In this very limited business condition, with low capital and relatively high cost of operation, vendors rely on public relations tactics to keep their sales up.

One of the strategies is to encourage customer loyalty. How much they are able to keep regular customers is seen as the most important skill for their work. (Agnello and Moller, 2004) asked street vendors what a person had to be good at or do well in to be a successful street vendor. The replies included: have capital; have a large permanent selling space in a good location; sell all kinds of goods; have well-organized, well-presented and clean goods; use sweet words with customers; be pleasant and quick; sell at the ongoing market price; have regular customers; stock goods when they are cheap and be free of debt. It is important to note that with limited space and limited capital for their business, they rely on their personal skills to keep their businesses afloat.

Street vendors also exercise trial and error to look for better business opportunities. (Kusakabe et al.2001) noted that 59.3 percent of the respondents have never changed the items they sold, while 22.3 percent of them have changed their goods more than twice. (Agnello and Moller, 2004) pointed out that street vendors want to expand or diversify business by selling more or selling different types of goods, but few feel brave enough to do so.

According to their study, 72 percent of the respondents noted that the major obstacle to business expansion is lack of capital, while 21 percent said that finding a reasonably priced selling place is the major obstacle. Street vendors' willingness to improve their business can also be seen in their willingness to invest in training to improve their skills. Fifty-five percent of respondents in (Agnello and Moller, 2004) study showed their willingness to receive training and business advice, and among them, 75 percent were willing to pay a minimal fee for training (2,000 riel). Of those who do not wish to be trained, 58 percent replied that they do not have time to be trained as they are busy with their activity in the market; 11 percent said that they are unable to attend training because they do not have relatives to take their place while they dedicate themselves to training.

According to (Banwell , 2001), problems that street vendors face are: bad smell (93.3 percent), rats and mosquitoes (92 percent), other pests, flooding (both accounting for 82 percent), health and hygiene (78.4 percent), air pollution/ dust (76.4 percent), access to credit (66.3 percent), personal security (53.9 percent), sanitation (46.4 percent), food preservation (38.2 percent), children and child care (30.6 percent), security of goods (25.8 percent), and access to clean water (18.2 percent). (Agnello and Moller, 2004) showed that harassment from market security and police is the most serious complaint made by 51 percent of the respondents.

(Banwell ,2001) also noted that there is no water source available in and around the market, and the vendors need to buy water from pushcarts. Dangers that come with working in the market for an extended period of time also include security of their homes. Many street vendors live in squatter areas and other low-income housing areas vulnerable to fire. Kidnapping of children and theft worry street vendors. (Agnello and Moller, 2004) noted that street vendors also fear for their personal safety when going to the wholesale markets in the early mornings, when it is still very dark. They are afraid that goods may be stolen by gangsters or glue sniffers or they would be mugged by motor taxi drivers.

(Agnello and Moller, 2004) showed that street vendors are also worried that their work might have a negative impact on their family, particularly on their children's health and schooling, as seen in some of their quotes: "There is no time to take care of children and take care of home"; "If I cannot cook on time for my husband he will be angry with me"; "I am always at the market, but I am always worrying about the security of my family at home. I am afraid of burglars, of people burning down my shelter, killing my husband, of my children, and so forth."

2.2.3. Review of Impact Study on Vegetable Sales by Street Vendors

A case study that conducted on impact of vegetable sales on household income of hawkers in the Limpopo province of South Africa made by (Leonah, 2013) showed that the independent variables that had a significant impact on vegetable sales by street vendor where gender, household size, income per month, stock price, and transport used to the market, transport cost, sales experience of a street vendor, selling days per week, the pricing of the vegetables and the different vegetable products sold by street vendors. In the area of study a high percentage (72.7%) of street vendors were female. Female responsiveness was also observed by (Muiruri, 2010) in his study of female street vendors in Nairobi. Scott *et al.* (1993) also observed the high percentage (98%) of female street vendor responsiveness. Household size had significant impact on vegetable sales, a high percentage (53.6%) of street vendor's households had five to six members. However, (Scott *et al.*, 1993) observed that the average family of respondent street vendor were six to eight members.

Income per month had a significant impact on vegetable sales, a high percentage (91%) of street vendor get less than R5000 per month. Stock price had a significant impact on the vegetable sales when considering the three regression models used. A percentage of 42.1 of street vendors stock was worth between R600 to R1000. Transport used by street vendors to the market, and in the market had a significant impact on vegetable sale, a percentage of 44.5 of street vendors preferred to hire a vehicle and share the cost among them. Transport costs had a significant impact on vegetable sales, a high percentage (64.2%) of street vendor spent less than R500 on transport per month. Hawkers spending very little on transport costs were also observed by (Muiruri, 2010) in his study of female street vendors in Nairobi. The reason for low or little transport costs was that a group of hawkers hire one vehicle to transport their products to the market and then share the costs among them. Experience also had a significant impact on vegetable sales, a percentage of 38.5% of street vendor had sales experience of four to five years and 36.3 percent had sales experience of more than six years. Selling days per week had a

significant impact on vegetable sales, a percentage of 54.4 street vendor sold their vegetables on six to seven days a week. In terms of the pricing of vegetable, a high percentage (61.5%) of street vendor preferred to display the prices on the vegetables. Different vegetable products sold by street vendor in the market also had a significant impact on vegetable sales, a percentage of 42.3 street vendor sold three to four different vegetables and 42.1 percent sold five to eight different types of vegetable. As the results showed that a total of 1.6 percent of the respondents earned less than R200 per month, which is close and below the poverty line in South Africa set at R174 per month (UNDP, 2003). A total of 11.7 percent earned between R200 and R699 per month. A total of 41 percent earned between R700 and R1499 per month. The majority of the respondents (52.6%) were earning more than R1500 per month. With this information, it can be concluded that vegetable street vendor make enough from their sales to live above the poverty line and contribute to their household incomes.

2.3. Research Hypothesis and Conceptual Framework

2.3.1. Research Hypothesis

A research hypothesis is predictive statement, capable of being tested by scientific methods; it relates an independent variable to some dependent variable. Based on the above objective and the above related empirical and theoretical literatures literature, the following hypotheses were proposed to be tested in this regard. Based on this theoretical background, the researcher has proposed the following hypothesis:

H: Socio – demographic factors such as age, family size, sex, education and marital status are expected to have strong positive association with marketing performance of street vegetable vendors.

Start-up capital; Street vendors sell various kinds of goods, with vegetables being the most common because of their low initial capital requirement. Initial capital constraints have been found to be associated with significantly reduced performance for entrepreneurs (see Van Praag, de Wit & Bosma, 2005). Based on this theoretical background, the researcher has proposed the following hypothesis

Ho1: The amount of starting capital is expected to have positive and significant effect on the marketing performance of street vegetable vendors of the study area

- **Regulation;** it is noted that unemployment, tax burden, government regulation, and inflation are major causes for informal sector (Ogbuabor and Malaolu , 2013); as Schneider (2006) studied increased burden of taxation and social security contributions and labor market regulations are causes to be engaged in street vendor market informally. Similarly, Tunyan (2005), stated that tight and unfair tax administration and regulations, and corruptions are mostly mentioned reasons to start informal market in street vendors. Based on this theoretical background, the researcher has proposed the following hypothesis:

Ho2: Regulation is expected to have negative and significant effect on the marketing performance of street vegetable vendors of the study area

- **Vegetable selling price;** It states that street hawking contributes to urban livelihoods offering the urban poor convenient goods and services in quantities and at prices they can afford. It is an important source of income for those who sell (Manganga ,2007), The reason given by (Austin, 1994) on why hawkers' prices were low when compared to the prices in retail stores was that, hawkers do not pay rent or taxes and do not have other overhead costs. Consumers purchase the same products from hawkers that they may be able to find anywhere else. Based on this theoretical background, the researcher has proposed the following hypothesis:

Ho3: Vegetable selling price is expected to have a direct and significant effect on the marketing performance of street vegetable vendors of the study area

- **Vegetable Product-Mix;** It is known that product differentiation, including new or renewed product introductions, is still a key strategy for expanding sales in vegetable markets. (Dias and Ryder, 2011). Agnello and Moller (2004) pointed out that street vendors want to expand or diversify business by selling more or selling different types of vegetables and goods, but few feel brave enough to do so. Based on this theoretical background, the researcher has proposed the following hypothesis:

Ho4: Diversified vegetable product composition is expected to have significantly positive association with the marketing performance of street vegetable vendors of the study area

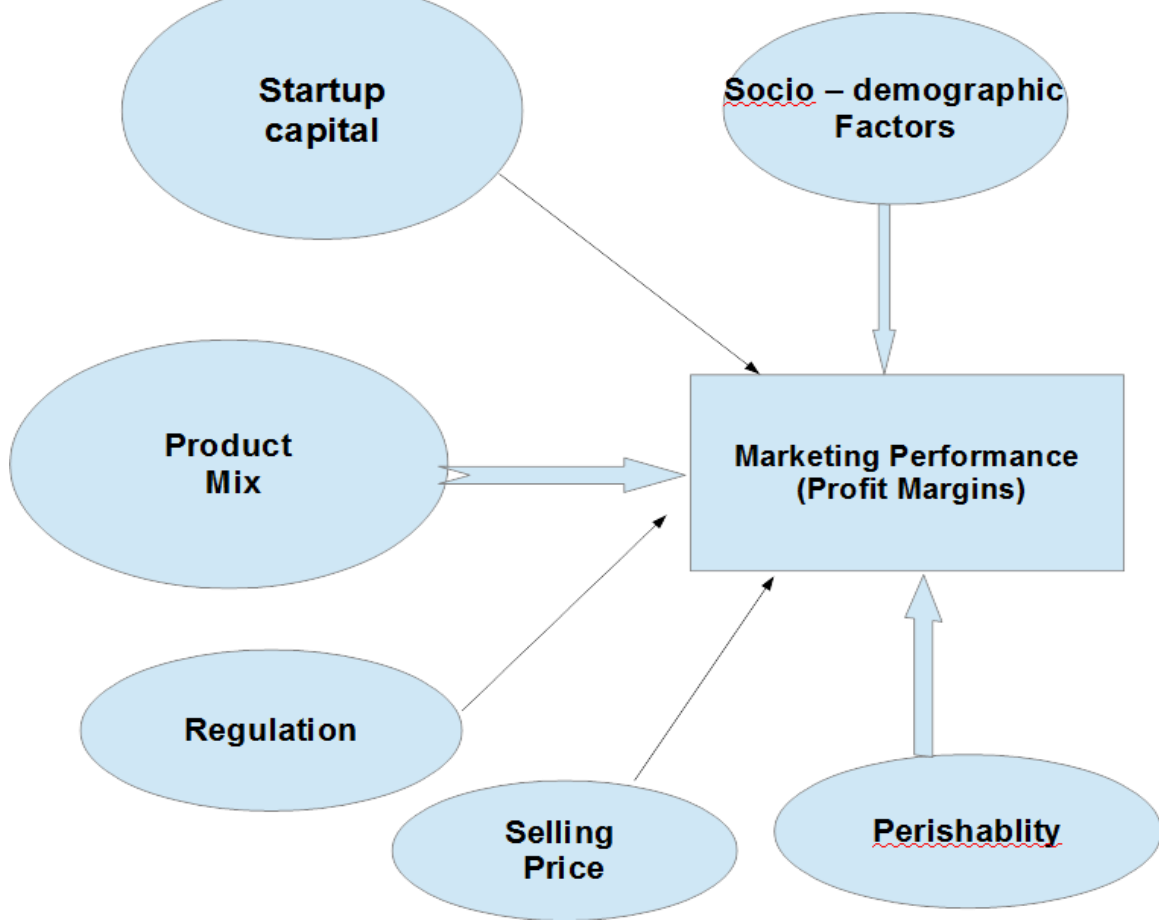
- **Vegetable Perishability;** Vegetables are perishable goods and can easily spoil due to the lack of proper storage facilities. According to (2009) the lack of storage space makes it difficult for hawkers to buy their stock in bulk as it will require large funds to purchase, transport and store, which an ordinary street hawker would not have. Based on this theoretical background, the researcher has proposed the following hypothesis:

Ho5: perishable nature of vegetable product is expected to have significantly negative effect on the marketing performance of street vegetable vendors of the study area

2.3.2. Conceptual Framework

Based on extensive literature review, discussions made with street vegetable vendors and experience of the researcher the different factors that affect the dependent variable of the study (Marketing performance of street vegetable vendors in terms of their sales profit) were identified. These different explanatory variables are categorized into four groups. The first group of the independent variables that affect the dependent variable are socio – economic variables that include monthly income and expenditure of the respondent, gender, age, family size, experience in street vending, educational status and so on. The second group of explanatory variables are product related variables such as type of vegetable, amount of the product (vegetable) for sale, product freshness and quality, product perishability, product accessibility and so on. The third group is marketing related variables that include price of the commodity, amount of transaction cost (transport, storage, etc.), store/shop rent, number of market days, number of consumer/buyer and so forth. The fourth group of explanatory variables are institutional variables that include access to credit, access to training and government supports. The relationship between the dependent and independent variables of the study is summarized and presented in the conceptual framework below.

Figure 1: Conceptual Framework of the study



Source; Own elaboration and adapted from assessing factors affecting marketing vegetable product (Mekasha, J. & Tirfe, 2019).

III. RESEARCH METHODOLOGY

3.1. Description of the Study Area

This study aimed at analysing the major determinants of marketing performance of street vegetable vendors in Nifas Silk Lafto Sub-city of Addis Ababa. The rationale to the choice of the study area was due to the predominance of major street vegetable markets in the area including Saris, Hana Mariam, Jemmo, Mekanisa and Haile Garment street vegetable markets. Nifas Silk Lafto is one of the 10 sub cities of Addis Ababa, the capital of Ethiopia. As of 2011 censuses results, its population was of 335,740, and total area 68.30 km² (26.37 sq. mi). The district is located in the south-western suburb of the city. It borders with districts of Kolfe Keranio, Lideta, Kirkos and Bole and Akaky Kaliti sub-cities of Addis Ababa and Sebeta and Alemegena woredas of Oromia regional state. It is now become the center of trade and service delivery where the formal and informal sectors have been practiced and engaged the large amount of labour force (CSA, 2014).

3.2. Research Approach

A research approach helps to decide upon issues like what, where, how much, by what means, etc., with regard to an enquiry or a research study (Kohtari, 2004). A research approach is the arrangement of conditions for collections and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. Thus, research approach provides an outline of what the research is going to do in terms of its operational implications and the final data analysis. According to (Saunders, Lewis and Thorn hill, 2000) as cited by (Farhadi, 2009) broadly classified the research approach as exploratory, descriptive, and explanatory. The authors further defined exploratory research as a research approach which has a primary objective to insights into and understanding of the problem situation tackling the research and descriptive research as a type of a research approach that has a purpose to describe something. And hence, to address the three research questions of this study to identify the socio-economic and key determinants of market performance and determine how much the street vegetable vendors do make net income from vegetable sale in the case of Nifas Silk Lafto Sub – city of Addis Ababa.

3.3. Research Design

Research design is the general plan of how the researcher will go about answering research questions. It specifies the sources from which the researcher intends to collect data, measurement, and analysis of data (Saunders, Lewis and Thornhill, 2009). Both qualitative and quantitative approaches were used in this study. The study has also adopted both descriptive and explanatory research designs. A descriptive study is useful in order to ascertain and be able to describe the characteristics of the variables of interest in a situation. Descriptive research design was used for this study because it allowed us visual aids such as graphs and charts to aid the reader in understanding the data distribution. Explanatory research design was also used to explain the effect of independent variables.

According to (Creswell, 2009), there are three research designs namely; quantitative, qualitative and combination of the two. According to (Cooper et al., 2003) as cited by (Farhadi, 2009) quantitative research helps to determine the relationship between an independent variable and a dependent variable in a population. It also used to explain causal relationships to facilitate generalization and to predict the future whereas qualitative research methods provide a complete picture of the situation by increasing the understanding of social process and interrelations. Therefore, this study has applied a mixed research design.

3.4. Sampling Design

3.4.1. Target Population

The target population of the study comprised of street vegetable vendors. However, the target population of street vendors who engaged in street vegetable vending in Nifas Silk Lafto sub – city were not exactly known as street vegetable vendors are not legally registered in the study area. However, SME Bureau (2019) of Nifas Silk Sub – city estimated that there are about 3248 street vegetable vendors. This study considered these target population.

3.4.2. Sampling Techniques

Sampling technique is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. As a priori the researcher must decide the number of sample or sample size that he or she is going to use for the study. The sampling process is to choose the sampling frame, which is the list of

elements from which a sample may be drawn also called the working population (Zikmund, 2000).

This study has employed a mix of different sampling techniques. It has used multi stage sampling technique along with purposive and probability techniques. Nifas Silk Lafto sub – city of the Addis Ababa administration was purposively considered as the study area due to the growing number of street vegetable vendors and the alarming rate of urbanization that often dictate street vending. The researchers long years acquaintance of the sub – city was another reason to select it as sample place. Moreover, the sub – city was located closer to different districts of Oromia where a mix of different vegetable products enters to street vegetable marketing activities on daily basis. In the sub – city, there were about 15 common street vegetable markets. This study has considered five street vegetable markets randomly as there is no big difference between market places in terms of vegetable types being sold. The number of vegetable markets was fixed to be five as the study can't afford (in terms of finance, time and other resources) to consider all the markets. Finally, given time constraints and financial problems the sample size was determined to be 160 street vegetable vendors. The number of sample respondents from each market was determined based on probability proportional to size sampling technique as presented in table 1 below

Table 1: Samples drawn from each street vegetable markets

Street Markets	Number of street Vegetable vendors (N_i)	Sample taken $n = (160 \times N_i)/3248$
Saries	366	18
Haile Garment	427	21
Hana Mariam	792	39
Mekanisa	790	39
Jemmo	873	43
Total	3248	160

Source: Nifas Silek Sub – city SME Bureau (2019) and Own Computation (2020)

3.5. Data Type and Sources

Accordingly (Kothari, 2004) discussed that Primary data are fresh data that are to be gathered for the first time through direct contact with selected street vegetable vendor and thus this to be original in character. Secondary data's are those which are to be made available or have been collected for other research purposes. Within the secondary data exploration, a researcher should start first with an organization's own data archives (Saunders et al., 2009). Primary data will be

collected and used for this study and it will be obtained through the use of a structured questionnaire which is administered to the selected street vegetable respondents. While, Secondary data for this research, the relevant secondary information will be collected from the concerned office record, and periodic and annual reports of different government Woreda and Sub-city offices.

3.6. Data Collection Method

There are various methods of data collection. Yet, the choice of a method depends on the nature, objective and scope of the study. The availability of finance, time and facilities are also other influential factors that determine the selection of the methods to be used for data collection. However, this study has employed a mix of different data collection methods. As to the primary data, structured interview schedule, direct observations, key informants interview, discussion, and Focus Group Discussion (FGD) were used to solicit information from respondents in the selected street vending places.

Mainly, quantitative data were collected using interview schedule based on a questionnaire prepared for the purpose of this study. The questionnaire was designed not only to stimulate conversation but also to elicit precise responses. The questions were on general socio – economic, marketing related, product related and institutional factors that are explained in the conceptual framework. Substantial portion of the qualitative data from primary sources shall be extracted through formal and informal FGDs made with sample household heads. The FGDs were held with 15 street vegetable vendors in the selected markets. The key informant's interviews were done with police officers and law enforcement authorities working in the control of street vending. Participants of all the discussions were told that the information sought from them will be used as an input for a research purpose. This has helped the researcher to avoid bias in reporting and wrong expectations of the respondents.

3.7. Data Analysis Method

3.7.1. Descriptive Statistics

This study is going to employ both descriptive and econometric methods to analyse the data gathered for the purpose of this study. It is going to use descriptive statistical methods such as measures of central tendency such as mean and media and measures of central dispersion such as

variance, standard deviations and range. It is also going to employ inferential statistics such as the t – test and the chi – square tests.

3.7.2. Multiple Linear Regression Analysis

It is a statistical tool used to investigate the nature of cause/effect of relationship between two or more variable, where one of the variables depends on the other variable(s). Here it is going to be used to investigate the nature of relationship between the marketing performance street vegetable vendor (Y) and the different explanatory variables supposed to affect street vegetable vendors (X_s)

For instance, it will be used to investigate the effect of start – up capital (X_1), vegetable product mix (X_2), Regulation (X_3), Vegetable selling price (X_4), Vegetable Perishability (X_5) and Socio – economic variables such as age (X_6), family size (X_7), education (X_8), experience in vegetable marketing (X_9), sex (X_{10}) and marital status (X_{11}) on the marketing performance of street vegetable vendors (Y) in the study areas. The probabilistic model adopted is the first order linear model which is given as:

$$y = b + mx + e$$

Or

$$y = b + m_1x_1 + m_2x_2 + m_3x_3 + \dots m_{11}x_{11} + e$$

Where:

y - is the dependent or response variable (Here marketing performance of street vegetable vendors)

x_1, x_2, x_3, x_4 and x_5 are start – up capital, vegetable product mix, regulation, vegetable selling price and vegetable perishability respectively

e - is the random error or error term

b - is the intercept of the line with y-axis or the value of y when $x = 0$

m - is the slope or the gradient. It estimates the rate of change in y for a unit change in x

The m and b of this study will be calculated as follows by using the least square method

3.8. Reliability and Validity

3.8.1. Reliability Test

Before going any further, a pre-test was made for reliability and validity. Reliability is the degree to which the measure of a construct is consistent or dependable (Bhattacharjeend, 2012). The Cronbach Alpha to be used to test reliability of the scales used from the pre-test sample. For this study, Cronbach's alpha to be used to assess the internal consistency of variables in the research instrument. Cronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale; it will take a value between 0 and 1 (Zikmund, 2010). A scale with an alpha coefficient between 0.6 and 0.7 indicate fair reliability, a Cronbach's alpha score of .70 or higher is to be considered as adequate to determine reliability. The Cronbach alpha for this study is presented in table 2 below.

Table 2: Reliability test results for scale constructs

Variables with scale measure	Cronbach's alpha	Reliability status
○ Effect of regulation	0.881	Very high
○ Product mix	0.793	High
○ Product perishability	0.827	Very high

Source: Own Computation

In this study, the three variables presented in the table above were measured in 5 – point Likert Scale (Very high = 5, high = 4, medium = 3, low = 2 and very low = 1). Because these three important variables have the same scale construct and measurement there is a need to measure the internal consistency using Cronbach's Alpha. As presented in table 2 above, effect of regulation has the highest Cronbach's Alpha value ($\alpha = 0.881$) indicating that this variable is highly reliable. Product perishability too has high reliability value ($\alpha = 0.827$). In a nutshell, the Cronbach's Alpha for the three variables was turned out to be well above 0.7 indicating the internal consistency and reliability of the data measurements.

3.8.2. Validity Test

Validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested (Kothari, 2004). In other words, Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. In order to ensure the quality of the research design content and construct validity of

the research to be checked (Kothari, 2004). If the instrument used for a study contains a representative sample of the universe, the content validity is good. Its determination is primarily judgmental and intuitive. It can also be determined by using a panel of persons who shall judge how well the measuring instrument meets the standards, but there is no numerical way to express it. Based on this definition the content validity was verified by the advisor of this research, who looked into the appropriateness of the questions and the scales of measurement. In addition, discussions with fellow researchers as well as the feedback from the pilot survey are another way of checking the appropriateness of the questions. The pre-testing to be indicated whether the questionnaire provided the relevant information (in terms of format, content, understand ability, and terminology) and if respondents are able to complete it accurately. Some adjustments are made to the questionnaire based on the feedback received from the pre-test.

3.8.3. Ethical Consideration

The participants in this study are to be selected with their full consent and are well informed about the purpose of the study. The researcher to be assured all respondents that all the information they provided is to be kept confidential and the data will be used only for intended purpose

IV. RESULT AND DISCUSSION

This chapter is going to deal with the findings and discussions of the study. It contains the following major headings with several sub headings. First, it presents major findings on the socio - economic context of street vegetable vendors in the selected street markets. Then, it will highlight the relationships between marketing performance of street vegetable vendors and their startup capital, product mix, regulation, price and perishability of the product. The findings are summarized and presented in forms of tables, graphs and charts.

4.1. Demographic Characteristics of Respondents

4.1.1. Sex and Marital Status of the Respondents

Respondents of the study were characterized by their sex and marital status as presented in Table 1 below. Accordingly, a substantially good portion of the respondents (85.6%) were female while 14.4% of them were male. From the finding it is clear that informal vegetable vending is a woman dominated business. As it is presented in appendix table 2, the proportion of women street vegetable vendors was higher than men in all sample street market places. The proportion of women vegetable vendors was 88.9%, 87.2%, 88.4%, 87.2% and 71.4% at Saries, Hana Mariam, Jemmo, Mekanisa and Haile Garment street markets respectively. This indicates that street vegetable vending is invariably a woman oriented business activity regardless of market locations. However, (Yirgalem, 2019) found that vegetable markets are dominated by women in the outskirts of major cities. This is due to the fact that women in the outskirts would have better access to vegetable farms where they could buy vegetables at farm gate prices. In addition, cost of doing business is cheaper at the peripheries than at the core of major cities that encourage women to participate on it.

In terms of marital status, about 51.3% of the respondents were married while 32.5%, 13.1% and 3.1% were divorced, widowed and single respectively (See Appendix Table 2). The proportion of street vegetable vendors with married marital status was higher than the proportion of street vegetable vendors with other marital statuses. (Desta, 2017) also revealed that 76.5% of street vegetable sellers were married. This same author explained that married people make up the highest proportion of street vegetable marketing business mainly due to the

fact that they do have urgent cash demand to meet their daily family consumption requirements.

Table 3: Distribution of respondents by sex and marital status (n = 160).

Variables	Frequency	Percent	Cumulative percent
Sex			
Female	137	85.6	85.6
Male	23	14.4	100.0
Total	160	100.0	
Marital Status			
Single	5	3.1	3.1
Married	82	51.3	54.4
Divorced	52	32.5	86.9
Widowed	21	13.1	100.0
Total	160	100.0	

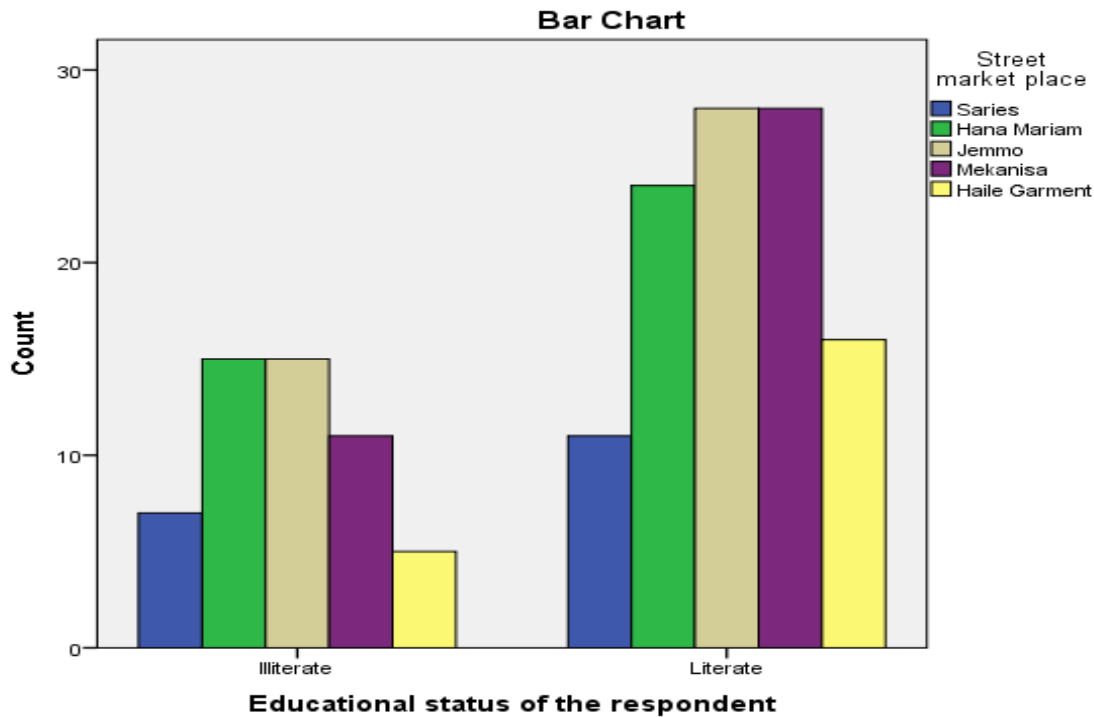
Source: Own survey (2020)

4.1.2. Educational status of the Respondents

In terms of educational status, close to 69% of the respondents have received certain level of literacy while about 31% of them were illiterate. The proportion of street vegetable vendors who did not receive any education has shown only a slight difference. As can be seen from figure 3 below, the proportion of illiterate street vegetable vendors was 38.9%, 38.5%, 34.9%, 28.2% and 23.8% at Saries, Hana Mariam, Jemmo, Mekanisa and Haile Garment street markets respectively. Street vegetable markets in peripheries (Haile Garment, Mekanisa and Jemmo) have slightly lower proportion of illiterate vegetable vendors than street vegetable markets in the center (Saries and Hanna Mariam).

This study found that informal vegetable vendors in Nifas Silk Lafto sub city on average have 4.23 years of schooling with a standard deviation of 4.22. The maximum years of schooling was found to be 16 years (*See Appendix Table 1*). This implies the fact that informal vegetable vending is creating employment opportunity for people even with higher levels of education. Other studies have also found similar results in this regard. For instance, (Leonah, 2013) said that street vegetable sellers' on average have attended 6.81 years of formal education. Similarly, (Yirgalem, 2019) reported that street sugar cane sellers on the main and feeder roads to and from Addis Ababa and Eastern Ethiopia had attended 7.08 years of schooling.

Figure 2: Educational status of respondents (n = 160)



4.1.3. Respondents' Family Size, Age and Experience in Street Vegetable Vending

As presented in Appendix Table 1, the average family size of the sample street vegetable vendors has turned out to be 4.68 with a standard deviation of 2.882. The maximum and minimum family size was 13 and 1 respectively. This family size is quite small as compared to what is reported by (Yirgalem, 2019). This author found out that the average family size of street fruits and vegetables sellers to be 8.23 which is well above the national average family size in Ethiopia.

Respondents of the study were composed of people with maximum and minimum ages of 69 to 15 years. Generally, the survey result indicates that the mean age of street vegetable vendors was 30.366 years with a standard deviation of 12.94. The higher standard deviation and range in age implies the fact that street vegetable vending is a business operated by people from a markedly different age group. (Desta, 017) too found that participation in informal vegetable marketing activities involves family members from all age group. The same author reported that children and teenagers do have an active role in selling and transporting vegetables to and from the market place. The survey result also made clear that respondents do have an average of 6.19 years' experience in street vegetable selling with a standard deviation of 6.528. As can be seen

from Table 3 below, respondents have been doing street vegetable vending for one year to thirty – five years.

Table 4: Respondents’ age and experience in street vegetable vending

Variables	Range	Minimum	Maximum	Mean	Std. Error	Std. Deviation	Variance
Age of the respondent	54	15	69	30.36	1.023	12.936	167.339
Experience in street vegetable vending	34	1	35	6.19	.516	6.528	42.610

Source: Own survey (2020)

4.1.4. Major Vegetables traded

Street vegetable vendors’ sale a mix of vegetable products. This study found that onion is the first traded vegetable followed by tomato and potato. Onion was reportedly sold by 90% of the respondents while 73.12% and 45.63% of the respondents sell tomatoes and potatoes respectively. Onion become a dominant vegetable traded on the streets of Nifas Slik Lafto sub – city. This is mainly due to the fact that onion is part of the daily dishes of most households. The same is true for tomatoes. A similar finding was also reported by (Leonah, 2013). However, green pepper (locally known as “*Karia*”), carrots, cabbage, lettuce and beet root were also traded in the street vegetable markets of the five kebeles considered as sample sites. These vegetables are least traded on the sample market places because their production is seasonal that there is no sufficient supply throughout the year.

4.2. Correlates of Vegetable Marketing Performance

A lot of proxy indicators are used to measure market performances. Sales Profit Margin, Return on Asset (ROA) and Return on Investment (ROI) are most commonly used proxy measures of marketing performance used in several studies (Worku, 2018; Desta, 2017; Leonah, 2013). Sales profit margin was adopted as indicator of street vegetable vendors marketing performance of this study. The 2 – tailed Pearson and Spearman correlations at 0.01 and 0.05 significant levels between vegetables sales profit margin and the continuous and non – continuous variables expected to influence marketing performance of street vegetable vending were calculated and presented in Table 5 below.

4.2.1. Socio – Demographic Correlates of Marketing Performance

In this section, this study has identified the association between marketing performances and different socio – demographic explanatory variables hypothesized to influence marketing performance of street vegetable vendors in the selected street markets. Profit margin of street vegetable vendors from the sale of vegetables was used as a proxy indicator for marketing performance. On the other hand, street vegetable vendors age, experience in street vegetable vending, startup capital, average vegetable selling price, product mix (selling diversified vegetables), regulations (have negative effects), sex (being male), marital status (being married), educational status (being literate) and years of schooling (maximum grade attained) were used as a predictor of profit margins. The correlation between the dependent and the explanatory variables is presented and discussed in the sub – headings to come.

4.2.1.1. Correlation between age, experience and marketing performance

From Table 5 below, the Pearson correlation between age of street vegetable vendors and their profit margin is significantly high ($r = .860$, $p = .000$). This implies the fact that people with relatively older ages do have better marketing performance than younger street vegetables vendors. (Desta, 2017) has found similar results. The same author revealed that older vegetable vendors in major urban centres of Ethiopia have better return on investment than their younger counterparts. This strong positive association between age and marketing performance could be due to the following reasons. First, older vegetable vendors may have acquired the necessary marketing skills and experience through long years' experience of vegetable sending. Second, vegetable buyers place the highest level of trust on the price and quality of products supplied by older people.

Similarly, this study find that vegetable vendors experience in street vegetable marketing has strongly high positive association with marketing performance ($r = .868$, $p = .000$). This means that street vegetable vendors with long years' experience earn better profit margin as compared to those with fewer years of experience in the business. This implies that street vegetable vendors don't transit to the formal economic sector even after acquiring longer years' experience in doing street vegetable vending as business. This may be due to the fact that entry to the formal economic vegetable vending may be difficult in Addis Ababa. However, (MacCord, 2017) has found out a result completely against this finding. This author reported that informal vegetable vendors will transit to formal vegetable sector as they will build financial capacity within a

reasonably fewer years. The reverse may explain the finding in this study. Street vegetable vendors in the sample street markets stay in the same street vending business for relatively longer years as they don't build sufficient financial capacity to transit to the formal economic sector.

4.2.1.2. Difference in Marketing Performance between Gender and Educational Status

Here this study has employed an independent sample t – test to check if there is a significant difference in the marketing performance between male and female. (Gujarati, 2009) independent sample t - test is the best statistical method to check if there exist a marked difference in certain attributes for two different categories. So, the independent sample t – test requires two variables, that is one continuous dependent variable (profit margin here) and one categorical variable with two group (male and female here). As presented in table 6 below, there is a markedly significant difference in marketing performance between male and female street vegetable vendors ($t = -3.605$, $p = .001$). The association between being male and profit margins was turned out to be positive but the association was not strong (Spearman Rho = .427, $p = .000$). Also as presented in Appendix Table 3, the mean profit margin for female street vegetable vendors was 0.12034 with a standard deviation of 0.08225. However, the mean profit margin for male street vegetable vendors was 0.2647 with a standard deviation of 0.188622. From this finding, it can be deduced that street vegetable vending tends to end – up in moderate gains if operated by men than women. The finding reported by (Leonah, 2013) supports the results found here. This author said that women vegetable vendors have registered better return on investment against their men counter – parts.

Table 5: Correlates of Vegetables Sale Profit Margins (n = 160)

	Profit Margins (%)	Sex (Male)	Marital status	Age	Experience	Educational status	Grade	Family size	Startup capital	Product Mix (Above 2)	Regulation Effect (+ve)	Selling Price	Perishability
Profit Margins (%)	1	.427**	.036	.860**	.868**	.355**	.658**	.836**	.888**	.865**	-.901	-.808**	-.764**
		(.000)	(.651)	(.000)	(.000)	(.000)	(.000)	(.000)	(.000)	(.000)	(.327)	(.000)	.000
Sex (Male)	.427**	1	-.042	.400**	.357**	.175*	.308**	.332**	.482**	.285**	-.344**	.250**	.510**
	(.000)		(.596)	(.000)	(.000)	(.027)	(.000)	(.000)	(.000)	(.000)	(.000)	(.001)	.000
Marital status (Married)	.036	-.042	1	.044	-.031	-.062	-.020	-.009	-.066	-.002	-.045	-.051	-.091
	(.651)	(.596)		(.580)	(.699)	(.438)	(.805)	(.912)	(.409)	(.983)	(.575)	(.524)	.252
Age	.860**	.400**	.044	1	.780**	.265**	.572**	.795**	.752**	.788**	-.824**	.764**	.649**
	(.000)	(.000)	(.580)		(.000)	(.001)	(.000)	(.000)	(.000)	(.000)	(.000)	(.000)	.000
Experience	.868**	.357**	-.031	.780**	1	.290**	.603**	.740**	.790**	.812**	-.817**	.769**	.672**
	(.000)	(.000)	(.699)	(.000)		(.000)	(.000)	(.000)	(.000)	(.000)	(.000)	(.000)	.000
Educational status (Literate)	.355**	.175*	-.062	.265**	.290**	1	.707**	.258**	.298**	.284**	-.301**	.328**	.217**
	(.000)	(.027)	(.438)	(.001)	(.000)		(.000)	(.001)	(.000)	(.000)	(.000)	(.000)	.006
Grade	.658**	.308**	-.020	.572**	.603**	.707**	1	.548**	.586**	.566**	-.595**	.581**	.495**
	(.000)	(.000)	(.805)	(.000)	(.000)	(.000)		(.000)	(.000)	(.000)	(.000)	(.000)	.000
Family size	.836**	.332**	-.009	.795**	.740**	.258**	.548**	1	.756**	.750**	-.805**	.724**	.347**
	(.000)	(.000)	(.912)	(.000)	(.000)	(.001)	(.000)		(.000)	(.000)	(.000)	(.000)	.036
Startup capital	.888**	.482**	-.066	.752**	.790**	.298**	.586**	.756**	1	.792**	-.809**	.772**	.289**
	(.000)	(.000)	(.409)	(.000)	(.000)	(.000)	(.000)	(.000)		(.000)	(.000)	(.000)	.051
Vegetable mix (Above 2)	.865**	.285**	-.002	.788**	.812**	.284**	.566**	.750**	.792**	1	-.853**	.810**	.145
	(.000)	(.000)	(.983)	(.000)	(.000)	(.000)	(.000)	(.000)	(.000)		(.000)	(.000)	.134
Regulation effect (-Ve)	-.901	-.344**	-.045	-.824**	-.817**	-.301**	-.595**	-.805**	-.809**	-.853**	1	-.865**	.633**
	(.327)	(.000)	(.575)	(.000)	(.000)	(.000)	(.000)	(.000)	(.000)	(.000)		(.000)	.000
Selling Price	-.808**	.250**	-.051	.764**	.769**	.328**	.581**	.724**	.772**	.810**	-.865**	1	.833**
	(.000)	(.001)	(.524)	(.000)	(.000)	(.000)	(.000)	(.000)	(.000)	(.000)	(.000)		.000
Perishability	-.764**	.510**	-.091	.649**	.672**	.217**	.495**	.347**	.289**	.145	.633**	.833**	1
	.000	.000	.252	.000	.000	.006	.000	.036	.051	.134	.000	.000	

** Correlation is significant at the 0.01 level (2 – tailed)

* Correlation is significant at the 0.05 level (2 – tailed)

Moreover, being married has no any marked association with the marketing performance of street vegetable vendors (Spearman Rho = .036, $p = .651$). However, (MacCord, 2017) found that divorced and widowed vegetable vendors failed to score better marketing performance in terms of return on investment as compared to single and married households. According to the same author, this is due to the fact that divorced or widowed households miss the financial and labour support that married households often enjoy.

As can be deduced from the independent sample t- test results presented in table 6 below, there is a significance difference in the profit margins between the literate and illiterate street vegetable vendors ($t = -5.679$, $p = .000$). The mean profit margin for the illiterate street vegetable vendors turned out to be 0.081270 against 0.170715 (See Appendix Table 4). This implies the fact that having some level of literacy positively contributes to the marketing performance of street vegetable selling. Moreover, maximum grade level attained through education was found to have high positive association with marketing performance of street vegetable vending ($r = .658$, $p = .000$). Street vegetable vendors with higher grade levels tend to have better profit margin than those with fewer years of education. This study made clear being literate does improve the marketing performance of street vegetable vendors. Higher grade levels have shown positive and strong nexus with the profit margins of street vegetable vendors in Nifas Silk Lafto sub – city.

In addition, strong and positive association was seen between street vegetable vendors marketing performance and their family size ($r = .836$, $p = .000$). (Desta, 2017) explain that larger family size allow street vegetable vendors to sell their products in many markets in times of peak vegetable marketing seasons. The same author said that large family size could be a good source of market for its own. Larger family size also reduces spoilage induced loss of profit margin as all or portion of the perishable vegetable that would otherwise be spoiled would be consumed at home.

Table 6: T – test indicating the difference in marketing performance between Gender and Educational Status groups

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Gender	Equal variances assumed	44.016	.000	-5.934	158	.000	-.144361	.0243259	-.1924067	-.0963150
	Equal variances not assumed			-3.605	23.641	.001	-.144361	.0400461	-.2270785	-.0616432
Educational Status	Equal variances assumed	12.348	.001	-4.771	158	.000	-.08945	.0187469	-.1264719	-.0524181
	Equal variances not assumed			-5.679	154.790	.000	-.08945	.0157488	-.1205553	-.0583346

Source: Own Computation (2020)

4.2.2. Correlation between Start – up capital and Marketing Performance

This study had hypothesized that the amount of starting capital is will have positive and significant effect on the marketing performance of street vegetable vendors of the study area. The result of this study ended – up in favour of the hypothesis made in this study. As presented in Table 5 above, start - up capital and profit margin of street vegetable vendors turned out to have a significantly high positive association ($r = .888$, $p = .000$). This indicates the fact that higher start – up capital will increase the marketing performance of street vegetable vendors. The positive nexus between start – up capital and better marketing performance could have several explanations. First, higher start – up capital allow vegetable vendors to optimize their profit margins and marketing performances through economies of scale. Second, vegetable vendors with higher start – up capital can diversify their trade into several vegetable commodities. Diversification has allowed street vegetable vendors in this study to offset risks as losses from one commodity will be compensated by gains from the other commodity.

During the FGD, street vegetable vendors said that the source of their start – up capital were their own savings, family gifts and informal credits from village borrowers. Street vegetable vendors in the study area also complain that there is no any support given to them by any GO or NGO. Rather they criticize the negative roles of the government and legal authorities for their failure to offer them a working place and at times forbid them the opportunity to trade on open spaces close to major and feeder roads. Participants of the FGD suggest formal credit arrangements

geared towards transforming street vegetable vendors to formal vegetable vendors could have a paramount importance both for informal vendors and the government. Street vendors express their willingness to legally register and pay the necessary taxes if allowed to join the formal economic sector through financial support and work place arrangements. (Edemealem, 2018) also found exactly similar results and indicated that GOs and NGOs rarely consider informal street vegetable vendors in their intervention strategies. As a result, a lot of potential traders will stay in the informal sector without transiting to the formal economic sector for long years. As presented in Table 4 above, some street vegetable vendors considered in this study have been doing this business for more than 35 years. However, this group of street vegetable vendors are likely to transit to the formal economic sector if they got sufficient amount of start-up capital to enter to the formal economic venue.

4.2.3. Correlation between Selling Price and Marketing Performance

In this study vegetable selling price was expected to have a direct and significant effect on marketing performance of street vegetable vendor in study area. The finding has turned out in support of the hypothesis made in the beginning of the study. The Pearson correlation between profit margin and average selling price of the vegetables traded in the selected street markets have strongly significant positive correlations ($r = .808$, $p = .000$). Yet, during the key informant interview with formal vegetable vendors, it was learnt that vegetable selling prices were higher in the shops of the formal vegetable vendors than street vegetable vendors. This actually suggest the fact that the marketing performance of formal vegetable vendors may be better than the marketing performance of street vegetable vendors as they are selling their products with relatively higher prices. However (MacCord, 2017) found that high tax rates, expensive shop and ware house rents significantly reduce the profit margins of the formal vegetable vendors than informal vegetable vendors. (Leonah, 2013) too reported that cost of doing business is higher in the formal vegetable markets than the informal vegetable sectors. Also (Gupta, 2016) had made a comparative marketing performance between formal vegetables vendors and informal vegetable vendors. This author found that there is no significant difference between the profit margin of the formal and informal vegetable traders after tax is deducted from the formal vegetable vendors.

4.2.4. Correlation between Product Mix and Marketing Performance

This study has checked whether there exists a difference in the marketing performance between street vegetable vendors who specializes on one vegetable commodity and those who don't (who diversify). One can easily observe the difference in marketing performance between vegetable vendors who specialize on one commodity and those who diversify from table 7 below. The mean profit margin and standard deviation for vegetable vendors who specialize in one vegetable commodity was 0.0547 and .054804 respectively. However, the mean profit margin and standard deviation for diversified street vegetable vendors was 0.17084 and 0.12075 respectively. Comparing the mean profit margins between street vegetable vendors who specialize and who diversify clearly indicated that the mean profit margin from diversified vegetable sell is more than twice higher than special vegetable sell. The independent sample t – test presented in Appendix Table 5 also revealed that there is a significant difference in the profit margins between vegetable vendors who specialize and those who don't ($t = -8.298$, $p = .000$)

This study had hypothesized that there is a positive and significant association between the number of vegetable mixes and the marketing performance of street vegetable vendors. The result turns out in support of the expectations of the study. The profit margin of street vegetable vendors who traded more than two commodities was significantly high (Spearman Rho = .865, $p = .000$). Gupta (2016) also reported a quite similar finding. He asserted that product diversification help vegetable traders to reduce market losses due to several market risks by 12%. Thus, risk mitigation could also be one explanation for the significant and positive associations between market performance and product diversification.

Table 7: Profit margins for specialized and diversified vegetable vendors (n = 160)

	Do you sell a diversified type of vegetable or not?	N	Mean	Std. Deviation	Std. Error Mean
Profit Margins	Specialize	41	.054732	.0548036	.0085589
	Diversify	119	.170839	.1207492	.0110691

Source: Own Computation (2020)

This study also found that the proportion of street vegetable vendors who sell a mix of vegetables were 74.4% against 25.6% who specialize in single vegetable marketing (See Appendix Figure 1). The respondents of the study were asked as to why they don't specialize in a profitable and

highly demanded single vegetable. They said that specialization reduces their sales volume and their daily income required for family consumption. They also said that some vegetables such as onion and green pepper are complementary vegetables used together in the preparation of Ethiopian traditional sauce (locally known as “wet”). Thus, having diversified vegetable products would have two important contributions in doing vegetable trading as a business. First, it increases the sale volume and income from the daily vegetable sell that would have not been attained by selling a single or few commodities. Second, customers prefer to buy different vegetables from one place than from different locations. Thus, they have the incentive to prefer street vegetable vendors who offers them different vegetables product mix in the same location and time than those who sell single or fewer vegetable mixes.

Despite the identified benefits of product diversification, about 41 (25.6%) specialize or traded only one vegetable. Lack of financial capacity was the major reason to trade only one type of vegetable commodity. Lack of reliable supply for different types of vegetables was another reason to stick on one vegetable. There is seasonal specialization of vegetables. Vendors don’t actually specialize only on one specific type of vegetable trading. They may specialize on onion in one time and in tomato or potato at other times based on accessibility of the product.

4.2.5. Regulations and Marketing Performance

This study has tried to identify whether regulations have a positive effect on the marketing performance of street vegetable vendors. With this intention mind, samples of this study were asked to rate the positive effects of regulations on their marketing performance (profit margins) on scale of 1 to 5 (where 1 = significantly low, 2 = low, 3 = medium, 4 = high, 5 = significantly high). As can be seen from table 8 below, about 67.2% of street vegetable vendors reportedly complain that regulation do have low or significantly low positive contribution to their marketing performance. During the FGD and the key informant interview, street vegetable vendors criticize the acts of law enforcement. Sample street vegetable vendors said that the law enforcement forces often forced them to shift their market places to places where they are not visible for consumers. This has reduced their daily income from vegetable sell.

Regulations were expected to have negative and significant effect on the marketing performance of street vegetable vendor in the study area. This hypothesis was not fully supported by results of

this study. Regulations had a negative but insignificant nexus with (Spearman $Rho = -.901$, $p = .327$) the marketing performance of street vegetable vendors (See Table 5).

Table 8: Frequency distribution of the effect of regulation on marketing performance

Positive Effect of regulation	Frequency	Percent
Significantly high	21	13.1
High	10	6.2
Medium	21	13.1
Low	39	24.1
Significantly low	69	43.1
Total	160	100

Source: Own Computation (2020)

4.3 Multiple Regression Estimates (MLR) of Factors Affecting Marketing Performance

This study has employed MLR to identify the major factors affecting the profit margin of street vegetable vendors in the selected street market places. The explained variable of the model was profit margin. With the principal objective of investigating the major determinants of marketing performance, the profit margin of street vegetable vendors was regressed against their age (X_1), Experience (X_2), Grade level (X_3), Family size (X_4), Start-up capital (X_5), Total selling price (X_6), Sex (X_7), Marital status (X_8), Product Mix (X_9) and positive effect of regulation (X_{10}) and product perishability (X_{11}). Finally, the results of the regression analysis are summarized and presented in Table 10 below.

From the results of the estimated coefficients presented in table below, it has become apparent that 8 of the ten predictors have quite significant impact on the marketing performance of street vegetable vendors in the selected street markets. The R – square and the adjusted R squares in regression analysis informs the degree to which the dependent variable is actually explained by the predictor variables considered in the study. The adjusted R – square for this study was found out to be 0.921. This means that 92.1% of the dependent variable (profit margin here) is explained by the explanatory variables hypothesized in this study. What is more, the VIF was computed to check whether there is multicollinearity between explanatory variables considered

in this study. The VIF calculated to check the collinearity that each variable has with the other variables was summarized and presented in the appendix table 7. It is clear that the VIF for each predictor variable was well below 10 indicating the fact that there is tolerable multicollinearity.

4.3.1. Effects of Socio – Economic Factors on Marketing Performance

The estimated coefficient for age was turned out to be positively significant ($t = 4.475$, $p = .000$). It is clear that a unit increase in the age of street vegetable vendors increase their profit margin by 0.237 units when it is considered with other variables considered and hypothesized in this study. In the same fashion, longer years' experience in street vegetable vending has a significant and positive effect on marketing performance (profit margins) of street vegetable vendors ($t = 6.999$, $p = .000$). A one year increase in the experience of street vegetable vending is likely to cause a 0.480 units increase in the profit margin. Such effects of respondents' age and experience on the marketing performance of street vegetable vendors can take several explanations. The first probable explanation for the significantly high positive effect of age and experience on profit margin may be due to the fact those longer years' help vendors to build their business skill and capacity. The other explanation could be long years in street vegetable vending may allow vendors to have higher number of customers than vendors with shorter years in the business. These findings are in favour of the hypothesis made in this study. (Yirgalem, 2019) has also found very similar findings.

In addition, family size had a similar positive and significant effect on the marketing performance of street vegetable vendors ($t = 2.743$, $p = .007$). The regression result proved that as the family size of street vegetable vendors increase by one person, the marketing performance will be improved by 0.139 units. (Worku, 2018) found a very similar association. There might be good explanations for such positive and significant effect of family size on marketing performance. In the first place, larger family size has helped vegetable vendors to increase their vegetable sell volume by allowing more than one family member to engage in the vegetable marketing business. Also, larger family size confers an advantage of operating for all or many market days per week. (Desta, 2017) also explain that larger family size would help to enhance marketing performance because larger family size reduces wastages as the family will consume vegetables that otherwise would have been disposed due to spoilage. This explanation may also justify findings of this study too.

Table 9: Results of MLR Regression Analysis
Model Summary^{b,c}

Model	R		R Square	Adjusted R Square	Std. Error of the Estimate
	Sex of the respondent = Female (Selected)	Sex of the respondent ~ = Female (Unselected)			
1	.964 ^a	.945	.930	.921	.0248225
Coefficients ^{a,b}					
Models	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.130	.052		2.521	.013
Age	.002	.000	.237	4.475	.000
Experience	.009	.001	.480	6.699	.000
Grade level	.000099	.001	.003	.079	.937
Family size	.006	.002	.139	2.743	.007
Startup capital	.000012	.000	.250	3.728	.000
Total selling price	.004	.001	.160	3.160	.002
Male	.010	.010	.031	.955	.342
Product Mix (Above Two products)	.016	.001	.868	22.015	.000
Regulation (+ve)	-.020	.021	-.034	-.937	.351
Perishability (Tomato)	-.035	.002	-.836	-19.165	.000

Source: Own Computation (2020)

This study has also tried to see the effect of gender on the marketing performance of street vegetable vendors. The results turned out that being male don't have significant effect on marketing performance of street vegetable vendors as presented in Table 10 above. However, this study made clear that street vegetable vending is a women dominated informal economic sector. (Avijain, 2016) also found that profit margins earned by female vegetable sellers were 21.2% higher than male vegetable vendors. The same author argue that the difference in profit margin is attributable to skills of doing business and gender stereotype that assign vegetable marketing as women task in LDCs. The findings in this study are quite similar with the findings of this author.

4.3.2. Effects of Start – up Capital and Selling Prices

What is more, higher start - up capital has ended up in better marketing performance ($t = 3.728$, $p = .000$). The significantly high positive effect of start – up capital may be justified on the grounds that it bestows vegetable vendors to supply larger amounts of one or many products. This situation in turn may help them to reap the very benefits concomitant with economies of

scale. It may also act as an incentive for vegetable vendors to take risks in vegetable business. This study has expected a significant and positive association between start – up capital and marketing performance of street vegetable vendors in Nifas Silk Lafto sub – city of Addis Ababa Administration. The results turned out in favour of the expectation of the study. (Edemealem, 2018) also found results that support findings of this study. This same author said that vegetable and fruits marketing performance as measured by ROI is significantly affected by start – up capital.

This study considers three vegetables (onion, tomato and potato) which were traded by a substantially good number of street vegetable vendors. Average selling prices for these vegetables was hypothesized to have a significant and positive effect on the marketing performance of street vegetable vendors. The mean selling price for all the vegetables per kilogram was 43.844 ETB with standard deviation of 5.002 (Appendix Table 1). The effect of selling prices was turned out in favour of the hypothesis of this study. A one birr increase in the selling price of vegetables tends to cause a 0.160 units increase in the profit margins from the sale of vegetables (See Table 10 above).

In paradox to findings of this study, (Yirgalem, 2019) found that selling price has a negative and significant effect on the profit margins of street vegetable vendors. The same author explains that the price for the vegetables is relatively cheaper than vegetables sold on legal shops. And street vegetable sellers complain that their customers often shift to formal shops or other sellers if they increase price even in few cents. It is a sun dried fact that highest vegetable prices tend to discourage demand for the commodity and finally ends up in total economic failure or profit loss. (Kebede, 2015) also reported that commodity prices are cheaper in the informal markets.

4.3.3. Effect of Product Mix, Perishability and Regulations

This study hypothesized that having higher number of product (vegetable) mixes will increase the marketing performance of street vegetable vendors. As presented in Appendix Table 2, about 45% of the study sample respondents reportedly sell only a single vegetable while 55% of them involved in selling more than two types of vegetables. The regression result presented in Table 10 above paints a clear picture on the positive and significant effect of selling more than two vegetables ($t = 22.015$, $p = .000$). Analysis of the data indicated that a unit rise in the product mix

will improve the profit margin by about .868 units. However, only a minor section of street vegetable vendors involved in the sale of more than two vegetable mixes. Sample vendors were asked why they specialize on one vegetable. Lack of financial capacity, perishability of vegetables and lack of preservation equipment and facilities were the common reasons to specialize on relatively non – perishable vegetables. The finding supports the hypothesis made in this study. This finding is also quite agreeable with several other findings (Gupta, 2016; Yirgalem, 2019). The effect of product mix on marketing performance may be attributable to reduction of risks associated with having several products together. Higher product mix may allow vendors to compensate a loss from one vegetable with the gains from the other.

Unlike product mix, perishability had a significantly high negative effect on the marketing performance of street vegetable vendors. Respondent were asked whether the vegetable they sell is perishable or not. All of them had responded that the vegetables they sell are quite perishable with an average shelf life of 4 to 10 days. Tomatoes were the most perishable vegetables being traded by street vegetable vendors in the study areas. From the table below, it is clear that the average profit margin from the sale of onion was 28.02% higher than the profit from tomato. However, care should be taken in the interpretation of the difference in profit margin between tomato and onion sales. The difference can't be totally left to the difference in the level of perishability alone. However, during the FGD the researcher has learnt that perishability is an important factor that contributes to the poor gains from the sale of tomato. For instance, from the table presented above, it is clear that a unit increase in perishability of a product decreases a profit margin by .836 units.

Table 10: Profit Margins from the sale of Onions and Tomatoes

	Do you sale tomato or onion?	
	Onions	Tomatoes
	Mean	Mean
Profit Margins	.3880	.1078

Source: Own Computation (2020)

Similar results were also reported by (Yirgalem, 2019). This author explains that perishable products tend to reduce sales profit for several reasons. First, such products are capital intensive that requires intensive care, management and facilities including refrigerators and cold ware houses. Therefore, cost of perishable products vending is higher than non – perishable products

that reduces profit margins. The same author also estimated the amount of income loss of perishable products due to spoilage during transportation to be 5 to 13.25% of the gross profit. The same explanation may be given to the negative effect of product perishability on the profit margin of street vegetable vendors in the study area.

This study has also tried to see the effect of regulations on the marketing performance of street vegetable vendors. The findings indicated that regulations do have a negative but insignificant effect on the marketing performance of street vegetable vendors in the study area. As presented in table 10 above, the estimated coefficient for effect of regulation on marketing performance was found to be ($t = -.937$, $p = .351$). However, the finding in this study was supported by several empirical evidences. The evidences proved that government rules and regulations, taxes, water and electricity costs and shop rents in the formal vegetable selling business cut a significant portion of the economic benefits. However, these costs are avoided in the informal street vegetable vending (Alebachew, 2017; Yirgalem, 2019)

V. SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1. Summary and Conclusions

Street vendors have an important role in the informal economy by making a significant contribution. Studies indicate that over 25% of the workers globally operate in the informal sector. The informal economic sector is growing in Ethiopia. Street vegetable vending is one of the most important informal sectors in major cities of Ethiopia. However the informal sector has remained beyond empirical investigation. As a result its contribution and the factors affecting the marketing performance of street vegetable vending were not identified. Thus, this major objective of this study was to analyse the major factors affecting the marketing performance of street vegetable vendors in selected street markets of Nifas Silk Lafto Sub city of the Addis Ababa Administration.

The study has made an extensive literature review about the various concepts involved in the study along with certain relevant empirical and theoretical evidences. In this study, a mixed research approach was followed. Five street markets from Nifas Silk Lafto sub city were considered as sample study areas. A total of 160 individual sample respondents were also considered for the study. The data from the study respondents was collected using structured interview schedule, questionnaire, FGD, key informant interviews and personal observations. Both qualitative and quantitative types of data were collected from each of the respondents. The data gathered was first entered and coded into excel for better data cleaning and management. Then the data was exported to SPSS version 21 for further analysis. Descriptive statistics including measures of central tendency (sum, mean, median) and measures of dispersion (minimum, maximum, range, variance, and standard deviation) were employed very frequently. Multiple Linear Regression along with inferential statistics such as independent sample t – tests and different correlation coefficients were employed.

This study come up with different important results as presented in section four above. Accordingly, a substantially good portion of the respondents (85.6%) were female while 14.4% of them were male. From the finding it is clear that informal vegetable vending is a woman dominated business. In terms of marital status, about 51.3% of the respondents were married while 32.5%, 13.1% and 3.1% were divorced, widowed and single respectively. In terms of educational status, close to 69% of the respondents have received certain level of literacy while

about 31% of them were illiterate. The average family size of the sample street vegetable vendors has turned out to be 4.68 with a standard deviation of 2.882. It was also found that respondents have been doing street vegetable vending for one year to thirty – five years. Street vegetable vendors' sale a mix of vegetable products. Onion was the first traded vegetable followed by tomato and potato. Onion was reportedly sold by 90% of the respondents while 73.12% and 45.63% of the respondents sell tomatoes and potatoes respectively.

Profit margin was used as a proxy measure for street vegetable vendors. The different explanatory variables hypothesized in this study were regressed against street vegetable vendors marketing performance (Profit margin). The estimated coefficient for age was turned out to be positively significant ($t = 4.475$, $p = .000$). It is clear that a unit increase in the age of street vegetable vendors increase their profit margin by 0.237 units when it is considered with other variables considered and hypothesized in this study. Experience in street vegetable vending does have a very similar effect. The first probable explanation for the significantly high positive effect of age and experience on profit margin may be due to the fact those longer years' help vendors to build their business skill and capacity. Family size, start – up capital and product mix also ended up in bringing significant and positive effect on the profit margins of street vegetable vendors in the study area. A unit increase in family size, start – up capital and product mix increase the profit margin of street vegetable vendors by .139, .250 and .868 units respectively.

Marital status, grade level and gender of street vegetable vendors did not show a marked effect on the marketing performance of sample respondents. However, perishability of the products had a markedly significant negative effect on the marketing performance of street vegetable vendors ($t = -19.65$, $p = .000$). This finding is agreeable with expectations of this study and was also supported by other finding (Avijain, 2016; Yirgalem, 2019). Regulation had a negative but insignificant effect on the profit margin of street vegetable vendors in the study area. The result on the effect of regulation on marketing performance partially supports the assumption of this study. A significant and negative effect was the expectation of this study. But the result indicates non – significant negative effect.

The major findings of this study were summarized and presented in tables and graphs. However table 5 and table 10 contain the most important findings of this study from which conclusions can be drawn and recommendations can be made. Table 5 presents the correlations between the

dependent variable (profit margin which is a proxy indicator of marketing performance) and the predictor variables (start – up capital, selling price, product mix, regulations and perishability along with socio – demographic variables such as age, gender, family size, grade level). Moreover, table 10 contain results of the MLN analysis. It includes coefficient estimations that indicate the effect of each predictor variable on the dependent variable. One of the objectives of this study was to examine the effect of street vegetable vendors start – up capital on marketing performance in the study area. This study has actually expected that start – up capital has a significant and positive effect on the marketing performance. The results turned out in favour of the hypothesis. Thus, it can be concluded that higher start – up capital will end – up in higher street vegetable marketing performance. Yet, street vegetable vendors of the study area reportedly start their business with small amount of capital.

Testing the effect of vegetable products mix on marketing performance of street vegetable vendors was another objective of this study. Results from both the correlation coefficient and the MLR have shown more vegetable product mixes have a significantly high positive effect on the profit margin of street vegetable vendors in the study area. The finding was quite agreeable with the very expectation of this study. Thus, it could be concluded that higher number of product mixes increase the marketing performance of vegetable vendors. However, a minor segment of street vegetable vendors in the study area involved in the sale of more than two vegetables.

The third objective of this study was evaluating the effect of regulation on marketing performance of street vegetable vendors. This study hypothesized that regulations would have a significant and negative effect on marketing performance. The result, however, partially supports the expectation of this study. Regulation ended up in negative but insignificant effect on marketing performance of street vegetable vendors. Sample respondents revealed that vegetables sale on streets are legally forbidden except the weekends and complain that it has reduced the number of days they could sale and earn profit. This restriction is made with the intention of supporting formal vegetable vendors from illegal competition along with reducing traffic congestion by street vegetable vendors. Assessing the effect of vegetable selling price on marketing performance of street vegetable vendors was another objective. Selling price was hypothesized to have a significant positive effect on marketing performance. The result turned

out in favour of this hypothesis and can be concluded that higher selling prices will definitely improve the profit margins of street vegetable vendors.

What is more, investigating the effect of product perishability on marketing performance of street vegetable vendors was also the objective of this study. The result made clear that perishability of vegetables have significantly reduced the marketing performance of vegetable vendors. Thus, it can be concluded that perishable products have a marked negative effect on marketing performance.

5.2. Recommendations

Based on findings and discussion of the study presented in the headings above, the following important recommendations are made. The author strongly believe that upon the implementation of these recommendations, the marketing performance of street vegetable vendors and their transition to the formal vegetable trading business will be realized.

- As already noted above, street vegetable vendors enter into and stay in the informal street vegetable selling due to lack of sufficient capital to join the formal vegetable sector. The financial requirement to transit to formal vegetable marketing is very high even after long years of experience in the business. Based on this finding, this study highly recommends the establishment of street vegetable vendors support fund that will assist street vegetable vendors to transit to the formal vegetable marketing sector. Some may argue that such act will encourage informal and illegal business operations. However, this fund should actually target those vegetable vendors who are already in the business and have some financial capacity. Such targeted intervention is believed to enhance the transition of informal street vegetable vendors to formal vegetable market player.
- The findings have proven that higher vegetable mixes improve the profit margins of the sample street vegetable vendors. Yet, only quite few portions of street vegetable vendors were involved in the sale of diversified vegetable mixes. This has caused vegetable vendors to benefit little from their informal business that reduced their propensity to transit to the formal economic sector. From this finding, the concerned GOs and NGOs should work towards enabling vegetable vendors to sale a mix of dissimilar vegetable products by creating strong market linkage with different vegetable producers and other actors in the supply chain of vegetables. This study has also learnt that street vegetable vendors fail to

sale a mix of different vegetables due to lack of financial capacity. Thus, financial support by the concerned bodies is highly recommended.

- Government regulations did not help street vegetable vendors to sell more, earn better and increase their profit margins. Government hired trade regulators did not allow vegetables sell on streets except the days on the weekends. This has compelled street vegetable vendors to work only on Saturday and Sunday alone. This has significantly reduced street vegetable vendors' profit margins and has caused widespread unemployment. This study therefore highly recommends the establishment and distribution of vegetable selling sheds or market places based on different arrangements. Street vegetable vendors are poor that they can't afford to pay for expensive vegetable market places or shops. However, a government subsidized vegetable selling shop rent could solve the problem. What is more, relaxing the number of vegetables sales day per week in selected and less congested places is highly recommended to enhance the marketing performance of street vegetable vendors.
- This study has also found that selling prices are relatively lower for street vegetable vendors due to unhygienic market places that is unattractive for buyers and which reduces vegetable quality. This study therefore highly recommends the concerned authorities to prepare and offer street vendors a hygienic marketing place.
- Vegetables perishability was another variable that significantly reduced the marketing performance of street vegetable vendors in the study areas. Therefore, providing technical training to street vegetable vendors on perishable vegetable products preservation and product selection is highly recommended. If vendors could preserve perishable products for longer days or have the skill to select quality and non – perishable vegetables, then they could have incentives to sale perishable and relatively non – perishable product mixes together that will in turn enhance their marketing performance. Street vegetable vendors also reported that lack of preservation equipment and facilities were the common reasons to specialize on relatively non – perishable vegetables at almost complete exclusion of perishable vegetables. This study therefore recommends the supply of preservation facilities or warehouses at least in group basis.
- Besides, the study made clear that street vegetable vending is a women dominated informal economic activity. Therefore, gender based interventions are recommended to consider this neglected informal economic activity. What is more, higher family size and longer years'

experience in street vegetable vending have shown a significant positive effect on the marketing performance. This is mainly because longer years' bestow vendor's better vegetable marketing skills. This study therefore highly recommends skill development trainings geared towards vegetable marketing.

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Appendix Tables

Appendix Table 1: Descriptive Statistical Values on Continuous Variables of the Study (n = 160)

Variables	Range	Minimum	Maximum	Mean		Std. Deviation	Variance	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error
Profit Margins	.6606	.0000	.6606	.14109	.009408	.1190029	.014	1.531	.192
Grade level of the respondent	16	0	16	4.23	.334	4.222	17.823	.647	.192
Family size of the household	12	1	13	4.68	.228	2.882	8.309	.779	.192
Star up capital	11950	50	12000	1917.5	185.308	2343.985	5494264.5	1.958	.192
Tomato Average selling price	7.00	10.00	17.00	12.428	.15033	1.90154	3.616	.583	.192
Potato Average selling price	6.00	12.00	18.00	13.672	.12453	1.57521	2.481	.678	.192
Onion Average selling price	6.00	16.00	22.00	17.744	.14508	1.83518	3.368	.687	.192
Total Average selling price	19.00	38.00	57.00	43.844	.39544	5.00195	25.019	.758	.192

Source: Own Computation (2020)

Appendix Table 2: Statistical Values on Categorical and Ordinal Variables of the Study on Sample Street Markets

Variables	Street Vegetable Markets					
Sex	Saries	Hana Mariam	Jemmo	Mekanisa	Haile Garment	Total
Female	16 88.9%	34 87.2%	38 88.4%	34 87.2%	15 71.4%	137 85.6%
Male	2 11.1%	5 12.8%	5 11.6%	5 12.8%	6 28.6%	23 14.4%
Total	18 100.0%	39 100.0%	43 100.0%	39 100.0%	21 100.0%	160 100.0%
Marital status						
Single	2 11.1%	1 2.6%	1 2.3%	0 0.0%	1 4.8%	5 3.1%
Married	9 50.0%	29 74.4%	13 30.2%	16 41.0%	15 71.4%	82 51.2%
Divorced	6 33.3%	7 17.9%	22 51.2%	14 35.9%	3 14.3%	52 32.5%
Widowed	1 5.6%	2 5.1%	7 16.3%	9 23.1%	2 9.5%	21 13.1%
Total	18 100.0%	39 100.0%	43 100.0%	39 100.0%	21 100.0%	160 100.0%
Educational Status						
Illiterate	7 38.9%	15 38.5%	15 34.9%	11 28.2%	5 23.8%	53 33.1%
Literate	11 61.1%	24 61.5%	28 65.1%	28 71.8%	16 76.2%	107 66.9%
Total	18 100.0%	39 100.0%	43 100.0%	39 100.0%	21 100.0%	160 100.0%

Vegetable mix						
Only One	6 33.3%	21 53.8%	15 34.9%	21 53.8%	9 42.9%	72 45.0%
Only two	7 38.9%	5 12.8%	13 30.2%	7 17.9%	4 19.0%	36 22.5%
Only Three	2 11.1%	10 25.6%	12 27.9%	9 23.1%	7 33.3%	40 25.0%
Only Four	3 16.7%	2 5.1%	2 4.7%	2 5.1%	0 0.0%	9 5.6%
Above four	0 0.0%	1 2.6%	1 2.3%	0 0.0%	1 4.8%	3 1.9%
Total	18 100.0%	39 100.0%	43 100.0%	39 100.0%	21 100.0%	160 100.0%
Specialize	4 22.2%	10 25.6%	13 30.2%	7 17.9%	7 33.3%	41 25.6%
Diversify	14 77.8%	29 74.4%	30 69.8%	32 82.1%	14 66.7%	119 74.4%
Total	18 100.0%	39 100.0%	43 100.0%	39 100.0%	21 100.0%	160 100.0%
Reasons for diversification						
Increase sales volume	3 16.7%	7 17.9%	4 9.3%	6 15.4%	3 14.3%	23 14.4%
Increase income from daily sale	1 5.6%	3 7.7%	5 11.6%	5 12.8%	2 9.5%	16 10.0%
Reduce cost of doing business	2 11.1%	5 12.8%	6 14.0%	4 10.3%	3 14.3%	20 12.5%
Demand for mixed products	1 5.6%	3 7.7%	4 9.3%	8 20.5%	2 9.5%	18 11.2%
Reduce risk	1 5.6%	5 12.8%	7 16.3%	4 10.3%	2 9.5%	19 11.9%
For all combination	10 55.6%	16 41.0%	17 39.5%	12 30.8%	9 42.9%	64 40.0%
Total	18 100.0%	39 100.0%	43 100.0%	39 100.0%	21 100.0%	160 100.0%
Effect of regulation						
Significantly low	4 22.2%	4 10.3%	4 9.3%	4 10.3%	5 23.8%	21 13.1%
Low	0 0.0%	1 2.6%	5 11.6%	3 7.7%	1 4.8%	10 6.2%
Medium	1 5.6%	2 5.1%	11 25.6%	5 12.8%	2 9.5%	21 13.1%
High	5 27.8%	10 25.6%	10 23.3%	10 25.6%	4 19.0%	39 24.4%
Significantly high	8 44.4%	22 56.4%	13 30.2%	17 43.6%	9 42.9%	69 43.1%
Total	18 100.0%	39 100.0%	43 100.0%	39 100.0%	21 100.0%	160 100.0%

Source: Own Computation (2020)

Appendix Table 3: Distribution of profit margin by gender (n = 160)

	Sex of the respondent	N	Mean	Std. Deviation	Std. Error Mean					
Profit Margins	Female	137	.120335	.0882247	.0075375					
	Male	23	.264696	.1886218	.0393304					
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Profit Margins	44.016	.000	-5.934	158	.000	-.1443608	.0243259	-.1924067	-	
									.0963	
variances assumed									150	
variances not assumed									-	

Appendix Table 4: Profit margin between Illiterates and literates (n = 160)

	Educational status of the respondent	N	Mean	Std. Deviation	Std. Error Mean
Profit Margins	Illiterate	53	.081270	.0722206	.0099203
	Literate	107	.170715	.1265255	.0122317

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Profit Margins	12.348	.001	-4.771	158	.000	-.08945	.0187469	-.1264719	-.0524181
Equal variances assumed									
Equal variances not assumed			-5.679	154.790	.000	-.08945	.0157488	-.1205553	-.0583346

Appendix Table 5: Independent Sample T-test indicating the difference in profit margins between vegetable specialization and diversification

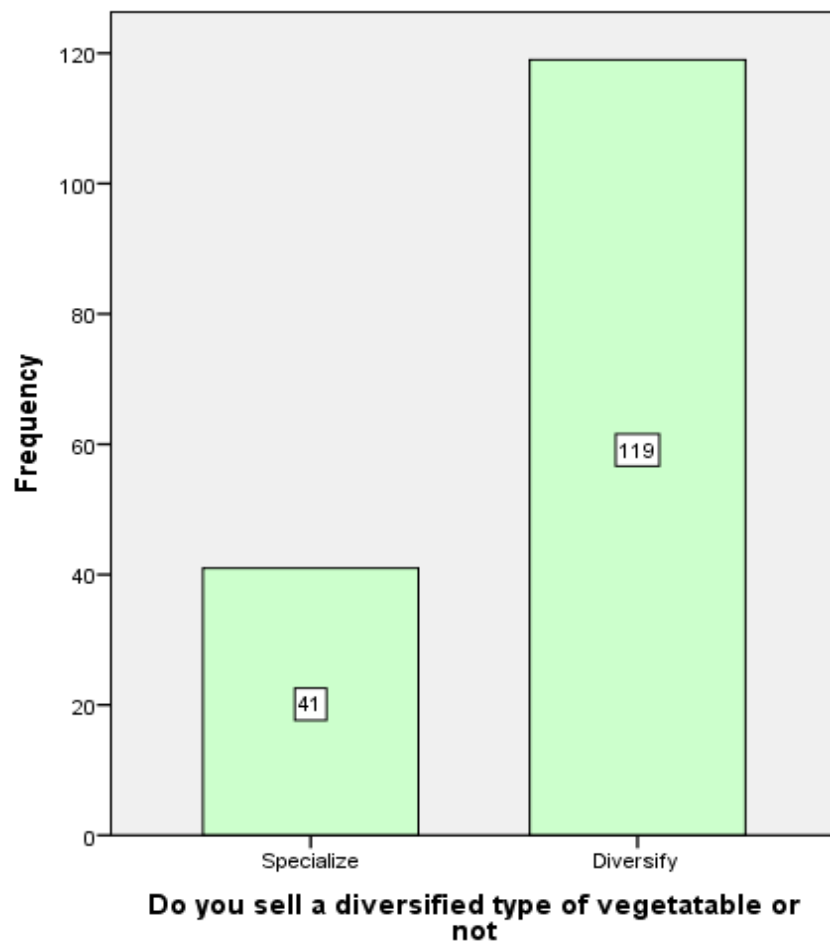
	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	15.685	.000	-5.940	158	.000	-.1161077	.0195456	-.1547120	-.0775034
Equal variances not assumed			-8.298	146.643	.000	-.1161077	.0139921	-.1437599	-.0884555

Appendix Table 6: Results of Collinearity tests
Coefficients^{a,b}

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Multicollinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.130	.052		2.521	.013		
Sex of the respondent	.010	.010	.031	.955	.342	.622	1.608
Age of the respondent	.002	.000	.237	4.475	.000	.225	4.436
How long you have been in street vegetable vending	.009	.001	.480	6.699	.000	.124	8.084
Grade level of the respondent	9.872 E-005	.001	.003	.079	.937	.491	2.038
Family size of the household	.006	.002	.139	2.743	.007	.247	4.045
Startup capital of the respondent	1.206 E-005	.000	.250	3.728	.000	.142	7.055
The vegetable mix of the respondent	.009	.006	.079	1.414	.161	.201	4.973
Do you sell a diversified type of vegetable or not	-.003	.010	-.010	-.344	.732	.791	1.265
Does regulation has negative or positive effect	-.020	.021	-.034	-.937	.351	.496	2.017
Total selling price in Ethiopian birr	-.004	.001	-.160	-3.160	.002	.247	4.042

a. Dependent Variable: Profit Margins

Appendix Figure 1: Distribution of respondents based on product specialization and diversification



Appendix: Questionnaire

**ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT
DETERMINANTS OF MARKETING PERFORMANCE OF STREET VEGETABLE
VENDORS: THE CASE OF NIFAS SILK LAFTO SUB – CITY, ADDIS ABABA.**

Dear Respondent,

This questionnaire is designed to investigate the major determinants of the marketing performance of street vegetable vendors in Nifas Silk Lafto Sub – city of Addis Ababa. Your willingness and cooperation in giving genuine information is well appreciated and the information you provide will be used for academic purpose only and will be kept in strict confidentiality. I really appreciate your genuine response for this questionnaire. If you would like to offer me further information about this study, or have any ambiguity please contact me via +251911-564426.

Thank you in advance for your cooperation!

Section 1: General Information of Respondents

1. Respondent Code: _____ (To be filled by the researcher)
2. Kebele: _____
3. Market Place: _____
4. Sex: 0 = [Female] 1 = [Male]
5. Age: _____ years

Section 2: Socio – Economic and Demographic Characteristics

1. Marital status: 1 = [Single] 2 = [Married] 3 = [Divorced] 4 = [widowed]
2. Family size: _____ people.
3. Educational status: 0 = [Illiterate] 1 = [Literate]
 - 3.1. If literate, what is the maximum grade attained? Grade: _____

Section3: Marketing Information

1. Is street vegetable vending your full time job? 0 = [No] 1 = [Yes]

1.1. How long you have been in the informal street vegetable vending? _____ Years

(Write the number of months if less than a year).

1.2. If no, how do you explain your involvement in the street vegetable marketing?

1.3. What are the factors that push you to engage in street vegetable marketing? (List as many factors as you can)

- i. _____
- ii. _____
- iii. _____
- iv. _____
- v. _____

2. Please rank us the major vegetables that you often sell in terms of your average annual sells volume and the related issues presented in the following table.

Rank	Vegetable name	Average Buying price	Average Selling price	Average Annual sale volume	Reason (s) for the rating
1 st					
2 nd					
3 rd					
4 th					
5 th					
6 th					
7 th					
8 th					

2.1. Who decides the selling price of vegetables?

1 = [I decide the price]

2 = [It is the buyer]

3 = [Through negotiation]

4= [Other, specify . . .]

2.1.1. Where do you sell your vegetables?

1 = [I've a fixed shed]

2 = [I'm a mobile seller]

3 = [Both]

4 = [Other, specify . . .]

2.1.2. How do you compare your selling price as compared to the selling price of formal vegetable sellers?

1 = [Price is the same]

2 = [My price is cheaper]

3 = [My price is expensive]

2.1.2.1. What are the reasons for your answer for question number 2.1.2 above?

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____

2.2. How much was your initial start – up capital? _____ Ethiopian birr.

2.3. What was the source of your start – up capital? _____

3. How many vegetables do you sell for most months of the year? _____

3.1. If you specialize in one vegetable, which vegetable do you specialize at? _____

1 = [I usually specialize in single vegetable] 2 = [I usually sell a diversified products]

3.2. If you diversify, mention the vegetables that you sell together (You can list as many as you diversify)

- 1. _____ 2. _____ 3. _____
- 4. _____ 5. _____ 6. _____

4. Is/are the vegetable you sell is/are perishable? 1 = [Yes] 0 = [No]

4.1. If yes, rate the level of the vegetable perishability on a scale of 1 to 5 where the value 5 indicates significantly high while 4, 3, 2 and 1 indicates high, medium, low and significantly low respectively.

4.2. Would you please rate the effect of vegetable perishability on your profit margin on the scale of 1 to 5 as indicated above?

4.3. What measures do you often take to reduce the effect of vegetable perishability on your marketing performance?

5. Is your street vegetable selling business regulated by any government laws and procedures?

1 = [Yes]

0 = [No]

5.1. If yes, please rate the contribution of the government rules and regulations on the marketing performance (profit margins) on the scale of 1 to 5

Significantly low ↓					Significantly High ↓
1	2	3	4	5	

5.2. Would you please explain the reason (s) for your rating for the above question?

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____

5.3. If your answer for question number 5 above is no, then list down the advantages and disadvantages of absence of government regulation?

Sl.No.	Advantages	Disadvantages
1.		
2.		
3.		
4.		
5.		
6.		
7.		

Issues for FGD

Dear participants;

I would like you all to make a group discussion on the following issues pertinent to street vegetable vendors. Active participation from all of you is highly appreciable. The researcher is going to raise points or questions to get a clear picture from your discussions. The points that you are going to raise and discuss will never be used for any other purpose except as information for the partial fulfilment of an M.A degree from AAU, School of Commerce.

I. Discuss

- a) How start – up capital, current selling prices, vegetable mix, vegetable perishability, government rules and regulations and vendors socio – economic features influence the marketing performance (Profit margins) of street vegetable sellers’?
- b) Who should what to strengthen the positive contributions of these variables and avoid/reduce the negative effects of these variables?
- c) What are the pushing and pulling forces into the street vegetable marketing sector?

Thank you for participating!