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ADDIS ABABA UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MANAGEMENT

**Analysis of street food marketing: The case of Addis Ababa,
Ethiopia**

By: - DANIEL ZINABE RETA

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October, 2020

ADDIS ABABA, ETHIOPIA

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COLLAGE OF BUSINESS AND ECONOMICS**

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By: - Daniel Zinabe Reta

Advisor: Workneh Kassa (PhD)

**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE
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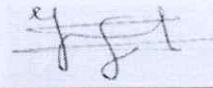


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DECLARATION

I, Daniel Zinabe Reta, hereby declare that this Master Thesis titled “Analysis of Street Food Marketing: The Case of Addis Ababa, Ethiopia” is my novel work and this study has not been submitted for the award of any program or any other institution. I have carried out the present study independently with the guidance and support of the research advisor, Workneh Kassa (PhD). Any other research or academic sources used here in this study have been duly acknowledged.

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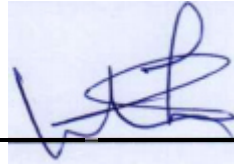


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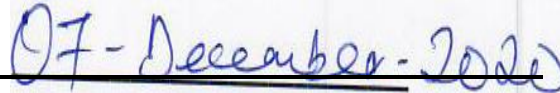
This is to certify that Daniel Zinabe has carried out his research work on the topic entitled “Analysis of Street Food Marketing: The Case of Addis Ababa, Ethiopia”. The work is suitable for submission to defense the thesis.

Advisor’s Name: **Workneh Kassa (PhD)**

Signature:



Date:



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LIST OF ABBREVIATIONS

ANOVA	-	Analysis of Variance
EPOC	-	Equity Policy Center
FAO	-	Food and Agriculture Organization
SPSS	-	Statistical Package for Social Science
VIF	-	Variance Inflation Factor

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ABSTRACT

The main objective of the study was to analyse the factors influencing performance of businesses run by street food vendors in Addis Ababa, Ethiopia. Specifically, the study sought to establish the influence of location, financial capability, entrepreneurial expertise, and policies & regulations on the performance of businesses run by street food vendors in Addis Ababa. The data for this study have been taken into account to get a representative sample of street food vendors in Addis Ababa using cluster random sampling technique. The study population comprised all of the permanent street food vendors in Addis Ababa and was conducted in nine street food clusters where most densely populated in the capital. Within the domain of street vendors, the clusters have been chosen for the reason that they have more street vendors than other clusters that are not being selected: Megenagna, Mexico, Piazza, 4-killo, Haile Garment, Filwuha, Jemo and Bole. The target population was all the 135 street vendors in Addis Ababa. The study used primary data collection using a structured questionnaire. Data was analyzed using the Statistical Package for Social Sciences (version 20) software and Microsoft Excel. Pearson Correlation and multiple regressions were used to establish the relationship between the independent and dependent constructs of the research. Data analysis consisted of both descriptive and inferential statistics. The study concluded that location of a street food vending business, financial capability, entrepreneurial expertise, and policy & regulation influenced the performance of businesses run by street food vendors in Addis Ababa. Based on the study findings, the study recommended that the Addis Ababa city administrations should evaluate the policies and regulations governing the street vending businesses with an aim of creating a more promising environment. The study suggests that a similar study can be conducted in another area in the regions for comparison purposes in the country.

Keywords: *Street food, financial capability, entrepreneurial expertise, policy & regulation, and Location*

CHAPTER ONE: INTRODUCTION

1.1. Background of the study

Urban population growth, a trending situation is one reason that let street food vendors exist. Winarno and Allain (2013) stated that urban population growth has stimulated a rise in the number of street food vendors in many cities throughout the world. Migration from rural areas to urban centers has created a daily need among many working people to eat outside the home. Demand for relatively inexpensive, ready-to-eat food has increased as people have less time to prepare meals. According to (FAO, 2002) an estimated 2.5 billion people consume street foods everyday around the world. This means find a street food in any country is not difficult. Food service industry is a fastest growing industry in the hospitality field (Aquino et.al, 2015). It is found all over the world but particularly prevalent in developing countries.

Street vendors are businesses that are possessed by either individuals or a family unit (Butale, 2011). Moreover, Bharan (2014) argues street vendors are persons offering merchandise and ventures available to be purchased to the general population without a lasting developed structure yet with transitory static structure. Street Vending gives underestimated individuals access to a salary, however unpredictable, it is still key for family unit survival (Bunjun, 2012). According to WEIGO (2015), economic downturns have a big impact on vendors' earnings. In 2009, an inclusive cities research project found many street vendors reported a drop in consumer demand and an increase in competition as the newly unemployed turned to vending for income. Therefore, marketing opportunity should develop to increase street food sale, to improve street food state, and to provide adequate service to the consumer to satisfy their demand and needs. Modernist town planners tend to think that the unregulated land use, informal housing and the informal economy are problem must be solved (Boonjubun, 2017).

Ethiopia has experienced remarkable growth for the last 15 years, with micro and small enterprise playing an increasing role in the growth process through employment creation, diversification and

production, while at the same time benefiting from expanded business opportunities arising from better growth performance of the overall economy. As a developing country, the Ethiopian urban economy is largely characterized by the informal sector. According to the Central Statistical Agency of Ethiopia (CSA) statistical report on the national labor force survey, 60 per cent of the total national urban labor force of the country is employed by the informal sector (CSA, 2003). As a result of its increasing contribution, the Ethiopian government has given recognition to the importance of the sector as a significant employment provider, but there are still harassments against some informal sector operators such as street vendors, for example. But it seems that the contribution of street food vendors to the economies of developing countries has been vastly underestimated and neglected (Winarno & Allain, 2013)

In Addis Ababa, due to urban migration, street vending has become one of the principal means to make a living for the urban poor society. The street food business is one of the most popular small-scale businesses in Addis Ababa. It is easy to see a woman who sells food and coffee in Addis street. It is a simple way of income generation by investing in small capital. Nowadays, in most parts of Addis Ababa, street foods have become an integral part of the local food. It is convenience for those who don't have time to cook or economic phenomena that flourishes during hard times. For this, seeing a woman who has been selling food items in the Addis Ababa Street has become normal. It is a prevailing and distinctive part of the large informal sector in Addis Ababa, the capital city of Ethiopia and Africa. Following the increasing population in the city, caused by the migration of illiterate people from every direction of the city, it has been normal to see people who have offered food for the street consumers.

1.2. Problem Statement

Street food has recently begun to attract the attention of the government and various international organizations due to the feature of urbanization (Draper, 1996). It is one of the key displays of urban poverty especially in Africa. Now, it becomes growing small – scale economic activity due to lack of alternative source of income. Apart from this fact, the contribution of street foods provides viable income generation opportunities for those who cannot find their way into the formal job market (Acho Chi, 2002). Given that unemployment is a major concern in Addis Ababa,

the contribution of food vending towards the alleviation of this problem is indeed significant. However, despite the fact that the sector creates employment opportunity, the amount of income earned is insignificant. This can be attributed to the constraints that impede their operations. The major constraints that affect street vendors include; operational challenges, socio-cultural challenges, adverse political conditions and policies and economic pressures (Tambunan, 2012).

Past research on street food vendors have attempted to establish the factors affecting the performance business run by street food vendors. Previous research on analyzing the street food vending business by Dipeolu, Akinbode and Okuneye(2007) has been conducted, and socio economic characteristics of vendors and budgetary analysis were subject to analysis. The findings show that the street food vending business is dominated by women and it is a profitable enterprise.

Fulton et al. (2009) has done a paper about women enterprise in street food sector. The findings showed that street food vending is important for economic development and poverty alleviation in Africa. The determinant of successful street food business are culture, religions, and geographic differentials between street food businesses. However, elements of the street food marketing, such as location, financial capability, entrepreneurial expertise, and policy & regulation, have not been well addressed. In addition, the street food marketing in Addis Ababa has not yet been investigated. Therefore, this study sought to fill in these gaps and establish the factors influencing performance of businesses run by street vendors in Addis Ababa, Ethiopia

Studies from Ethiopia (e.g., Belay, 2000; Pankhurst and Mariam, 2000; Rahmato, 2004) have shown that small entrepreneurs in the informal sector do not have access to finance from formal financial institutions. Instead, they rely on social capital schemes for obtaining finance needed for business ventures. Haftu et al. (2009) also found that the majority of small entrepreneurs in Ethiopia depend on friends, families, and own savings as a source of start-up capital for their businesses. Street food vendors in Addis Ababa are often viewed as irritation or obstruction to other commerce and the free flow of traffic. When the city administration built a small shop on the street (Arkebe Shop), it did not consider the street food vendors. Since they typically lack of legal status and recognition, they often experience frequent harassment and removals from their selling place by local authorities. Despite of all the benefits which can be gained from street food vending, this study positioned to answer what are the factors influencing performance of businesses run by street vendors in Addis Ababa, Ethiopia.

1.3. Research questions

In order to meet the above problem, the study pursued the following research questions;

1. What are the factors that influence the performance of street food business in Addis Ababa?
2. What are the challenges faced by street vendors in Addis Ababa?

1.4. Research Objectives

In view of the above stated problem, the following are the objectives of this study:

1.4.1. General Objectives

The general objective of this study is to analyze the street food marketing in Addis Ababa

1.4.2. Specific objective

1. To determine the specific factors that influence the performance of street food vendors in Addis Ababa;
2. To analyze the challenges faced by street vendors in Addis Ababa.

1.5. Significance of the study

The street food vendors play an important role in Addis Ababa towards poverty reduction and unemployment. The study is intended to benefit the street vendors in that the results of this study will notify street vendors on the factors that influence their performance. Hence, they can take the necessary measures, which would help to increase their business performance. The study would also benefit the government policy makers who will use the information in this research to develop new policies or make reforms on the existing ones in a bid to create a good environment where the businesses owned by street vendors can succeed well. Further, this study is planned to add knowledge to previous studies done on factors influencing performance of businesses run by street food vendors. The study shall therefore serve as a reference for further research by academicians and researchers on this topic.

1.6. Scope of the study

The subject of the study is permanent street food vendors and the results of this study may not represent the circumstances of all street vendors. In addition, the study is geographically limited to Addis Ababa, and it did not include other cities of Ethiopia.

1.7. Limitation of the study

Since street food vending is not formally authorized, it was difficult to do a field work as some vendors were not willing to respond. Moreover, due to the nature of respondents, carrying out the research was time consuming, as most of the vendors had to attend to their customers and hiding from law enforcement officers simultaneously. Additionally, the researcher encountered reluctance from the respondents, fearing that the information would be used against them.

1.8. Definition of Significant Terms

Factors – in the context of this study these are the various aspects that influences businesses run by street vendors.

Business performance – in relation to the study, this is the success of businesses run by street vendors in terms of profitability.

Street vending – in this study it was considered as the act of canvassing for sale of items carried by the street vendor along the street or in the public places in the town.

Policies and regulations – in this study these was considered as rules that have been put in place to govern the business operation of street vendors.

Financial capability – in the context of this study this was regarded as the ability to raise enough capital to start up a street vending business and to maintain its day to day operations.

Entrepreneurial expertise –this was considered as the skills that are pre-requisite for effective business operation guaranteeing some positive outcome.

Location – this was considered as the strategic placement of street vending business.

1.9. Organization of the Study

Chapter one outlines the study background, purpose of the study, statement of the problem, research questions, objectives of the study, scope of the study, importance of the study, delimitation and limitations, assumptions of the study and defines major terms.

Chapter reviews similar study findings previously done by other researchers and how each variable in each research question was addressed. A theoretical review and conceptual framework of the study is also provided.

Chapter three lays out the research methodology to be undertaken for this particular study. This includes the target population, research design, sampling size and sampling procedures, data collection instruments, analysis techniques and ethical considerations.

The fourth chapter presents the results of the data collected from the field, analyzed and interpreted by the researcher while the fifth chapter deals with the findings summary, the conclusion and recommendations

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

Review of related literature contains significant and related studies that have contributed in conceptualizing and building of the present study.

2.2 Theoretical review

2.2.1 Definition

➤ Street Food

The Food and Agricultural Organization of the United Nations (FAO) defines street foods as 'ready-to-eat foods and beverages prepared and/or sold by vendors and hawkers, especially in streets and other similar public places'. On the other hand, according to Draper (1996), street foods are an extremely heterogeneous food category, encompassing meals, drinks, and snacks. They also show great variation in terms of ingredients, methods of retail and processing, and consumption. Various attempts have been made to define them, but the most widely cited definition is that of FAO: "Street foods are ready-to-eating foods and beverages prepared and/or sold by vendors and hawkers especially in streets and other similar public places" (FAO 1989). The central characteristic of street foods in this definition is their retail location, which is "on the street." To differentiate street food vendors from formal sector food establishments, such as restaurants, the Equity Policy Center (EPOC) adds the further qualification that street foods are sold on the street from "pushcarts or baskets or balance poles, or from stalls or shops having fewer than four permanent walls" (Tinker, 1987). In terms of production, street foods may be centrally processed foods made by the formal sector food industry, or they may be processed within the street food trade either by the vendor her/himself or another small-scale processor. In Ethiopia, street foods are made by the street vendor her/himself on the street or in their residence.

➤ The Nature of the Street Food Trade and its Economic Importance

Like other informal sector enterprises, street food enterprises are characterized by the small scale of the operation, use of traditional food processing technologies, and low capital costs that allow ease of entry into the sector (Tinker & Fruge, 1982). Those who participate in this sector are principally the urban poor and this has been seen by some as an innovative response or coping

strategy on their part when denied access to more formal employment structures. As Atkinson (1992) points out, however, this view originated in the 1970s against a backdrop of economic expansion; the macro-economic context of the 1990s is very different and support of the informal sector should not be seen as a solution for the urban poor. Because of its very nature, the informal sector is not enumerated by official data collecting agencies; thus official statistics on the street food trade are virtually non-existent. The EPOC and Bogor projects and various FAO studies, however, have shown that the street food trade generates a surprisingly large volume of business, which involves large amounts of money and also provides a competitive source of employment and income to millions of people. The trade also provides an important source of employment and income. Although hard work with long hours, the income derived is generally above earnings from alternative sources of employment. The earnings of paid assistants, however, are often less. A study in Uganda found that most vendors earned a favorable wage--the majority earned more than the minimum government civil service wage (87 percent earned US \$5-\$20 per day) and none earned less than the minimum wage--but most assistants were paid less than US \$9 per month (Nasinyama, 1992). Despite the need for further documentation, it can be seen that the street food trade makes substantial contributions to these urban economies (Cohen, 1985).

2.3 The informal sector

2.3.1 The Informal Sector from Three Perspectives

According to ILO estimates, the informal sector in some undeveloped regions absorbs as much as 60% of the urban labour force. In a study by La Portia & Schleifer, 2008, they show that the informal sector in an undeveloped economy averages about 30% of total output. Other studies have estimates up to 50%. The authors define the basic characteristics of the informal sector as usually low productivity due to low levels of skills, irregular earnings and lack of access to financial assets, information, markets and technology. In their recent paper, La Portia & Schleifer present three alternative views of the developmental role of informal firms in an economy.

The Romantic view argues that informal firms do have potential of being really productive; they are tied to involuntary informality due to lack of finance, bureaucratic paper walls, governmental regulations, high taxations, etc. The romantic view proposes that a majority of informal firms are essentially of the same set up as formal firms, they just had the bad luck of being born on the side where the grass was not as green as on the other. If correctly helped by governmental policies and

regulations, these firms would have more or less the same characteristics as entrepreneurs already in the formal sector in terms of returns to human capital, labour conditions and so on. The suggested transitional help could for example be in the form of micro credits, governmental subsidies and/or eased tax burden. In complete contrast to the romantic view, supporters of the Parasite view see the reason for informality as mainly based on illegality. The informal firms need to stay small in order to avoid detection and may thus not be able to benefit from scale advantages. However, the “substantial cost advantage that informal companies gain by avoiding taxes and regulations more than offsets their low productivity and small scale” (Farrell, 2004 in La Porta & 10Schleifer, 2008). The informal firms are parasitic in the sense that they hurt growth both by being less productive, by stealing market shares from formal firms and escaping from taxation and regulations. Thereby, informal firms charge lower prices for more or less identical products to formal firms, hence further distorting a creative competitiveness process.

The Dual view bases its assumptions on the Big Push-theory and the importance of an institutionally initiated transition from informal to formal sector-based production (Ray, 1998:116). According to the Dual view, informality counts for non-productivity, but unlike the Parasite view, the Dualists do not see any competition between formal and informal firms. As formal firms tend to be larger and more productive than informal firms, they generate greater volumes of sales. They are thereby less affected by fixed regulatory costs or taxation.

2.4 Street Vending

Street vending is one of the most visible activities in the informal economy and it is found everywhere in the world, both in developed and developing countries. It has been defined in many different ways by various authors. However, a common theme among definitions is the location of trade. It may include trading without a permit, trading outside formally designated trading locations and non-payment of municipal/national taxes or self-allocation of shelter for trading (Lyons and Snoxell, 2005 cited in kalikuwa, 2011). Bhowmik (2005) defined street vendors as self-employed workers in the informal economy who are either stationary or mobile. He also added a street vendor is a person trading from the street who offers goods for sale to the public without having a permanent built-up structure from which to sell. Bromley (2000) identifies the location of trade as streets and other related public axes such as alleyways, avenues and boulevards; and Mitullah (2004 cited in Kalikuwa 2011) describes street 11 trade as an activity which takes place outside enclosed premises or covered workspace on street pavements, sidewalks, but also at bus

stops and in other public places. On the other hand, Cross (1998) uses legal infringements as the defining principle. He terms street vending as the production and exchange of legal goods and services that involved the lack of appropriate business permits, violation of zoning codes, failure to report tax liability, noncompliance with labor regulations governing contracts, work conditions, and/or legal guarantees in relations with suppliers and clients. Street vendors are known to play a very important role in the urban economy by providing employment, income and other items to the public. They sell different kinds of goods such as second hand clothes, vegetables, fruits, food stuffs, plastic goods, and various household necessities which are manufactured in small scale or home based industries. In many countries the urban poor prefer to buy clothes and accessories from street vendors because the goods that they sell are usually cheaper and affordable than those found in formal retail shops (Saha, 2009)

2.5 Street food vendor's performance

2.5.1 Resource Based View Theory

This theory provides a theoretical outline which clarifies how a firm's competitive advantage is achieved within a restraint of resources and how this advantage can be sustained over time (Pearce et al., 2012).

This theory postulates a firm's resource availability can be used to conceptualize firms. That resources equally distributed different firm resource availability is persistent over time (Amit & Schoemaker, 1993). With the use of these assumptions, researchers have agreed that firms achieve sustainable competitive advantage when they have valuable resources (Eisenhardt & Martin, 2000). This theory informed to this study as it focused on the resources necessary to develop and maintain competitive advantage implying that the theory is linked to performance which is the income of the street food vendors in this study.

2.5.2 Theory of Performance

The Theory of Performance comprises and relates its six foundational concepts to develop a framework to explain performance and its improvements. The theory was propounded by Campbell, McCloy, Oppler, & Sager, 1993. Performance is the act of producing valued results.

Adding to that, there must be a player who can be an individual or a group of people that engage in a cooperative effort. The performance in a firm depend on the context, level of skills, level of knowledge, personal factors, level of identity, and fixed factors. The theory also claims that the effective performance improvements arise and involves the performer's mindset, enriching environment that allow immersion, and a practice to engage in reflective practice.

In this study, the five components that allowed the researcher to evaluate the businesses owned by street food vendors that have all or some of the components and how they encourage performance. First, in the level of identity, the study assessed the mission, ways of doing business, and uniqueness of these businesses. Second, in the level of skills, it assessed specific actions that individuals, groups, and organizations apply in multiple types of performance. Third, in the level of knowledge, it highlighted the facts of information, concepts, and principles that individuals and groups have acquired through education and experience. Fourth, in the context of performance, it assessed the variables associated with the situation under which an individual or organization performs in. The component mainly involves the availability of resources to enhance business performance. Fifth, personal factors assessed the characteristics of street vendors and how they run their businesses. Finally, it assessed the role of fixed factors such as the variables unique to an individual business that cannot be changed such as access to the best pool of workforce (Campbell, McCloy, Oppler, & Sager, 1993). This theory updated this study as it puts emphasis on the importance of having the necessary resources to ensure better business performance. In this case various factors such as location, financial capability, and entrepreneurial expertise influenced the business performance of businesses owned by street food vendors.

2.6 Factors influencing the performance Street Food business

A street vendor, Reyes and Juárez (2013) is generally defined as a person who offers goods for sale to the public at large without having a permanent built up structure from which to sell. Vendors may be move from place to place or they occupy space on the street or other public/private spaces. In order to sell their products, their performance is affected by the following factors. The following are the main factors influencing the performance of street food businesses actors in the market.

2.6.1 Policies and Regulation on performance of street food vendors

Despite its importance in reducing unemployment and generating income of the urban poor, street vending face various challenges. Cohen, et al, (2000) found that like all informal workers, informal street food vendors lack legal status, representation, and voice. They earn low incomes, usually close to the poverty level. Furthermore, they experience several problems specific to their business. Difficulty in finding secure spaces to sell, harassment, demands for bribes, evictions from selling places, arrest and confiscation of goods by authorities, who often see street vendors as a nuisance or obstruction to other commerce and traffic. Street vendors are also in conflict with formal shop owners and landlords who contend that the traders invade on their business and or premises (Kirby & Watson, 2006). The space that has been occupied by informal traders is open and it has a risk of the harsh environment. Most of goods of the informal traders such as fruits, vegetables and local foods are affected by the harsh environmental conditions, as results they loss the earning. They trade illegally due to lack of recognition and licenses.

The traders identify trading sites on their own facing the urban authorities to evict them (Kirby & Watson, 2006). Moreover, Kirby and Watson (2006) uphold that in the cases of eviction, the traders are often provided with an option outside the Central Business District (CBD) where there are hardly any customers. This option is based on an exclusion framework which reserves the CBD to large scale traders and businesses which urban authorities argue pay taxes as opposed to the street vendors and informal traders.

Lack of permit to the trade and licenses, it exposes the trader to harassment and disciplinary measures, including removal of goods. During harassment, traders lose their commodities, with some closing their business after losing their capital goods. In most cases, vendors are not issued with any identification showing that they have a legitimate right to sell their goods in urban streets. This exposes them to harassment, including confiscation of goods, assault and demand for bribes. Apart from the right to trading space, informal traders are also disadvantaged in the area of security, transport and municipal service. A secure working environment is a pre-requisite for any type of business. Security is a major concern for many people engaged in economic activities on streets. Municipal authorities have been the major source of insecurity for these traders. The authorities harass, beat and confiscate goods of street vendors without any warning. This does not

only threaten the security of vendors but also their customers. The environment is not secured as results the customers lost due to poor performance of the business. The income is reduced and generally affects with trading. The insecurity in the streets is sometimes used as an excuse for evicting street traders. All over African cities, the informal traders are viewed by traffic police as criminals (Rwigema & Venter, 2008).

2.6.2 Location on performance of street food vendors

A strategic location results in a bigger number of consumers, permits accessibility and increases potential offers of a retail outlet. Consequently, the ease of access influences catchment populace of a shopping center. The decision of a retail location area has a noteworthy and big effect on execution of the business. A wrong decision in many circumstances could mean disappointment, though a decent decision could make the business not meet its achievements (Kocaili, 2010). A business strategic location could incorporate the proximity to raw materials, better roads, ease of access of business premises and the economic flexibility of the area.

Despite the fact that the location of a firm's influences performance positively, Greening, Barringer, and Macy (2006) noted that location has been disregarded. Yasuo and Llian (2005) posited that location is the decision method of going into business. Along these lines, the study considered location in terms of type which could be neighborhood or global area. Likewise, Kala et al. (2010) characterized location as the decision of where a business is to be found which could be small, medium and huge urban or rural areas. This definition is concurrent with the assertions of Esteban, Yancy and Christian (2010) who alluded that location is a decision of situate one business either in the country or urban focus, taking keen interest on the kind of service or product to be offered by the firm.

Orloff (2002) asserted that there exists a link between location and the performance of small business. Analyzing the moderation roles of social self-domain centrality, self-guide importance and location significance on the link between self-discrepancies and emotion, Jennifer and Jill (2010) found that location significance has a moderating effect on the relationship between self-discrepancies and emotion. They noticed that among all the moderating factors used in the review, location significance was the most critical.

Herman (2011) engaged in a review entitled impact business area, business technique character and business execution of small industries in Northern Sulawesi, the review focused on the 6 local/urban communities. The review utilized polls as a part of research including 200 respondents, and afterward dissected the information utilizing structural equation modeling and descriptive analysis. The study concluded that competition, regulations by the government and business area fundamentally impact business methodology.

2.6.3 Financial capability on performance of street food vendors

The most impediment challenging of street food business is access to fund on account of prerequisites of collateral. In Ethiopia, very few has own property which makes it exceptionally troublesome for them to give security to banks.

Makokha (2012) also proposed that other than the need for startup capital for their businesses, business women have other money related social requests which results to a redirection of capital far from business needs. A few business visionaries feel that it is hard to acquire credits. This can be attributed to the requirement to demonstrate past credit records and lack of comprehension of the prerequisites of acquiring and paying up credit (Kinyanjui, 2006). Credits from microfinance institutions can be characterized by their limitation in amounts, lack of grace periods, high interest rates and are fleeting in outline. According to Women Entrepreneurs in Kenya (2008), most business women have various short-term loans meant to cater for both business and social needs. Apparently, financial aid from formalized financial institutions is excessively costly which makes most business women to consider it as the last resort (Stevenson and St-Onge, 2009).

A study by Thiga (2013) sought to explore the major challenges that women entrepreneurs face in establishing and operating micro enterprises in Mathare slums. This study used a cross sectional descriptive design. The study population comprised of all women who run grocery and food kiosks in the area. The study used convenience sampling method which involved selecting participants from whatever cases that happen to be available at any given time or place. A sample of 25 female participants was selected from the study population. The main instrument used in the collection of primary data was a semi-structured questionnaire constructed to provide both open and closed ended questions. The study found that respondents' current enterprises had been in operation for

less than 6 months. The challenges that women in the area faced in trying to access credit included not accepting items used at home collateral, lack of collateral and loan officers' negative Perception about female entrepreneurs. Financial aid from formalized financial institutions is also excessively costly. Challenges facing women entrepreneurs included low purchasing power of the local population; lack of suitable location or sales outlet; seasonal nature of the business; stiff competition; lack of marketing knowhow; inadequate infrastructure; lack of market information; shortage of raw materials; inadequate working capital and shortage of time (due to multiple tasks). The results reveal that success of women enterprises depends on the formal education and the training received.

Further, the study by Thiga (2013) found out that main challenge faced by this woman was establishing and growing the business were finance, managing the business and making decisions about the business. Most women entrepreneurs in the area had very little or no education making it hard to run the business well. They were not able to manage business funds and ended up spending the funds on family needs which could lead to business bankruptcy. The study recommended that the role played by women in the society (especially in the rural areas) ought to be embraced in a bid to eradicate poverty in Kenya. The study also recommends support to married women by the family unit in their businesses. Further, the study recommended that the formal financial organizations and public sector should have the right perception about women entrepreneurs.

This study by Wube (2010) was designed to assess the factors that affect the performance of women entrepreneurs in MSEs. The consequences of the review showed that the key economic factors that dampen the performance of women entrepreneurs in MSEs included lack of land, stiff competition, inadequate finances, inadequate technology, inadequate access to training and unavailability of raw materials. Results also showed that major social factors influencing women entrepreneurs included conflicting gender roles; social adequacy and poor networking. Further, legal/ managerial factors such as high amount of tax and interest, access to policy makers, bureaucracies and red tapes influenced the performance of their businesses.

2.6.4 Entrepreneurial expertise on performance street food vendors

Amin et al, (2010) argues that in the developing countries, young women and girls face various challenges which affect their ability to acquire the requisite skills for entrepreneurship. They need to be prepared through education in meeting life events activities such as marriage and birth to cope with emergencies and take advantage of opportunity when they present themselves. According to Demirbas and Matlay (2011), continuous innovation and improvement are also important in success of business. Inefficient business activities are expensive since they can lead to the collapse of business, limiting competing ability against more established competitor. Men are more special to more wellsprings of data by temperance of their system and position in the general public. Skills shortage emerges as a major variable affecting innovation decisions of women medium and small enterprises.

As indicated by Women Entrepreneurs in Kenya (2008), in the recent past education preference was given to boys which explains the low education levels for most women entrepreneurs. In return, this has created a boundary for them in getting to preparing and different business advancements administrations. Absence of adequate instruction and preparing is accordingly a noteworthy obstruction to smaller scale business achievement. Socially, and particularly in the up-country setting, girls were not given equivalent chance to study like the boys; subsequently they had restricted instruction and preparing (assuming any) which makes them less prepared to deal with a business (Commonwealth Secretariat, 2002). Namusonge (2006) additionally noticed that entrepreneurial instruction and preparing assume a key part in invigorating business enterprise and independent work. Notwithstanding the nearness of business development benefits in Kenya very few business women utilize it on account of cost, need, or accessibility (Steven et al., 2005).

Mwania (2015) sought to assess the determinants success of women entrepreneurial ventures in small and medium enterprises in Kongowea market Mombasa. The researcher relied on both direct observation and questionnaires to collect data. A sample of 200 women entrepreneurs was chosen for the study by means of stratified and simple random sampling. The descriptive survey design was used in this study. Information from the participants was analyzed and translated into important information using SPSS. From the study, the major economic factors affecting women small and medium enterprises are inadequate financial accessibility, elevated interest and

insufficient savings. It was found out that many women entrepreneurs were not member of professional organizations which made it difficult for them to acquire relevant information.

The study by Mwanja (2015) also revealed that women lacked entrepreneurial training and management skills. Domestic commitment was also a major challenge where women on average spent more than five hours in household chores only at the expense of their businesses. Many women lacked house helps to assist at home and only few women had supportive spouses who could assist at home. Based on the key results, the researcher recommended that financial service providers should come up with products and services tailor made for women to bridge the gap of financial accessibility among women entrepreneurs. There is also a need to boost the technical and vocational training institutes so that they are able to equip women with relevant skills and professional entrepreneurship. The researcher also recommended on the need to boost women networks through creation of women trade association, women groups, mentorship programmes and integrating women in the existing male dominated networks.

A study by Ogara (2011) established entrepreneurial skills“ influence in management on women performance group projects of Nyaribari Chache Constituency, Kisii central district. From a population of 2130 women in 213 women groups, a simple random sample of 327 was used based on the table of sampling given by Krejcie and Morgan (1970). Data was collected by use of a questionnaire specifically tailored for women group respondents. Data collected was analyzed by descriptive statistical methods. Information from the analyzed data was used to draw conclusions and generate recommendations. From this data, it was realized that women lacked simple entrepreneurial skills such as auditing, accounting, marketing, planning and public relations. These skills had a direct influence on their current situation. It was also noted that more women had been trained on record keeping skills and communications as opposed to other skills under study. The study concluded that the need to train women on entrepreneurial skills surpasses the need to give them financial aid without the skills. It was therefore recommended that there was urgent need for policy makers to consider this aspect to enable women perform in their activities.

2.7 Empirical review street food vendors

A review of earlier studies on street food vending is necessary to enable us to have a view of different scholars and researchers. The evidence obtained will be useful to go in-detail and find out the unknown and unexplored areas. The earlier studies made on street food vending and related areas are briefly reviewed here;

Dipeolu, Akinbode, and Okuneye (2007) analyzed the income generating potentials of street food vending businesses in Ogun State, Nigeria. The main objective of this study was to show the profitability of the street food business in Nigeria. To fulfil this study primary data was used. The data were subjected to simple analysis such as descriptive statistics to describe the socio-economic characteristics of the vendors. In addition, budgetary analysis was used to analyze cost and return and the net profit of food vending business including the cost structure, the gross margin analysis and profitability analysis such as net profit, net operating margin on sales.

The supply side of the street foods sector is dominated by females. Street food is a profitable enterprise, which could serve as a primary occupation to earn a living and also serve as a source of employment generation. Street foods businesses have become common and important features of urban towns in many developing countries. Apart from providing incomes for those involved, they also provide a ready source of food for the urban population.

Fulton et al. (2009) has prepared a paper entitled “Women Entrepreneurship in West Africa: The Cowpea Street Food Sector in Niger and Ghana”. The main objectives of the study were: To determine the importance of the cowpea-based street food sector in Niger and Ghana, to evaluate internal and external factors that drive the success of cowpea-based street food enterprises, to conduct a cross-country comparison to determine the impact of religious, cultural, income and geographic differences on the success of women entrepreneurs selling cowpea-based street foods. This paper was based on both primary and secondary data. Primary data were collected via in-person interviews women street food entrepreneurs in the Niamey of Niger, Kumasi, Ghana in 2009. Additional secondary data on minimum wages and population of selected zones were obtained from government and research agencies. OLS regressions were further used to determine entrepreneurial success. Women entrepreneurship in the informal sector, such as

street food vending is important for economic development and poverty alleviation in West Africa. The street food sector provides employment for women and inexpensive and nutritious food for the urban poor. In this paper, the writer determined the importance of the cowpea street food sector, evaluate the determinants of successful enterprises and ascertain the impact of economic, cultural and religious and geographic differentials between enterprises in Niamey and Kumasi. The main findings of this study were: Women entrepreneurs engaged in the cowpea street food sector can earn income significantly higher than the minimum legal wage in Niamey and Kumasi. These vendors are micro entrepreneurs rather than dependent workers, providing employment not only for them but also for other people. Incomes earned from these entrepreneurial activities contribute directly to health, education and needs of their families. Higher educational levels are not associated with more successful enterprises which are contrary to much of the business literature. The reasoning for this phenomenon is that these individuals may be involved in street food vending as a temporary activity while they search for better employment opportunities and have no incentive to invest and expand their businesses. Family support is central to the operation of most street food enterprises, particularly where religious beliefs dictate the manner in which women entrepreneurs conduct their business. Cross-country comparisons revealed that enterprises in Kumasi are larger and more successful (earning higher incomes) than those in Niamey. Religious beliefs influence business success in Kumasi where seclusion rules result in “strictly observant Muslims” entrepreneurs earning less income than Christian entrepreneurs. Women street food enterprises are important avenues for employment and income generation. Enterprise development strategies geared at poverty alleviation in West Africa should include proactive measures that alleviate market barriers specific to informal women entrepreneurship such as street food vending.

Dhungel and Dhungel (2011) studied the impact of current financial crisis on the employment of street vendors in the urban centers of Kathmandu valley. The main objectives of the study were: to show the huge impact of the global economic crisis on the street vendors of Kathmandu Valley. To analyze the different kinds of Vendors with respect to their shops and goods, street vending requires less investment and the income from that investment is satisfactory for at least sustaining a family in the city. To fulfill these objectives primary and secondary data were used. The secondary information has been collected from the office record, different government agencies. The website of the concerned government agencies has been used to collect the secondary data. Both descriptive and quantitative methods are adopted for data analysis.

This study showed that the analysis of the impact of age in the rise in competition a huge number of working age people are selling goods and services in the street. A significant number of working age people were forced to return from foreign employment or poised to remain at home due to the lack of opportunities abroad ultimately engaging in vending business for survival. It is reported that the competition in vending business from the past couple of years has gone up thereby reducing sales volume of the vendors. However, the flow of customers has increased in the street but since the number of street vendors have increased in the recent. Looking at the trend, more educated people have entered the vending business which indicates that even the high school graduates and above have lost their jobs in foreign employment and back home. Having lost the jobs, they have started street vending business making this sector even more competitive. Street vending sector is an important sector that is providing employment to the poor people. Street vending requires less investment and the income from that investment is satisfactory for at least sustaining a family in the city.

Aquino, Pedalgo, Zafra, and Tuzon (2015) examined the perception of local street food vendors of Tanauan City. The main objectives of the paper were; to determine the demographic profile of local street food vendors in terms age, gender an educational attainment, to know the perception of street food vendors on food safety. To fulfil these objectives primary data was used. For data gathering procedure the researchers used the survey questionnaire. In terms of food cooking processes, respect to time is important while additional process in cooking affects Tanauan Street food vendors' products. In terms of indicators towards vendors' hygiene, the highest rated indicator is washing of hands. In food processing, hands are the ones which are mostly exposed to food. However, the presence in the workplace even during restroom breaks is the lowest rated indicator. Regarding food preparation, the highest rated indicator is cleanliness of utensils while the combination of raw and cooked.

Studies from Ethiopia (e.g., Belay, 2000; Pankhurst and Mariam, 2000; Rahmato, 2004) have shown that small entrepreneurs in the informal sector do not have access to finance from formal financial institutions. Instead, they rely on social capital schemes for obtaining finance needed for business ventures. Haftu et al. (2009) also found that the majority of small entrepreneurs in

Ethiopia depend on friends, families, and own savings as a source of start-up capital for their businesses.

2.8 Conceptual frame work

According to Mugenda, 2008 a conceptual framework is a structure of concepts and theories which are put together as a map for the study and it shows the relationship of research variables. It is used to clarify how the independent variables affect the dependent variable. The independent variables are; location, financial capability, and entrepreneurial expertise. The dependent variable is performance of businesses owned by street food vendors. The following figure depicts the relationship between the research variables.

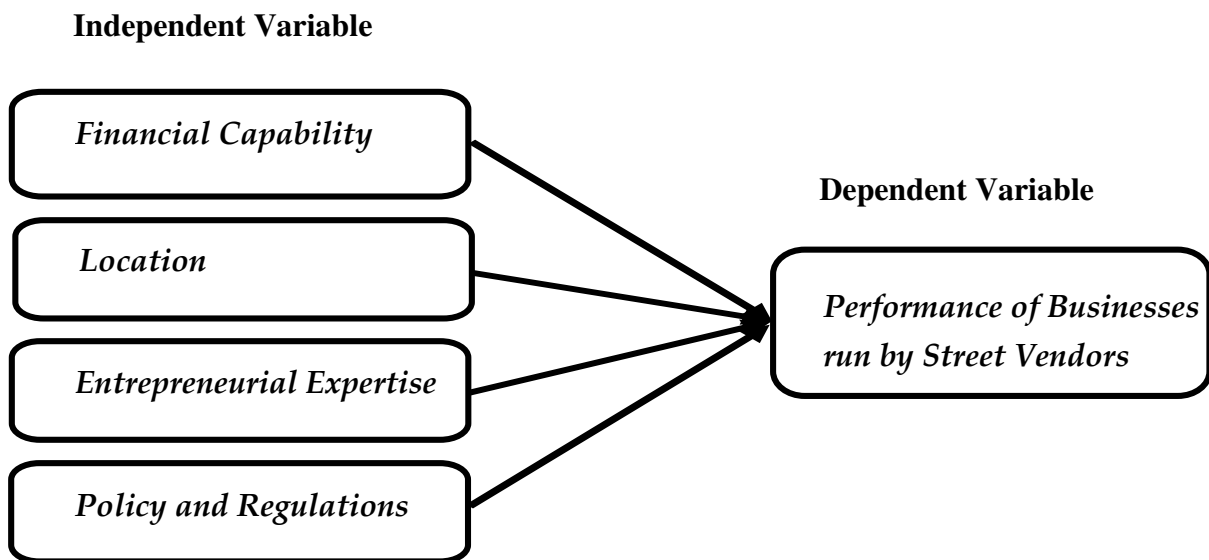


Figure 2.1: Conceptual frame work (Source: Own review)

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This is a kind roadmap showing the arrangement of collection of data, measurement and analysis of data in a manner that aims to combine relevance to the research purpose. It includes the research design, sampling design, target population, sample size, data collection methods and procedures and data analysis methods. According to Hungler and Polit (2003) methodology is the technique of acquiring, organizing and analysis of data. Selecting appropriate research design and methodology is crucial to the success of any research and must be driven by the research problem or question and the state of knowledge in the area being studied.

3.2 Research area and Description

Addis Ababa is the capital city of Ethiopia and Africa. It is also the largest city in the country by population, with a total population of 3.4 million, (2007 census). However, the city has through recent years seen a high population growth, and the population is growing closer to 7 million. The economic activities in Addis Ababa are diverse in trade and commerce, manufacturing & industry, homemakers of a different variety, in civil administration, in transport & communication, education, health & social services, hotel & catering service and agriculture.

Grove and Buns (2003) state a population must possess certain characteristics for it to be included in a study. The population to be studied must consist of every member of an hypothetical or real set of events, people or objects to be used by the researcher in generalizing the results findings while the population to be studied consist of all those who could be possibly included in the sample (Gall & Borg, 2007). The study population comprises of all the street food vendors in Addis Ababa.

3.3 Research Design

According to Yang (2008) defined research design as a product and process used to facilitate the creation of sound arguments. This study utilized a descriptive and descriptive research design. Churchill (1991) stated that this type of design is used when the study describes certain group characteristics and estimate the number of respondent's possessing certain attributes and come up with predictions. Besides, Hopkins (2000) described descriptive studies as part of quantitative

research design. In quantitative research designs, the researcher's goal is to establish how the dependent variable and the independent variable within a population relate and establish how causality and variables associate.

3.4 Target population

A population is the group of units about which the researcher wants to make judgments. These units can be groups of individuals, customers, companies, or products (Mooi and Sarstedt 2011). Grove and Buns (2003) stated that a population must possess a certain characteristic for it to be included in a study. The population to be studied must consist of every member of a hypothetical or real set of events, people or objects to be used by the researcher in generalizing the results findings while the population to be studied consist of all those who could be possibly included in the sample. (Gall & Borg, 2007). The study population comprised of all the street vendors in Addis Ababa. By counting the permanent street food vendors, 200 main street food vendors are considered as a study population. Thus, the target population was all the 200 street food vendors in Addis Ababa grouped in eight main street food clusters where the most densely populated in the capital. Within the domain of street vendors, the clusters have been chosen for the reason that they have more street vendors or densely populated than other clusters that are not being selected: Bole, Jemo, Haile garment, Piazza, 4-killlo, Megenagna, Mexico, Filwuha and Ayertena.

3.5 Sampling Procedures and Sample Size

The term “sample” has been described differently by various scholars. Kombo and Orodho (2002) define a sample as a finite and to represent the number objects in the study population. Gerstman (2003) a sample is required so as to save on money and reduce time waste. According to Gupta (1994), in the census method, we resort to 100% inspection of the population and enumerate each and every activity; therefore, it provides more exact information compared to the sample enumeration, which involves drawing a representative and adequate fraction of the population. A census approach therefore conducts more detailed and extensive studies.

For this study, the sample size is very important and essential to get a proper result. For deciding the sample size, applying formulas to calculate a sample size (Yamane, 1967 simplified formula to calculate a sample size).

$$n = \frac{N}{1 + N(e)^2} = \frac{200}{1 + 200(0.05)^2} = 135$$

The data for this study taken into account to get a representative sample of street food vendors in Addis Ababa using cluster random sampling technique. The street food vendors were grouped into grouped into nine clusters: Bole, Jemo, Haile garment, Piazza, 4killo, Megenagna, Mexico, Filwuha and Ayertena).

3.6 Data collection method

Primary data was used in the study as it is naturally descriptive and quantitative. This type of data is perceived to be new as it is directly obtained from the respondents chosen for the research (Collis & Hussey, 2013). According to Schmittmann et al. (2013) questionnaires have advantages over other instruments of research since they are affordable and require less effort compared to others as the telephone or verbal surveys and usually have standard answers that make data compilation process easy.

The study used structured questionnaires with both open and close ended questions in data collection. The close ended questions served as a guide for the answers of the respondents within the given choices while the open-ended questions were important in for detailed response acquirement especially when the researchers have no options determined in advance. The questionnaire will be prepared in English and Amharic (Ethiopian official language)

3.7 Pilot Study

Pilot study is the activity which ensures that errors are avoided at the lowest cost. It was conducted in this case to establish the reliability and validity of the questionnaire (Saunders, Lewis & Thornhill, 2009). The pilot study was conducted in the Addis Ababa-Saris area as there were diversified and more representative respondents than others in the capital.

3.8 Research Quality

In a study it is important to show that the quality of the study is good. In any market research process, it is paramount to use “good” measures. Good measures are those that consistently measure what they are supposed to measure (Mooi and Sarstedt 2011).

3.8.1 Validity of the Research Instrument

Validity refers to whether we are measuring what we want to measure (Mooi and Sarstedt 2011). It is related to research methodology because its primary purpose is to increase the accuracy and usefulness of findings by eliminating or controlling as many confounding variables as possible, which allows for greater confidence in the findings of any given study (Marczyk et al. 2005).

Validity is also the extent to which the components to be measured is measured by the test. The questionnaire must fit with the purpose of the research. The results of a reliable measure can be correctly understood and utilized (Elstak, 2013). According to Turner (2010), the degree by which the sampled items represent the content of the items tested.

Both content and construct validity were used in this study. The questionnaire was split to different sections in construct validity to ensure that information for specific objective is assessed by each section and that also ensured that it's closely tied to this study's conceptual framework. To ensure the validity of the content, the questionnaire the supervisor closely studied the questionnaire. The researcher evaluated the statements in the questionnaire for relevance. The instrument was then appropriately studied on evaluation basis and appropriately adjusted before being subjected to the final exercise of data collection.

3.8.2 Reliability of the Research Instrument

Reliability is the stability, internal consistency or the repeatability of a questionnaire (Clarke and Jack, 1998). The alpha by Cronbach was applied in reliability testing of the questionnaire measures (Cronbach, 1951). Sekaran (2003), Schindler and Cooper (2006), Cronbach's alpha possesses a lot of utility for multi item scales at measurement interval levels and only require single administration and provide quantitative, unique estimates for the internal consistency of the scale.

Dunn (2001) also defines reliability as a measure's stability or consistency across time. The data reliability test is measured by using Cronbach's alpha, α (or coefficient alpha) which was developed by Lee Cronbach in 1951, measures reliability, or internal consistency formulates as follows:

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N - 1) \cdot \bar{c}}$$

Where:

N = the number of items.

\bar{c} = average covariance between item-pairs.

\bar{v} = average variance

The Alpha value is ranges from a maximum of 1.0 for a perfect score to minimum of zero, good measure of the alpha should be 0.70 or higher (Neuman, 2007). According to William and Barry (2010) scales exhibiting a coefficient alpha between 0.80 and 0.96 are considered to have very good reliability, between 0.70 and 0.80 are considered to have good reliability, and alpha value between 0.60 and 0.70 indicates fair reliability and when the coefficient alpha is below 0.60, the scale has poor reliability. After the test, all the variables pass the test the researcher can proceed for further analysis. Hence, the Cronbach's Alpha values of the survey presented the table below indicated that it is a very good reliability.

Table 3.1 Reliability Test (Cronbach’s Alpha)

Predictor variables of the Study	Alpha coefficients for dimensions	No. of items	Alpha value	Remark
Financial Capability	0.923	5	0.923	Reliable
Location	0.904	4	0.904	Reliable
Entrepreneurial Expertise	0.894	7	0.894	Reliable
Policy and Regulation	0.891	4	0.891	Reliable
Performance of business owned by street food vendors	0.854	4	0.854	Reliable

Source: *Analysis of Survey data 2020, using SPSS 20*

The Cronbach’s Alpha range value is between 0.923 to 0.854. Thus, all variables are acceptable for further analysis.

3.9 Data Collection Procedures

Two research assistants (close friends) guided the street food vendors to fill the questionnaires. The research assistants carried the questionnaires at the same time they administered the questionnaire so as to maximize on the response rate. The questionnaires consisted of both open ended and closed ended questions.

3.10 Data Analysis Techniques

One of the primary purposes of scientific investigation is to discover relationships among phenomena in order to explain, to predict and possibly control their occurrence. It is in the discovery and quantification of these relationships that statistical methods are valuable tools (Walliman 2001). Statistical methods enable researchers to present and describe the data and, if

necessary, to discover and quantify relationships (Williman 2006).

Grove and Bans (2003) define data analysis as data reduction and organizing mechanism which produces results that require researchers' interpretation. Hyndman (2008) describes the components of data analysis as coding, editing, and data entry.

Data collected was subjected to SPSS version 20. The statistics generated were inferential and descriptive in nature. The descriptive statistics specifically included percentages and frequencies while the inferential statistics entailed multiple linear regression. A multiple linear regression model was used to test the hypothesis of the study. This assisted in establishing the existence of a significant relationship between dependent and dependent variable. The multiple linear regression model is as laid below.

Equation (i) shows the independent variables' linear regression model against the dependent variables.

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

Where:

Y = the value of the dependent variable

- i. $\{ \beta_i; i=1,2,3,4,5 \}$ = The coefficients for the various variables
- ii. X_i for;

X_1 = Location

X_2 = Financial Capability

X_3 = Entrepreneurial Expertise

X_4 = Policies and Regulations

- iii. X = Factors influencing the performance of businesses run by street vendors
- iv. e is the assumed error term to be distributed normally with constant and mean zero variance.
- v. Y = Performance of businesses run by street vendors

To be able to determine the causal relationship between the dependent and independent

variables, F statistic, beta/regression coefficients and R^2 statistic were studied to determine significance using p values. The critical p value was estimated at 0.05. The results were presented in form of tables and pie chart.

3.11 Ethical Considerations

Ethical issues were studied in the study process and the respondents were assured confidentiality on any information provided. Any data from any individual was used with their permission.

CHAPTER FOUR: DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1 Introduction

This chapter consists of data findings, analysis and its interpretation. The Results were presented in form of diagrams and tables according to the objectives of the research.

4.2 Questionnaire Return Rate

135 questionnaires were administered by the study. 120 were fully filled and returned back which gave an 89% response rate as shown in Table 4.1. Babbie (2004) categorized 50% rate of return as acceptable to publish and analyze, 60% to be good and 70 percent as extremely good. Thus 89% rate of return was perfect.

Table 4.1: Response Rate

Response	Frequency	Percent
Returned	120	89%
Unreturned	15	11%
Total	135	100%

Source: *Analysis of Survey data 2020*

4.3 Demographic Characteristics of the Respondents

It provides details on the basic features such as age of the respondents, level of education of the respondents, marital status of the respondents and the years spent in the street vending business.

4.3.1 Age of the Respondents

Results in Table 4.2 revealed that 64.2% respondents aged between 21-30 years. 15% were aged between 31-40 years, 10% were aged between 41-50 years, 5.8% were aged less than 20 and only 5% aged more than 50 years. This indicates that most street food vendors in Addis Ababa are young.

Table 4.2: *Age of respondents*

Age	Frequency	Percent	Valid Percent	Cumulative Percent
Below 20	7	5.8	5.8	5.8
21-30	77	64.2	64.2	70.0
31-40	18	15.0	15.0	85.0
41-50	12	10.0	10.0	95.0
Above 50	6	5.0	5.0	100.0
Total	120	100.0	100.0	

Source: *Analysis of Survey data 2020*

4.3.2 Level of Education of the Respondents

Results in Table 4.3 reveal that 54.2% of the respondents had acquired no education, 34.2% had acquired primary school level, while 11.7% had acquired education up to secondary school level. Thus, most street vendors in Addis Ababa are not educated. This could also explain why they engage in street vending businesses, as it is not easy to get formal jobs.

Table 4.3: *Level of education of respondents*

Academic Qualification	Frequency	Percent	Valid Percent	Cumulative Percent
No Education	65	54.2	54.2	54.2
Primary School	41	34.2	34.2	88.3
Secondary School	14	11.7	11.7	100.0
Total	120	100.0	100.0	

Source: *Analysis of Survey data 2020*

4.3.3 Marital Status of Respondents

Results in Table 4.4 reveals that 58.3% of the respondents were married, 0.8% were single, and 20.8% were separated while 13.3% were divorced, the remaining 6.7% were widow. This shows that most of the street vendors were married, separated or divorced which means that they had various family obligations to attend to. This also implies that they could be having responsibilities to provide for the family.

Table 4.4: Marital Status respondents

Marital Status of Respondents	Frequency	Percent	Valid Percent	Cumulative Percent
Single	1	.8	.8	.8
Married	70	58.3	58.3	59.2
Separated	25	20.8	20.8	80.0
Divorced	16	13.3	13.3	93.3
Widowed	8	6.7	6.7	100.0
Total	120	100.0	100.0	

Source: Analysis of Survey data 2020

4.3.4 Number of Years in the Street Vending Business

Results in Table 4.5 reveals that 44.2% of the respondents indicated 1-3 years, 33.3% indicated 4-6 years, 22.5% indicated less than 1 year. This is an indicator that most of the street vendors had operated the street vending business for a short period of time. This could be explained by the nature of the job, which at times has adverse challenges.

Table 4.5: Number of Years

Service Years	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 1 year	27	22.5	22.5	22.5
Valid 1-3 years	53	44.2	44.2	66.7
Valid 4-6 years	40	33.3	33.3	100.0
Total	120	100.0	100.0	

Source: *Analysis of Survey data 2020, using SPSS 20*

4.4 Descriptive Statistics

One statistical approach for determining equivalence between groups is to use simple analyses of means and standard deviations for the variables of interest for each group in the study (Marczyk et al. 2005). The descriptive statistics (mean and standard deviation) in respect of each variable is shown in the following table. The mean indicates to what extent the sample group on average agrees or does not agree with the different statement. The lower the mean, the more the respondents disagree with the statement. The higher the mean, the more the respondents agree with the statement

This section presents the descriptive results on location, financial capability, and entrepreneurial expertise and, policies and regulations and performance of businesses run by street vendors.

Table 4.6 Descriptive Statistics

	N	Mean	Std. Deviation
Location	120	4.5458	.60892
Financial Capability	120	4.0017	.61055
Entrepreneurial Expertise	120	2.2190	.60749
Policies and Regulations	120	4.4229	.39931
Performance of Business	120	1.4458	.45511

Source: *Analysis of Survey data 2020, using SPSS 20*

Based on table 4.6 above, location has the highest mean score of 4.5458 followed by policy and regulation with a mean score of 4.4229. Financial capability stood at third level with a mean value of 4.0017. The least mean score is entrepreneurial Expertise at a mean score of 2.2190.

The interpretation was made based on the following measurement scale intervals or range. Mean scores 4.51-5.00 excellent or very good, 3.51- 4.50 good, 2.51-3.50 average or moderate, 1.51-2.50 fair and 1.00-1.50 is poor (poonlar Btawee,1987) as cited by Sidie Assefa (2015). Accordingly, majority of the variables lie in the category between 4.00 and 4.54 which means respondents have good perception on each of the variables under consideration. On the other hand, the standard deviation shown on each variable was relatively low. Low standard deviation means that the data are narrow spread, which tells that street vendors gave close opinion on each variable.

4.4.1 Location

The study sought to establish the influence of location on the performance of businesses run by women street vendors in Addis Ababa. Results in Table 4.7 show that 95.75% of the respondents agreed that location influenced the performance of businesses run by street vendors in Addis Ababa.

Table 4.7: Influence of Location

Response	Frequency	Percent
No	5	4.25
Yes	115	95.75
Total	120	100

Source: *Analysis of Survey data 2020, using SPSS 20*

The respondents also rated the influence of particular aspects of location on a likert scale and the results presented in Table 4.6. The mean of the respondents was 4.5. This is an indicator that most respondents agreed to the statements on location. The SD of 0.60 implied varied responses.

4.4.2 Financial Capability

The investigated the influence of financial capability on the performance of businesses run by street vendors in Addis Ababa. Results in Table 4.8 show that 82.4% of the respondents agreed that financial capability influenced the performance of businesses run by street vendors in Addis Ababa.

Table 4.8: Influence of Financial Capability

Response	Frequency	Percent
No	21	17.6
Yes	99	82.4
Total	120	100

Source: *Analysis of Survey data 2020, using SPSS 20*

The respondents were also asked to rate influence of particular aspects of financial capability on a likert scale and the results presented in Table 4.6 above. The average mean of the responses was 4.0. This is an indicator that most respondents were agreeing to the statements on financial capability. The SD of 0.61 implies varied responses.

4.4.3 Entrepreneurial Expertise

This also determined the influence of entrepreneurial expertise on the performance of businesses managed by street vendors in Addis Ababa. Results in Table 4.9 show that 81% of the respondents agreed that entrepreneurial expertise influenced the performance of businesses run street vendors in the capital.

Table 4.9: Influence of Entrepreneurial Expertise

Response	Frequency	Percent
No	98	81
Yes	22	19
Total	120	100

Source: *Analysis of Survey data 2020, using SPSS 20*

The respondents were also asked to rate influence of particular aspects of entrepreneurial expertise on a likert scale and the results presented in Table 4.6. The responses had an average mean of 2.2 which is approximately 2.0. This is an indication that majority of the respondents were disagreeing to the statements on entrepreneurial expertise. The SD of 0.6 implies the varied responses.

4.4.4 Policies and Regulations

The study sought to establish the influence of policies and regulations on the performance of businesses operated by street vendors in Addis Ababa. Results in Table 4.11 show that 89% respondents agreed that policies and regulations influenced the performance of businesses run street vendors in Addis Ababa.

Table 4.11: Influence of Policies and Regulations

Response	Frequency	Percent
No	13	11
Yes	107	89
Total	120	100

Source: *Analysis of Survey data 2020, using SPSS 20*

The respondents also rated the influence of particular aspects of policies and regulations on a likert scale and the results presented in Table 4.6. The average mean of the responses was 4.4. This is an indicator that majority of the respondents were agreeing to the statements on policies and regulations. The SD of 0.39 implied varied response.

4.4.5 Performance of Business Owned by Street Vendors

The respondents were also asked to rate the performance of businesses run by street vendors in Addis Ababa. The output in Table 4.12 indicates 77.5% respondents to have indicated poor performance.

Table 4.12: Rating Performance of Businesses Owned by Street Vendors

Response	Frequency	Percent
Poor	93	77.5
Good	27	22.5
Total	120	100

Source: *Analysis of Survey data 2020, using SPSS 20*

The respondents also responded to questions on performance on a likert scale. The average mean of the responses was 1.4. This indicates that most respondents were disagreeing to the statements on performance of businesses run by street vendors. The SD of 0.45 implies the varied responses.

4.5 Correlation analysis

A correlation coefficient is a very useful means to summarize the relationship between two variables with a single number that falls between -1 and +1 (Field 2005). A correlation analysis with Pearson's correlation coefficient was conducted on all the independent and dependent variables to explore the relationship between variables. According to guidelines suggested by Field (2005) to interpret the strength of relationship between variables, the correlation coefficient(r) is as follows: if the correlation coefficient falls between 0.1 to 0.29, it is weak; 0.3 to 0.49 is moderate; and > 0.5 is strong relationship between variables.

In this study, bivariate Pearson correlation was used to examine the relationship between each of the independent variables and the dependent variable using a two tailed test of statistical significance at the level of 99% confidence and significance < 0.01 .

Table 4.13: Correlations

		Correlations				
		Location	Financial Capability	Entrepreneurial Expertise	Policies and Regulations	Performance of Business
Location	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	120				
Financial Capability	Pearson Correlation	.886**	1			
	Sig. (2-tailed)	.000				
	N	120	120			
Entrepreneurial Expertise	Pearson Correlation	.825**	.802**	1		
	Sig. (2-tailed)	.000	.000			
	N	120	120	120		
Policies and Regulations	Pearson Correlation	.680**	.888**	.799**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	120	120	120	120	120
Performance of Business	Pearson Correlation	.589**	.830**	.716**	.887**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	120	120	120	120	120

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

From the results shown in Table 4.13 above, each variable correlated perfectly with itself with coefficients value of +1.00. The correlation matrix shows that there is a strong, positive and significant relationship between Policies and Regulations and Performance of Business with a value of $r=0.887$ at 0.01 significant level.

The results of Pearson correlation matrix also show that there is a strong positive relationship between Financial Capability and Performance of Business; between Entrepreneurial Expertise and Performance of Business; and between Location and Performance of Business with a value of $r=0.830$, $r=0.716$, $r=0.589$ respectively. The correlation between all the independent variables and dependent variable is proved to be positive and significant, which means the improvement in any or all of the independent variables results in improvement in the performance of street food vendors.

4.6 Inferential Statistics

Inferential analysis was carried out to come up with model of fitness, variance analysis and regression coefficients analysis was also conducted.

4.6.1 Multiple Regression Analysis

In order to determine the explanatory power of the independent variables in the variance of the dependent variable, multiple linear regression analysis was employed. In other words, Regression was conducted in order to see contribution of independent variables to be important in affecting the performance of street food business in Addis Ababa.

The findings of the regression analysis are presented after the results of classical linear regression model (CLRM) assumption tests; linearity, homoscedasticity, autocorrelation, normality and multicollinearity results are presented. Findings of a regression model can be generalized when underlying Classical Linear Regression Model (CLRM) assumptions are met and cross-validation is undertaken (Field, 2009). The five CLRM assumptions are;

1. $E(u_t) = 0$ (the errors have zero mean)
2. $Var(u_t) = \sigma^2 < \infty$ (the variance of the errors is constant and finite over all values of x_t)
3. $Cov(u_i, u_j) = 0$ (the errors are linearly independent of one another)
4. $Cov(u_t, x_t) = 0$ (there is no relationship between the error and corresponding x variate)
5. $u_t \sim N(0, \sigma^2)$ (error terms ε in the population is normally distributed)

4.6.1.1 Linearity

Linearity assumption states that “the mean values of the outcome variable for each increment of the predictor(s) lie along a straight line” (Field, 2009 p. 221). In other words, the relationship in the model is linear. According to Brooks (2014), as long as a constant term is included in a regression equation the assumption of linearity will never be violated. Inferring from the model proposed above there exist an intercept in the models -1. 1131. Thus, it can be concluded that assumption of linearity was not violated.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,913 ^a	,833	,828	,18900	1,806

a. Predictors: (Constant), Policies and Regulations, Location, Entrepreneurial Expertise, Financial Capability

b. Dependent Variable: Performance of Business

Source: *Analysis of Survey data 2020, using SPSS 20*

4.6.1.4 Multicollinearity

Multicollinearity is the presence of high correlation among independent variables which means that adding or removing an independent variable from a regression equation would result in change of coefficients on the other variables (Brooks, 2014). Coefficients table of a regression test on SPSS provides a table to assess the presence or absence of multicollinearity. Variance inflation factor (VIF) in SPSS indicates whether predictor variables have strong relationship among them and VIF of 10 or above indicates the presence of multicollinearity (Field, 2009). The reciprocal of VIF, Tolerance statistic, can also be referred to assess multicollinearity where a value below 0.1 indicates the presence of multicollinearity (Field, 2009). Refer to collinearity statistics shown below 4.14, the tolerance and VIF showed that there was no multicollinearity between the study predictors

Table 4.14 Multicollinearity Statistics

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Location	.171	8.833
Financial Capability	.235	9.797
Entrepreneurial Expertise	.382	8.103
Policies and Regulations	0.126	7.938

a. Dependent Variable: Performance of Business

Source: *Analysis of Survey data 2020, using SPSS 20*

4.6.1.5 Normality

According to Kim (2013), the absolute values of skewness and kurtosis are used for interpretations of normality. Approximate normal if skewness or kurtosis(excess) the data are between -1 and +1. Skewness measures the degree of asymmetry and manner of cluster around the average while kurtosis measures humpedness of the curve and nature of items at equidistant of a series (Kothari, 2004). The acceptable range of skewness and kurtosis depends on the sample size. Field (2009) suggested that for a small sample a range between +1.96 and -1.96 is preferred and when the sample gets larger it should increase to between +2.58 and -2.58. Thus, the range of skewness and kurtosis for this study was ± 1.96 . Inferring from the tables below the skewness and kurtosis are under the proposed range i.e. ± 1.96 . Therefore, the models used in this study were normally distributed and assumption of normality was not violated.

Table 4.15 Normality Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Location	120	4.5458	.60892	-1.161	.221	.259	.438
Financial Capability	120	4.0017	.61055	-.514	.221	-.522	.438
Entrepreneurial Expertise	120	2.2190	.60749	-.441	.221	-1.496	.438
Policies and Regulations	120	4.4229	.39931	.582	.221	-1.330	.438
Performance of Business	120	1.4458	.45511	1.237	.221	.439	.438
Valid N (listwise)	120						

Source: *Analysis of Survey data 2020, using SPSS 20*

R, coefficient of multiple correlations, represents the strength of relationship between predicted variable and multiple predictor variables (Field, 2009). Since R is 0.913, it signifies a statistically significant positive relationship between performance and its predictor variables (policies and regulations, financial capability, entrepreneurial expertise). Nonetheless, R provides a guide on how the variables are related and it would not explain the degree of casualty (Field, 2009). Results in Table 4.16 below show that policies and regulations, financial capability, and entrepreneurial expertise were considered satisfactory in explaining businesses performance run by street vendors in Addis Ababa. This is proved by coefficient of determination also defined as $0.833 R^2$. This means that policies and regulations, financial capability, entrepreneurial expertise explain 83.3% of the variations in the performance of businesses run by street vendors in Addis Ababa. It further implies that this model used to link variables relationships is adequate.

Table 4.16 Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.913 ^a	.833	.828	.18900

a. Predictors: (Constant), Policies and Regulations, Location, Entrepreneurial Expertise, Financial Capability

b. Dependent Variable: Performance of Business

Source: *Analysis of Survey data 2020, using SPSS 20*

The ANOVA output explains regression model’s statistical significance at predicting the outcome instead of using the mean value (Field, 2009). Meaning, the ANOVA from the regression test, particularly F-ratio and significance value, explains whether the variations among sample means is significant or it is a result of sampling; the higher the F-ratio the more certain a conclusion can be (Kothari, 2004). In other words, it explains how fit the regression equation is with its corresponding data. Therefore, inferring from the ANOVA table below (see Table 4.17), $F(5, 114) = 115.361$ at $p < .000$, it can be concluded that the regression model had an overall statistical significance for predicting the outcome variable (i.e. the model was statistically fit for the data). This result show that the independent variables are good indicators of the performance the businesses run by street vendors in Addis Ababa

Table 4.17 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.540	4	5.135	143.761	.000 ^b
	Residual	4.108	115	.036		
	Total	24.648	119			

a. Dependent Variable: Performance of Business

c. Predictors: (Constant), Policies and Regulations, Location, Entrepreneurial Expertise, Financial Capability

Source: *Analysis of Survey data 2020, using SPSS 20*

Regression coefficients results in Table 4.18 show that that there is a positive and significant relationship between financial capability, location, entrepreneurial expertise, policy and regulation, and performance of businesses run by street vendors in Addis Ababa as supported by unstandardized beta coefficients of 0.483, 0.613, 0.199, 0.438 and respectively. These results show that an increase in the unit change in the street vendor’s financial capability was more likely to increase the performance of businesses run by street vendors by 0.613 units, and the better the location of a street vending business the higher the chances of an increase in the performance of businesses run by street vendors by 0.483 units. Further, these results also show that an increase in the unit change in the street vendor’s entrepreneurial expertise had higher chances of increasing the performance of businesses run by street vendors by 0.199 units. There is also a positive and significant relationship between financial capability, location, entrepreneurial expertise, policy and regulation, and performance of businesses run by street vendors in Addis Ababa as supported by standardized beta coefficients of 0.103, 0.113, 0.095, 0.122 and respectively

Table 4.18 Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.189	.436		-2.725	.007
	Location	.483	.103	.647	4.728	.000
	Financial Capability	.613	.113	.822	5.409	.000
	Entrepreneurial Expertise	.199	.095	.266	2.089	.039
	Policies and Regulations	.438	.122	.384	3.583	.000

a. Dependent Variable: Performance of Business

Source: *Analysis of Survey data 2020, using SPSS 20*

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

Where:

Y = Performance of businesses run by street vendors

{ β_i ; $i=1,2,3,4$,} = The coefficients for the various variables

X₁ = Location

X₂ = Financial Capability

X₃ = Entrepreneurial Expertise

X₄ = Policies and Regulations

X = Factors influencing the performance of businesses run by street vendors; e is the error term

Performance of businesses run by street vendors = $-1.189 + 0.483 \text{ Location} + 0.613 \text{ Financial Capability} + 0.199 \text{ Entrepreneurial Expertise} + 0.438 \text{ Policies and Regulations} + e$

4.7 Discussion section

4.7.1 Location and Performance of Business Owned by Street Vendors

One of the factors that this study established the influence of location on the performance of businesses run by street vendors in Addis Ababa. Results revealed that location influenced the performance of businesses run by street vendors in Addis Ababa. The specific aspects of location that influenced performance included accessibility by customers, security of the place of operation, availability of parking space at the place of operation and the business operating hours. These outcomes are consistent with those of Kocaili (2010) which explained that a better location enables accessibility and attract many customers thus increasing sales of the street food vendor.

The results of regression revealed that location has a positive significant relationship with performance of businesses run by street vendors in Addis Ababa as indicated by a 0.483 beta coefficient and a 0.00 probability value. This shows that the better the location of a street vending

business the higher the chances of an increase in the performance of businesses run by street vendors by 0.483 units. These findings agree with those of Barringer, Macy and Greening (2006) who noticed that location is a critical factor that affects the firm performance.

4.7.2 Financial Capability and Performance of Business Owned by Street Vendors

The second study was to investigate the influence of financial capability on the performance of businesses run by street vendors in Addis Ababa. The descriptive results revealed that the financial capability of the street vendors does influence the performance of businesses run by street vendors in Addis Ababa. The specific aspects of financial capability that influence the performance of businesses run by street vendors included lack of collateral to secure loans from formal financial institutions, minimal support from the family in business, existence of social needs which dampen the growth of the business by competing for income with the street vending business and wrong perception by loan officers in the formal financial institutions about borrowing. These results are concurrent with those of Silbat (2013) who investigated the significance of the Ethiopian Economies' informal sector and identify risks and constrains of undertaking this task. The study showed that most limitations of the vendors in the streets was capital shortages and problems arising from government departments and other fields.

The results from regression show that financial capability have a significant positive relationship with businesses performance run by street food vendors in Addis Ababa, as shown by beta coefficients of 0.613 and a probability value of 0.000. These results show that an increase in the unit change in the street vendor's financial capability would result in performance increase of businesses run by street vendors by 0.643 units. These results show that an increase in the unit change in the street vendor's financial capability was more likely to increase the performance of businesses run by street vendors by 0.643 units. These findings are consistent with those of UDEC (2013) who in their secondary research in Tanzania conducted by desk-based means noticed many barriers that lead to poor performance of entrepreneurs who are women. This include inadequate human capacity in terms of knowledge and skills; lack of proper support services such as technical, management training and finance. These findings agree with those of Thiga (2013) found out that the major limitation facing women entrepreneurs in the establishment and growth is limited finance accessibility.

4.7.3 Entrepreneurial Expertise and Performance of Business Owned by Street Vendors

The third variable was determining the effect of entrepreneurial expertise on the performance of businesses run by street vendors in Addis Ababa. The descriptive results revealed that the entrepreneurial expertise of the street vendors influences the performance of businesses run by street vendors in Addis Ababa. The specific aspects of entrepreneurial expertise that influence the performance of businesses run by street vendors included lack of organized training forums for street vendors by financial institutions, lack of relevant business management skills, lack of relevant leadership skills, lack of relevant networking skills, lack of relevant accounting skills and poor networking among the street vendors. These results are consistent with those of Mwanja (2015) who sought to assess the determinants success of women entrepreneurial ventures in medium and small size enterprises in Kongowea market Mombasa. The study revealed that women lacked entrepreneurial training and management skills.

Regression results showed that entrepreneurial expertise have a significant positive relationship with businesses performance run by street vendors in Addis Ababa, as supported by beta coefficients of 0.199 and a probability value of 0.039. These results show that an increase in the unit change in the street vendor's entrepreneurial expertise would result to an increase in performance of businesses run by street vendors by 0.199 units. These results imply that an increase in the unit change in the street vendors entrepreneurial expertise had higher chances of increasing the performance of businesses run by street vendors by 0.223 units. These findings are supported by Namusonge (2006) who posited that entrepreneurial instruction and preparing assume a key part in invigorating business enterprise and independent work.

4.7.4 Policies and Regulations

The fourth variable of the study was to assess the influence of policies and regulations on the performance of businesses run by street vendors in Addis Ababa. The descriptive results revealed that indeed policies and regulations influence the performance of businesses run by street vendors in Addis Ababa. The specific aspects of policies and regulations that influence the performance of businesses run by street vendors included the bureaucracy of the procedures for registering a street vending business, high cost of registering a street vending business, lengthy and complex process of business licensing is an issue, inadequate provision of relevant information with regard to

business registration. These results are consistent with those of Madichie and Nkamnebe (2010) who presumed that denied 'working conditions' subsequent from policy disappointments could hinder casual merchants from accessing casual exchanging.

Regression results revealed that policies and regulation have a negative and significant moderating effect on the relationship between various factors influencing performance of businesses run by street vendors as supported by beta coefficients of 0.438 and a probability value of 0.000. These results show that an increase in the unit change in policies and regulation had higher chances of decreasing the performance of businesses run by street vendors by 0.438 units.

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter gives a summary of the findings, the conclusions and the suggested recommendations.

5.2 Summary of Findings

From the demographic characteristic's respondents, participated in the survey were young adulthood. Regarding educational back ground, majority have not education. In terms of years of service experience, majority of the respondent are experienced in street food business and majority of them are married.

The descriptive statistics shows that the mean score values of the independent variables (i.e. location, financial capability, entrepreneurial expertise, and policies and regulations) ranges from 4.00 to 4.54.

The Pearson correlation coefficient reveals that location ($r=0.589$); financial capability ($r=0.830$); entrepreneurial expertise ($r=0.716$); and policies and regulations ($r=0.887$) are all positively correlated with the performance of street food business. The strength of correlation is highest for policy and regulation followed by financial capability; entrepreneurial expertise; and location. The correlation is also significant at 0.01 level two tailed.

The multiple regression result estimate of regression weight shows that the four independent variables Location ($\beta=0.483$), Financial Capability ($\beta=0.613$), and entrepreneurial expertise ($\beta=0.199$), and Policy and Regulation ($\beta=0.438$) significantly predict and explain street food performance.

Finally, ANOVA result showed that the entire model was statistically significant and this is shown by F statistic of 143.761 and 0.000 p value. This result show that the independent variables are good indicators of businesses run by street vendors in Addis Ababa. The specific factors that affect the performance of street food vendors under this study are location, financial capability, entrepreneurial expertise and, policies and regulations.

5.3 Conclusion

The study drew to a close that location of a street vending business prejudiced the performance of businesses run by street vendors in Addis Ababa. Aspects of location that informed this conclusion include accessibility by customers, security of the place of operation, availability of parking space at the place of operation and the business operating hours.

The study concluded that financial capability influenced the performance of businesses run by street vendors in Addis Ababa. The conclusion was informed by the realization that there were various aspects of financial capability that influenced performance of businesses run by street vendors such as lack of collateral to secure loans from formal financial institutions, exploitation by shylocks through lending money at exorbitant interest rates, minimal sup in business, existence of social needs which dampen the growth of the business by competing for performance with the street vending business and wrong perception by loan officers in the formal financial institutions about borrowing.

The study concluded that entrepreneurial expertise influenced the performance of businesses run by street vendors in Addis Ababa. The conclusion was informed by the realization that there were various aspects of entrepreneurial expertise that influenced performance of businesses run by street vendors such as lack of organized training forums for street vendors by financial institutions, lack of relevant business management skills, lack of relevant leadership skills, lack of relevant networking skills, lack of relevant accounting skills and poor networking among the street vendors.

The study also concluded that policies and regulations had an effect on the various factors influencing performance of businesses run by street vendors in Addis Ababa. The conclusion was informed by the realization that there were various aspects of policies and regulations that influenced performance of businesses run by street vendors such as existence of bureaucracy in the procedures for registering a street vending business, little representation of women on policy making bodies, high cost of registering a street vending business, lengthy and complex process of business licensing is an issue, inadequate provision of relevant information with regard to business

registration and licensing.

5.4 Recommendations

Based on the findings of this study, the following recommendations are forwarded to the Addis Ababa city administration, microfinance institutions, and the Ethiopian job creation commission. Firstly, the study recommended that the Addis Ababa city administration should evaluate the policies and regulations governing the street food vending businesses with an aim of creating a more encouraging environment in the capital.

Secondly, creating a specific location that would be suitable for street food vendors is commendable excellent. This might take a long time to enhance the performance of these businesses. In the short run, the city administration should give attention, at least, when it has a project on the street. A very good example is the Sheger Dabo Project which has been engaged in selling pieces of bread in the street. The street food vendors should have been possessing ownership for this project as they can manage both selling street foods and pieces of bread on the street. Since street vendors have a better experience than others, and bread is also one of the inputs for street food vendors, this paper recommended that the city administration should revise the project to address the street food vendor's challenge.

Thirdly, the study also recommended that microfinance institutions should create frameworks that allow street food vendors to access credit with the aim of alleviating working capital shortage. Recently, the National Bank of Ethiopia has announced the introduction of new directives that enable small farmers to use movable properties as collateral and also from micro-insurance starting from September 2020. According to this study, similar directives would be expected from the government of Ethiopia as the street food business is critically important for the livelihood of street vendors and their family in general, and the street food business sector in particular. Further, these microfinance institutions should organize training forums for street food vendors aiming at equipping them with the right credit and business management skills.

Finally, the study also recommended that street vendors should endeavor to acquire relevant business management skills in a bid to enhance the performance of their businesses. Currently, the city administration collaborates with the Ethiopian job creation commission has been working intensively to promote urban farming where most street food raw materials came from. It has a

role in the improvement of the working capital of the street food vendors as the more supply of those products might decrease the price of it. Thus, the street vendors can have enough working capital to run their business and a wide profit margin as well. Therefore, the study also recommended that the job creation commission and the Addis Ababa city administration should facilitate to create a market integration between street food vendors and raw material providers. Entrepreneurial expertise was one of the factors that influence the performance of the street food business.

5.5 Limitations and Directions for Further Studies

This study sought to establish the factors influencing performance of businesses run by street vendors in Addis Ababa. Every research has certain limitations therefore it is necessary to acknowledge them before moving on to generalizations of findings.

- ✓ There is limitation with regard to scope of the study; the place in which this research has been conducted was Addis Ababa. The study suggests that a similar study can be conducted in another area, which is outside Addis Ababa for comparison purposes.
- ✓ Gathering the data by using different qualitative methods such as in- depth interview, or focus group discussion is recommended to uncover other variables that might have an impact on factors influencing performance of business run by street food vendors in Addis Ababa in order to be able to dig deeper insights and information.
- ✓ This research focused only on the vendor's performance and did not measure the consumer's demand on street foods. Future researches could be considered from the customer's perspective: Factors Influencing performance consumers' choice of street foods?

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Annexes

Annex-1

Addis Ababa University College of Business and Economics. Department of Management

Dear Participants,

This questionnaire is designed to collect primary data that supports my research on ‘**Analysis of street food marketing: Challenges and Opportunities: The case of Addis Ababa, Ethiopia**’ that I am conducting as a Partial Fulfillment of the Requirement for The Degree of MSc in Management Specialization in Total Quality Management and Organization Excellency. The main objective of this particular research project is to analyze the factors that affect performance of street food business in Addis Ababa.

Hence, your response to the questionnaire has paramount importance to the success of the research. The findings of the research are strictly to be used only for academic purpose authorized by the Addis Ababa University College of Business and Economics.

Thank you for sharing your precious time from your eventful schedule and I appreciate your genuine and prompt response. If you have any clarification or query, please contact me at Tel. 0911-827392 or e-mail daniel14zinabe@gmail.com

Direction: There is no need to write your name

Please, put a mark (✓) in the boxes of your option.

SECTION A: DEMOGRAPHIC CHARACTERISTICS

1. What is your age?

Less than 20 years () 21-30 years () 31- 40 years ()

41-50years () above 50 years ()

2. What is your highest level of education?

No education () Primary school () Secondary school ()
Tertiary college () University ()

3. What is your marital status?

Single () Married () Separated ()
Divorced () Widowed ()

4. How many years have you practiced street food vending?

Less than 1 year () 1 to 3 years ()
4 to 6 years () More than 6 years ()

5. Do you have other sources of income other than the street food business?

Yes () No ()

If yes, please estimate it.

SECTION B: LOCATION

6. Does the location of your business have any influence on the performance of businesses run by street vendors in Addis Ababa?

Yes () No ()

If Yes, to indicate your agreement with the following statements.

Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5

Statement	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)

Accessibility by customers affects the performance of my street food vending business.	1	2	3	4	5
The security of the place of operation affects the performance of my street food vending business.	1	2	3	4	5
Availability of parking space at my place of operation affects the performance of my street food vending business.	1	2	3	4	5
My business operating hours affects the performance of my street food vending business.	1	2	3	4	5

Does the location influence performance of businesses run by street food vendors in Addis Ababa in any other way?

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SECTION C: FINANCIAL CAPABILITY

7. Does financial capability influence performance of businesses run by street food vendors in Addis Ababa?

Yes () No ()

If Yes, to indicate your agreement with the following statements.

Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Street food vendors lack collateral to secure loans from formal financial institutions.	1	2	3	4	5
Usury exploit women through lending money at exorbitant interest rates.	1	2	3	4	5

Support from the family in business is minimal.	1	2	3	4	5
Social needs which compete for income with the street food vending business dampen the growth of the business.	1	2	3	4	5
Microfinance institutions have wrong perception about borrowing.	1	2	3	4	5

Does financial capability influence performance of businesses run by street food vendors in Addis Ababa?

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SECTION D: ENTREPRENEURIAL EXPERTISE

8. Does entrepreneurial expertise influence performance of businesses run by street food vendors in Addis Ababa?

Yes () No ()

If Yes, to indicate your agreement with the following statements.

Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5

Statement	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I use skills that I acquired in school to run my business.	1	2	3	4	5
Financial institutions organize training forums for street food vendors" often.	1	2	3	4	5

Through training street food vendors have acquired the relevant business management skills.	1	2	3	4	5
Through training street food vendors have acquired the relevant leadership skills.	1	2	3	4	5
Through training street food vendors have acquired the relevant networking skills.	1	2	3	4	5
Through training street food vendors have acquired the relevant accounting skills.	1	2	3	4	5
Networking with other street vendors has improved my entrepreneurial expertise.	1	2	3	4	5

Does entrepreneurial expertise influence performance of businesses run by Street food vendors in Addis Ababa?

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SECTION F: POLICIES AND REGULATIONS

9. Do policies and regulations influence performance of businesses run by street food vendors in Addis Ababa?

Yes () No ()

If Yes, to indicate your agreement with the following statements.

Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5

Statement	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
There procedures for registering a street food vending business are bureaucratic and confusing.	1	2	3	4	5
The cost of registering a street food vending business is high.	1	2	3	4	5

Are there any other factors that influence the performance of businesses run by Street food vendors in Addis Ababa?

Yes () No () If yes, please explain which

.....
.....

Annex-2

መጠይቅ

የጥናቱ ርዕስ : የጎዳና ላይ የምግብ ንግድ ጥናት በአዲስ አበባ

ጥናቱን የሚያከናውነው: ዳንኤል ዝናቤ ረታ: እጩ ምሩቅ MSC in Quality Managmnet and Organizational Excellence, ከ Addis Ababa university , Ethiopia.

እባክዎን የሚከተሉትን ጥያቄዎች በተቻለዎት መጠን በቅንነት እና በትክክል ይመልሱ። የተሰጠው መረጃ በብዙ ምስጢራዊነት ይጠብቃል። እባክዎን በዚህ መጠይቅ ላይ ስምዎን በየትኛውም ቦታ አይጻፉ። ትክክለኛ አስተያየትዎን እንዲሰጡ ይበረታታሉ።

ክፍል ሀ ዲሞግራፊክ ባህሪዎች

1. ዕድሜዎ ስንት ነው?

ከ 20 ዓመት በታች () 21-30 ዓመት () 31- 40 ዓመት ()

ከ50 ዓመት በላይ () ከ 41-50 ዓመት ()

2. ከፍተኛ የትምህርት ደረጃዎ ምንድነው?

አልተማርኩም () የመጀመሪያ ደረጃ ትምህርት ቤት () ሁለተኛ ደረጃ ትምህርት ቤት ()

ኮሌጅ () ዩኒቨርሲቲ ()

3. የጋብቻ ሁኔታዎ ምንድነው?

ያላገባ () ያገባ () አግብቶ የፈታ ()

የተለያዮ () የሞተባት ()

4. የጎዳና ላይ ምግብ ሽያጭ ስንት ዓመት ሰሩ ?

ከ 1 ዓመት በታች () ከ 1 እስከ 3 ዓመት ()

ከ 4 እስከ 6 ዓመት () ከ 6 ዓመት በላይ ()

ክፍል B: LOCATION

6. የንግድ ሥራዎ የሚገኝበት ቦታ በአዲስ አበባ በጎዳና ላይ ነጋዴዎች በሚተዳደሩ የንግድ ሥራዎች አፈፃፀም ላይ ተጽዕኖ አለው ወይስ የለውም?

አዎ () የለውም ()

አዎ ከሆነ ፣ ከሚከተሉት መግለጫዎች ጋር ስምምነትዎን ያረጋግጡ ።

በጣም አልሰማም = 1 ፣ አልሰማም = 2 ፣ ገለልተኛ = 3 ፣ እስማማለሁ = 4 ፣ በጣም እስማማለሁ = 5

መግለጫ	በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
በደንበኞች ተደራሽነት የመንገድ ላይ የምግብ መሸጫ ንግድ ሥራዬን አፈፃፀም ይነካል ።	1	2	3	4	5
የሥራ ቦታው ደህንነት የጎዳና ላይ የምግብ ሽያጭ ንግድ ሥራዬን አፈፃፀም ላይ ተጽዕኖ ያሳድራል ።	1	2	3	4	5
በሚሠራበት ቦታ የመኪና ማቆሚያ ቦታ መገኘቱ የጎዳና ላይ የምግብ ሽያጭ ሥራዬን አፈፃፀም ላይ ተጽዕኖ ያሳድራል ።	1	2	3	4	5
የእኔ የሥራ ሰዓታት የመንገድ ምግብ ሽያጭ ንግድ ሥራዬን ይነካል ።	1	2	3	4	5

ቦታው በአዲስ አበባ በጎዳና ምግብ አቅራቢዎች በሚተዳደሩ የንግድ ሥራዎች አፈፃፀም ላይ ተጽዕኖ ያሳድራል ?

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ክፍል ሐ: የገንዘብ አቅም

7. የገንዘብ አቅም በአዲስ አበባ በጎዳና ላይ ምግብ አቅራቢዎች በሚተዳደሩ የንግድ ተቋማት አፈፃፀም ላይ ተጽዕኖ ያሳድራል ?

አዎ () አይ ()

አዎ ከሆነ ፣ ከሚከተሉት መግለጫዎች ጋር ስምምነትዎን ለማሳየት ።

በጣም አልሰማም = 1 ፣ አልሰማም = 2 ፣ ገለልተኛ = 3 ፣ እስማማለሁ = 4 ፣ በጣም እስማማለሁ = 5

መግለጫ	በጣም አልሰማም	አልሰማም	ገለልተኛ	እስማማለሁ	Stron gly እስማማለሁ
ከመደበኛ የፋይናንስ ተቋማት ብድር ለማግኘት የመንገድ ምግብ ሻጮች ዋስትና ለመስጠት እጥረት አለባቸው ።	1	2	3	4	5
ከመጠን በላይ የወለድ ምጣኔ ብድር በማበደር የጎዳና ላይ የምግብ ነጋዴዎችን ይበዙብዛል ።	1	2	3	4	5
በንግድ ሥራ ላይ ከቤተሰብ የሚሰጠው ድጋፍ አነስተኛ ነው ።	1	2	3	4	5
ከጎዳና ምግብ መሸጫ ንግድ ጋር ለገቢ የሚወዳደሩ ማህበራዊ ፍላጎቶች የንግዱን እድገት ቀንሰዋል ።	1	2	3	4	5
የማይክሮ ፋይናንስ ተቋማት ስለ ብድር የተሳሳተ ግንዛቤ አላቸው ።	1	2	3	4	5

የገንዘብ አቅም በአዲስ አበባ በጎዳና ላይ ምግብ አቅራቢዎች በሚተዳደሩ የንግድ ተቋማት አፈፃፀም ላይ ተጽዕኖ ያሳድራል ?

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ክፍል መ: - የባለሙያ ተሞክሮ

8. የሥራ ፈጠራ ችሎታ በአዲስ አበባ በጎዳና ላይ ምግብ አቅራቢዎች በሚተዳደሩ የንግድ ሥራዎች አፈፃፀም ላይ ተጽዕኖ ያሳድራል ?

አዎ () አይ ()

አዎ ከሆነ ፣ ከሚከተሉት መግለጫዎች ጋር ስምምነትዎን ለማሳየት ::

በጣም አልስማማም = 1 ፣ አልስማማም = 2 ፣ ገለልተኛ = 3 ፣ እስማማለሁ = 4 ፣ በጣም እስማማለሁ = 5

መግለጫ	በጣም አልስማማም (1)	አልስማማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	Stron gly እስማማለሁ (5)
ሥራዬን ለማስኬድ በትምህርት ቤት ያገኘሁትን ችሎታ አጠቀማለሁ ::	1	2	3	4	5
የገንዘብ ተቋማት የጎዳና ላይ ምግብ አቅራቢዎች የሥልጠና መድረኮችን “በዙ ጊዜ ያዘጋጃሉ ::	1	2	3	4	5
የጎዳና ላይ ምግብ አቅራቢዎች በማሰልጠን አግባብነት ያላቸውን የንግድ ሥራ አመራር ክህሎቶችን አግኝተዋል ::	1	2	3	4	5
የጎዳና ላይ ምግብ አቅራቢዎችን በማሰልጠን ተገቢውን የአመራር ችሎታ አግኝተዋል ::	1	2	3	4	5
የጎዳና ላይ ምግብ አቅራቢዎች በማሰልጠን ተገቢውን የኔትወርክ ክህሎት አግኝተዋል ::	1	2	3	4	5
የጎዳና ላይ ምግብ አቅራቢዎች በማሰልጠን ተገቢውን የሂሳብ አያያዝ ችሎታ አግኝተዋል ::	1	2	3	4	5
ከሌሎች የጎዳና ላይ ነጋዴዎች ጋር መገናኘት የሥራ ፈጠራ ችሎታዬን አሻሽሎታል ::	1	2	3	4	5

በአዲስ አበባ በጎዳና ምግብ አቅራቢዎች በሚተዳደሩ የንግድ ሥራዎች የሥራ ፈጠራ ዕውቀት ላይ ተጽዕኖ ያሳድራል ?

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ክፍል ረ: ፖሊሲዎች እና ደንቦች

10. በአዲስ አበባ በነዳና ላይ ምግብ አቅራቢዎች በሚተዳደሩ የንግድ ተቋማት አፈፃፀም ላይ ፖሊሲዎች እና ደንቦች ተጽዕኖ ያሳድራሉ ?

አዎ () አይ ()

አዎ ከሆነ ፣ ከሚከተሉት መግለጫዎች ጋር ስምምነትዎን ለማሳየት ::

በጣም አልሰማም = 1 ፣ አልሰማም = 2 ፣ ገለልተኛ = 3 ፣ እስማማለሁ = 4 ፣ በጣም እስማማለሁ = 5

መግለጫ	በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ (3)	ኤግ አዎ (4)	በጣም እስማማለሁ (5)
የነዳና ላይ ምግብ መሸጫ ንግድ ለማስመዘገብ የሚረዱ ሂደቶች ቢሮክራሲያዊ እና ግራ የሚያጋቡ ናቸው ::	1	2	3	4	5
የነዳና ላይ ምግብ መሸጫ ንግድ ሥራ የመመዘገብ ዋጋ ክፍተኛ ነው ::	1	2	3	4	5
የሥራ ሂደት ረጅም እና ውስብስብ ስለሆነ የንግድ ሥራ ፈቃድ መስጠቱ ለብዙ ሥራ ፈጣሪዎች አስቸጋሪ ነው ::	1	2	3	4	5
የንግድ ምዝገባና ፈቃድ አሰጣጥን በተመለከተ ተገቢው መረጃ መስጠቱ በቂ አይደለም ::	1	2	3	4	5

በአዲስ አበባ በነዳና ላይ ምግብ አቅራቢዎች በሚተዳደሩ የንግድ ተቋማት አፈፃፀም ላይ ፖሊሲዎች እና ደንቦች ተጽዕኖ ያሳድራሉ ?

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ክፍል G: የጎዳና ላይ የምግብ አቅራቢዎች የስራ አፈጻጸም

11. እባክዎን በአዲስ አበባ በጎዳና ምግብ አቅራቢዎች የሚንቀሳቀሱ የንግድ ተቋማት አፈጻጸም ደረጃ ይስጡ
ጥሩ () ደካማ ()

ከሚከተሉት መግለጫዎች ጋር እባክዎን የስምምነትዎን ደረጃ ያሳዩ :: በብርቱ

አልስማማም = 1 ፣ አልስማማም = 2 ፣ ገለልተኛ = 3 ፣ እስማማለሁ = 4 ፣ በጣም እስማማለሁ = 5

መግለጫ	በጣም አልስማማም (1)	አልስማማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	Stron gly እስማማለሁ (5)
የጎዳና ላይ ምግብ አቅራቢዎች የሚያስተዳድሯቸው የንግድ ተቋማት አፈጻጸም ትርፋማ ነው ::	1	2	3	4	5
የጎዳና ላይ ምግብ መሸጫ ንግድ መሥራቱ የቁጠባ ባህል እንዳዳብር ረድቶኛል ::	1	2	3	4	5
የጎዳና ላይ ምግብ መሸጫ ንግድ ሥራ መሥራት የቤተሰቤን የኑሮ ደረጃ አሻሽሏል ::	1	2	3	4	5
የጎዳና ላይ ንግድ መሸጥ ለቤተሰቦቼ ምግብ ለማቅረብ እንዳስችል ረድቶኛል ::	1	2	3	4	5

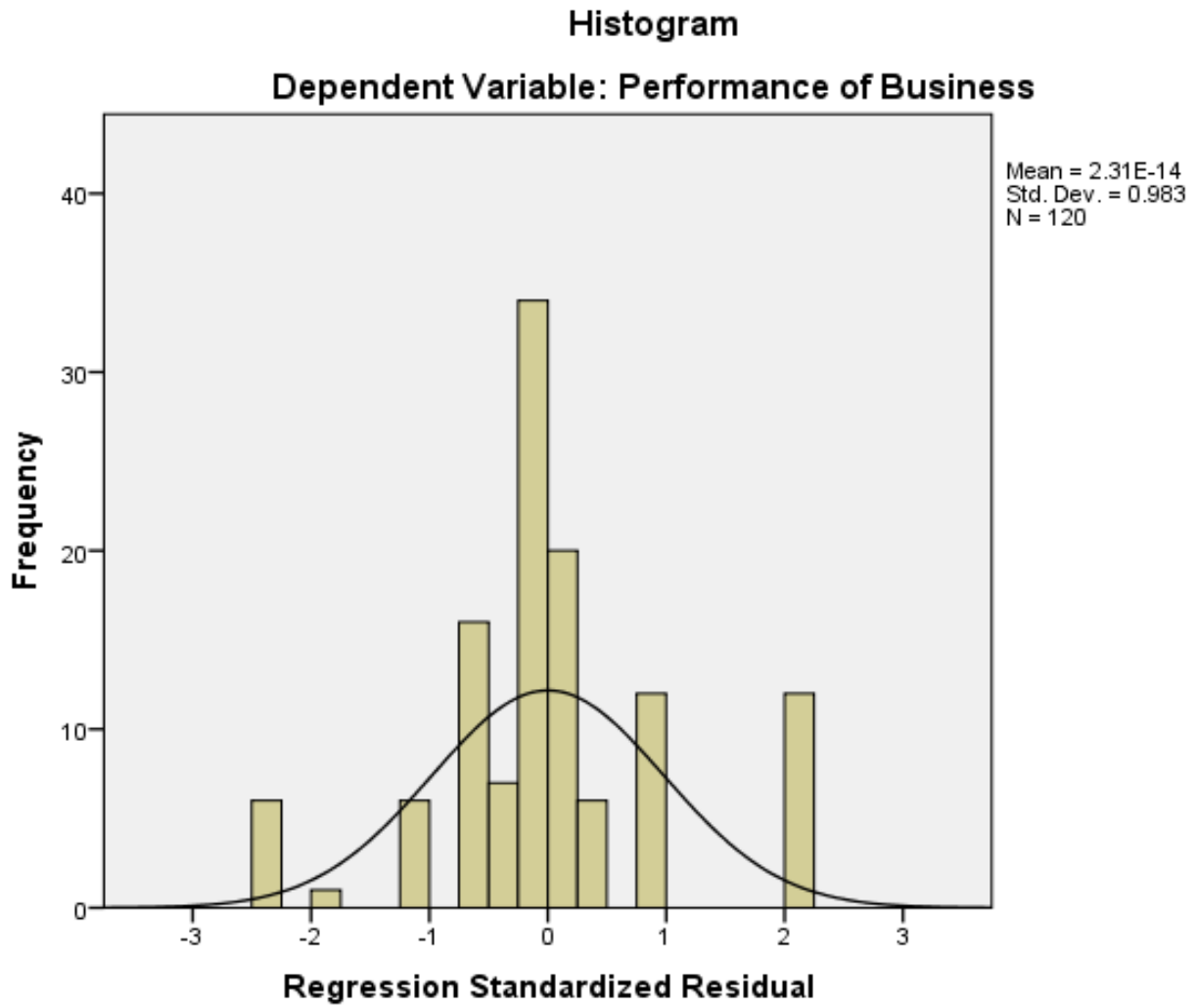
በአዲስ አበባ በጎዳና ምግብ አቅራቢዎች በሚተዳደሩ የንግድ ሥራዎች አፈጻጸም ላይ ተጽዕኖ የሚያሳድሩ ሌሎች ነገሮች አሉ ?

አዎ () አይ ()

አዎ ከሆነ እባክዎን የትኛው እንደሆነ ያስረዱ

Annex-3

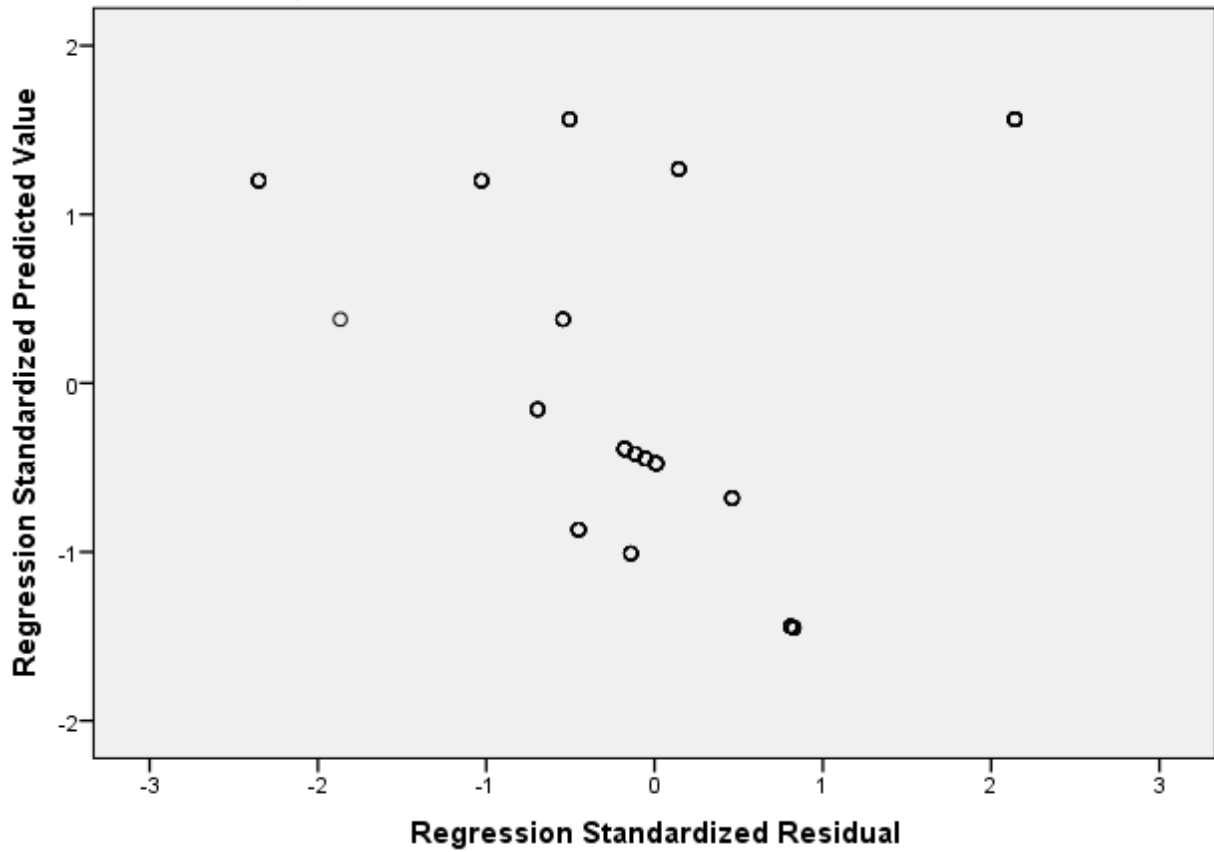
Charts



Annex-4

Scatterplot

Dependent Variable: Performance of Business



Annex-5

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Performance of Business

