



ORIGINAL RESEARCH PAPER

Marketing

AN ANALYSIS ON THE PROBLEMS FACED BY THE STREET FOOD VENDORS WITH SPECIAL REFERENCE TO COIMBATORE CITY

KEY WORDS:

Mr. B. Gunasekaran

M.COM, MPhil, MFM, MBA, (Ph.D.,) Assistant Professor, Department of commerce, Sri Krishna Adithya College of Arts and Science, Coimbatore.

Mr. B Logeshwaran

III B.COM, Sri Krishna Adithya College of Arts and Science, Coimbatore.

ABSTRACT

This study highlights the problems faced by the street food vendors. Street vending is an ancient form of business, it is still not developed to the fullest even in this modern futuristic world. The main objective of this project is to know the problems which are majorly faced by the street food vendors. The study was conducted in Coimbatore city with sample size of 113 respondents through random sampling method. The method used for the study is simple percentage analysis. The obtained result of the study is that most of the respondents are less educated and uneducated, they didn't get government scheme benefits and supports. Most of the problems are tackled by street food vendors, other than finance for vending, only to sustain but not to the next stage that is shops.

INTRODUCTION

Food is the essential part of every living organism among the others clothing and shelter. Without food, existence is not reliable. Food vendors are persons who prepare food and sell food them to the people who demand to them. From the sales they generate revenue and they create a business and service to this society. Food vendors are different in names, in-relation with their form of selling is done. Some food vendors have shops, some have carts and some take their food over their head and sell them in the streets. In this study, food vendors in the street are examined and their problems are analysed and solution to be given.

Statement Of The Problems

Food is of perishable nature. Preparation of food also has various steps and procedures has to be followed. Most of the food stalls are located near the sewages and restaurants, hotels and mess also there has good ambiens, seating capacity and separate cabins make challenge for street food vendors. There are other problems and challenges are needed to be addressed.

OBJECTIVE

1. To examine the problems and challenges faced by the street food vendors.
2. To know the managerial efficiency of the street food vendors.

Review Of Literature

Thangluah et al (2022) liveability of informal street vendors Aizawl city, has exerted all the street vendors are literates but school dropouts, they are all stationary vendors, secondary level of selling are cooked food, majority of the vendors use LPG and some still use firewood, vending place and resident place of vendors are different, half of the vendors has no dustbins and electricity and lack of support by government.

Huynh-Van B et al (2022) Factors associated with food safety compliance among street food vendors in the city of Vietnam, this study aims to characterize the business profile of fixed and mobile street food vendors, and to compare their compliance with the food safety criteria.

Chandra Baruah et al (2022) studies on street food vending: A case study from Assam and studied about food safety of street vended food to reduce risk of health, and also studied has objective to assess the handling and vending practices of vendors and microbiological samples of food and reported clearly that vending and practice of street food vendors id poor because of their poor knowledge and attitude towards food safety.

SCOPE

This Study helps to find the areas where the major problems has occurring and bring out the solutions to them. This Study will help to know the livelihood of food vendors in street. This study will help the government to recognize and provide required support to the street food vendors. This Study is focusing on the problems that are related to the after COVID-19.

Methodology Used In This Study

Research Design: This Research was aimed at analysing the problems faced by the street food vendors. In this method questionnaires are asked directly to the street food vendors and the answers are collected in a question sheet in ticking their answers for appropriate question.

Sample Size: The sample size is 113 respondents

Area Of The Study: This study is conducted in the Coimbatore city.

Data Collection: Data are facts may be derived from several source. Data is of two types Primary and Secondary.

Primary Data

Primary data consist of face-to-face interaction, Searching something for Creative information about particular research or project.

Secondary Data

Secondary data was collected with help of internet, newspaper, magazines, research paper, journals, books and respective websites were also used to gather the data and information.

Sampling Method

As the population of street food vendors is infinite so random sampling method is adopted.

Limitation Of The Study

The accuracy of the study depends on the information given by the food vendors. Period of the study is limited. The area of the study limited only to Kovaipudur, Kuniyamuthur, Perur, Ukkadam, VOC park. Samples are taken only in random sampling method. Sample size is limited to 113 respondents

Table: Simple Percentage Analysis

Factors	Options	No. of Respondents	Percentage
Gender	Male	82	72.6
	Female	31	27.4
Age	Below 20 years	01	0.9
	20 – 35 years	36	31.9
	35 – 50 years	55	48.7

	Above 50 years	21	18.6
Marital status	Married	85	75.2
	Unmarried	28	24.8
Educational qualification	Uneducated	25	22.1
	Primary	40	35.4
	Secondary	18	16.0
	Ug degree	21	18.5
	Other	09	8.0
Monthly income	Below 10,000	29	25.7
	10,000-15,000	27	23.9
	15,000-20,000	28	24.7
	Above 20,000	29	25.7
Holding of license	Yes	86	76.1
	No	27	23.9
Awareness on government schemes	Yes	54	47.8
	No	59	52.2
Benefits got from government scheme	Yes	18	15.9
	No	95	84.1
Needs provided by government	Yes	09	8.0
	No	104	92.0
Owning of the stall	Own stall	76	67.3
	Rental stall	27	23.9
	Worker	10	8.8
Paying bribe	Yes	20	17.7
	No	93	82.3
Managing many customers	Yes	43	38.1
	No	70	61.9
Management of not sold food	Wastage	47	41.6
	Take to home	35	31.0
	Selling in the way	08	7.1
	Provide to others	13	11.5
	Others	10	8.8
Other problems faced	Low space	15	13.3
	Theft	13	11.5
	Competition	22	19.5
	Eviction	12	10.6
	No problem	51	45.1

Showing Personal factors, problems faced and managerial functions of street food vendors.

Interpretation

This study reveals that majority (72.6%) of the respondents are Male, majority (48.7%) of the respondents are in age group between 35-50 years, majority (75.2%) of the respondents are married, majority (35.4%) of the respondents are educated with primary education, majority (67.3%) of the respondents having their own stall, majority (76.1%) of the respondents holding their street vending license, majority (25.7%) of the respondents monthly income below 10,000 and above 20,000, majority (52.2%) of the respondents are not aware about the government schemes, majority (84.1%) of the respondents didn't get any benefits from government schemes, majority (92.0%) of the respondents needs are provided by the government, majority (82.3%) of the respondents not paying any bribe, majority (61.9%) of the respondents able to manage many customers, majority (41.6%) of the respondents unsold foods are waste, majority (45.1%) of the respondents says they don't face mentioned problems.

FINDINGS

1. Majority (72.6%) of the respondents are Male.
2. Majority (48.7%) of the respondents are in age group between 35-50 years.
3. Majority (75.2%) of the respondents are married.
4. Majority (35.4%) of the respondents are educated with

primary education.

5. Majority (67.3%) of the respondents having their own stall.
6. Majority (76.1%) of the respondents holding their street vending license.
7. Majority (25.7%) of the respondents monthly income below 10,000 and above 20,000.
8. Majority (52.2%) of the respondents are not aware about the government schemes.
9. Majority (84.1%) of the respondents didn't get any benefits from government schemes.
10. Majority (92.0%) of the respondents didn't get support from government.
11. Majority (82.3%) of the respondents not paying any bribe.
12. Majority (61.9%) of the respondents able to manage many customers.
13. Majority (41.6%) of the respondents unsold foods are waste,
14. Majority (45.1%) of the respondents says they don't face mentioned problems.

Suggestions

- Street food vendors should know the areas where the problems occur and must tackle it with appropriate solutions by experience or get advice from other vendors and overcome them.
- They must know to manage the evictions, threats, competitions, losses and efficiently plan to move to shop to avoid major problems of street vending.
- They must follow the governments announcement regularly through news so that they can be updated about the schemes and must approach the local authority for the details and procedures.
- Government should make awareness among the street food vendors about schemes and make sure that benefits every vendors and support them with providing essentials like license, stalls, place to overcome prior problems.

CONCLUSION

This study has analysed that street food vendors of Coimbatore city are majorly less educated and uneducated and they are not aware of government schemes and unable to get benefits due to lack of education and knowledge. They only earn for their daily needs, most of the street food vendors have overcome their problems with acquired experience and knowledge. But the COVID-19 outbreak and lockdowns push them to irrecoverable debts. Street food vendors have to make analysis on themselves and make improvements starting from them and move to a developed environment and succeed.

REFERENCES

1. https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=problems+of+street+food+vendors+&btnG=&oq=problems
2. https://www.ripublication.com/ijaer19/ijaerv14n13_05.pdf
3. <https://www.drishtias.com/daily-updates/daily-news-analysis/street-vendors-3>
4. https://cdn.cseindia.org/userfiles/NASVI_presentation_final.pdf
5. <https://www.india.gov.in/spotlight/pm-str-eet-vendors-atmanirbhar-nidhi-pm-svanidhi>
6. [https://www.cell.com/heliyon/pdf/S2405-8440\(21\)01743-6.pdf](https://www.cell.com/heliyon/pdf/S2405-8440(21)01743-6.pdf)
7. <https://okcredit.com/blog/how-street-vendor-economy-may-help-in-economic-crisis/amp/>