



A Study on Street Vendors Satisfaction towards Textile Business in Erode Town

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Received 8th June 2018, Accepted 1st July 2018

Abstract

Street vendors of textile business can be defined as the people who mainly sales different of textile items in different parts of the cities ranging from open space to massive public gathering and who made a diverse range of selection, starting from kids item, ladies garments, shirt, t-shirt, polo-shirt, pants and other traditional clothes and those who do not have any specific place for vending. Most of them are rural-urban migrant due to the lack of work facilities and public services in rural area. Despite of so many problems street vending provides a sense of self employment to the vendors and a large number of city dwellers from different spheres of life such as students, tourists, rickshaw drivers, cart pullers, and other such workers rely on street textile vendors for their day to day clothes.

Keywords: Street Vendor, Self Employment.

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Introduction

The Street vendor's satisfaction becomes low day by day due to the restrictions imposed by government and Municipal Corporation in the area of selling goods and services on the street. In case of street vendors of textile goods, they are struggling to make the business without sufficient facilities. Even though street vending is a very common phenomenon in every country which not gives satisfaction to the vendor in several aspects, but it plays a significant role by providing a wide range of goods and services to the public.

Objectives of the Study

- To study the growth and development of street vendor's of textile business.
- To study the preference and reasons for selecting the particular place for selling.
- To identify the factors that influencing the business preference of the vendors.
- To find out the problems faced by the textile street vendors.

Scope of the Study

The study was analyzed the textile street vendors who do not have any fixed premises which are broadly classified in to three categories – a) Vending in fixed location b) vending in weekly bazzars where location changes every day and c) mobile and door – to

–door vending. The study covered vendors in all these categories of vending. Information was collected from the respondents about their satisfaction level and the problems faced by them. Local bodies impose restrictions on the use of urban space for textile street vendors. Hence, there is a need to study the textile street vendor's satisfactions and the nature of livelihood and different employment risks associated with textile street vendors.

Research Methodology

Sampling method

Due to lack of time and large population the researcher was bound to adopt the sampling techniques. The researcher has chosen convenience sampling method for collection of primary data

Size of sample

The study population is 150 respondent in erode town.

Area of study

This study covers erode town only

Period of study

The period of study covers six months only.

Data Collection

The study is based on primary data and its covers erode town only.

Test of Hypothesis

The following null hypothesis have been framed and tested,

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- There is no significant relationship between the age of the respondent and level of satisfaction
- There is no significant relationship between the family monthly income of the respondents and level of satisfaction.

Review of Literature

Jones (1988) presented in his study street peddling as an economic enterprise of Afro- Americans residing in an American city an classified two types of peddling strategies are delineated: mobile peddlers selling primarily grocery and household items, and semi-mobile peddlers specializing in "designer" clothing for teens and young adults.

Charmes (1998) anticipated in his study that the street vendors are probably the most important and the most challenging for a better understanding of the informal sector, and presented data based on category of workers from several African countries and discusses the concept or definition used to identify street vendors and methods of enumeration.

R.Vaidhyanathan (2011) The ambiguity surrounding the legality of carrying out street vending under local municipal bye-laws, has left such activities vulnerable to harassment by public authorities.

Suraiya and Noor (2012) showed the businesses of street vendors as well as their impacts on

society and constituted three central messages like, a large number of people are generating income through street vending, street vendors occupy a large part of informal sector in Dhaka city, street vendors offer intense services for the city dwellers within reasonable cost range.

Profile of the Study

Notice is hereby given that the street vendor Textile Market in Erode city will be held on started in 1953 in Karungpalayam. Erode was started as a locate for our research because, Self played Woman’s Association(SEWA), has organised about 60,000 street vendor of the city into a union .SEWA is an active member of NAVASI.SEWA Union is also working with the street vendor in many cities of India. The organisation approached the High Court Of Erode with a plea to implement the Draft National Street Vendors policy of 2004. Subsequently, the organisation has influenced the Erode Municipal corporation (EMC) to give vendor’s space under the newly built fly-over sin the city for carrying out their business and has assisted in space design. This is the reason for selection of Erode as a case of study local. Besides, there was also practically to the selection; the research team is located in Erode and has studied city in its many dimensions.

Data Analysis and Interpretation

Table 1

Gender of the Respondents

S.NO	GENDER	NO.OF RESPONDENTS	PERCENTAGE %
1	Male	97	65
2	Female	53	35
	Total	150	100

Source: primary data

Inference

From the above table that shows the genders of the respondents. It is inferred that 65 % of the respondents

are belongs to male and the remaining 35% of the respondents are female. Thus, the above table shows the result that a majority of the respondents 65% are male.

Chart 1

Gender of the Respondents

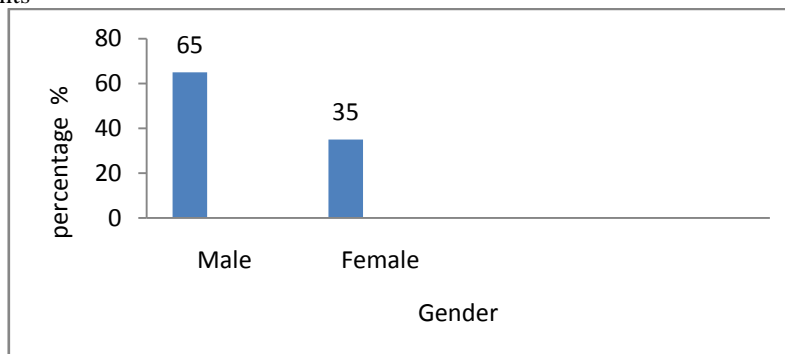


Table 2
Age Group of the Respondents

S.NO	AGE	NO.OF RESPONDENTS	PERCENTAGE %
1	Below 20 years	20	13
2	20to 30 years	24	16
3	30 to 40 years	40	27
4	Above 40 years	76	44
	Total	150	100

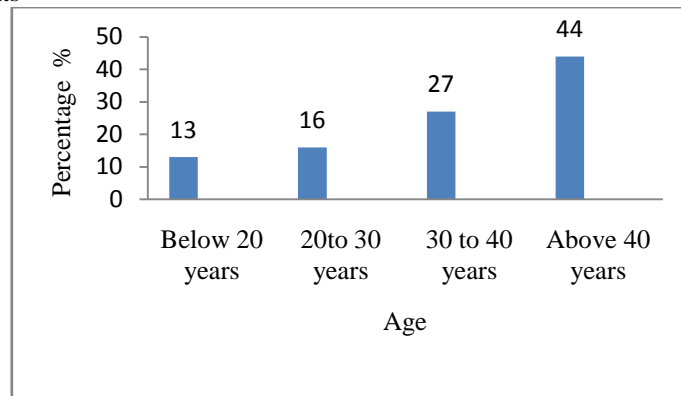
Source: primary data

Inference

The above table representing the age group of the respondents gives the result that 44%of the respondents are belonging to the age group of above 40 years, followed by 27% of the respondents are belonging to the

age group of 30 to 40 years, then 16% of the respondents are 20 to 30 years old age group, remaining 13 % of the respondents are below 20 years respectively. Thus, the above table inferred the result that a majority (44%) of the respondents are above 40 years old.

Chart 2
Age Group of the Respondents



Age of the respondents (Chi – Square test)

Factor	Calculated value	Table value	Difference	Remarks
Age	26.20	6.63	19.57	Significant at 5% level.

Inference

The calculated value 26.20 is higher than table value 6.63. So the null hypothesis has been rejected. It

concludes that the age of the respondents influence the level of satisfaction of the sample respondents.

Table 3
Family Income per Month of the Respondents

S.NO	FAMILY INCOME	NO.OF RESPONDENTS	PERCENTAGE %
1	Below RS 5,000	25	18
2	RS 5000 to RS 10000	50	32
3	Rs 10000 to RS 15000	42	28
4	Above Rs 5000	33	22
	Total	150	100

Source: primary data

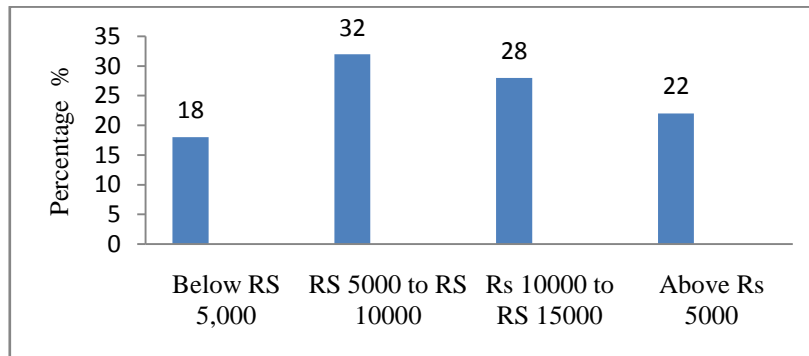
Inference

From the above table that shows the monthly income of the respondents. It tells that 32% of the respondents are having the monthly income of above RS 5000, 28% of the respondents are having the monthly income of Rs 5000 to RS.10000, 22 of the respondents

are having the monthly income of Rs 10000 to 15000, 18 of the respondents are having the monthly income of above RS 5000 respectively. Thus, the above table shows the result that a majority (32%) of the respondents are getting RS 5000 to RS 10000.

Chart 3

Family Income Per Month of the Respondents



Family Income Per Month of the Respondents (Chi – Square Test)

Factor	Calculated X ² value	Table value	Difference	Remarks
Family Monthly Income	4.096	3.84	1	Significant at 5% level.

Inference

The above table reveals that the computed value of chi – square 4.096 is higher than the table value of 3.84. It states that the null hypothesis there is no significant relationship between the family monthly

income of the respondents and their level of satisfaction is rejected in the sense there is a significant relationship between the family monthly income of the respondents and their level of satisfaction is transaction with street vendors of textile business.

Table 4

Nature of the Business

S.NO	FACTOR	NO.OF RESPONDENTS	PERCENTAGE %
1	Permanent	72	48
2	Temporary	45	30
3	Seasonal	33	22
	Total	150	100

Source: primary data

Inference

The above table can be inferred that 48 % of the respondents are permanently doing the business, 30% of the respondents are temporarily doing the business, and

8% of the respondents are seasonally doing the business. Thus, the above table shows the result that a majority (48 %) of the respondents are carrying their business permanently.

Chart 4
Nature of the Business

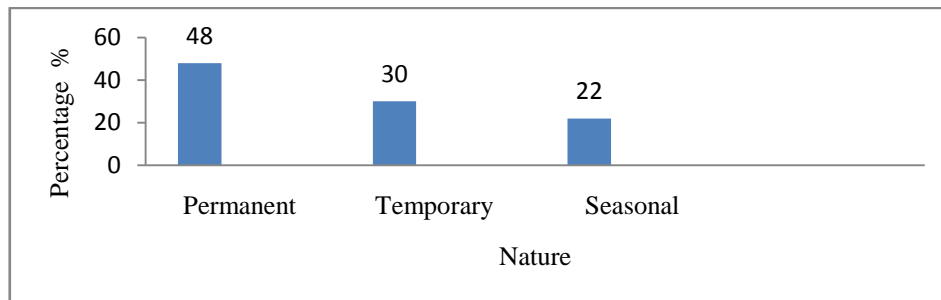


Table 5
Location of the Business

S.NO	FACTOR	NO.OF RESPONDENTS	PERCENTAGE %
1	Bus stand Area	30	20
2	Market Area	60	40
3	Temple Area	33	22
4	Bazaar Area	27	18
	Total	150	100

Source: primary data

Inference

From the above table reveals 40% of the respondents are selling at market area, 22% of the respondents are preferred to sell at temple area, 20% of the respondents are and 18% of the respondents are

having above 20 Years experienced. Thus, the above table shows the result that a majority (40%) of the respondents are belongs to category between 5 -10 Years experience.

Chart 5
Location of the Business

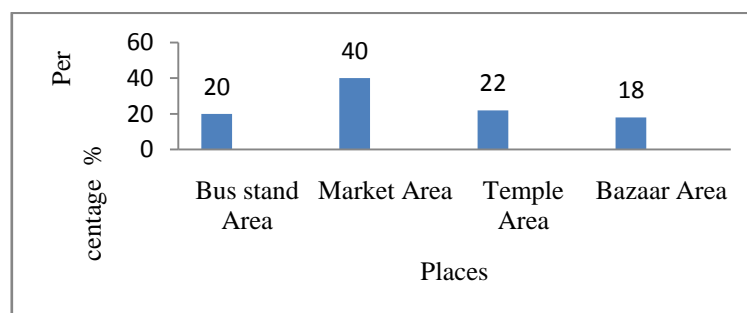


Table 6
Types of Material Sold by the Street Vendors

S.NO	FACTOR	NO.OF RESPONDENTS	PERCENTAGE %
1	Cotton	36	24
2	Nylon	24	16
3	Woollen	30	20
4	All the above	60	40

	Total	150	100
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Source: primary data

Inference

From the above table that shows that respondents types of material sold by the street vendors. It tells that 40% of the respondents are selling the all the materials, 24% of the respondents are handled cotton materials,

24%of the respondents are selling woollen and 18% of the respondents are choose nylon for the business. Thus, the above table indicates that a majority (40%) of the respondents are selling the all the materials.

Chart 6

Types of Material Sold by the Street Vendors

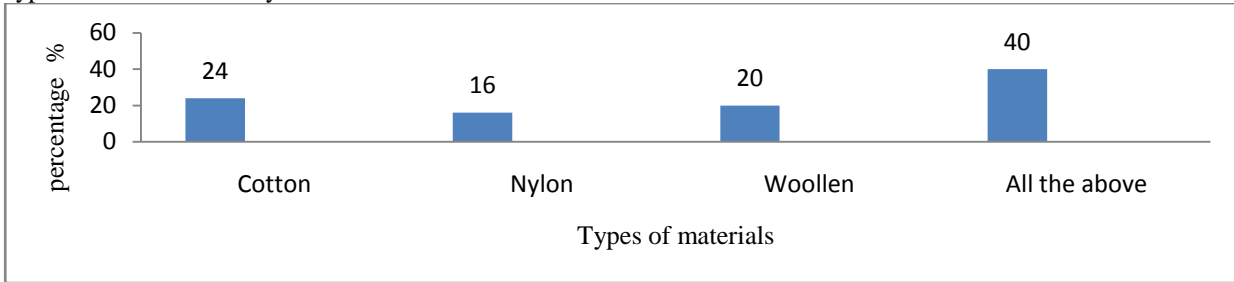


Table 7

Registration in Trade Union

S.NO	Factor	No.of Respondents	Percentage %
1	Yes	105	70
2	No	45	30
	Total	150	100

Source: primary data

Inference

From the above table clearly indicates that 70% of the respondents are member of textile vendors union, and

30 %of the respondents are not a member of any union. Thus, the above table indicates that a majority (70%)of the respondents being a member of trade union.

Chart 7

Registration in Trade Union

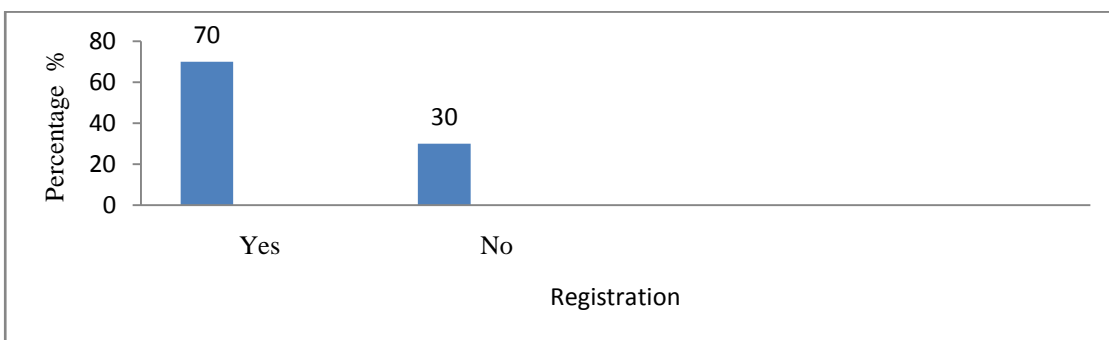


Table 8
Satisfaction Level

S.No	Particulars	Satisfied	Neutral	Dissatisfied
1	Size of the Market	56% (84)	24% (36)	20% (30)
2	Size of the Customers	40% (60)	52% (78)	8% (12)
3	Selling Point	32% (48)	38% (57)	30% (45)
4	Space of Selling	36% (54)	24% (36)	40% (60)
5	Profit	40% (60)	32% (48)	28% (42)
6	Credit Facilities	24% (36)	40% (60)	18% (48)

Size of the market:

From the above table it is identified that 56% of the respondents are satisfied, 24% of the respondents are neutral, 20 of the respondents are dissatisfied. Thus it is concluded that majority of the respondents (56%) was satisfied.

Size of the customers:

From the above table it reveals that 52% of the respondents were neutral with the size of the customers, 40% of the respondents are with satisfied and 8% of the respondents are dissatisfied. Thus it is concluded that majority of the respondents (52%) was neutral.

Selling point:

From the above it gives the result that 38% of the respondents are neutral, 32% of the respondents are satisfied,30% of the respondents are dissatisfied. The majority of the respondents (38%) was neutral.

Space of selling:

From the above it gives the result that 40% of the respondents are dissatisfied, 36% of the respondents are satisfied,24% of the respondents are neutral. The majority of the respondents (40%) was dissatisfied.

Profit:

From the above table it is identified that 40% of the respondents are satisfied ,32% of the respondents are neutral ,28 of the respondents are dissatisfied. Thus it is concluded that majority of the respondents (40%) was satisfied.

Credit Facilities:

From the above table it reveals that 40% of the respondents are neutral, 40% of the respondents are with satisfied and 8% of the respondents are dissatisfied. Thus it is concluded that majority of the respondents (52%) was neutral.

Table 9
Problems Faced by Street Vendors

S.No	Particulars	Rank
1	Heavy Competition	III
2	Lack of Stall Facilities	VI
3	Difficulties of handling Customer	II
4	Heavy rush	VII
5	Electricity and water facility	I

6	On-site storage facility	V
7	Safety	IV

From the above table shows that the first rank is being to the problem of “Electricity and water facility”, Second rank is given to the problem of “Difficult of handling customers”, Third rank is given to the problem of “Heavy competition”, Fourth rank is given to the problem of “Safety”, Fifth rank is given to the problem of “On – site storage facility”, Sixth rank is given to the problem of “Lack of stall facility”, Seventh rank is given to the problem of “Heavy rush” Thus the table the result that the majority of the respondents are having “Electricity and storage facility” as the first and main problem.

Findings

It is an attempt to analyze the street vendors conducted only in erode town, covering a sample of 150 respondents interviewed in order to find out the different categories of vendors Age, gender, brand etc..., and the major findings are as follows:

- The study revealed that out of 150 samples, 65% of the vendors are male.
- From the study finds that 31% of the vendors are in the age group of above 40 years.
- It is identified that majority 32% of the vendors are having the family monthly income of RS 10000 – Rs 15000.
- The study highlights that majority 48% of the vendors are permanently doing the street vending business.
- The study observed that majority 40% of the vendors have chosen market areas for their business.
- It is observed from the analysis that 40% of the vendors are selling the all types of materials.
- It is observed from the analysis that 70% of the vendors are a number of trade unions.

Suggestions

On the basis of the major findings of the study the following suggestions are offered for betterment in the sales of textile goods and for the better utilization by the vendors and their greater solution

- The government should regulate and controlling the unorganized fees and commission.
- The local government should provide permanent place to their business.
- The government and private sector financials are given the financial facilities to the street vendors.
- The street vendors are must to follow same price strategy and truth.

- The street vendors are follow rules and regulations by the local government and their union.
- The women street vendors are need the mobile toilet facilities for their business place.
- The street vendor are need separate place for two wheeler parking facilities.

Conclusion

The street vendors are selling goods in the town. The textile market has been shifted to Gangapuram under the name and style of Tex Valley. But the street vendors are still occupying old market actively on and make the traffic more congestive, as the vendors are large in number they may be provided a separate street on holidays exclusively for them to sell the textile goods. So that the traffic is totally free. By this way their live are saved and the business is also thrived.

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