



A STUDY ON IMPACT ON STREET VENDORS DUE TO THE ENTRY OF SUPERMARKETS WITH REFERENCE TO COIMBATORE CITY

Mrs.R.Swarnalakshmi M.Com(CS),M.Phil.,(Ph.D.)¹, Ms.S.R.SUPRAJA²

¹Assistant Professor

² III B.COM CS CA

^{1,2}Department Of Commerce with Corporate Secretaryship
Dr.N.G.P. Arts and Science College, Coimbatore-48

ABSTRACT

Street vendors are people who sell products on the street without a building. The rapid growth of supermarkets affects street vendors in level of livelihood. This study deals with the impact of supermarkets on street vendors. The main objective is to know the problems faced by street vendors because of supermarkets. This study is being done because of the huge growth of supermarkets in the country. The growth of supermarkets affects the sales of street vendors at the level of their consumption. This study confronts that the relationship between street vendors and supermarkets varies depending on the different level of customers. Traditional markets are operated by local officials. Research tools were used to find the relationship between the characteristics of street vendors. It is proposed to run the business in an improved infrastructure. It is suggested to Street vendors develop their technical knowledge. Location is one of the main deciding factors for customers when making a purchase. The study shows that too long working hours of salespeople, poor safety and security conditions in their workplaces, together with conflict with the ultimate growth of local supermarkets.

KEYPOINTS

- ❖ STREET VENDOR means a person engaged in vending of articles, goods, wares, food items or merchandise of everyday use or offering services to the general public, in a street, lane, sidewalk, footpath, pavement, public park or any other public place or private area, from a temporary built up structure or by moving from place to place and includes hawker, peddler, squatter and all other synonymous terms which may be local or region specific; and the words street vending with their grammatical variations and cognate expressions, shall be construed accordingly;
- ❖ LOCAL AUTHORITY means a Municipal Corporation or a Municipal Council or a Nagar Panchayat.
- ❖ SUPERMARKET In the words of M.M. ZIMMERMAN, A super market is a departmentalised retail establishment having four basic departments viz. self-service grocery, meat produce, dairy products plus other household departments, doing a maximum business. It may be entirely owner-operated or have some of the departments leased out on a concession basis.

I. INTRODUCTION

A street vendor is a person who sells food or other goods on the street, either from a stall or van, or with their wares spread out on the pavement. Street Vendors is a person who offers goods for sale to the general public without having a permanently built building from which to sell. They usually operate near public places like railway stations, cinemas, bus stands, temples, etc. They deal in various goods like towels, handkerchiefs, daily necessities, mirrors, etc. They deal in cheap general purpose goods. The Street Vendors (Protection of Livelihoods and Regulation of Street Vending) Act, 2014 was enacted to regulate street vendors in public spaces and protect their rights. A supermarket is a self-service store offering a wide range of food, drink and household products, organized into sections. This type of store is larger and has a wider selection than earlier grocery stores, but it is smaller and more limited in its assortment than a hypermarket or big box market. A supermarket typically has areas for fresh meat, fresh produce, dairy, deli, baked goods, etc. Shelf space is also reserved for a variety of non-food items such as kitchenware, household cleaners, pharmacy and pet supplies. Some supermarkets also sell other household products that are regularly consumed, such as alcohol (where permitted), medicine and clothing, and some sell a much wider range of non-food products: DVDs, sports equipment, board games and seasonal goods (e.g. Christmas wrapping paper in December). Street vendors can offer a viable livelihood, but earnings are low and risks are high for many vendors, especially those selling fresh fruit and vegetables and dairy products. Supermarket affects the life of street vendors as they develop in Urban. In the city of Urban, street vendors suddenly intervene. Supermarkets with good facilities that make their product last for maximum days and attract customers which adversely affects Street Vendor's ability to sell their products.



STATEMENT OF THE PROBLEM

Supermarkets have been in the main urban center for the past three decades. However, at the beginning of the liberalization of the retail sector in 1998, foreign supermarket operators began to enter the country, creating fierce competition with local operators. Some quarters argue that traditional markets are the real victims of intense competition, losing customers to the cheap, high-quality products and more convenient shopping environment that supermarkets provide. Therefore, there are calls to limit the construction of supermarkets, especially in locations near traditional markets.

This study investigates the truth behind these claims by measuring the impact of supermarkets on traditional market traders. Primarily quantitative research methods were used and qualitative research was conducted to uncover the stories behind the quantitative findings.

Unlike supermarkets, most traditional markets are owned and operated by the local government, usually under the Market Management Authority. However, a relatively small proportion of traditional markets are developed through cooperation between local government and private companies, usually under a build-operate-transfer (BOT) system. Private companies then pay a set contribution to the local government.

OBJECTIVES

- ❖ To know the problems faced by Street Vendors due to supermarkets
- ❖ To know the problems due to demographic situations.
- ❖ To overcome the problem and increase sales.

RESEARCH DESIGN

Research design is the arrangement of conditions for data collection and analysis in a way that aims to combine relevance to the research purpose with the economy in the process. Research design is the conceptual framework within which research is conducted. It presents a plan for measuring data collection and analysis. A research proposal includes both an outline of what the researcher will do in writing the hypothesis and its operational implications for the final data analysis. The research design is the framework for the study and is used to guide data collection and analysis. It is a strategy that specifies what approach will be used to collect and analyse data. It also includes a time and cost budget as most studies are conducted within this dual cost budget as most studies are conducted within the constraints of these moves.

TOOLS USED

- Simple percentage
- Chi-square
- ANOVA
- Ranking

LIMITATIONS OF STUDY

Given the overall decline in the performance of retailers in traditional markets, this section specifically examines the contribution of supermarkets to the decline. Traders also say that the impact of supermarkets is not as significant as that caused by the internal problems in their markets. Additionally, they admit that there is a slight difference in the types of shoppers coming to traditional and modern markets, with mobile vendors and small shops still preferring to shop at traditional markets.

There are several factors that could explain why one traditional market may be affected while others are not. The first is the distance between the traditional market and the supermarket, where traditional markets that are relatively close to supermarkets are more severely affected. The second, more important factor is the types of buyers in traditional markets. Traditional markets, whose main customers are middle-class households, feel the most profound impact of supermarkets.

II. THEORETICAL FRAMEWORK

STREET VENDORS

A street vendor is someone who sells food, goods, and merchandise on the street or in an outdoor market rather than in a traditional store. A street vendor's "shop" is either a small outdoor space that can be locked and shut down at the end of the night or a cart that can be moved from place to place and taken home at the end of the day.

WHAT DO STREET VENDORS SELL

- Vegetables
- Fruit



- Cold Drinks
- Flowers

STREET VENDORS IN INDIA

According to the Ministry of Housing and Urban Poverty Alleviation, there are 10 million street vendors in India, with Mumbai 250,000, Delhi 450,000, Kolkata more than 150,000 and Ahmedabad 100,000. Most of them are immigrants or laid-off workers who work 10 – 12 hours a day and remain poor. In India, street vending accounts for 14% of total (non-agricultural) urban informal employment. Although the prevailing licensing paradise in Indian bureaucracy ended for most retail in the 1990s, it continues in this trade. The disproportionate license cap in most cities, such as Mumbai, which has a cap of 14,000 licenses, means that more vendors are illegally hawking their wares, which apart from harassment, heavy fines and sudden evictions also makes them vulnerable to a culture of bribery and extortion under the local police and municipal authorities. In Calcutta, this profession was a cognizable and non-combatable offence.

Over the years, street vendors organized themselves into unions and associations, and a number of non-governmental organizations began working for them.

There are an estimated 50-60 thousand street vendors in India, with the largest concentration in the cities of Delhi, Mumbai, Kolkata and Ahmedabad. Most of them are migrants who usually work an average of 10-12 hours a day.

CUSTOMER SATISFACTION TOWARDS STREET VENDING

Consumer satisfaction with the services offered by retailers is largely a function of perceptions and expectations of the services provided. If the consumer expects a certain level of service and the service provided by the street food vendor does not meet the consumer's expectations, the service will be perceived as good.

SUPERMARKETS

A supermarket is a self-service store offering a wide range of food, drinks and household goods, organized into sections. This type of store is larger and has a wider selection than earlier grocery stores, but is smaller and more limited in assortment than a hypermarket or big-box market.

A supermarket typically has areas for fresh meat, fresh produce, dairy, deli, baked goods, etc. Shelf space is also reserved for canned goods and packaged goods, and for various non-food items such as kitchenware, household cleaners, pharmaceuticals, and home stock animals. Some supermarkets also sell other household products that are regularly consumed, such as alcohol (where permitted), medicine and clothing, and some sell a much wider range of non-food products: DVDs, sports equipment, board games and seasonal goods (e.g. Christmas wrapping paper in December).

A larger full-service supermarket attached to a department store is sometimes known as a hypermarket. Other services may include banking, coffee shops, childcare centres/nurseries, insurance (and other financial services), mobile phone services, photo processing, video rental, pharmacies and gas stations. If the restaurant in the supermarket is large enough, the establishment may be called a "grocery", a mixture of "grocery" and "restaurant".

Supermarkets are usually chain stores supplied by the distribution centers of their parent companies, increasing opportunities for economies of scale. Supermarkets typically offer products at relatively low prices by using their purchasing power to purchase goods from manufacturers at lower prices than smaller stores can.

WHAT DOES SUPERMARKETS SELL

- Bakery (packaged and sometimes a service bakery and/or onsite bakery)
- Beverages (non-alcoholic packaged, sometimes also alcoholic if laws permit)
- Non-food & Pharmacy
- Personal care e.g., cosmetics, soap, shampoo
- Produce (fresh fruits and vegetables)
- Floral (flowers and plants)
- Deli (sliced meats, cheeses, etc.)
- Prepared Foods (packaged and frozen foods)
- Dairy (milk products and eggs)

THE TOP 10 SUPERMARKETS IN INDIA ARE THE FOLLOWING

1. Big Bazaar
2. D Mart
3. Star Bazar
4. Hyper city



5. Reliance Fresh
6. Spar
7. Spencer’s Retail
8. More Retail
9. Food world
10. Reliance SMART

CUSTOMER SATISFACTION TOWARDS SUPERMARKETS

Customer satisfaction is the primary factor in successful operations. A supermarket's sales can grow when they satisfy their customers with goods or services with the best policy that suits the customers' demands. It can therefore be said that customer satisfaction is followed by repeat visits or repeat purchases. Managing a store is never easy. Anything can happen, loss is inevitable. Knowing the difficulties of running a store is one way to help you have appropriate management and also solve problems in a timely manner.

III. ANALYSES AND INTERPRETATION

CHI-SQUARE ANALYSES

RELATIONSHIP BETWEEN THE INCOME AND DURATION OF CUSTOMER VISIT

CHI-SQUARE			
	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	37.154 ^a	9	<.001
Likelihood Ratio	31.644	9	<.001
N of Valid Cases	167		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .04.

INTERPRETATION

H01: There is no significant relationship between income and duration of customer visit.

Ha1: There is significant relationship between income and duration of customer visit

From the above table it is inferred that, there is significant relationship between the income of the respondents and duration of customer visit. Hence, it is an alternative hypothesis.

ONE-WAY ANOVA

One- way ANOVA (“analysis of variance”) compares the mean of two or more independent groups in order to determine whether there is statistical evidence that the associate population means are significantly different. One-way ANOVA is a parametric test. This test is also known as “One-Factor ANOVA”.

AGE OF THE RESPONDENTS AND MODE OF VENDING

ANOVA					
Age	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.28	1	.028	.049	.825
Within Groups	93.326	165	.566		
Total	93.353	166			

INTERPRETATION

H01: There is no significant mean relationship between age of the respondents and mode of vending

Ha1: There is significant mean relationship between age of the respondents and mode of vending

The analysis reveals that, there is no significant mean relationship between age of the respondents and mode of vending as significant value (0.825) is more than the level of significance (0.05).

SUGGESTIONS

Street vendors can improve their sales by improving infrastructure and product variety. Upgrading technology is a must every hour. Street vendors must be constantly on the lookout for competitive marketing techniques being used. The availability of different types of products helps street vendors to retain regular customers and attract new ones. Location is one of the main deciding factors for customers when making a purchase. Street vendors to place their shops in the main places of public movement. Regular updating



of customer requirements is important for street vendors. This can help them create a suitable loyalty towards frequent shoppers. This creates a lasting relationship with customers.

CONCLUSION

The in-depth analysis of the impacts of the street vendors due to the entry of supermarkets in Coimbatore City has led to the unambiguous conclusion that street vending activity in Coimbatore, likewise in other cities of India, is unsecured and challenging. The study shows that the excessively long working hours of the vendors, poor safety and security conditions at their workplaces, together with the conflict with the ultimate growth of local supermarkets. They thus need to be imparted certain proper place of vending. They need to be focused more on attractive products. They have to be technically improvised to meet the digitalised economy.

REFERENCE

1. Andrew Seth, Geoffrey Randall, *The Grocer the rise and rise of supermarket chains*, Kogen Page Ltd., 1999.
2. Collin, P. H, *English Business Dictionary*, 4th Ed., A & C Black Publishers Ltd, 2006, London.
3. David Gilbert, *Retailing Marketing Management*, 2nd Ed., Pearson Education Limited, New Delhi, 2003.
4. Edvardsen, B. , Tomasson, B. and Ovreteit, J, *Quality of Service: Making it Really Work*, McGraw-Hill, New York, 1994.
5. Edward W. Cundiff, Richard Ralph Still, Norman A. P. Govoni, *Fundamentals of Modern Marketing*, Prentice-Hall, 4th Ed., 1985.

WEBSITES

1. *Street Vendors and market traders* - <https://www.wiego.org/street-vendors-and-market-traders>
2. *National Association of Street Vendors of India* - <https://nasvinet.org>