



FIAN
SRI LANKA

**FOOD FIRST INFORMATION & ACTION
NETWORK OF SRI LANKA**

**The socioeconomic relationship between street
vendors and customers**

**(Related to Local Government Authority areas of Bandarawela, Panadura,
Hikkaduwa and Point Pedro)**

Study Report - 2022

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Executive Summery

It is essential to empower street vendors in socially economically and legally for assuring the right of community for food under the required formation for the civil rights and democratic ruling of the marginalized and vulnerable people. In this connection, a basic requirement of this study is to identify the real situation of social economic relation, social values, social recognition and mutual faith and trust between the street vendors and consumers. Further, it is expected to generate the required details to fulfill the need of searching solutions through the partner mechanism of state, private business, civil organizations and community for the avoidance of various barriers which may exit in local government authority bodies in the process of absorbing the street and mobile vendors into the main economic flow.

For the reason that the above project is implemented as a pilot program so as to cover the areas in the local government authorities of Bandarawela, Panadura, Hikkaduwa and Point Pedro, a sample of 81 street vendors representing above 4 local government authority areas have been selected under the Stage Sampling for information study of spatial heterogeneity. Under the primary data collection, data have been collected through a questionnaire, which was prepared in advance, given to the said sample under the participatory focus group interviews. Having analyzed the data and information using simple closed methods, it has been shown using the tables and graphs.

Economic relation between street vendors and consumers and measurable Human attention have been used by this mean. Some proposals are proposed to strengthen these street vendors so that democratic right of the consumer will be assured in association with it.

Key words : Street trading, street vendors, democratic right of the consumer, right to food, consumer needs

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CHAPTER 01.

Introduction

**01. 1. Title : The Study of Socioeconomic relationship between Street Vendors and Customers
(Related to Local Authority areas of Bandarawela, Panadura, Hikkaduwa and Point Pedro)**

01. 2. Introduction

Various citizen empowerment development programs have been initiated by the Food First Information Action Network (FIAN) in Sri Lanka to enhance the need for democratic governance and accountability at the local government level under the South Asian Small Scale Support Program. The objectives of this process include organizing street vendors and middlemen involved in mobile trade & distribution, establishing their own organizational network and empowering them to win their democratic rights from the local government institutions, under the creation of demands for civil rights and democratic governance of marginalized and vulnerable groups.

When integrating street vendors and middlemen engaged in mobile micro-scale enterprises into the mainstream of the economy, the main objective of which is to create an environment to get support in the decision-making process through a partnership mechanism of the public sector, the private business community, civil society organizations and the community in order to remove the various legal obstacles at the local government level. It is expected to ensure the sustainability of the achievements and results of this project by strengthening the civil society network for democratic citizen rights and strengthening the organization network of street vendors through material, technical support, advisory services, training, coordination and media advertising.

In order to achieve the above objectives, this program is currently being implemented as a pilot program in the local government areas of Bandarawela, Hikkaduwa, Panadura and Point Pedro.

01. 3. Justification of the Study

There is a need to better analyze the interrelationship among micro-scale traders, mobile marketers, middlemen, government officials, customer community and political authority in the mechanism of ensuring people's right to food. Within this mechanism, there is not only an interrelationship but also an interconnection among social, economic, political and cultural elements, which have been the result of social recognition, social respect, social values & human bonds and legal basis. In optimizing customer utility, interest and satisfaction, the interrelationship between stakeholders should be revealed through a social analysis and having quickly identified the issues and causes for such issues, which are confronted in the production, consumption, sales and capital management in the context of prevailing reality between customers & street vendors, it is justified to analyze the actual form of society in order to guide them towards a process of empowerment.

01. 4. General Objective

. To identify the current background of social relationships, social values and social recognition and planning of future development programs for the social economic and legal empowerment of street vendors and other stakeholders in the market mechanism in which they include.

4.1. Special Objectives - This study will facilitate

- ❖ To identify the social interaction and social values between street vendors and stakeholders including the community
- ❖ To identify the quality and quantity of customer care services provided by street vendors to their service gainers
- ❖ To analyze the spatial diversity of the social relationship of street vendors geographically
- ❖ To provide information to planners and policy makers who provide their intervention in socio-economic empowerment of street vendors

01. 5. Methodology.

5. 1. Study Area

The study area has been selected to cover the local government areas of Bandarawela (Uva Province), Panadura (Western Province), Hikkaduwa (Southern Province) and Point Pedro (Northern Province) where this pilot project is already implemented.

5. 2. Selection of Sample

Having used the multi-stage sampling method, since the geographical space of the currently operational geographical areas is diverse, a sample of 81 persons was selected under the closed sampling method through a community of 174 members who are engaged in street and mobile trading, in the street vendors' organizations, which have already been established in those local government authority areas of Bandarawela, Panadura, Hikkaduwa and Point Pedro.

5. 3. Collection of Data

During data collection, special attention was paid to the primary data, in which, 115 (66.09%) out of 174 vendors who are already members of street vendors' organizations belonging to study area were participated in the focus group interviews.

In connection with this, the analysis methods of SWOT (Strength, Weakness, Opportunity and Threats) and PESTLE(Political, Economic, Sociological, Technological Legal and Environment) were used to collect data through informal interviews with key informants methods. Data was collected from 81 traders alias 45.97% of the population in 04 local government authority areas using pre-arranged structured questionnaires. In addition, the trading places were observed and data were collected through interviews with 56 customers who came for purchasing.

5. 4. Analysis of data

The primary data were analyzed using descriptive statistical methods and the qualitative data were analyzed using qualitative methods.

5. 5. Interpretations

Analyzed data and information have been interpreted through tables, graphs, measures of central tendency and qualitative data analysis.

Chapter 2

Socio-economic relationship between street vendors and customers

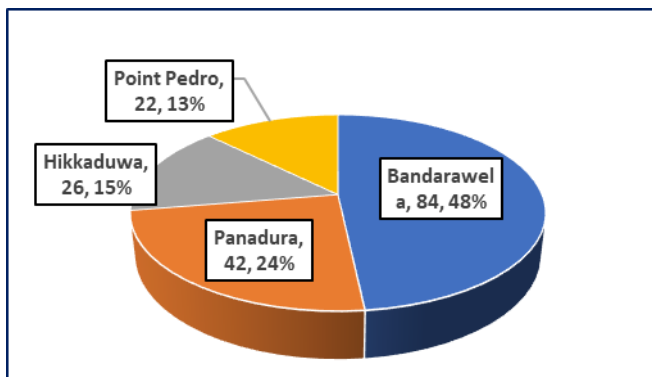
2:1 Introduction

Through this study, which is implemented as a program to satisfy the democratic needs of the marginalized people through the empowerment of street vendors, mobile vendors and related intermediaries, it is expected to formulate the information required for developing necessary strategic plans to strengthen the socioeconomic relationship. Therefore, the data and information collected through the survey conducted in the study area and the focus group interviews have been analyzed, interpreted and presented in this Chapter.

2: 2 Basic information of the Study

This study focuses on information collected through a sample under the following multiple cluster sampling while focusing on the geographical spatial distribution of 174 members engaged in street trading in Bandarawela, Point Pedro, Panadura and Hikkaduwa local government authority areas and who are already members of street vendor organizations under the program implemented by FIAN Sri Lanka even at present. The sample was selected for the study by focusing on the number of street vendors organized in each local government area.

Graph 2:1 Sample Area



3:3 Classification of families according to the number of family members

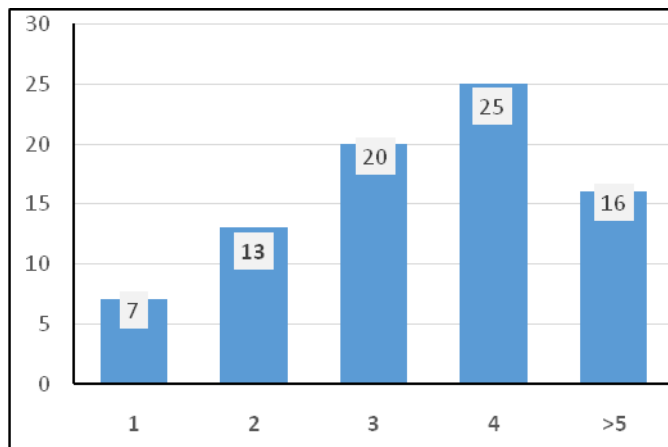
The total number of members in 81 families, who have been selected for the study, is 289, and the classification of families according to the number of members in each family is shown in the table and graph below. According to the table above, the highest number of families, i.e. 25 families or 30.86%, is close to the national level of 3.9. Also, there are 41 families (50.61%) with 4 or more family members, and they have to bear a great expense in meeting their daily needs.

Table 3:1 Classification of families according to number of family members

Local Authority Area	No. of family members					Total	
	1	2	3	4	>5	Number	Percentage
Bandarawela	3	5	5	9	6	97	33.56
Panadura	2	3	9	8	7	108	37.37
Hikkaduwa	1	3	3	4	2	46	15.92
Point Pedro	1	2	3	4	1	38	13.15
Total	7	13	20	25	16	289	100

Source: Sample Survey 2022/23

Graph 3:2: Classification of families according to number of family members



2: 4. Classification of Street Vendors by selling products

The economic relationship between street vendors and their customers depends on the product they sell. It was revealed that which product is more in demand, which product is more desired by the customer, which product has integrated trade

That is to say, among the basic needs of customers, the direct intervention of the street vendor to meet the need for food was studied, and it is confirmed through the fact that 55 or 67.9% of the street vendors are engaged in the sale of products based on food. Out of which, there are 17 sellers of processed foods, traditional herbal gruel, tea and curd, 8 sellers of fruits, 13 sellers of fish/dry fruits, 11 sellers of vegetables and leafy vegetables and 6 sellers of grocery items. It is a proof of the strong economic relationship between the consumer and the producer.

The non-food needs of the customer but related to their daily life are also fulfilled through street trading. There are 16 street vendors dealing in cloth/luggage/shoes/ jewellery and etc. needed for daily life and cloth trade is mainly located in Bandarawela local government authority area. Sale of Jewellery and luggage are unique to Hikkaduwa area which has high tourist attraction. Also, sales of ornamental flowers, ornamental plants and vegetable plants are common in the Bandarawela area. Among them, there is one mobile vendor who is selling Ayurvedic products. There are 10 vendors (12.35%) who are engaged in selling lotteries and betel nut chewing as non-essential goods for the consumer, as well as these are non-deportable goods to maintain the standard of

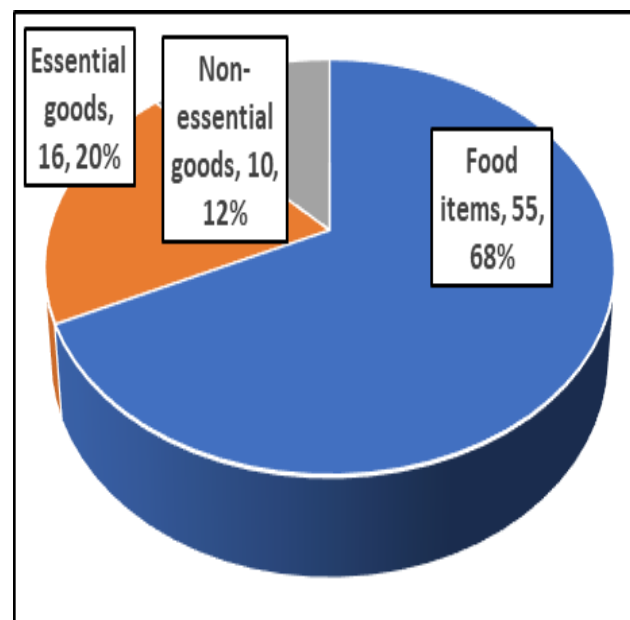
living. The purchase of lotteries reduces the customer's disposable income for essential purchases and it should be discouraged as the income generated is used for non-essential consumption. Also, street vendors earn income through betel nut chewing trade, but such trade activities should be discouraged as the health condition of the customers deteriorates. Customers' valuable financial resources are also drained out of the street trade stream without utilization, which has adversely affected the street trade economy.

Table 3:2 :- Classification of Street Vendors by selling products

Selling product	Number	Percentage
1. Food	55	67.90
Processed Food	17	
Fruit	08	
Fish/ Dry Fish	13	
Vegetables/Leafy Vegetables	11	
Grocery items	06	
2. Other essential products	16	19.75
Cloths/Slippers	7	
/Shoes/Jewelry items	5	
/Plastic/Polythene	3	
Detergents	1	
Ornamental		
Plants/Ornamental Flowers		
Ayurvedic Medicines		
3. Non essential items	10	12.35
lotteries	07	
Betel nut chewing	03	
Total	81	100

Source: Sample Survey 2022/23

Graph 3:3 Classification of Street Vendors by selling products



2. 5 :- Monthly income of Street Vendors

Their monthly income level was identified as a key component that represents the economic status of vendors. Income is a major factor that determines an individual's economic behavior as well as their existence in other social situations. Therefore, attention was focused on 06 sources of monthly income for the household, and their total sum was considered as the total income of the family. Accordingly, the classification of families engaged in street trading according to monthly income is shown in Table 3.3 and Graph 3:4.

Table 2:3:- Classification of families by monthly income

Income Level (Rs)	No. of families as per the local government authority area				Total	
	Bandarawela	Panadura	Hikkaduwa	Point Pedro	Number	Percentage
< 25,000	04	01	01	01	07	8.64
25,001 - 50,000	06	03	02	03	14	17.28
50,001 - 75,000	09	03	03	04	19	23.46
75,001 - 100,000	06	12	04	02	24	29.63
10,0001- 125,000	02	08	02	01	13	16.05
>125,000	01	02	01	00	04	4.94
Total	28	29	13	13	81	100

Source: Sample Survey 2022/23

Bandarawela and Point Pedro street vendors earn between Rupees 50,000-75,000 / monthly, while Panadura and Hikkaduwa street vendors earn between Rupees 75,000-100,000 monthly. Although it appears that 24 people or 29.63% of the total street traders receive an income between Rupees 75,000 - 100,000 /-monthly, it is confirmed through the calculation that the monthly average income is Rupees 52,762.07. Accordingly, the monthly income of street vendors is a factor indicating the disposable income of their customers as well as a determinant of their income. In subsequence, it is confirmed that 41 or 50.62% of the street vendors in the study area earn more than 75,000 rupees monthly.

There are 6 families whose main source of income is other than street trading, and there are 75 families whose main source of income is street trading. 24 families are engaged in other sources of income in addition to street trading. There are 31 families receiving Samurdhi or other subsidies, therefore, a contribution of Rupees 2736.36 /- is received to the monthly income of their families. Further, 61.73% of the street vendors do not receive Samurdhi or any other assistance, thus it proves that they are not low income earners.

There are 3 families who earn income from agriculture/fishery/animal husbandry, and they earn an average monthly income of Rupees 44333.33/- from thereon. There are 4 families who receive an average monthly income of Rupees 5500 as donations from a family relative or others, but that income cannot be considered as main source of income.

2: 6. Classification of families by monthly expenditure

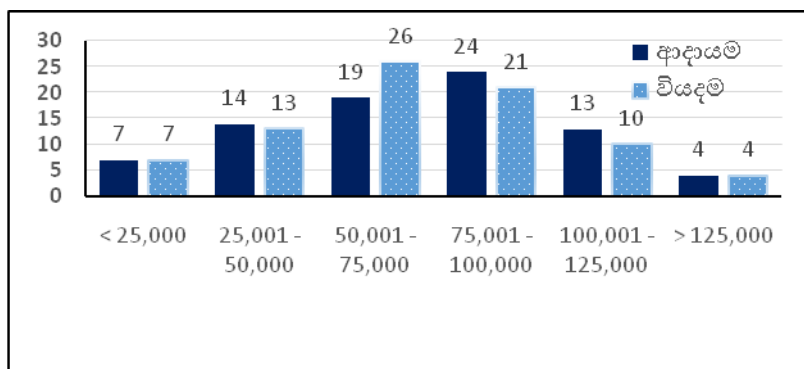
In order to analyze the expenditure pattern of the street vendors, the contribution in the monthly expenditure was focused through 10 major expenditure sources. Within these sources of expenditure, attention was paid to the cost of basic needs and daily necessities and unnecessary things. The classification according to the monthly total cost of street vendors in each local government area is shown in Table 2: 4.

Table 2 :4:- Classification of street vendors by monthly expenditure

Expenditure Category	No. of families as per the local authority area				Total	
	Bandarawela	Panadura	Hikkaduwa	Point Pedro	Number	Percentage
< 25,000	4	1	1	1	7	8.64
25,001 - 50,000	6	2	2	3	13	16.05
50,001 - 75,000	8	8	6	4	26	32.10
75,001 - 100,000	6	11	2	2	21	25.93
100,001 - 125,000	3	5	1	1	10	12.34
> 125,000	1	2	1	0	4	4.94
Total	28	29	13	11	81	100

Source: Sample Survey 2022/23

Only in Panadura local government authority area, the Mode of monthly expenditure is between Rupees 75,001-100,000/-, but in other authority areas, the Mode of monthly expenditure of traders is between Rupees 50,001-75,000 /-. Considering the entire authority area, the monthly expenditure is between Rupees 50,001 - 75,000 /-, however, there are 61 families or 75.31% whose monthly expenditure is more than Rupees 75,000/-. But the median value of the calculated monthly cost of Rupees. 66,118.95/- is coincide with the value of Mode. However, the average monthly expenditure is higher than the monthly average income and which is Rupees 13356.88 /-. However, for the reason that the manner in which the expenses were covered is not expressed, this amount is really an undisclosed income.

Graph 2:4: Classification of families by monthly income /expenditure

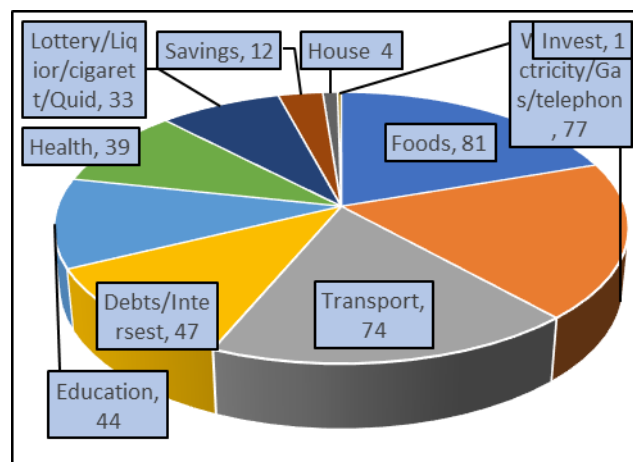
In addition, the monthly household expenditure of street vendors was studied through 10 priority areas, and the monthly average value of those expenditure fields are shown in the Table 2:5.

Table 2:5 :- Number of families who incur expenses monthly For various needs

Need	No. of Families	Average Expenditure (Rs.)
Food	81	37,000
Water/electricity/Gas/Telephone	77	4,542.72
Transport	74	6,380.75
Loan and payment of interest	47	13,072.34
Education	44	7,265.90
Health	39	5,307.70
lotteries/ liquor /Cigarettes /Chewing Betel	33	7,537.88
Savings	12	8,277
Housing	4	6,000
Investments	1	3,000

Source: Sample Survey 2022/23

Graph 2:5 Number of families who incur expenses monthly for various needs



Although the monthly expenditure helps to maintain the standard of living of the family, 33 families or 40.74% of the street vendors are tempted to spend unnecessarily on lotteries/liquor/tobacco/ betel nut chewing . Therefore, misdemeanors such as disputes and conflicts have developed in families. There are 47 families who have an average expenditure of Rupees 13,072.34/- from their income to pay loan installments and interest. These loans are taken for business needs or consumer needs. Most of them have taken loans from Samurdhi bank, formal commercial banks and informal sources on daily interest. A majority of families have taken commercial or consumer loans, and have taken loans from informal sources at high interest rates on daily interest payment terms.

2: 6. The impact of street trading on the family economy

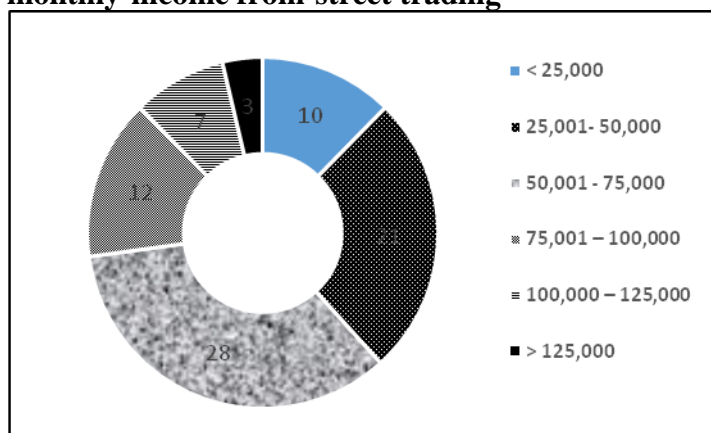
Except 6 families, street trading is the main source of income for 75 families, and it's contribution to the monthly income is shown in the table below.

Table 2: 6 :- Classification of families according to monthly income received from street trading

Income Category (Rs.)	No. of families according to the local government authority area				Total	
	Bandarawela	Panadura	Hikkaduwa	Point Pedro	Number	Percentage
< 25,000	4	3	2	1	10	12.35
25,001- 50,000	8	6	3	4	21	25.93
50,001 - 75,000	11	9	5	3	28	34.57
75,001 – 100,000	3	6	1	2	12	14.85
100,000 – 125,000	1	4	1	1	7	8.64
> 125,000	1	1	1	0	3	3.70
Total	28	29	13	11	81	100

Source: Sample Survey 2022/23

Apart from street vendors in Point Pedro, the majority of such families earn between Rupees 50,000 - 75,000/- monthly through street trading. The decrease in income in the Point Pedro area is due to the restrictions and obstacles imposed by the local government authorities on these businesses. Strict rules and regulations are imposed in this area on street trading. However, the average amount added to the monthly income from street trading in this area is Rupees 35,060 /-.

Graph 2:6: Classification of families according to monthly income from street trading

2:7 Period engaged in street trading

The socio-economic relationship between the customer and the trader has a direct impact on determining the length of time engaged in street trading. Without providing a better customer service, the street vendor has no chance of sustaining the customer. However, if the street vendor has been engaged in street trading for a long time, he/she maintains a strong relationship with his/her customers.

Table 2:7 :- Classification of vendors according to the period engaged in street trading

Period engaged (Years)	No. of families according to the local government authority area				Total	
	Bandarawela	Panadura	Hikkaduwa	Point Pedro	Number	Percentage
< 4	2	4	6	2	14	17.28
5 – 8	7	1	0	1	9	11.11
9 – 12	8	2	1	0	11	13.58
13 – 16	0	2	2	4	8	9.88
17 - 20	1	5	1	2	9	11.11
>20	10	15	3	2	30	37.04
Total	28	29	13	11	81	100

Source: Sample Survey 2022/23

Majority of street vendors that is to say 30 vendors have more than 20 years of experiences in engaging in the street trading. Specially, the trading time and experience of Banadarawela and Panadura street vendors are much higher than other areas. Those, who are with more experience in business affairs, have a higher level of profitability and sustainability. It has been possible to build a strong customer network due to the relationship that has been built with the customer over a long period of time.

2: 8 Proximity between street trading and home

Proximity between street vendors and homes is a major factor of its success. Distance is a crucial factor in determining the proximity to one's customer in the sales area. When the relationship between the home and the surrounding customers increases, the trade has increased and the challenges posed by the external parties regarding the trade have also decreased. A majority of street vendors are engaged in business activities at a distance of almost 3 kilometers from their residence. It has led to business success in an environment where the customer is better known and the relationship between them is much tighter.

2:9 Employment in street trading

Many street vendors run their business as individual business. Out of 81 businesses, which are under the study, 64 businesses are run by an individual person. Also there is one additional partner in 15 businesses and who is his/her wife or husband. Due to the fact that, it is difficult to pay an additional salary and his/ her wife/husband is not engaged in any other business or job. Therefore, 99% of businesses are run as family businesses. Even though they take the help of employees for trading on crowded days, they do not have enough income to get regular employee support.

2:10 Time spent on street trading per day

The time spent in street trading in a day is determined according to the product being sold. Traditional herbal gruels, vegetables and etc. are limited to the morning time of the day, while cloth, fish, dried fruits, fruits, groceries, lotteries etc. are sold throughout the day. There are 50 traders or 61.72% who work more than 10 hours, and those who are engaged in sales activities less than 4 hours a day could not be identified. Thus, those, who are engaged in these businesses have made street trading their main occupation. They normally focus on increasing the daily income as well as fulfilling the needs of the customer who buys daily.

2:11. Maintenance of stocks

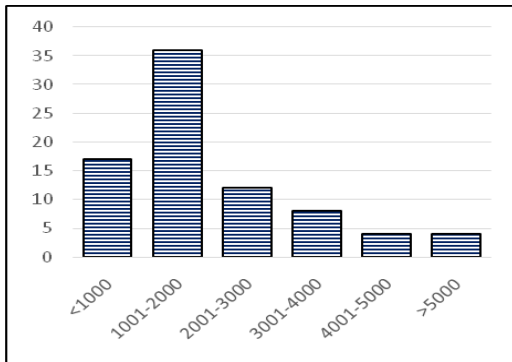
For the reason that street trader fails to sell the entire stock on a daily basis, some amount of stock remains. In addition, it was revealed that the street vendors tend to stockpile goods based on factors such as avoiding the price disadvantage caused by the daily price increase, limiting transportation costs, reducing the time taken to supply goods and maintaining the continuity of trade. However, the street vendors selling leafy vegetables, Traditional herbal gruels, curd, fish etc. do not accumulate excess stocks. But sellers of household appliances, groceries, cloths etc. stockpile goods for more than a week. The analysis confirms that the average stock value of the goods maintained by the street vendor on a daily basis is Rupees 53,031 /-.

2: 12. Daily turnover of street vendors

The daily turnover of street vendors varies from a minimum of Rupees 3,500/- to Rupees 60,000/-. Many traders with low turnover buy goods from areas which are close proximity to their residence, at very low prices and sell to the customer. It includes leafy vegetables, baby jacks, groundnuts, vegetables, maize, snacks, etc., and their profit margin is close to 50%. Also fish, groceries, cloth etc. are sold at a decided price. There is a grocery seller in Hikkaduwa who makes a profit of Rupees 15,000 per day with a profit margin of 15% - 25% of the daily turnover. Most people i.e. 55 people have a daily turnover of less than Rupees 10,000. The calculated daily average turnover is Rupees 14,944, and there are 20 people or 24.69% who earn more than that.

2: 13. Daily turnover of street vendors

Small-scale street trading devoid of large capital investment has become a profitable entrepreneurial activity. People, who have lost the opportunity to engage in other jobs, cannot deploy a large initial capital, do not have a specific location, are marginalized by the formal trade structure, but have full entrepreneurship skills are engaged in this trading. The daily profit of each entrepreneur is shown in the Graph 2:6.

Graph 2:7: Classification of street vendors by daily turn over

Street vendors whose daily income is less than Rupees 3000 sell vegetables, traditional herbal gruel, curd, ornamental flowers and plants, fruits, lotteries and betel nut chewing, while vendors who sell fish, dry fruits, snacks, cloth and groceries etc. earn a higher daily income. But the calculation proves that the street vendors earn an average profit of Rupees 2488 daily.

2: 14. Satisfaction on street trading

Entrepreneurs engaged in street trading face various difficulties, but they are engaged in this work because they do not have a better job or profession to living. However, 79 people or 97.53% are engaged in these activities with satisfaction as a means of livelihood, while two people or 2.47% are not satisfied with the same. They say that they are happy and satisfied due to factors such as freedom, independence, ability to earn money, mental happiness etc.

In addition to that, 78 people stated that they are willing to continue working in this trading furtherance. Among these traders 58 (71.60%) for saving money, 75 (92.59%) for independence and 39 (48.15%) due to lack of other job opportunities, stated that the reasons for continuing to engage in this trading.

2: 15. Advantages and disadvantages of street trading

Different people have different ideas about street trading. Most outsiders are always willing to see and speak about the disadvantages of street trading. However, But the street vendors and customers tend to make further connections because of the advantages and concessions they get. Street vendors are a group of people with socioeconomic relations who live alongside the general community and struggle to improve their standard of living.. Acting as a buyer and seller at the same time, they perform a great socio-economic mission. Traders and buyers stated that the following advantages are enjoyed by the seller and the buyer during this process:

Advantages of street trading

- (a) 73 customers stated that the customer can buy products more easily.
- (b) 49 persons expressed their ability to purchase the necessary goods within a very short period of time.
- (c) 32 people stated that it is a good job and income earning opportunity to raise the standard of living.
- (d) 56 people said that there is a possibility to buy the goods at a lower price than the price of a formal shop.

- (e) It was stated by 24 persons that they can buy food with high taste and goods that can be satisfied through street trading.
- (f) 8 people stated that both the small scale manufacturer and the dealer are benefitted from this.

Disadvantages of street trading

- (a) 37 persons said that the pedestrians are disturbed due to trading on both sides of the main roads.
- (b) 25 persons stated that the people using the pavement and the road are in danger of accidents and harassment due to this.
- (c) 39 persons expressed that the health and hygiene of the community of the city is threatened by this.
- (d) It was stated by 33 persons that the city's environmental pollution took place due to the street vendors.
- (e) 22 responded that the urban community is inconvenienced due to traffic congestion and high noise
- (f) 11 people mentioned that various social evils and unjustifiable actions occur in connection with street trading.

Although the community presented the advantages and disadvantages related to street trading in the above manner, it was revealed that there are very few disadvantages when considering the advantages derived from this.

2: 16. Customer suggestions for regularization of street trade

The following suggestions were made by traders as well as customers to regularize street trading.

Suggestions

- Making arrangements not to block highways and pavements.
- Provision of permanent places for trading where there is proper space on the pavement or road.
- Allocated areas for each commodity under a formal urbanization plan.
- Providing parking facilities for mobile vehicles of street vendors and vehicles of buyers.
- Setting up street trading in places away from crowded and highly populated areas.
- Provision of common storage facilities for street vendors ensuring the security of street stalls.
- Encouraging street vendors to use clean clothes and equipment regularly.
- Educating sellers on customer relationship validation techniques.
- Encourage and regulate the sale of high quality goods at their true value.

2: 17. Relation between Vendor and Customer

The customer and street vendor have developed mutual trust in dealing with each other for a long time. As a result, they have a strong friendship than the economic transaction of street trading. Upon this relationship, they cooperate in day to day activities such as loans, religious activities, funerals and weddings as well as exchange

of food, sweets and labor. This is a special situation that has been built only among everyday customers those who are known to each other. Not only that assistance such as lending money when necessary, keeping goods for their customers from other sellers, and bringing children from schools are also done upon their friendship.

2: 18. The need to re-establish street trading

Local governments and urban development authority are currently not conducting a design process aimed at street vendors in city planning. Although it has been stated that priority is given to street vendors in the allocation of ownership of newly constructed shops in the city, it has not been fulfilled in the provision of new shops in Wadduwa and Bandarawela cities.

Although there is no priority or legal permission given in the local government laws for running street trading, it is common to engage in trading in crowded places. As these businesses have been established with special focus and attention to the population, their income has increased. Convenience and profitability are the reasons why customers turn to street vendors over competing formal outlets.. Although this situation leads to the sustainability of street trading, external parties consider it to be a strong obstacle to customer safety, traffic congestion, environmental pollution and street decoration.

2.19. The role of street trading organizations

Trade associations have been started as a measure to mobilize collective energy to avoid the difficulty of solving the problems faced by the street vendors individually. A form of fulfilling the project objectives can be seen in them. The role played by these organizations is tied to the needs of the vendor. It is confirmed through the role that it is the only and primary body to fulfill the needs of the members, but it seems that the members are not well aware of it.. It was not revealed that circular credit programs, awareness programs, small scale savings programs, public development programs and welfare programs have been initiated as collective development activities .

2:20. Customer attraction and communication

While the street vendors are focused on a specific framework for selling the same type of products, there are no strategies to expand the product collection and to present the products in such a way as to develop customer desire and attraction. Therefore, sales between them are limited due to lack of strategic competition. Also, the lack of focus on developing the variety of stores or products has also led to limited sales. The communication between the customer and the seller is very traditional and conservative. Verbal communication from inside the store to the public on the pavement or road is no longer valid. This communication causes inconvenience to the people using the pavement as well as increasing the noise in the city. The use of modern communication methods and smart communication technology systems is low. The use of modern communication methods and

smart communication technology systems is low. . There is no focus on increasing sales by engaging with customers through advanced communication applications like Facebook WhatsApp and YouTube.

2: 21. Ensuring Health and Hygiene

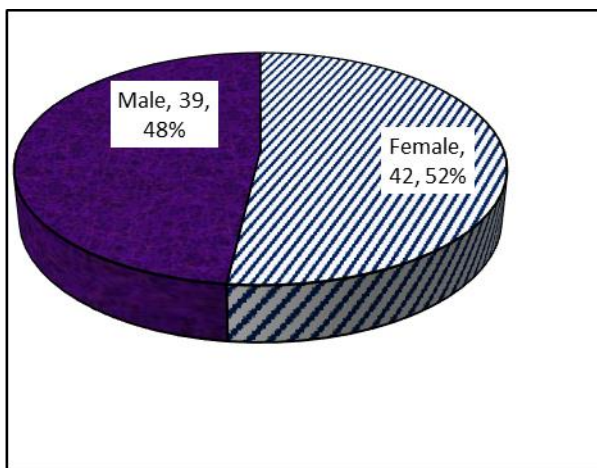
The society is of the opinion that there is a lack of hygiene in the street trade in Sri Lanka and the study area also confirms that. Sanitation was evident through the merchant, his goods and the surrounding environment. 39 people stated that they should pay attention to the external appearance and behavior of the seller as it directly affects the sales, and they also revealed that they should pay attention to the dress and external cleanliness. There are behavioral weaknesses related to seller such as unsanitary use of equipment, allowing food items to be exposed to external environment, constantly touching food, display of vegetables, fruits and processed foods on dusty floor or shelves. It could be seen that the surrounding environment is cleaned after the trade, and the strong influence of the local authorities is the reason for this.

25 people said that direct consumption products such as cooked food should be prepared in a hygienic manner, 42 people said that hygienic packaging and storage facilities should be used, 46 people said that hygiene and health facilities should be promoted, 38 people said that good health habits should be instilled, 34 people said that shops and surrounding areas should be kept clean, 21 people also suggested that goods should be produced and processed without chemicals, and it was emphasized that work should be done to improve it.

2: 22. Customer profiles associated with street trading

In the study, the socio-economic profile of customers who deal with street vendors was investigated through 07 dimensions. Accordingly, 42 (52.59%) of the customers were women. This has affected the practice of women coming forward to bring home goods in many cases.

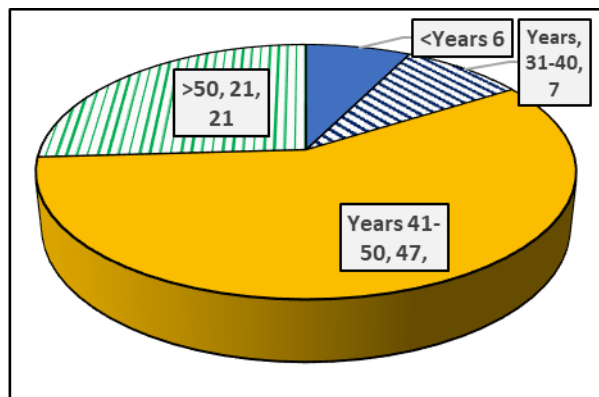
2: 8. Graph: Classification of Customers by Gender



Also, as compared to men, women are more concerned about the price advantage, so there is a high probability of women coming to street trading to buy goods at low prices. Women are more likely to purchase items such as

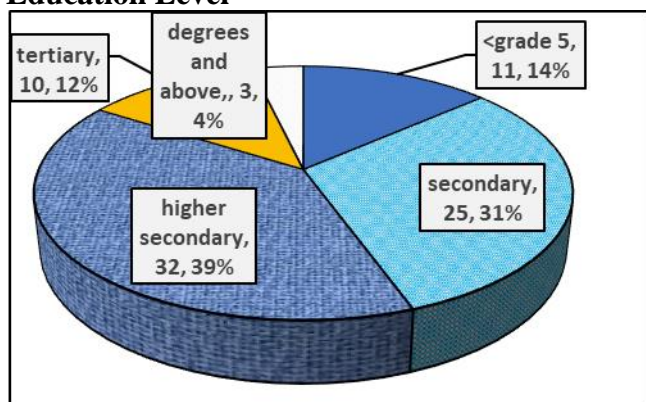
textiles, groceries, decorative flowers and plants, and footwear. 39(47.41%) of the customers are male and they mostly tend to buy fish, betel nut, lottery and processed food. Women are more likely to purchase items such as textiles, groceries, decorative flowers and plants, and footwear. 39(47.41%) of the customers are male and they mostly tend to buy fish, betel nut, lottery and processed food.

2: 9. Graph: Distribution of customers by age



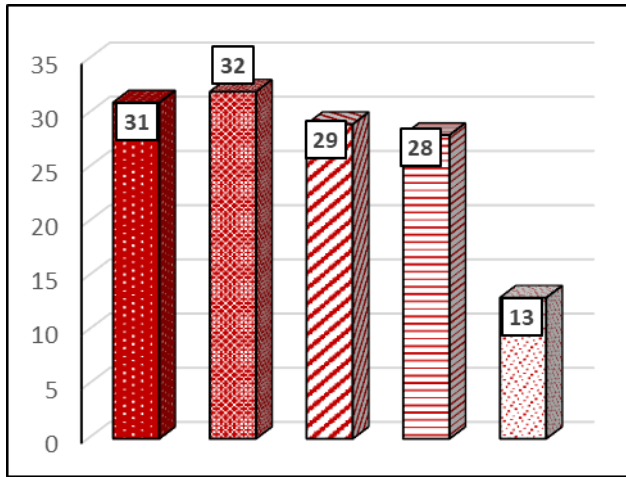
Customers involved with street trading were categorized into age groups as below 30, 31-40, 41-50 and above 50. According to the classification, it appears that 47 or 58.02% of the people who deals mostly with street vendors are between age 41-50. The distribution of customers according to age is represented in the graph 2:8. Most of the people in this age group are married, have the responsibility of bringing daily necessities to the house and are employed, paying more attention to family affairs and price advantage.

2: 10. Graph: Classification of Customers by Education Level



The customers' education level was measured on 05 dimensions. That is, up to the fifth grade, secondary, higher secondary, tertiary, degrees and above, etc. According to that, 32 or 32.39% of the customers have a majority of high secondary education.

2:11 Graph: Classification of customers by occupation



There is a direct link between the level of education and occupation of the customer. This combined effect of the occupation and education has affected directly on the demand for street goods. Accordingly, out of 133 customers, 31 (23.31%) are government employees, 32 (24.06%) are employed in the private sector, and the majority of the total customers are belonged to this. Due to the sharp decline in the real value of money and the lack of increase in the employee wages, they have concentrated towards the street market with the price advantage due to the deterioration of their purchasing power. The graph 2: 11 illustrate that.

Considering the time of transaction between the customer and the vendor, it was revealed that 23 out of 74 street vendors transact daily, 18 transact once a week, 6 purchase goods monthly, and 27 or the majority cannot state the exact time of purchase. Accordingly, it is confirmed that the customer does not come to the street vendors as a habit. Therefore, they have the challenge of retaining a specific group of customers using various marketing tactics. Most of the customers entering the street market are low-income earners and lower income earners. Street trading in Sri Lanka is able to attract customers with low purchasing power who are looking for further price advantage. But neither advertising nor promotional programs to attract high-income customers have been implemented to promote favorable attitudes towards street trading.

A very small portion of the total financial flow of the city circulates in street trade. 41 or 70.69% of the street vendors said that the customer spends less than 500 rupees in one purchase. It is confirmed through the calculation that the average amount circulating in one transaction is 568.28 rupees. Accordingly, it was confirmed that the low income earners mostly deal with the street traders and that the circulation of money is limited

The reasons for buying goods, the socioeconomic relationship between the customer and the street vendors determine the demand and supply in the street trading. Accordingly, 10 main points were revealed when investigating the reasons for purchasing goods.

22 vendors stated that closeness to home or working institution makes them buy goods from street vendors. 60 people or 74.04% stated that the profitability of the goods is affected. The price advantage is mostly considered by the customers with low income and low purchasing power. Market expansion has been limited for that reason, and there is no evidence that street vendors are trying to expand to attract a crowd with high purchasing power.

There were 38 people who were desirous to buy goods through street trading to save time, 38 people for the change of daily routing, and 45 people because of the ability to buy on the way. In addition, it was revealed that the customer considers the closeness to the workplace, the habit of purchasing daily, the ability to bargain, buying as a favor to the salesperson, and the feelings and connections between the customer and the merchant. 82.72% of customers prefer to purchase in cash, traders are hesitating to lend due to the uncertainty of doing business in the same place.

2: 23. Reasons for failure of street trading

Sustainability is a key characteristic between street vendors and similar competitors, regular vendors. Street vendors are more directly influenced by regulatory authorities and other external environmental factors than formal and permanent vendors. As there are constant risks to the security of the street trading structure, they have to face various challenges in maintaining it continuously. The main challenges related to it have been identified and filed based on the experience of the traders through engaging in street trading for a long time. They are prioritized in Table 2: 8 according to the strength of the factors influencing business failure.

Lack of capital was found to be a strong factor in business failure and factors such as inability to properly manage available capital, poor financial management, loan installments and high interest have worsened the capital shortage.

They cling to negative attitudes such as laziness, lack of self-confidence, good luck/unluckiness, even if the bad environmental environment is an external factor. Lack of knowledge, skills in enterprise development and management and wasteful spending like gambling have been severely affected.

2: 8. Table Factors affecting the failure of street trading

Priority of Factors	Number	Percentage
1. Lack of capital	43	53.08
2. laziness	35	43.21
3. Lack of self confidence	34	41.97
4. Poor financial management	32	39.50
5. Lack of awareness about high demand products	25	30.86
6. Lack of knowledge about cost benefit calculation	25	30.86
7. Inappropriate environment	18	22.22
8. Gambling/alcohol/drug abuse	18	22.22
9. Cost management issues	18	22.22
10. Inability to face competition	14	17.28
11. Misfortune	14	17.28
12. Investment issues	11	13.58
13. Limited availability of merchandise	9	11.11
14. Paying high loan premiums and interest	9	11.11
15. Lack of understanding about cheap goods	7	8.64
16. Poor knowledge of packaging and advertising	7	8.64
17. Other	3	3.70

Source : Sample survey 2022/23

2: 24 . Current challenges faced by street vendors

Economic factors

Due to the current macroeconomic variables and the economic crisis, the price of goods has increased three times due to the increase in the cost of freight, labor cost, water, electricity, telephone etc. Due to the increase in the cost of living and the decrease in tangible income, the purchasing power of customers has decreased and the level of sales stock has decreased. As a result, the customer demand has decreased and the merchant's profit has decreased, causing problems in maintaining the standard of living and making it difficult to run businesses. Economic factors such as the collapse of tourism and the rise in bank interest rates have adversely affected the street vendors directly and indirectly.

Political factors

Due to the political instability and political struggles in the country, the role of the local government agencies, trade regulatory agencies such as the police and the public health inspector office have narrowed and the legal pressures on street vendors have been reduced. However, the Pradeshiya Sabha levies fees from time to time without any specific or legal basis. The daily fee in Point Pedro area is 200 rupees while in Panadura and Hikkaduwa area it is 50 rupees. Bandarawela Municipal Council only collects market rent from the vendors within the area only on fair day.

Social factors

Street trading is not affected by divisions based on race, religion, caste or other factors affecting social status and it is a social condition that can be ignored. Negative mental states such as frustration, anxiety and annoyance caused by the current economic crisis, have affected the reduction of feelings and links between the two parties.

Legal Effect

Although there is no new legislation for the control or regulation of street trading at the national level or at the local government level, the local government and the urban development authority need new legislation to reduce the problems that have arisen for the street vendors or to get the participation of the street vendors for the attraction of the city.

Technical Effect

It is essential to introduce advanced technical equipment and tools to replace the outdated technical equipment and tools currently used by the street vendors. New methods should be introduced instead of the traditional methods used in sales promotion, display, storage etc.

Environmental factors

Due to self-regulation and enforcement of laws by regulatory agencies, environmental pollution has been reduced. But the direct participation of the traders should be increased in order to beautify the street trade and reduce the congestion on the pavements and roads. There are many occasions when street vendors face various obstacles and difficulties due to weather, climate, rain and intense sunlight.

2:25. Raising collective and organizational strength.

Although the formal trading institutions formed trade associations and worked collectively for their problems and rights, street vendors' organizations or collective activities did not exist at the time project started in this

local government area. There was no way to make any reasonable request to face legal pressure from local government agencies, police, public health inspectors, etc. and individuals. or for finding solutions to everyday business or personal issues. Therefore, they individually face pressure from regulatory agencies and competitors. . But in the process of empowerment carried out by "FIAN Sri Lanka" it has been possible to collectively find solutions to the problems and provide active participation in the planning and regulatory processes carried out by the regulatory bodies

Chapter 03.

4. 1. Introduction.

Data analysis and interpretation of the study conducted in Bandarawela, Panadura, Hikkaduwa and Peduruthaduwa provincial jurisdictions to reveal the socio-economic relationship between traders and customers in strengthening the street vendors to secure the food rights of the marginalized and vulnerable community has been done in chapter 02. The following conclusions and suggestions have been presented accordingly.

3. 2. Conclusions

Most of the families of street vendors in all the local government areas selected for the study, i.e. 41 (50.61%) families have 04 members or more. Accordingly, that figure has surpassed the national level. There is a direct relationship between street vendors and customers in the supply of food items, even though there is a profit through trading like lotteries and betel, customers are always at a disadvantage. Therefore, sales of commodities that may directly or indirectly have adverse effects on health or unnecessary consumption are discouraged, and both sides benefit by promoting the sale of food and essential commodities.

The monthly income of street vendors in Bandarawela and Point Pedro local government areas is between 50,00-75,000 rupees, while the monthly income of Panadura and Hikkaduwa vendors is between 75,000-100,000 rupees. But the average monthly income of all street vendors is 75,321 rupees, and majority of families earn that amount or more.

The majority of those who are engaged in the street trading i.e.61.73%, are not included in the category of low income families, and 38.27% are included in the low income category.

Their monthly average cost exceeds the income, and they are reluctant to disclose how to cover the monthly expenses.

About 40.74% of the street vendors spend about 7,500 rupees monthly on wasteful expenses like lottery, alcohol, cigarettes, betel etc.

A majority of them have been engaged in street trading for more than 20 years. It has resulted in the profitability and sustainability of their businesses being at a high level, developing a good economic and social relationship with the customer, building a strong customer network, better coping with competitors and increasing sales.

These are carried out as individual businesses and have been able to increase profits and customer attraction due to the contribution of a wife/husband or a family member.

As street trading is the family's main source of income, they work full-time, devoting more than ten hours a day to it. Not only increasing the daily income but also meeting the needs of the daily customers has been decisively affected here.

There are people who earn high income of more than 60,000 rupees daily through street trading.

By selling groceries, cloth, fish, snacks, etc., they have managed to get a net profit of more than Rs.3000 per day, and they have managed to meet most of the needs of the customers.

Street trading has become a very satisfying activity due to factors such as freedom, independence, earning money, mental satisfaction and being able to serve the people.

A majority of traders are looking to continue in this profession due to money saving, independence and lack of other employment opportunities.

Advantages such as the ability of the customer to get goods more easily, the ability to buy goods in less time, being a way of generating employment and income, the ability of the customer to gain a price advantage, the ability of the customer to get high satisfaction and the ability to get high-tasting products, can be achieved through street trading for both the customer and the vendor.

Disadvantages such as obstacles to pedestrians, accidents, disorders, health and hygiene issues, environmental pollution due to waste materials, vehicular traffic congestion, excessive noise, various social troubles and misdeeds are not significantly generated by street trading.

Goods sold to enhance customer utility are not of perfect quality. There are cases where the customer is charged a higher price than the actual value of the product being sold.

There is a strong cordial relationship between them that goes beyond the seller-buyer relationship in weddings, funerals, religious functions and in exchanging goods and experiences on various subjects. . This has contributed to the socio-economic collect and collection of both parties.

Street trading is well established in crowded places due to factors like customer convenience, affordable price, immediate purchase ability, high sales. But as problems related to overcrowding, traffic and road congestion, environmental pollution, risk and safety may arise, street vendors look forward to alternative locations.

The ability of the trader to actively participate in solving the issues such as negligence in law enforcement by local authorities and city regulatory bodies, the influence of the formal trade associations and challenges and problems faced by the business life is being developed.

The use of customer attraction and sales promotion methods is low, the use of packing, presentation and smart communication technology system is also at a low level and the potential of promoting sales through that is at a low level.

There is a need to further expand the attention of businessmen engaged in street trade on wearing clean clothes, use of equipment, hygienic production and processing of goods, good health habits, clean external environment, promotional strategies and food production and processing without chemicals.

The contribution of women among buyers is high. Women are more likely than men to purchase household essentials, while men often purchase items for their personal needs only.

Most of the customers are in the age group of 41-50 years, and this group is the people who take advantage of the price and take responsibility at home.

Majority of the customers are secondary and higher secondary level of education.

Most of the customers who buy goods from the street are employed in the government or private sector. The efficiency and effectiveness of street trading can be developed through the use of advertising communication methods among this group for the promotion of street trading.

Low-income earners are constantly tempted to buy goods from the street market, but no program has been implemented to attract high-income earners.

A very small cash flow circulates per purchase and street vendors have failed to attract customers and meet customer needs for that cash flow growth.

Facts such as time saving, change in daily routing, ability to buy on the way, profitability of the goods closeness to home or working institution, the habit of dealing with them regularly, the ability to bargain, buying as a favor to the salesperson, and the feelings and connections between the customer and the merchant have influenced customer s to buy goods from street vendors.

A number of factors have contributed to the failure of street trading, including lack of capital, insufficient business management knowledge and skills, conservative and negative attitudes and wasteful expenditure.

As a result of economic crisis the daily turnover and the quantity of goods sold have been decreased and it has become difficult to maintain the standard of living of the trader and to improve the business.

Due to the political influence on the decisions of the local authorities, the street vendor is subjected to various neglects and injustices. Not only that, the formation of new legislation favoring street traders is very slow in regulatory bodies.

Due to the current economic crisis, the income and profit of the street vendors has decreased due to the decrease in the stock of goods sold and the turnover. Also, capital problems have arisen due to the increase in their cost of living and the increase in bank loan interest.

The use of information communication methods related to sales and supply network is at a very low level, and the use of new technology equipment and communication methods for the development of trade is at a minimum level.

Street vendors are not covered by the current legal framework of local governments, and the adoption of new legislation is very slow.

The environmental pollution caused by street trading is very low, and there is no formal program to get the contribution of street vendors for the decoration and attraction of the city.

Although the street vendors face various difficulties due to weather, climate, rain and the sun's heat, the contribution of the government to alleviate them is minimal.

It is evident that street vendors' organizations were started by the project based on community needs, but a street vendor-centered development process has not started in them. There is not enough continuous active process to generate public facilities development, cyclical purpose money process for capital issue or small scale savings programs and welfare programs etc.

The above conclusions have been presented through the analysis of the data and information of the study conducted in Bandarawela, Panadura, Hikkaduwa and Point Pedro local government areas under the program to strengthen the street vendors to confirm the democratic rights of customer s.

3.3 Suggestions

Based on the conclusions reached through the analysis of the socio-economic relationship between the street vendors and their customers, it is more appropriate to implement the following suggestions to strengthen the street vendors and secure the food rights of the customers.

Programs should be implemented to educate street vendors regarding the provision of higher quality and more hygienic products in order to protect the rights of customer and enhance their utility.

Special attention should be paid to the low-income earners among the street vendors, and business opportunities should be developed to increase their economic strength.

Programs should be implemented to enhance the knowledge required to present the goods with quality and health and hygiene to increase the customer utility.

Since most of the customers are employees of government or private institutions, advertising programs should be implemented to attract them and high income earners..

Avoiding business disruptions due to capital problems. Since bank loans incur high interest rates, revolving loan programs should be initiated within street vendors' organizations.

Since street vendors are less involved in saving, savings programs should be initiated and motivated with the participation of street vendors.

Even though the street vendors' organizations have started, since a community-based development process has not started in them, such programs should be planned as soon as possible.

In order to find solutions to the problems of street vendors, the contribution of the street vendors should be obtained for the amendment of the rules and regulations of the local authorities.

As entrepreneurial management knowledge is low, enterprise development training programs need to be designed and implemented.

An active process of finding solutions to the problems faced by traders should be continued.

They should be given leadership and responsibility to play a management and leadership role in street vendors' organizations.

They should be educated to avoid excessive spending on lotteries, smoking and alcohol consumption.

An identity card and a uniform should be introduced to the street vendors so that their self-esteem and personality will increase.

Social Analysis on Street Vendors and Mobile Vendors related to Distribution

Basic information

i. District-

ii. Divisional Secretary's Division -

iii. Name of Vendor -

iv. Mobile Number -

v. Address -

Q1. Family background of the Street Vendor

Number	Sex	Employment	Educational Level	Religion
	Female Male	Employed Unemployed	1. Primary or No 2. Secondary Upper Secondary Tertiary Degree and Upper	Buddhist Hindu Christian Moors

Q2. Family income and expenditure

Income Source	Amount (Rs.)	Expenditure Source	Amount (Rs.)
1. Main Income		Foods	
Street Trading		Housing	
2. Subsidies		Transport	
3. Agriculture/Fishery /Animal Husbandry		4. Education	
5. Donation		Health	
Others		6. Water/electricity/cooking gas/telephone/ gambling/liquor / cigarettes/ betel chewing	
		8. Investments	
		9.Savings	
		10. Other	

Q3. Nature of the Business

Period of engagement (Years)	Business premises	Nature of business	Nature of employment	Distance to the business stall (Km)	Period of working
< 4	Mobile	Self-employment	Individual business	< 1	< 1
5- 8	Street	Wages Labourer	Family Business	2 - 3	2 - 3
9-10		Independent	With employers	4 - 5	4 - 5
13-16				6 - 8	6 - 8
17 - 20				9 - 10	9 - 10
>20				>10	>10

Q4. Daily turnover, cost and profit according to product and location (Rs.)

Selling item	Mobile				Street			
	Stock value	Turnover	Expenditure	Profit	Stock value	Turnover	Expenditure	Profit

Q5. Satisfaction on the employment

Whether satisfied	Mobile	Street	Reason
Yes			
No			

Q6. The need of engaging in the street trading furtherance

Response	Mobile	Street	Reason
Yes			Saving money 2. Independence
No			Lack of other employment 4. Off Season 5. Other

Q7. Attitudes on advantages and disadvantages of street trading

Advantages of street trading		Dis advantages of street trading	
Mobile	Street	Mobile	Street
Easiness of consumers Less time Generation of income and employments Consumer pricing advantage High satisfaction and taste Benefits to the producers Other		Barriers to pedestrians Accidents and risks Sanitary and Health Environmental Pollution Traffic congestion and accidents Excessive noise Social vices Other	

Q 8. Proposals for improving the street trading

Proposals	Mobile	Street	Proposals	Mobile	Street
Regularity Non-Blocking of roads Provision of parking facilities Prohibition and restriction of trade in certain areas Allotment of areas by goods Parking facilities for buyers Avoid overcrowding Providing of capital facilities Providing of permanent places Other			Health and safety Manufacture of hygienic goods Hygienic packaging and warehousing facilities Good health habits Clean areas Free from Chemicals Profitability and high taste		
Using clean clothes and equipment by					

Vendors Entrepreneurship Awareness Organizing Loyalty , Non selling of low quality goods Positive consumer relations					
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Q 9. Factors affecting the failure of street vendors

Factors affecting the failure	Mobile	Street	Factors affecting the failure	Mobile	Street
Lack of self confidence			10.Unfavorable environment		
Sluggishness			High domestic expenditure		
Ignorance of high selling products			Scarcity of Capital		
Limited products			Daily payment of loan installments and interest		
Low knowledge on packaging			Gambling and alcohol/drugs		
Poor financial planning			High expenses		
Unlimited investments			Inability to face the competition		
Lack of knowledge on cost-benefit calculation			Misfortune		
Ignorance of profitable raw materials			Other		

Q10. Details of street buyers

Sex (%)	Age (Years)	Educational Level	Employment	Monthly income (Rs..)	Business time	Amount spent on purchasing (Rs.)
Female						
Male						
	1.<30 2.31- 40 3.41- 50 4. > 50	1. <5 2.Secondary 3. Upper Secondary 4.Tertiary 5. Degree and Upper	1. Government 2. Private 3. Daily wages Self employment 4. Housewife 5. Student 6. Other	1. <10,000 2. 10,001 – 20,000 3. 20,001- 30,000 4. 30,001-40,000 5. 40,001- 50,000 6. >50,001	1. Daily 2. Weekly 3. Monthly 4. Not defined	1. <5,000 2. 5,001- 10,000 3. 10,001- 15,000 4. 15,001- 20,000 5. >20,000

Q11. Reason for purchasing and way of dealing

Reason for purchasing	Mobile	Street	Way of dealing	Mobile	Street
Close proximity to home			On cash		
Profitability			On loans		
Saving time			Other		
Variation					
Purchasing on the way					
Proximity the working place					
Permanent consumers					

Ability to negotiation					
Support to the purchaser					
Emotions and ties					

SWOT Analysis

Strengths

Amount of capital
 Experiences
 Accumulated Assets
 Collective Power (CBOs)
 Identified Customers
 Public Recognition
 Ideal Market Place
 Capacity of sells Production
 Comparative Advantages over other Venders
 Business Innovation
 Resources
 Skilled Workers
 Efficient Communication System
 High Quality Product
 Customer friendliness

Weaknesses

Low Quality Product
 Unskilled staff
 Lack of Capital
 Low Social Acceptation
 Remote Customer relationship
 Debt Default

PESTLE Analysis

Political

Tax Policy
 Government Regulations
 Trade Restriction
 Reform
 Tariffs
 Political Stability

Economical

Economic Decline
 Increase in Bank Interest Rate
 Salary Increase
 Shortage of Goods
 Unemployment
 Working hours Decrease
 Credit Availability
 Cost of Living
 New marketing Methods

Technological

Availability of new information Technology
 Lack of Technical goods
 Increase in Telephone And Data Chargers

Environmental

Environmental legislation
 Influence Of PHI
 Environmental Cleaners
 Environmental Pollution
 Seasonal Influence
 Waste Management

Sociological

Straggle
 Social Frustration
 Anxiety
 Cultural Norms
 People Expectations
 Cast Structure
 Health and Safety Consciousness
 Social Collective Power
 Influence of NGOs
 Pandemic Situation
 People Awareness
 Career Attitudes
 Population Growth and Distribution
 Social Trends
 Fashion and Styles

Legal

Covide Quarantine rules and lockdown
 Local Government Rules and restriction
 Influence of Police activities