

## **A STUDY ON THE SIGNIFICANT ROLE OF STREET FOOD VENDORS IN COIMBATORE**

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### **ABSTRACT**

This article examines the significant role of street food vendors in Coimbatore's informal economy. It highlights their contributions to employment generation, food accessibility, and local entrepreneurship. Despite facing challenges such as regulatory issues and lack of infrastructure, street vendors remain essential to the city's urban food system. The study suggests policy measures to support and formalize their role in sustainable urban development.

**Keywords: Street Food Vendors, Local Entrepreneurship, Self-Employment, Employment Generation**

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## INTRODUCTION OF THE STUDY

The goal of the study is to conduct a thorough socioeconomic assessment of the street food vendors in Coimbatore. This will involve looking into their employment status, educational attainment, and demographic characteristics, as well as the impact of government policies and initiatives like financial aid, permits, and licenses. It also aims to evaluate vendors' hygiene and health practices, including their compliance with food safety regulations and any possible negative effects on public health. Utilizing a mixed approaches strategy that blends qualitative interviews and quantitative surveys, the study will collect information from Coimbatore district specifically in Saibaba colony. The results of the study are intended to support evidence-based policy making and advance the welfare of street food vendors and the general public.

## OBJECTIVES OF THE STUDY

- To find out the socioeconomic conditions of street food vendors.
- To identify the problems faced by street food vendors.
- To examine the awareness of government policies and schemes
- To ascertain the hygiene related practices followed by street food vendors.

## SCOPE OF THE STUDY

The research project aims to comprehensively investigate the socioeconomic landscape, governmental policies, challenges, and public health aspects related to street food vendors in Coimbatore district. By conducting meticulous data collection encompassing demographics, income levels, education, and work status, alongside critical analysis of government policies, the study seeks to uncover the impact on vendors' livelihoods.

## LIMITATIONS OF THE STUDY

- Difficulty in Accessing Licenses and Permits
- Lack of Financial Assistance

- Health and Safety Concerns
- Inadequate Infrastructure and Resources

## STATEMENT OF THE PROBLEM

Street food vendors in Coimbatore encounter numerous challenges related to socioeconomic status, regulatory compliance, and public health concerns. Limited access to clean water and sanitation facilities, and competition from formal eateries pose significant obstacles to the effective operation of street food vendors. Non-compliance with food safety regulations raises concerns about hygiene standards and the potential risk of food borne illnesses among consumers.

## REVIEW OF LITERATURE

**Prof. Fatima Khan, 2022** - An article titled as "Gender Dynamics in Street Food Entrepreneurship: Perspectives from South Asia": This study is to explore the gendered experiences and challenges faced by female street food vendors in south Asian countries.

**Dr. Jamal Ahmed, 2017** - An article titled as "Legal Frameworks and Informal Economies: Street Vending Regulations in African Cities": This study is to assess the effectiveness and implications of street vending regulations in African urban contexts.

**Dr. Ricardo Lopez, 2020** - An article titled as "Health and Hygiene Practices among Street Food Vendors: A Case Study in Latin American Cities": This study is to assess the food safety practices and hygiene standards of street food vendors in Latin American urban settings.

## RESEARCH METHODOLOGY

Research methodology refers to the systematic process of planning, executing, and analysing research studies. It encompasses the strategies, techniques, and procedures employed by

researchers together and interpret data, with the aim of answering research questions or testing hypothesis.

### METHOD OF DATA COLLECTION

#### PRIMARY DATA

The questionnaire survey method is the primary data collection method as the main source of information. To gather the primary data, a structured questionnaire with all the necessary details is currently being developed.

#### SECONDARY DATA

The theoretical background of the present study has been gathered from various sources which include books, magazines, journals, websites and other related research work.

#### SAMPLE SIZE

The present study was conducted for a total number of 150 respondents. The questionnaire was distributed through survey forms. The questionnaire was distributed to the street food vendors in Coimbatore city specifically in Saibaba colony.

#### TOOLS USED FOR THE STUDY

The following statistical tools have been used to analyse the data which has been collected from respondents: □ Percentage analysis Chi- square.

#### PERCENTAGE ANALYSIS

Percentage analysis is used to find the percentage value for all the different questions. Used in marking comparison between two or more series of data.

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

### FREQUENCY DISTRIBUTION OF GENDER OF THE RESPONDENTS

Particulars	No of Respondents	Percentage (%)	Cumulative Percentage (%)
Male	61	40.7	40.7
Female	88	58.7	99.3
Transgender	1	0.7	100
<b>Total</b>	<b>150</b>		

### CHI-SQUARE ANALYSIS

The chi square test is an important test among the several tests of signification developed by satisfaction. Chi square symbolically written  $\chi^2$  is a statistical measure used in the contexts of sampling analysis for comparing a variance to a theoretical variance. It can also used to make comparison between theoretical population and actual data when categories as used.

$$\chi^2 = \frac{(O - E)^2}{E}$$

Where, **O = Observed Frequencies, E = Expected Frequencies**

### CHI-SQUARE TEST BETWEEN HYGIENE PRACTICES AND PROBLEM & CHALLENGES

	Value	DF	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.547 <sup>a</sup>	9	.000
Likelihood Ratio	31.750	9	.000
Linear-by-Linear Association	23.351	1	.000
N of Valid Cases	150		

Dependent variable: problems and challenges

Independent variable: Hygiene practices

### INTERPRETATION

This test specifically examines the Pearson chi-square, likelihood ratio, linear-by-linear Association between variables. The p-value  $.000 < 0.05$  indicates all three chi-square tests demonstrate significant relationships between hygiene practices and the problems/challenges encountered by street food vendors. Thus, the null hypothesis is rejected and alternative hypothesis is accepted.

### FINDINGS OF THE STUDY

The findings of the study on The Significant role of Street Food Vendors in Coimbatore done through percentage analysis, Chi-square are as follows:

#### PERCENTAGE ANALYSIS

- Gender: Female respondents dominate the sample significantly (58.7%) compared to males (40.7%)
- Age Group: The majority of respondents fall within the age group of 41-50 years (41.3%)
- Marital Status: Married respondents dominate the sample significantly (68%) compared to others.
- Community: The majority of respondents fall in the community group of MBC (37.7%).
- Religion: The majority of respondents fall in the religion of Hindu (85.3%). Family Members: The majority of respondent are related to 1-4 (77.3%) people in their family.
- Education Qualification: The highest proportions of respondents have Degree (32%).
- Children: The highest proportions of respondents have 1-2 children (56.7%).
- Occupation: The majority of respondents have street food vending as main occupation (70%) □ Previous occupation: The majority of respondents have other occupation (70%).

### SUGGESTION

- Make effective use of internet platforms, workshops, and posters to disseminate information.
- Create hygienic education programs specifically designed for street food vendors by NGOs and the government.
- Enable people to have access to sanitary facilities and clean water, as this will improve customer retention.
- Create menu that adapt to seasonal shifts, emphasizing the use of fresh, locally-sourced ingredients to elevate taste and sustainability.

### CONCLUSION:

In conclusion, the research underscores the significant role of street food vendors in Coimbatore district's economy and cultural fabric, despite facing notable challenges such as regulatory complexities, hygiene standards, and resource constraints. By streamlining regulations and licensing procedures, authorities can create a more conducive environment for vendors to operate, fostering entrepreneurship and economic growth. Furthermore, enhancing food safety protocols through training initiatives is essential for safeguarding public health and building consumer trust. Additionally, addressing resource constraints by providing access to microfinance schemes and technical assistance can empower vendors to expand their businesses and access new markets. By adopting a holistic approach that combines regulatory reforms, investment in infrastructure, and capacity-building initiatives, they can unlock the full potential of its street food sector, promoting economic development, culinary diversity, and cultural preservation.