

**AN ASSESSMENT OF COPING STRATEGIES IN THE MARKETING
OF PRODUCE BY STREET VENDORS: VHEMBE DISTRICT,
SOUTH AFRICA**

BY

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**A RESEARCH SUBMITTED IN PARTIAL FULFILLMENT OF THE
MSC AEC DEGREE IN THE DEPARTMENT OF AGRICULTURAL
ECONOMICS AND AGRIBUSINESS**



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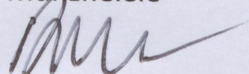
DECLARATION

I, Munzhelele Rendani, hereby declare that this research report for Masters in Agricultural Economics (MScAEC) at the University of Venda has not been submitted previously for a degree at this or any other university, that this is my own work in design and execution, and that all reference materials contained therein have been duly acknowledged.

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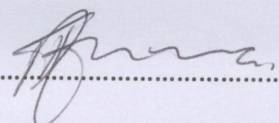
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DEDICATION

I dedicate this dissertation to God Almighty who made it possible for me to finish the dissertation. I also dedicate it to my mother, siblings and my grandmother.

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Firstly, I would like to thank God Almighty for the opportunity and wisdom He gave me to realise my aspirations. I would like to thank the efforts of my expert supervisors, Dr. P.K. Chauke and Mr. T.K Pfumayaramba. It was with their effort, guidance and motivation throughout the process that enabled me to realize my objective of completing the study. Proposal preparation and writing were very difficult, and seemed to be time consuming, but the constructive inputs, comments and motivating words from Dr. P.K Chauke and Mr. T.K Pfumayaramba made it easy and achievable, and I am grateful for that.

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EMM – Vhembe District Municipality

EMF – Small and Medium Enterprises Fund

EMEs – Small and Medium Enterprises

SPSS – Statistical Package for Social Scientists

VDM – Vhembe District Municipality

LIST OF ACRONYMS

ABET - Adult Basic Education and Training

IDP - Integrated Development Plan

LED – Local Economic Development

MLM – Mangaung Local Municipality

SMEF – Small and Medium Enterprise Fund

SMMEs – Small and Medium Enterprises

SPSS – Statistical Package for Social Scientists

VDM – Vhembe District Municipality

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION AND BACKGROUND

One of the most pressing socio-economic challenges in South Africa is unemployment. This drives people to start up their own informal businesses as a strategy to counter the failures of the formal economy to provide jobs for the poor (Davies & Thurlow, 2010). Over the past few years, the percentage of informal employment in South Africa has grown substantially, forcing the central government to acknowledge the role of the informal economy in providing incomes and employment and street traders as business people (Datta, 2011).

Due to the decline in formal employment and consequent increase in unemployment, many people seek alternative means of earning an income. It is generally accepted that the informal sector plays a significant role in the local economy, especially in the previously disadvantaged areas. One of the main reasons for this is the inability of the national economy's formal sector to create sufficient employment for the relatively fast-growing labour force. This inability leads to new entrants into the labour market being increasingly forced to turn to the informal sector to earn a living.

A vast majority of the self-employed informal sector workers are street vendors. A street vendor is broadly defined as a person who offers goods for sale to the public at large without having a permanently built structure from which to sell. Street vendors may be stationary in the sense that they occupy space on the pavements or other public/private spaces or, they may be mobile in the sense that they could move from place to place by carrying their wares on push carts or in baskets on their heads (Bhowmik, 2005).

Bromley (2000) recognises street vendors as an occupational group, rather than treating them as an example of some larger aggregate group such as the informal sector, petty commodity production, underemployment, micro-enterprises, retailing, the service sector, or the underground economy. Street vending is simply the retail or wholesale trading of goods and services in streets and other related public places such as alleyways, avenues and boulevards (Bromley, 2000). Street vending may be practiced full-time, part-time, seasonally

or occasionally. It can be fixed, occasionally mobile, or almost continuously mobile, and it can go on at any or all times of the day and night. The firms involved can range from one-person micro-enterprises, through numerous forms of partnership and family business, up to franchisees, piece-workers and waged workers of larger off-street businesses. Some street vendors are branch operations of off-street stores, sometimes right outside the store, at other times some distance away. Other street vendors create their own branch operations, dividing their merchandise and sending some of it with a relative, partner or employee to sell at another location (Bromley, 2000).

Street traders are a particularly difficult group to enumerate. Although numbers fluctuate, there has been a dramatic increase in the number of informal traders operating in public spaces in urban centres throughout South Africa (von Broembsen, 2007).

1.2 PROBLEM STATEMENT

Street vending is considered illegal in many countries. As a result, many street vendors are faced with a whole lot of challenges, including forced removals by local authorities from the streets or confiscation of their merchandise. According to Bromley (2000), street vendors face unique kinds of livelihood risks because of the legal, physical, and socio-cultural environment in which they operate.

The above scenario leaves one wondering as to how these street vendors cope and survive all the challenges that they face. In the quest to discover the extent to which street vendors generate livelihoods from their business activities, the kinds of harassment they received from authorities, survival mechanisms and relevant literature was consulted. However none of the literature provided sufficient answers on survival strategies in terms of continuation of business activities and income generation in South Africa, prompting the researcher an in-depth study within the main trading points in the four local municipalities of the Vhembe District. The central problem of the study is therefore to respond to the question "What are the coping strategies adopted by street vendors in the Vhembe District in their quest to generate essential poverty reduction livelihoods and to circumvent negative sentiments from authorities?" Results that will emanate from the study will be critical not only in enhancing the livelihoods of the vendors generally but also in assisting policy makers to

address the plight of this vulnerable group rather than devising avoidance and extinction strategies that have continued to fail throughout the developing world (as attested by the literature).

1.3 STUDY OBJECTIVES

1.3.1 Main objective

The main objective of this study is to determine the factors that determine whether or not the street vendors generate incomes that exceeds the national poverty line

1.3.2 Specific objectives

The specific objectives of this study are to determine:

- whether income generated by the street vendors various localities exceeds the poverty line of R4 992 per annum (National Treasury, n.d.)
- the biographic characteristics of the street vendors in the Vhembe district
- the challenges faced by the street vendors in the Vhembe district

1.4 RESEARCH QUESTIONS

The study would want to respond to the following questions:

- Does the income generated by the street vendors exceed the identified poverty line per annum?
- What are the biographic characteristics of the street vendors and do these affect their income generation?
- What are the challenges faced by the street vendors?

1.5 RESEARCH HYPOTHESES

The following are the hypotheses of the study:

- Income generated by the street vendors exceeds the amount identified as the poverty line
- Majority of the vendors in the Vhembe district are uneducated females

- Street vendors are facing different challenges that negatively affect their income generation

1.6 SIGNIFICANCE OF THE STUDY

Street vending is part of the informal economy which actually creates jobs for many low socio-economic statused people. This study is of importance because it seeks to uncover the challenges of the street vendors in the main trading points of the Vhembe District, and their strategies for coping and surviving, and also to suggest some possible solutions to the challenges that the street vendors are facing. The collected data can thus be used to influence policy.

1.7 Explanation of key words

1.7.1 Street vendor

A street vendor is a person who offers goods for sale to the public without a permanently built structure from which to sell. They usually occupy spaces on pavements or side-walks, in front of big shops or vending areas (Bhowmik, 2005).

1.7.2 Livelihoods

Livelihoods can be seen as that which comprises the assets (natural, physical, human, financial, and social capital), the activities, and the access to these (mediated by institutional and social relations) that together determine the living standard gained by an individual or household. In this definition, the focus is on the means of acquiring better living standards rather than the outcomes (Sunderlin et al., 2005).

1.7.3 Marketing

Marketing is the management process responsible for identifying, anticipating and satisfying consumer requirements, while also focusing on profitability (Valentin, 1996). Polonsky (2005) defines a market as any place where the sellers of a particular good or service can meet with the buyers of those goods and services where there is a potential for a

transaction to take place. Therefore, buyers must have something they can offer in exchange for there to be a potential transaction.

1.7.4 Policy

A policy is defined as the course of action chosen by government towards an aspect of the economy, including the goals the government seeks to achieve, and the choice of methods to pursue those goals (Ellis, 1992).

1.7.5 Informal economy

The term 'informal economy' refers to the general market-income category where certain types of income and the means of their generation are unregulated by the institutions of society in a legal and social environment in which similar activities are regulated. The informal sector of an economy can be defined in terms of lack of government control of these economic activities. The informal economy includes small scale occasional members like street vendors as well as large regular entrepreneurs (Kamunyor, 2007).

1.8 Delimitation and Limitations of the study

Limitations are influences on a research project which the researcher cannot control. They are the shortcomings, conditions or influences that cannot be controlled by the researcher and hence place restrictions on the methodology and conclusions. The results of this study will rely mostly on the opinions and experiences of the street vendors.

Delimitations define the parameters of the investigation. In educational research the delimitations will frequently deal with such items as population/sample, treatment(s), setting, and instrumentation. The study will be based on the selected representative sample of street vendors selling agricultural produce in the Thulamela, Makhado, Mutale and Musina local municipalities' in the Vhembe District's main trading points.

1.9 Outline of the study

The first chapter is the introductory chapter, and it covers the introduction to the study, problem statement, and justification of the study, study objectives, research questions, and hypotheses, explanation of key terms, limitations and delimitation of the study.

The second chapter covers literature from related studies in the African continent and from around the world, i.e. secondary data.

LITERATURE REVIEW

The third chapter covers the methodologies employed in data collection for the study, how each step was carried out and why.

The fourth chapter presents the results and discussions, i.e. descriptive statistics and inferential statistics.

The fifth chapter covers the summaries, conclusions and recommendations.

2.2 GENERAL PERSPECTIVES ON STREET VENDING

Street vendors face unique kinds of livelihood risks because of the legal, physical, and socio-cultural environment in which they work. The most pressing and on-going risk for many street vendors is the possibility that local government authorities will forcibly remove them from the streets or confiscate their merchandise. This risk of displacement often increases in the context of elections, mega events, or efforts to beautify historic city centres. Just like formal business operators, street vendors are less productive in unstable institutional environments where rules are irregular and unpredictable (Mackie & Bromley, 2009).

Street traders face more routine occupational hazards as well. Many must lift and haul heavy loads of goods to and from their point of sale each day. The physical environments in which they work typically lack proper infrastructure, such as clean running water, toilets, and solid waste removal. Street vendors are exposed to physical harm from the improper placement of fire safety equipment and the improper regulation of traffic in commercial areas. They are also exposed to a high concentration of air pollutants and to inclement weather. These physical risks take a particular toll on young children who must accompany their mothers to vend in the streets (Bhawanik, 2005).

Income and earnings risks are also common to many street vendors. Harassment on the part of local authorities – including evictions, confiscation of merchandise, and demands for bribes – is a recurring source of income risk for street vendors. Vendors of perishable goods

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter covers the challenges and hardships that street vendors are facing in the African continent and globally. The reason for such coverage is to understand the global context of street vending challenges, and how other countries have addressed the challenges, and also what South African vendors have been doing to survive and counter these challenges on their own.

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are more vulnerable to losses than vendors of non-perishables, and vendors of seasonal goods must cope with fluctuations in supply and demand over time. Women street vendors who care for dependents also experience income loss when they have fewer hours to vend because of care responsibilities. Those who must work long hours – sometimes 14-16 hours a day to make ends meet – compound risks to their health by spending the majority of their time in the streets (Snodgrass & Chen, 2001).

Mitullah (2003), states that the greatest challenge facing street and informal traders is with regards to a site for operation and the right to trading space. Most of the spaces traders occupy are considered illegal since the spaces have not been set aside for trade. In cases where they are allowed to operate, the spaces are considered temporary and eviction occurs at the will of urban authorities. There are various conflicts relating to their sites of operation. A major conflict often arises when the vendors are required to move in order to give way for planned development. This brings them into direct confrontation with urban authorities and land developers. Most of the spaces the traders occupy have no tenure, and are not allocated and sanctioned by urban authorities. At the same time, the traders are also in conflict with formal shop owners and landlords who contend that the traders infringe on their businesses and/or premises.

The spaces occupied by these traders are open and expose traders to harsh environmental conditions. Most commodities of trade such as fruits, vegetables and clothes are affected by the harsh environmental conditions, consequently resulting in loss of earnings to the traders. Overall, street vendors and informal traders have been noted as perhaps the most regulated and the least protected. They trade illegally due to lack of recognition and licenses. The traders are known to identify trading sites on their own, leaving the urban authorities with few options, which include eviction, tolerating traders or charging a daily fee without providing any legal protection (Mitullah, 2003).

This section presents street vending on a global context, commencing with South Korea. The government of South Korea, like most other governments in Asia, is insensitive to the problems of the urban poor. Street vendors and slum dwellers are under constant attack by the government. This makes it uneasy for the unemployed poor citizens to earn a living and create employment for themselves (Bhowmik, 2005)

In Mongolia, since the 1990's, the state-run economy was weakened and people started deviating to start up their own businesses. A study in the Mongolian informal sector highlighted that up to 28 percent of the economic activities in Ulaanbaatar are carried out by the informal sector, and contributes up to 13.3 percent of total GDP. In Mongolia, the informal economic entities are registered as taxpayers in accordance with international definitions. As in most countries, the vendors in Mongolia also work long hours – 12 to 15 hours per day, generating enough income to provide for their families (Kusakabe, 2006).

In Dhaka, the capital city of Bangladesh there is around 90,000 street vendors. As street vending is considered illegal trade, vendors face constant harassment from the authorities. As a survival strategy they usually pay a sizeable part of their income as bribes in order to keep plying their trade. Political parties in Bangladesh continue to render lip service to street vendors, without doing anything concrete to improve their insecurity (Bhowmik, 2005).

In Colombo, Sri Lanka, there is a reported number of more than 10 000 street vendors who are fully dependent on their vending businesses for their daily survival. Their businesses are however threatened by the physical and policy environments under which they work. Their working conditions lack proper infrastructure such as running water, toilets, and solid waste removals. There is also the risk of local government authorities forcibly removing them from the streets or confiscating their merchandise. This usually occurs in the context of elections, mega events and campaigns to beautify their city centres (Roever, 2012).

Street vendors are and have been a feature in the Chinese commercial scene for centuries. Self-employed entrepreneurs exist in abundance across urban China, an economy rife with

informal and institutional imperfections, one of them, street vendors. These street vendors purchase their apparel merchandise from only three sources, which are wholesalers, other retailers, and factories. This further indicates the importance of street vending in boosting the economy. They provide the formal economy with a marketing channel or target group to whom these formal firms can market their products. The Chinese street vendors also sell self-produced products, which show the level of dedication from the people to improve their own livelihoods through self-empowerment (Reid et al., 2010).

In Santiago, Chile, street vendors working in farmers' markets, known as *ferias libres*, achieved recognition as legitimate providers of agricultural produce as far back as 1939 (Linares, 2011). In cities such as Lima, Mexico City, and Quito, where street markets are not strongly regulated, the site of the street market is up to the vendors, who tend to favour central areas in order to access a greater number of potential customers. Due to their informal nature, these vendors defend their 'gained' locations as their irrefutable right to pursue market opportunities, and often persist despite urban renewal or gentrification by supermarkets. Instead in Santiago de Chile, legislation giving legal recognition to the *ferias* empowered the *comunas* (local municipalities) to decide on the allocation of farmers' markets to specific streets in order to diminish their negative effects and to maximize consumer benefits. However, the *ferias* are still marginalized in urban planning. None of the urban renewal projects related to Transantiago, the massive transportation system, has recognized the needs of the *ferias* in their designs. Instead, they have been relocated to backstreets far from their original attractive commercial areas (Linares, 2011).

The allocation of vending posts inside the *ferias* is governed by a licence granted by the local municipality which also determine the costs and stipulations. Most *comunas* establish a fee based on the land value assigned by the internal revenue service according to the law of public goods use. The fee may include payment for the commercial right as well as other costs such as cleaning or security services. A number of *comunas*; however, particularly upper-class ones such as Providencia, consider each *feria* on a special case basis and have established a 'social' cost for the license rather than basing the cost in terms of land tax. In these cases, access is restricted to the current number of *feriantes*; in case of death or abandonment, the license is not available to new applicants nor transferred to other family

members of former feriantes. Feriantes, or licensed vendors, are obligated to respect the regulations governing feria location and operating schedules, to have their licence readily visible for easy inspection, and to take part in the expenses for mutual services maintained by the vendors' association, such as chemical bathrooms, etc. A feriante is obligated to work in his assigned spot during the stipulated days and times, since a long unjustified absence can count towards forfeit of licence (Bromley, 2000).

The Ecuadorian neoliberal policies have made the lives of the rural poor residents difficult by blocking their access to key resources needed for continued agricultural production such as land, credit, high quality seeds, and new technologies. These policies focus more on large scale, export-based agriculture, leaving behind the majority of small scale rural agriculturalists. As a result, many rural indigenous people have abandoned their plots and fields to pursue non-agricultural activities – mostly street vending. In Ecuador, the streets are overwhelmed by the poor indigenous migrants trying to earn a living through vending activities, i.e. selling candies, fruits, prepared foods and small commodities. Children are ever visible on the streets as shoe shiners, candy vendors, flower sellers, entertainers and beggars (Swanson, 2007). While street vendors have been part of Ecuadorian cityscapes for centuries, they are increasingly perceived as threats to urban revitalization and international tourism. Indigenous street vendors, however, do not fit into the global city ideal and are perceived to betray Quito's and Guayaquil's lack of modernity and portray backwardness to tourists. Consequently, efforts to remove them from sanitised urban spaces have been ongoing (Swanson, 2007). The regulation of street vendors and beggars was implemented through an anti-crime structure which was part and parcel of Guayaquil's urban regeneration project, which embraced modernity in its title of the twenty-first century Guayaquil. In this modern Guayaquil, urban undesirables caught working in regenerated areas faced harsh sanctions.

Since the decline of progressive era practices, Chicago land politicians have not seen vending as a legitimate occupation and instead have either ignored it or construed it as fraudulent and even law breaking and without any redeeming values. For instance, in 1921 the area's Alderman, Henry J. Fick (20th), prepared the first recorded accusations of graft

and other corruption in the Market and he called for the removal of all of the permanent wooden stands that vendors occupied (Morales, 2000). Later in 1921 Fick charged that the stands presented a fire hazard, but was unable to remove the Market from his ward. In 1926, newspapers reported that Alderman Fick was again “squabbling” with vendors and there were City Council discussions of the graft extorted from vendors, estimated at 250,000 dollars per year. Mayor Lapping warned that he wanted no further trouble regarding the Market, but although “several aldermen” urged the Market’s eradication, vending continued (Morales, 2000).

2.4 Street vending in African countries

In many African countries’ cities, street vending is very common. According to Cross (2000) as referred to by Kajuni and Tambulasi (2009) although there are constant attacks by the government authorities, the street vending phenomenon is thriving and growing very rapidly. Street vending in Malawi has been going on for a long time- even way back during the colonial days. During the one-party autocratic rule of Dr Kamuzu Banda, street vending as well as other informal activities were seriously suppressed or frowned upon (Kayuni & Tambulasi, 2009). After Dr. Banda’s presidency, the United Democratic Front led by Bakili Muluzi took over government. Muluzi, unlike Dr. Banda, encouraged the informal market, and even gave himself the nickname “Minister of the vendors” or “patron of the vendors”. Muluzi even went to the extent of facilitating the creation of the Small and Medium Enterprise Fund (SMEF) which the reserve Bank of Malawi coordinated. This fund was meant to assist the informal economy and those with little or no capital to establish their small enterprises so that they can earn some income to improve their standard of living. Apart from the availability of funds and relaxation of regulations, the growth of street vending and the informal sector in general is attributed to several other factors such as unemployment due to privatization, retrenchment in the public sector and many other related factors (Kayuni & Tambulasi, 2009). Muluzi’s policy caused the vendors to be relaxed in their respective locations, refusing to relocate to the newly built flea markets. After massive donations from different stakeholders for the construction of vending sites, the vendors cited that the spaces were too little to accommodate all of them and therefore refused to relocate. When the new President Bingu wa Mutharika took over the government in 2004, there were indications that things were bound to change. Despite overwhelming opposition

from the street vendors, Bingu forced the vendors to occupy the flea markets after mobilizing heavily armed police in an operation code named *dongosolo* (Chichewa word for 'order'). Bingu threatened that he was going to use the army if the vendors resisted the armed police (Kayuni & Tambulasi, 2009).

A study done by Otoo et al. (2009), which was focusing on street food sector in Niger and Ghana reported that from their small enterprises, these street vendors are able to generate incomes that are significantly higher than the minimum legal wage. From this observation, it clearly shows that street trading is an important occupation for the rural poor and can be very instrumental in poverty reduction and/ or eradication (Otoo et al., 2009).

The Nigerian informal sector has existed for as long as its cities and towns. However, since independence its growth has been spectacular. That there is a huge demand for services of the informal economy in Nigeria and Africa as a whole is undeniable. The likelihood is that the demand will continue to increase in accordance with the general population increases; and because of the contraction – temporary or otherwise of the formal sector (Chukuezi, 2007). As Nigeria has no legislation that guides the street vending activities, each street trader or vendor organizes his/her own work and operates on the streets according to his/her needs and the possibility of reaching customers. Some of the traders, particularly women display their wares along the kerbside or the pavement. Others use stalls that are erected on daily basis like the cell phone operators. Those who are well established and possess a significant quantity of merchandise rent small shops or kiosks. Many also carry their wares from street corner to street corner shouting loudly to advertise their wares. Most traders choose to mount their stalls at the intersection of major roads where there is a mix of commercial, residential and business properties and where they would take advantage of high volume of customers both during the day and at night (Chukuezi, 2007).

Currently, street vending in the Tanzanian city of Dar es Salaam is highly vulnerable. It is vulnerable in the sense that little is known about the future of the sector compared to a few years ago. Demolition notices and orders to vacate unsanctioned vending areas are not only common and frequent, but they are executed effectively sometime as early as 4:00 AM and even before. A few years ago, street vending was, to a large extent, safe and predictable because vendors were not only protected, but received support from both the central and

local government as well as political heavy weights. The benefits that vendors enjoyed were attractive to many and in fact the people in the formal sector became involved in street vending as financiers, disguised owners, or patrons of the small traders. This was largely because the sector was enjoying an undisclosed and undeclared tax holiday that was socially and politically constructed in favour of small informal traders. Their business environments were socially and politically pitched to portray the challenges of low income, unemployed and struggling people in urban areas (Msoka, 2007). Despite the many praises that have been given to the local government on the management of the last eviction exercise and demolition of the temporary structures that existed in many quarters, there are noticeable signs of the return of the street vendors to their old areas. During the eviction, the only vendors allowed to stay were newspaper sellers and shoe shiners (Msoka, 2007).

In Nairobi, the capital city of Kenya, street vendors operate under extremely uncertain working conditions due to harassment from city inspectors who force them to keep their stock to a minimum. Hawking is legal according to the by-laws that govern Nairobi City as long as the vendor has paid a licensing fee (either a daily fee of US\$0.75 or an annual fee of between US\$45-75). However, while there is provision for street-trading, another by-law, the General Nuisance By-Law, is often used to override this provision. Created during the colonial administration, the General Nuisance By-Law allows city inspectors to arrest any individual that they deem to be creating a 'general nuisance' in public spaces. Inspectors in Nairobi use this by-law to chase street vendors off the streets. Nairobi City Council Inspectorate, the *askaris*, is the closest to a police force at the city level. As of 2007 a strong force of 7,000 police was responsible for enforcing city bylaws and protecting council property. Interestingly, it is also the same department responsible for licensing (Kamunyori, 2007).

Despite considerable economic progress which has earned Botswana acclaim as one of the top African economic success stories, there are just not enough jobs for everyone seeking formal employment. This scenario has pushed some people into the informal economy for job creation and improving their livelihood (Butale, 2001). A casual survey suggested that street vendors were the most conspicuous informal economic actors in Gaborone City. The growth of this sector of the informal economy evolves from the felt needs by the operators.

Participation was not due to philanthropism or a signal of the notion of “good Samaritans” but for personal gains. Specifically most taxi operators and street vendors seen around town were driven by felt needs that could be met by offering something for sale on the streets. The choice of street vending, in particular, manifests poor socio-economic prospects arising from inadequate job opportunities in the civil service and the private sector. This could only be a guess considering that the two sub-sectors have not attracted significant research and debate (Jimu, 2004). Most street vendors in Botswana sell farm produce or manufactured goods, i.e. goods that they did not produce themselves. These vending activities strengthen the economy by stimulating small and micro production and the development of an entrepreneurial spirit. In this regard, street vendors become one of the key target markets for the small formal manufacturing firms. The street vendors also boost formal wholesalers. The combined effect is that street vending allows the circulation of production at an increasing rate by lowering distribution costs for producers (Jimu, 2004). Jimu (2004) also states that the Botswanean City authorities and other segments do not see street vending as an economic opportunity since street vending makes little or no direct contribution to the rate base. Street vendors’ ability to evade tax has also been viewed as one of the issues that come to the fore in discourses of this nature.

2.5 Coping and surviving strategies of street vendors

As a coping and surviving strategy, the vendors in Bangladesh have to pay a sizeable amount of their incomes as bribes to the officials in order for them to keep plying their trade. These vendors pay a monthly fee to a gang, which shares the collected money with the law-enforcement agency. The vendors also pay a daily fee to the police to avoid harassment (Bhowmik, 2005).

The municipal authorities in Sri Lanka usually evict street vendors and burn their stalls, without providing alternate selling sites. For the vendors to keep on trading on the streets and pavements, they have to pay a daily tax to the municipal authorities. Besides paying tax, they have an association/ union which represent them in terms of negotiating the trading terms with the municipal authorities, and this has gained the vendors some recognition from the municipal authorities (Bhowmik, 2005).

In Tanzania, street vending is heavily suppressed with government having succeeded in evicting most street vendors. Since there is a high level of unemployment, and the people had to provide for their families, they had to come up with counter strategies, such as night trading when there is little or no intervention from the law-enforcers (Msoka, 2007).

In Malawi, vendors were evicted from street trading during the time of operation “dongosolo” in which government used police and the army to remove the vendors from the streets to operate in the newly built flea markets. Some traders resisted removal due to their limited capacity. Faced with such a huge challenge, the vendors engaged their vendors association to interact with members of parliament to negotiate alternate and civilized mechanisms of resolving the situation (Kayuni & Tambulasi, 2009).

In Nairobi, Kenya, the ‘General Nuisance By-law’ allow city officials to arrest any individual that they deem to be creating general nuisance in public spaces. In contrast to the General Nuisance by-law, the city by-laws consider street vending legal as long as the individual has a vending licence, leaving traders stuck in between the two contrasting by-laws. For such traders to survive the pressure of these two by-laws, they usually bribe officials at different times of the day. As officials work in shifts, traders have no choice but to bribe all of them so as to keep plying their trade (Kamunyori, 2007).

2.6 Street vending in South Africa

In this section, bylaws that govern street vending in selected metropolis and local municipalities of South Africa will be presented.

Within the Gauteng Province, the municipal manager of the City of Johannesburg Metropolitan Council published the “Street Trading By-law” in terms of Section 13 of the Local Government: Municipal Systems Act, 2000 [Act No. 32 of 2000], read with Section 162 of the Constitution of the Republic of South Africa, Act 1996 [Act No. 108 of 1996]. This law states that no person should trade in restricted areas. Such areas include gardens or parks, alongside police stations, auto-teller Bank machines and places where it is likely to obstruct vehicular traffic. It also states that traders may not operate on sidewalks with widths less than 3 metres. The by-law also prohibits traders from attaching any of their properties by any means to any building, structure, pavement, tree, parking meter, lamp, pole, electricity

pole, telephone booth, post box, traffic sign, bench or any other street furniture in or on a public road or public plan (<http://www.pmg.org.za>, n.d.) Even though the law has been in existence for more than ten years now, it has never been successfully implemented. Consequently council had to use force to remove “illegal traders” from no-trading zones.

In Limpopo Province, the Makhado Local Municipality Council instituted a Bylaw in terms of section 6A (1) (a) (i) of the Businesses Act, 1991 (Act No. 71 of 1991). This was done in line with the principles set out in the Act and in the Constitution; taking into consideration the need of the residents to actively participate in economic activities and the maintenance of a clean and healthy environment; and striving to ensure that its residents are not exposed to and are protected against harmful food substances. Accordingly, trading in gardens or parks where the public has the right of access, churches or places of worship, buildings belonging to or occupied by the state or Council, buildings declared to be public monuments under the National Heritage Resources Act 1999 (Act No. 25 of 1999) is considered an offence and legal actions may be taken against anyone who violates this Law (Makhado Municipality, n.d.). The level of success in implementing these bylaws has been very minimal; this is because the vendors resist being relocated to the vending sites as that would limit the amount of consumers they reach, and thus negatively affect their profits.

In Kwazulu-Natal, the eThekweni municipality subscribes to the dictum “no person shall carry on the business of a street trader at a place or in an area declared under section 6A (2) (a) of the Act as a place or area in which the carrying out of street trading is prohibited”. Some of these areas have been identified as verges, contiguous to a building belonging to, or occupied solely by, the State or the Council; a church or other place of worship; or a building declared to be a national monument under the National Monuments Act, 1969 (Act No. 28 of 1969). Exceptions are only provided to the extent that the carrying on of such business is allowed by a notice or sign erected or displayed by the Council.

In the Free State, rules controlling street trading have been promulgated extensively since the 1980s. The deregulation that began in the 1990s, and the transition in local government that followed, led to a changed policy environment. Whereas the Mangaung Local Municipality (MLM) had committed itself to promoting economic development, it had no comprehensive, written policy to guide the management and support of workers in the

informal economy. It therefore instituted a policy with the major intent of correction of this anomaly and thus to provide support to this important sector of the local economy. Specifically, the policy covers the broader Mangaung community including the areas of Bloemfontein, Botshabelo and Thaba Nchu (Mangaung Local Municipality, 2005). The MLM has already made some strides in terms of support to the informal economy. This include amongst others: the Street Trader Database which is linked to an identity card permit system; the provision of infrastructure for street traders (i.e. hawking stalls designed together with the street traders and provision of ablution facilities); the establishment of the Mangaung SMME Service Centre with satellites and outreach programmes that assist and support community-driven LED projects (Mangaung Local Municipality, 2005).

According to a general study on vending by von Broembsen (2007), sanctions for transgression in most towns and cities are that traders do not only suffer from removal of their goods, but also impounding, possible fine or imprisonment. This in effect criminalises transgressors. Few bylaws require that traders be issued warnings prior to their goods being confiscated or subjected to appeal processes once this has happened. In the Eastern Cape however, a number of towns have established appeal mechanisms. In that province, a trader who feels wronged by any municipal decision is able to approach an appeal committee, which consists of a maximum of five members, with at least one representing the street trading sector. Whereas the provision is user-friendly and effective in resolving conflict, it discourages trading in 'no-trading zones'.

2.7 Conceptual framework for the study

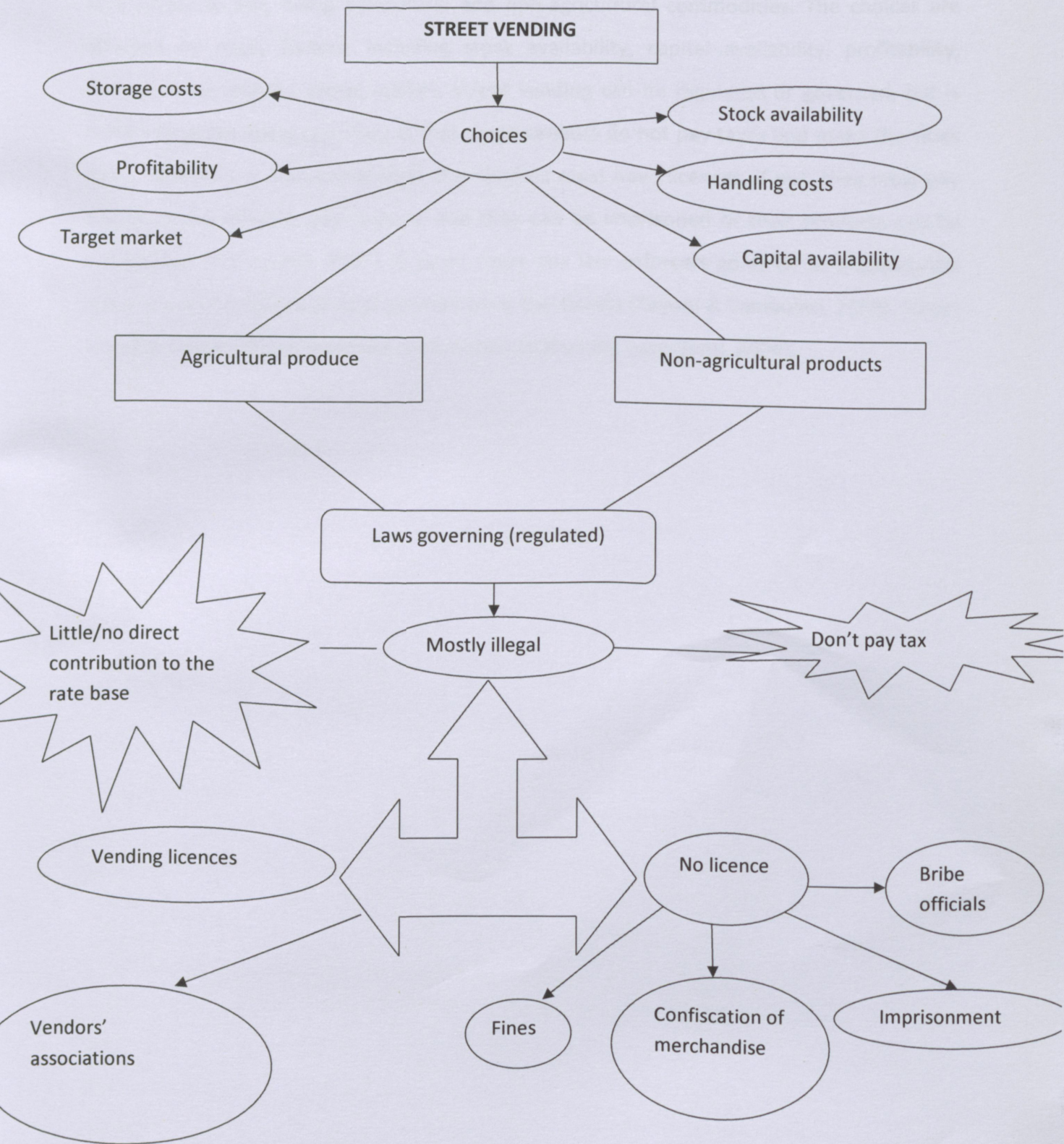


Figure 2.1 Conceptualisation of the study (Adopted from Jimu (2004))

Figure 2.1 shows how the study was conceptualised. Street vendors have different choices of produce to sell, being agricultural and non-agricultural commodities. The choices are affected by many factors, including stock availability, capital availability, profitability, storage costs and the target market. Street vending can be regulated or governed, but is mostly illegal in many countries in that these vendors do not pay taxes and make the cities dirty. Where it is considered legal, the vendors must have licences, if not, they must pay bribes to the officials, pay fines or else they can be imprisoned or their products can be confiscated (Kamunyori, 2007). In some cases, the law enforcers go as far as engaging the army and police forces to evict vendors from the streets (Kayuni & Tambulasi, 2009). Street vending makes little or no direct contribution to the rate base (Jimu, 2004).

CHAPTER 3

RESEARCH METHODOLOGY

3. Introduction

This chapter includes the methods that were used in collecting the data for this research project and the methods of analysis to be employed in analysing the collected data.

3.1 Data collection

3.1.1 STUDY AREA

This study was conducted in the Vhembe District Municipality, which is situated in the north-most part of South Africa. It is the northern-most district of both the Limpopo province and South Africa. The Vhembe District Municipality (VDM) consists of four local municipalities, which are Makhado, Thulamela, Musina and Mutale and shares borders with three Southern African Development Community countries; i.e. Botswana in the west, Zimbabwe in the north and Mozambique in the east. The VDM covers 21,402 square kilometers of land, 1.1% of which is in urban areas. The land is very fertile and is good for agriculture. A large part of the land falls under the tribal authorities. This makes it difficult for development to take place, as the land tenure system is not favourable to commercial development (Vhembe District Municipality IDP, 2012)

Mutale Local municipality is situated in the far north-eastern corner of the VDM, and has about 21 075 households. It has subtropical climatic conditions, suitable for the production of most agricultural products. Agriculture, mining and tourism are the main economic activities. Education services are negatively affected by the problems of: older persons not participating actively on ABET programme, violence, burglary, vandalism and gangsterism, management of school finance, none or late submission of Audited statements and none compliance to prescripts (Mutale Local Municipality IDP, 2012).

Makhado Local Municipality is situated in the south-western part of the VDM. The population is estimated at about 495 261, and is growing at about 1.4% per annum. It is composed of 54.25% female and about 45.75% male persons. At present the local economy

is unable to provide sufficient employment opportunities to meet the needs of the economically active population. The Makhado town, Elim, Vleifontein, Vuwani, Levubu, Dzanani and surrounding farms comprise mainly formal activities such as trade, banking, government services, manufacturing, storage and transportation (Makhado Local Municipality IDP, 2012).

Thulamela Local Municipality is situated in the south-eastern part of the VDM. The population is estimated at about 580 829, and has about 125 900 households. It has the highest rate of and the highest number of economically inactive individuals in the VDM (Thulamela Local Municipality IDP, 2012)

The Musina Local Municipality is situated in the northern-most part of the VDM, and shares borders with Zimbabwe. The population is estimated at about 57 195, and has around 14 203 households. The majority of the Musina local municipality's citizens are economically active compared to those of the other local municipalities in the VDM. Musina town and Beit Bridge are the major economic hubs of the municipality since most economic activities occur there (Musina Local Municipality IDP, 2012)



Figure 3.1 Map showing districts of the Limpopo province (<http://www.limpopo.dlh.gov.za/index.php?page=maps>, n.d.)

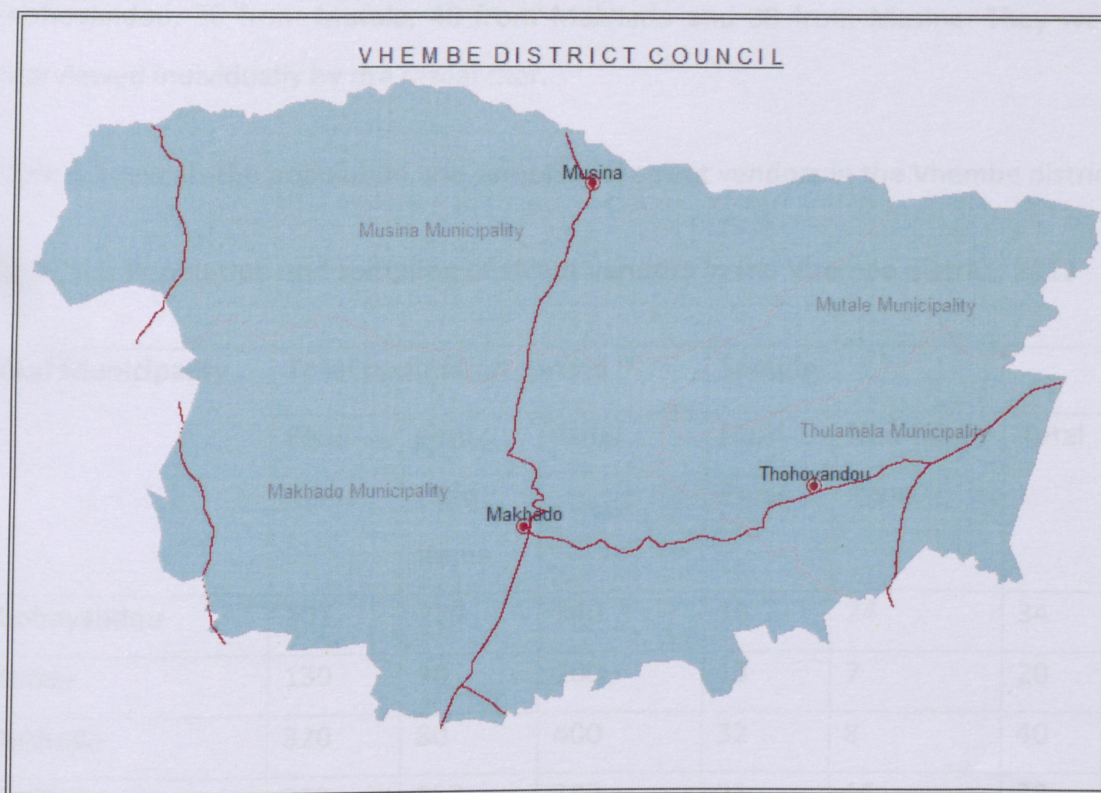


Figure 3.2 Map showing the Vhembe district (Vhembe District Municipality, n.d.)

3.1.2 Sampling techniques

The study area composes of a large number of population (of street vendors) as a result the researcher was not able to interview all the street vendors in the four local municipalities due to the time factor. The researcher obtained a list of the vendors from the vendors' associations in all the four local municipalities. The vendors were clustered into two strata according to their vending types, i.e. those selling food items and non-food items. From these strata, a representative sample from which the conclusions are based was drawn from each of the four local municipalities.

According to the Local Economic Development representative (Vhembe District), street vendors count about 1320 in population size in these study areas, that is, Thohoyandou, Mutale, Makhado and Musina.

The sample size of this study is 10% of the total population, that is, 132 out of 1320 vendors selling agricultural fresh produce. From each location, 10% of the vendors selling fresh

produce were selected using a systematic random sampling technique, that is, 34 from Thohoyandou, 20 from Mutale, 40 from Makhado and 38 from Musina. They were then interviewed individually by the researcher.

Table 3.1 reveals the population and sampling of street vendors in the Vhembe district.

Table 3.1: Population and sampling of street vendors in the Vhembe district, 2013

Local Municipality	Total population spread			Sample		
	Food items	Non-food items	Total	Food items	Non-food items	Total
Thohoyandou	101	239	340	10	24	34
Mutale	130	70	200	13	7	20
Makhado	320	80	400	32	8	40
Musina	223	157	380	22	16	38
Total	684	546	1320	77	55	132

Source: Local Economic Development (Vhembe District)

Many street vending activities are subject to seasonal effect and change over time. The information was taken within one month period from January 3, 2013 to February 3, 2013. The questionnaire sought information on most of the activities which are done within one year.

3.1.3 Primary data collection and analytical techniques

3.1.3.1 Exploratory study

The researcher obtained IDP documents for the study areas, i.e. Makhado, Thulamela, Musina and Mutale local municipalities. From these IDP documents, an assessment of socio-economic characteristics of the study areas, including the prevalence of the street vendors was made. In each locality, vendors were classified on the basis of their business activities, into food and non-food traders.



3.1.3.2 To determine whether income generated by vendors selling fresh produce in various localities exceeds the poverty line of R4 992 per annum

Respondents were clustered into business types, i.e. food and non-food traders to obtain a total sample of 132 vendors. A systematic random sampling technique was used to determine the sample. A logistic regression model that considered poverty line as a dependent variable and costs of production, monthly income generated, total monthly profit, annual income, challenges faced and low business activity as predictor variables was run below (Field, 2005):

$$P(Y_i) = 1 / 1 + e^{-(b_0 + b_1 \text{COSTP} + b_2 \text{INCOG} + b_3 \text{TMP} + b_4 \text{ANIC} + b_5 \text{CHALF} + b_6 \text{LACKB} + b_7 \text{AGE} + b_8 \text{GNDR} + \epsilon_i)}$$

Where:

- $P(Y_i)$ = probability of generating income that exceeds the poverty line by the i^{th} vendor (1 = poverty line exceeded, 0 = poverty line not exceeded)
- e = base of natural logarithm.
- b_0 to b_8 = coefficients of the predictor variables.
- COSTP = Costs of production (amount used in stock purchases)
- INCOG = Monthly income generated (quantity sold X price)
- TMP = Total monthly profit (income – business expenses)
- ANIC = Annual income (total monthly income X 12 months)
- CHALF = Challenges faced by the street vendors (1= harassment from authorities, 2= Lack of business, 3= harsh environmental conditions, 3= stock theft, 4= spoilages, 5= lack of storage facilities)
- LACKB = Low business activity
- AGE = Age of the vendors (1=youth: <35, 2=Aged: 35-65, 3= >65)
- GNDR = Gender of the vendors (1=male, 0=female)
- ϵ_i = error term

Logistic regression is a useful tool in estimating individual effects of continuous or categorical independent variables on categorical dependent variables. The model is specifically able to transform independent variables by using the log of the odds ratio of being in a particular category for each combination of values of the independent variables.

The main goal of logistic regression is the same as that in ordinary least squares (OLS) regression, i.e. modelling a dependent variable based on one or more independent variables. Whereas OLS regression is applicable to continuous dependent variables, logistic regression works with dependent variables that are categorical, and thus may have two or more categories. The latter may either be ordered or unordered (Heskeneth & Everitt, 2000). Results were diagnosed through the log -likelihood and Wald statistics. The former is a ratio that measures how well a particular model will fit the data (comparing the observed and predicted values of the outcome). For example, for a given vendor, Y could either be 1 (poverty line exceeded) or 0 (poverty line not exceeded). As noted by Field (2005), the log-likelihood is similar to the residual sum of squares in multiple regression. Log-likelihoods of different models can be worked-out by comparing the state of a logistic regression model against a baseline, usually the model that pertained when only the constant was included. The improvement of the model as additional predictors are added is computed using the following equation (Field, 2005):

- $\chi^2 = 2[LL(\text{New}) - LL(\text{Baseline})]$
- $(df = k_{\text{new}} - k_{\text{baseline}})$

(Multiplication of the value by 2 produces a χ^2 distribution, and k = degrees of freedom).

3.1.3.3 To determine the biographic characteristics of the street vendors

A questionnaire was designed to collect these data using the sampling technique as above. Within each local municipality, respondents were first clustered into the categories of sellers. Representative samples from each cluster were selected and subjected to a questionnaire that extracted biographic data such as age categories (youth: <35 years; aged: 35-65 and the elderly >65); level of education (no schooling; primary: grade 1 -7; secondary: Grade 8-12 and tertiary (degrees, diplomas and certificates); marital status (single; married or widowed); gender (male or female). The data were captured and analysed through cross tabulations in the SPSS program to obtain the percentages of the different categories and their concentration in the four local municipalities.

The following notation was used:

X_i Distinct values of row variable arranged in ascending order:

$$X_1 < X_2 < \dots < X_R$$

Y_j Distinct values of column variable arranged in ascending order:
 $Y_1 < Y_2 < \dots < Y_C$.

f_{ij} Sum of cell weights for cases in cell (i, j) .

c_j $\sum_{i=1}^R f_{ij}$, the j th column subtotal.

r_i $\sum_{j=1}^C f_{ij}$, the i th row subtotal.

W $\sum_{j=1}^C c_j = \sum_{i=1}^R r_i$, the grand total.

3.1.3.5 To determine the challenges faced by the street vendors

Within each trading locality, the vendors were subjected to a questionnaire to determine challenges that they are facing. The aim was to determine those that seemed to affect their day-to-day business activities, hence also affect their income generation. These data were analysed using cross tabulations, to determine the most prevalent challenges in terms of percentages in the four local municipalities. The following notation was used:

X_i Distinct values of row variable arranged in ascending order:
 $X_1 < X_2 < \dots < X_R$.

Y_j Distinct values of column variable arranged in ascending order:
 $Y_1 < Y_2 < \dots < Y_C$.

f_{ij} Sum of cell weights for cases in cell (i, j) .

c_j $\sum_{i=1}^R f_{ij}$, the j th column subtotal.

r_i $\sum_{j=1}^C f_{ij}$, the i th row subtotal.

W $\sum_{j=1}^C c_j = \sum_{i=1}^R r_i$, the grand total.

3.1.4 Data capturing and analysis

Statistical Package for Social Scientists (SPSS) program was used for data capturing, description and analysis.

Table 1.1 objectives, research questions, hypotheses, required data and analytical tools

SPECIFIC OBJECTIVE	RESEARCH QUESTION	RESEARCH HYPOTHESIS	REQUIRED DATA	ANALYTICAL TOOL
To determine whether income generated in various localities exceeds the poverty line of R4 992 per annum;	Does the income generated by the street vendors exceed the poverty line per annum?	Income generated by the street vendors exceeds the poverty line.	Costs of production, income generated, monthly profit, challenges faced	Logistic regression model
To determine the biographic characteristics of the street vendors; and	What are the biographic characteristics of the street vendors?	Most of the street vendors are female, uneducated and elderly.	Age, gender, level of education, marital status.	Descriptive statistics
To determine the challenges faced by the street vendors	How do the challenges faced affect their income?	Street vendors are facing different challenges that negatively affect their income generation.	Challenges faced.	Descriptive statistics

3.3 Ethical considerations



The researcher made every attempt to adhere to professional research ethics. These include;

3.3.1 Voluntary participation

In recognition of the fact that the respondents have to participate willingly, the researcher visited all identified participants and requested them to participate in this study. They were advised that they were not obliged to take part and that they were free to withdraw at any time.

3.3.2 No harm to the participants

Respondents were told and assured that the study will not expose them to any harm, be it physically, psychologically or emotionally. The researcher made sure that the information required from the respondents will not be embarrassing or endangering to their lives.

3.3.3 Anonymity and confidentiality

The research was conducted in a manner that the participants were not, in any way, associated with given responses. If the respondents felt uncomfortable in disclosing some of information which could be viewed as sensitive, the researcher placed easy withdrawal mechanisms.

3.3.4 Openness and transparency

The researcher identified himself to the respondents and explained the reasons for the research. The researcher produced all the necessary documents that explained the purpose of the study so that the respondents could have an understanding of why the study was undertaken.

CHAPTER 4

RESULTS AND DISCUSSIONS

4.1 Introduction

This chapter presents and discusses the results of the analysis that has been conducted to address specific objectives of the research. The chapter has three major sections. The first section presents the results on the biographic characteristics of the street vendors. The second section presents the results of regression analysis where various factors affecting income generated by the street vendors will be assessed, and then the results will be discussed after that.

4.2 Descriptive analysis of the results

4.2.1 Demographic characteristics of the street vendors in the Vhembe District of the Limpopo province

The demographic characteristics in this study are important in determining the extent to which they influence income generation.

4.2.1.1 Age distribution of the vendors selling agricultural fresh produce

Table 4.1 shows age distribution of the vendors selling agricultural fresh produce in the major trading points of the Vhembe district. The majority of the vendors (71.2%) were aged, followed by the youth (25.8%). The participation of the elderly was very minimal (only 3%). Within the aged category, the majority of the vendors were situated in Makhado (38.3%), followed by a slightly equal proportion for those in Musina and Thohoyandou (22.3% vs. 21.3% respectively). From the Table, Mutale seems to have a small number of youth vendors. This could be because it is situated in the remote areas, or maybe because the youth have migrated to the urban areas to seek for better job opportunities.

Table 4.1: Age distribution of food and non-food vendors: 2013

AGE DISTRIBUTION		Name of Town				Total
		Thohoyandou	Makhado	Mutale	Musina	
Youth: <35	Count	13	3	1	17	34
	% of Total	9.8%	2.3%	0.8%	12.9%	25.8%
Aged: 35-65	Count	20	36	17	21	94
	% of Total	15.2%	27.3%	12.9%	15.9%	71.2%
Elderly: >65	Count	1	1	2	0	4
	% of Total	0.8%	0.8%	1.5%	0.0%	3.0%
Total	Count	34	40	20	38	132
	% of Total	25.8%	30.3%	15.2%	28.8%	100.0%

Source: field survey, 2013

Since there is a high rate of youth unemployment (Mutale Local Municipality IDP, 2012), vending activities can be a good strategy for the youth to counter the challenge of unemployment; this is because vending businesses are simple and easy to start, not much working capital is needed and people can sell the things produced at home.

4.2.1.2 The distribution of the street vendors by their gender

Table 4.2 shows the distribution of the street vendors by their gender. The majority of the vendors (91.7%) were female. In terms of the gender component, most female traders were located in Makhado (31.4%) with an almost equal spread in Thohoyandou (24.8%) and Musina (28.1%). The spread for women vendors in Mutale was rather low (15.7%). With the male vendors, there is deviation from the above observation with many male vendors being located in Thohoyandou and Musina (36.4% each). It is interesting that most male vendors shun operating their vending activities at the economic hub of the district, i.e. Makhado. This could be attributed to the focus of males on high profit yielding activities such as dealing in non-food items, opening them to competition with established small and big businesses.

Table 4.2: Distribution of street vendors by gender

Gender		Name of Town				Total
		Thohoyandou	Makhado	Mutale	Musina	
Male	Count	4	2	1	4	11
	% of Total	3.0%	1.5%	0.8%	3.0%	8.3%
Female	Count	30	38	19	34	121
	% of Total	22.7%	28.8%	14.4%	25.8%	91.7%
Total	Count	34	40	20	38	132
	% of Total	25.8%	30.3%	15.2%	28.8%	100.0%

Source: Field survey, 2013

From these observations, one could confidently say that vending in the VDM is dominated by women, as attested by Mitullah (2003), who stressed that men were most likely to enjoy hard-labour type jobs and other profitable ventures.

4.2.1.3 Marital statuses of the street vendors

Table 4.3 shows the distribution of the vendors by their marital statuses. The majority of vendors (50.8%) were married, followed by those that were single (37.9%). Most of the married vendors were situated in Makhado (31.3%), followed by those in Thohoyandou (28.4%). The married vendors in Musina and Mutale were almost equally distributed (20.9% vs. 19.4%) respectively. Most single respondents were situated in Musina (38%). The proportion of vendors that were either living together (0.8%) or widowed (10.6%) were rather minimal.

Table 4.3: Marital status of the street vendors

Marital Status		Name of Town				Total
		Thohoyandou	Makhado	Mutale	Musina	
Single	Count	11	13	7	19	50
	% of Total	8.3%	9.8%	5.3%	14.4%	37.9%
Married	Count	19	21	13	14	67
	% of Total	14.4%	15.9%	9.8%	10.6%	50.8%
Living together	Count	0	1	0	0	1
	% of Total	0.0%	0.8%	0.0%	0.0%	0.8%
Widowed	Count	4	5	0	5	14
	% of Total	3.0%	3.8%	0.0%	3.8%	10.6%
Total	Count	34	40	20	38	132
	% of Total	25.8%	30.3%	15.2%	28.8%	100.0%

Source: computed from field survey (2013)

From the observations, the majority of the vendors were married, and according to Muzaffar (2009), marital status affects decision-making and therefore, income generation. Married people have families to support, and most single people could be bread-winners. Both these groups can be determined to generate income to support their families and alleviate poverty.

4.2.1.4 The distribution of the street vendors by their level of education

Table 4.4 shows the distribution of the street vendors by their level of education. The majority of the respondents (56.8%) have attained secondary education, followed by those that attained primary education (29.5%), and lastly, those who never went to school (9.8%)

Table 4.4: The distribution of the street vendors by their level of education

Level of Education		Name of Town				Total
		Thohoyandou	Makhado	Mutale	Musina	
No schooling	Count	5	1	1	6	13
	% of Total	3.8%	0.8%	0.8%	4.5%	9.8%
Primary (Grade 1-7)	Count	6	17	6	10	39
	% of Total	4.5%	12.9%	4.5%	7.6%	29.5%
Secondary (Grade 8-12)	Count	20	22	11	22	75
	% of Total	15.2%	16.7%	8.3%	16.7%	56.8%
Tertiary (Degrees, diplomas, certificates)	Count	3	0	2	0	5
	% of Total	2.3%	0.0%	1.5%	0.0%	3.8%
Total	Count	34	40	20	38	132
	% of Total	25.8%	30.3%	15.2%	28.8%	100.0%

Source: computed from field survey (2013)

Makhado and Musina had an equal number of vendors who have attained secondary education (majority), i.e. they were equally distributed in the two towns (29.3% within each town), followed by those in Thohoyandou (26.7%), and the least were in Mutale (14.7%). Most vendors who had attained primary education were situated in Makhado (43.6%), followed by those in Musina (25.6%), and those in Thohoyandou and Mutale were equally distributed (15.4% within each town). From this observation, the vendors in the major trading points of the Vhembe district are relatively educated, and according to Adhikari (2011), they are most likely to generate more income because of their decision-making capacity, i.e. the higher the level of education the higher the level of income generated. This implies that the educated respondents have many ideas about business; they know how to deal with their customers as well as which items is the best for sale to generate income (Adhikari, 2011). Musina and Thohoyandou had the highest number of vendors who never went to school (4.5% and 3.8% respectively). This finding has an important implication for

ABET intervention and thus necessary budgetary allocation by the affected local municipalities.

4.2.1.5 Income generation by the street vendors: poverty alleviation levels

Table 4.5 shows whether the annual income generated by the street vendors exceeds the national poverty line of R6288 (National Treasury, n.d.). The majority of the vendors (87.1%) earned above the national poverty line from the income generated from their vending activities. Most vendors that lived above the national poverty line were situated in Makhado (32.2%), and Musina (28.7%), Thohoyandou (23.5%); and Mutale (15.7%) contributed the least.

From these results, it is clear that vending activities played a huge role in creating job opportunities and alleviating poverty in the VDM. From their day-to-day activities, vendors generated sufficient income that enabled them to provide for their families' needs, for example, paying their monthly expenses (water & electricity), their children's education, and even investments. Only 12.9% of the sample is operating below the national poverty line. A closer scrutiny of the results shows that most of the severe poverty-stricken vendors were found in Thohoyandou (5.3%), Musina (3.8%) and Makhado (2.3%). This is expected as the affected local municipalities could be facing substantial emigration of the unemployed from rural areas who take up vending as a strategy to escape from poverty.

Table 4.5: Poverty alleviation through vending activities

Name of Town		Does the annual income exceed R4 992?		Total
		No	Yes	
Thohoyandou	Count	7	27	34
	% of Total	5.3%	20.5%	25.8%
Makhado	Count	3	37	40
	% of Total	2.3%	28.0%	30.3%
Mutale	Count	2	18	20
	% of Total	1.5%	13.6%	15.2%
Musina	Count	5	33	38
	% of Total	3.8%	25.0%	28.8%
Total	Count	17	115	132
	% of Total	12.9%	87.1%	100.0%

Source: computed from field survey (2013)

4.2.1.6 Vendors' ability to invest

Table 4.6 shows whether street vendors invest some money on a monthly basis or not. The majority of vendors (53%) were able to invest some of the income generated from their vending activities.

infrastructure. Adigun (2013) also stated that investment is positively correlated with income, which implies that the higher the level of income, the higher the level of income.

A person's ability to invest is influenced by various factors, namely, income and income generated from it. The more profit they make, the greater the chance of investing.

4.2.1.7 Challenges faced by the street vendors

Table 4.7 represents the challenges faced by the street vendors in the study area. The majority of the vendors (70.8%) stated harsh environmental conditions as their main challenge, followed by harassment from authorities (52%). Most of the vendors are operating their businesses in open areas exposing them to harsh environmental conditions. Most of these vendors do not have storage facilities for their products (70.8%) and this means that the vendors have to place their products in risky places (especially during

Table 4.6: Vendors' ability to invest

Name of Town		Do you invest some of your earnings?		Total
		No	Yes	
Thohoyandou	Count	14	20	34
	% of Total	10.6%	15.2%	25.8%
Makhado	Count	22	18	40
	% of Total	16.7%	13.6%	30.3%
Mutale	Count	11	9	20
	% of Total	8.3%	6.8%	15.2%
Musina	Count	15	23	38
	% of Total	11.4%	17.4%	28.8%
Total	Count	62	70	132
	% of Total	47.0%	53.0%	100.0%

Source: computed from field survey (2013)

Many vendors who invested were situated in Musina (32.9%), Thohoyandou (28.6%), and Makhado (25.7%). As noted by Adhikari (2011), investment is an important key for a business venture to sustain and develop itself and for continuity of that very business. Investment could be in the form of cash savings or in buying more stock for sales, or even infrastructure. Adhikari (2011) also stated that investment is positively correlated with income, which implies that the higher the level of investment the higher the level of income.

A person's ability to invest is influenced by, amongst many others, monthly expenses and income generated (profit). The more profit they make, the greater the chances of investing.

4.2.1.7 Challenges faced by the street vendors

Table 4.7 represents the challenges faced by the street vendors in the study area. The majority of the vendors (33.6%) stated harsh environmental conditions as their main challenge, followed by harassment from authorities (32%). Most of the vendors are operating their businesses in open areas exposing them to harsh environmental conditions. Most of these vendors also lacked storage facilities for their products (20.8%), and this means that the vendors leave their products in risky places (improperly built storages) and

this exposes them to the risk of stock theft, which could also lead to great losses of income. Product spoilages are very rare, only 0.8% of the respondents reported that challenge.

Table 4.7: The main challenges faced by the street vendors

Name of town		What are the main challenges faced by the vendors							Total
		Harassment from authorities	Lack of storage facilities	Harsh environmental conditions	Theft	Harassment from citizens	Low business activity	Spoilages	
Thohoyandou	Count % total	20 16.0%	5 4.0%	5 4.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	30 24.0%
Makhado	Count % total	10 8.0%	13 10.4%	5 4.0%	5 4.0%	1 0.8%	3 2.4%	0 0.0%	40 32.0%
Mutale	Count % total	4 3.2%	3 2.4%	8 6.4%	1 0.8%	0 0.0%	2 1.6%	0 0.0%	18 14.4%
Musina	Count % total	6 4.8%	5 4.0%	8 6.4%	1 0.8%	3 2.4%	0 0.0%	1 0.8%	37 29.6%
Total	Count % total	40 32.0%	26 20.8%	21 16.8%	7 5.6%	4 3.2%	5 4.0%	1 0.8%	125 100%

Source: computed from field survey (2013)

According to Kamunyori (2007), street vendors work under extremely uncertain conditions due to harassment from city inspectors who force them to keep their stock to a minimum, a challenge that affects their income generation ability. Most vendors are often faced with the challenge of working in open spaces, exposed to the very hot sunny conditions or harsh cold weather. These harsh environmental conditions deteriorate the produce, and therefore, result in great income losses (Msoka, 2007).

4.3 RESULTS OF EMPIRICAL DATA ANALYSIS

4.3.1 Introduction

This section seeks to provide empirical results from the model looking at the influence of the various independent variables (costs of production, monthly income generated, total monthly profit, annual income, challenges faced by the street vendors, low business activity) on the dependent variable (probability of generating income that exceeds the poverty line by the i^{th} vendor (1 = poverty line exceeded, 0 = poverty line not exceeded) to draw conclusions in accordance with the study objectives. This was achieved through fitting a binary logistic regression model.

4.3.2 Results from the Logistic regression model

The results from the logistic regression model indicate that six variables responded positively to exceeding the poverty line through income generated by the vendors. Five explanatory variables were found significant at 1% level, one variable at 10% level. The variables are costs of production (stock purchases), monthly income generated, monthly profit, annual income, challenges faced and low business activity.

Table 4.8 Parameter estimates of the binary logistic regression model

Variables	B	Std error	Wald	Significance	EXP (B)
COSTP	0.348***	3.846	4.765	0.003	0.950
INCOG	0.256***	1.724	6.134	0.000	0.060
TMP	1.731***	0.364	9.436	0.000	0.800
CHALF	-0.418*	0.000	0.761	0.052	0.026
GNDR	-0.223	0.830	0.073	0.788	0.800
AGE	0.011	0.014	0.635	0.425	1.012
LACKB	-1.280***	1.052	3.645	0.002	0.050
Constant	1.564***	3.476	15.608	0.003	176.698

Source: Field survey, 2013

* Significant at 10% level, *** significant at 1% level

Hosmer and Lemeshow Test: $\chi^2 = 51.351$; $df = 6$, Cox & Snell R Square = 0.0334, Nagelkerke $R^2 = 0.725$. Where: COSTP= Costs of production (amount used in stock purchases); INCOG= Monthly income generated (quantity sold X price); TMP= Total monthly profit (total income – expenses); CHALF= Challenges faced by the street vendors; GNDR= gender of the vendors; AGE= age of the vendors; LACKB= Low business activity

Where:

COSTP= Costs of production (amount used in stock purchases)

INCOG= Monthly income generated (quantity sold X price)

TMP= Total monthly profit (total income – expenses)

ANIC= Annual income (monthly income X 12)

CHALF= Challenges faced by the street vendors

GNDR= Gender of the respondent

AGE= age of the respondent

LACKB= Low business activity

According to Gujarati (1992), the coefficient values (β) measure the expected change in the logit for a unit change in each independent variable, all other independent variables being equal. The sign of the coefficient shows the direction of influence of the variable on the logit. It follows that a positive value indicates an increase in the likelihood that a vendor will be living above the national poverty line. On the other hand, a negative value shows that it is less likely that vendors will be living below the national poverty line (Gujarati, 1992)

4.3.3 Results of the regression model

Costs of production (COSTP) were found to be significant at 1%. The positive relationship with regard to whether the income generated exceeds the national poverty line of R6288

means that the higher the amount of money invested in purchasing stock for sales, the more likely the vendors are to live above the national poverty line. A significant relationship for monthly income (INCOG) on whether the income generated exceeds the national poverty line was found at the 1% level. The relationship means that the higher the income generated, the more likely the vendors are to live above the national poverty line.

The study also uncovered a significant relationship for monthly profit (TMP) at 1% level. This relationship implies that the higher the monthly profit, the more likely are the vendors to live above the poverty line, and the lower the monthly profit, the more likely are the vendors to live below the national poverty line. There was a negative relationship between the annual income generated (ANIC) by street vendors and the income exceeding the national poverty line (at the 1% level of significance). The implication of this result is that as the annual income generated decreases, it would be unlikely that the vendors will live above the poverty line.

Challenges faced (CHALF) by the vendors have been found to be significant at the 10% level. This implies that the challenges faced by the street vendors have a positive effect on their income generation. This implies that the more challenges the street vendors face, the more likelihood for them to generate less income and therefore live below the national poverty line, and the less challenges they face, the more likely they are to generate more income and live above the national poverty line.

Low business activity (LACKB) was found to be negatively significant at 1% level of significance. This result is expected as lower business activities will result in lower income and thus failure to live above the poverty line.

Age of the vendors (AGE) was found to be insignificant at 0.014. This means that the age of the vendor has no significant impact on whether the vendors generate income that allows them to live above the national poverty line. Gender (GNDR) of the vendors was also found to be insignificant at 0.830, which also implies that the vendors' gender has no real impact on their ability to generate incomes that allow them to live below or above the national poverty line.

4.4 Discussion of the results

The descriptive results provided information related to the demographic and income generation factors. The results showed that the majority of the sampled vendors within the four municipalities were aged between 35 and 65 years, meaning that youth participation is very minimal. These results correspond to those of Dinda (2010) in a Bihar study which showed that the majority of the vendors' ages ranged between 21 and 50, years. This age group was identified as the main productive labour force in the economy since its members supported their families through their vending activities - their only source of income. Youth participation in vending activities must be encouraged in the sense that they are the future of any business venture. The inclusion of the youth could be very vital in reducing unemployment and crime rates, which could be good for the economy since most citizens would be economically active.

The study results are also showing that the majority of the street vendors selling agricultural fresh produce in the study area are females. This finding corresponds to a study done by Mitullah (2003) for the major cities of African countries. Mitullah (2003) found that most street vendors were women, although some men were also involved in vending activities. This may be mainly because men most likely endure hard-labour type jobs than vending, or because of their perceived interest in other profitable income generating activities other than street vending. Women have a good reputation of being more interested in the wellbeing of their families rather than profit-making as such. The finding of this study, in particular its reflection of the participation of most women is rather pleasing. As a result, women should be encouraged, supported and trained so that they can continue trading and look after their families through their vending businesses. If they receive proper training and support, they will be able to improve their businesses and therefore, generate more income; and the issue of poverty eradication will be addressed.

The study results also depict that the majority of the respondents (56.8%) had attained secondary education, with about 10% that never went to school. These results seem to be in contrast to the finding of Adhikari (2011), which revealed that most of the vendors in Kathmandu Metropolitan cities were illiterate. Adhikari (2011) argues that educational level

has a positive effect on income generation, i.e. the higher the level of education, the higher the level of income generated. This implies that the educated respondents had various ideas about effective business operation. Specifically, such individuals were better placed to know how to deal with their customers and appropriate items that need to be offered at markets to generate sufficient income. Due to their higher educational achievements, vendors in the VDM could easily be trained, an activity that could result in the improvement of their business entities. Training inspires new ideas and innovation, and with their level of literacy, most of these vendors could easily adopt new ideas which could leave them in a better position to generate more income and improve their livelihoods. For those who are less literate, mostly the elderly, ABET programs should be introduced so that they can at least read and write, as it helps them organise their business activities – i.e. recording their income vs. expenditure, keeping track of their money flows and determining profitability of their products/goods.

More than half of the vendors in the study area invested some of their earnings on a monthly basis. According to Adhikari (2011), most vendors in Kathmandu Metropolitan cities did invest, especially in the form of buying additional stock for sale. Investment is generally regarded as being positively correlated with income generation, meaning that the higher the level of investment the higher the level of income generated. In the process investments place the vendors in a position that enables them to expand their businesses, as more money invested would mean that the vendors would be able to purchase more products for sales and therefore generate more income. As some vendors did not invest their earnings, it critical for those to be encouraged to participate, so as for them to generate more income and transform their living above the national poverty line.

Another important finding of this study was that that the majority (more than half) of the respondents (50.8%) were married. These results are in line with those of Muzaffar (2009) for a Dhakain city study which revealed that the majority of the vendors in Dhaka city (72%) were married. This had an impact on their decision-making processes. Married persons are known to be more determined to generate sufficient income that could support their families.

Other significant results emanating from the study are discussed below. Most vendors (87.1%) earned above the national poverty line a reflection that vending activities played a huge role in creating job opportunities and alleviating poverty in the VDM. From their day-to-day activities, vendors generated sufficient income that enabled them to provide for their families' needs, for example, paying their monthly expenses (water & electricity), their children's education, and even investments. The study also unearthed a number of challenges faced by vendors including trading in open areas, and therefore struggling with harsh environmental conditions which negatively impacts on their income generation as most of the products they are selling are highly perishable (agricultural fresh produce). Without proper storages, most of the products the vendors are selling lose their market value, and therefore, the vendors have to sell them at lower prices, which results in great income losses.

Harassment from authorities occurs as a result of vendors trading in no-trading zones due to low business activities. The allocated trading venues are usually located in areas where customers barely pass by, and as a result, the vendors are forced to follow the customers in the streets where there is potential for high business activities and more income generation. In the process a conflict between the authorities and the vendors is created – need for trading, while authorities want to keep their streets clean. The solution to this challenge could, perhaps, lie in the two parties sitting together to churn an amicable solution, especially subsidization of mobile trading facilities within given spatial coverage within the bigger trading environment.

The binary logistic regression model results depicts that:

- The higher the amount of money used in purchasing stock for sales, the more likely the vendors are to live above the national poverty line, since they would be able to generate more income. Consequently there will be a need to develop mechanisms for speeding up investments in marketing inputs, such as subsidised transportation costs and joint purchasing of stock.
- If a vendor generates more income from the vending sales, he/she guarantees himself/herself a life above the national poverty line. Those individuals who are

showing signs of increased productivity in terms of sales volumes need to be assisted financially and otherwise (training, mentoring etc.);

- The more challenges the vendors face, the more likely they are to generate less income and therefore live below the national poverty line and vice-a-versa.
- Low business activity has an impact on income generation, and if there is no business the vendors will not be able to generate income, and that would affect whether they live below or above the national poverty line.

5.2 Summary of Findings

Descriptive and inferential statistical results of this study can be summarised as follows:

- The majority of the street vendors in the Vhembe district were females aged between 35 and 50.
- Most street vendors within the four local municipalities have attained secondary education and they are married.
- Many vendors in the Vhembe district's major trading points (Thohoyandou, Musaisi, Makhado and Musina) generate incomes that enable them to live above the national poverty line, and they are able to invest some money out of the income generated from their vending activities.
- The majority of the vendors identified harsh environmental conditions as their main challenge, followed by harassment from authorities.
- Inferential statistical results revealed that the higher the amount of money invested in purchasing stock for sales, the more likely the vendors are to live above the national poverty line.
- The higher the income generated the more likely for vendors to live above the national poverty line.
- Higher monthly profits will result in vendors living above the poverty line, and vice-versa for lower monthly profits. As the annual income generated decreases, it would be unlikely that the vendors will live above the poverty line.

CHAPTER 5

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter provides a summary of the study, conclusions and then policy recommendations.

5.2 Summary of findings

Descriptive and inferential statistical results of this study can be summarized as follows:

- The majority of the street vendors in the Vhembe district were females aged between 35 and 65.
- Most street vendors within the four local municipalities have attained secondary education and they are married.
- Many vendors in the Vhembe district's major trading points (Thohoyandou, Mutale, Makhado and Musina) generate incomes that enable them to live above the national poverty line, and they are able to invest some money out of the income generated from their vending activities.
- The majority of the vendors identified harsh environmental conditions as their main challenge, followed by harassment from authorities.
- Inferential statistical results revealed that the higher the amount of money invested in purchasing stock for sales, the more likely the vendors are to live above the national poverty line.
- The higher the income generated the more likely for vendors to live above the national poverty line.
- Higher monthly profits will result in vendors living above the poverty line, and vice-versa for lower monthly profits. As the annual income generated decreases, it would be unlikely that the vendors will live above the poverty line.

5.3 Conclusion based on study objectives and findings

- The first objective was to determine whether income generated by the street vendors in various localities exceeds the poverty line of R4 992 per annum. The study findings were that the majority of the vendors were able to generate income from their vending activities that enable them to live above the national poverty line of R4992 per annum. It can therefore be concluded that vending activities are an essential key to poverty alleviation since the income generated enables the vendors to live above the national poverty line.
- The second objective was to determine the biographic characteristics of the street vendors in the Vhembe district. The study uncovered that the majority of vendors in the study area were married females aged between 35 and 65, who have attained secondary education. The conclusion of this study is that vending activities are dominated by females, and that these activities are not meant for the illiterate since the majority of the vendors have attained secondary education.
- The third objective was to determine the challenges faced by the street vendors in the study area. The main challenges stated by the vendors were harassment from authorities, harsh environmental conditions, lack of storage facilities and low business activity. These challenges that the vendors are facing are a major hindrance for them in terms of their income generation abilities, i.e. the more challenges faced, the lower the income generated.

5.4 Recommendations based on findings of the study

This study makes the following recommendations:

- The finding that youth participation is minimal requires that the youth be encouraged to engage in vending activities particularly to reduce the high rate of unemployment. Although minimal, the income generated from vending activities can enable traders to live above the national poverty line.
- The finding that the majority of vendors were women requires that the women be encouraged and supported to keep on trading either through information that will

help them improve and grow their businesses or by providing starter kits to encourage them to start the vending businesses, thus creating employment opportunities for them.

- Traders with none or low educational qualifications could require the introduction of ABET training while those with higher backgrounds such as primary and secondary education levels could require training in record-keeping, i.e. for recoding incomes and expenditures, and for the determination of business profitability.
- The finding that most vendors generate incomes that enable them to live above the national poverty line requires that the laws governing street vending be relaxed so as to allow people to engage in vending activities and alleviate poverty.
- For the challenges faced, the vendors need to collaborate and invest in building safer storage facilities and also to hire security guards to secure their merchandise during the night and thus avoid stock theft. To reduce street vending, authorities need to expand vending sites to accommodate all vendors.

Recommendation for further studies

- The study was done in the Vhembe District Municipality; therefore there is a need for a similar study to focus on other municipalities to draw concise and comparative conclusions on Vendors' income generation statuses and their ability to generate incomes that allow them to live above the national poverty line in the Limpopo province.

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Questionnaire

UNIVERSITY OF VENDA

AN ASSESSMENT OF COPING STRATEGIES IN THE MARKETING OF PRODUCE BY STREET VENDORS: VHEMBE DISTRICT, SOUTH AFRICA

Date of Interview	
Name of Municipality	
Name of Town/Trading point	
Location of vendor	
Questionnaire No.	

If you would like more information about this study please feel free to contact the University at Tel 031-741 5200

Thank you.

Signature of Respondent

Date

Good Morning/ Afternoon/ Evening!

My name is..... I am a student at the University of Venda. The questionnaire intends to collect information that will be used to assess the coping strategies in the marketing of fresh produce by street vendors: Vhembe district, South Africa. Assessing the coping strategies of the vendors will assist the researcher to deduce policy recommendations that will be in the best interest and wellbeing of the street vendors.

You are in no way forced to participate in the interview process and you are at liberty to stop me at any time. Your input will however be extremely valuable. Participation is voluntary and anonymity will be maintained. Although you will not directly benefit from this study, we will do our best to make sure that all street vendors benefit from this study as they will impact on government policy.

If you would like some more information about this study please feel free to contact the University at Tel 015 – 962 8260

Thank you.

Signature of Respondent.....

Date...../...../.....

DECLARATION BY FIELDWORKER

DECLARATION BY FIELDWORKER

I hereby declare that I explained to the respondent that he or she participating freely in this research. I also explained to the respondent that he or she may stop this interview at any point and that such a decision would not in any way affect them negatively.

I explained to the respondent that this is a research project whose purpose is not necessarily to benefit him or her personally.

I explained to the respondent that the answers he or she will provide during the interview would remain confidential.

A3. What level of education have you reached?

1. No	2. Primary Grade (7)	3. Secondary/High (12)	4. Tertiary (degree, diploma)
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Signature of fieldworker

Date:

A4. What is your marital status?

1. Single	2. Married	3. Living together	4. Widowed
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A5. How many children reside in your household?

Actual number	
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SECTION B: TO DETERMINE WHETHER INCOME GENERATED IN VARIOUS LOCALITIES EXCEEDS THE RURALITY LINE OF R2000 PER ANNUM

B1. Where do you carry out your business activities?

- 1. Street peddling
- 2. Informal building structures
- 3. Taxi ranks

- Instruction:**
1. Tick with (X) where applicable and provide the relevant responses of your option in spaces provided
 2. You are kindly requested to complete all the questions

SECTION A: TO DETERMINE THE EFFECT OF BIOGRAPHIC INFORMATION ON INCOME GENERATION BY THE STREET VENDORS

A1. Under which age group do you fall?

1. Youth: <35		2. Aged: 35-65		3. Elderly: >65	
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A2. What is your gender?

1. Male		2. Female	
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A3. What level of education have you reached?

1. No schooling	2. Primary (Grade 1-7)	3. Secondary(Grade 8-12)	4. Tertiary (degrees, diplomas, certificates)
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A4. What is your marital status?

1. Single	2. Married	3. Living together	4. Widowed
-----------	------------	--------------------	------------

A5. How many members reside in your household?	Actual number	
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SECTION B: TO DETERMINE WHETHER INCOME GENERATED IN VARIOUS LOCALITIES EXCEEDS THE POVERTY LINE OF R6288 PER ANNUM

B1. Where do you carry out your business activities?

1. Street pavements
2. Informal building structures
3. Taxi ranks
-

4. In front of supermarkets

5. Entrances to government institution

6. Mobile vending

B2. What type of items do you sell?

1. fruits & vegetables	2. prepared food	3. non-edible items (e.g. Airtimes)	4. general services(repairs)	
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B3. What are your spending patterns and how much do you spend per month?

How much do you spend in groceries?				R
How much do you spend in paying school fees?				R
Do you invest any money?	Yes	No	If yes, how much?	R
How much do you use in monthly expenses such as electricity, water, etc.?				R
TOTAL EXPENDITURE				R

B4. Marketing of produce

Type of product		Products procured		Marketing			
Food items	Non-food items	Quantity bought	Price (R)	Total costs (R)	Quantity sold	Price (R)	Income generated (R)
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							
9.							
10.							

Consumption		Spoilages	
Product	Quantity	Product	Quantity

B5. Do you have a monthly salary from your business activities?

1. Yes		2. No	
--------	--	-------	--

If yes, how much? R.....

B6. Do you have any assistance/ employee?

1. Yes		2. No	
--------	--	-------	--

If yes, how much do you pay them? R.....

B7. How are your products procured?

1. Delivery to you		2. Pick up from producer	
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If you pick them up from producers, how much does it cost to transport your products?
R.....

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D1.1.1 Lack of storage facilities affect your income generation

1. Strongly disagree	2. Disagree	3. Neither agree or disagree	4. Agree	5. Strongly agree
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D1.1.2 Harsh environmental conditions affect your income generation

1. Strongly disagree	2. Disagree	3. Neither agree or disagree	4. Agree	5. Strongly agree
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D4. What do you think can be the possible solutions to the challenges that you are facing?

