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A STUDY ON MARKETING STRATEGY OF ROAD SIDE FOOD VENDORS IN MADURAI CITY

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Abstracts

The National Policy for Urban Street Vendors, 2004 defines a street vendor as "a person who offers goods or services for sale to the public without having a permanent built up structure but with a temporary static structure or mobile stall (or head load). The terms vendor describe based on time or place where they work. Their usages vary according to locality and region. Their terming also differs from state to state and from country to country. Hence the present study aims to study the marketing strategy of road side vendors.

Introduction

Road side vendors are also termed as street traders, hawkers, sidewalk traders and peddlers. Road Side Vendors act as distributors of goods and services at affordable rates to the customers with an option to assess the product according to their economic and social conditions. The National Policy for Urban Street Vendors, 2004 defines a street vendor as "a person who offers goods or services for sale to the public without having a permanent built up structure but with a temporary static structure or mobile stall (or head load). The terms vendor describe based on time or place where they work. Their usages vary according to locality and region. Their terming also differs from state to state and from country to country. Hence the present study aims to study the marketing strategy of road side vendors

Statement of the Problem

In Indian cities, street vendors provide a low cost, decentralized and highly efficient system of distribution of a wide variety of goods of daily needs ranging from fruit and vegetables to clothes, utensils and many others. They reach the consumers at convenient locations, without whom people would have to travel large distances to procure these goods. The middle and lower income groups buy a large proportion of daily goods from these vendors at reasonable rates often lower than the formal stores.

The city of Madurai is famous for its street food like idli, dosa, vada, porata and many other dishes. Now-a-days in each and every corner of the street food stalls are newly emerging. Hence this study has been undertaken to know the marketing strategy of road side vendors in Madurai city.

Objectives of the Study

- To know the profile of the road side food vendors in Madurai city.
- To analyses the marketing strategies of road side food vendors.
- To give necessary suggestion on the basis of finding of the study

Profile of the Respondents

Gender wise Classification of the Respondents

The respondents were classified on the basis of gender. Gender wise classification of the respondent

Table 1 Gender wise Classification of Respondents

Gender	No of Respondents	Percentage
Male	57	57
Female	43	43
Total	100	100

Source: Primary Data

The table1 shows that, 57% of respondents are male and 43% are female.

Age wise Classification of Respondents

The respondents were classified on the basis of age. Age wise classification of the respondent

Table 2 Age wise Classification of Respondents

Age	No of Respondents	Percentage
20-25 years	25	25
25-30 years	23	23
Above 30 years	52	52
Total	100	100

Source: Primary data

It is inferred from the above table 2 shows that, 52% of the respondents belongs to the age group of above 30

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