

Indicators Influencing the Consumer Preferences in Buying from Street Vendors: A Study on Cox's Bazar, Bangladesh

Prosanjit Saha^{*}
Biplab Roy^{**}

Abstract: Existence of the street vendors in a developing country is a common phenomenon and in recent years the activities of street vendors and their contribution through the informal economy have become a contemporary issue. The study area, Cox's Bazar, is considered as the tourist capital of Bangladesh and street vendors play on that opportunity grabbing massive attention of the consumers or more precisely tourists. Most of the street vendors in Cox's Bazar are seen alongside the edge of different important points of sea beaches. This paper aims at stipulating the factors that motivate consumers buying from street vendors. A structured questionnaire using likert scale was used to survey around 200 respondents and through the factor analysis 6 important factors were identified. The study reveals that the consumers prefer to buy the souvenir items to keep a memento from a destination, the value for money, the diversity of products, showmanship of the vendors, nature of the products and the flexibility in purchasing when buying from the vendors in Cox's Bazar. Based on the findings, the street vendors can construct a strong competitive advantage and a high level of consumer satisfaction that can eventually improve their (vendors) wellbeing and the economy as a whole.

Keywords: Street Vendors, Informal economy, Cox's Bazar, Value for money, Piece of memento, and Diversity of products.

1. Introduction

The term "street vendor" in English is typically used interchangeably with "street trader," "hawker," and "peddler". Conventionally, street vendors are those who sell their products without any built infrastructure customarily mobile in nature because they move from one area to another by carrying their wares on pushcarts or in baskets on their heads. The openness of the cart helps them to easily attract their customers by showing their diverse wares. In recent years the activities of street vendors and their contribution through the informal economy have become a contemporary issue. The informal sector contributes a vital part of the economy, especially poor and developing countries (Joshi et al., 2009), and this sector is growing faster than formal sector. Within the informal sector, street vending is among the activities most affected by tourism due to its proximity to tourists and related tourism activities (Steel, 2011).

^{*}Lecturer, Dept. of Tourism and Hospitality Management, Faculty of Business Studies, University of Dhaka, Bangladesh. E-mail: prosanjit.thm@du.ac.bd.

^{**}Lecturer, Dept. of Tourism and Hospitality Management, Faculty of Business Studies, University of Dhaka, Bangladesh. E-mail: biplab.thm@du.ac.bd.

Cox's Bazar is considered as the tourist capital of Bangladesh and street vendors play on that opportunity grabbing massive attention from the tourists. Most of the street vendors in Cox's Bazar found alongside the edge of different important points of sea beaches and the street vendors here, vend varied items ranging from foods like fried sea fish, coconut, dry fish to handicrafts items, sea shell ornament, clothes, leather products, pickles of different flavors and other souvenir items in which tourists have a strong preference to purchase and vendors capitalizes on tourists' propensity to spend discretionary income on inessential goods and services (Griffith, 1987). The existence of street vendors helps lower middle class people by creating job opportunity and earn their livelihood and contributing to increasing revenue for local government although their existence destroys the beauty of city somehow. Street vendors tend to offer innovative products in major emerging markets, targeting the consumers falling largely in the middle-class demographic segment (McBride and Gillespie, 2000). Statistics about street vendors are scarce at national and international level due to the nature of vending business e.g. mobile, part time, and informality (Skinner, 2008). However, globally street vendors have some exciting figures like as a share of total informal employment, street traders generally accounted for 15-25 percent in African cities, 10-15 per cent in Asian cities, and 5-10 per cent in Latin American cities for the year 2001/03 (Esquivel, 2010). The number of street vendors in Bangladesh is large (Bhowmik S. 2005). Dhaka is the capital of Bangladesh and also its largest city. According to the Dhaka City Corporation there are around 90,000 street vendors in the city (New Age Metro, 2003). It is reported unofficially by several hawker associations that around 2.5 lakh street vendors ply their business on the capital city Dhaka public sidewalks in recent years, which has increased from 90,000 in 2005 resulting an emergence of new avenue for urban poor to support themselves and their families (Hussain, S. et al. 2015). Keeping pace with Dhaka, the number of vendors is increasing enormously day by day in different cities of Bangladesh. Conversation with the Hawkers association of Cox's Bazar reveals no exact data but the approximation indicates towards 1500 street vendors in Cox's bazar. Street vendors are pretty familiar to us from the ancient period. They used to sell their products peddling door to door in different countries. In the ancient time people's perception regarding them was positive, but presently they are not being treated as before. According to Bhowmik and Debdulal (2012), they are targeted by municipalities and police in the urban areas as illegal traders, the urban middle class complains constantly on how these vendors make urban life a living hell as they block pavements, create traffic problem and also engage in anti-social activities. Since there is a substantial demand for street vendors and their products in the mind of consumer, their significance cannot be overlooked. Nevertheless, in perspective of Bangladesh especially Cox's bazar no research has yet been conducted regarding the factors that motivate customers to buy from these street vendors that can assist to evaluate the demand for this platform and eventually their contribution in the economy.

2. Literature Review

Street vending is a vibrant sector of the urban informal economy that has attracted sustained academic and policy attention for several decades (Roever, S. 2014; ILO-wiego 2013, Williams and Nadin 2010). Existence of the Street vendors in the developing country is a common

phenomenon and they are considered as one of the major player contributing in the informal economy of a country. Broadly defined 'Street vendor' may refer to vendors with fixed stalls, such as kiosks; vendors who operate from semi-fixed stalls, like folding tables, crates, collapsible stands, or wheeled pushcarts that are removed from the streets and stored overnight; vendors who sell from fixed locations without a stall structure, displaying merchandise on cloth or plastic sheets; or mobile vendors who walk or bicycle through the streets as they sell (Roever, S. 2014). Differentiating them from the other criminal activities in the informal economy, Street vendors can be identified as all non-criminal commercial activity dependent on access to public space, including market trade, trade from fixed locations and hawking (mobile vending) (Lyons and Msoka, 2010). Alternatively, street trade considered as a feasible livelihood due to its small startup cost, flexible working hours and low barrier to entry (ILO & Wiego, 2013). Street vending plays a vital role in economic development contributing in reducing poverty, generating employment and increasing social mobility. (Nirathron, 2006; Njaya, 2014). Regarding the street vendors in Cox's Bazar there is an absolute dearth of literature and so is the exact numbers. A study conducted by the Intermediate Technology Development Groupon food vendors in Bangladesh and Sri Lanka (Leonard et al. 2002) reports that as street vendors are in the informal sector, there are no systematic documentation of the number of street vendors.

In marketing, the concept of preference means the desirability or choice among alternatives (Oliver and Swan, 1989). While Zajonc and Markus (1982, p. 128) propose that "a preference is a behavioral tendency that exhibits itself not so much in what the individual thinks or says about the object, but how he acts toward it", Thus Purchasing decisions are the behavioral outcome that precedes differentiation between several alternatives; a subsequent outcome of consumer preferences (Dhar et al., 2008). Preferences facilitate consumers' choice by enhancing their intentions towards the favored object. Actual purchasing behavior is likely to correspond to intentions; the mechanism of intention formation provides evidence of persistent consumer preferences (Van Kerckhove et al., 2012). Attitudes and motivations differ greatly between circumstances. Like in buying from the street vendors it is very usual not seeking for the brand but the purchase of other customers from the vendors can influence the buying decisions.

Shopping is a popular activity among tourists, and one of the most common encounters Western tourists have while traveling in developing countries is with stationary or roaming vendors (Timothy and Wall 1997). One of the major indicators affecting the choice of buying pattern is the cost. It has been observed in Cox's Bazar likewise the case studies of Mexico, residential colonies are covered by the street markets organized periodically, which attract customers of super markets and department stores on the rationale of convenience and low buying cost to customers in addition to the derived satisfaction of the freshness of products (Williams, 2003). Street foods are adopted because they are inexpensive (Chakravarty, and Canet, 1996), and the prices charged by vendors are very competitive in comparison with the non-street food shops as most of the vendors have their own transport and the taxes they pay to the local area governing body or municipality are marginal. The availability of raw materials also motivates in food production (Sukphisit, 2003). Moreover, cultural, social and personal factors are always considered to be the

major forces influencing consumers' buying behavior (Kotler and Keller, 2006). An understanding of such factors helps businesses at tailoring products that meet consumers' needs and wants. From the consumer's point of view, quality is all that the consumer wants to get out of the product and the perceived quality. It is confirmed that consumers' perception of quality is considered a pivotal determinant of product choice (Zeithaml, 1988). Consumers' perception of quality is influenced by the product's intrinsic attributes as well as by extrinsic indicators and cues provided by the seller of the product (Caswell et al. 2002). The food cooked by the vendors in the street markets is perceived to taste like home cooked food and such cultural identity influences the consumer decisions about the private and public kitchen, the spaces of consumption with ethnicity and an understanding of what is authentically traditional despite the hygiene standards (Bennett and Iossa, 2008). Knowledge of special ingredients and cooking methods helps street food vendors to attract more customers. This knowledge of cooking methods transferred from the generation-to-generation within the family members and difficult to imitate by non-street food vendors. Many researchers argued that the street food vendors could differentiate offering by uniqueness and varieties of food or services (Nirathron, 2006), and kinds of meal (Nirathron, 2006). However, presentation or showmanship of the vendors while cooking foods or presenting products (Yee and Gordon, 1996, Nirathron, 2006) has a strong impact on the consumers' preference choosing the street vendors. Ambience of marketplace, assortment of vending booths and excitement motivate the buyers to stay long in the street markets (Rajagopal, 1999). The common areas of distinctive competence identified include experience and knowledge, uniqueness of product or service, better than average service, location, low cost and price, quality of product, variety of products, friendly atmosphere, reputation and unique method of marketing (Stoner, 1987). Mobile vendors are quite preferable to the consumer in a different angle as well. Since consumers rely on sensory effects of touch, feel and pick, therefore the appearance, trustworthiness of vendor makes their choice easier (Rajagopal, 2009) and contented in choosing from a wide range of products being examined by them physically.

Tourist's generally prefer to purchase some memorable things that bears the identity of them being there at that time and often commemorating the experience of that particular destinations thus the souvenir items is one of priority segment of products of the vendors. Thus, souvenir and craft vendors are one of the most ubiquitous segments of the informal sector in developing countries, and one, which has widespread tourist appeal (Griffith 1987; IDRC 1975). Previous studies on souvenir items sold by these street vendors stores are well investigated (Kristen and Horridge 2004; D. Thang and Tan 2003). The vendors in the street market understand how to sell products to target customers, how to emphasize commonality with the mainstream markets and where the differences lie (Emslie *et al.*, 2007). These markets have responded to both types of consumers in some cases by branding the product as well as by stocking a wide variety of foods including those that are not locally produced (Sinnreich, 2007). Although the developing country like Bangladesh have tourism plans but very few of those plan recognize the importance of the informal sector or even acknowledge its existence (Wall 1996). Despite having a lot of significance, as indicated above, on the economy as a whole and the tourism in particular, informal sector has always been

overlooked in Bangladesh. Measuring the significance of this informal economy entrepreneur, the perception of consumer and their preference will act as a yardstick.

Table 1: Summary of the literature (compiled by the authors)

Authors	Objectives	Study Area	Findings
Sally Roever, 2014	How macroeconomic, city/government, and value chain – play out among the street-vending sector across cities.	IEMS fieldwork in the in five cities.	A clear theme in the focus groups was the importance of attracting and maintaining repeat customers: through visibility (selling in the same location every day), through offering a reliable selection of quality stock, and through keeping prices low.
Mramba, R. N. 2015	Conceptualizing the street vending business for income poverty reduction.	Tanzania (2014–2015)	Street vending business like another informal business is important to the livelihood of many less educated people. It acts as a substitute of employment for those who lacked such opportunity in formal sector.
Eijaz Ahmed Khan (2010)	Assess the nature and extent of the core competencies that exists for street food vending compared to non-street food shop.	Bankok during (February and March 2010)	Study explored four core competencies for the street food vending: ‘The ability to provide food in cheaper price,’ ‘the ability to choose convenient location,’ ‘the ability to deliver food in a shorter time,’ and ‘the ability to maximize the use of opening and closing hours of shop’.
Rajagopal (2009)	How consumers’ decision-making styles shift towards shopping at malls as well as street markets in Mexico City.	Mexico City (2010)	The shoppers largely prefer street markets as they exhibit ethnic and cultural attributes while cross-cultural attributes of stores and shopping ambience is found to be one of the major determinants of shopping behavior.
Santoso, D. S. 2013	To explore the perspectives of foreign tourists from western developed countries (western tourists) towards the presence of street vendors on the sidewalk of Bangkok.	Thailand (Pratunam and Sukhumvit) in the period of August 2010	Organizing street vendors in well-prepared plot by considering space for walking will be more attractive for tourists. Imposing strict rules in prohibiting parking on sidewalk.

Timothy and Wall 1997	Concerned with the extent to which stationary street vendors in Yogyakarta conform to the characteristics of informal-sector employees as described in the economic development literature.	Yogyakarta, Indonesia, May and June 1995.	Governmental involvement can be viewed, in part, as a means of controlling the nature of resident-visitor encounters in shopping activities and thus influencing the nature of tourists' experiences. Interests of providing greater local access to the economic benefits of tourism and colorful shopping experience for visitors.
Tong, D. Y. K 2014	To analyze international tourists' interests on street vendors souvenirs sold in Melaka UNESCO sites.	Melaka, Malaysia, 2014	There is demand for locally made souvenirs and the street vendors can contribute making those to give tourists a unique experience. This implies that the vendors have room for enhancement to include different categories of souvenirs to capture the tourists' attention.

3. Significance of the Study

Street vendors' have an enormous contribution in informal sectors of the economy and this business obtained a lot of attention by the research works conducted on their socio-demographic profile and role in informal sector of economy nevertheless there is a very few noteworthy study has been found regarding consumers' preferences regarding street vendors. In case of Cox's bazar, which known as tourist capital of Bangladesh, the importance of street vendors is considerably higher than any other cities. Tourists always prefer to buy quality and attractive products in low price for keeping the memories of tour alive. Street vendors stretch this opportunity to the consumers thus get special attention from the tourists although they have no permanent built infrastructure to do their business smoothly. This study aims at subjecting the indicators that can assist street vendors constructing a strong competitive advantage and a high level of consumer satisfaction that can eventually proliferate their (vendors) wellbeing and the economy as a whole.

4. Objectives

The study mainly focuses on street vending in Cox's Bazar. The main objective of the study is to find out the indicators that influence consumers to purchase product from street vendors in Cox's bazar. Besides this objective, other objectives are to identify what is the current scenario of street vending business, and their contribution in the informal economy.

5. Methodology

The research problem is to identify and analyze the indicators influencing the consumer preferences in buying from street vendors in Cox's bazar. This was done by the identification of most significant variables among 19 variables. both primary and secondary data analysis and pertinent literature review was made to conduct the study. an initial exploratory research has been conducted, along with extensive brainstorming supported by the secondary sources helped in

identification of the variables of the study. The study has used quantitative research rather than qualitative research. This research mainly focuses with numbers in addition to comprehensive use of ratios to calculate as well as explore these figures along with numbers. The sample size for the research was 200. Researchers used the convenience to select the sample. Convenience sampling is used as it offers collecting data without extra effort. The sample is selected on ground that they are found in the location conveniently and timely. Respondents were selected from Dhaka and Cox's bazar region who visited Cox's bazar at least once and purchased something from street vendors. A self-administered questionnaire in English was developed to gather information from respondents. For the research and data analysis purposes researchers have been using 5 (five) points Likert Scale, which is a part of Non Comparative Scaling Technique. Sample size is 200 respondents including both man and woman and researchers went personally to targeted respondents. After pilot testing on 10 percent respondents, 200 sets of survey questionnaires were distributed among respondents and data is collected in Likert Scale. Background and the respondents' profiles are analysed by using descriptive statistics. The common statistical tools such as mean, frequency, cumulative percentage and percentage are used to evaluate the data collected through the questionnaires survey. Factor analysis is also conducted for data reduction. These statistical analyses were conducted using the Statistical Package for Social Sciences (SPSS 20) software.

6. Data Analysis

Table 2: Respondents Socio-Demographic Profile

Gender	Frequency	Percentage	Number of visit	Frequency	Percentage
Male	142	71%	One	23	11.5%
Female	58	29%	Two	97	48.5%
Age Segment			Three	37	18.5%
Up to 20	25	12.5%	Four	43	21.5%
21-30	110	55%	More than four	20	10%
31-40	32	16%	Total	200	100%
41-50	20	10%	Profession		
Above 50	13	6.5%	Student	85	42.5%
Total	200	100%	Business	25	12.5%
Educational Level			Hotel associates	20	10%
No Education	2	1%	Service holders	60	30%
Primary level	25	12.5%	Others	10	5%
SSC	30	15%	Total	200	100%
HSC	20	10%	Income		
University level	105	52.5%	Less than 10,000	70	35%
Others	18	9%	10,001-20,000	11	5.5%
Total	200	100%	20,001-30,000	38	19%
Marital Status			30,001- 40,000	65	32.5%
Married	90	45%	Above 40,000	16	8%
Single	110	55%	Total	200	100%
Total	200	100%			

Table 2 provides the respondents' socio-demographic information. Out of a total of 200 respondents listed for analysis, 142 (71%) were male and 58 (29) were female. Data were collected from different age group. Large group of respondents were from 21-30 (55%) age group and 105 (52.5%) respondents were doing and completed university level education. On the other hand, 45% respondents were married and 55% were single. In case of number of visit in Cox's bazar 48.5% respondents visited Cox's bazar two times followed by four times visitors. In addition, 42.5% respondents were students were as 30% respondents answered that they were service holders. Respondents listed 35% of their income less than 10000 taka per month and 32.5% have income range 30,001-40,000 taka.

In this study, 19 variables have been taken into consideration. The variables are derived from reviewing the literature review. And for the factor analysis to be appropriate, the variables must have to be correlated. These variables are as follows:

No.	Variables	No.	Variables	No.	Variables
1	Cheap Rate	8	Availability of products	15	Word of mouth
2	Affordability in consumption	9	Scope of bargaining	16	Different promotional activities
3	Hygienic Product	10	Negotiate facility	17	Scope of interaction
4	Quality and Unique product	11	Availability of street vendors	18	Meet local culture
5	Unique experiences	12	Lots of options	19	Overall preferences
6	Presentation of products	13	Provision of Souvenirs		
7	Diversity of product	14	Exciting memories		

Bartlett's test of sphericity has been used to test the null hypotheses that the variables in the study are not correlated. In other words, the null hypothesis states that the population correlation matrix is an identity matrix. In an identity matrix, all the diagonal terms are 1 and all off-diagonal terms are 0. The test statistic for sphericity is based on a chi-square transformation of the determinant of the correlation matrix. A large value of the test statistic will favor the rejection of the null hypotheses. If this hypothesis cannot be rejected, the appropriateness of the factors will be questioned. Another useful statistic is the Kaiser- Mayer- Olkin (KMO) measure of sampling adequacy. This index compares the magnitudes of the observed correlation coefficients to the magnitudes of the partial correlation coefficients. Small values (below 0.5) of the KMO statistic indicate that the correlations between pairs of variables cannot be explained by other variables and that factor analysis may not be appropriate.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.751
Bartlett's Test of Sphericity	Approx. Chi-Square	766.976
Df	171	
Sig.	.000	

Consequently, from the above table, it is apparent that factor analysis is appropriate. Here, the KMO value is .751, which is between 0.5 to 1.0 and the approximate chi-square statistic is 766.976 with 171 degrees of freedom, which is significant at the 0.05 levels. Therefore, the null hypotheses can be rejected and the alternative hypotheses that all variables are correlated to each other can be accepted. To analyze the variables ranging from V1 to V19, factor analysis has been used for data reduction. This analysis reveals the most important factors that motivate consumers to buy from the street vendors.

A Principal Component Analysis (PCA) with a Varimax (orthogonal) rotation of 15 of the 20 Likert scale questions from a preference survey questionnaire was conducted on data gathered from 200 participants. The results of an orthogonal rotation of the solution are shown in Table 4. When loadings less than 0.45 were excluded, the analysis yielded a six-factor solution with a simple structure (factor loadings $\geq .45$).

Table 4: Factor Analysis for Consumer Preference in Buying from Street Vendors

Component	Factor Loadings*						Communality**
	1	2	3	4	5	6	
Cronbach's Alpha (α)	.832	.815	.780	.714	.837	.758	
Provision of Souvenirs	.797						.641
Exciting Memories	.768						.606
Scope of Bargaining		.708					.534
Negotiate facility		.599					.544
Availability of Street Vendors		.580					.524
Availability of products		.542					.477
Lots of options		.485					.629
Word of mouth			.763				.647
Diversity of Products			.664				.584
Hygienic product				.803			.673
Quality & Unique product				.659			.535
Presentation of products					.750		.702
Unique Experience					.673		.599
Cheap Rate						.773	.665
Affordability in consumption						.551	.503
Eigenvalues	4.135	1.883	1.373	1.267	1.157	1.068	
Percentage of total variance***	25.762	10.908	9.227	8.670	7.008	6.622	
Number of test measures	2	5	2	2	2	2	

*Factor loadings $\geq .45$

** Communality $\geq .50$

***Total variance Explained 68.197

The communalities of the variables included are rather high overall with one variable (Availability of products) having a small amount of variance (47%) in common with the other variables in the analysis. This may indicate that the variables chosen for this analysis are only weakly related (less than 50% variance can be explained) with each other. However, the KMO and Bartlett's Test of Sphericity and the factor loadings (.542) indicate that the set of variables are at least adequately related for factor analysis. We have excluded 4 factors based on the low communalities (less than .45) also supported by the factor loadings. i.e. less than .45.

It is quite evident that only 6 factors have been extracted, as their cumulative percentage is greater than 68% and Eigen value is greater than 1.0 (As it is recommended that factors with Eigen values greater than 1.0 should be retained) that indicates the adequacy of the analysis using derived factors.

The Six Topic Factors

At the very top of Table 4, the number of items that make up the factor loadings, and the associated Cronbach's alpha is specified. A high value for Cronbach's alpha indicates good internal consistency of the items in the scale, when using Likert-type scales it is imperative to calculate and report Cronbach's alpha coefficient for internal consistency reliability for any scales or subscales one may be using (Gliem & Gliem 2003). Two items loaded onto Factor 1. It is clear from Table 4 that these two items both relate to purchase from street vendors due to retaining a memory with them in the form of souvenir. This factor loads onto provision of souvenir items and the exciting memories. This factor can be labeled, "**Collecting a piece of memento**". Cronbach's alpha for this factor is highly reliable at .832 that also supported that there is a lower measurement error in this test. Five items load onto the second factor related to consumers' preference towards the scope of bargaining and the availability of products. And shows the high loadings in the following factors: scope of bargaining, availability of street vendors, lots of options, negotiating facilities, availability of products. As the scope of bargaining and the negotiating facilities coefficients are quite higher than the other two variables. It can be assumed that if there is an availability of products and street vendors in a market then the consumer will surely get more bargaining scope thus close their sell in convenient way. So, the factor was tagged as '**Flexibility in purchasing**'. This is also supported by a highly reliable Cronbach's alpha (.815). The two items that load onto Factor 3 relate to the word of mouth communication and the diversity of products carried by the vendors. These two variables are somewhat quite independent to each other's but as the factor reveals a great reliability (Cronbach's alpha .780) and the associated variables have coefficients are higher than .5. Therefore, this factor can be named as, "**Diversity of products with referrals**". Items for Factor 4 related to the importance of quality of product when buying from street vendors. The two separate variables merge onto this factor are hygiene products in terms of food and the unique products. This factor can be referred to as "**Nature of products**". This factor is also found to be reliable ($\alpha=.714$). Factor 5 has a high coefficient for presentation of products and unique experience that indicates towards the consumer's preference towards the learning of something exciting by the showmanship of the street vendors. Thus, this factor that is quite highly reliable

($\alpha=.837$) can be tagged as “**Showmanship of the vendors**”. Items for Factor 6 represented the cost are associated with the preference of consumer. And has a coefficient for cheap rate and affordability of .773 and .551 respectively. Hence it can be named as “**Value for money**”. It is evident that the Cronbach’s alpha indicating a strong ($\alpha=.758$) internal consistency between the variables.

7. Discussion

It is apparent from the study that consumers’ preference hinges on several psychological and behavioral aspects when purchasing products from the street vendors in Cox’s Bazar. Study reveals that consumers prioritize the products that they could carry home in the form of souvenir, this very factor is related with merely tourism destination since it is only memory that one can carry from a tourist destination with them and as opportunity emanates to objectify that thing they strive for acquiring that. Hence, collecting a piece of memento is one of the strongest drives that a consumer or more precisely a tourist can have while selecting the street vendor as their seller. Availability of street vendors in a market typically stimulates plenty of options for the target markets to choose for the best deal. And while there are a lot of options to opt for, consumer’s preference shifts towards the ability to bargain for the best deal and therefore psychologically they tend to need some flexibility while purchasing from street vendors and that eventually results in a satisfaction. It is a familiar scene that street vendors, crammed with a lot of things in their little pushcarts or temporary outlets, grab substantial attention from buyers. Survey shows that consumers tend to purchase from the vendors having diverse products that serve different purposes and the consumer also refer those vendors to their acquaintances’. Since there is no promotion in favor of their products, street vendors use the diversity in their offerings as their advert and subsequently consumers’, spreading a positive word of mouth, bolster their endeavor. The study reveals that the quality of the products and the hygiene standards in food also influence the consumer’s preference. As the study area is a tourist destination and the consumer varied in a different way ranging from domestic to foreigners, the quality of the product does have an impact on their buying decision. It is also comprehensible that this quality and the hygiene factor might not be an essential indicator while purchasing foods and other products from other city street vendors’ therefore the researchers titled this factor as the nature of the product and tries to simply that it is dependent upon the product category whether the quality matters or not. Seafood, ornaments made of seashells and many other ethnic products are the center of attraction for most of the consumers visiting in Cox’s Bazar. And from the respondent it is evident that the presentation of the products by the vendors enthralls them to get an exotic experience in a new place. Thus the showmanship of the vendors can also motivate the customer’s willingness to buy. Perhaps it is the cost of the products that is the most important determinants while taking a purchasing decision but in terms of street vendors cost of the product might not be a strong element and therefore should be backed up by the aforementioned indicators. Nevertheless, consumer psychologically always wants to get their money utilized and so the value for money always drives the consumers’ preference to choose products from the vendors that they will keep it as a memory.

8. Concluding Remarks

Street vendors are those who sell their products in mobile cart mostly found besides the roads and densely populated open areas. Their products range from normal cosmetic products to delicious and lucrative food items. They are seen almost all the cities of a county especially in tourist cities. Cox's bazar the tourist hub of Bangladesh is not out of this tradition. Huge numbers of street vendors are available with their cart around the city and maximum time tourist make their first interaction with them. Street vendors has huge contribution in the economy of Bangladesh through their vending activities. Consumers especially tourists are always very much keen to buy from street vendors for various reasons. They offer variety of products at cheap rate, which gives consumers flexibility in buying products from them. The products that tourists buy from street vendors use as a piece of memento for keeping the memories alive. Products that vendors offer also standard in quality and consumers get full value for money.

The study also finds that another most crucial reason behind the preference of consumers for buying from street vendors is their ability of showmanship with attractive presentation of products. Though consumers buy from street vendors for keeping the product as a memento so vendors should collect, sell and promote local products made by local people. Amount of sale they can increase by showmanship so they can participate in training programs like how to deal and motivate consumers to buy products as well as must offer quality products at a low price for long term benefits rather than focusing on short term gain. On the basis of finding from the study the researchers suggest to focus on some issues regarding street vendors such as local authority can take proper promotional initiative for improving the image of street vendors to consumers. Still now in maximum cases no step yet taken for ensuring hygiene, so municipality can come forward to set proper rules and monitor all the things. In Cox's Bazar the street vendors are found scattered here and there besides the beach and make the area crowd. So the authority can take measures to settle them in appropriate places for maintaining the beauty of beach area. They can also form vendors' association to ensure their rights.

9. Future Research

The study has tried to identify the indicators that motivate consumers to buy from street vendors. The data were collected from Dhaka and Cox's Bazar in small number. Despite this study has strength; the research has only examined some factors which motivate consumers to buy from street vendors. Future researches are suggested to determine other factors with larger number of samples from all around the country.

Street vendors has a significant contribution in informal sector of economy of a country. So future research can find out the how and how much significance street vendor has on economy as well as how to brand the street vendors to consumers.

References

- Bhowmik, S. (2005). Street vendors in Asia: A review. *Economic and Political Weekly*, 2256-2264.
- Bhowmik, S. K. & Debdulal, S. (2012). Street Vending in Ten Cities in India. School of Management and Labour Studies Tata Institute of Social Sciences.
- Bennett, J. & Iossa, E. (2008). Building and managing facilities for public services. *Journal of Public Economics* 90(10): 2143-2160.
- Caswell, J. A., Corinna M. N. & Eliza M. M. (2002). Unifying Two Frameworks for Analyzing Quality and Quality Assurance for Food Products. In *Global Food Trade and Consumer Demand for Quality*, ed., B. Krissoff, M. Bohman, and J. A. Caswell, 43-61, New York, NY: Kluwer Academic/Plenum Publishers.
- Chakravarty, I & Canet, C. (1996). "Street foods in Calcutta" *FNA/ANA* 17/18, p. 30.
- D. Thang, & B. Tan (2003). Linking consumer perception to preference of retail stores: an empirical assessment of the multi-attributes of store image, *Journal of Retailing and Consumer Services*, 10, 193-200.
- Dhar, R. & Novemsky, N. (2008). Beyond rationality: the content of preferences, *Journal of Consumer Psychology*, 18 (3), 175-178.
- Esquivel, V. (2010). The informal economy in greater buenos aires: A statistical profile. Manchester, M2 7EN: Women in Informal Employment Globalizing and Organizing (WIEGO). "Retrieved from" http://www.inclusivcities.org/wp-content/uploads/2012/07/Esquivel_WIEGO_WP8.pdf
- Emslie, L., Bent, R. & Seaman, C. (2007). Missed opportunities? Reaching the ethnic consumer market. *International Journal of Consumer Studies*, 31 (2): 168-173.
- Griffith, H. D. (1987). Beach Operations: Their Contributions to Tourism in Barbados. *Caribbean, Finance and Management* 3: 55-65.
- Gliem, J. A. and Gliem, R. R. (2003). Calculating, Interpreting, and Reporting Cronbach's Alpha Reliability Coefficient for Likert-Type Scales. Midwest Research to Practice Conference in Adult, Continuing, and Community Education. "Retrieved from" <http://www.ssnpstudies.com/wp/wp-content/uploads/2015/02/Gliem-Gliem.pdf> on November 11, 2015.
- Husain S. Yasmin, S. & Islam, S. (2015). Assessment of the Socioeconomic Aspects of Street Vendors in Dhaka City: Evidence from Bangladesh. *Asian Social Science*; Vol. 11, No. 26.
- International Labour Organization & Wiego (2013). Women and Men in the Informal Economy: A Statistical Picture (2nd ed.), "Retrieved from" <http://wiego.org/publications/women-and-men-informal-economy-statistical-picture-2nd-edition>.
- IDRC (1975). Hawkers and Vendors in Asian Cities. Ottawa: International Development Research Center.
- Joshi, K., Hasan, R. and Amoranto G. (2009). "Survey of informal Sectors Enterprises-Some Measurement Issues" ADB Economics Working Papers Series No. 183, December 2009.
- Khan, E. A. (2010). Core Competencies of Micro Businesses as Sources of Competitive Advantage: An Exploratory Study of Street Food Vending. Master of Business Administration Thesis, School of Management, Asian Institute of Technology, Thailand. "Retrieved from" <http://dx.doi.org/10.2139/ssrn.1681443>
- Kotler, P. (2006). Marketing management: Analysis, planning and control. Englewood Cliffs (N.J.): Prentice-Hall, 5th edition.
- Kristen, K. S. & Horridge, P. E. (2004). A Structural Model for Souvenir Consumption, Travel Activities, and Tourist Demographics, *J. Travel Research*, 42, 4, 372-80.

- Leonard, T. Susul, L. & Saha, R. (2002). *Energy and Street Food*, project conducted by Intermediate Technology Development Group and funded by DFID. "Retrieved from" http://www.itdg.org/docs/energy/energy_and_street_foods_final_report_r7663.pdf
- McBride, J. B. & Gillespie, K. (2000). Consumer innovativeness among street vendors in Mexico City. *Latin American Business Review* 1 (3): 71-94.
- Mramba, R. N. (2015). The Conception of Street Vending Business (SVB) in Income Poverty Reduction in Tanzania, *International Business Research*; Vol. 8, No. 5.
- New Age Metro*, August 17, 2003, www.newagebd.com
- Nirathron, N. (2006). Fighting Poverty from the Street: A Survey of Street Food Vendors in Bangkok, Informal Economy, Poverty and Employment, International Labour Office Thailand Series, Number 1, 1-83.
- Njaya, T. (2014). Nature, Operations and Socio-Economic Features of Street Food Entrepreneurs of Harare, Zimbabwe. *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 19(4), 49-58. "Retrieved from" <http://dx.doi.org/10.9790/0837-19434958>
- Oliver, R. L. Swan, J. E. (1989). Consumer Perceptions of Interpersonal Equity and Satisfaction in Transactions: A Field Survey Approach, *Journal of Marketing*, 53 (April), 21-35.
- Roever, S. (2014). Informal Economy Monitoring Study Sector Report: Street Vendors. Cambridge, MA, USA: WIEGO.
- Rajagopal (1999). Empowering rural women groups for strengthening economic linkages. *Development in Practice* 9 (3): 327-330.
- Rajagopal, Dr. (2009). Street Markets Influencing Consumer Behavior in Urban Habitat (June 30, 2009). EGAD Working Paper #2009-03-MKT. Available at SSRN: "Retrieved from" <http://ssrn.com/abstract=1434943> or <http://dx.doi.org/10.2139/ssrn.1434943>.
- Santoso, D. S. (2013). Perceptions of Foreign Tourists towards Street Vendors in Bangkok School of Engineering and Technology, Asian Institute of Technology, Pathumthani, 12120, Thailand. *Proceedings of the Eastern Asia Society for Transportation Studies*, Vol. 9, 2013.
- Sukpisit, S. (2003). "Franchise, Traditional Style." *Bangkok Post* (20 July 2003: 5).
- Stoner, Charles R. (1987). "Distinctive Competence and Competitive Advantage," *Journal of Small Business Management* 25 (April), 33-39.
- Sinnreich, H. J. (2007). Baluty market: A study of a food space. *Food, Culture and Society: An International Journal of Multidisciplinary Research* 10 (1): 73-84.
- Skinner, C. (2008). Street trade in Africa: A review. Kwazulu-Natal: School of Development Studies, University of Kwazulu-Natal. "Retrieved from" <http://sds.ukzn.ac.za/files/wp%2051%20web.pdf>
- Steel, G. (2011). Local encounters with globetrotters. *Annals of Tourism Research*.
- Tong, D. Y. K. (2014). International Tourists Interest in Street Vendors Souvenirs: A Descriptive Study. *SHS Web of Conferences* 12, 01041 (2014)-DOI: 10.1051/shsconf/20141201041
- Timothy, D. J. and Wall, G (1997). *Annals of Tourism Research*, Vol. 24, No. 2, pp. 322-340, 1997.
- Van, K. A., Geuens, M. and Vermier, I. (2012). Intention superiority perspectives on preference-decision consistency, *Journal of Business Research*, 65 (5), 692-700.
- Williams, E. (2003). Market reforms, technocrats, and institutional innovation. *World Development* 30 (3): 395-412.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing* 52, 2-22.
- Zajonc, R. B. and Markus, H. (1982). Affective and cognitive factors in preferences, *Journal of Consumer Research*, 9 (2), 123-131.