

## **Street Food: Stories and Insights on Production and Operations, Marketing Strategies, and Vending**

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### **Abstract**

*This study explored the stories of street food vendors in Bacolod City, Philippines. The approach used in this qualitative research is narrative inquiry. A series of interviews were conducted with the three conversation partners. Rigors of the findings were established using member checks for credibility, stepwise replication and code-recode strategy for dependability, thick description and purposive sampling for transferability and check re-check for confirmability. Results revealed five (5) themes with (12) sub-themes. The stories of the street food vendors unfold their challenges, marketing strategies, production and operation, and vendors association. The major concern expressed by the conversation partners were production and operation and marketing strategies. There are some differences in the vendors' awareness and practices on food safety and sanitation based on their qualities as food handlers. Also, the vendors were part of micro-enterprise having concerns with local authorities over licensing, taxation, site of operation and street food vending. Knowing the vendors' stories may help the government and non-government organizations understand their plight and may be used as basis in coming up with projects that can help them alleviate their economic conditions.*

**Keywords:** *hospitality management, street food vending, production and operation, marketing strategies, qualitative research, narrative inquiry, Philippines*

### **INTRODUCTION**

The hospitality industry offers various kinds of goods and services which includes food tourism that plays a role in delivering sustainability agenda (Everett & Slocum, 2013). Food tourism helps in the closer relationships between production and consumption by food products that are perceived to be traditional and local (Sims, 2009) resulting to increased tourism impacts (Everett & Aitchison, 2008). In Asia, food tourism is considered as an emerging industry (Tsai & Wang, 2017). There are various ways of packaging food tourism and one of them is the street food which responds to tourists who seek for eating the food cooked by locals in a destination, is affordable, nutritious, attractive to tourist, with low capital investment (Chayada, 2017).

Despite of street food vending being considered as a "menace" or an "eyesore" that prevents the development of a world-class city (Anjaria, 2006), it is an integral part of society, particularly in cities, in almost all countries - underdeveloped, developing or developed (Choudhury, Mahanta, Goswami, Mazumder, & Pegoo, 2011) and it provides a basic need for inhabitants (Muzaffar, Huq, & Mallik, 2009). Crops and livestock grown for markets can be easily integrated into a street and snack food enterprise and provide a reliable source of ingredients for processing (Fellows & Hilmi, 2011). However, many street food vendors face difficulties when filling out the tax return form and calculating the tax liability (Choong, Lai Ming Ling, & Ng, 2009) and this has policy implications with regard to poverty reduction and entrepreneurial development (Nirathron, 2005).

Filipinos, who are known to enjoy the average three meals a day plus desserts, race to the streets to satisfy their hunger for favourite Pinoy street food for a few pesos; while people of other countries may prefer dining and eating pizzas when hunger pangs strike (Dexter, Buted, Alex, & Ylagan, 2014). Street food vendors are available to all and can be found everywhere, street food vendors may be located outdoors or under a roof which is easily accessible from the street (Hanashiro, Morita, Matté, Matté, & Torres, 2005), responding to the daily need among working people to eat outside the home (Hanashiro, 2005).

With the demand for street food, vendors are challenged by various concerns which include food safety (Charmaine, & Troy, 2015), hygiene practices and methods of procurement of raw materials (Choudhury, 2010) in different locations within the urban area that constitutes the spatial market (Acho-chi, 2002). Food handlers play an important role in ensuring food safety throughout the chain of storage, processing production, preparation and retailing (Rahman, Arif, Bakar, & Tambi, 2012). Although street foods play an important role in meeting the food demands of urban dwellers, there are several health hazards associated with them (Chukuezi, 2010) notwithstanding that street food vendors observe proper food handling practices (Ackah et al., 2011).

The rights and capabilities of street vendors can be strengthened to improve tourist safety and urban food security (Patel, Guenther, Wiebe, & Seburn, 2014). Food safety authorities, licensing and inspection, implementation of hygiene principles by street food vendors monitor the factors affecting the correct operation (Trafialek, Drosinos, & Kolanowski, 2017). Since illnesses can be caused by mistakes in final food preparation and handling, understanding the food safety-related knowledge, attitudes and practices of food handlers, both commercial and private, is key to identifying ways to minimize the risk of foodborne illness (Majowicz et al., 2015).

Food legislation, regulation and enforcement have constantly failed to reflect the changing circumstances and incorporate them into town planning to ensure sustainability of street food vending and hence its contribution to sustainable development (Njaya, 2014). Moreover, climate change and variability may have an impact on the occurrence of food safety hazards at various stages of the food chain, from primary production through to consumption (Tirado, Clarke, Jaykus, McQuatters-Gollop, & Frank, 2010). Rapid urbanization in the developing world underscores the policy challenge of urban energy poverty (Szakonyi & Urpelainen, 2015).

As part of the tourism industry stakeholders, the researchers were interested in looking into the details of an emerging sector or provider in the industry.

## **Objective**

This study explored the stories of street food vendors in Bacolod City, Philippines. Specifically, this study vividly described how the street food vendors run their micro-scale business and earn a living.

## **Framework**

The theory based on survival strategy remains to be widely prevalent in explaining the development of the sector, recent studies have started to associate the growing presence of the sector with the logic of productive decentralization (Hassan, 2003).

Street vending can be seen as both a survival strategy and an additional form of income, depending on the motives and livelihood situation of the particular street vendor. Since street vending is a visible form of informal economic activity, it makes use of the public space, namely the streets; it automatically is subjugated to formal forces, being the local government, the maintainer of public space (Cross, 1998).

Specific for the urban area, (Moser, 1998) identified an 'asset vulnerability framework'. These include: labour (most important asset for urban poor), human capital, productive assets (often housing but in the case of street vendors market stalls), household relations and social capital. When looked at social, economic and political structures it is clear that street vendors hold a vulnerable position within society. If passed in its present form, it will constitute a mockery of street vendor's rights. If the government is serious about protecting the livelihoods of the urban working poor, it must incorporate not only the clauses of the national policy but also the progressive steps taken in this area by the governments (S. K. Bhowmik, 2010).

Consequently, the social context or the social and institutional embeddedness of street vending needs to be revealed. The importance of social networks and human capital for the activity of street vending, the households behind the street vendors and the multi-locality of the livelihood of street vendors can be included in this approach. It indicates as well that work and status aspirations of vendors need to be taken into consideration for the analysis of the socio-economic position of street vendors (Helliwell & Putnam, 2012).

In addition, street vending has its attendant problems, one major problem being fierce competition from retailers or people with permanent shops or premises. Street vendors normally work under harsh conditions. For instance, they do not have permanent structures and are therefore subject to the vagaries of the weather (Mitullah, 2003). Street vending is one of the most visible activities in the informal economy and is found everywhere in the world, both in developed and developing countries. It has been defined in many different ways by various authors (Al Mamun & Turin, 2016).

There are some general characteristics of informal street vendors. It appears they are typically women, not included in statistics, since difficult to gather data from unregulated economic activities and an overall lack of recognition of this sector overall. They come from poorer parts of the country (Yasmeen, 2001).

As to food safety and sanitation, channelling hygiene knowledge through education may reduce the risk of foodborne illness. Gibson, Rose, Haas, Gerba & Rusin (2002) suggest people who involved in providing, processing and service of meal required to involved with hygienic food preparation and the education. This demonstrates that the level of education is a significant factor in ensuring and main training appropriate food practices (Jianu & Chiş, 2012).

In general, poor food hygiene knowledge and frequently engaging in unsafe food handling practice lead to foodborne illness. Study by Osaili, Obeidat, Abu Jamous & Bawadi (2013) has revealed lack of knowledge of basics food hygiene including critical cooking and storage temperatures of food, cross contamination and personal hygiene within food handlers. It is necessary for food handler to have responsibility for ensuring the production of safe foods, and their knowledge, attitudes and practice preventing from any food poisoning cases (Angelillo, 2000). Human handling errors have been responsible for most outbreak of foodborne illness.

### Conceptual Framework



Figure 1. Schematic Diagram of the Study

With regard to livelihood, it is represented as a whole of dynamic interactions between actors and five vital capitals i.e. human, natural, physical, financial and social capital. Livelihoods in rural southern Laos are highly diverse, comprising a wide range of different productive activities (S. M. Martin & Lorenzen, 2016). In development theory, there is a research approach named: livelihood approach that gives a framework for measuring simple but complex groups such as informal street vendors in an urban context (Thompson et al., 2001).

## METHODOLOGY

### Research Design

Qualitative research aims to address questions concerned with developing an understanding of the meaning and experience dimensions of humans' lives and social worlds (Fossey, Harvey, McDermott, & Davidson, 2002). The researchers used narrative inquiry approach. Narrative inquiry, a relatively new qualitative methodology, is the study of experience understood narratively (Clandinin & Huber, 2010).

### Sources of Data

**Conversation Partners.** The conversation partners of the researchers were the street food vendors in front of the New Government Center, Bacolod City, Philippines. They sell typical street food such as fishballs, tempura, kwek kwek, dynamite and the like.

**Inclusion criteria.** To be included in this study, first they must operate all mobile food vending units and use kiosk for preparation and sales of street food. Second, they have been in such business for at least three years. Lastly, they must be members of the vendors' association.

### **Data Collection**

The researchers effort focused on collecting all the necessary, relevant information available at one time (Martin, 2010). The data were collected by conducting face to face interviews.

### **Rigors of the Findings**

The rigors of the findings were established using member checks for credibility. Interview transcripts were returned to the participants for checking in terms of accuracy and resonance with their statements. Code-recode strategy and stepwise replication were used to establish dependability. Transferability was ensured using rich description and purposive sampling. Audit trail and checking-rechecking of data were applied to ensure confirmability of the findings.

### **Data Explication**

Data analysis in qualitative research is a creative process and for this study, the six-step thematic analysis (Braun & Clarke, 2006) was applied by the researchers. The researchers read and re-read the data to familiarize themselves with the statements of the conversation partners. They looked at each statement and made sure each of these have a complete thought or can be given meaning. Then, the researchers started coding each statement using "units of meaning" and were converted into codes. The researchers used the spreadsheet and text analytics software to identify the cluster of meaning and initial themes. The researchers kept on the conversation partner's sentences if these are aligned with the code and initial themes. At this point, the researchers defined and further refined the themes and sub-themes identified in the analysis. The researchers started telling the complicated story of the data in a way which convinces the reader of the merit and validity of the analysis. They made sure sufficient evidence of the themes within the data are provided – i.e., enough data extracts to demonstrate the prevalence of the theme.

## **RESULTS AND DISCUSSION**

The intention of this study was to explore the story of street food vendors in Bacolod City. Substantial information was gathered through series of interviews with each of the conversation partners. The researchers presented and described the data from the interviews using units of meanings, codes and cluster of meanings. Each of the themes generated were thoroughly described by extracting statements from each conversation partner. This was done to come up with a rich description of each theme.

After data analysis, five themes and twelve sub-themes emerged. The first theme is Production and Operations. Under this theme, there are four (4) sub-themes. These are the Production Necessities, Production and Operation, Safety and Sanitation, and Supplies. The second theme is Marketing Strategies with five (5) sub-themes. These are Customers, Marketability of products, Business Location, Pricing Strategies, and Business Competitors. The third theme that we identified is Street Food Vending which is further divided into three (3) sub-themes. These are the Government Requirement, Financial Condition and Vendors Profile. Our fourth theme is Vendors' Association and the last theme is Challenges.

## **Production and Operations**

Vendors suggested structural improvement of the vending sites and provision of more sanitary facilities. Street food vendors were aware of hygienic practices, but do not put them in practice (Charles Muyanja, Nayiga, Brenda, & Nasinyama, 2011). With the booming street food industry in the developing world there is an urgent need to ensure food vendors adhere to hygienic practices to protect public health (Monney, Agyei, & Owusu, 2013). Street vendors are known to be important providers of food (McKay, Singh, Singh, Good, & Osborne, 2016). A lack of skills in preparing and cooking food could impact on health (European Food Information Council, 2011).

**Production Necessities.** Major sources contributing to microbial contamination are the place of preparation, utensils for cooking and serving, and the personal hygiene of vendors (Rane, 2011). Street vending exposes the vendors to several environmental pollutants (Amegah & Jaakkola, 2014). Street foods vending offers economic benefits to vendors and nutritious foods for urban dwellers (W. Y. Lin & Yamao, 2014).

Production Necessities are described by our conversation partners through the following statements:

*"... we have experienced that our generator broke down for 5 days (generator is not working). We waited for 5 days. We find ways while the generator is being fixed (they stopped selling for 5 days). .... We're still waiting for the truck to load the generator. The blender won't function using battery alone (it should be generator). It is Joyce's blender (in the ice cooler). We can use battery for lights. Most of the vendors use battery."*

*"...Only the two of us use the generator. The chicken joy and balut vendors also use battery. We use generator for blender."*

*... "We experience that the burner and stove were broken so we had to stop the operation. It's not easy to buy burner because it will take a lot of time. So we lose the customers because we couldn't cook their orders...."*

*Mine is battery operated. I also have generator at home but I think it's costly if I use it. I just use battery and charger. You need to use a lot of gasoline and you can use for a short time only (generator). If battery, you just need to plug it and you can use it until morning. I have charger at home.*

The replaceable materials are processed by first extracting the cooking actions that correspond to each material than measuring the similarity of the extracted cooking actions (Shidochi, Takahashi, Ide, & Murase, 2009). The street food vendors are global phenomenon in the developing world and can be seen hawking their wares in carts, bicycles or motorcycles (Dawood, Yew, & Jackson, 2010). Rechargeable batteries cover applications in many fields, which include portable electronic consumer devices, electric vehicles (Cheng, Liang, Tao, & Chen, 2011).

**Production and Operation.** The sale of food prepared in the streets is part of their everyday life for millions of people living in urban areas (Tedd;Naved, Chowdhury, & Liyanarachchi, 2001). It explores the spaces in which the street food which is characteristic of many areas of the city is produced (Wardrop, 2006). Street food has become a staple food for the commuters, workers, students, migrants and tourists (Malhotra, 2016). Production and Operation is described by our conversation partners through the following statements:

*“Yes there are many. It’s easy for us to buy and cook food. It is prepared there (at NGC). What we do is hotcake, which is made of flour, eggs and food coloring. We prepare it ahead because it is not allowed when we start to sell.”*

*...“ We insert the potato on the stick and put it inside the machine. I just twist it. It is still a whole potato but is already sliced. It looks like a spring. Its length is about 1 foot depending on how long the potato is, and if the stick is short, it’s also short.”*

*...“ My cousin is the one who cooks the hotcake. We prepare water, egg and flour. We prepare it at NGC because we bring our mixer.”*

*“If you're the one alone who will just sell, it's difficult. It's like you're cooking and holding a hot pan, then a customer orders softdrinks which is cold. Of course you may have trembling of hands after that. That's why it's the two of us who work together. There will be someone who will cut the tempura because the customer will wait for you.”*

Indeed, all steps of street food production and vending can be vulnerable, from the selection of raw materials, through to the storage and preparation of meals and even the vending site, often exposed to urban pollutants (Proietti, Frazzoli, & Mantovani, 2014). Several varieties of street foods are available to the public and quality of such ready-to-eat foods is primarily important from public health point of view (Kamalabai Koodagi, Mahesha, & Kumar, 2013). Many factors are involved in the process of freezing food products that determine and affect the finished product quality and the freezing equipment performance (Schaschke, 2011). A wide variety of processing methods is available and their use depends largely on the food to be processed (Verhoeckx et al., 2015).

**Safety and Sanitation.** Microbiological contamination is the most important health hazard associated with street foods, while the use of unpermitted chemical additives, pesticide residues, transmission of parasites, and environmental contamination have also been considered as other possible health risks (Al Mamun & Turin, 2016). Vendors were determined to have higher levels of food safety knowledge

than consumers, whilst trained vendors had better food safety knowledge and attitudes compared to untrained vendors (Samapundo, Climat, Xhaferi, & Devlieghere, 2015). Food safety amongst street food vendors is becoming a major public concern especially in urban areas of the developing world where this industry is expanding rapidly (Apanga, Addah, & Sey, 2014). Safety and Sanitation is described by our conversation partners through the following statements:

*“Our water is mineral and then we used real mango with our shakes. That is why it is good for your health ma'am (because they used pure mango with their shakes). We used food coloring and real mango fruit.”*

*...“ We wash our materials everyday and we check it if it's clean. Before we arrive there, all of our materials are cleaned. We never leave not unless it is cleaned because your customers can see it. You can never wash here because there's no water. Where they get it that is why when we arrive it must be cleaned already.”*

*“We make sure that the products are safe and clean before we buy them and we also change the oil. We also tell our supplier to get the new products arrived for we usually purchase the products.”*

*...” The wares that we're using were sterilize; it is what I learned when I was working in chowking. It can also spoil the food if the wares were not that clean even when it's new. The food will taste bad and may spoil if the ware is not sterilized. It's doesn't only benefit you, but also your customer, and the food that the customers eat that you're clean enough even when you're selling from the street.”*

Street vendors had some knowledge about diarrhoea and its associated risk factors. Toilet facilities were dominated by pour/flash toilet and pit latrine (C Muyanja, Nayiga, Brenda, & Nasinyama, 2011). Contamination of street food by chemical and microbiological pathogens is believed to be a significant contributor to foodborne diseases (Infosan, 2010). Recommendations on regulating the General Hygiene Principles, implementation of Hazard Analysis and Critical Control Point (HACCP) to strengthen the food sector, regular food safety and hygiene workshops and training for food handlers that commensurate with their roles were made (Ababio & Lovatt, 2015).

**Supplies.** Suppliers release capacity - a form of knowledge diffusion that describes the transmission of a sense of a supplier's tacit knowledge to manufacturers - influences their performance during vendor selection (Zerbini & Borghini, 2015). Food suppliers with training in food safety were significantly better than those without training with respect to the constructs of perception dimension of employee attitude, and the constructs of employee behavior and corporate practice associated with the behavior dimension (Ko, 2015). The shelf life of fresh products is one of the most important parameters in the fresh food supply chain, and therefore, the natural decay of products due to their ripening processes, and perishability, must be taken into account (Walsch, 2010). Our conversation partners told us that:

*“I have suppliers of potatoes there. If I buy there, they usually give me with sacks of potatoes. I'll just need to choose the sizes of potatoes I need. Even if I buy 30-50 kilos of potatoes, I prefer to choose it. They*

*give me the privilege to choose and they can open ten sacks of potatoes for me because I am a regular customer.”*

*...“ Sometimes you will not be able to sell it all. You can't even tell if you will be able to sell all your products from the other cart. I estimated how many kilos I will buy good for that day. I usually check if the products that I buy from the market are okay. we are not sure about it because I know that the products that I bought from the supplier are also bought in bulk.”*

*...“ So we had our supplier of our products such as tempura and fish ball from JnC and eggs from Burgos. The chili inside the dynamite was from Burgos. We also get our supply of soft drinks in Burgos and home seller for pepsi and coke.”*

*“At JNC. I buy at Burgos and Libertad. I am the one who prepares for it. My mom cooks for my sauce. I am the one who prepare what I will sell like making dynamite and cheese stick. I also blend the batter for kwek-kwek.”*

Product information provided by suppliers may include any labels or information on private such as quality, safety, and health and public, such as social fairness and sustainability assurances, some of which may be more closely associated with local foods by consumers (Onozaka, Nurse, & McFadden, 2010). The volume of meals produced by food services has been increasing. However, there have been cases of food poisoning associated with these establishments, and they are sometimes caused by the consumption of vegetables (Rodrigues & Salay, 2012). The food sector has a prodigious focus and is constantly gaining in importance in today's global economic marketplace (Govindan, Kadziński, & Sivakumar, 2017).

### **Marketing Strategies**

Marketers in the past have based their strategies on the assumption of infinite resources and zero environmental impact (Kotler, 2011). Methods for developing marketing strategies are discussed and particular focus is given to self-promotion conducted by businesses (Ashcroft, 2010). A model of competitive strategies will then be presented in a circular perspective, considering the shifting nature of what are called movement, imitation, and position games (Valdani & Arbore, 2015).

**Customers.** Customer satisfaction and customer loyalty and their relationships with the goal of establishing greater clarity on the path of relationship flow in the life insurance industry (Srivastava & Rai, 2013). Factors affecting customer satisfaction is of worth importance in order to know the reasons or the factors which are responsible to create satisfaction among customers for a particular brand (Hanif, 2010). Relationship with customers helps enterprise improve the profitability of their interactions with customers while at the same time making those interactions appear friendlier through individualization (V. Kumar & Reinartz, 2012). These are the statements of our conversation partners:

*“Most of the people who are buying from us are our loyal customers. We have customers who eat our pancakes as their dinner; they eat it during breakfast also. They just reheat it. They buy 200 pesos of pancakes. So*

*where can you find customers like that. If your product is not good, you will not be patronized.”*

*...“ It is way cheaper when they buy food from us. That’s why most of our customers are call center agents. We have foreign customers like Americans, Japanese, Taiwanese and Koreans, as long as you treat them well (the foreign customers kept on buying to them). I have this American customer who kept on coming back buying my mango shake. He lives in Mansilingan and he travels to NGC just to buy from me. But I think he returned to his country because I never saw him buy again.”*

*...“ That’s It. everything is affordable. Students can afford to buy even if it’s only 10 pesos. They are happy. We have a lot of regular customers: students, parents, working individual, everyone, complete. They can afford to eat here. Some customers ask for a discount and its okay with us. Example is, if a fishball is worth 5 pesos, and then our kwek kwek is 13 pesos, we can give it for 10 pesos; just like that, we give them discounts. It’s okay for us to give them discounts if they can’t afford to buy.”*

Customers have different faces and different roles; sometimes they are customer’s service and sometimes behave as citizens, especially when they have to pay taxes or comply with certain rules (Mihaela, 2014). Satisfied clients as the main premises that are done by the companies in order to be more efficient and to share much more clients on the market (Pintea, 2014). The coping mechanism used by customers’ changes depending on the severity of the service failure (Sarkar Sengupta, Balaji, & Krishnan, 2015).

**Marketability of Products.** Street and snack foods can provide for small-scale farmers in rural, peri-urban and urban areas. Moreover street and snack foods have positive effects on other member of the supply chain as well as poor consumers in rural, peri-urban and urban communities (Fellows & Hilmi, 2011). Street foods often reflect traditional local cultures and offer a unique cultural experience to tourists and even to ordinary consumers (Liu, Zhang, & Zhang, 2014). Traditional dishes were the most commonly prepared foods and classified into main meals, sauces, vegetables and snacks. The food groups consumed most commonly by street food vendors fall under energy-giving and body-building foods (Namugumya & Muyanja, 2012). The marketability of products based on our conversation partners were stated that:

*“What is my understanding about selling? It was a great help because we sell cheaper products compared to Hi-strips and Market Place. Their servings cost 45 pesos and you can’t eat if they are not occupied. Ours is only 20 pesos, you are able to eat because it’s cheaper and most of people are happy of what we sell because you can eat even if you are short on budget.”*

*“Dynamite” is in demand. Many people buy dynamite because it has a mix of cheese and spice. Many people at NGC like to eat dynamite but when you sell dynamite in other places it is not that saleable. Here at NGC, we are usually sold out in dynamite.”*

*...“ So far our products are saleable. It depends on people where they prefer to buy, but maybe the dynamite is the best seller of all our products. The dynamite gets sold out first. It seems like people are looking for dynamite. All products are saleable, but as what you could see, dynamite is the most saleable.”*

*“I make homemade fish balls but I stopped. You can earn so much if you sell homemade fishballs. If you sell by pack, its just few (earn so little from the original packed fishballs). I can profit more from eggs, water, softdrinks and dynamite.”*

These foods are alternatives to homemade food and are more affordable when compared with the food supplied at the restaurants (Ceyhun Sezgin & Şanlier, 2016). Price theory provides a general measure of market power and helps predict the effects of price regulation and mergers (Weyl, 2010). Global food demand is increasing rapidly, as are the environmental impacts of agricultural expansion (Tilman, Balzer, Hill, & Befort, 2011). Street food was considered to provide nutrients to the urban and rural populations at an affordable price (Keerthana & Suresh, 2017).

**Business Location.** The street vendor, a fellow traveler within the city, was quickly identified by chroniclers as an integral component of the modern city (Acerbi, 2014). Street vendors were one of the most visible sections of the urban, informal economy in different cities of the developing world as they were in public space in terms of the rights of the working poor to earn their livelihood on the one hand, and the civic authorities' constant regulation of this space on the other (S. Bhowmik, 2014). The district administration produces and maintains informality by creating a parallel set of rules where street vendors of Bangkok enjoy negligible rents and little competition (Batréau & Bonnet, 2016). Our conversation partners stated the following:

*“Then we are going to look for another place. Like in our post today, if we are not allowed there, we will transfer across the street. We're making sure that we will not go too far because we have plenty of customers there. Last time we were transferred near the entrance, we usually move but just make sure we are there (they move but they still stay along the area of NGC). If there is no chance, we don't insist it. That's what I can say.”*

*...“We will still look for a place at NGC but in different area, that is our technique They used to transfer in different location around NGC.”*

*...“ We started at NGC because there are a lot of people and it's a cool place. We are comfortable in selling there for it is safe. Unlike in other places which seem so dangerous, it's not too secured and the NGC is near to our house.”*

*...“You just need to focus with your business and how will you find a place to sell. But that's it. There are many people regardless if it is a school day or not. Most of the people go there because of the beauty and*

*the area. They have a nice parking area and it is quiet. I have been there for so long (at NGC)."*

The streets of our cities and towns are an important part of the livability of our communities (R. Smith, Reed, & Baker, 2010). It was nominated for their maintenance, sustainability and safety as well as their connectivity (Knack, 2008). Typically, street foods are sold on the street from temporary structures in open-air locations (Al Mamun & Turin, 2016). Vendors livelihood enterprises occur within public spaces not customarily used for commercial activities, means that such trades raise questions about who has access to and rights over such street spaces (Milgram, 2011).

**Pricing Strategies.** Pricing strategy is the policy a firm adopts to determine what it will charge for its products and services (Sammut-Bonnici & Channon, 2014). It is hoped that policy-makers and development personnel recognize such opportunities and provide a supporting and enabling environment for such a livelihood strategy to be pursued (Fellows & Hilmi, 2011). The dominant view of pricing strategy is that pricing goals, objectives, and strategies should be formulated a priori, and should be consistent with marketing and corporate strategies – deliberate pricing strategy (G. E. Smith, 2012). The Pricing Strategies introduced by our conversation partners through the following statements:

*"Yes selling at NGC is different. Our price for hotcake is 7 pesos each and then 3 pieces for 20 pesos. But there (in Talisay), it is only 5 pesos. You can't increase your price because most of the customers there are ordinary people. They are used to it that is why we can't do anything. In Talisay, the price is 5-10 pesos while at NGC you can sell it 10-20 pesos. The biggest income that I can get in Talisay is 1,000 pesos. I can earn 6,000-7,000 pesos in NGC."*

*"Sometimes we increase the price of the foods. Sometimes if the price increases, our price will increase a little. The prices are already known to the customers. That's why we can't increase it in other products. We just increase the price of drinks since the price increased also. The vendors are also updated in increasing prices."*

*"My co-vendor sells it for 20 pesos mine is 18 pesos (coke and all other softdrinks). They told me to sell for 20 pesos but I don't want to because I find it really expensive, maybe because their helpers need salary. We are all the same, we get for 10 pesos and then we sell it for 15 pesos."*

Prices are an important determinant of food choices. Consequently, food price policies (subsidies and/or taxes) are proposed to improve the nutritional quality of diets (Darmon, Lacroix, Muller, & Ruffieux, 2016). Economic intuition suggests competition lowers prices. It prefer to charge a lower price than a seller facing a competitor with a differentiated product depending upon the joint distribution of buyer values for the products (Deck & Gu, 2012). The high food prices experienced over recent years have led to the widespread view that food price volatility has increased (Gilbert & Morgan, 2010).

**Business Competitors.** When competition is intense, most of the gains from extra competition are captured with the entry of a small number of firms and

subsequent gains from entry are small (Menezes & Quiggin, 2012). Competitive Strategy has filled a void in management thinking. It provides an enduring foundation and grounding point on which all subsequent work can be built (Belton, 2017). The process of creativity in service firms will be affected by many factors, competitors also an important source of new ideas (Jiang & Lu, 2010). Our conversation partners described their business competitors through the following statements:

*“There are vendors that once you sell adjacent their post, even if you don’t compete with their products, might get annoyed because you are around. And they will try to scare you so that you will leave your post. That is why if you’re a vendor and you really want to sell, don’t even try to sell there. Find a place where you don’t know anybody. If you transfer to another place, make friends so that it will be easy for you to sell because if not, that is really hard. That is why you can’t easily sell at the Capitol Lagoon.”*

*“Five of us sell tempura, fishball, and dynamite which customers prefer to buy. Example, if dynamite was sold out from the other streetfood vendors, customers will then go to us and when we also have no dynamite left, then automatically the customers will buy from another. It’s like we’re complementing each other.”*

*...“ Yes there are people who get jealous. Example, it’s their table. You must not go over the line and, you bought from us and you will sit in their place, they will get angry because you must buy from them and you are allowed to sit just like that. Maybe the competitive vendor will get angry. You cannot avoid getting angry also.”*

Market competition may lead to mismatch between supply and demand. That is, overpricing may give rise to underselling, and underpricing may yield stockout (Guo & Wu, 2017). Peer work on identical information produces not only confrontation of viewpoints but also competitive conflict regulation (Buchs, 2010). Competitive advantages can be defined in terms of relative cost and relative prices, thus linking it directly to profitability, and presents a whole new perspective on how profit is created and divided (Belton, 2017).

### **Street Food Vending**

Street vending involves the production and exchange of goods and services outside of legalities, creating affordable options for consumers (Stutter, 2017). It makes up a large proportion of the informal economy across the world and very many street vendors sell food as their main product (Bhowmik, 2010). Street foods play a crucial role in food security for millions of low and middle-income individuals in developing countries. Thailand spends nearly half of their average household food budget on street foods. In the Philippines and Indonesia, this expense is nearly a quarter of the household food budget. In low-income areas, vendors serve up to three times as many customers, and work more flexible hours than in higher income areas (Moussavi & Liguori, 2016). Street vending represents a vital and growing aspect of the urban

informal economy that is often the subject of municipal regulatory efforts that seek to control, confine or extinguish it (Jonathan S. Bell & Loukaitou-Sideris, 2014).

**Government Requirements.** Starting a business, dealing with construction permits, getting electricity, registering property, getting credit, protecting minority investors, paying taxes, trading across borders, enforcing contracts and resolving insolvency (World Bank, 2018). Regulations are often written as open norms. Thus, the development of systems that support compliance involves interpretation (Ghanavati & Hulstijn, 2015). Government laws and regulations impose legal requirements on information practices in healthcare and finance (Breux & Powers, 2009). Street markets is very limited though some studies are available on street vendors with focus on spatial planning, political interventions, and legal rights (Rajagopal, 2012). Licenses render firms a certain degree of acceptance, define roles and positions in the network, and affects efficiency. The government requirements are described by the conversation partners through the following statements:

*“The City Legal Office doesn’t want us to get a permit. They don’t want it so they can easily drive us away. Because if we have a permit I know that they cannot drive us away easily because we have a permit to show them.”*

*...“Gonzaga owns vast track of land. Almost all are rented. We will also look for a place where we can sell. We are not allowed to sell there because it is not allowed.”*

*...“Yes, we also passed by there but they cannot give us a place where we can sell. The place there is good but it is very expensive. The rental is P15,000 a month and you are to give a down payment. We have a companion here who made inquiries there. They said there are no available spaces. Aside from that, while it was still constructed, many have already inquired. They require one year deposit and one year contract.”*

*“They do not want us to get the permit; maybe they cannot drive us away immediately if we have the permit. For them we are already stable. We would have been willing to get a health card and permit and pay for the space there as long as it is not one block. We are really willing but they won’t let us.”*

Licensing is one of the primary tools governments use to manage spaces and practices deemed risk or threatening to public order (Koch, 2015). Lacking the channels for political influence that they previously enjoyed, street vendors have been forced to face the full brunt of government repression (Young, 2017). Governance is now conceived of as institution-building continually in progress, evolving and reforming to changing conditions (Bostic et al., 2016). Many cities have little or no urban street food due to historically strict by laws, and in some centres, the move to relax the prohibition on street foods (Newman & Burnett, 2013).

**Financial Condition.** Developing economies are seeking to promote financial inclusion, greater access to financial services for low-income households and firms, as part of their overall strategies for economic and financial development (Morgan &

Pontines, 2014). For formal financial services to promote financial stability depends on how that access is managed within the regulatory and supervisory framework, especially in terms of financial integrity and consumer protection (Cull, Demirgüç-kunt, & Lyman, 2012). Regarding their Financial Condition, the conversation partners stated that:

*“It is enough ma'am, we save money from our income. Like, when we buy the things we need and there is an excess, we put it all in a container and then we will sell again. The next day, we will use it to purchase our goods. If we don't have any left we will get it again. When we sell, we will get again from our savings that will be used to buy our needs at home.”*

*...“ Our income is not that big since we only have one cart. But if we have three carts, we can save our money in the bank because our income is times three (if three carts) but, if like this that we only have one, I think it's difficult. But in a business like this, I am not really after of a big income. What is important is I can sustain my family's needs so we can survive.”*

*...“ I have been hospitalized. It was appendicitis which raptured 2 days before. I was brought to the doctor. They said I need to be operated so the infection will not reach my brain. I was given general anesthesia and I lost consciousness. I was confined in the hospital for more that a week, or 11 days. I spent 100,000 pesos for the hospital. We sold our house at Lopez Jaena in order to pay my hospital bills. I spent all my savings. My sibling who works abroad sent me money.”*

Life for the poor is simply not like life for everyone else. The daily stress of poverty discourages long-term thinking and often leads to bad decision-making (Banerjee & Duflo, 2012). Street vendors who develop a flexible, individualized and small-scale activism to maintain their livelihoods (Huang, Xue, & Li, 2017). Street food vending therefore offers easy access to inexpensive food as well as creates jobs for urban poor households (C O Chukuezi, 2010).

**Vendors Profile.** The role of the informal economy in promoting genuine economic development remains a contested one: optimists believe potential entrepreneurs are capable of supporting themselves and their families, perhaps with the assistance of interventions; pessimists, meanwhile, see such individuals as being subject to the forces of global capitalism with which they cannot contend and who must survive increasingly difficult housing, living and environmental conditions which threaten their security (J. C. Walsh, 2010). However, research among street vendors in countries reveals that many of the retrenched workers preferred to, and did, remain in the cities and put to use their latent business and entrepreneurial skills to practice by establishing their own informal businesses (Maneepong & Walsh, 2013). Street Vendors are those that are both stationary and mobile that were regulated, and those that were not, in favor of the former (S. Kumar & Bhowmik, 2012).

The researcher's conversation partners mentioned that:

*“I did not find it hard to buy what I need because I have memorized the ingredients. I wasn't able to master the taste. But as I*

*continuously engage in the business, gradually, I learned to master the manner of cooking and the taste.”*

*...“ We have two (two children). Yes, they are grown up (the children). One is grade six in Bata and the other one is grade nine in a school just near our house. I transferred him to Talisay. Then I let him stopped because he became addicted to computer gaming. So I let him quit school to rest. He cannot focus on his studies. I let him help once in a while...Not really, because it is dangerous because we live near the highway. That is why the children stay at home.”*

*...“Customer service! (The subject studied in LCCB, Batch 2008 which they were able to apply now). Rowell studied Management in La Salle. He studied HM for a year in LCC. It is all because of Joyce (the reason why she continues to sell at the NGC). She took the risk by resigning from work). I pity her and I cannot neglect her. She doesn't want to just depend on me, so I just help her and support her. We have a business downtown, at the Lace Center (Rowel's business).”*

In the face of government enforcement, vendors have implemented strategies that allow for short-term survival but fail to bolster long-term upward mobility (Rosales, 2013). Mobile food vendors (also known as street food vendors) may be important sources of food, particularly in minority and low-income communities (Lucan et al., 2013). Street traders in many Indonesian cities face social and legal constraints because they are deemed to be hampering the city's order and cleanliness (Gibbins, 2016). Street vendors are often regarded as an 'element out of place' against their location, activity, physical appearance, even structure and pattern of urban design (Widjajanti, 2016).

### **Vendors' Association**

The relationship between regulators and street vendors remain fragmented and limited to specific countries and contexts (Forkour, Akuoko, 2017). The communication behavior, as part of the interactive relationship between the coworkers and the superiors, have multiple effects to the operations of an organization (S.-C. Lin, Shu, & Lin, 2011). A relationship, on the other hand, develops from the recurrence of these interactions or connections (Reich, 2011). The following statements are about the Vendors' Association of our conversation partners:

*“It was okay, we still talked to each other because we have an association, and we are in one group. We have a president, the one who can defend us. Yes, its a president and we call ourselves the night vendors.”*

*...“ Yes we are talking, and we have a company who also sells the vendors of balut, sago and fishballs and then sometimes we used to eat dinner together in an eatery and we talk there.”*

*“Yes, we do have association before. We have our president there beforebut our president didn't sell anymore; maybe they stopped because*

*of sending away from one place to another. Recently they were selling from a far at the entrance near from the side area of squatters but they sell not too long. They didn't sell simultaneously. Maybe they just trying to sell, in the end they got irritated because of sending away from place to another."*

*... "That group started way back 2016 when Bing was the Mayor. We were sent away by the time Bing became the Mayor so we decided to make an organization. Some of our co-vendors stopped in their business already because they are tired moving to another area when they're sent away but our group still continue the operations."*

In an organization, the relationship between colleagues has effect into the work, which will have an impact on the individual job performance (Min & Yong, 2014). Individuals who are appreciated by colleagues connected with them will have psychological meaningfulness in the workplace (Rothmann & Baumann, 2014). Relationships in the workplace are a relationship that occurs among individuals in the workplace and it is important for organizational life (Ariani, 2015). Customers are also along with organizations' members in good productions, and give services and competitive skills, and capability.

### **Challenges**

Complaints are associated with a substantial increase in the probability that the customer stops buying, but the size of the increase depends on prior customer experiences: prior purchases mitigate the effect, and their impact is long-lasting, whereas prior complaints exacerbate the effect, but their impact is short-lived (Knox & van Oest, 2014). It was valued in the hospitality industry in order to create service recovery opportunities and improve service quality, there are occasions when customers knowingly and incorrectly report service failures or make illegitimate complaints (Ro & Wong, 2012). The following statements are the Challenges experienced by our conversation partners:

*"So far, those were the difficult challenges. We're moving from one place to another at NGC in order for us to sell. We were sent away and then... we have different area. We're busy transferring because we were sent away. We got tired of going to the Mayor's Office to get the approval for the reason was still the same. Nothing changes in the decision of the authorities."*

*... "That's the challenge. You need to work hard while... example they are strict to us, the challenge is to still continue to work. You should not stop not unless you can look for a place where you can sell. And if ever you started selling late, just continue selling."*

*... "Those are challenges for us if ever your co-vendor is jealousy. You just do your job and that's the best thing to do. You should not be affected about it. You just need to focus on your business and how you will find a palce to sell."*

Criticisms include street vendor businesses are not economically robust, they can be conduits for pirated goods, they do not make good use of public spaces, and they are considered by economists to be "bad news" for the world economy (Reid, Fram, & Guotai, 2010). Also, the climate change acts as a threat multiplier that interacts both directly and indirectly with variables, such as disease, food production, food security, food safety and poverty (Street, 2014).

### GENERAL STATEMENTS

The role of informal sector for any developing country is to reduce poverty and hunger from the country of overpopulation with lack of job opportunities. For some people informal sector is the only source of income hence now mere assumption that dynamic economic policies will drive informal sector out of the country is false.

The first theme of the study was production and operation. The awareness of vendors to food safety and food hygiene practices should applied to avoid possible disease or effects to consumers. The second theme of the study was marketing strategies. Strategy on business influenced strategic management, and its role in shaping socially and environmentally responsible for recovering the insufficient into sufficient services to people. The third theme of the study was street food vending. They were important to be part of growing economy and the physical environment of developing country. The fourth theme of the study has coverage of vendors association from the said study of researchers. Vendors association define into two relationships which were vendors to customer's relationship and vendors to co-vendors relationship in the business. Lastly, the fifth theme formed as challenges of street food vendors. Issues and challenges encountered by the vendors when adopting the environment from urban streets in order to provide satisfaction to customers and authorities demands.

Moreover, street food vendors were also part of the fast growing food industry in hospitality field. There are various kinds of businesses and "street food" is one of them which offered affordable and delicious traditional food. They were described to be as street food involved in traditional microenterprise in a modernized generation.

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