

## **CHAPTER III**

### **METHODOLOGY**

The methodology adopted in the present research work “**Economic Status of Selected Women Vendors in Coimbatore District**” is analysed under the following heads.

- 3.1 Locale of the study
- 3.2 Selection of the Sample
- 3.3 Data base of the study
- 3.4 Period of the Study
- 3.5 Theoretical Base
- 3.6 Techniques of Analysis
- 3.7 Limitation of the Study

#### **3.1 Locale of the study**

Coimbatore is a major city in Tamil Nadu, which is located on the banks of the Noyyal River surrounded by the Western Ghats. It is the second largest city in Tamil Nadu after Chennai and 16<sup>th</sup> largest urban agglomeration in India. It is administered by the Coimbatore Municipal Corporation and is the administrative capital of Coimbatore district. It is one of the fastest growing tier – II cities in India and a major hub for textiles, motors, pump sets, commerce, education, information technology, healthcare and small scale industries. Coimbatore is also known as the ‘Manchester of South India’, because of predominance in textiles units and as ‘Pump city’ as it is the supplier of motor and pumps. Coimbatore also specialises in the production of wet grinders, cotton sarees, jewellery and automobile components. With a population of around 4,011,678 people, Coimbatore city is the second largest commercial centre in Tamil Nadu and one of the fastest growing cities in south India. There is a significant contribution from informal economy and this sector provides employment for about 70 percentages of people in the city and ‘street vendors form a major part of those working in the informal sector.

Coimbatore was chosen for the study because it represented a good blend of office, recreational space, temples, cinema theatres, restaurants, and residential areas. Location, include major thorough fares and streets where pedestrian traffic is high and the sidewalks are wide. The presence of temples was the main attraction to flower vendors. The investigator selected five prominent vending areas like Goundampalayam, Town hall, Perur, Puliyakulam,

Thoundamuthur, and Gandhipuram. The area of vending was chosen keeping in mind the heavy footfall in these areas. This is mostly because of the proximity to commercial establishment which provide a steady customer base, market places and bus stops attract large concentrations of street vendors.

### **Demography and Work Force**

The total population of Coimbatore is 4,011,678 as per the 2021. The total number of males are 2,006,157 and 2,005,521 are females. Coimbatore city is governed by Municipal Corporation which comes under Coimbatore Metropolitan Region. Density of population (persons per sq.km.) had increased to 4258 in 2021 from 731 in 2011. The average literacy rate of Coimbatore in 2021 is 83.98 Percentage. Gender wise, male and female literacy rate is 89.06 Percentage and 78.92 Percentage respectively. Sex ratio (that is number of females per thousand males) in Coimbatore is 997 in 2011. According to 2021 census there were 15,67,950 main workers in Coimbatore district out of which 69.08 Percentage were male workers and 32.92 Percentage were female workers.

### **3.2 Selection of the Sample**

The emergence and the growth of women in unorganized sector have attracted the attention of academic researchers, social development activists and policy makers. The city of Coimbatore is selected because of its diversity in terms of ethnicity and the mushrooming growth of women in various economic activities in the unorganized sector. The study is basically concerned with the broad understanding of the socio –economic profile of women engaged in unorganized activities, specifically vendors. Street vending is one of the few readily accessible avenues of employment open to women who need to earn a living. The low cost of entry into many types of hawking and vending as well as schedule flexibility is an attractive factor for many women. For some women, vending and hawking are the only occupations they know, while for others they are occupations of last resort. With limited literacy and mathematical skills, poor women have few alternatives.

Factors such as migration, shortage of jobs in formal-sector, lack of formal education, skills/training, and a high population growth rate are responsible for the growth of street vending in the selected area. Studies by Agence-France-Presse (2016); Basinski, (2009)

pointed out that people without formal education, adequate skills/training are, unable to find formal-sector jobs or secure a permanent shop location, and therefore are left with the option of vending (selling food, non-food, drinks, groceries, mobile phones/data, books, hard-/ software, shoe-shine services, etc.) for subsistence. India's National Commission for Enterprises in the Unorganized Sector (NCEUS) in its National Policy on Urban Street Vendors (2006) has broadly defined the street vendor as a person who offers goods or services for sale to the public without any a permanent build-up structure in a street/footpath (NCEUS, 2007). The policy recognized that there are three categories of street vendors: **first**, who carry out vending on regular basis with specific location/s; **second**, who do vending not on regular basis and without specific location/s (e.g. weekly bazaars, holidays, festivals, etc.); and **third**, who move from one place to another for vending (e.g. mobile vendors). It means that the street vendors may be stationary occupying the space on roads or pavements or other public places and/or private areas (with implicit/explicit consent); or may be mobile carrying their wares on pushcarts/bicycles, in the bags/baskets in hand/s or on head, etc. However, the current study has drawn samples from two categories of vendors with specific location and, vendors without specific location but who moves around in their vehicles or mobile vendors.

These categories of street vendors sell a wide variety of foods which include vegetables, fruits, food items and also other goods ranging from small pins to electronic items. Poverty and lack of alternative employment in the rural area drive the people to move towards urban centres. These people are not educated or skilled so they cannot get into the highly paid job in the formal sector. They depend on the informal job mainly for their survival.

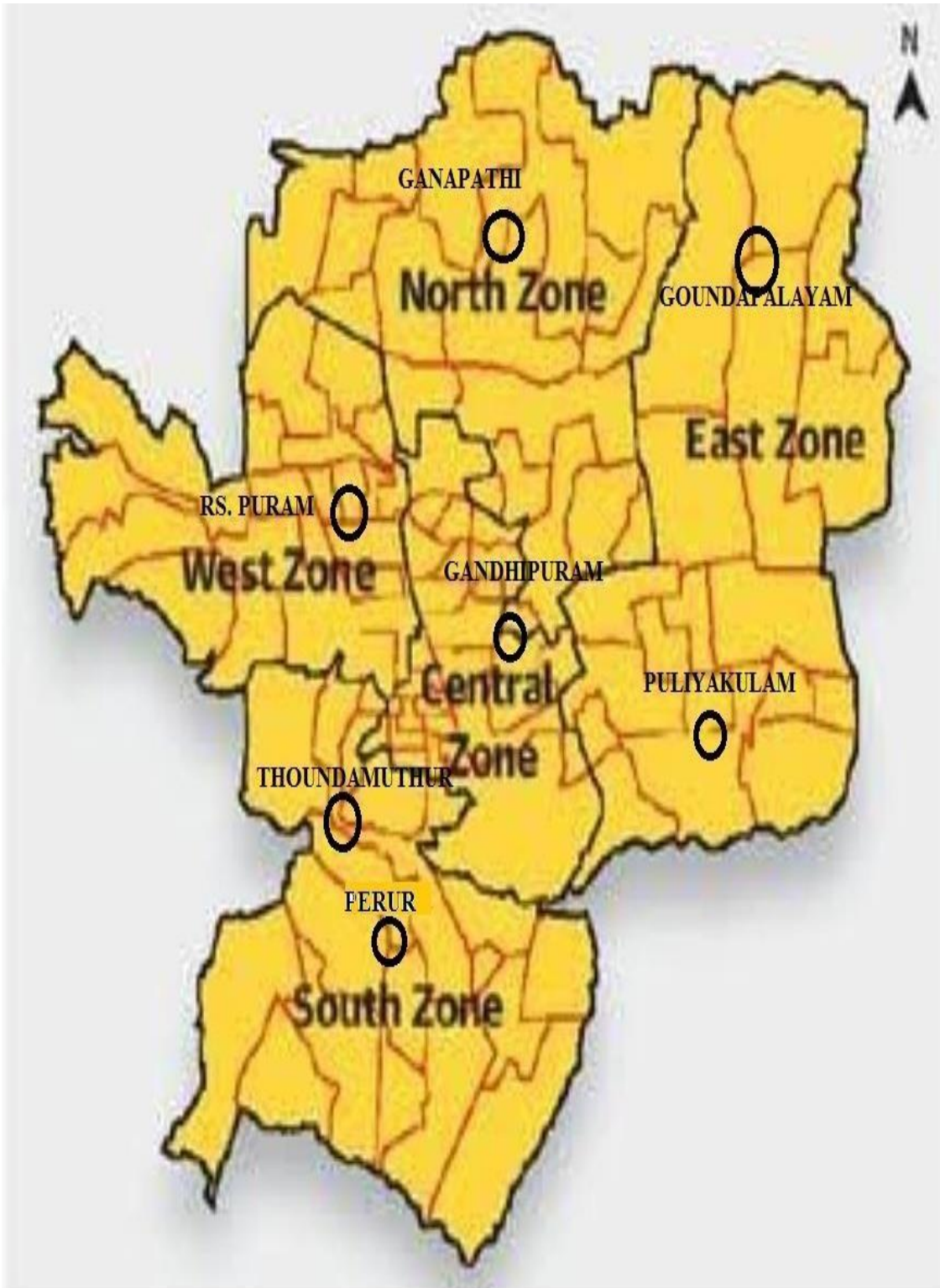
For administrative purpose the Coimbatore City Corporation is divided into **five zones** namely North, South, East, West and Central zone. From each zone one urban area which is thickly populated, and which has maximum number of women street vendors, who supply the essential articles to consumers were chosen for the research work. Based on this the five urban areas selected for the study in each zone are Goundapalayam, Perur, Puliyakulam, Thoundamuthur, and Gandhipuram respectively, which are prominent areas with lots of schools, shops, temples and therefore these areas have large footfall every day.

Convenience sampling technique was adopted in the selection of sample. About 445 street vendors who sold their wares in different parts of Coimbatore city were selected. Street vendors are the people who bought goods from wholesale dealer and sell it in the street,

roadsides, bus stands and at the other places for their daily livelihood. They have the option of selling goods by creating a small outlet at a place where customers will come to buy goods or by carrying the goods by head or a two-wheeler to different places without getting any license for selling the goods. The sample consisted of 91 Fruit vendors, 85 vegetable vendors, 94 flower vendors, 95 food vendors and 80 women vendors who sold other non - perishable items like hand bags, chappal, toys, plastic materials, artificial jewellery and many such items which are in great demand by the common man.

**FIGURE 1**

**Coimbatore Zone Wise Map**



Street vending is one of the most visible and important sustainable occupations in the urban informal sector in India. Street vendors are identified as self-employed workers in the informal sector who offer their labour to sell goods and services on the streets without having any permanent built-up structure (National policy on urban street vendors (Government of India, 2006).

The information related to the present study was collected through structured interview schedule. The interview schedule related to different aspects namely, socio demographic profile, the personal information which includes age, gender, marital status, caste, educational qualification, occupation, years of experience, income, savings, housing condition, health status, problems faced by vendors and information regarding government schemes.

In the current study the products were physical products like flowers, fruits, vegetables, food items and non - perishable items like toys, textiles, bags, and stationery items, bamboo items, chappal etc., Flowers are used for wedding decorations, wreathes, bouquets, arrangement for official meeting and for daily usage. Vegetables are also required by all the households throughout the seasons. So also, is the case with fruits. All the households irrespective of their income approach the fruit and vegetables vendors and they get it at a cheaper rate.

### **Vegetable and fruit vendors**

Vegetable and fruit vendors are a sector of street vendors who sells these goods to earn their living. There are several vendors who are working tirelessly to ensure a constant supply of fresh vegetables and fruits which are demanded by all household irrespective of their income. However, it is the richer section that demands fruits in large measure while it is not in great demand by the poorer section. Vegetables are in good demand by everyone. It is the womenfolk who are mainly involved in this business. In Coimbatore there are big fruits and vegetables stalls, which cater to large member of people in many parts of the urban areas however small vendors who sell vegetables and fruits on the street do play a prominent role in supplying these items to several middle class and low-income households. As stated earlier these vendors offer goods at a cheaper rate and people prefer to get from them. In Coimbatore there are multitude of women vendors who are involved in selling fruit and vegetables and for the purpose of the study we have taken around 91 fruit and 85 vegetable vendors who run business in different parts of the city.

## **Flower vendors**

There had been a sporadic increase in the number of flower vendor in recent times. Many consumers from all walks of life demand flowers. In the earlier times, people who visit temples, buy flowers to offer at temples. And this is the major reason for lots of flower shops and flower vendors to be in and around the temples. With the growth of civilisation and change in the life style, many have started using flowers as a symbol of brightness, love and style. The use of flowers has spread from small functions at home to big marriages or other ceremonies across the society. For any kind of function at school, in religious place, offices etc., there is extensive demand for flower from every corner. In a growing city like Coimbatore there are lots of flower vendors and in the current study too, the maximum numbers come from this particular group. Flowers need to be put under some preparation before it is brought to the market. The flowers are plucked from the plants and they are brought to the market as such. They are tied in different pattern by the seller themselves or there are women who take loads of flowers and tie in certain pattern and bring it back and give the stringed flowers to the shop keepers. These women get a nominal amount for tying these flowers. Bouquets, garlands, wreath or such big arrangements are done mostly by men and there would be few helpers in each shop to carry over these activities.

It is normally taken by wholesaler who hands over to retailers and from them to vendors. Coimbatore city has large number of flower vendors out of which a majority are women who are greatly involved in this business. The current study has taken 94 women flower vendors who are spread across the selected areas.

## **Food vendors**

The foods include those foods prepared in small scale at the home of the vendors and brought to the street for sale or certain items prepared at the vending spot itself. Some have permanent place while some are mobile vendors. Women are enterprising these days and they have ventured into this activity with limited capital and good cooking skill. This is a very promising enterprise and greatly offers employment and generates income at a reasonably good scale. Some street vendors put a temporary table near housing complexes or keep food in their own vehicle and this not only makes food available to residents at cheaper rate but reduces the pollution levels as residents come by walk and take the food parcels. These food street vendors do not cause any traffic congestion or problems as they operate from a

van which is parked away from the main road and follow the norms laid by the government, like keeping the place clean, keeping the garbage bin, providing drinking water etc., and most of them have permanent customers throughout the year. Eating out has become the order of the day especially among the youths. Urbanization, long hours of work in the office or other places often leaves many with little time to cook. So they depend on street food vendors. This is not only true of young bachelors or employed women, but many households prefer taking food from vendors. In Tamil Nadu there are quite a lot of Dosa or Idly centers which cater to the food needs of households. This not only comes within their budget but also saves time of cooking, washing and cleaning the area. Many get packed food from vendors for their dinner or breakfast. In Coimbatore there is a phenomenal growth of good vendors in recent times. Many food vendors prepare food, put it in an auto or taxi, come and park in a place on a regular basis and the people in the nearby area come and collect it from them. For office going people, this is very useful and convenient as they need not pack the lunch. For the vendors also regular customers give them the scope to further expand their business.

#### **Non – perishable item vendors**

Street vendors provide us with practically everything like eatables, small electronic items, toys, clothes, shoes, jewellery, bamboo bags, artificial items etc. Urban youth prefer to purchase clothes and other accessories from them because products sold by them are typically cheaper than those found in formal retail outlets.

The following graph depicts the selection of the sample

Figure 2



### **3.3 Data base of the study**

The information related to the present study was collected through structured interview schedule. The interview schedule related to different aspects namely, socio demographic profile, the personal information which includes age, gender, marital status, caste, educational qualification, years of experience, income, savings, housing condition, health status, problems faced by vendors and information regarding government schemes.

### **3.4 Period of the Study**

The study made use of a pre – tested interview schedule for the purpose of collecting the required data and this was done during June – December 2019.

### **3.5 Theoretical Base**

#### **Classical Theory**

Labour is the most important factor of production and share of wages in National Income is more pronounced. The rift between employers and employees over several conditions of work with special reference to wage resulted in class conflict. Both Adam Smith and Karl Marx regarded labour as the most important source of giving wealth. Smith pointed out the merits of division of labor which resulted in the creation of wealth. Education and skill provide employment opportunity for workers to earn more. Adam Smith argued that investment in education would go a long way in enhancing the future earnings of the labour. Education coupled with skill brings in higher wages to labour.

#### **Neo-classical Theory**

According to the basic neo – classical model, the determination of the level of employment and unit price of labour is carried out in a perfectly competitive market. The actual level of labour supply depends on wage rate which is the opportunity cost of work. The theory is stated as follows. “Assuming that firms operate in a competitive labour market and face an inelastic and homogeneous supply of labour at the going wage rate, firms will maximise their profits if they employ labour up to the point where the wage equals the value of the marginal product. This theory provided an explanation of labour demand. It suggests that the number of workers employed by a firm and the wage they were paid depend, among other things, on the productivity of those workers. It assumes that, time, personal incomes and social resources are scarce. Therefore, every individual has to choose. He is guided in his

choice by costs and benefits and adopts his behaviour to the changes in perceived costs. Rather, the orthodox neo-classical view rests on the proposition that the worker is paid his worth; this is brought about by the existence of well-behaved production functions and perfect labour. It is well understood that labour and capital could be substituted. With the above background it could be asserted that the equilibrium price of labour to a great extent is decided by the elasticity of substitution of these two factors in the process of production and the availability of the two also matters. Investment in human capital is an important determinant in enhancing the skill of labour. The Government should take the initiative to increase investment in education to raise the productivity of labour and hence its price.”

### **Human capital theory**

“Human Capital” premise emerged during the late 1960s. This premise gave importance to education and skill, which are related to productivity. This theory emphasized the importance of education which acts as a corner stone in enhancing productivity of workers. Education provides better and more employment opportunities and there is a close relationship between these two. The theory demonstrates that education and productivity is directly related and this will bring a great mark in the entire labor force. There is no denying of the fact that most of the people who are working in informal sector are illiterates. It is lack of education and skill which forced many of them to take up any kind of jobs in this sector and they get very less income compared to those in the formal sector. If they are given proper education this people also would be better placed and that helps them to earn better. Imparting skill also augment their productivity and they will be become better workers. It is at this juncture education is given importance and government is keen on giving universal education which will contribute to the overall development of a person. Therefore, investment in education is essential. The current study draws women who do not possess very high education and skill but only those with basic education which helps them to do the ordinary business of life.

### **3.6 Techniques of Analysis**

The statistical tools and techniques used in the analysis are

- Percentage
- Chi – square test
- Logistic Regression Analysis
- Discriminant Analysis

- Likerts Summated Scale
- Factor Analysis

### **Percentage and Average**

An important aspect of the present research was to analyze the socio – economic and other related factors that determine the earnings, working condition, health aspect of the women street vendors etc. For this, percentages and averages were calculated.

### **Chi – square test**

The Chi square test is used to test the association between the attributes. In the present study, the Chi- square test statistic is used to test the association between income and socio-economic factors, health and education of the women vendors, reason for not taking medicine and income, cost of treatment and income. The formula for calculating Chi Square is

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Where O refers to observed frequency and E refers to expected frequency of selected variables.

### **Logistic Regression Model**

#### **I. Determinants of Health Issues among the Women Vendors**

Multiple linear regression analysis was carried out to identify the determinants of health expenditure pertaining to women vendors. The health expenditure was assumed to be determined by the years of experience, working hours, mode to travel, daily income and number of working days. The form of the regression model specified to identify the determinants of health expenditure was

$$Y = b_0 + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + u$$

Where, X1 - Years of experiences

X2 – Working Experience,

X3 – Mode of travel,

X4- Daily income,

X5- Working days, bis are the regression co-efficients.

## Discriminant Analysis

The discriminant analysis was carried out by taking into account nine socio – economic characteristics such as years of experiences, working hours, investment, distance of vending place from home, age, size of the family, type of family, education qualification, monthly income. The form of the linear multiple discriminant function was:

$$Z = L_1X_1 + L_2X_2 + L_3X_3 + L_4X_4 + L_5X_5 + L_6X_6 + L_7X_7 + L_8X_8 + L_9X_9$$

Where, Z = total discriminant score for stationary and mobile vendors,

X<sub>1</sub>= years of experience,

X<sub>2</sub>= working hours, X<sub>3</sub>= investment,

X<sub>4</sub> = distance of vending place from home, X<sub>5</sub>= age,

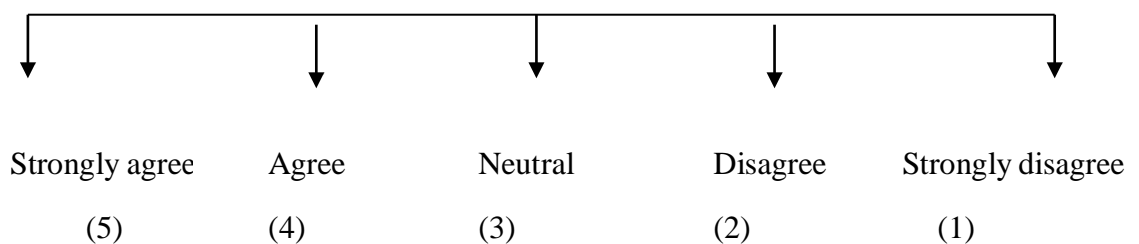
X<sub>6</sub>= size of the family, X<sub>7</sub>= type of family,

X<sub>8</sub> = education qualification,

X<sub>9</sub>= monthly income.

## Likerts Summated Scale

The Likerts summated scaling technique helped to scale the amenities available at the work spots. In the likerts scale, the respondents were asked to respond to each of the statements in terms of five degrees of agreement and disagreement.



## Factor Analysis

Factor analysis is used to identify the important problem faced by the women vendors. The problems of women vendors in the work place were measured based on the survey responses. The problems such as lack of skill, lack of space, uncertainty and insecurity, paucity of capital, threat from police, unfavorable working condition, heavy competition, Misbehaving, bargaining, Dose not get easy financial assistance from bank, Weather conditions, pollution, transport problem, problem of communication, Changing the currency notes and coins, products getting spoiled, misbehavior of consumers were responded by the responses.

In the current study, the principal component method was used to identify the factors explaining the problems of women vendors. The form of the equations estimated in the principal component method was used to identify the factors explaining the problems of women vendors. The form of the equations estimated in the principal component method for factor analysis of the equations estimated in the principal component method for factor analysis was:

$$P1=a11x1+a12x2+a13x3+a14x4+a15x5+..... +a118x18$$

$$P2=a21x1+a22x2+a23x3+a24x4+a25x5+.....+a218x18$$

$$P3=a31x1+a32x2+a33x3+a34x4+a35x5+.....+a318x18$$

$$P4=a41x1+a42x2+a43x3+a44x4+a45x5+.....+a418x18$$

$$P5=a51x1+a52x2+a53x3+a54x4+a55x5+.....+a518x18$$

### 3.7 Limitations of the Study

Primary data was collected with the help of an interview schedule and the information collected through this primary data formed the basis of the study. In the initial stages few women vendors did not co – operate in giving certain information. But when the purpose of the study was revealed to them they agreed to supply the required information. Though the data was collected from five types of vendors located in different parts of the city, there were some similarities in certain respects relating to their living style, savings habit, dietary pattern etc.,. Further the survey does not represent the entire street vendors in the city. The samples were collected only from five places in Coimbatore city which had large number of women street vendors catering to the needs of the public. The findings that emerged from the current study could be taken up in a similar socio – economic set up.