



# A STUDY ON IMPACT OF STREET MARKETING IN URBAN AREAS WITH SPECIAL REFERENCE TO ERODE

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## Abstract:

Street marketing are an integral part of urban economies around the world, offering easy access to a wide range of goods and services in public spaces. The present study is an action research one with descriptive and empirical in nature. the registered and non-registered street marketing from urban area of erode constitute the universe of this study. The sample size for the study was identified as 150. The sample frame clearly covers all subpopulation/categories of street vending community.

**Keyword:** Street vending community ,Urban

## I.INTRODUCTION

Street marketing is a form of guerrilla marketing that uses non traditional or unconventional methods to promote a product or service. Many businesses use fliers, coupons, posters and art displays as a cost-effective alternative to the traditional marketing methods such as television, print and social media. Based on the shifting characteristics of modern-day consumers such as increased product knowledge and expectations of transparency the goal of street marketing is to use direct communication to enhance brand recognition.

The street markets exhibit the ethnographic influence in urban economy where vendors find their market on the street and social interventions that propel passers-by into buying behavior. In street markets social and economic activities are stimulated through interactions from prospecting the customers through to realizing the sales. The street vendors are contextually embedded in the urban landscape, and operate within the urban social order. Street markets are also identified as informal markets which have higher sociological values and low economic gains. Location of the street and size of the market play a critical role in establishing the socio-economic thrust among the customers in the area. Pro-active customers patronage the trade in street markets and represent powerful socio-economic hierarchies based on gender, age and class. Consumer behavior and informal economic activity within the urban lower middle class demographics in urban areas are closely related. Street vendors tend to offer innovative products in major emerging markets, targeting the consumers falling largely in the middle class demographic segment.

## II.REVIEW OF LITERATURE

**Satyam Shivam Sundaram (2018)<sup>1</sup>** in his article National Policy for Urban Street Marketing and Its Impact” has observed that most of the cities in India have a large number of urban marketing. These marketing do not have any alternate means of survival. In 2001, the Government formulated the National Policy for urban street marketing to address the concerns of marketing who are constantly harassed by the

police and local administrators. However the policy is yet to be implemented and there has been little change in the marketing' status.

**Silva Londona, Diana Alejandra (2018)<sup>2</sup>** in their article "Street Marketing in Mexico City's Historic Center" have analysed the link between street marketing' association and government transparency that surrounds Mexico City. The authors hold that lack of the rules of the game governing this relationship of (in) formality. The authors have explored the issue with an analysis of the correlation of forces present in the removal of street marketing in 1993 and 2007.

### III.STATEMENT OF THE PROBLEM

This study aims to analyze the impact of street marketing on residential growth in erode city. In order to achieve this, the factors that appropriate the location of street market for the study are identified from the literature studies and the study area is delineated accordingly, considering the concentration of street marketing companies as a major factor.

### IV. OBJECTIVES OF THE STUDY

- To study the factor influence customers towards street marketing during in rural areas.
- To study the impact of street marketing future in rural areas.
- To study about the problem faced by livelihood of street marketing using Covid 19.

### V.METHODOLOGY OF THE STUDY

From the objective of this study, descriptive research is used to find information on the subject of Street Market in Urban Areas and Erode as a place of research. Primary data was collected from the sample respondents of 150 through structured questionnaire. The secondary data is collected from direct interview with self help group members, books, journals, magazines and internet etc. A convenience sampling method was adopted to select the sample respondents

### VI.ANALYSIS AND INTERPRETATION

**Table-1**  
**TYPE OF OFFERS YOU IN STREET MARKET OF THE RESPONDENTS**

S.No	Type of offers you in street market	Number of Respondents	Percentage (%)
1	Discounts	19	13
2	Free gifts	33	22
3	Buy 1 get 1 free	54	36
4	Others	44	29
	<b>Total</b>	<b>150</b>	<b>100</b>

### INTERPRETATION

The above table shows that 36% of the respondents say Buy 1 get 1 free and 29% of the respondents say Others, 22% of the respondents say free gift. 13% of the respondents say discount.

Table-2

**TYPE OF PRODUCT PURCHASE THROUGH STREET MARKET OF THE RESPONDENTS**

S.No	Type of product purchase through street market	Number of Respondents	Percentage (%)
1	Fruits & Vegetable	38	25
2	Provisions & groceries	47	31
3	Electronics product	21	14
4	Cloths	45	30
	<b>Total</b>	<b>150</b>	<b>100</b>

**INTERPRETATION**

The above table shows that 31% of the respondents purchase provisions & groceries 30% of the respondents purchase cloths. 25% of the respondents purchase fruits & vegetable, 14% of the respondents purchase electronics product

**Ranking Analysis**

Table-3

**RANKING OF HIGHLY SELLING STREET PRODUCTS**

FACTORS	7	6	5	4	3	2	1	TOTAL	RANK
Fruits and vegetables	52	32	24	10	11	15	6	785	3
	364	192	120	40	33	30	6		
Electronics gadgets	54	32	11	20	12	15	6	777	5
	378	192	55	80	36	30	6		
Food products	31	47	31	23	6	6	6	782	4
	217	282	155	92	18	12	6		
Clothing	19	58	9	22	21	15	6	713	7
	133	348	45	88	63	30	6		
Footwear	28	64	18	10	22	4	4	788	2
	196	384	90	40	66	8	4		
Toys	71	12	31	13	2	15	6	818	1
	497	72	155	52	6	30	6		
Health and beauty	21	65	12	33	4	15	0	771	6
	147	390	60	132	12	30	0		

**INTERPRETATION**

From the above ranking analysis, it was found that Footwear 1, Toys 2, Fruits and vegetables 3, Food products 4, Electronics gadgets 5, Health and beauty 6 and Clothing 7.

Table-4

**CHI-SQUARE ANALYSIS:**

**Hypothesis:** There is no significant relationship between reason to purchase products in street market and buying from street market Improve your savings.

<b>Improve Savings</b> <b>Reason</b>	<b>Very good</b>	<b>Good</b>	<b>Moderate</b>	<b>Poor</b>	<b>Total</b>
Products variety	4	3	1	8	16
Easy accessibility	1	8	2	4	15
Low price	7	2	7	3	19
Convenient location	2	16	2	5	25
<b>Total</b>	14	29	12	20	150

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.551 <sup>a</sup>	8	.006
Likelihood Ratio	22.160	8	.005
Linear-by-Linear Association	4.485	1	.034
N of Valid Cases	150		

**INTERPRETATION:**

Hence the p value is grater then 0.05, so, null hypothesis is accepted which states that there is no significant difference between reason to purchase products in street market and buying from street market Improve your savings.

**VII.FINDINGS**

- 36% of the respondents say Buy 1 get 1 free
- 31% of the respondents purchase provisions & groceries
- From the above ranking analysis, it was found that Footwear 1, Toys 2, Fruits and vegetables 3, Food products 4, Electronics gadgets 5, Health and beauty 6 and Clothing 7.
- There is no significant difference between reason to purchase products in street market and buying from street market Improve your savings.

**VIII.SUGGESTIONS**

Sustained and continuous efforts are needed to improve the education, health and employment conditions of the street vendors. The government can create a separate ministry or a special cell under the Ministry of Labour to look after the welfare of the workers in the unorganized sector under which the street vending falls. Street vendors can be trained in food preservation methods. And they can be provided with a common chilling warehousing to preserve their unsold articles. The government can assist them financially for their business activities at free rate of interest. And government can extend the subsidy to the street vendors, especially for vending perishable items. A market place can be allotted specially for street vending where the street vendors may be charged a very nominal rent. A vigilance team can be constituted under the headship of the City Police Commissioner to prevent the harassments on street vendors.

**IX.CONCLUSION**

It has been observed that most customers are satisfied with street marketing products similarly most of these customers are dissatisfied with the popularity about the product through advertisement. High customer satisfaction level helps the company to retain its existing customer as well as generate new customer through word to mouth publicity. This shows that customers are satisfied with street marketing products consumption. Hence customer satisfaction towards fast street marketing products in erode city is good.

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