RESEARCH ARTICLE

THE RELATIONSHIP OF JEBENA BUNA VENDING STRATEGIES ON DAILY PROFIT MAKING PERFORMANCE FOR LONG LIFE (CASE OF ETHIOPIA- SNNPR- WOLAITA SODO TOWN 2ND MAIN ROAD)

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ARTICLE INFO	ABSTRACT
	Introduction: Informal businesses have so many sections in any town of developing counties. Among these informal vending sections, this study sought to investigate the relationship of the 'Jebena Buna' venders' strategies with their daily profit making performance for their long life. The study used quantitative approach. **Methodology:** Data were collected through structured questioner, in-depth personal interviews and direct observations. Structured questionnaires are distributed to 97 street cattle coffee venders at Golla (National Bank of Ethiopia) to Wolaita Association Development Unit (WADU) Round About at 2nd main road of the Town. The study discovered that the relationship of the street vending strategies influences on the performance of daily profit making capacity of the cattle coffee street venders. **Aim:** The study provided an insight into an emerging research area that is characterized by a proliferation of a variety of types of street vendors in Sodo. **Result:** The study showed that while vending associations had been unsuccessful in their efforts to achieve sector governance for long life, the new interest regime could offer novel strategies of action to achieve this goal. The study should get "selling in low price(X_5)" is the most influential 'Buna' vending strategy at Sodo. All literature part strategies are strongly related and have significant (<0.001) effect on daily profit making performances of the venders. The Interview results show that, most people on the street see vending as a way to acquire money quickly and reduce un employment and youths attracted in it for short period instead of long life.

INTRODUCTION

Wolaita Sodo is one of the most populated town of South Nations Nationality and People Region of Ethiopia. As a report of IMF 2015, and World Bank 2015, Ethiopia was actually the poorest country in the world. This means Wolaita is one in it and the poorness also touches it. The People who lived in this reasonably densely populated that, informality and street vending activity started. Of the urban population Wolaita Sodo Town, the majority work at 2nd main road areas. The Growth of cattle Coffee Street vending in Wolaita Sodo Town is generally attributed to the economical independence from poorness. The literature on street vending, street vendors are broadly classified as vendors who sell goods or services in public spaces including sidewalks, alleyways, train stations, buses and public parks (Mazengeu.k 2011). "Street vender" may refer to venders with fixed stalls, such as kiosks; venders who operate from semi-fixed stalls, like folding tables, crates,

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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 venders who walk or bicycle through the streets as they sell (Roever, 2010). This research paper includes street vending sellers of Ethiopian 'Jebena Buna' (Cattle coffee). These Street vendors are part of the informal sector, in which workers are portrayed as mostly unregistered, unregulated and as unable to access organized markets or institutional support and even if these sellers/workers are registered or covered by some aspects of the law, then they are still often unprotected in the workplace by social security and legislation (ILO, 2004). Generally, activities in the informal sector are characterized as small scale, labor intensive, low capital, use of simple technology, use of family labor, low level of productivity, low and irregular incomes and highly unstable (ILO, 2004). As part of the informal economy, street vending thus also contributes to poverty alleviation (Hope, 2001). Additionally, research in different cities suggested that street vendors contribute to the food security of many of the poorer urban residents (Riley &

Legwegoh, 2014). In many ways, street vending thus fulfills important functions within urban areas.

Project problem

Though one can argue that by being on the streets, the vendors could be said to be working towards their goals, very few vendors were save their daily profit towards the future that they want. According to the research work findings of Rose 2014, Very few of the respondents were saving towards something, learning a trade or skill or going back to school. Street vending only allowed many of the vendors to save enough for their daily expenses and not allowed for savings. In addition to these, direct interview words like, "I make enough for my daily use. I cannot say anything in particular about other vendors but with my experience, I think they do get enough for their daily uses as well but future is at a question" (Tewabech September 2016). There is an implication of leaving in informal and un standardized ways are also similar here in Wolaita Sodo Town at 2nd main road cattle coffee sellers. Having these few fear, tiresome, not enough to save for long life or not so much, are the barriers to them that, this research tries to find out to formulate the strategies to these problems in relation to their daily profit making performance for their long life and advise them to use or to focus more on the most related strategies to profit making performance. The practice of street vending generates enormous controversy (Bromley, 2000) and the core debates revolve around the idea of formalization. There are challenges to integrating informal businesses into the mainstream economy though the benefits of formalization are compelling (Bettcher *et al.*, 2009).

Objective of the project

- To determine the relationship between street vending on cattle coffee sellers strategies and their daily profit making performance to their long life.
- To differentiate the most influential strategy that relates the cattle coffee seller's daily profits making performance.
- To help (direct) cattle coffee venders to look other similar strategies to reshape their economy more.

Project questions

The study set out to attempt and to answer a number of questions like:

- Is there any relationship between the 'Jebena Buna' vending strategies on the performance of daily profit?
- What is the most influential street vending strategy to develop and to focus more to daily profit making performance?
- How to direct the 'Jebena Buna' venders to look over the other current strategies to get more profit for long life?
- What are the strategies used by street vendors in terms of survival on the street and towards attaining what they want to attain later?

Significance of the project

This research have a benefit for Wolaita Sodo Town organization particularly giving recommendations towards on current vending work and working system with the 'Jebena Buna' Vending sector at large by giving right information about development strategies to the vending sectors. In addition to these;

- It let the other research to dig the other strategy which did not included in this research.
- It attracts unemployed youths to work on vending to a time being.
- It increases the social attachment with the people.
- It helps the street venders to compare their income level and initiates them to open new other business.

Conceptual frame work/Hypothesis

This research has addressed the most familiar vending strategies on the base of daily profit making performances; it helped easily to understood, fed data to computer, formulated at the end. Besides these, it has hypothesized in the following terms: Hypothesis has tested under chi-square test of association and other models. Ho: There is no association between daily profit making performance for long life and independent variables under consideration.

Versus

H1: There is an association between daily profit making performance for long life and independent variables under consideration.

Where, Ho is null hypothesis, H1 is alternative hypothesis (research hypothesis) and independent variables are the most common 'Jebena Buna' vending strategies which include:-

- Low tax payment strategy
- Purchase cheap row material strategy
- Consume small space strategy
- Choice of easily accessible place strategy
- Selling in low price/cost strategy
- Purchasing of non taxable row material strategy
- Choice of crowed areas strategy
- Choice of local material strategy

Table 5 and 6 supports this hypothesis testing which sourced from Alan Ageresti (2007) the general form of the model would have been used as follows:

$$\Pi_i = pr\left(\frac{yi = 1}{Xi = xi}\right)$$
$$= \frac{exp(\beta 0 + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + \beta 5X5 + \beta 6X6 + \beta 7X7 + \beta 8X8)}{1 + exp\,(\beta 0 + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + \beta 5X5 + \beta 6X6 + \beta 7X7 + \beta 8X8)}$$
$$\log\left(\frac{\Pi_i}{1 - \Pi_i}\right) = \beta 0 + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + \beta 5X5 + \beta 6X6 + \beta 7X7 + \beta 8X8$$

Where:

- Π_i is the probability of daily profit making performance for long life is being high(i.e., y = 1= Agree response to daily profit making performance for long life) given the independent variables
- $1 - \Pi_i$ is the probability of daily profit making performance for long life is not being high(i.e., y = 0= disagree response to daily profit making performance for long life) given the independent variables
- β0 = constant coefficient

- β_1, β_2, β_3, β_4, β_5, β_6, β_7, and β_8, are coefficient to estimate daily profit making performance for long life.
- x_1, x_2, x_3, x_4, x_5, $x6$, x_7, and x_8, are 'Jebena Buna' street venders' strategies
- "x'_s" represents as follows:-
- X_1 = Low tax payment strategy
- X_2. = Purchase cheap row material strategy
- X_3. = Consume small space strategy
- X_4. = Choice of easily accessible place strategy
- X_5. = Selling in low price/cost strategy
- X_6. = Purchasing of non taxable row material strategy
- X_7. = Choice of crowed areas strategy
- X_8. = Choice of local material strategy

Methodology of the project

Some of the Coffee Vendors with no clear fixed location in Wolaita Sodo Town, the Study conducted in July to Oct of 2016 at 2nd main road to explore the 'Jebena Buna' selling and its daily profit making performance for long life issues at street. The study uses mixed method which is quantitative methods (structured questionnaire) and in-depth interviews. In this quantitative study, a total of 97, ten coffee vendors interviewed who were experienced in Jebena Buna selling (Cattle coffee selling) sector. The in-depth interviews are done using oral in study area language (Wolaitigna), and the interviews were later translated and analyzed. Due to the mobility of the street vendors, all the respondents in the study were purposively sampled to an interview. The entire questionnaire distributed and interviews were conducted on the area where they currently working at 2nd main road of the town.

Measurement of variables

This research has two main variables. These were dependent variable which is called daily profit making performance for long life and independent variables (Low tax payment strategy, Purchase cheap row material strategy, Consume small space strategy, choice of easily accessible place strategy, selling in low price/cost strategy purchasing of non taxable row material strategy and choice of crowed areas strategy) were at hypothesis. Since the research has many independent variables that measured categorical, binary logistic regression model applied in addition to correlation, descriptive statistics (crosstab) and general log linear. For the purpose of the study, respondents would be asked to give tick marks on two likert response questioners arranged. Dependent and all of the independent variables measured on two point likert scale then coded as "1 value for Agree" and 0 coded to disagree". Because daily profit making performance (dependent variable) must be measured in two responses. It has to full fill function of $\log(\frac{y=1}{y=0})$. This is similar application to independent variable due to simplicity to feed data in SPSS.

Collection of Data and Method of Data Analysis

The data to this research project collected through structured questionnaire and deep interview were made at working places which were in front of kiosks, garages, and groceries. The entire interview question that asked is similar to all respondents.

At the end of collection of structured questionnaires and interview response the researcher uses the SPSS software version 20 to analyze and run the results.

Structured Questionnaire Data Results and Discussions

Before calculating this research result, the 'Jebena Buna' street venders' strategies explained and abbreviated by the researcher like:

Low tax payment strategy- is a strategy that used by 'Jebena Buna' sellers at street not to pay more calculated tax as that of registered merchants. They need to pay only 2% at the end of the year to their concerned tax authorities and it is coded as X_1. Purchase cheap row material strategy- is coded as X_2. They got the materials that they need in low prices than the other marketers. Some of them even brought materials from their families as an assistant. They prefer low cost material not to be stolen. If its value is low in price, almost no one needs it. Consume small /open space strategy- This strategy is coded as X_3. 'Jebena Buna' venders prefer narrow spaces to their business's service. They think that, if their selling space is big and modified, they may ask by different tax authorities to pay more tax according to the increment of capital. Most coffee drinkers prefer to sit in open natural view site and so the venders work at it. Choice of easily accessible place strategy- Front view is the places that these venders use. They are using door to door system. As clearly observed, they use front view of kiosks, garages, groceries, ---. It is coded as X_4. Everyone who wishes to drink, can easily get them wherever. Selling in low cost strategy-is coded as X_5. The 'Jebena Buna' venders try to attract any coffee drunker by making their prices lower per cup than the hotel. Most of the drinkers prefer their pricing techniques. Purchasing of non taxable row material strategy- The 'Buna' venders are from the local societies and know each other. Knowing each other is creates an opportunities to get the row material easily. Due to this relationship, the venders have more chance to get row material like quality coffee beans ('mikiayaa', 'moriyaa'), water, local spices, chairs and others. The researcher coded this strategy as X_6. Choice of crowed areas strategy- is coded as X_7. The Buna Vendors prefer densely populated areas or spaces. The significant number of people at once by orienting individual or workstation can have more probabilities to drink the 'Buna'. This may let them to collect more profit. Choice of local material strategy- They fixed them with the area net work and they have more access to get it. Most people interested to use cultural equipments. Some of the venders use their family home made material instead of fabricated equipments. These local materials have low cost and attract the users. The researcher coded this strategy as X_8. Table 1 show that, there is total validity of population and no missing variable. Most venders agree on their response at the usage of the strategies at literature. Both Chi-square tests and Symmetric Measures at (Table 2) show that asymptotic significances (2-sided significances) and approximate Significance. The strategy that used by all Jebena Buna street venders have showing high value. The Pearson Chi-Square test results of Jebena Buna Venders Strategies are all significant and < 0.001. The Contingency Coefficient for symmetric measure is very high and it is between 0.707 and 0.711. These imply that, almost all have strong relationship among the daily profit making performance for long life and all Buna vending strategies. In addition to this, it is supported by correlation matrix of the strategies by Table 3.

Table 1. Case Processing Summary of Jebena Buna Venders Strategies

Jebena Buna Venders Strategies	Structured (Q) response	Count of (N)	Marginal Percentage
DPMP	0 (Disagree)	16	16.33%
	1 (Agree)	82	83.67%
X1	0 (Disagree)	3	3.06%
	1 (Agree)	95	96.94%
X2	0 (Disagree)	6	6.12%
	1 (Agree)	92	92.90%
X3	0 (Disagree)	5	5.10%
	1 (Agree)	93	94.90%
X4	0 (Disagree)	6	6.12%
	1 (Agree)	92	93.88%
X5	0 (Disagree)	5	5.10%
	1 (Agree)	93	94.90%
X6	0 (Disagree)	4	4.08%
	1 (Agree)	94	95.92%
X7	0 (Disagree)	8	8.16%
	1 (Agree)	90	91.84%
X8	0 (Disagree)	7	7.14%
	1 (Agree)	91	92.86%
Valid total population		98	100.00%
Total		98	
Source: Data collected at September 2016 & Own calculations			

Table 2. Chi-Square Tests and Sym metric Measures

Jebena Buna Venders Strategies	Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Symmetric Measures		Value	Approx. Sig.
x_1	Pearson Chi-Square	98.618	4	0.000	Nominal by Nominal	Contingency Coefficient	0.708	0.000
	Likelihood Ratio	12.26	4	0.016	N of Valid Cases		98	
x_2	Pearson Chi-Square	98	4	0.000	Nominal by Nominal	Contingency Coefficient	0.707	0.000
	Likelihood Ratio	11.16	4	0.025	N of Valid Cases		98	
x_3	Pearson Chi-Square	99.052	4	0.000	Nominal by Nominal	Contingency Coefficient	0.709	0.000
	Likelihood Ratio	13.015	4	0.011	N of Valid Cases		98	
x_4	Pearson Chi-Square	99.276	4	0.000	Nominal by Nominal	Contingency Coefficient	0.709	0.000
	Likelihood Ratio	13.4	4	0.009	N of Valid Cases		98	
x_5	Pearson Chi-Square	100.136	4	0.000	Nominal by Nominal	Contingency Coefficient	0.711	0.000
	Likelihood Ratio	12.831	4	0.012	N of Valid Cases		98	
x_6	Pearson Chi-Square	98.833	4	0.000	Nominal by Nominal	Contingency Coefficient	0.709	0.000
	Likelihood Ratio	12.635	4	0.013	N of Valid Cases		98	
x_7	Pearson Chi-Square	98.807	4	0.000	Nominal by Nominal	Contingency Coefficient	0.709	0.000
	Likelihood Ratio	11.854	4	0.018	N of Valid Cases		98	
x_8	Pearson Chi-Square	98.807	4	0.000	Nominal by Nominal	Contingency Coefficient	0.709	0.000
	Likelihood Ratio	11.854	4	0.018	N of Valid Cases		98	
Source: Data collected at September 2016 & Own calculations								

Table 3. Correlation Matrix of venders strategy

		Constant	$x_1(1)$	$x_2(1)$	$x_3(1)$	$x_4(1)$	$x_5(1)$	$x_6(1)$	$x_7(1)$	$x_8(1)$
Step 1	Constant	1.00	0.00	-0.31	0.00	0.00	-0.37	0.00	-0.40	-0.39
	$x_1(1)$	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	$x_2(1)$	-0.31	0.00	1.00	0.00	0.00	0.12	0.00	0.12	0.12
	$x_3(1)$	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00
	$x_4(1)$	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00
	$x_5(1)$	-0.37	0.00	0.12	0.00	0.00	1.00	0.00	0.15	0.14
	$x_6(1)$	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00
	$x_7(1)$	-0.40	0.00	0.12	0.00	0.00	0.15	0.00	1.00	0.15
	$x_8(1)$	-0.39	0.00	0.12	0.00	0.00	0.14	0.00	0.15	1.00
							Source: Data collected at September 2016 & Own calculations			

Table 4. Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	x1(1)	.612	1	.434
		x2(1)	.000	1	.991
		x3(1)	1.041	1	.308
		x4(1)	1.263	1	.261
		x5(1)	2.115	1	.146
		x6(1)	.824	1	.364
		x7(1)	.799	1	.371
		x8(1)	.799	1	.371
	Overall Statistics		7.438	8	.490
		Source: Data collected at September 2016 & Own calculations			

Table 5. General log linear Logistic Regression Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	1.622	.274	35.145	1	.000	5.062

Source: Data collected at September 2016 & Own calculations

Table 6. Binary logistics Parameter Estimates 0f Buna Vending strategies in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
								Lower	Upper
Step 1a	x1(1)	19.550	23205.422	.000	1	.999	309346250.626	.000	.
	x2(1)	-.267	1.176	.051	1	.821	.766	.076	7.674
	x3(1)	19.550	17974.843	.000	1	.999	309346250.626	.000	.
	x4(1)	19.806	16232.591	.000	1	.999	399450236.221	.000	.
	x5(1)	-1.247	.983	1.611	1	.204	.287	.042	1.971
	x6(1)	19.550	20096.485	.000	1	.999	309346250.626	.000	.
	x7(1)	-.737	.912	.652	1	.419	.479	.080	2.862
	x8(1)	-.960	.939	1.044	1	.307	.383	.061	2.414
	Constant	1.653	.364	20.64	1	.000	5.222		

ₐVariable(s) entered on step 1: $x_1, x_2, x_3, x_4, x_5, x_6, x_7, x_8$
Source: Data collected at September 2016 & Own calculations

Variable not in the equation (Table 4) model result contains the score value of strategies, probability of being high is $\log\left(\frac{\pi_i}{1-\pi_i}\right)$. Any number divided by '0', gives that number. Likewise, the probability being usage of the strategies responses agree divides disagree = 1. The strategies coherence as follows and the 'Jebena Buna' Venders should take in to consideration and have to work on that steps are recommendable. The first strategy is *selling in low price/cost strategy* which coded as X_5 and its score is 2.115 with the odds value of 1-0.146 =0.854(85.4%). This is the most influential Jebena Buna sellers' strategy among the other strategies and they have to focus. There are great similarities between all Buna Venders strategies. It implies that venders have to use them all for its significance relationships. The following eight interpretations supported by (Table 5 and table 6) which estimated parameters for Binary Logistic regression model here below: EXP (B) value indicates that when: (Table 6) For those who agree that working on low tax paying business sectors as a strategy, the odds of Jebena Buna venders daily profit making Performance for long life are being high is lower by 1-exp (B) which is 1-0.00 = 1 (100%) as compared to those who disagree that working on low tax paying business sectors.

1. For those who agree that purchasing of cheap row material as a strategy, the odds of Jebena Buna venders daily profit making Performance are being high is lower by 1-exp (B) which is 1-0.076 = 0.924 (92.4%) as compared to those who disagree that purchasing of cheap row material.

2. For those who agree that consuming small space and open area as a strategy, the odds of Jebena Buna venders daily profit making Performance are being high is lower by 1-exp (B) which is 1-0.00 = 1 (100%) as compared to those who saying disagree that consuming small space and open area.

3. For those who agree that choice of easily accessible place as a strategy, the odds of Jebena Buna venders daily profit making Performance are being high is lower by 1-exp (B) which is 1-0.00 = 1 (100%) as compared to those who saying disagree that choice of easily accessible place.

4. For those who agree that Selling in low price/cost/ as a strategy, the odds of Jebena Buna venders daily profit making Performance are being high is lower by 1-exp

(B) which is 1-0.042 = 0.958 (95.8%) as compared to those who saying disagree that Selling in low price/cost.

5. For those who agree that purchasing non taxable row material as a strategy, the odds of Jebena Buna venders daily profit making Performance are being high is lower by 1-exp (B) which is 1-0.00 = 1.00 (100%) as compared to those who saying disagree that purchasing non taxable row material.

6. For those who agree that choice of crowed area as a strategy, the odds of Jebena Buna venders daily profit making Performance are being high is lower by 1-exp (B) which is 1-0.080 = 0.92 (92%) as compared to those who saying disagree that choice of crowed area as a strategy.

7. For those who agree that choice of local material usage as a strategy, the odds of Jebena Buna venders' daily profit making Performance are being high is lower by 1-exp (B) which is 1-0.061 = 0.939 (93.9%) as compared to those who saying disagree that choice of local material usage.

Deep Interview Results

For a lot of the 'Jebena Buna' respondents, street vending seemed to be the only job that was available to do. It seems to them, there were no other options. The sector shouldn't take in to any special skill, requires no special training, require few capitals. It is a sector of quick way to make earnings and bettering for short period (Anyidoho & Ainsworth, 2009; Hashim, 2006).

Selected Respondent reports

"I make enough for my daily use. I cannot say anything in particular about other vendors but with my experience; I think they do get enough for their daily uses as well" (Rose, 20, 5 years Nigeria). Similar to Rose, at Sodo, Cherinet Kelta, 1 and half years experience at vending, she reports: I do get enough to daily, --- "I do not intend to continue to sell 'Buna' and other things on the street. What I want to do is to learn how to tailing". When everybody insulting and giving so many negative comments------ I am keep silent not to miss him, his friends and the other markets (customers). Selling on the street is addictive, changes to bad behavior, irregularities (sells ups and down). Whatever I purchase the cheapest material to

prepare coffee, when I calculate all my ups and down, it is not as such attractive to continue at vending. It seems good to daily profit. But end value is ---. At the end she gave local proverb to the work like---- "akena sohuwan pe77opitee" and (ሺሁ መርፌ ብቀጠቀጥ አንድ ማረሻ አይሆንም አለች). (She is not volunteer to tell her name, but two years and three months experience).

Conclusion

The poverty experience many young girls to struggle with unemployment in the Wolaita Sodo Town. There will always be a growing number of 'Jebena Buna' street vendors simply because it is a quick way for daily making enough to go by. But it is not feasible for there to be a growing number of 'Jebena Buna' markets to accommodate new similar vending. These venders' dreams being fulfilled through "the streets the realities that await them", the street unfortunately becomes an addictive survival mechanism for these young people. The street is hardly a place to achieve the things that they hoped. Both my study, structured questionnaire result and deep interview responses showed that, the 'Jebena Buna' street vending seemed to be the only job that was available to do and relatively easier to start because it required little capital, even for the many respondents that had already learnt a skill or other. Though some believed that it is possible to eventually excel on the vending, almost all are believed that the 'Buna' vending was only about survival and not a place for savings. Taking steps towards their own futures was almost impossible for many of the respondents and many hoped for the government to provide opportunities.

Recommendations

As both results concluded earlier, the government has great assignment to provide opportunities how to save, how to handle customers, how to arrange spaces, how to generate them to step two (up-coming) etc activities waiting for the concerned bodies. It may be recommendable if the concerned bodies open free high vocational schools that they should get long and short term training and certified, develop the rural areas to be able to absorb the unemployed population not to come out from their village to vend 'Buna'.

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