THE ROLE OF STREET FOOD VENDING TO THE VENDOR'S HOUSEHOLD WELFARE IN ILALA MUNICIPALITY IN DAR ES SALAAM, TANZANIA

Jackline V. Karondo

E-mail: siijen87@gmail.com

&

Ubaldus J. Tumaini

E-mail: u.tumaini@cbe.ac.tz

ABSTRACT

This paper investigated the role of street food vending to the vendors' household welfare in Ilala Municipality in Dar es Salaam, Tanzania. Specifically, it examined the motivation for undertaking food vending and determined income earned from this business. Also, it assessed the influence of socio-economic characteristics of street food vendors to their household's welfare. A cross-sectional study design was applied involving multi-stage sampling techniques. Data were collected from 297 street food vendors using a semi-structured questionnaire. Applying both descriptive and inferential analysis, it was found that many people engage in street food vending because it requires small capital to start and that it generates a substantial income per month. Further, using binary logistics regression, it was established that the vendor's household welfare are most likely to be influenced by vendor's socio-economic characteristics such as vendor's level of formal education (p < 0.05), household size (p < 0.000), street food vending business premise (p < 0.05) and loan from financial institutions (p < 0.001). It is concluded that many people engage in street food vending because it requires small capital to start and a source of reasonable income to meet their daily requirements. Also, the vendor's level of formal education, presence of other active members earning some income in the household, operating in a permanent structure and borrowing capital from financial institutions are key factors for increasing sales and profit and ultimately improve vendor's household welfare. It is recommended that the local government should improve street food vending by providing appropriate business education to street food vendors. Also, vendors should be encouraged to operate their businesses in a permanent and affordable structures.

Keywords: *role, street food, vending, household welfare*

INTRODUCTION
Background Information
Street food, ready-to-eat food and beverages that are prepared and /or sold by itinerant or stationary vendors, especially on street and in other public places, is a rapidly growing business in response to increased rate of urbanisation among other factors. Lacking food preparation time and working long distances has increased the demand for street food vending (SFV) in urban settings (Mwove et al., 2020; Johnson & Yawson, 2000). Street food vending is a small-scale business of producing and selling ready to eat food prepared on street or at home and consumed without any further preparation (Mathaulula et al., 2016; Magehema, 2014). SFV is a source of convenient, nutritious, tasty and inexpensive food to urban labour force, students and other consumers of lower and middle class society in a country (Sezgin & Sanlier, 2016; Eztold et al., 2009; Muzzafar et al., 2009). Street food vendors prefer areas where they are

easily accessed such as near factories, along the main roads, near offices, academic institutions, transit points, construction sites, beaches, lorry stations, and commercial centres and markets (Marras 2018).

According to Njaya (2014) street food vending business provides urban economy with strong backward and forward economic linkages. The supply chain for street food vending involves urban and rural dwellers such as farmers, fishermen, stores owners, transporters, and cleaners. In addition, street food vending provides reliable market for agricultural products from urban, peri-urban and rural areas. As part of informal sector, street food vending provides income, employment and food for many urban poor (Adhikari, 2017; Sezgin and Sanlier, 2016; Njaya, 2014).

Street food vending business has employed a large population of urban dwellers and feeds billions of people in the world; thus the business is the source of income to many poor urban dwellers (Addo-Tham 2019; Njaya 2014). Many street foods vendors rely on food vending as the main source of the income, although others use the income as the supplement (Rutahindurwa, 2013; Njaya, 2014). The business, enables vendors to raise funds which support their medical expenses, education and supplement family income (Adhikari, 2017; Milanzi, 2011). Street food vending provides profits and other benefits associated with the business. Etzold (2009) argues that financial turnover of street food vending business runs into billions of dollars and that it is substantial when compared to the wages of factory workers, day labourers and rickshaw-pullers. According to Marras and AgBendech (2016) the average income of food vendors is higher than the official minimum wage earned by public sector workers. In Tanzania, vendors claimed to earn between TZS 5, 000-20,000 shillings per day (Marras, 2018). With these literatures much is left unknown concerning the income generated by street food vendors in Ilala municipal in Dar es Salaam.

Street food vending is also reported to be a livelihood strategy for migrants, retired pensioners, workers who faced redundancy, disabled people and unemployed population (Winter, 2017; Njaya, 2014; Zobida & Mutabazi, 2012; Adhikari, 2011). Rutahindurwa (2013) identified pull and push factors for food vending. Pull factors include need for independence and need for challenges, improved financial opportunity, self-fulfilment, desire of being their own boss, flexibility for balancing family and work. Push factors are divorce, death of spouse, and dissatisfaction with salaried jobs. Zobida and Mutabazi (2012) also claimed that failure of government to create jobs could be a push factor for street food vending as well.

The Government of Tanzania has established several strategies to support and improve the operating environments of small and medium enterprises (SMEs) in the country including street food vendors. In 2005, the government came up with the Property and Business Formalisation Programme (PBFP) reform, which attempted to formalize street vending (Marras, 2018). In 2011, the Machinga Complex was constructed in Ilala Municipality to provide business premises to thousands street vendors. In addition, Small Industries Development Organization (SIDO) provides funds for start-ups and existing small-scale business including street food vending (Marras 2018). Just recently, all street vendors have been provided with special identification cards (Machinga identification cards), which enables them to conduct their businesses without disturbance from local authorities.

Based on the literature above, it is observed that street food vending supports the livelihoods of many households. In fact, vendors depend on this business to take care of themselves and their families, sending children to school, undertaking developmental projects such as construction of houses, and so on. Thus, considering all the aforementioned strategies and efforts targeting small businesses including street food vending, and considering the crucial contribution of street food vending in urban settings, the study on which this article is based aimed at understanding the role of street food vending to the vendor's household welfare in Ilala Municipality in the City of Dar es Salaam, Tanzania. Specifically, this study assessed motivations for engaging in street food vending and determined income generated from such business. Also, the study assessed how different socio-economic characteristics influence vendor's household welfare.

Theoretical Framework
This study is based of Structuralist perspective, which is pioneered by Castells and Portes (1989). They view informal sector as activities conducted by people who lack other means to fulfil their necessity. It involves marginalized population in the society who operate in insecure and poor working conditions. So, for Structuralists, informal sector such street food vending is a necessity driven activity. The theory is relevant, for this study seeks to identify the reasons as to why urban dwellers involve in street food vending. The available literature indicates that most of people who involve in the vending business are those who have either failed to obtain formal employment or those whose qualifications restrict them to be employed in the formal sectors. Also the fact that many vendors are in the business

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because it requires small capital to establish is evident that they are poor marginalised population trying to survive by conducting a business which requires small investment to gain high profit (Adhikari, 2017)

Also the study employed the concept of household welfare. Welfare is a broad concept; its understanding is based on the approach used to define the term. In this study welfare is defined using economic perspective. Economist assumes that the household objective is to maximize utility and since utility is unobservable, household consumption is the noticeable variable (Glewwe, 1991). There exist several approaches on the measurement of household welfare. Johanni (2011) suggests that household welfare should be measured by happiness contrary to economists who use financial indicators such as household income, GDP or consumer confidence. Lekobane and Seleka (2016) suggests that household consumption or income is the perfect measure of household welfare as they indicate individual's ability to obtain goods and services. This study uses household consumption as a measure of household welfare because it has few measurement errors and fluctuates less compared to income and hence provides static and less changes in household income over time. Also, household consumption is an appropriate measure for this study because respondents are more willing to give their consumption information than their income (Ravallion, 1992). According to NBS (2019), the Tanzania Mainland monthly average household consumption is TZS 416,927. Hence, in this study, households whose monthly average consumption was at least TZS 416,927 shillings were considered to have improved welfare as compared to those whose monthly consumption was below TZS 416,927 shillings.

Methodology
Description of the study area
The study was conducted in Ilala Municipality in the City of Dar es Salaam, Tanzania. Ilala Municipality has 365 km square and 23 wards. According to 2012 Population and housing Census, Ilala Municipality has a population of 1, 220,611 (URT, 2013) and is commonly referred to as downtown Dar es Salaam, where much of the commerce, banking, and national offices are located. The Municipal host large and old markets such as Kariakoo, Mzizima, Kisutu, and Buguruni and it hosts many large industries mostly located around Kipawa and Vingunguti wards. Markets, industries, bus stations are congested areas that attracts many vendors to gather for the business purpose since the demand for food is high in those areas. It is fair to argue that the number of SFV is large compared to other municipalities in Dar es Salaam.

Research design and sampling techniques
The study applied cross-sectional research design whereby data were collected at one point in time (Creswell 2012). A multi-stage sampling technique was applied to sample the respondents. First, purposive sampling was applied to select the City of Dar es Salaam and Ilala Municipality. Leary (2010) argues that purposive sampling involves the selection of a sample with a particular purpose in mind. Thus, we sampled Ilala Municipality because of its highest number of street food vendors. Second, simple random sampling technique was used to select the wards. The 23 wards of Ilala Municipality were written on pieces of papers and six wards, namely Gerezani, Upanga East, Buguruni, Vingunguti, Kipawa and Segerea were picked randomly. Simple random technique was used because it minimizes bias by equally sharing or distributing it (Creswell, 2012). Thereafter, 297 study respondents were selected using snowball sampling technique whereby the current respondent introduces the researcher to the next respondent. However, only street food vendors with dependants in their households were eligible to participate in this study.

Data collection and analysis
Primary data were collected through administering semi-structured questionnaire to the respondents. The questionnaire included questions about socio-economic characteristics of the respondent, motivation for doing street food vending, income earned from the business and factors associated with improved vendor's household welfare. Before data collection, the questionnaire was pre-tested and the researcher assured confidentiality to the respondents. Informed consent was obtained from each participant before proceeding with the interviews.

Data was analysed by both descriptive and inferential statistics. Descriptive statistical analysis included using frequencies, means, standard deviations, and cross-tabulations to describe socio-economic characteristics of sampled street food vendors and their businesses. Inferential analysis started by totaling monthly household's expenditure, which included electricity; water, cooking energy (gas, charcoal, kerosene, firewood), airtime, TV subscription, education requirements, food, and rent. A household was regarded to have welfare when its total consumption per month was above TZS 416,927 shillings, and not having welfare if its monthly consumption was below TZS 416,927 shillings (NBS, 2019). Thereafter, binary logistic regression model was used to determine the key explanatory factors

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associated to improved vendor's household welfare. In this case, the probability of improved household welfare (Y), given the presence of the independent variables, was represented as the conditional probability:

$$P(Y=1|X_1 - X_n) = 1/(1+e^{-(\alpha + \sum \beta_i X_i)}) \tag{1}$$

Whereby P is the conditional probability that household i experiences improved welfare, Y = status of vendor's household welfare, α = constant term, β_i = coefficient for ith independent variable X, with i varying from 1 to n, e = error term. The significance of the coefficients β_i is tested with the Wald test, which is obtained by comparing the maximum likelihood estimate of every β_i with its estimated standard error (Hosmer and Lemeshew 1989; Van Den Eeckhaut et al., 2006). By observing the sign of a dependent variable's coefficient estimate, the effect of that variable on the probability of a vendor's household welfare was determined.

In the context of this study: Y = household welfare (1 = improved household welfare, 0 = otherwise), x1 = age of street food vendor (in years), x2 = vendors marital status (0= widowed, 1=divorced,2=single, 3=married) x3 = household size (number of persons who makes a common provision of food, shelter and other essential for living), x4 = level of education of street food vendor (number of years of formal schooling), x5 = vendor's main source of income (0=yes, 1=no), x6= motorcycle ownership (0=yes, 1=no), x7 = premise ownership (0= open free space, 1=rented), x8= duration in business(in years), x9 = main source of capital (0=aid,1=own saving, 2= loan) x10= sex (0 female, 1= male), x11 = other person contributing income in the household (1=yes, 0=no).

Results and Discussion
Socio-economic characteristics of street food vendors
The mean age for surveyed street food vendors was 37.5 ±7.9 years old meaning that most the vendors are in their thirties and early fortieth (Table 1). The household size mean average was 4.17±1.59. The mean years for schooling for street food vendors was 7.3±2.3 years. Implying that a reasonable number of street food vendors completed seven years of primary school education. On average, street food vendors were in operation for about four years.

Almost half of all respondents (47.5%) were married while just over a third (36.4%) of respondents were divorced (Table 1). The results imply that street food vending is dominated with people with families to look after. Also almost 94% of the respondents were women. The implication of this finding is that although women are traditionally known to be housewives, they are increasingly engaging in productive activities such as doing street food vending. By engaging in street food vending, women are more likely to earn income, feed their families and dependents and take good care of their children (Milanzi 2011). About two-thirds of all vendors (61.0 %) established their business through own saving as compared to 21% and 19% who sourced their capital though aid and loan from financial institutions respectively. Most of street food vendors 76.8% conduct their businesses on an open and free space whereas about a quarter (23.2%) of the street food vendors were conducting their business on a renting space (Table 1).

Table 1: Socio-economic characteristics of street food vendors (n=297)

Variable	Mean (Standard Deviation)
Age (in years)	37.5±7.5
Years of schooling	7.3±2.3
Household size (number of persons)	4.17±1.59
Duration of business operation	4.47±6.18
Variable	Frequency (%)
Marital status	
Married	47.5
Divorced	36.4
Widowed	9.8
Single	6.4
Sex	
Male	6.1
Female	93.9

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Main source of capital	
Aid	20.5
Own saving	61
Loan	18.5
Business premise ownership	
Free open space	76.8
Rented	23.2

Motivation for conducting street food vending

Half of the respondents (50%) claimed to have decided to undertake street food vending because the business requires small start-up capital (Table 2). In this study it was found that most vendors require some basic capital for buying food preparation merchandise. Start-up cost is low because most vendors operate on free open spaces where they do not pay any renting fees. Others prepare food at home and hence avoid buying additional cooking and food serving facilities. Winarno and Allain (1991) and Winter (2017) have also found that people enter into street food vending simply because it requires small initial investment cost. Mwangi et al. (2001) add that street food vending initial capital attracts people who regard such a business as a temporary activity while looking for a more permanent and reliable job.

About a third of the respondents reported to engage in street food vending because it generates high income within a short time (Table 2). Street food vending is a livelihood strategy for many urban poor people who mostly lack other means of earning income (Etzold et al., 2013). Out of economic necessity urban dwellers engage in street food vending so as to obtain income to meet their daily household requirements including food, school fees, pay for utilities and acquisition of assets such as land, house,and so on.

The findings show further that other vendors conduct SFV because of the experience and skills they have in street food vending (Table 2). Business experience and skills include knowledge on market for cheap cooking merchandise, seasonal changes and customer's food preference (Nirathron, 2006; Otoo et al., 2010). Knowledge on customer's food preference enables food vendors to operate smoothly and increase the income they earn. Other reasons motivating people to engage street food vending were time management and differentiation.

Table 2: Motivations for conducting street food vending (n=297)

Parameter	Frequency	Percentage
Income generation	96	32.3
Require small capital	150	50.3
Experience and skills	20	6.7
Time management	18	6.1
Differentiation	13	4.4

Using Structuralist perspective, the fact that many people engage in street food vending because it requires small capital to start and generates substantial income to enable them meet their household requirements, it is evident that these vendors have decided to do this business because they lack other means to fulfil their necessity. Findings show that most of the vendors are somehow vulnerable because they have attained seven years of primary school education and food vending was their main activity. Further, it is also observed that the majority of the street food vendors are women and some of them are either divorced, widowed or single. In addition, most vendors conduct their businesses in an open free space and source their business through own savings. Thus, these findings coincide well with the above theoretical framework.

Income generated from street food vending

The findings show that on average, street food vendors earn TZS 470,975 ± 334,804 shillings as a net profit per month. The profit margin depends on the type of SFV one is engaged in. That is, those selling varieties of meals such as breakfast, lunch and dinner earn more profit as compared to those selling a single meal or snack. From the study findings it is fair to urge that if used properly, income generated from street food vending may be a reliable source of income to the vendor's household. The income may be used for utility bills, buying food, clothes, school requirements

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and other immediate issues emerging in the household. A study by Njau and Komba (2014) found that more than 70 percent of food vendors link street food vending income to their improvement of living standard.

Influence of socio-economic characteristics of SFV to vendor's household welfare

Binary logistics regression model was 75 percent accurate in determining the influence of socio-economic characteristic of SFV to vendor's household welfare as shown in Table 3. Five variables among eleven were observed to be statistically significant, meaning that the variables contributed 95 probability percent in ensuring availability of the welfare in the household. The model fit was statistically significant ($X2 = 80.158$, $p < 0.000$), this means that the household welfare was predicted well using this model. Goodness of Fit was non-significant ($X2 = 5.650.885$, $p \leq 0.686$) implying that the model fits well with the data. Nagelkerke Pseudo ($R2$) was 0.334, meaning that 33.4% of the variance in the dependent variable is explained by the independent variables present in the model.

Household size was highly positive and significant to household welfare ($p < 0.000$). This means that household with many members are likely to have improved welfare as compared to households with few individuals. Although it is contrary to the results by NBS (2019), which found that households with many members are likely to be poor than those with fewer members, this finding was expected because, using cross-tabulation, it was found that most households with improved welfare had additional income from other household members ($p < 0.01$). The presence of many active persons contributing an income in the household is an asset as it is likely to improve the household welfare. Also, many active members in the household can be a source of cheap labour supply in the food-vending venture. This implies that, instead of hiring other people, street food vendors use family labour to do cooking, washing dishes or serving food to customers. This lowers operation costs and hence increases the profit.

Table 3: Influence of socio-economic characteristics of SFV to vendor's household welfare (n=297)

Variables	B	S.E.	Wald	P-Value.	Exp(B)
Respondent's age	0.015	0.023	0.428	0.513	1.015
Marital status	0.291	0.141	4.239	0.040*	1.337
Household size	0.633	0.122	26.794	0.000***	1.883
Level of education	0.167	0.079	4.507	0.034*	1.182
Main source of income	-0.326	0.647	0.254	0.614	0.722
Motorcycle ownership	0.447	1.122	0.159	0.690	1.564
Premise ownership	0.371	0.173	4.602	0.032*	1.45
Duration in business	0.003	0.002	1.346	0.246	1.003
Main source of capital	0.449	0.169	7.046	0.008**	1.566
Gender	-0.165	0.619	0.071	0.790	0.848
Other contributor	0.000	0.000	0.074	0.786	1

Model fit ($X2 = 80.158$, P-Value = 0.000); Goodness of Fit ($X2 = 5.650$, P = 0.686)

Marital status of street food vendors showed positive significant relationship ($p < 0.05$) on their household welfare. This means that the households of married street food vendors are more likely to have improved welfare as compared to the households of the divorced or single vendors (Table 3). As mentioned earlier most of the respondents (93.9%) were women. Out of these, almost half of them were married and just over a third were divorced. It was established that, households with an additional active member are likely to have improved welfare than those without. Hence, it is most likely that many participants have a partner who contributes income or labour in the household, something which improves household's welfare. Thus, some vendors use the income earned to supplement household needs such as food, clothes, water and paying school fees for the children (Milanzi 2011).

The level of education of the street food vendors had positive significant relationship ($p < 0.05$) with the household welfare meaning that as the level of formal education of the street food vendor increases the welfare of their household improves. The possible explanation could be that formal education provides the vendor with knowledge, skills and

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experience, which ultimately enable vendors to tap opportunities available and hence increase their income. In addition, formal education provides vendors with good communication skills, punctuality, and problem solving skills which contribute to their effective and efficient working. These findings are consistent with the study by Adhikari (2017) in Bangladesh, which found that the households of street food vendor who had attained high level of formal education had improved welfare.

The households of vendors who had rented their working premises had improved welfare than the households of vendors doing business in open free places ($p < 0.05$). The possible explanation is that vendors conducting their business in a rented permanent premise structure have a permanent address, which makes the vendors eligible for acquiring loans from financial institutions to boost their business. Also permanent structures make it possible for establishing long lasting relationships with many customers, store their merchandise safely, something which improves sales and profit (Njau and Komba 2014).

Table 3 further shows that, the source of capital has positive significant relationship ($p < 0.001$) with the household welfare. It was found that the households of vendors whose businesses depend on loan had improved welfare than those whose vendors source their capital through aid or own savings. Street food vendors who take loans to support their businesses have assets and permanent business structures, which can be used as a collateral. Also, vendors operating in a permanent structure are likely to establish long-lasting relationship with many customers, something which can increase customer base and hence increase their daily sales and income. Another explanation is that with loans, SFV can improve their business as through loans vendor can obtain food handling facilities storing, refrigerators, microwaves and oven which makes food processing and storing quick, secure and healthy. Tillerman (2012) has also stated that access to capital from financial institutions influences investment in livelihoods such as business enterprises.

Conclusion and Recommendations
Street food vending is the means for livelihood for many low-income urban dwellers. On average street food vendors earn about 470,975 Tanzanian Shillings per month, a significant amount to meet some household requirements. People engage in street food vending mainly because it requires easy capital to start and it generates substantial income to meet their daily needs. Vendor's education, presence of other active members earning an income in the household, operating in a permanent structure and borrowing capital from financial institutions are key factors for increasing sales and profit and hence improve vendor's household welfare.

Considering that street food vending generates a substantial income per month and that it requires a small capital to start, the local government and other actors should encourage many people to exploit the opportunities around them by engaging in such activities so as to increase their income and hence alleviate themselves from household poverty. Also, as vendor's formal education is a key factor in managing street food vending and hence improve household welfare, appropriate business education should be provided to street food vendors so as to increase their productivity, improve their household's welfare and hence increase their contribution to the economy. Also, local government authorities should encourage street food vendors to operate in permanent and affordable structures in order to increase security and sustainability of their businesses, build customer base and be eligible for loans from financial institutions. The act further increases their sales and profit and ultimately improve their household's welfare. Lastly, as this study was conducted in the City of Dar es Salaam, further studies should focus on identifying the role of SFV to the household welfare in other locations in Tanzania.

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