



The Influence on Perception of Street Vendors on Profitability of Products They Sell: A Case of Dar es Salaam and Coast Regions of Tanzania

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Abstract

The purpose of the study was to investigate on the nexus between perception of street vendors on the profitability of products they sell. The specific objective of the study was to determine the perception of street vendors in relation with the types of products they sell; identify the perception of street vendors in products they sell in relation with the capital they employ and the perception of street vendors in products they sell in relation with the demand of products, respectively. Data were collected around bus stops along the Morogoro Road, in ten (10) different localities from Kimara bus stand (15 km) to Mlandizi which is 65 kilometers from Dar es salaam city. A sample of 100 respondents were interviewed i.e 10 from each Centre, and were processed by using the Statistical Package for Social Sciences (SPSS). Descriptive statistics were deployed in the analysis. Field data indicated that Street vendors perceived that customers prefer mostly on purchasing consumers products especially fruits, soft drinks, foods, rather than industrial products. There was a positive perception on the street vending business with the market demand. It was noted also positive perception of street vending business with the capital employed. Theoretically the study has validated the TRA theory by integrating it with the dynamic theory of strategy in assessing the studied objectives, in studying the in the context of developing countries, particularly in Tanzania. Empirically, the study assisted in improving of the street vending business growth by proposing better methods and techniques on improving profitability, for a better micro business performance in Tanzania. The study proposes that Government and Business stakeholders should enhance street vendors capacities, through promotion and improvement of entrepreneurial and business skills of the street vendors in Tanzania.

Keywords: *Street Vendors; Perception; Profitability; Dar Es Salaam; Coast Region*

1. Introduction

Street vending therefore, is defined as a global urban phenomenon as the type of informalized labor forces that performs trading activities in urban settings (Racaud *et al.*, 2019). The term informal business activities was for the first time coined in 1970s whose understanding varied widely depending on which activities were regarded as “informal” (Graaff and Ha, 2015). Street vending refers the selling of

products along the streets, squares, sidewalks, public parks or in other public spaces. It involves on selling of various products which includes among few the selling of shoes, prepaid telephone cards, fruits, vegetables, clothes and the like (Chen and Skinner, 2014). Its further, involves the selling and buying of both industrial and consumer products.

In Africa the informal sector accounts almost 60% of informal workers and street vendors have large share(Turok and McGranahan, 2013).The informality of street vending business is associated with neglect by the governments and hence illegality, this makes the measurements on the number of street vendors to be difficult, as they are not included in the municipality and cities plans(Skinner, 2008).For despite the number of street vendors measurements is difficult, the number of street vendors has been growing from year to year, For example the street vendors in Dakar, Senegal accounts 13% of urban population, Lomé,Togo (24%), Kenya they accounts 5.2 % of the non-agriculture workforce; 34% in South Africa(Skinner,2008; Brown and Mackie, 2017). In Dar es salaam they are estimated to account at about 1 million(Mramba, 2015).The fact that street vending continues to persist, with increasing numbers of young men and women getting involved, it deserves attention to study on how the influence on perception of street vendors on profitability of products they sell, by keeping in regard its contribution to the national economy and employment.. The objective of this study is therefore, the need to underscore the influence of perception of street vendors on profitability of products they sell, and the specific objectives are to identify the perception of street vendors in products they sell with the capital they employed; the perception of street vending business with the demand of products they sell and the perception of street vending business in relation with products they sell.

Most of the studies done in both developed and developing economies, particular in Africa, have scanty touched on assessing the influence of perception of street vendors on profitability of products they sell. However, there is scant information regarding the relationship between profitability and perception of street vendors and products they sell in Dar es salaam and Coastal areas of Tanzania. For example the study done by Gebremarian *et al.*, (2004)in United States; Mramba *et al.*, (2016) in Tanzania; Lyons *et al* (2014) in Tanzania; Mazhambe (2017) in Harare Zimbabwe; Adhikari (2012) in Nepal; have focused either on street vendors' performance, technology innovation, economic development or poverty reduction.

Several authors have written much referring on informal sectors regarding street vending business personal and psychological attributes of the owner regarding on its growth and contribution on economic development(Jong, 2015). For example the study done by Bernal-Torres *et al.*, (2020) in Bogota , Colombia on investigated the significance as surviving mechanism and informal work by street traders; Saha in Bangladesh assessed on the psychological factors influencing consumers preference in tourism sector by street vendors ;Yatmo, (2009) investigated on the perceptions of street vendors as out of place in Indonesia;

In Tanzania most of perception studies in business, have reflected perception in consumers perspectives and risk perception on entrepreneurs as drivers of firm's performance and growth (Boermans and Willebrands, 2017): perceptions studies on business growth and employment (Komppula and Reionen, 2007) ; Perception of Small and Medium Business towards Supply chain Management(Katunzi and Zheng, 2014);However, there are few studies in Tanzania, which have studied on the influence of perception on profitability of street vendors towards types of products they sell. As Zakaria (2018) denoted profitability is embedded on capital, consumer's demand and products in the market. Due to the fact that capital for startup, consumer's demand on the street vendors products and the types of products they sell, have a spillover effects on large business transactions(Fafchamps and Minten, 2001),due to the fact that, the need of understanding the street vending profitability perception ion their products they sell is very important for the street vendors themselves, for the medium and large scale traders and the

government and business stakeholders at large; for better enhancement of economic and business growth(Jong, 2015)

According to Zakaria (2018) on his study on determinants of firms' profitability in consumers products sectors indicated that consumers demand, types of products and capital outlays determine profitability. Therefore, this study assessed perception of street vendors profitability in terms of the consumers demand, amounts of capital employed and types of products street vendors sell. In the current business undertakings, whether small or large. Sellers have to be concerned with consumer's demand (Racaud *et al.*,2019). This will assist sellers particularly street vendors, on the choice of product to sell, and which products not to sell, after understanding consumers' needs and wants (Kotler, 2012). However, the perceptions of the sellers themselves on what to sell, may be the reasons to sell a particular type of products or not.

There are various theories on perception, which include impression management theory, Gregory's theory, Gibson's theory, social construction of Technology theory and Theory of reasoned action (TRA) (Ajzen; 1975; Démuth, 2012). This study adopted the Theory of reasoned action (TRA) as the guiding theory which was intergrated with the dynamic theory of strategy articulated in making competitive advantages of the firm (Fainshmidt *et al.*, 2019; Porter 1991) The study adopted TRA because it is the mostly widely theory used in studying perception in business studies (Lai, 2017) .Other perception theories have mostly been used in describing psychological social studies of human behavior(Démuth, 2012). Profitability of street vending business under this study was assessed by underscoring the variables of the capital employed, market demands and types of products by street vendors sell. TRA posits that attitude, social norms determine behavior intention of an individual. This entails that as much as the street vendor perceive certain factors to be important determinants of profitability, the more that the street vendors will involve themselves on intending to perform those behaviors.

However TRA lacks the explanatory power on explaining the perception in terms of profitability in street vending business. Some researchers have argued that, subjective norms manipulation affects only behavior intention and not attitude(Ren, 2019);and they concluded that an attitude can remain the same to an individual. So, there was a need to include another theory on this study, in order to increase the explanatory power of TRA and achieve the studied objectives. Therefore this study integrated TRA with ,the dynamic theory of strategy (Fainshmidt *et al.*, 2019;Porter,1991) which asserts that, for a successful business growth, an entrepreneur need to assess its internal and external business environments in terms of market opportunities, capital structure, demands patters and cascade effective business strategies, this will in turn create unique strengths to the entrepreneur in business profitability.

Therefore, the objectives of this study will contribute in understanding the both theoretical and empirical understanding of the street vending business in Tanzania. In theoretical contribution settings, the integration of the theory of reasoned action (TRA) and dynamic theory of strategy in studying the influence of perception of street vendors on profitability of products they sell, will increase the knowledge in understanding the street vending business in the context of developing countries. However, on empirical settings, due to paucity of studies on the influence of perception of street vendors on profitability, this study will assist in improving of the street vending business growth, by giving better methods on improving profitability, for a better micro business performance in Tanzania.

2. Theoretical and Empirical Literature Review

Tanzania, like other East African Countries; and Sub Saharan Countries, have a decline in the manufacturing of products such that, there are few exported manufactured products, as the results most of these countries have been importing much of the products from china (World bank, 2019). This business

cycle has resulted in fall of industrialization and technological breakthroughs and the emergence of the rampant street vending business for sustaining the standard of living of its communities, of which, in the real sense, contributes to the economy but not to the extent when the country had manufacturing industries (Jong, 2015). Its contribution is meager, and sometimes contributes only on subsistence living of the street vendors and their families. The repercussion of non-productivity for business exporting has resulted to unemployment and smaller wages, which has facilitated the growth of the street vending business, which has its roots from the household (Mramba, 2015). But the role and its impeding characteristics of the street vendors perceptions patterns are not well established in its profitability, on how the business, can contribute on the growth of micro business of street vendors.

According to the Tanzania Household Budget Survey done by the National Bureau of Statistics in 2011/12 about 28.2 percent of Tanzanian populations live in absolute poverty, and thus depend on subsistence purchasing and living, thus necessitate the existence of street vendors (URT,2014). This is a general result of the increasing poverty among the rural and urban inhabitants, and the growing income gap between the rich and poor is widening, while at the same time price of goods and products of street vendors are regarded as always cheap. In the poor urban suburbs, street vendors carry a heavier burden as they are always suppressed by local authorities and city planners (Chen and Skinner, 2014). Therefore, understanding the perception of street vendors on selling products and the marketing factors that can make one understand the effects the street vendor's decision on products they choose to sell, in terms of the demands of the products and the amount of capital needed for street vending business is important for the street vendors themselves, and for business growth and economic development of the nation. Although street vendors are always humiliated with impunity due to their low education level, their scanty knowledge and skills on how to manage their business, their contribution in assisting availability of products and services to consumers in the society, and the capital employed on their business is substantial (Mramba,2015).

In Tanzania previous perception business studies includes, the study by Boermans and Willebrands (2017) on risk attitudes, perception of entrepreneurs in Tanzania, which analyzed a sample of 611 entrepreneurs which indicated risk perception was positively associated with business achievement. However, this perception study targeted microfinance entrepreneurs with larger capital rather than the street vendors, which is the scope under this study. Katunzi and Zheng (2014) studied Perception of Small and Medium Business towards Supply chain Management (SCM) in Tanzania, with a sample of 114 companies, and the findings indicated negative perception on product quality in enhancing better SCM. However, this study was undertaken on Small and Medium Enterprises with large capital outlays, than street vending business capital. Kazimoto (2014) undertook the study on the assessment of small and medium enterprises towards business performance, on which the findings indicated negative perception of SMEs owners on customer needs, unavailability of government support and poor understanding of the international marketing strategy. The same, this study was on larger scale of business, other than street vending business. This indicates that there are scanty studies which have visualized on the influence on perception of street vendors on profitability of products they sell in Tanzania, particularly in Dar es salaam and coastal regions, which signifies the needs of undertaking this study.

2.1. Perception, Profitability, Demand Patterns and Capital in Business

Perception in business entails understanding of the market needs, opportunities. These opportunities in business are recognized by some persons and others not (Lyons *et al.*, 2014), Perceptions can be positive or negative depending on the intrinsic factors and extrinsic factors of an individual (Chen and Skinner, 2014). Effective perception assists in tapping up the market opportunities, which increases consumers demands on products and thus business growth (Lyons *et al.*,2014). Perception in utilizing business opportunities have some variations among individuals, due to nature of the market needs, demands patterns, sellers experience in business and psychological background of the seller (Boermans

and Willebrands, 2017). Perception dynamics occurs due to the fact that there are variations in entrepreneurial spirits, as there are persons with high enthusiasm to come up with new products and new solutions in businesses challenges, and there are others who are stagnant with difficulties in decision making (Kim and Choi, 2013). This study therefore, wanted to assess the influence on perception of street vendors on profitability of products they sell in Tanzania, along the coast region and Dar es salaam, if their perception towards profitability is determined by the rational realities on the risks they fear on the business failure or it was just their attitudes towards their psychological fears and little experiences on the market forces, with an emphasis of the amount their amount of capital, consumers demands and the types of products they sell .

Opportunity identification is an important part in effective perception of an entrepreneur. This will reinforce an entrepreneur to find new demands from customer's needs and wants, and ultimately find out the capital needed for the business growth, and in the sense looking on the available resources in the market (Haule and Chille, 2018). According to Kotler (2012), demand of the products refers to the amount of products or services needed at the targeted market at a specific period of time. There are various demand patterns in the market. Such that the more the demands of products in the markets, the more the products will be sold by the street vendors, which will reinforce an increase in the profit margin. Therefore, there is relationship in the types of products sold whether by small business or large in the market, with the needs and wants of the consumers, which create demands, hence this determines the startup capital of an entrepreneur (Fuertes *et al.*, 2020). However, education which is the knowledge about the products and the market forces both internal and external, experience in business are also important factors in business growth and profitability (Fuertes *et al.*, 2020).

2.1. Theory of Reasoned Action (TRA), Dynamic Theory of Strategy and Perceptions of Street Vendors

Theory of Reasoned Action was developed by Martin Fishbern and Icek Ajzen (Fishbern, 1980; Fishbern and Ajzen, 1977). The theory explains that attitude and social norms environment determines individual's decisions towards a product or a service. In order to understand the individual's decision towards the products or services, there is a need of assessing individual's attitude towards the performing behavior (Otieno *et al.*, 2016). The theory asserts that, instead of predicting the attitude as the Technology Acceptance Model (TAM), this theory argues there is a need of prediction on the behavior of an individual. Therefore, this theory focuses on behavior of an individual's decision to use the product /activities or not to use. The theory assumes that there are certain factors that limit the attitudes of the individual's behavior towards particular products or services and that an individual will adopt or will not adopt them. Therefore, in order to understand the individual's attitudes towards products/activities, there is a need of assessing the individual's attitude towards performance of that product/activities and then predict or facilitate towards the behavioral patterns of an individual in order to accept the particular brands of products or certain activity.

Also the dynamic theory of strategy by Porter (1991) asserts that, for a successful business growth, an entrepreneur or the business firms needs to have similar business objectives and goals which define its position in the market, and should need to align its strengths and weaknesses with external opportunities and threats. These strengths include the market opportunities, capital structure, demands patters which will in turn create unique strengths to the entrepreneur in business performances and growth.

This study therefore adopted the TRA theory and integrated it with the dynamic theory of strategy on assessing the influence of street vending perception on profitability on products they sell. Whereas profitability was measured by looking on the variables of capital employed, product demands and types of products which street vendors sell .

3. Methodology

Various methods of assessing the informal sector activities were used. Types of products sold, capital employed, demands were used to determine the perception of street vending business in relation with profitability of their business. The Analysis of types of products was mainly based on agricultural and industrial products, though specific types of products were as well, determined. Both qualitative and quantitative approaches were employed. Primary data were collected using semi structured questionnaires and interview guides. Data were collected along Morogoro Road, at ten (10) different localities from Kimara bus stand (15 km) to Mlandizi which is 65 kilometers from Dar es Salaam city. A sample of 100 respondents were interviewed, 10 from each Centre whereby the respondents were 54 male and 46 females, thus the gender consideration was emphasized. The selection of respondents was based on purposive sampling so as to target only those street vendors dealing with hawking and stationery petty business men and women. The respondents constituted those petty traders who have experience of five years and above. Quantitative data were processed using the Statistical Package for Social Scientists (SPSS) whereby descriptive Statistics were used in concluding the findings. Qualitative data were processed manually.

4. Results and Discussion

4.1 Perception of Street Vendors of Dar es Salaam and Coast Region Reasons on Types of the Products They Sell.

One of the specific objective of the study was to determine the perception of street vendors in p in relation with the types of products they sell; For the matter of this study, industrial products include cell phone chargers, small radios, watches, compact disks, make ups cigarettes, vouchers, electric lights and soaps, while consumer products includes fruits, spices, vegetables, clothes, soft drinks, snacks, foods, charcoal and firewood.

Figure 4.1 below shows indicated both the consumer products and industrial products. From the data below in figure 4.1, it is evident that most street vendors, i.e. 25% sell fruits as the dominating types of products and the second largest types of products are foods 18% followed by soft drinks which represents 15%, and industrial products accounting for 13% of the street vendors products. Whereas others include; Snacks (3%), clothes (12%), vegetable (3%), Spices (9%), charcoal and firewood (2%)

From the findings above, it is clear evidence that, the majority of street vendors sell consumers products types, as the findings showed that street vendors perception beliefs is linked with the beliefs that most of their customers prefers on consumers products especially fruits, soft drinks and foods which accounted more than 50 percent of sales of products than industrial products This was further evidenced during the interview conducted and had similar results with the findings below on figure 4.1

The findings of the study are not consistent with the study done by Boermans and Willebrands (2017) on risk attitudes, perception of entrepreneurs in Tanzania which indicated that risk perception in business to have relationship with business achievement, however this study was on risk perception in relationship with business achievement on large scale entrepreneurs, and this study assessed the influence perception of street vendors on regarding the products they sell as one of its specific objectives, which indicated of their customers prefers on consumers products especially fruits, soft drinks and foods which more than industrial products. This unveils the street trader's perception on their products, on which it could be contrary with the actual market forces. However, this reveals also inconsistent in risk perception of large traders against, the smaller traders, which is cushioned with their beliefs that, consumers products are more preferable by the customers. The inconsistent in findings, could be articulated by the scanty studies on street vending business regarding the influence of perception on the profitability, and variations

on the categories of products street vendors sell and their methods of selling which is different from medium and large scale business (Haule and Chille, 2018).

Various types of products were being sold by street vendors of the area, the main ones being consumer goods such as fruits, foods and soft drinks; and few industrial products. The relationship between the consumer products with street vendors revealed positive perception, as noted throughout, as there was dominance of consumer products on street selling behaviors and negative perception on industrial products. This is consistency with the Theory of Reasoned action (TRA), as it had been postulated that effective needs of understanding the social norms and consumers attitude or perception on products demands have an effect on the intention of consumers choice a product(Ajzen, 1975; Jones *et al.*, 2019)

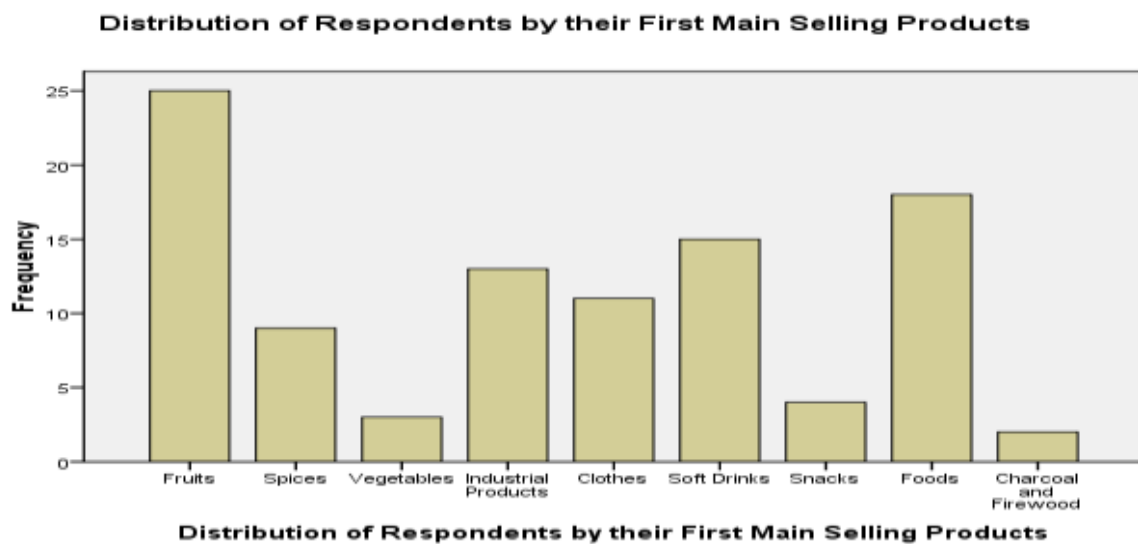


Figure 4.1 Categories of goods sold by Street vendors.
Source; Field Study (2022)

4.2 Street Vendors of Dar es Salaam and Coast Region in Relation with Demand of Products and Capital Employed on Products They Sell

The second objective was to identify the perception of street vendors in products they sell in relation with the perception of street vendors in products they sell with the demand of products respectively. The findings in Table 4.1 indicated that large numbers of street vendors, i.e. 35% revealed that the products are profitable, meaning that their perception towards consumer's products than industrial products; such businesses include food, fruit and soft drinks, similar results as indicated in figure 4.1 above is profitable. Market demand (23%) was the second factor on their opinions of selling the particular products. Then the amount of capital they employed (15%) a with perception that, small capital has relationship with the types of products they are selling. Other reasons revealed on the findings was the experience on the business (13%). Other factors revealed little response among the respondents were such as having no alternative employment (8%), perishability (3%), friends advise (2%), no similar business (1%). These findings revealed by indicating that, there was positive perception on street vendors market demand, with their street vending businesses. With the fact that more than 50% of the findings indicated perception in relationship with profitability, demand and capital employed in business.

The findings of this study are not consistent with the study on Perception of Small and Medium Business towards Supply chain Management by Katunzi and Zheng (2014) on the assessment of small and medium enterprises towards business performances in Tanzania which indicated that respondents has negative perception on supply chain management especially on product quality components of Supply chain management. Contrary, this study has indicated the positive perception between street vendors products and market demand. The inconsistent in findings could be attributed by the variations categories of business and demographic factors(Haule and Chille, 2018). In a nutshell, this implies that consumers will need products which satisfy their needs, such that the importance of the entrepreneurs to improve product quality is inevitable. The findings of this study suggest that street vendors perceive that products with high market demands have higher chances of selling their products hence profitable (Saha, 2016). The findings of the study are consistent with the study done by saha (2016) in Bangladesh which indicated that consumers will prefer products from street vending provided they are triggered by demands and benefits sought.

The third objective was to identify the perception of street vendors in products they sell in relation with the capital employed. The positive relationship was observed between street vendors and street vending capital as a means to fulfill consumer demands on different types of both consumer's products and industrial products. There was substantial number of street vendors with the opinion of low capital on business (15%). These findings were consistent with the study done by Mazhambe (2017) in Zimbabwe which indicated that street vending press much emphasis on the capital outlays in their business survival.

Table 4.1 Distribution of Respondents by Reasons for Choosing Products they Sale

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Is more profitable	35	35.0	35.0	35.0
I had no alternative occupation	8	8.0	8.0	43.0
I had a small capital	15	15.0	15.0	58.0
No similar business in the area	1	1.0	1.0	59.0
Has high market demand	23	23.0	23.0	82.0
I have experience on the product	13	13.0	13.0	95.0
They are un-perishable products	3	3.0	3.0	98.0
Was advised by a friend	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Source; Field Study,2022

5. Theoretical and Practical Implications

The findings of this study have made up the following theoretical and practical for future use.

- ❖ The integrated TRA and dynamic theory of strategy was significant in understanding the influence of perception of street vendors on profitability of products they sell. Since the study was guided by TRA and synthesized it with dynamic theory of strategy in studying the influence on capital, demand and types of products of street vendors as determinants of profitability in street vending activities. It has revealed that street vendors perceive consumer products are more attractive to customers than industrial products. Furthermore, the amount of capital has relationship with the size of street vending business, that street vendors in Tanzania undertake. Furthermore, there was positive perception on street vendors market demand, which was associated with the types of products that street vendors sell, and mostly consumers product and fewer industrial products in the market. Therefore, the integrated TRA and dynamic theory of strategy has shown efficacy in studying the influence on perception of street vendors on profitability of products they sell in Tanzania. The theory may be used in other studies in the context of developing countries. This study has applied TRA and dynamic theory of study and validated it in the context of Tanzania.
- ❖ Street vendors in Tanzania should need to improve their selling and business skills in relation with understanding the consumers demands, markets and types of products, this will imply in building entrepreneurial capacity to street vendors their business, that will stimulate for better business growth, thus in turn much contribution in the economy of the country.
- ❖ Street vendors should need to understand their customers' needs and demands, and influence the consumers interests, by explaining on the benefits of their products, in order to offer more differentiated products that conforms to the needs of both industrial and consumer products of the market.
- ❖ Business stakeholders and government should work hand in hand with the registered street vending associations and organizations on formulating better policies that can assist street vending business, to have access on credit facilities and opportunities, for increasing the capitals of street vending business. This will enhance better business growth for the mutual benefits of both street vendors and the economy of the country.

5.1 Conclusion and Recommendations

5.2 Conclusion

The specific objective of the study was to determine the perception of street vendors in relation with the types of products they sell; identify the perception of street vendors in products they sell in relation with the capital they employ and the perception of street vendors in products they sell with the demand of products respectively. This study has anchored a contribution on the current discussion on the significance of micro business in developing countries in both theoretical and empirical settings. Theoretically the study has validated the TRA theory by integrating with the dynamic theory of strategy as the supporting theory in answering the studied objectives, hence contributing in studying the influence of perception of street vendors on profitability of products they sell in the developing countries context, particularly in Tanzania. Empirically, due to paucity of studies on the influence of perception of street vendors on profitability regarding the products they sell, this study will assist in improving of the street vending business growth by assisting in improving better methods in making profitability, for a better micro business performance in Tanzania.

The study has confirmed the Porters dynamic theory of strategy which insist that for any business to win the competitive edge, resources in terms of capital, innovative products design formation and understanding of the consumers' needs are important (Warren, 1999 ; Fuertes *et al.*, 2020) If this are well improved on street vending business by making the business formal, assistance on both social and

material capital from either family, respective governments and stakeholders they business can further contribute greater to the economic growth of the developing countries and reduce unemployment (Saha, 2016).

It was indicated that, there was a positive perception on street vendors noted on the types of products they sell on consumer products more than industrial products. Moreover, there was positive relationship was observed between street vendors and street vending capital as a means to fulfill consumer demands on different types of both consumer's products and industrial products. These findings indicated also, there was positive perception on street vendors market demand on their street vending businesses. In concluding summary, this entails that, government and business stakeholders need to formulate appropriate strategies in ensuring that street vendors have better capacity in target market understanding of consumers demands and needs. Nevertheless, that street vendors should have better product knowledge on product differentiations which can attract more customers and availability, and the need of credit facilities to increase their working capitals for better business undertakings.

5.3 Recommendations

Government and Business stakeholders should improve entrepreneurial and business skills of the street vendors to cover the importance of both industrial and consumer products in business, market demands and capital accumulation. Furthermore, assistance on availability of credit facilities and opportunities, by business stakeholders and government to street vendors is of importance for the better growth of micro business in Tanzania.

There is a need to further change in perception of Street vendors and consumers on industrial products demands. As TRA theory postulates that, attitude may be positive but the structural norms behavior may deter consumers to prefer certain products. As subjective norms entails that family members, friends and peers influence the purchasing decision of a person, as this could be the case on this study (Otieno *et al.*, 2016). In order to increase the sales of industrial products as per Theory of Reasoned Action, business stakeholders should promote the belief strength of an attitude to consumers and street vendors at Dar es salaam and Coast Region, through effective advertising and promotional strategies to create a new attitude with positive belief strengths on industrial product. This could eventually change the negative perception of street vendors on selling industrial products and eventually increase in sales growth for the better living standards of the entire population.

5.4 Limitation of the Study

There is need of further research in other regions of Tanzania, since the study was done only in Dar es salaam and Coast region which may not be the representation of all street vendors in Tanzania, Since Tanzania has got a total of about 30 regions. Other variables which are related with the TRA and Dynamic theories of strategy which have not be included in this study includes cost of products, product differentiation, behavior intention, subjective norms, competition may be studied in the future in relation the influence on perception of street vendors on profitability of products they sell

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