

Street Entrepreneurship in Beach Tourism Destinations: An Empirical Study

Reshmi V. Suresh

Ph. D. Scholar, School of Management Studies, Cochin University of Science and Technology, Kochi – 682 022, Kerala, India, reshmi@suresh@cusat.ac.in

Dr. S. Rajitha Kumar

Professor, School of Management Studies, Cochin University of Science and Technology, Kochi – 682 022, Kerala, India, rajithakumar@cusat.ac.in

Abstract

This study examines the influence of street entrepreneurs' selling skills on tourists' purchase intention in beach tourism context. Selling various oceanic products is a major source of livelihood for many of the host populations in beach destinations. Even though most of them are in the bottom of the pyramid, they possess enormous entrepreneurial potential. Such selling skills is one of the triggering factors for the purchase intention of tourists. Upgrading such entrepreneurial skills can effectively reduce unemployment, alleviate poverty and boost economic growth. But existing beach tourism literature rarely addressed this aspect, which is the motive behind the present study. The selling skills of vendors are measured in three dimensions: interpersonal skills, salesmanship skills, and technical skills. The primary data was collected from 200 tourists who have visited Fort Kochi Beach in South India. The sampling method was purposive and inferential statistics were used to derive results. The study's findings have enormous implications by attracting the attention of policymakers to formulate skill enhancement schemes for micro-entrepreneurs in the beach destinations.

Keywords: *Purchase Intention, beach tourism, Street entrepreneurs, Micro-entrepreneurs, Selling Skills.*

INTRODUCTION

Tourism is usually considered as travel for pleasure. It allows people to escape from their normal monotonous life and to experience something different from the present moment. A common saying is that 'even heaven can be boring after a while'. People started to travel for a better experience, which opened up a wide corridor for the tourism industry. Travel makes one person realise that he occupies a tiny place in the world. According to UNWTO, "Tourism is the practice of people visiting and staying in locations other than their typical surroundings for up to one year for leisure, business, or other

purposes". Travel always makes people feel the joy of being alive. Every destination has something unique to share with its visitors. Seeing the world is like a crash course that helps discover how the rest of the world lives. Travelers can quickly gain a new language, new cuisine, unique culture, customs, and lifestyle of others. Such an experience gained from travel will last for a long time.

The activities and services delivered at the tourist destinations provide a comfortable tourism experience for the visitors. These activities and services are the very souls of the tourism industry. It includes transportation,

accommodation, eating and drinking establishments, retail shops, entertainment businesses, and hospitality services.

Shopping is one of the popular activities among tourists. Humans have a tendency to purchase things they are attracted to. This purchasing behavior of tourists opened up a large commercial corridor for local people to start street vending business in tourism destinations. Nowadays, the majority of the tourist places are crowded by a large number of street vendors who are dealing with a wide variety of products. The tourist locations become active with the presence of these people. Street vending is a large informal sector in India that offers employment to several million people. This informal sector employment offers opportunities specifically for people who belong to the lower sections of society. Through generating employment, tourism industry enhances the standard of living of these people. Several people cannot join the formal sector due to their limited educational background, financial capability, and skills. But these people are supposed to engage in some jobs or activities to earn their livelihood at the tourism destinations. Hence, people move on to street vending, which is highly flexible and requires a very minimal initial investment. Vendors can suitably manage their business hours according to their convenience and market demand. This job is highly suitable for women also because they can easily manage households and children along with their job. Even though the opportunity for street vending business is too high, it is not adequately utilised. Suppose the people's entrepreneurial orientation and marketing skills are better trained and shaped, better outcomes can be derived and eventually the economic development of the country become an easy game.

Review of Literature

Street vending or hawking is whereby people sell in or along the streets. It plays an important role in the distribution process of most economies (Mensah, 2016). The economic dynamics and socio-economic conditions of street vendors in the city are the souls of the informal economy of every country (Martinez & Estrada, 2017). Islam et al. (2016) explored the relative effects of selling skills on customer satisfaction. Technical capabilities of the seller contributed more to customer satisfaction. The research implications prove that SMEs should concentrate on improving the selling skills of the vendor because it is firmly related to customer satisfaction and organizational performance. Choi et al. (2016) initiated a study to investigate "shopping destinations and trust, which influences tourist attitudes". The study developed and validated the measurement properties of a scale, and the results reveal that shopping destination trust consists of nine dimensions. This research study is a milestone in the field of shopping tourism. The study discusses 11 dimensions covering both internal shopping risks and external shopping risks. Customer satisfaction is important by meeting their expectations in tourism businesses (Agyeiwaah, 2016). Functional and emotional advertising play a moderating role in the relationship between product innovativeness and customer lifetime value (Zhang et al., 2016). There is a strong need for each seller to concentrate on marketing mix strategies and to revise them periodically (Isoraite, 2016; Goi, 2009; Harvey et al., 1996; Bennett, 1997; Waterschoot & Bulte, 1992; Rosenbloom, 1976). Resource-based theory and competence-based theory gives a theoretical foundation for studies in customer purchase intention (Muchiri, 2016). Gatere (2016) in her study explains the influence of location, financial

capability, entrepreneurial expertise, and family obligations on the performance of business run by women. Widjanti (2016) stated there is a relation between space utilization and location characteristics of the business. This paper examined different contexts like strategic location, accessibility, main activity, comfort, and characteristics referring to their operation. Marketing communication Strategies (MCS) used by street vendors are weak and relatively similar. The choice of such strategies is influenced by costs and marketing skills among street vendors. Based on the analysis, it is concluded that the marketing opportunities of street vendors are underutilized and hence interventions are needed for their marketing skills development (Mramba, 2015). The brand awareness, local culture, price promotion and store atmosphere have a positive influence on consumers' purchase intention. However, brand awareness, local culture, price promotion, and store atmosphere have no significant influence on consumers' purchase behavior whilst consumers' purchase intention has a positive influence on consumers' purchase behavior (Chang et al., 2015). Tourists' expenditure in five tourism sectors like accommodation, food and beverages, entertainment, shopping, and transportation directly lead to community benefits and are the key contributors towards Malaysian GDP (Amir et al., 2015). Problems in business differ significantly for different vendors (Leela, 2014). Tourism influences the livelihoods of street vendors (Oppers, 2012; Singh et al., 2012). Global and local environments offer new opportunities for tourism to contribute to poverty alleviation (Steel, 2012). Vending patterns with ethnic values enhance the consumer satisfaction (Rajagopal, 2011). Sales performance is higher for sales people selling individualized products, in firms pursuing a

premium price strategy and in markets with a high degree of competitive intensity (Homburg et al., 2011). Dissatisfied customers, due to service failure probably will switch the provider, will complain and will spread negative word-of-mouth (Gracia & Perez, 2011). Street trade provides employment and income generation for the rural poor. Street vending under legality, taxes can be collected, and ultimately, it will groom as one of the best forms of entrepreneurship that make sizable contribution to the economy (Adhikari, 2011). Street vendors' accessibility of customers is a key consideration and they strategically located on the streets to avoid formalisation costs such as rent, taxes and licenses (Ndhlovu, 2011). Economic benefits of working in the ethnic tourism industry affect households in the local minority community, with a special focus on the division of labour and power dynamics of gender complementarity (Ishii, 2011). Rehabilitation, entrepreneurial training, expanding the scale of operations and access to cheap formal credit facilities to the vendors are to be initiated urgently (Bhowmik & Saha, 2011). Chan et al. (2010) proposed a model for Customer Relationship Management (CRM) which predicts the customer value from perspectives of product attractiveness and marketing strategy. Culture-sensitive tourists are more price-insensitive (Nicolau, 2010). Vendors can upgrade their products and business models to take advantage of the new demands available and what difficulties they face in their work (D. phil, 2010). The shopping environment itself may become part of the tourists' experience influencing shopping behaviours and evaluations. The contexts like tourists' emotions, shopping values, willingness to talk to salespeople, revisit intentions, tendency to spend more time and money than originally planned (Yuksel, 2007). Tourists' travel motivations were influenced by

souvenir product choice, product attributes, and attributes of retail environment (Swanson & Horridge, 2006). Major problems faced by street vendors include poor policies and regulations, lack of infrastructure, poor general services like child care, storage facilities, water and sanitation. (Mitullah, 2003). Rentz et al. (2002) in their research paper titled “A Measure of Selling Skill: Scale Development and Validation” developed a model of sales skills consisting of three components of interpersonal skills, salesmanship skills, and technical skills. Using exploratory and confirmatory factor analysis, the authors report the development of a Selling Skill scale as a reliable and valid instrument. Selling skills are learned proficiency at performing tasks necessary for a sales job. They are among the most important predictors of sales performance. Consumer perceptions of price, quality, and value are an important concern of sellers (Zeithaml, 1988). Promotional strategies like Attractive display, pamphlets, calling-out, attractive offers, word of mouth, personal selling influences customers’ shopping decision (Rupolia et al., 1997). Informal sector plays a big role in serving tourists and the little attention received by them in tourism planning exercises (Timothy & Wall, 1997). Market orientation and business profitability are closely related (Narver & Slater, 1990). Identification of customers and their buying behavior patterns are much crucial in retail trade (Applebaum, 1951).

The review of the above literature confirms that several research works have been conducted on tourism and street vending businesses during different periods in different nations. There are several works which directly focus on the contribution of the tourism industry for the development of the country, street vending business in tourism destinations, socio-

economic aspects of vendors, hygienic practices of food vendors, and legal barriers faced by vendors, etc. But studies focusing on the selling skills of the vendors are rarely found. It is doubtless that the selling skills of the vendors induce tourists to purchase products. But street vending studies which comprehensively focus on the influence of selling skill of street vendors on purchase intention of tourists towards street vendor products is hardly found. This research gap is the underlying motivation for conducting the present research study.

Variables and Hypotheses Development

Tourists’ Purchase Intention (TPI)

Purchase intention refers to the willingness of a customer to buy a product or service. It is a very dynamic concept which is very situational and extremely differs from one person to another. It is a dependent construct relied upon several internal and external factors. The success of a seller depends upon how he predicts the purchase intention of customers and how to effectively develop strategies to utilise these opportunities. Tourists are generally not regular customers at the destination. Therefore, street sellers in tourism locations are supposed to adopt different strategies to attract customers. Unlike normal retailers, the influence through mass media and advertisement is also not practical. So, it is a peculiar business where the direct customer impressive techniques of seller play a vital role. The literature evidence that the interpersonal skills, salesmanship skills, and technical skills of seller influence the purchase decision of customers (Rentz et al., 2002). In order to study the purchase intention, a four-statement scale has been used (Morowitz, 2012) and the indicators are measured on a five-point Likert scale.

Street Vendors' Selling Skills (SVSS)

Selling skills refer to the proficiency of a salesperson to positively deal with his customers. It essentially consists of knowing how to handle the customers to maximize the profit. In this competitive era, there is enough number of retailers who are dealing with similar products. Therefore, the customers will purchase from those sellers who are capable of impressing them. Highly skilled salesperson earns more compared to unskilled ones. Kotler (1988) suggested personal selling as an ancient art of customer management which includes three main aspects, such as salesmanship, negotiation skill, and relationship management. Still et al. (1976) mentioned the AIDA formula of getting attention, holding interest, arousing desire, and obtaining action about effective selling. The overall selling skill of a vendor can be practically seen in three dimensions such as interpersonal skills, salesmanship skills, and technical skills (Churchill, Ford, Hartley and Walker, 1985; Rentz et al., 2002). It is one of the tri-component models of selling skills grounded on the sales performance literature. Interpersonal skills refer to mental communication and interaction with customers. A seller who has excellent interpersonal skills impresses the customers and stimulates purchase intention. The similar importance is also there for salesmanship skills which comprise of knowing how to make a sales presentation and how to make a sales presentation, and how to close a deal positively. The adaptability, consultative selling, negotiation ability, etc. are the major determinants of salesmanship skills. The technical skills indicate the in-depth knowledge about the product and how to handle it. Tourist destinations are complete market places where the selling skills of the vendor are perfectly visible, especially in capturing capture customer minds. Usually, the vendors approach

tourists verbally and emotionally. Immediate price adjustments are their unique technique to increase the volume of trade. Thereby the present study considered all these dimensions and summarised them into three variables such as Vendors' Interpersonal Skills (VIS), Vendors' Salesmanship Skills (VSS) and Vendors' Technical Skills (VTS). A five-point scale is adopted from Rentz et al. (2002) to study the interpersonal skills, salesmanship skills, and technical skills of vendors. Here, the Street Vendors' Selling Skills (SVSS) is considered as a formative construct which is made up of the above stated three dimensions.

Vendors' Interpersonal Skills (VIS)

Interpersonal skill is one of the important dimensions of selling skill of vendor. It indicates such skills related to knowing 'how to cope with and resolve conflict and understanding, persuading and getting along with others, ability to listen, and empathy' (Rentz et al., 2002; Castleberry and Shepherd, 1993). The review of relevant literature by Riggio (1986), resulted in selecting most appropriate items which constitute non-verbal expression, general speaking skills, skill to emotionally attract people and ability to support the customer through proper suggestions. Interpersonal skills refer to mental communication and interaction with customers. According to Islam et al. (2016), interpersonal skills are skills used to properly interact with others. Still et al. (1976), mentioned "Buyer-Seller Dyads," where he claimed that, personal selling as an interpersonal interaction where presentation should be tailored to fit customer needs and expectations. Usually, talkative salespeople impress customers. The main dimensions of interpersonal skills are listening, empathy, optimism, and observation skills. In tourist locations, people are coming from different nations whose native language varies.

Hence, the languages are known, and general communication skill plays a key role in properly handling customers. It is essential to explain product merits and specifications clearly to convince customers. Along with this, the non-verbal actions and emotional approach is also needed. All these items can be together termed as 'interpersonal skills'. Usually, sellers with good interpersonal skills can easily handle customers and motivate them to purchase. Hence, it can be hypothesised (H1) that, tourists' perception of Street Vendors' Interpersonal Skills significantly influences their Purchase Intention.

The present study views interpersonal skills from verbal, non-verbal, emotional, and communication aspects adapted from Rentz et al. (2002). These dimensions are originally derived from Riggio's (1968) seven-dimension model. The indicators used to assess the interpersonal skill are measured on a five-point Likert scale anchored from 'strongly Disagree' (1) to 'Strongly Agree' (5).

Vendors' Salesmanship Skills (VSS)

Salesmanship skills denote the direct, face-to-face, seller to buyer influence which leads to purchase decision of customers. It is the physiological attempt to encourage prospective buyers to purchase the product. Islam et al. (2016) mentioned salesmanship skills as the skills and knowledge of the salesperson about how to sell the product. According to Still et al. (1976) salesmanship is one of the skills used in personal selling; it can utilize the psychology of persuasion to encourage the formation of a buying decision. In a tourist destination, sellers with good salesmanship skills are profit-makers. They earn higher profit compared to the unskilled sellers. The negotiation ability, product description through speech, giving offers and discounts, free samples,

explanations about utility and excellence of product over competitor products is the major salesmanship skill employed by street vendors in tourist destinations. Adaptive selling is one of the essential characteristics of salesperson. It is the ability to change the sales behavior when interacting with customers in different situations (Weitz, 1981). The conscious effort from the seller makes the tourist more comfortable and confident in a purchase decision. Hence, it can be hypothesised (H2) that, tourists' perception of Street Vendors' Salesmanship Skills significantly influences their Purchase Intention.

In the current study, the salesmanship covers the ability to judge, the potential to help, negotiation, product know-how, and desire to help (Rentz et al., 2002). All the items were measured on a five-point Likert scale anchored from 'Strongly Disagree' (1) to 'Strongly Agree' (5).

Vendors' Technical Skills (VTS)

Technical skills are the skills of salesperson that demonstrate his or her knowledge about the product he or she is selling (Islam et al. 2016). It includes salesperson's knowledge of product features, benefits, and how operates it (Rentz et al., 2002). It is the knowledge of product features and benefits, how to handle and store the product, and precautions to be taken while handling it. Technical skills can be further explained in details as the expertise of the seller in providing information about designs, specifications, application, and functions of the product. At the same time, it is also highly relevant to understand the strengths and weakness of their product compared to competitor products. The knowledge about various technical terms and scientific names also strengthens buyer-seller dyad and induces purchase intention. Hence, it can be

hypothesised (H3) that, tourists' perception of Street Vendors' Technical Skills significantly influences their Purchase Intention.

The present study views salesmanship from the dimensions which include knowledge of own products, knowledge of competitor products, product line, awareness regarding, storage, position and modification as per customer needs (Rentz et al., 2002). All the items were measured on a five-point Likert scale anchored from 'Strongly Disagree' (1) to 'Strongly Agree' (5).

Conceptual Model

Based on the theoretical framework, the following conceptual model is developed.

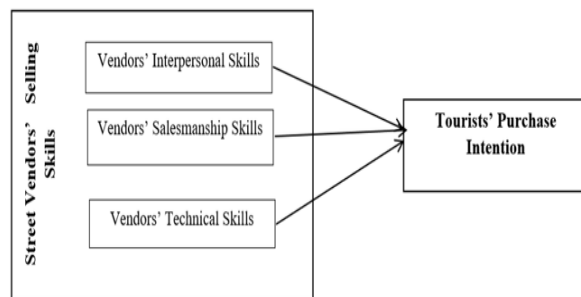


Figure 1 Conceptual Model

Research Methodology

The present empirical study is descriptive and explanatory in nature and is carried out with primary data based on two month field work. The population of the study includes the tourists who have visited at Fort Kochi Beach, which is a well-known tourist destination located in the Kerala, south India. The population of the study is large, and there is no specific list of population is available; hence, with a view to fulfil the study objective, the purposive sampling method has been adopted to select the sample respondents required for the study. The size of the sample respondents was limited to 200 tourists. During the data

collection, the data is purposefully collected from only those tourists who are interested in purchasing street vendor products. A questionnaire was designed explicitly for collecting primary data from tourists. From a total of 250 questionnaires issued during the data collection, 200 valid responses were considered for data analysis. The reliability and validity of the measurement scale have also been ensured. Both descriptive and inferential statistical techniques were used to analyze and interpret the primary data collected for the study.

Data Analysis

Measurement Model

Reliability is a measure of the quality of a measurement instrument. The reliability of the measurement instrument is established since the Cronbach's alpha values of all variables are above 0.8 (shown in Table 1).

Table 1 Reliability

Variables	No. of Items	Cronbach's Alpha
Vendors' Interpersonal Skills	5	0.893
Vendors' Salesmanship Skills	5	0.922
Vendors' Technical Skills	5	0.842
Tourists' Purchase Intention	4	0.835

Source: Primary data analysis

Validation tests such as convergent validity and discriminant validity were used to measure the goodness and reliability of the construct. The item loadings were estimated by Partial Least Squares (PLS) (Chin, 2003). The table of 'combined loadings and cross-loadings' provided by WarpPLS 6.0 software was used for ensuring the convergent validity of the measurement instrument. Indicator loadings associated with each latent variable is above 0.5, and all the corresponding p values are below 0.5. Since all the indicators satisfy the recommended criteria, there is no need to remove any indicators. Therefore, convergent

validity is established. Discriminant validity is used to verify whether the responses from the respondents to the questions are either correlated or not with other latent variables. A measurement model has acceptable discriminant validity if the 'Square Root of the Average Variance Extracted' is higher than any of the correlations between the latent variable under consideration and of the other latent variables in the measurement model (Fornell and Larcker, 1981). The AVE threshold recommended value is 0.5 (Fornell and Larcker, 1981; Knock and Lynn, 2012). VIF is a measure of the degree of Collinearity (or Multicollinearity) among variables, including both indicators and latent variables. It is recommended that both AVIF and AFVIF will be ideal if the values are equal to or lower than 3.3. All the variables in the present study satisfied the recommended criteria and the discriminant validity is established. Composite Reliability was established since the reliability value was above 0.7 (Fornell and Larcker, 1981).

Demographic and Travel Profile of the Respondents

The gender-wise distribution of the 200 sample respondents shows that there are 108 male (54 percent) and 92 female (46 percent) respondents are covered in the study. Majority of the respondents belong to the 20-40 age group (37 percent). The lowest percent is above 60 years of age, which has only 14 percent. There were 27.5 percent of the respondents who are below 20 years of age and 21.5 percent respondents who are in the 40-60 age group. Among the respondents, the majority are Indians (86.5 percent), and only 13.5 percent are international tourists. Majority of the respondents (38.5 percent) are qualified graduate-level education. There is a very low number (one percent) of respondents who are

not formally educated. Eight percent of respondents are qualified SSLC, and 25 percent are qualified secondary level, and the remaining 27.5 percent are professionals. Since the majority of the respondents are well educated, it can be presumed that their responses are reliable. Fifty-three percent of the respondents have a monthly income below Rs. 25,000. There is 20 percent of respondents who have a monthly income of Rs. 75000 & above. Since the majority of the respondents have comparatively low monthly income, it influences their purchase intention to a great extent.

While studying the perception of tourists, it is also essential to consider the travel profile of the respondents. A frequent traveler can give more reliable responses regarding tourism related activities. Therefore, in the current study, the travel profile of respondents also considered. That is the number of leisure trips usually conducted by the respondents in a year and how many times he or she visited Munnar tourism destination. Around 40.5 percent of the respondents conduct 3 to 6 leisure trips in a year. Approximately 41 percent of tourists visited Munnar more than twice.

Relationship Between Street Vendors' Selling Skills and Tourists' Purchase Intention

The selling skill of the vendors can have a great influence on the purchase decision of customers. How the seller approaches, communicates, and motivates the customer leads to close the transaction positively. The present study considers Street Vendors' Selling Skills (SVSS) as a 'formative construct' made up of its three dimensions such as Vendors' Interpersonal Skills (VIS), Vendors' Salesmanship Skills (VSS) and Vendors' Technical Skills (VTS). The descriptive

statistics of all the variables considered for the study are presented in Table 2.

Table 2 Results of Descriptive Statistics of Variables

Variables	Mean	Std. Deviation
Tourists' Purchase Intension	3.12	0.878
Vendors' Selling Skills:		
Vendors' Interpersonal Skills	3.01	0.892
Vendors' Salesmanship Skills	3.22	0.946
Vendors' Technical Skills	3.01	0.818

(Source: Results of analysis of primary data)

Table 2 shows that the mean scores calculated based on the responses given by the respondents for Vendors' Selling Skill variables (VIS, VSS, and VTS) and Tourists' Purchase Intention. The mean value of TPI is 3.12. Among the three variables of Selling Skills, the mean score is higher for Salesmanship skills (3.22). The standard deviation values are smaller than mean values which indicates that the values in data set are close to the mean of the data set. So it can be considered that variability with regard to perception of tourists on these variables are not much.

Pearson's Correlation analysis is used to measure the relation between the Vendors' Selling Skill variables (VIS, VSS, and VTS) and Tourists Purchase Intention. The correlation values are presented in Table 3.

Table 3 Correlation between Vendors' Selling Skills and Tourists' Purchase Intention

		TPI	VIS	VSS	VTS
TPI	Pearson Correlation	1	0.574**	0.563**	0.444**
	Sig. (2 tailed)		0.000	0.000	0.000
	N	200	200	200	200

** Correlation is significant at the 0.01 level (2-tailed)

Results of the Pearson correlation indicate that there was a significant positive relation between vendors' interpersonal skills and tourists' purchase intention, $r(198) = 0.57, p < 0.001$. There exists a significant positive

relationship between vendors' salesmanship skills and tourists' purchase intention, $r(198) = 0.56, p < 0.001$. Also, there exists a significant positive relation between vendors' technical skills and tourists' purchase intention, $r(198) = 0.44, p < 0.001$.

To find out whether vendors' selling skill significantly predicts purchase intention of tourists, multiple regression analysis is done. Here the Street Vendors' Selling Skills is represented by its three dimensions, such as Vendors' Interpersonal Skills (VIS), Vendors' Salesmanship Skills (VSS), and Vendors' Technical Skills (VTS). The multiple regression results are presented in Table 4

Table 4 Multiple Regression Analysis: Results of Vendors' Selling Skills and Tourists' Purchase Intention

Variable	Beta Value	Sig.	R ²	Adjusted R ²	Collinearity Statistics	
					Tolerance	VIF
Vendors' Interpersonal Skills (VIS)	0.321	0.001	0.369	0.360	0.360	2.778
Vendors' Salesmanship Skills (VSS)	0.385	0.001			0.399	2.505
Vendors' Technical Skills (VTS)	0.285	0.001			0.320	2.150

Dependent Variable: Tourists' Purchase Intention

The Beta coefficient shows the strength of the relationship between each predictor variables (VIS, VSS, and VTS) and the criterion variable (Tourists' Purchase Intention). From the above multiple regression analysis, it is inferred that the Beta value of vendors' interpersonal skills, vendors' salesmanship skills, and vendors' technical skills is significant since $p < 0.05$ and ultimately the regression effect is statistically significant. The R² value (0.369) is the proportion of the variance in the Tourists' Purchase Intention made by Vendors' Selling Skill variables (VIS, VSS, and VTS). In essence, it measures how a good prediction of Tourists' Purchase Intention can make by knowing the Selling skill variables. The R² value of 0.369 points out that the predictor

variables are accounted for 36.9 per cent of the variation in Criterion variable.

The two columns titled Collinearity statistics in the Table 4 indicates the tolerance values and variance inflation factor (VIF). These values are used for assessing Multicollinearity. It is the interrelation of independent variables, which should be avoided. The VIF value of less than 3.3 is acceptable. Here the VIF values are less than 3.3, so it can be inferred that there is no Multicollinearity problem.

Discussion

Results of the correlation indicate that there exists a positive correlation between street vendors' selling skills and tourists purchase intention. Hence, the selling skills can be used a better marketing strategy to induce the purchase decision of tourists. The results of the multiple regression analysis denote that the selling skill of a vendor is a significant predictor of tourists' purchase intention. The statistical results prove that each dimension of vendors' selling skill is much important in the market place.

Perception of tourists on vendors' interpersonal skills significantly predicts their purchase intention since, $\beta=0.32$, $p < 0.001$. Therefore, the first hypothesis formulated for the study is proved as there exists a significant positive influence of tourists' perception of street vendors' interpersonal skills on their purchase Intention.

Perception of tourists on vendors' salesmanship skills significantly predicts their purchase intention since, $\beta=0.385$, $p < 0.001$. Therefore, the second hypothesis of the study is accepted as there exists a significant positive influence of tourists' perception of street vendors' salesmanship skills on their purchase intention.

Tourists' perception of vendors' technical skills significantly predicts their purchase intention since, $\beta=0.285$, $p < 0.001$. Therefore, the third hypothesis of the study is also proved and accepted as there exists a significant positive influence of tourists' perception of street vendors' technical skills on their purchase intention.

The better selling skills of the vendors can significantly influence tourists' purchase intention, and thereby, the vendors can increase the volume of trade and get more income from their business. Among the three important dimensions of selling skills, salesmanship skills are more influential in purchase decisions. That is, the direct, face-to-face, seller to buyer influence is much crucial in buyer-seller dyads. Salesmanship skills are mainly comprising the psychological attempt to encourage prospective buyers to purchase the product. For this, knowledge of the salesperson about the product specifications, its usage, and how to use it, is also a relevant concern. Along with salesmanship skills, interpersonal skills are equally important. Through better interpersonal skills, the vendor can cope with the situation properly, resolve conflict, and understand and persuade the prospective buyers. Such direct canvassing skill of vendors will help to boost the sales volume. To maintain better interpersonal skills, language proficiency is also needed. Since several international tourists are visiting the destination, the vendors should also prepare themselves to communicate in a foreign language. Compared to national tourists, internationals are more curious to purchase unique products and taste varying food items. These foreigners are not much price sensitive also. Usually, they are willing to buy those products which attract them. Therefore, the vendors must be aware of all these purchase behavior aspects and prepare to capture the

tourist's mind. Many times, the dynamic approach of vendors is much more practical.

Conclusion and Scope for Further Research

One of the important challenges faced by many of countries around the world is increasing the unemployment rate and poverty. The authorities and government bodies formulate various programmes and policies to reduce the unemployment rate. But they are not giving much attention to the informal sector employment, the largest platform capable of employing millions of people. This is the only job market where people can join regardless of their gender, education, economic background, physical capabilities, etc. It is to be noted that, a wide marketplace is opened for street vendors, especially in tourist destinations. But this opportunity is not adequately utilized in the majority of cases. The street vendors face several challenges like eviction, bribe, pollution, harassment, etc. while carrying the business. The authorities consider these vendors disturbing public places by illegally occupying the spaces, making pollution and traffic problems. Instead of doing eviction and other legal proceedings, the government must allocate separate space for them as vending zones so that these people can survive there. Most of the vendors have much marketing potential which they acquired from their practical experience. Many of the vendors speak several languages which they seek by communicating with people from the different parts of the world. So if their skills are appropriately shaped, their volume of trade will exponentially grow thereby, their income will increase, which ultimately improve their standard of living. The outcomes of the present study have several practical implications in such a way that these can be used to make the vendors aware about the need to shape, upgrade and advance their selling skills through

which they can maximize their sales volume. In connection with tourism development and policy formulations, training sessions can be initiated to shape the marketing skills of these vendors. It would also have direct visible implications in the lives of marginalised people working in the informal sector in the economy.

The upcoming researchers can widen the street vending literature from several dimensions. Comprehensive studies can be conducted focusing on the other factors influencing the purchase intention of tourists like perceived value, environmental factors, the purchasing power of tourists and emotional attributes, etc. Studies with models establishing the combined influence of related factors are also relevant in this area. Studies focusing on the entrepreneurial orientation of street vendors are also pertinent.

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