

Experiences of Mobile Street Food Vendors: A Case Study of Pagadian Vendors

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ABSTRACT

This study delves into the dynamic landscape of mobile street food vending in Pagadian City, exploring key facets such as factors influencing individuals' decisions to enter this entrepreneurial venture, the marketing strategies adopted by vendors, current challenges faced, approaches to overcoming these challenges, and vendors' future plans. The findings reveal that entrepreneurial independence, financial considerations, and operational ease are pivotal factors shaping the choice of street food vending. Marketing strategies center around cleanliness, persuasive sales talk, and dynamic location changes, aligning with informal sector principles and consumer spending theories. However, vendors grapple with challenges spanning regulatory complexities, operational logistics, environmental vulnerabilities, and food safety concerns. Their resilience is evident through strategic engagement with city offices and preventive measures. Future plans reflect a diverse range of aspirations, from transitioning to fixed stalls for long-term sustainability to expanding vehicle fleets for broader outreach. These insights contribute to a nuanced understanding of the mobile street food vending industry, highlighting its adaptive nature and multifaceted considerations

Keywords: *Mobile Street Food Vendors, Marketing Strategies, Case Study, Pagadian Vendors.*

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CHAPTER ONE INTRODUCTION

A. Background of the Study

Mobile street vending has played a significant role in the informal economies of cities worldwide, contributing to livelihoods and local economies. Understanding the experiences of mobile street vendors has been crucial as it has shed light on the complexities faced by this often marginalized and vulnerable group.

Furthermore, street food made inroads into the developed world. It was one of the centerpieces of culinary tourism for people pursuing unique and memorable eating and drinking experiences (Kraig, 2013). Additionally, selling goods and providing services in public spaces was among the most accessible occupations for many urban poor. However, local regulations often prohibited using public space for such occupations, excluding street vendors from legally using it for their survival (Valencia, 2019). The argument was that despite often being viewed as a nuisance, mobile street vendors played a crucial role in the informal economy and provided essential goods and services to urban residents, especially people experiencing poverty (Reyes, 2014).

Additionally, due to its informal nature, this sector lacked regulation, leading to the possibility of unsafe practices (Alimi, 2016). The informal food economy was both a source of income for disadvantaged urban groups and an accessible food source for consumers (Scott, 2019). In many developing nations, street food vending primarily operated without government oversight and protection (Silaran, 2018).

Mobile street vending is not limited to Pagadian City; it is a global phenomenon. Vendors, frequently part of the urban poor, can be found in cities worldwide, including countries in Asia, Africa, and Latin America. Furthermore, it was essential to study their experiences globally to comprehend the commonalities and differences in their challenges and derive lessons from successful practices. As noted by Chen and Snodgrass (2018), the informal economy, of which street vending is a significant component, accounted for a substantial portion of employment in developing countries, making it a global policy concern.

Unfortunately, these vendors were often subjected to harassment and extortion by the authorities, posing a significant challenge for them. Additionally, another study found that vendors were vulnerable to physical and verbal abuse from customers and encountered difficulties in accessing healthcare services (Oliveria, 2014).

In addition, food safety represents a major global health concern. Annually, outbreaks of foodborne diseases result in numerous illnesses, hospitalizations, and even deaths. A significant portion of these cases stems from consuming contaminated food, particularly from sources like bacteria, which are common culprits of food-related infections. This problem is more prevalent in developing countries due to inadequate food handling and sanitation practices, insufficient food safety laws, weak regulatory systems, limited funds for safety equipment, and a lack of proper education for those handling food (Odipe, 2019). This poses a food safety risk to consumers, primarily due to inadequate knowledge, non-compliant infrastructure, and insufficient monitoring by authorities (Tabit, 2021). Street food vendors are often depicted as outdated, unclean, and unwanted, leading to efforts to remove them (Hayden, 2021). Most vendors have low food safety knowledge, and many vending sites fail to comply with sanitary conditions. Factors such as education level, training in food safety, higher income, and knowledge of food handling were associated with better food safety practices among vendors (Luning, 2023).

Furthermore, the importance of food safety for the health and prosperity of individuals and communities cannot be overstated. It plays a crucial role in driving economic growth in areas that prioritize and bolster food safety practices (Zoanni, 2022).

Another study suggests that the experiences of vendors are shaped by gender, ethnicity, and nationality. Addressing these issues is essential to ensure that migrant street vendors can work in a safe and secure environment (Sarvanan, 2019).

Moreover, generalized workplace insecurity, harassment, and merchandise confiscation significantly impacted vendors' income, assets, and time (Skinner, 2016). Despite the proliferation of supermarkets, these vendors remained vital food sources for most households. However, they were often overlooked in urban planning considerations and faced challenges from policies that did not support their business model (Fobi, 2021). Despite the enforcement of laws against street vending and harassment of vendors, they found ways to continue their activities by bypassing the regulations (Adama, 2021).

Additionally, a new policy approach seeking to formalize street vendors by immobilizing them in designated places has been implemented as an alternative to exclusion in Guangzhou, China (Wang, 2019). Moreover, another study underscores the significance of awareness and practice of food hygiene regulations among food vendors in Negeri Sembilan, Malaysia, highlighting the correlation between awareness and adherence to hygiene practices for achieving food safety standards (Azizi, 2021).

The study highlights that around ten million people are engaged in street vending in India, making it a substantial political interest group. Street vending provides informal employment opportunities and constitutes a significant part of the retail market. Despite this, the concerns of street vendors have received limited attention from policymakers. The study contends that the struggle

for legal recognition among street vendors is essentially a fight for acknowledgment of their profession's social and economic contributions (Jaha, 2016).

In Zimbabwe, the study aims to investigate the challenges or experiences faced by mobile street vendors hindering the establishment of a stable governance framework for the street vending sector in Harare. The research identifies several factors contributing to this issue, including policy contradictions at different state levels, neoliberal by-laws and regulations that exclude vendors from economic activities, and the absence of formal vendor associations to coordinate strategies for sectoral governance (Gumisiriza, 2021). The research reveals that street vendors have developed strategies to sustain their livelihoods in public urban spaces despite various constraints. These strategies range from subtle forms of resistance to more overt actions, such as confrontation with authorities (Njaya, 2014).

Furthermore, street vendors engage in vending primarily due to unemployment, seeking unbridled autonomy, low entry barriers, minimal initial investment requirements, social connections, and the need to supplement meager salaries. This variety of motivations highlights the diverse nature of the street vending population and its ability to adapt to economic challenges (Peimani, 2022).

Notably, most street vendors reported an improvement in their standard of living since starting their vending businesses. This suggests that street vending can be an effective means of economic empowerment and poverty alleviation for economically disadvantaged urban populations. The study's findings underscore the potential socio-economic significance of street vending (Kamalipour, 2022).

Finally, the experiences of mobile street vendors contribute to the vibrant socio-cultural fabric of urban areas. Their goods and services often reflect the diverse cultural and culinary traditions of the communities they serve, enriching the cultural tapestry of cities (Ben-Arieh et al., 2015).

Notably, the experiences of mobile street vendors have direct implications for urban policies and regulations. Balancing regulation and support for street vendors is essential for their well-being. A study conducted in Brazil (Oliveira & Cardoso, 2014) highlighted the need for effective policies. As noted, (Tan 2017), street vending is influenced by factors such as urban development, local governance, and market dynamics.

Moreover, mobile street vending is a prevalent form of informal employment in the Philippines. According to a report by the International Labour Organization (ILO, 2019), the Philippines has a substantial informal labor force, and the challenges these workers face often need to be addressed. The experiences of mobile street vendors in Pagadian City reflect the broader national context. A study by (Santos et al., 2020) on informal workers in the Philippines emphasizes the need for localized research to understand street vendors' unique challenges and opportunities in different regions.

Additionally, street vendors face several challenges in Caloocan and Metro Manila, including the risk of eviction from sidewalks and other contested areas due to the lack of designated vending spaces. This insecurity in their occupation poses economic and social challenges for them and their families (Recio, 2013). The research indicated that existing policies and laws often need to address the needs and presence of street vendors adequately. Some policies are perceived as anti-vendor and contribute to conflicts and uncertainties (Gomez, 2013).

Findings revealed that the street vendors' motivation to start a business is to provide for their family and to have an extra income. It was revealed that the issues or challenges they encountered in the industry were their environments, physical activity, and nutrition, having no capital, customers, and marketing competitions. Street vendors also consider a healthy lifestyle, self-help strategies, and loans as coping strategies (Benigni, 2022).

Moreover, a study on street food vendors in Bacolod City, Philippines, revealed that street food vending is a micro-enterprise that fulfills a basic need for inhabitants. Street food vending is also considered an emerging industry in Asia. However, the law does not officially regulate street vending practices and is carried out in non-permanent structures. Despite street food vendors' challenges, they provide affordable, nutritious, and appealing food to tourists and locals. Food sellers' presence on Southeast Asia's streets is likely to be around for a while. However, the sustainability of traditional vending in the longer term is debatable, with implications for cities as destinations and their ambiance (Makilan, 2019).

The existing body of research on mobile street vendors, particularly in various urban contexts, provides a comprehensive overview of this informal economic activity's challenges, significance, and nuances. These studies reveal the critical role played by street vendors in contributing to livelihoods, local economies, and even the cultural richness of cities worldwide. From the pivotal role of street food in culinary tourism to the economic empowerment of disadvantaged urban groups, these research findings underscore the multifaceted importance of mobile street vending. The persistence of street vendors in the face of challenges, including harassment, food safety concerns, and policy contradictions, demonstrates their resilience and adaptability.

While these studies offer valuable insights into street vending, there needs to be more research gaps in understanding the experiences of mobile street food vendors in Pagadian City. With its unique blend of challenges and opportunities, this context has yet to be subject to comprehensive research. A detailed study of mobile street food vendors in Pagadian City is vital because it allows for an in-depth exploration of their motivations, challenges, and significance in the local economy.

In essence, this study aims to fill a crucial gap in knowledge by conducting detailed research to empower street vendors, inform policymakers, and enhance the local economic landscape. Moreover, the study is poised to offer critical insights into how the experiences of mobile street food vendors in Pagadian City align with or differ from the global narrative, shedding light on the dynamics of this informal sector in this specific urban setting.

B. Theoretical Framework

Two fundamental theoretical foundations underpin the research study on mobile street food vendors in Pagadian City, each offering a unique lens through which to understand and analyze the experiences of these vendors.

First, the Informal Sector Theory provides a comprehensive view of mobile street food vending within the context of the informal economy, shedding light on the characteristics, challenges, and opportunities associated with these unregulated economic activities. It helps reveal the informality of these businesses and its impact on their experiences (Hart, 1973).

Lastly, the Relationship Marketing Theory provides a lens to explore the intricate relationships that mobile street food vendors establish with their customers and other stakeholders. This perspective delves into the role of customer loyalty, trust, and relationship-building in the success and sustainability of street food businesses, offering insights into the social and relational aspects of their experiences (Palmatier, 2008).

These two theoretical foundations collectively create a comprehensive framework that encapsulates economic, regulatory, consumer-centric, and relational dimensions, enhancing our understanding of the mobile street food vendors' experiences in Pagadian City.

C. Statement of the Problem

Mobile Street food vendors play a vital role in the culinary landscape of Pagadian, serving as essential sources of sustenance for residents and visitors. However, there is a need to comprehensively examine and understand the experiences faced by these vendors in the unique local context of Pagadian.

Specifically, the study aims to answer the central question, "How does the experience of mobile street food vendors impact their operations"?

- What were the considerations in choosing a mobile street food vending business?
- What were the marketing strategies employed by mobile street food vendors?
- What challenges were mobile street food vendors facing at that time?
- How did mobile street food vendors overcome challenges?
- What were the future plans of mobile street food vendors?

D. Significance of the Study

The research study examining the experiences of mobile street food vendors in Pagadian City carries significant implications for many stakeholders. In delving into the unique dynamics of this informal sector, the study offers a valuable opportunity to understand and address critical issues faced by street vendors, local government units, future researchers, students, business owners, and academic programs.

- *Street Vendors.* Street vendors in Pagadian City can benefit from the research by gaining insights into the challenges and opportunities in their industry. Understanding their experiences can help them adapt to changing market conditions and improve their businesses.
- *Students.* Students can benefit from the study by understanding the complexities of street vending businesses, the challenges faced by small entrepreneurs, and the importance of consumer behavior in real-world contexts. It can enhance their academic and practical knowledge.
- *BSBA Program (Bachelor of Science in Business Administration).* The study can be integrated into the curriculum of BSBA programs, offering students a real-world case study to analyze and discuss in the context of various business courses. It can make the program more practical and relevant.
- *Local Government Units.* The study can provide local government units with valuable information on how to regulate and support the mobile street food vendor sector better. It can lead to more informed policymaking, potentially improving the overall business environment for these vendors.
- *Business Owners.* Business owners, especially those in the informal sector, can draw insights from this research to enhance their operations, marketing strategies, and customer relationships. It may also inspire innovative approaches to business development.

- *Stakeholders*. benefit from this study by gaining insights that can lead to improved business strategies for street vendors, more informed policymaking for local government units, and educational enrichment for students.
- *Future Researchers*. Future researchers can use this study as a reference point for further research in informal sector businesses, consumer behavior, regulatory compliance, and relationship marketing. It can inspire new research questions and directions.

The research offers practical knowledge and the potential for increased profitability, competitiveness, and regulatory improvements for businesses, all while contributing to the academic understanding of informal sector enterprises and consumer behavior.

E. Definition of Terms

Below are clarified terms aimed at facilitating a thorough exploration of how food vendors in Pagadian City approach their marketing practices:

- *Challenges*. This refers to specific difficulties, obstacles, or problems encountered by mobile street vendors during their operations, which may affect their business or livelihood.
- *Coping Strategies*. This refers to practical actions or approaches mobile street vendors employ to address and overcome the challenges they encounter in their business operations.
- *Mobile Street Vendors*. This refers to individuals or businesses that sell food and goods from movable stalls or carts in public spaces, such as streets, sidewalks, and public squares, in Pagadian City.
- *Regulatory Compliance*. This refers to how mobile street vendors adhere to local, regional, and national regulations, including licensing, health and safety standards, and other legal requirements that govern their operations.

CHAPTER TWO METHODOLOGY

A. Research Method

This section of the study outlined the approach and techniques employed by the researcher. It encompassed aspects such as the chosen research design, the environment in which the research was conducted, the participants involved, the tools and methods used for data collection, the procedure followed for gathering data, the techniques applied for analyzing the collected information, and the ethical principles considered throughout the research process.

➤ *Research Design*

This section of the study delved into the "what," "why," and "how" aspects of the research process, focusing on data-gathering techniques. The research design employed in this study was a qualitative case study. This approach allowed for an in-depth exploration of the experiences, practices, and challenges faced by mobile street food vendors in Pagadian City. The study aimed to provide a detailed and nuanced understanding of the unique factors influencing their businesses by focusing on specific cases. This design was particularly suitable for capturing rich, contextualized data and gaining insights into the intricate workings of this particular industry within the chosen environment.

The qualitative study selected for this research is a case study as defined by (Merriam, 2016). Like other research designs, a case study emphasizes the pursuit of meaning and comprehension. Researchers are the primary tools in this study, responsible for gathering and interpreting data. This investigative strategy yields highly descriptive results. It entails employing specific methods and techniques to conduct the research, encompassing the development of questionnaires and descriptive data interpretation based on the required information.

The researcher chose a case study approach focused on mobile street food vendors. This choice was motivated by the desire to gain a deep understanding of the practices of individual vendors. It sought to uncover how participants articulated their strategies and experiences, ultimately benefiting their businesses by attracting customers and boosting sales and revenue.

➤ *Research Environment*

This study focused on Pagadian City, particularly in areas like the Agora Market, Boulevard, Plaza, Schools, and Workplaces, where many people find mobile street food vendors. These vendors picked these spots because they were busy places with many people walking by, and there was a significant demand for quick, affordable food. These areas attracted many customers, from active workers needing a fast lunch to students looking for easy snacks. Plus, these spots were close to shops, schools, and transport stops, which meant a constant flow of potential customers all day. This wise choice of location not only helped vendors reach a large audience but also connected with the lively urban life of the city, creating a perfect setting for their mobile food businesses to thrive.

➤ *Research Participants*

The participants in this study were primarily mobile street food vendors who operated in the specified areas of Pagadian City, including the market, boulevard, plaza, and schools and workplaces. The inclusion criteria for participants were active mobile street food vendors: individuals who were actively engaged in selling food from portable carts or stalls in the designated areas and vendors who had been operating their mobile food business for a minimum of one year to ensure a sufficient level of experience and familiarity with the chosen locations. Additionally, participants were required to be willing to take part in the study and be available for interviews as needed for data collection. These criteria ensured that participants had relevant experience and insights into the mobile street food vending industry in Pagadian City, allowing for a comprehensive and meaningful study.

This study focused on mobile street food vendors in Pagadian City; a purposive sampling technique was considered most appropriate. This method involved deliberately selecting participants who met specific criteria relevant to the research objectives. Purposive sampling guaranteed that the chosen participants had the essential experience and insights required for the study's thorough analysis of the mobile street food vending business in the designated areas, given the particular inclusion criteria previously described (active vendors with at least one year of experience).

The participants in the study represent a diverse group of individuals engaged in the mobile street vending industry in Pagadian City. Participant 1, a 26-year-old single man, brings one year and five months of experience to the business, emphasizing lively customer interactions. Participant 2, a 40-year-old married man with three years of experience, highlights strategic adjustments during slow sales periods and a keen understanding of customer needs. Participant 3, a 45-year-old married female with four children, possesses almost a decade of experience, emphasizing the importance of persistence during sluggish sales.

Participant 4, a 36-year-old married female with two years of experience, finds motivation in the family and advocates for patience and determination. Participant 5, a 34-year-old widow and mother of four children, underscores the significance of compelling entertainment and compliments in building enduring customer relationships. Participant 6, a 35-year-old married female with three years of experience, draws inspiration for entrepreneurial drive from overcoming poverty. Participant 7, a 43-year-old

married female with three children, views challenges as transformative opportunities based on her more than four years of experience.

Participant 8, a 36-year-old single female with three years of experience, demonstrates an understanding of customer needs for enhanced business performance. Participant 9, a 42-year-old widower and father of two, brings three years of experience, emphasizing strategic adjustments during slow sales. Participant 10, a 30-year-old man with two children, approaches his almost two years of experience to build enduring customer relationships. Participant 11, a 45-year-old married female with three years of experience, stresses the importance of cleanliness in her vending practices.

Participant 12, a 37-year-old married man with three children, exhibits determination in pursuing success with four years of experience in street food vending. Participant 13, a 23-year-old single man, is described as a hardworking young participant with one year of experience in mobile street vending. Participant 14, a 28-year-old married female with two children, brings almost three years of experience, finding motivation in family and advocating for patience and determination. Lastly, Participant 15, a 46-year-old married man with nearly a decade of experience, understands customer needs for enhanced business performance.

The researchers aim to know what their marketing practices are and their challenges or adjustments when it comes to adaptability in performing their practices in building customer relationships to gain profitability; knowingly, they have more competitors to the mobile street food vending business.

The sampling technique that the researcher used convenience sampling. The researcher will start by selecting participants who are readily available and accessible. The researcher can expedite the data collection process, initiating a quicker study. Researchers must carefully consider the trade-offs between practicality and the potential impact on the generalizability and reliability of their results when opting for convenience sampling in their research design.

➤ *Research Instrument*

The main instrument of this study was the researchers themselves, as they conducted the research and gathered data.

Following this, semi-structured interviews were conducted with the vendors. This method served to delve deeper into their experiences, challenges, strategies, and perspectives. These interviews' personal and detailed nature provided a qualitative depth to the study.

Following this, semi-structured interviews were conducted with the vendors. This method served to delve deeper into their experiences, challenges, strategies, and perspectives. These interviews' personal and detailed nature provided a qualitative depth to the study.

Finally, an analysis of existing records, documents, and physical items associated with the mobile street food vending industry in Pagadian City was carried out. This encompassed business records, marketing materials, relevant documents, and examining tools and equipment utilized by the vendors.

These combined research instruments ensured a comprehensive exploration of the mobile street food vending landscape in Pagadian City.

➤ *Data Gathering Procedure*

The data for this research was collected through interviews, observation, and data mining. The primary data collection method was structured interviews with the selected mobile street food vendors. These interviews were conducted in person at the vendors' operating locations. The questions covered various topics, including their experiences, challenges, customer interactions, and strategies for success. These interviews provided valuable qualitative insights into the vendors' perspectives (Merriam, 2016).

In addition to interviews, observational data was gathered by the researchers. This involved directly observing the vendors' operations, customer interactions, and the overall environment in which they conducted their business. Observations helped validate and complement the interview information, offering a more holistic understanding of their activities (Merriam, 2016).

Data mining involves extracting relevant information from existing records, documents, and public sources. It may have involved accessing public records, market data, or any available digital platforms related to the mobile street food vending industry in Pagadian City (Merriam, 2016).

The adviser noted the letter and obtained approval from the school's president. The researchers ensured an open conference with the business owner, emphasizing the importance of making the interview results factual and reliable.

➤ *Data Analysis*

This study adopted a qualitative research approach to delve into the experiences of mobile street food vendors in Pagadian City, focusing on their practices, challenges, and efforts to enhance sales. Data collection primarily involved in-depth interviews,

allowing vendors to candidly express their thoughts and emotions, employing planned and spontaneous questions influenced by the insights of Merriam (2016), a key figure in qualitative research, particularly in adult education. Collected data was digitized for subsequent analysis. The data analysis followed a systematic coding approach to identify recurring patterns and categories, facilitating a deeper understanding of the mobile street food vendors' experiences. By utilizing this research design and methodology, the study sought to uncover the strategies and challenges faced by these vendors, offering valuable insights into their experiences within the unique context of Pagadian City.

➤ *Ethical Consideration*

The ethical considerations in this study encompass a set of principles that guide the research design and practices. These principles include Voluntary Participation, Informed Consent, Anonymity, Confidentiality, Potential for Harm, and Results Communication.

- *Voluntary Participation.* It is an ethical principle that requires researchers to respect the free choice of individuals to participate in a study or not.
- *Informed Consent.* It is crucial for protecting the rights and dignity of research participants and ensuring the research result's validity and integrity.
- *Anonymity.* Refers to the state or condition of being anonymous, which means that a person's identity is kept secret or unknown. When individuals or entities maintain anonymity, their names, personal details, or identifying information are not disclosed or easily traceable by others.
- *Confidentiality.* It refers to the state of keeping or being kept secret or private (Oxford Dictionary, 2020). All data to be collected from the participants were kept confidential. Only authorized people could access such data. Under no condition (except in a matter of life and death) would the researcher reveal the identity of the participants.
- *Potential for harm.* It is a term that describes the possibility or likelihood of causing damage, injury, or adverse effects to someone or something.
- *Results Communication.* It shares a research project's findings, conclusions, and recommendations with the relevant audiences or communities.

Conducting this research method, data, and results honestly is at the top of the ethical considerations in research. Ensuring the preservation of the dignity, rights, and well-being of individuals involved in research is of utmost importance.

CHAPTER THREE

RESULTS AND DISCUSSION

This chapter presents the results and discussion of the live experiences of mobile street food vendors.

The study focuses on the lived experiences of mobile street food vendors. This chapter presents the results and discussions centered around the daily realities, challenges, and strategies these vendors employ as they navigate their dynamic and often precarious business environment. By delving into their lived experiences, the study aims to comprehensively understand the unique circumstances and perspectives of mobile street food vendors in Pagadian City. Through the participants' voices, the chapter sheds light on the complexities of operating within the informal sector, addressing regulatory hurdles, weather-related challenges, operational logistics, and the impact of such factors on the vendors' businesses and livelihoods.

The study addressed several critical questions related to the live experiences of mobile street food vendors. The categories that emerged from the survey are *Reasons for choosing Mobile Street Food vending*, *Marketing Strategies of Mobile Street Food Vendors*, *Challenges Faced by Mobile Street Food Vendors*, *Strategies for Overcoming challenges of Mobile Street Food vending*, and *Future Plans for Mobile Street Food Vendors*.

A. Factors for Choosing Mobile Street Food Vending

In the complex decision-making landscape, individuals contemplating a venture into street food vending weigh various factors to determine if it aligns with their goals and aspirations. The participants' responses reveal four distinct subcategories that play a crucial role in shaping the decision-making process: *Entrepreneurial Independence*, *Profitable*, and *Ease of Operation*.

➤ *Entrepreneurial Independence.*

Entrepreneurial independence emerges as a compelling factor in the decision-making process. Participants appreciate the autonomy offered by street food vending, where they can operate without a boss. The influence of fellow mobile vendors creates a supportive environment, fostering a sense of control over one's time and schedule. The absence of a boss is perceived positively, aligning with the desire for self-direction and quick decision-making. Participants 1, 2, 8, and 10 support this claim.

"Mas dali ang kita ug walay amo. [The income is more accessible and no boss]" -P1

"Mas okay ang kani nga negosyo kay ikaw ang magbout sa imung oras. [This business is better because we are the one who manage our time]" – P2

"Dali ra ang kita ug ikaw magbout sa oras. [Earning is easy, and you have control over your time.]" – P8

"Walay magbout nimo ug mas dali ang kita. [No one dictates you, and the income is swift.]" – P10

"Ikaw ang magbout sa imung oras. [We are the one to manage our time.]" – P12

Notably, participants consistently underscore the significance of autonomy, control over time, and the absence of a hierarchical authority. This unwavering alignment strengthens the internal validity of the interpretation, indicating a shared perspective among the participants regarding the pivotal role of entrepreneurial independence in their decision-making process.

Furthermore, each participant's statement distinctly correlates with the subcategory, emphasizing freedom in decision-making and a lack of external constraints. Their comments collectively affirm that the ability to make independent decisions, free from external influences, profoundly influences their choice to pursue street food vending.

The researchers observed that what participants said about relying on themselves matched the real-life situations they described from their street food vending experiences. In these experiences, participants consistently showed independence when no boss was involved, highlighting their ability to make quick decisions and respond effectively to market needs without facing bureaucratic obstacles. This harmony between what participants shared and what was observed reinforces the idea that having the freedom to rely on oneself is a crucial factor influencing decision-making in the street food vending industry.

Individuals choose street food vending for various reasons, as highlighted in the background of the study. Operating primarily without government oversight in many developing nations, street food vending offers accessibility and serves as a significant part of the retail market, providing informal employment opportunities (Silaran, 2018; Jaha, 2016). The decision to engage in street vending is often driven by a pursuit of unbridled autonomy, low entry barriers, minimal initial investment requirements, social connections, and the need to supplement meager salaries (Peimani, 2022).

➤ *Profitable.*

Profitable support is pivotal in the decision to venture into street food vending. Despite acknowledging a modest income, participants perceive the business as more profitable. Consistent profits, substantial returns, and the quick recovery of capital contribute to this entrepreneurial endeavor's attractiveness. The promise of financial stability and the potential for significant profits influence decision-making significantly. Participants 3, 7, 13, 14, and 10 support this claim.

"*dako ang kita*. [because it is profitable.]" – P3

"*perminti ang kita ug mas dako ang balik sa Negosyo*. [Profits are consistent, and the returns on the business are substantial.]" – P7

"*Mas dali ra ang kita* [Earning is quick.]" – P13

"*Mas dali ang kita*. [income is fast.]" – P14

"*Mas dali ang kita*. [The income is swift.]" – P10

The participants' consistent emphasis on the profitability of street food vending underscores its pivotal role in influencing their decision to enter this entrepreneurial venture. Despite acknowledging a modest income, the perceived profitability of the business becomes a compelling factor. The recurring mention of consistent profits, substantial returns, and the quick recovery of capital highlights the financial allure of street food vending. This financial stability and the potential for significant profits emerge as influential factors in the decision-making process. The participants explicitly express their belief in the profitability of street food vending, citing it as a source of substantial income to support daily expenses, provide for their families, and ensure a swift return on investment. These sentiments collectively indicate that the financial viability of street food vending serves as a driving force for individuals in the industry, shaping their positive perceptions and motivating them to engage in this entrepreneurial endeavor.

The researchers noticed instances where participants, during interviews, elaborated on the financial aspects of street food vending. Their narratives often delved into the consistent profits, substantial returns, and the perceived ease of capital recovery within the street food vending business. Additionally, the researchers observed participants' enthusiasm and positive tone when discussing the financial benefits of this entrepreneurial endeavor.

Participants consistently underscored the perceived profitability of street food vending, aligning with the acknowledged role of street vending as a substantial component of the global informal economy, contributing significantly to livelihoods and local economies (Scott, 2019; Silaran, 2018). The study also emphasized the importance of financial stability for street vendors, supporting participants' claims (Reyes, 2014).

➤ *Ease of Operation.*

Ease of operation and efficient time management are highlighted by participants as crucial aspects of street food vending. The perceived simplicity of the job, coupled with the ability to manage time effectively, contributes to the overall appeal. Participants view the business as robust and straightforward, emphasizing the balance between ease of operation and the swift generation of income. Participants 6, 5, 12, and 15 fully support this claim.

"*Dali, I prepare*. [It is easy to prepare.]" - P6

"*maoy dali buhaton*. [It's easy business to manage.]" – P5

"*Mas dali ra nga trabaho ug ikaw ang magbout sa imung oras*. [It's an easy job, and you can manage your time effectively.]" – P12

"*Mas dali ang trabaho*. [The work is straightforward.]" – P15

The participants consistently underscore the ease of operation as a critical factor contributing to the attractiveness of street food vending. Their collective sentiment reflects a perception of the business as straightforward and manageable, with participants 6, 5, 12, and 15 explicitly expressing the ease associated with various aspects of street food vending. The simplicity of food preparation and the ability to manage one's time independently emerge as pivotal aspects that contribute to the overall appeal of the business. The participants' comments indicate that the perceived ease of operation significantly shapes their positive attitudes toward street food vending. This aligns with the notion that the combination of simplicity and efficient time management enhances the overall attractiveness of the business, making it an accessible and feasible entrepreneurial option for those seeking a manageable and profitable venture.

The researcher interviews, participants frequently elaborated on the ease of preparing street food and the efficient time management associated with the business. Participants often shared anecdotes about the straightforward nature of the work, underscoring the simplicity of the tasks involved and their ability to balance time effectively. Additionally, the researchers observed participants' expressions of confidence and contentment when discussing the ease with which they manage their time in street food vending.

Participants emphasized the ease of operation and efficient time management associated with street food vending. This aligns with the global context discussed in the background, highlighting the informal nature of street food vending and its accessibility for vendors and consumers, emphasizing the ease of operation (Scott, 2019; Silaran, 2018).

The results derived above are consistent with Informal Sector Theory. In the decision-making process, participants' preference for entrepreneurial independence aligns with the Informal Sector Theory, emphasizing the autonomy and self-directed nature of informal economic activities. The absence of hierarchical authority, as expressed by participants 1, 2, 8, and 10, resonates with the theory's assertion that informal sector participants often operate without a formal boss.

Moreover, the theory's insights into the economic motivations behind participation in the informal sector align with participants' emphasis on profitability and financial support as crucial factors in pursuing street food vending. The modest income participants acknowledge it is contextualized within the informal economy, where participants often prioritize immediate financial benefits and stability over formal job security.

Ease of operation and time management, highlighted by participants 5, 6, 12, and 15, also align with the Informal Sector Theory. The theory suggests that informal sector activities are characterized by simplicity and flexibility, allowing individuals to engage in economic endeavors without complex bureaucratic processes. Participants' perceptions of the straightforward nature of street food vending and their ability to manage time efficiently resonate with casual sector work's informal, adaptable nature. Furthermore, the theory's focus on rapid capital recovery and fast income corresponds with participants 4 and 10, who emphasize the swift generation of income in street food vending.

The researchers, also recognize the practical implications of our study on mobile street food vending. Entrepreneurs can leverage the appeal of entrepreneurial independence, emphasizing the autonomy and self-directed nature of street food vending in their initiatives. Policymakers should acknowledge the economic importance of this sector and consider implementing support programs, such as financial aid or training workshops. Understanding the ease of operation and efficient time management in street food vending can guide newcomers, while policymakers can facilitate streamlined processes for vendors. Local communities can promote and celebrate the diverse culinary traditions represented by street vendors through community engagement programs. Our findings offer valuable insights for stakeholders to support and nurture the mobile street food vending industry, contributing to its sustainability and growth.

B. Marketing Strategies of Mobile Street Food Vendors

In the realm of mobile street food vending, effective marketing strategies are pivotal for attracting customers, maximizing visibility, and ensuring sustained success. This category explores the diverse approaches mobile vendors employ to create a strong brand presence, engage with their target audience, and stay competitive in a dynamic market.

In this regard, three distinct subcategories emerged: *cleanliness and product display, sales talk and customer engagement, and changing locations*.

➤ Cleanliness and Product Display

In this subcategory, when it comes to keeping things clean and showcasing their products, mobile street food vendors focus on two key aspects: maintaining high hygiene standards and presenting their offerings in an attractive way. These vendors know that handling their products with utmost cleanliness is crucial to making customers feel confident about their choices. They pay special attention to organizing products neatly and ensuring a clean environment around them, making the overall experience inviting and hygienic for customers. Additionally, their dedication to introducing new and clean items regularly not only meets hygiene expectations but also keeps the menu fresh and exciting for a diverse customer base. This is evident in the following statements:

"Hinlo ang akoang mga gamit. [I handle product with cleanliness.]" – P1

"Bag-o ang ako baligya ug hinlo. [My products are new and clean.]" – P3

"Hinlo and tinda. [Clean Product.]" – P4

"Limpyo ang baligya sa tindera. [The product of the seller must be clean.]" – P5

"Aw kuan ra, hinlo ug arrange or hapsay ang tinda. [I emphasize cleanliness and orderly arrangement.]" – P6

"Hinlo dapat ang produkto. [I ensure product cleanliness.]" – P7

"Kuan, kanang fresh ang paninda ug hinlo ang sauce. [I prioritize the freshness of products, cleanliness of sauces.]" – P10

"Dapat limpyo ang paninda. [maintain a clean inventory.]" – P11

"Hinlo nga paninda. [I present a pure product.]" – P12

"kanang hinlo ang paninda. [I ensure the cleanliness of the products.]" – P13

"Kanang kuan, hinlo ang paninda ug ang palibot. [I focus on the cleanliness of products and the surroundings.]" – P14

"Dapat hinlo ang paninda. [I ensure the cleanliness of the merchandise.]" – P15

The responses from customers affirm the claims made by mobile street food vendors regarding the significance of cleanliness, presentation, and a tidy display. Customers consistently express their confidence and trust in vendors' products when they observe a high level of cleanliness. The emphasis on maintaining a clean and organized appearance creates a positive impression, instilling confidence in customers and encouraging repeated purchases. The customers' comments underscore the vital role of hygiene and presentation in influencing their buying decisions, reflecting a shared value for quality and safety. This alignment between vendors' practices and customer preferences reinforces the importance of maintaining high standards of cleanliness and presentation for mobile street food vendors seeking to attract and retain a satisfied customer base.

The researcher also conducted direct observations, noting the cleanliness and presentation practices during visits to mobile street food. The observations support the participants' statements and customer responses, confirming that the business consistently maintains a clean appearance, introduces new items, and engages in positive interactions emphasizing cleanliness.

The background of the study resonates with the participants' commitment to cleanliness and product presentation as a form of positive engagement with customers, enhancing their economic stability in the face of adversities. The persistence of street vendors in continuing their activities despite regulations and enforcement efforts aligns with their proactive marketing strategies, reflecting their ability to overcome challenges (Adama, 2021).

➤ *Sales Talk and Customer Engagement*

In this subcategory, the pivotal focus lies on the art of sales talk and customer engagement. Vendors strategically employ persuasive sales techniques, emphasizing effective communication to capture the attention of potential customers. Engaging customers goes beyond the transaction, as vendors prioritize building rapport and fostering positive interactions.

These are the answers of the participants that highlight their diverse and strategic approaches in utilizing sales talk and customer engagement techniques.

"I sales talk nako ang customer. [I engage customers with a persuasive sales talk] – P1

"Sales talk ra gyud kay ang uban customer manghawa kung dili mapansin dayun. [I emphasize compelling sales talk because some customers may lose interest if not acknowledged promptly.] – P2

"Salestalk lang jud. [I do sales talk.]" – P4

"Kuan, sales talk. [I utilize a sales talk] – P7

"Sturyahon ang customer, traungon ug approach. [I talk to customers with an excellent approach.] – P8

"Makig- abi2 lang gud sa customer, I sales talk ba. [I always make a friendly sales talk.] – P9

"Sales Talk. [Sales talk.]" – P11

"Sales Talk ra gyud. [I rely on a persuasive sales talk.]" – P13

"Sales Talk lang jd. [I rely on a sales talk.]" – P15

The participants all highlighted the crucial importance of persuasive sales talk in the mobile street food vending subcategory. Their unanimous recognition of the need to engage customers through compelling communication emphasizes a collective understanding of how effective sales talk is critical to capturing and retaining customer attention. In simpler terms, they all agree that persuasive communication is vital for success in the mobile street food vending business, highlighting its central role in attracting and keeping customers.

During on-site visits to various mobile street food vendors, the researcher observed consistent and impactful strategies related to persuasive sales talk. Vendors were actively engaging customers with enthusiastic and informative communication about their offerings. This engaging sales talk was often accompanied by gestures, such as maintaining eye contact, smiling, and using descriptive language to highlight the appeal of different menu items.

Customers, in turn, exhibited positive responses, showing signs of increased interest and receptiveness during these interactions. Notably, vendors who incorporated persuasive sales talk into their customer engagements created a more vibrant and memorable experience. The researcher also noted instances where vendors seamlessly integrated recommendations for new or unique items during their sales talk, contributing to a sense of innovation and variety.

These on-site observations align closely with the participants' emphasis on the strategic importance of persuasive sales talk. The dynamic and interactive nature of these communication strategies positively influences customer perceptions, fostering a more engaging and enjoyable atmosphere at the mobile street food vending sites. This alignment between participant statements and on-site observations strengthens the overall reliability of the findings related to the significance of persuasive sales talk in this subcategory.

The background study mentions the significance of effective policies in addressing the challenges faced by street vendors, particularly in urban settings (Oliveira & Cardoso, 2014; Tan, 2017). This resonates with the participants' strategic focus on sales talk and customer engagement as a means to navigate challenges and foster positive interactions. The emphasis on persuasive communication aligns with the broader narrative of the need for supportive policies and effective communication channels for street vendors.

➤ *Changing Location*

This Subcategory captures the essence of their dynamic business, where vendors skillfully navigate through busy areas to reach more customers. The constant need to shift and relocate comes from the ever-changing patterns of people moving around different parts of the city. It is about staying agile to meet the crowd where they are. Here are the evident statements of some of the participants

"Ug mabantayan namo nga mingaw aning lugara, muadto napud mis lain lugar sama sa skwelahan, sa mercado nga daghan ug mga tawu. [We keep an eye on the quietness of this place; then, we move to other locations like schools and markets where there are many people.]" – P4

‘*Aw balhin mis lain lugar napud kung asa daghan tawu.* [We shift to another place when there are a lot of people.]’ – P6
 ‘*Lipoton namo ang pagadian ug aha ang bibo kay aron mahalinan mi.* [We always go around Pagadian and go where there is a lively atmosphere to attract customers.]’- P8

As the researcher observed participants' responses regarding the subcategory "Changing Location," a consistent pattern emerged, exemplified by statements from participants like P4, P6, and P8. This pattern revealed a strategic approach among mobile street food vendors, emphasizing the necessity to adapt their Locations based on crowd dynamics. Participants uniformly stressed the significance of relocating to areas with higher concentrations of people, such as schools or markets, demonstrating a keen awareness of the ever-changing patterns of human movement throughout the city. This consistent observation reinforces that vendors actively engage in dynamic practices, shifting their locations strategically to maximize outreach and attract a broader customer base.

The need for flexibility and the ability to adjust to changing conditions is often emphasized in the broader literature on informal sectors, including street vending. Scholars like Silaran (2018) and Oliveria (2014) highlight the challenges faced by informal businesses operating in environments with limited regulatory oversight, where vendors must navigate various factors, including shifting crowds, to sustain their operations. Therefore, the participants' experiences in the "Changing Location" subcategory resonate with the broader narrative of adaptability within informal economies, as discussed in the background of the study.

As researchers, the practical implications drawn from our study on the marketing strategies of mobile street food vendors have several dimensions. Firstly, understanding the pivotal role of cleanliness and product display, sales talk, and dynamic location changes provides valuable insights for vendors looking to enhance their business practices. By emphasizing hygiene, effective communication, and adaptability to crowd dynamics, vendors can create a more appealing and customer-centric experience, fostering customer loyalty and positive perceptions. Additionally, the alignment between vendors' practices and customer preferences underscores the significance of addressing these aspects to stay competitive in a dynamic market. Policymakers and stakeholders in urban settings can leverage these insights to formulate supportive policies that acknowledge the unique challenges and strategies employed by street vendors, fostering a conducive environment for their economic activities. Overall, our findings contribute practical knowledge for vendors to optimize their marketing approaches and for policymakers to create an enabling environment for the sustainable growth of mobile street food vending.

C. Challenges Faced by Mobile Street Food Vendors

Participants face a myriad of obstacles that impact the smooth operation of their businesses. Challenges include the constant risk of being caught, facing a shortage of products, and weather conditions, especially rain, emerging as a significant challenge, resulting in decreased customers. Operational challenges encompass the potential breakdown of motorcycles and difficulties in obtaining permits due to the absence of a fixed stall. These challenges collectively contribute to delays, affecting the overall experience of mobile street food vendors and highlighting the multifaceted nature of the hurdles they encounter.

In this regard, four subcategories emerged: *risk of getting caught, weather challenges, poor supply management, and food poisoning issues.*

➤ Risk of Getting Caught.

Mobile street food vendors face the persistent threat of apprehension due to the absence of a required permit. The challenge lies in the paperwork and difficulties associated with obtaining the necessary documentation to operate legally. A permit is necessary to prevent vendors from potential legal consequences, creating a constant tension between following the rules. This risk adds complexity to their operations and decision-making processes, urging vendors to find practical solutions to navigate the regulatory landscape while sustaining their businesses. Here are the statements that support the Subcategory:

‘*Naay kalit nga dakop dayon kaylangan magbayad ug 500 nga pulta.* [“There's a sudden apprehension, and you need to pay a fine of 500 pesos.”] – P1
 ‘*Maglikay mis dakop.*[Avoid getting caught]” – P3
 ‘*Kanang nay dakop.*[If there is an apprehension operation of illegal vending.]” – P6
 ‘*Kanang dakop.*[If there is an apprehension operation of illegal vending.]” – P7
 ‘*Kanang nay dakop.* [If there is an apprehension operation.]” – P8
 ‘*Kanang dakop sab.* [If there is an apprehension operation.]” – P9
 ‘*Kanang nay kalit nga dakop.* [If there is a surprise apprehension operation.]” – P10
 ‘*Kanang madakpan.* [being caught]” – P11
 ‘*Pag madakpan.* [If being caught.]” – P12
 ‘*Kanang nay kalit nga dakop.* [If there is a surprise apprehension operation.]” – P13
 ‘*Kana gyung madakpan.* [If being caught]” – P14
 ‘*Kanang madakpan.* [If being caught.]” – P15

The statements provided by the participants strongly support the subcategory "Risk of Getting Caught" due to the lack of a required permit. The consistent mention of the potential consequences, such as a fine of 500 pesos, and the need to avoid apprehension underscores the real and perceived threats faced by mobile street food vendors.

Participants explicitly mention the risk of being caught, emphasizing the significance of this challenge in their daily operations. The convergence of evidence from participant responses, interviews with customers, and direct observations reinforces the consistency and depth of understanding regarding the risk of getting caught without a permit. The participants' firsthand experiences, supported by external observations and customer interactions, collectively validate the presence and impact of this challenge within the mobile street food vendor landscape.

Through firsthand observations of mobile street food vendors, the researcher witnessed instances where vendors abruptly closed their stalls during surprise inspections, illustrating the palpable fear of getting caught without the necessary permits. The observations also captured subtle cues, such as vendors checking their surroundings nervously or engaging in hushed conversations related to regulatory concerns. These scenarios echoed the sentiments expressed by participants regarding the constant tension and challenges associated with regulatory compliance.

The administrative hurdles outlined by participants echo the global concerns raised in the background of the study, where informal economies, including street vending, often operate without adequate government oversight and protection (Silaran, 2018). The experiences of mobile street vendors in Pagadian City align with the global narrative, where vendors are vulnerable to harassment and extortion by authorities (Oliveria, 2014). The Subcategory underlines the constant tension vendors face, balancing the imperative of regulatory adherence with the practicalities of sustaining their businesses. This tension resonates with the broader discussion on informal economies in developing countries, where policies often lag behind the needs of street vendors (Chen & Snodgrass, 2018).

➤ *Weather Challenges.*

Mobile Street food vendors in Pagadian City face significant hurdles due to weather conditions, especially rainfall. This directly affects their daily operations and earnings. Rainy weather leads to a drop in customer numbers, resulting in lower sales and highlighting the vulnerability of this business to environmental factors.

“*Ulan gyud ang number 1 kay walay tawu.* [The number 1 is rain because there are no customers.]” – P2

“*Kanang muulan wala kayo customer oy.* [When it rains, there are no customers.]” – P3

“*Kanang mag-ulan.* [When it rains.]” – P9

“*Kanang mag-ulan kay walay customer.* [When it rains because there are no customers.]” – P10

“*Kanang sab ulan.* [When there is rain.]” – P11

“*Kana sab mag-ulan oy.* [When it rains.]” – P14

The statements provided by participants in response to the impact of weather on customer turnout offer a consistent and validated perspective. Participants, collectively emphasize the adverse effect of rainy weather on their businesses. The uniform mention of the lack of customers during rainfall corroborates the notion that weather, specifically rain, is a primary factor influencing customer numbers for mobile street food vendors in Pagadian City. This convergence of participant responses establishes a validated interpretation, reinforcing the significance of weather challenges as a shared experience among vendors. The participants' statements, consistent in highlighting the adverse impact of rain on customer turnout, strengthen the credibility of the Subcategory on weather challenges in the mobile street food vendor context.

As the researcher observed during the interviews, a consistent thread emerged in the participants' narratives regarding the challenges associated with weather conditions. The participants, collectively conveyed their experiences with rainy weather negatively impacting customer turnout and, consequently, their businesses. This alignment in participant responses highlighted a shared concern among mobile street food vendors in Pagadian City.

The results align with the background of the study, where it is noted that "the susceptibility to weather fluctuations, particularly the impact of rain, poses a notable obstacle to the vendors' ability to attract customers" (Silaran, 2018). This reinforces the significance of weather challenges as a shared experience among vendors, consistent with the participants' emphasis on the adverse effects of rainy weather on their businesses. Moreover, climate change and variability may have an impact on the occurrence of food safety hazards at various stages of the food chain, from primary production through to consumption (Tirado, 2013)

➤ *Poor Supply Management.*

This Subcategory stands out as another operational and logistics challenge faced by mobile street food vendors. The dependence on gas for cooking and powering equipment makes its availability crucial for uninterrupted business operations.

“*Kanang mahutdan ug gasul.* [When the gas runs out.]” – P4

“*Mahutdan ug gasul.* [Running out of gas.]” – P5

“*Mahutdan ug gasul.* [Running out of gas.]” – P6

“*Mahutdan gasol.* [Running out of gas.]” – P7

“*Mahutdan ug gasul.* [Running out of gas.]” – P13

The participants' consistent mention of the challenge of running out of gas (gasul) provides a robust internal validation for this operational and logistics Subcategory. Statements from participants, collectively underscore the critical nature of gas availability for mobile street food vendors. The uniformity in their responses validates the claim that running out of gas poses a significant operational challenge. The participants' emphasis on the potential depletion of gas is essential to understanding the operational intricacies faced by vendors, as it directly impacts their ability to cook and sustain their business activities.

As the researcher observed during the interviews, a noteworthy pattern emerged among participants, revealing a shared concern regarding the operational challenge of running out of gas. Participants consistently expressed apprehension about the potential depletion of gas, emphasizing its critical role in their daily operations.

The participants consistently expressed worries about the potential depletion of gasul for their operations, which underscores a critical aspect of the challenges faced by mobile street food vendors in their daily activities. This shared concern aligns with broader discussions in the background of the study, emphasizing the difficulties encountered by street vendors operating within informal economies (Scott, 2019). Operational challenges, such as the risk of running out of gas, echo the global narrative where the lack of formal regulation and support can hinder the seamless functioning of businesses in the informal sector. Poor Supply Chain management can be highly detrimental to the performance of a business and the relationship it maintains with its customers. When implementing new systems, processes, or machinery, it should be done so in a carefully planned, timely manner with the least amount of disruption to the supply chain. Likewise, customers should be given a transparent service to give them confidence and allow them to adjust for any delays or early arrivals (Bligh, 2020).

➤ Food Poison Issue.

In Pagadian City, the specter of street food poisoning looms over mobile street food vendors, impacting not only individual businesses but also casting a shadow on the entire vendor community. Cases of foodborne illnesses resulting from street food consumption have created an atmosphere of fear and caution among both vendors and customers. The consequences of a single reported incident reverberate through the vendor ecosystem, affecting the reputation and trustworthiness of all vendors.

'Naa'y uban nga mahadlok nang mopalit tungod sa kahadlok nga ma-food poisoning. [Some are afraid to buy because of the fear of getting food poisoned.]' – P2

"Lisod baya, kay basin naay report nga food poisoning. Dali ra kaayo madamay ang uban tungod ani. [It is difficult because there might be reports of food poisoning. Others can easily be affected by this.]" – P5

"Kung adunay masakit, kahadlok gyud kay basin damay-damayon tanan paninda. [If someone gets sick, it is terrifying because all the products might be wrongfully accused of being implicated.]" – P8

The resonance of food poisoning concerns among customers becomes apparent through their responses. Customer A, having heard about someone falling ill after consuming street food, reflects on the heightened caution it instilled, leading them to reconsider purchases from any vendor. For Customer B, the news of street food-related food poisoning emerges as a significant source of fear, shaping their decision-making process by prioritizing safer alternatives over the perceived risk. Customer C empathizes with the broader impact, acknowledging the unfortunate reality that a single incident can cast a shadow on all vendors. This awareness prompts them to exercise caution, deliberately opting for places with robust hygiene practices. Together, these customer narratives underscore the profound influence of food safety concerns on consumer behavior, emphasizing the need for vendors to prioritize and address these challenges collectively.

The participants' expressions of fear and caution regarding street food poisoning align with the sentiments echoed by customers. The shared concern illustrates the far-reaching impact of food safety issues on both vendors and consumers. The interconnectedness of vendors and their shared reputation underscores the need for a collective commitment to food safety measures. The fear expressed by both vendors and customers emphasizes the critical importance of addressing foodborne illnesses to maintain the trust and integrity of the mobile street food vending community in Pagadian City.

During interviews, the researcher noted a palpable sense of anxiety among vendors when discussing the possibility of food poisoning incidents. This observation adds a qualitative dimension to the participants' statements, emphasizing the real and immediate impact of street food safety concerns on the emotional well-being and business outlook of mobile street food vendors in Pagadian City.

The participants' concerns about the potential impact of street food poisoning align with the broader global perspective on food safety issues in the informal food sector (Odipe, 2019). The fear expressed by vendors in Pagadian City resonates with the documented challenges faced by street vendors worldwide, emphasizing the need for stringent measures to ensure the safety of street food. This internal validation reinforces the gravity of the issue and the collective responsibility of vendors to address food safety challenges, safeguard public health, and maintain the integrity of their trade.

The study's findings consistently align with the applying Relationship Marketing Theory, a mobile street food vendor faces challenges like the risk of getting caught, weather issues, poor supplies management, and the threat of food poisoning. These challenges can impact customer trust and satisfaction. To mitigate risks, the vendor should prioritize transparent communication,

seek customer feedback, and address concerns promptly. By openly managing challenges, the vendor can build trust and maintain positive relationships with customers, crucial for long-term success in the competitive street food market

As a researcher, the practical implications drawn from the study on the current challenges faced by mobile street food vendors in Pagadian City are multifaceted. Firstly, the identification and understanding of these challenges provide vendors with valuable insights to proactively address and mitigate operational hurdles. Vendors can leverage this knowledge to develop strategies for obtaining permits more efficiently, implementing contingency plans for weather-related disruptions, improving supply chain management, and enhancing food safety measures. Moreover, the study underscores the need for policymakers to acknowledge and address the unique challenges faced by informal sector businesses, such as mobile street food vendors, by implementing supportive policies and regulatory frameworks. This includes streamlining permit acquisition processes, offering support during inclement weather, and promoting food safety education. Additionally, the findings emphasize the importance of public awareness campaigns to dispel misconceptions about street food safety, fostering a collaborative effort between vendors and consumers to ensure a resilient and thriving mobile street food ecosystem. Overall, the practical implications aim to contribute to the improvement of the operational landscape for mobile street food vendors and foster a more supportive environment for their businesses.

- Strategies for overcoming challenges in mobile street food vending.
- Participants discussed various tactics to address their respective business challenges effectively.
- This category encompasses two subcategories: *Friendly Connection and Preventive Strategies*.

➤ *Friendly Connection.*

Participants shared their approaches to overcoming challenges in mobile street food vending. They emphasized establishing connections with the city government office to receive warnings and insights regarding the timing and execution of law enforcement activities aimed at apprehending those who fail to comply with requirements or lack necessary permits. Operating a mobile street food business necessitates adherence to local regulations and health standards to ensure consumer safety.

Participants, including P1 and P2, expressed a friendly connection in overcoming their challenges. Here are the evident statements.

“Magpatawag sa kaila nga naay dakop aron makalikay. [Getting informed by the person who has information on when the apprehension will happen.]”- P1

“Makig amigo sa mga manakopay aron matawagan kung aha sila naka pwesto para malikayan. [Make friends with the officials to call them where they are in order to avoid them.]”-P2

The statements from participants, such as P1 and P2, reveal a proactive approach to preventing issues by getting insights and warnings. The participants' emphasis on making calls to knowledgeable individuals reflects their commitment to avoiding potential conflicts with law enforcement and ensuring smooth business operations.

The researchers observed that friendly connections suggest that maintaining positive relationships with authorities is a crucial aspect of navigating the regulatory landscape in the mobile street food business.

Establishing connections with city government offices aligns with existing research emphasizing the significance of networking and relationship-building in regulatory environments (Smith, 2018; Brown & Jones, 2020). Smith (2018) argues that businesses, particularly in highly regulated sectors, benefit from cultivating positive relationships with regulatory authorities to gain valuable insights and warnings.

➤ *Preventive Strategy.*

The Preventive Strategy category highlights how participants in mobile street food vending are committed to avoiding problems before they happen. It shows that they use an innovative and strategic approach to prevent challenges, which is crucial for success in the ever-changing world of mobile street food businesses.

Several participants, including P1, P3, P4, P5, P6, P7, P8, P9, P11, P12, P13, P14, and P15, express the importance of being prepared when it comes to avoiding apprehension.

Here are the relevant statements:

“Aw, magbantay lang sa mga manakopay... aron di madakpan. [Well, just watch out for those who are happy... so as not to get caught]” – P1

“Mangandam daan ug nay mandakop. [Prepare in advance there is an arrest]” – P3

“...maglikay sa oras nga ting-dakop. [avoid the time of arrest]” – P4

“maglikay lang gyud sa dakop. [just avoid getting caught]” – P5

“...diskarte lang gud sa paglikay. [just an avoidance strategy]” - P6

- “ maglikay lang sa dakop daun mangandam ahead of time. [just avoid being caught and prepare ahead of time]” -P7
- “ maglikay ra gyud sa dakop... [just avoid getting caught]” – P8
- “ maglikay lang gyud sa dakop permi ug magbalhin-balhin ug pwesto aron makalikay nila. [just avoid being caught and change places to avoid them.]” – P9
- “ maglikay lang gyud sa dakop. [just avoid getting caught]” – P11
- “ maglikay sa dakop. [evade capture]” - P12
- “ likay lang gyud perm isa dakop. [just avoid getting caught]” – P13
- “ magbantay-bantay kung naa bay dakop or wala. [keep an eye on whether there is an arrest or not.]” – P14
- “ mangandam daan ug mag likay-likay lang gyud sa dakop. [prepare in advance and avoid being caught]” - P15

The Subcategory reveals a strategic mindset among participants engaged in mobile street food vending, emphasizing the importance of proactively avoiding potential issues. These individuals, consistently express the significance of preparedness in the context of evading apprehension. The statements collectively suggest that these vendors recognize the dynamic and unpredictable nature of their operating environment, prompting them to adopt preventive measures. Whether through monitoring law enforcement activities, adapting to changing circumstances, or being strategic in their approach, the participants showcase a commitment to minimizing risks and ensuring the smooth operation of their mobile street food businesses. This preventive mindset aligns with the challenges inherent in their industry and underscores their adaptive and forward-thinking approach to navigating potential hurdles effectively.

Mobile, semi-mobile, or fixed carts are used by street food vendors comprising men and women of all age groups. However, due to the informal nature of the street food vending business, it needs to be addressed by regulatory authorities, resulting in unwholesome practices. Poor infrastructure, lack of sanitation, and improper personal hygiene are associated with microbial hazards, environmental pollution, and chemical contamination, all of which contribute to a high risk of foodborne diseases and health hazards (Elsevier, 2022). Various regulations regarding permits, fees, vending locations, hygiene practices, as well as traffic safety are being implemented in the street vending business. A street vendor must pay some fee to get a license or permit to start a food business. Street foods are typically modulated by the local Government with rules and regulations found in municipal codes (Hanser, 2020). The authorities argue that encroachments of streets and footpaths are illegal and disorderly and that street food is unhygienic. They, therefore, evict the vendors regularly. However, the hawkers are protected through the informal rules of the street. While some of them are highly vulnerable to poverty and police raids, most navigate well through these contested governance regimes and can successfully sustain their livelihoods (Franz et al., (2013).

The findings strongly resonate with the realm of Relationship Marketing Theory, a mobile street food vendor can foster a friendly connection with customers through personalized interactions and preventive strategies. Engaging in genuine conversations and understanding individual preferences during sales transactions builds a sense of rapport and loyalty. By actively preventing potential issues such as long wait times or food shortages through effective planning and communication, the vendor demonstrates a commitment to customer satisfaction. Proactive measures like offering estimated wait times or providing updates on popular menu items can contribute to a positive customer experience. Through a combination of friendly connections and preventive strategies, the mobile street food vendor can not only strengthen existing relationships but also attract new patrons, creating a loyal customer base over time.

D. Future Plans of Mobile Street Food Vendors

In the category of "Future Plans of Mobile Street Food Vendors," participants provide insights into their aspirations and strategic directions for their businesses.

In this regard, three subcategories emerged: *Establishing a Fixed Stall*, *Adding Vehicles to Have More Sales*, and *No current plans for the future as of now*.

➤ *Establishing a Fixed Stall*

This Subcategory refers to the future plans of mobile street food vendors to transition from mobile operations to having a permanent and dedicated selling space. Vendors express the aspiration to set up a fixed stall, which involves having a consistent and visible location for their business rather than operating in a mobile and dynamic fashion. The motivation behind this plan is attracting a steady customer base, building brand recognition, and increasing overall sales. However, vendors also acknowledge the challenges associated with this aspiration, such as the high cost of stalls and the need for sufficient capital. Despite the obstacles, the desire to establish a fixed stall represents a strategic move aimed at long-term sustainability and growth in the competitive street food vending landscape.

Several participants, including P1, P2, P4, P5, P6, P9, P12, and P13, express the desire to establish a fixed stall in the future. Here are the evident statements:

- “ Kanang ipa level up ang negosyo, like magkuha ug stall. [To level up the business by getting a fixed stall.]” – P1
- “ Kung makatigum, maghimo ko ug stall. [If I have enough savings, I will construct a stall.]” - P2

‘*Kung nay makit-a nga barato nga pwesto, magkuha ko stall aron di na maglikay sa dakop.* [If I can find a place that is budget-friendly, I will get a stall so that I won't have to be worried if there is an apprehension.]’- P4

‘*Magkuha ug stall ug nay kapital.* [Get a stall if there is capital.]’- P5

‘*Aw makatigum, magkuha ug stall.* [If I have enough savings, I will acquire a stall.]’ – P6

‘*Aw ug nay kapital, magkuha ug stall.* [If there is capital, I will get a stall.]’- P9

‘*Aw puhon, magtukod ug stall if nay kapital.* [In the future, I will get a stall if there is enough capital.]’ – P12

‘*Naay plano magkuha ug stall.* [I have plans to have a stall in the future.]’ – P13

The consistency and reliability of the participants' aspirations to establish a fixed stall were internally validated through member checking and researchers' observation. Triangulation involves cross-referencing data from different sources or methods to enhance the credibility of the findings. In this case, the statements provided by participants, collectively emphasize the shared goal of transitioning to a fixed stall in the future.

The uniformity in their responses underscores the significance of this future plan within the mobile street food vendor community in Pagadian City. Despite variations in their individual circumstances and experiences, the desire to have a permanent selling space is a common thread among participants. This convergence of evidence from diverse sources, including different vendors and their unique perspectives, strengthens the reliability of the Subcategory on establishing a fixed stall.

Furthermore, the acknowledgment of challenges, such as the high cost of stalls and the need for sufficient capital, adds depth to the internal validation. The participants' awareness of the obstacles they may face in realizing this goal enhances the authenticity of their responses and underscores the seriousness and strategic intent behind their plans. The internal validation, therefore, reinforces the credibility and reliability of the Subcategory, emphasizing the importance of establishing a fixed stall in the future plans of mobile street food vendors in Pagadian City.

Additionally, the researcher observed that participants were well aware of the challenges associated with establishing a fixed stall, as reflected in their discussions about the high cost and the need for sufficient capital. The nuanced responses and the depth of their considerations suggested a thoughtful approach to this future endeavor. This aligns with the triangulation method, where the convergence of verbal statements, observed expressions, and acknowledgment of challenges provides a comprehensive and robust validation of the Subcategory.

The study's findings, particularly the shared aspiration of mobile street food vendors to establish fixed stalls, underscore a crucial dynamic within the informal economy. This aligns with the broader context presented in the background of the study, emphasizing the intricate interplay of regulatory constraints and economic factors that shape vendors' strategic decisions for long-term sustainability. The aspirations of these vendors reflect not only their individual goals but also a collective response to the challenges inherent in the informal sector. This resonates with the insights provided by Kraig (2013), highlighting the significance of street food in culinary tourism and its substantial impact on local economies.

➤ *Adding Vehicles to Have More Sales.*

This Subcategory revolves around the future plans of mobile street food vendors to enhance their sales by incorporating additional vehicles into their operations. Vendors express the intention to expand their mobile fleet, a strategic move aimed at reaching a broader customer base and increasing overall sales volume. This plan involves the acquisition or utilization of more vehicles to navigate through diverse locations, capitalize on varied customer demographics, and adapt to changing patterns of urban mobility.

Participant P10 reveals a unique future plan of expanding sales by adding more vehicles.

‘*nagplano ko nga dungagan ang motor para dugang baligya ug halin.* [I plan to add a vehicle to have more products to sell and increase the sales.]”- P10

The studies from the background of the study resonated with the idea of this Subcategory that most street vendors reported an improvement in their standard of living since starting their vending businesses. This suggests that street vending can be an effective means of economic empowerment and poverty alleviation for economically disadvantaged urban populations. The study's findings underscore the potential socio-economic significance of street vending (Kamalipour, 2022).

➤ *No Current Plans for the Future as of now.*

This Subcategory refers to the stance of certain mobile street food vendors who currently need specific or articulated plans for the future development or expansion of their businesses. These vendors, at present, refrain from expressing any strategic initiatives, such as establishing fixed stalls, adding more vehicles, or implementing other significant changes to their operations. Their approach may reflect contentment with their current circumstances, a lack of resources to plan for the future, or a preference for maintaining the status quo without pursuing additional ventures or expansions.

“ *wala man oy, siguro ing-ani lang sa kay way kapital*’. [I don’t have plans, maybe it’s just like this because I don’t have capital.]” – P7

“ *wala gyud, ing-ani lang sa*. [I don’t have future plans.]”- P8

“ *ahh nah wala may plano magkuhag stall kay kuntento nasad kos ing-ani*. [I don’t have plan to get a stall, Im contented with this kind of business.]”- P11

“ *kuan, wala pamay plano nasabutan kay may nang mag suroy2 daghan pa makita customer kaysa magpundo*. [There’s no plan agreed upon, I prefer with this business; there are more customers to find than staying in one place.]” – P15

Some participants, currently express a need for more specific future plans for their mobile street food businesses. Their statements suggest contentment or a focus on the current operations without immediate intentions for significant changes or expansions. While these participants may not have concrete plans at the moment, their responses provide valuable insights into the diverse perspectives and trajectories within the mobile street food vendor community. Understanding that not all vendors aspire for significant changes is crucial for a comprehensive understanding of their lived experiences and future outlook.

In the context of Relationship Marketing Theory, a mobile street food vendor may face decisions regarding the establishment of a fixed stall, current lack of future plans, and the possibility of expanding by adding more vehicles for increased sales. Transitioning to a fixed stall can enhance the vendor's visibility and provide a stable location for customer interactions, potentially fostering stronger relationships through consistent availability. Although the vendor may not have concrete future plans at the moment, maintaining open communication with customers about any changes or developments can contribute to trust and transparency. The consideration of adding more vehicles to increase sales indicates a strategic approach to meeting customer demand and expanding the business. By aligning these decisions with the principles of Relationship Marketing Theory, the vendor can ensure that customer relationships remain a priority, whether through a fixed stall, transparent communication about future plans, or strategic business growth.

The findings regarding the future plans of mobile street food vendors carry practical implications for both vendors and policymakers. For vendors aspiring to establish fixed stalls, recognizing the importance of visibility and brand recognition is crucial. Implementing strategies to mitigate the challenges associated with the high cost of stalls and capital requirements can enhance the likelihood of successful transitions. Vendors considering the addition of vehicles for increased sales should focus on maintaining consistent communication with customers, ensuring transparency about any changes in location or offerings. For policymakers, understanding the aspirations of street vendors sheds light on the need for supportive regulations and financial assistance programs to facilitate the realization of vendors' future plans. Recognizing the socio-economic significance of street vending and implementing policies that foster a conducive environment for growth can contribute to the overall well-being of vendors and the communities they serve.

CHAPTER FOUR

SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATIONS

This chapter presents the summary of the findings, the conclusions based on the study findings, and the recommendations.

A. Summary of Findings

➤ *The Following are the Main Results of the Study Based on the Responses of the Participants during the Interview:*

- What were the considerations in choosing a mobile street food vending business?
The consideration of the Mobile Street Food Vending business are; Entrepreneurial Independence, Profitable, and Ease of Operation.
- What were the marketing strategies employed by mobile street food vendors?
The marketing strategies employed by mobile street food vendors revolve around three key subcategories: cleanliness and product display, sales talk and customer engagement, and changing locations.
- What challenges were mobile street food vendors facing at that time?
The challenges Faced by Mobile Street Vendors are; Risk of Getting Caught, Poor Supply Management, and Food Poison issue.
- How did mobile street food vendors overcome challenges?
The Mobile Street Food Vendors overcome challenges are; Friendly Connection and Preventive Strategy.
- What were the future plans of mobile street food vendors?
The future plans of mobile street food vendors are; Establishing a Fixed Stall, Adding Vehicles to Have More Sales, and No Current Plans for The Future as of now.

B. Conclusion

The examination of mobile street food vendors in Pagadian City provides valuable insights in alignment with the Informal Sector Theory and Relationship Marketing Theory. The decision-making process for vendors to engage in street food vending, driven by factors such as entrepreneurial independence and financial considerations, reflects the inherent flexibility within the informal sector, a core concept in the Informal Sector Theory. The challenges faced by vendors, rooted in regulatory obstacles and environmental vulnerabilities, underscore the unpredictable nature of the informal business environment as highlighted by the same theory. The adaptive strategies employed by vendors, including cultivating friendly connections with authorities and implementing proactive preventive measures, further exemplify the resourcefulness integral to the informal business model.

The challenges faced by mobile street food vendors, ranging from regulatory hurdles to environmental vulnerabilities and concerns about food safety, further underscore the nuanced nature of their experience. These challenges, deeply rooted in the informal nature of their operations, demand tailored solutions and supportive policies to enhance the resilience of vendors navigating a complex and unpredictable operating environment. The strategies employed by vendors to overcome these challenges, characterized by friendly connections with authorities and proactive preventive measures, showcase the resourcefulness and adaptability inherent in their business model. Finally, when contemplating their future plans, vendors exhibit a diversity of aspirations, including transitioning to fixed stalls or expanding their vehicle fleets, reflecting a forward-thinking approach aimed at long-term sustainability. In essence, the collective experience of mobile street food vendors significantly shapes their operations, highlighting the need for a holistic understanding and targeted support to foster a thriving informal economy in Pagadian City.

C. Recommendation

➤ *Based on the Findings, the Researcher Endorses the Following Recommendations:*

- Recommendations for the Local Government Unit (LGU): To support the mobile street food vending industry in Pagadian City, the local Government should focus on streamlining regulatory processes. This involves simplifying permit applications, providing clear guidelines, and establishing efficient communication channels. Additionally, investing in weather-resilient infrastructure, such as designated areas with shelters, would mitigate the impact of adverse weather conditions on vendors and customers. Furthermore, implementing training and education programs on food safety practices, business management, and regulatory compliance would empower vendors with the knowledge and skills needed to navigate challenges and operate more sustainably.
- Recommendations for Future Researchers: Future research endeavors should delve into the socio-economic impacts of mobile street food vending on the community. This includes exploring its role in employment generation, local economic development, and community cohesion. Conducting longitudinal studies to track the evolution of these businesses over time would provide valuable insights into trends, challenges, and adaptations within the industry. Comparative studies with other cities or regions would also be beneficial, allowing for an assessment of variations in challenges, strategies, and support structures, thus contributing to a more nuanced understanding of the dynamics of the informal economy.

- **Recommendations for Mobile Street Vendors:** Mobile Street vendors in Pagadian City can enhance their collective strength by fostering collaborative networks. Encouraging the formation of such networks will enable vendors to share insights, resources, and support, creating a stronger sense of community. Additionally, diversifying product offerings to cater to changing consumer preferences is crucial. This may involve introducing new and innovative food items, collaborating with local suppliers, or incorporating health-conscious options. Furthermore, the adoption of technology, such as mobile payment systems and online marketing, should be considered. Embracing technology can enhance efficiency, reach a broader customer base, and provide a competitive edge in the evolving business.

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APPENDICES**APPENDIX A****INTERVIEW GUIDE FOR THE EXPERIENCE OF MOBILE STREET FOOD VENDORS IN PAGADIAN CITY****Prefatory Statement:**

Panagdait sa Dios, sa tanan ug sa tanang kabuhatan and a pleasant morning/afternoon to you maam/sir!

Thank you for accepting our invitation to participate in this study as one of the participants. I would like to let you know that the purpose of this interview is to gather information regarding your experiences in the EXPERIENCE OF MOBILE STREET FOOD VENDORS IN PAGADIAN CITY. Do not worry, there are no wrong answers to any of your responses.

You are free to speak in your mother tongue if it is more convenient for you; it is always welcomed and respected. Rest assured that your identity will be hidden, and your answers will be kept confidential, and it will be used purposefully for this study only. You have the right to refuse to answer any question or end the interview at any time.

This interview will last approximately 30 minutes, depending on how much information you wish to offer. I would like to audio record the interview with your permission because I do not want to miss any of your comments.

Are there any questions about what I have just explained? May I turn on the digital recorder? Before we begin, kindly tell a little information about yourself.

Interview Guide Questions

A. Engaging Question: What motivated you to consider entering street vending business?

Exploratory Questions

Central Question: How does the experience of mobile street food vendors impact of their operations?

SubQuestions	Descriptive Questions	Probing Questions
1.What are factors to consider in choosing street food vending business?	1.What are things to consider choosing street food vending business? 2.What are the key factors that influence you to the	1.Can you share any specific circumstances or experiences that led you to choose this line of work? 2.What are your things that need to be consider before


	decision to enter the street vending business?	choosing this kind of business?
2.What are their marketing strategies?	<p>1.What are your marketing strategies to gain more customers?</p> <p>2.What specific marketing techniques or approaches do you find effective in attracting customers?</p>	<p>1.How do you attract customers? What are your strategies to make sure more sales?</p> <p>2. What strategies have you taken to ensure good profit in your mobile street food business?</p>
3.What are their challenges facing right now?	<p>1.What are your challenges facing right now?</p> <p>2.What specific challenges do you face while running your street food business that you would like to elaborate on?</p>	<p>1. What are the unexpected problem experienced in this kind of business?</p> <p>2.What are some challenges that you're facing right now, can you elaborate?</p>
4.How do they overcome challenges?	<p>1.How do you overcome challenges?</p>	<p>1. How do you manage the problem that coming in unexpected ways?</p> <p>2.What are your alternate solutions that you will make to avoid the future problems?</p> <p>3.What are your risk factors facing right now?</p> <p>4.What could you provide a creative solutions or adaptations you've implemented to tackle specific difficulties??</p>

5.What are their future plans?	1.What are your future plans and aspirations of mobile street food vendors?	1.How do you plan to grow or expand your business?? 2. What are your plans for your business?
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C. Exit Question

1. Is there anything else you would like to share about the topic we just talked about?

Validated by:


Mr. Marlon Paguia, CPA
Research Adviser


Ms. Arispel Angeli Suarez
Panel Member


Dr. Daisy Catubig
Panel Chair

APPENDIX B



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APPENDIX C

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