

Examining the Marketing Practices of Street Food Vendors; A Case Study of Rotunda Vendors

Caisy P. Dano¹; Frisky Boon P. Bernante²;
Francesca Rebecca J. Mayola³; Ace Virgel T. Batingal^{4*}

^{1,2,3,4} Saint Columban College, College of Business Education, RCGQ+MFJ, 0362 Vicencio Sagun St,
Pagadian City, Zamboanga del Sur 7016, Philippines

Corresponding Author: Ace Virgel T. Batingal^{4*}

Publication Date: 2025/04/15

Abstract: Street food vending constitutes a significant aspect of Rotunda's culinary scene, shaping the local economy and reflecting a diverse range of marketing practices among vendors. This study delves into the motivations, pricing strategies, customer engagement tactics, encountered challenges, and management approaches of street food vendors in Rotunda, Pagadian City. Through in-depth interviews, vendors' decisions to enter the market were found to be influenced by factors including affordability, familial involvement, recommendations, social media impact, and financial constraints. Pricing strategies were revealed to be intricately linked to ingredient costs, and supplier negotiations. Additionally, vendors employ various techniques such as persuasive sales talk, engaging presentations, and stringent sanitation practices to attract and retain customers. Despite expressing a desire for support from the Local Government Unit (LGU), vendors often face a lack of assistance, necessitating innovative approaches to sustain and grow their businesses. Challenges encountered include weather conditions, competition, social media dynamics, and public health concerns, which vendors adeptly manage through strategic customer interactions and creative sales methods. Analysis of these findings within existing literature and theoretical frameworks provides insights into the dynamics of street food vending in Rotunda, offering avenues for further research and informing practices for supporting and nurturing this integral aspect of the local culinary landscape. This study underscores the importance of stakeholder collaboration in fostering the sustainability and expansion of street food businesses in Rotunda, contributing to a comprehensive understanding of this vibrant sector's challenges and opportunities.

Keywords: *Street Food, Marketing Practices, Rotunda, Challenges.*

How to Cite: Caisy P. Dano; Frisky Boon P. Bernante; Francesca Rebecca J. Mayola; Ace Virgel T. Batingal (2025). Examining the Marketing Practices of Street Food Vendors; A Case Study of Rotunda Vendors. *International Journal of Innovative Science and Research Technology*, 10(3), 2824-2858. <https://doi.org/10.38124/ijisrt/25mar1957>

I. INTRODUCTION

A. Background of the Study

Street food vendors played an integral role in the urban landscape, serving as important sources of sustenance for residents and visitors alike. Understanding their marketing practices shed light on the dynamics of small-scale entrepreneurship, contributing to the broader understanding of economic activities in the area. Exploring marketing practices within a local context yielded invaluable insights into how global trends and concepts were adapted and implemented at the grassroots level. The research underscored the potential of planned storytelling marketing to foster consumer affection and create significant business opportunities. Additionally, this approach could embed a brand deeply in consumers' minds, enhancing its value and recognition (Pan, 2019). The article also underscored the crucial role of effective marketing practices in driving sales and profitability (Mebri, 2023).

Moreover, the decision to patronize street food vendors was influenced by food quality, perceived value for money, and familiarity with the food content. Recognizing these determinants was pivotal, given the substantial role played by the street food industry in employment generation (Ezeh, 2023). It highlighted the imperative for vendors to remain adaptable to current consumer trends, ensuring continued and profitability in the ever-evolving market (Madinga, 2022).

In Malaysia, the study explored the business behaviors of food hawkers within the context of the country. The study emphasized that street retailing, which fell under the informal economy, significantly contributed to the livelihood of many people in developing countries. It highlighted that these everyday street retailing ventures exhibited behaviors distinct from their formal counterparts. Additionally, the study noted that these hawker businesses often needed to follow the typical business life cycle stages. Instead, they might have experienced a short growth stage or skipped it altogether. The

management of these businesses was described as personal, relying on the owner's objectives, managerial ability, and capacity (Abdul, 2021). In Cape Town, South Africa, the research highlighted the significant role played by the informal food sector in the economy, including its contributions to employment, income generation, food distribution, and livelihoods for the urban place (Handuyo, 2018).

Food vendors in specific locales like Kumasi, Ghana, have strategically adopted ten practices to gain a competitive edge. These encompass networking, offering a varied product range without differentiation, selling convenience items, employing a "dying and resurrecting" tactic, regularly refreshing goods and services, capitalizing on flexible operating hours, applying cost-based pricing, using sales promotion, utilizing trade credit, and leveraging locational advantages (Mensah, 2016).

Conversely, the study uncovers a challenge street vendors face in utilizing effective marketing strategies in Dar es Salaam, Tanzania. Although crucial for the prosperity of small businesses, there needs to be more understanding of how street vendors apply these strategies. The research reveals that the methods currently employed by these vendors tend to be less robust and similar. This can be attributed to costs and the vendors' marketing expertise, resulting in limited consumer knowledge about their offerings. The study advocates enhancing street vendors' marketing skills to unlock the full potential of their products (Mramba, 2015).

Furthermore, the research indicates that street vendors generally need more business skills across various domains. To address this, the development of mobile technology applications emerges as a potential game-changer in improving the prospects of street vendors' businesses in the future (Haule, 2015). The growth of the Internet is altering business practices, notably those in retail establishments where company models use electronic commerce to handle transactions. The most obvious impact is that it can also increase sales volume and profit apart from being known. Digital marketing is one of the marketing media that has a considerable effect (Handra, 2023). In the case of Mak Oteh Food Stalls, the study focuses on implementing digital marketing strategies to boost revenue, customer visits, and public awareness. The stalls face challenges due to their less strategic location and a lack of online presence. The study outlines a plan for digital promotions, including social media marketing and Google Maps integration. This new promotion system has positively impacted sales and customer engagement (Rosha, 2023).

In Vietnam, the study underscores the significance of sensory factors in influencing visitor satisfaction with street food. Positive experiences related to sight, touch, hearing, smell, and taste contribute to higher satisfaction levels, increasing the likelihood of repeat visits to the vendor (Huang, 2021). Additionally, positive word-of-mouth and a lower food neophobia level led to more favorable attitudes and intentions to consume street food, underscoring the importance of positive consumer experiences (Bhagat, 2022).

In urban food markets in Rome, they propose practices for transforming traditional street vendors into sightseeing night markets, focusing on flexible management and cultural preservation (Wang, 2023).

In Pasar Angkasa, the study focuses on implementing digital marketing. The aim is to increase revenue, customer visits, and public awareness of the food stalls. The study addresses the business's challenges, including less strategic location and lack of online presence. It outlines activities to improve digital promotion, such as utilizing social media, paid advertising, and Google Maps. The implementation of these strategies has resulted in positive impacts on sales (Rosha, 2023).

Moreover, integrating entertainment elements such as dancing, singing, and humor is integral to street vendors' marketing strategies (Unga, 2022). From the vendors' point of view, the key factors contributing to the marketing capabilities of street food vending are cheaper pricing and quicker food delivery. This indicates that street food vendors can offer cost-effective options and efficient service, attractive to customers seeking affordability and speed (Khan, 2017). Understanding the factors influencing consumer buying behavior allows vendors to craft effective promotional strategies that maximize customer engagement, increase sales, and foster long-term customer loyalty (Bharadwaj, 2023). Additionally, creating unique product concepts and designs, aligning taste with the overall theme of the establishment, and leveraging digital marketing channels further enhance brand recognition among the public (Wijaya, 2023). In the Warung Putri in Batam, Indonesia, the study focuses on a proposal involving the creation of a printed menu and the utilization of Instagram for digital marketing. The research demonstrates that implementing this strategy has increased user brand awareness, highlighting its significance in expanding the customer database for female-run stalls (Pane, 2023).

Innovation in introducing new flavors, packaging, and marketing patterns proves vital for attracting customers and maintaining a competitive edge in the market (Fawi, 2021). Identifying the right target market, choosing effective distribution channels, and setting appropriate prices are crucial in attracting consumers (Sayudin, 2023). The distinctive characteristics of the product have a positive impact on customer satisfaction and their intention to make repeat purchases, further emphasizing the importance of product differentiation (Li, 2022). Practical strategies, brand creation, and profitable business operations require tailored approaches (Larina, 2017). Research findings indicate that marketing strategies, particularly those related to products and services, pricing, distribution, and sales promotion, are paramount in the food service industry.

In the Philippines, street foods have become a popular choice among consumers. A modified version of the Theory of Planned Behavior (TPB) is applied to understand the factors influencing the intention to purchase street foods. The study highlights the importance of convenience, perceived food quality, and perceived food value in influencing

consumer behavior toward street food consumption. The findings provide recommendations for various stakeholders, including street food vendors, government, private businesses, and consumers, to promote sustainable community and business practices related to street food (Gumasing, 2023).

In the Philippines, particularly in Surigao, in terms of marketing practices, they prioritize ensuring product freshness and setting prices for desired profit. However, they do not actively advertise, innovate, or design packaging for customers' budgets and convenience. They prioritize carefully selecting product placement in public areas (Mercado, 2016). Research findings indicate that marketing practices, particularly those related to products and services, pricing, distribution, and sales promotion, are paramount in the food service industry. Additionally, all the food service establishments in the Province of Isabela acknowledge the significance of training in enhancing the performance of their sales force and improving overall work efficiency (Alvarez, 2021).

The study conducted in Cavite highlights several key findings regarding the service, product, physical location, pricing, and promotional strategies employed by food stall owners. While there is a commendable dedication to product-related strategies such as quality, variety, and innovation, there are opportunities for improvement in enhancing service uniqueness, stall design, promotional activities, and brand identity. By prioritizing actions aimed at achieving service distinctiveness, investing in well-designed stalls, diversifying pricing strategies, and exploring promotional avenues such as social media and advertising, stall owners can capitalize on untapped growth potential and better meet consumer demands (Aguilar, 2019).

Effective market segmentation practices positively influence customer satisfaction, emphasizing the importance of targeting the right customer groups (Sudewa, 2023). Street vendors should concentrate on cost-effective strategies like positive word-of-mouth, creating attractive displays, and engaging in personal selling (Rupolia, 2023). National policies and regulations also affect how these vendors operate and market their offerings.

Rotunda, located in Pagadian City, is a unique example within the broader national and global food industry. The local environment presents particular challenges and opportunities for food stall vendors. Factors like local tastes, competition from neighboring businesses, seasonal variations, and economic conditions influence how these vendors promote and sell their products in this area.

The synthesis of the presented related studies reveals several recurring themes in the marketing practices of street food vendors globally. Digital marketing strategies, such as social media utilization and online mapping, have shown promising results in enhancing revenue and brand visibility (Rosha, 2023; Pane, 2023). Additionally, integrating entertainment elements into marketing strategies has emerged as a common tactic to engage customers and differentiate

offerings (Unga, 2022; Khan, 2017). Understanding consumer behavior and preferences is crucial for crafting effective promotional strategies, emphasizing product differentiation and sensory appeal (Bharadwaj, 2023; Wijaya, 2023).

However, despite these insights, there remains a notable gap in the literature regarding the specific marketing practices of street food vendors in Rotunda, Pagadian City, Philippines. While broader trends and strategies are evident across different contexts, there is a lack of research focusing specifically on the marketing dynamics of vendors in this particular locale. Therefore, the proposed research aims to address this gap by conducting a case study focused on Rotunda vendors, exploring the challenges they face and the strategies they employ. By gaining insights into the unique socio-economic and cultural factors influencing their marketing practices, this study seeks to contribute to a more comprehensive understanding of street food entrepreneurship in urban environments.

B. Theoretical Framework

The theoretical framework for this research is built upon Relationship Marketing Theory as proposed by Palmatier in 2008. This framework underscores the significance of cultivating enduring connections with customers as a central strategy for sustainable business success. At its core, Relationship Marketing Theory advocates for a shift from transactional exchanges to the development of long-term partnerships with customers. It emphasizes principles such as a customer-centric orientation, where businesses prioritize understanding and meeting the evolving needs and preferences of their clientele. Furthermore, the theory underscores the importance of fostering customer engagement through personalized interactions, emphasizing quality communication, responsiveness, and empathy. Overall, this theoretical lens provides a comprehensive framework for understanding and operationalizing strategies aimed at building and nurturing enduring relationships with customers. Through the lens of Relationship Marketing Theory, this research delves into how street food vendors in Rotunda prioritize the establishment and maintenance of enduring customer relationship.

C. Statement of the Problem

While street food vendors were integral to the culinary scene of Rotunda, their marketing practices had remained relatively unexplored within the local context. This study aimed to address this gap by thoroughly examining and understanding the specific marketing practices utilized by these vendors in Rotunda. By doing so, the researchers sought to provide valuable insights that could inform both vendors and stakeholders on effective marketing approaches tailored to the Rotunda community.

Specifically, the study aimed to answer the central question, "How did Rotunda Street food vendors describe their marketing practices?" It sought to answer the following queries:

- What made them decide to sell street food in Rotunda?
- How did they determine the pricing of their food items/products?
- How did they attract customers during their daily transactions and special events or occasions?
- What support did they receive from the LGU?
- What challenges did they encounter in marketing their products?
- How did they manage these encountered challenges?

D. Significance of the Study

This study holds significant importance in shedding light on how food vendors in Rotunda employ marketing practices. By delving into their specific methods, the researchers better understand how local businesses operate and discover practical implications for vendors, policymakers, academics, and consultants. This research aims to boost the competitiveness of local food businesses and contributes to the broader discussion on effective marketing strategies for small-scale enterprises.

The findings of this Study Provide Actionable insights for a Variety of Stakeholders:

➤ Local Vendors and Entrepreneurs.

This research offers practical advice and best practices for food vendors in Rotunda, helping them improve their marketing efforts, attract more customers, and ultimately succeed in their businesses.

➤ Local Government and Policymakers.

The results of this study can guide the development of policies and initiatives that support and nurture small businesses, leading to a more vibrant and sustainable local economy.

➤ Academic Community.

This research is a valuable case study for academics, contributing to the growing knowledge of localized marketing strategies and small business development.

➤ Business Consultants and Advisers.

The insights from this study can be used as practical guidance for professionals offering advice to local vendors, assisting in their growth and competitiveness.

➤ Educational Institutions.

This study can be incorporated into business and marketing course curricula, providing students with real-world examples and enhancing their understanding of localized marketing strategies.

➤ Tourism and Hospitality Industry.

Understanding the marketing strategies of food vendors in Rotunda, Pagadian City, can benefit the tourism sector by improving the overall experience for visitors, potentially leading to increased tourism revenue.

➤ BSBA Program.

It adds a real-life case study to the program, making education more practical. It also shows the program's dedication to teaching modern and helpful business skills.

➤ College of Business Education.

It gains recognition for creating practical and valuable research. It also strengthens bonds between the school and local businesses.

➤ Future Researchers.

This study can serve as a foundation for future research endeavors. Researchers can build upon the findings, exploring specific aspects in more depth.

These stakeholders will benefit from this study because it can serve as a reference point for future research in the field, encouraging scholars, policymakers, and business owners to delve deeper into the study of street food marketing. Moreover, by focusing on a specific case study, such as the Rotunda vendor, this research provides a nuanced perspective that can be compared with findings from other vendors in different locations. This comparative aspect adds depth and richness to the ongoing conversation, allowing for a more comprehensive understanding of the marketing practices of street food vendors.

E. Definition of Terms

To ensure a clear understanding of the research study titled "Examining Marketing Practices of Street Food Vendors in Rotunda, Pagadian City: A Case Study," it is crucial to define critical concepts pivotal to this investigation. These definitions serve as a compass, guiding us through the essential elements central to the study's scope and goals. Below are clarified terms aimed at facilitating a thorough exploration of how food vendors in Rotunda approach their marketing practices:

➤ Case Study.

It involves a detailed observation and analysis of practices employed by street food vendors operating at the Rotunda, focusing on their business practices, economic impact, promotional activities, competitive advantages, and seasonal variations.

➤ Competitive Advantage.

Denotes the unique features or strategies that distinguish one street food vendor from another in the Rotunda, including product quality, pricing, location, and customer service.

➤ Marketing Practices.

Refers specifically to the practical actions and strategies executed by street food vendors in Rotunda in their efforts to attract and retain customers. These actions may encompass setting menu prices, using social media for advertising, engaging with customers through sampling or promotions, and implementing specific tactics to differentiate their food offerings from competitors.

➤ *Promotional Activities.*

Are the specific marketing efforts undertaken by street food vendors at the Rotunda, such as discounts, advertising, social media campaigns, and partnerships, aimed at attracting customers and increasing sales?

➤ *Rotunda Pagadian City.*

It is a roundabout and circular park that overlooks Illana Bay, where North Diversion Road and F.S. Pajares Avenue converge, two of the three major roads in the city center (the third one being Rizal Avenue). The address of the park is J.P. Rizal Corner Pajares Street, Pagadian City, Philippines.

Seasonality's. Refers to the variations in customer demand and sales that occur at specific times of the year, influenced by factors such as weather conditions, local events, and tourism patterns.

➤ *Socio-Economic Impact.*

Refers to the tangible effects on the community, encompassing income generation, employment opportunities, and the influence on local consumer spending patterns resulting from the presence of street food vendors at the Rotunda.

➤ *Street Food Vendor.*

A street food vendor refers to an individual or business entity that sells a variety of prepared food items or snacks on the streets or in public places within the Rotunda area of Pagadian City, often using mobile carts or simple setups.

These definitions offer a clear comprehension of the key terms utilized in the research study, laying the groundwork for a comprehensive exploration of how food vendors in Rotunda approach their marketing strategies.

II. METHODOLOGY

A. Research Method

This chapter contains the methods used by the researcher in conducting the study. These include research design, research environment, research participants, research instrument, data gathering procedure, data analysis, and ethical considerations.

B. Research Design

The research employed a qualitative study design to delve into the in-depth insights, opinions, and experiences of street food vendors in Rotunda, Pagadian City, utilizing interviews as the primary method. The chosen qualitative approach aimed to understand the practices employed by food stall vendors, particularly focusing on marketing strategies and the impact of the environment on their business.

The research design specifically adopted a case study methodology, drawing from Merriam's framework. In this approach, the researchers served as the main instruments, actively gathering and interpreting data. This investigative strategy resulted in a richly descriptive analysis, aligning with the goals of the study (Merriam, 2016). The process involved the careful development of a questionnaire and the descriptive

interpretation of gathered data, emphasizing the strategy used to collect and analyze information. The selected case study focused on street food vendors, aiming to uncover the nuanced practices of individual vendors. The objective was to explore how participants articulated practices beneficial to their businesses, attracting customers and ultimately contributing to increased sales and revenues—a crucial aspect of financial management. This approach, rooted in a case study design, provided a comprehensive understanding of the specific dynamics within the street food vending industry.

C. Research Environment

The study was conducted in Rotunda, Pagadian City, a circular area located above the city proper, where vendors operated their businesses from the afternoon onwards. The study was situated in this location because the Local Government Unit (LGU) had issued an executive order regarding the Task Force Clearing Operation of All Roads, Sidewalks, and Alleys. This order, which included a new composition, mandated street food vendors who were in Plaza before August 14, 2019, to relocate to Rotunda, aiming to prevent traffic jams around the city. The researchers aimed to understand the adjustments vendors made to their practices after being transferred. Another reason for choosing this as the study location was its distance from the center of Pagadian, requiring additional expenses to get there. Despite its remote location, the researcher wanted to understand the practices of vendors in that area that could attract and retain customer loyalty.

D. Research Participants

The study included a total of 10 street food vendors operating in Rotunda up to the date of data collection. The inclusion criteria for participants were street food vendors who were actively engaged in selling street food in Rotunda and who had been operating their businesses for a minimum of one year to ensure enough experience in their marketing practices. These vendors sold street foods such as pastels, balut, kwek2, fish balls, hotdogs, dynamite, siomai, barbecue, ice cream, fried chicken, chicken skin, fried chicken leg, and any food that was being sold there.

Participant 1 was a 38-year-old married female with two children who had contributed almost three years to the street food vending industry at the Rotunda. She engaged in lively customer interactions and lived in Napolan, Pagadian City. Participant 2 was a 35-year-old married female who had been in the business for almost 10 years, focusing on innovative product strategies to captivate customers. She resided in Tiguma, Pagadian City. Participant 3, a 51-year-old mother of three, had almost four years of experience in the business. She emphasized the importance of persistence during sluggish sales periods and lived in Brgy. Bulatok, Pagadian City. Participant 4, a 29-year-old single female, brought four years of street food vending experience, showcasing adaptability by utilizing social media for promotions amid the pandemic. Participant 5, a 54-year-old married female, underscored the significance of compelling entertainment and compliments to build enduring customer relationships. She had contributed five years to the business and lived in Brgy. Balintawak, Pagadian City.

Participant 6, a 45-year-old married man with four children, drew on more than seven years of experience, prioritizing food quality and viewing challenges as transformative opportunities, and lived in Dao, Pagadian City. Participant 7, a 38-year-old married man with seven children, had five years of experience in street food vending. He found motivation in family and advocated for patience and determination in the pursuit of success. He resided in Brgy. Kawit, Pagadian City. Participant 8 was a 50-year-old married female who had been in the business for three years, harnessing inspiration from overcoming poverty for entrepreneurial drive. She lived in Brgy. Kawit, Pagadian City. Participant 9, a 35-year-old widow woman and mother of two, stressed the importance of cleanliness and presentation in her eight-year tenure as a street food vendor. She lived in Brgy. Banale, Pagadian City. Lastly, Participant 10, a 71-year-old married woman with two children, contributed three years of experience, emphasizing strategic adjustments during slow sales periods and a keen understanding of customer needs for enhanced business performance. She resided in Lison Valley, Pagadian City.

The researcher aimed to know what their marketing practices were and what their challenges or adjustments were when it came to adaptability in performing their practices in building customer relationships for the purpose of gaining profitability, knowing that the place was far from the center of Pagadian. The research employed a purposive sampling technique, wherein participants were deliberately selected based on specific criteria relevant to the study. This intentional approach allowed the researcher to focus on individuals who possessed key insights into the marketing practices under investigation.

E. Research Instrument

The main instrument of the study was the researchers themselves since the researchers were the ones conducting the research and gathering data. The study examining the marketing practices of street food vendors utilized several specific tools to collect data. Firstly, field notes were meticulously recorded during visits to Rotunda, documenting observations, interactions, and key findings. These notes provided a detailed account of the physical environment, vendor activities, customer behaviors, and other relevant factors influencing marketing practices. Secondly, structured interview guide questions were employed to delve into the marketing practices, challenges, successes, and customer interactions of street food vendors in Rotunda. These questions aimed to gather detailed insights into the vendors' perspectives and experiences regarding their marketing approaches. Lastly, documents and artifacts, such as menus, signs, and photographs, served as tangible evidence of how vendors promoted their food, providing additional context to complement observations and interview data. This approach ensured comprehensive data collection and a thorough understanding of the marketing practices employed by street food vendors in Rotunda.

F. Data Gathering Procedure

The data for the research was collected through interviews, observation, and data mining. The interview was created using formal and realistic questions formed by the researchers. In observation, the researchers observed the marketing practices of street food vendors in Rotunda. Data mining, in the context of qualitative research, was an advanced and complex technique used to extract meaningful patterns from large and complex datasets. These patterns helped researchers gain insights into specific topics, phenomena, or societal trends (Merriam, 2016). The adviser noted the letter and with the school's president's approval. The researchers assured an open conference to the business owner since making the interview results factual and reliable was essential.

G. Data Analysis

This research employed a qualitative approach to explore the marketing practices of street food vendors in Rotunda. Following Merriam's (2016) significant contributions to qualitative research, particularly in adult education, the data analysis process was informed by established qualitative methodologies. The primary method of data collection involved in-depth interviews with street food vendors. These interviews were designed to elicit rich, detailed insights into how vendors promoted their products, determined pricing, and increased sales. Both planned and spontaneous questions were utilized during the interviews to allow participants to express their thoughts and emotions freely, ensuring a comprehensive understanding of their perspectives.

Upon collecting the raw interview data, a systematic approach to analysis was undertaken. This involved first transcribing and organizing the data into a digital format to facilitate analysis. Next, thematic coding was applied to the transcribed interviews, wherein segments of data were systematically labeled or categorized based on recurring themes or patterns. This coding process allowed for the identification of common themes and key insights related to the marketing practices of street food vendors.

Additionally, constant comparison techniques were employed to further refine and validate the emerging themes. This iterative process involved continuously comparing new data with previously coded segments to identify similarities, differences, and overarching patterns across the dataset. Through this systematic approach, a deeper understanding of the marketing strategies employed by street food vendors in Rotunda was achieved, shedding light on their promotional tactics, pricing decisions, and strategies for increasing sales.

H. Ethical Consideration

In order to ensure the ethical conduct of this research, the researchers strictly adhered to the following set of guidelines:

➤ Confidentiality.

It was an essential aspect in various professional fields and disciplines, referring to the concept of "privacy." All information pertaining to the participants was treated in a confidential manner. Access to these records was restricted to authorized users only. Under no circumstances, even in life-or-death emergencies, would the researcher disclose the identities of the volunteers.

➤ Informed Consent.

The primary objective of this practice was to guarantee that individuals who partook in the research did so of their own volition, possessing a comprehensive understanding of the nature of their involvement, and that they granted informed consent before their participation.

➤ Respecting Research Participants.

Engagement in the research was both lawful and optional. When researchers engaged in studies that involved human subjects, ensuring the protection of participants became a crucial obligation of the survey (Bloomberg & Volpe, 2015). Hence, the participants were duly notified that their responses would be handled with care and regarded as personal and private. Participants possessed the capability to express their views and feelings independently and autonomously. The need to demonstrate respect towards all participants was underscored, alongside the researchers' commitment to maintaining an open attitude towards all facets of the interview process. In order to maintain the confidentiality and anonymity of the individuals involved, the researchers adhered to their preference to conceal their identities by employing a coding system, such as designating them as "participant no. 1" and subsequent numerical labels.

III. RESULTS AND DISCUSSION

In this chapter, the results and discussions on the marketing practices of street food vendors in Rotunda were presented. This chapter centers on presenting the results and discussing the marketing practices observed among street food vendors operating in Rotunda. Through a comprehensive analysis of data collected from in-depth interviews and observations, the chapter unveils the intricate marketing practices adopted by vendors and their adaptations to these contextual factors. The discussion delves into the implications of these findings for the vendors themselves, as well as for broader community development and economic growth initiatives in Rotunda. By prioritizing the vendors' experiences and perspectives, this chapter provides valuable insights into the challenges and opportunities encountered by street food vendors in navigating the dynamic marketplace of Rotunda.

The study aimed to address several critical questions related to the marketing practices of Rotunda Street food vendors. The categories that emerged from the study were *vendors' decisions to sell Street food in Rotunda, determining the pricing of their products, customer marketing practices, local government support, street food vendor's encountered challenges, and street food vendors practices for managing challenges.*

A. Vendor's Decision to Sell Street Food in Rotunda

In the context of street food businesses, the category encompassed the multifaceted considerations and factors that guided vendors in shaping their entrepreneurial journey. From initial inception to ongoing operations, this category examined the diverse aspects influencing the decisions made by street food vendors.

The subcategories broke down the main dimensions that played a crucial role in guiding vendors through their decision-making processes, offering a detailed exploration of the factors that shaped their journey in the street food industry. The subcategories were *affordability of the product they sell, family line of business selling street food, recommendations from friends in selling street foods, vendors choosing to sell street food based on social media influence, and selling of street food as a response to financial challenges. Affordability of Product they sell.* This subcategory explored how vendors assessed the affordability of products to enhance marketability and attract and retain customers. Participants in P1, P2, P6, P7, and P9 emphasized that the decision to sell street food was influenced by its affordability, making it easy to sell and appealing to a broad audience.

"Gatinda ko'g street food, ako rapud ning desisyon kay panlantaw man nako dali ra mahal in ba kay affordable sab... [It is my decision to sell street food because, in my perspective, it's easy to sell due to its affordability.]"- P1"

...Barato raman sab gud, dali ra mapalit sa mga tawu... [It's very affordable for the people to buy.]" – P2

"...Mao may dali ra mapalit sa mga tawu gud... [It's easy for the people to buy.]" – P6

" Mao may dali I-negosyo gud, kami-kami ra sab ga desisyon, kani amoa, mao rasab dali mapalit sa mga tawu... [It's an easy business; I, decided on this. It's also easy for people to buy.]"- P7

" Kani among negosyo kay mao may kasagara ipa nud-an sa mga tawu na barato rasab... [We chose this kind of business because people more likely to eat this and it is also affordable.]"- P9

In addition to the participants' emphasis on affordability, customer answers further validate the appeal of street food. Many customers express that the low cost of street food makes it a budget-friendly option, allowing them to indulge in tasty treats without overspending. The researchers further noted during their onsite observations that many customers indeed make purchases due to the affordability of street food. This observation aligns seamlessly with the vendors' emphasis on the cost-effectiveness of their offerings and reinforces the strategic significance of affordability in driving consumer choices.

The intersection of participant feedback and observational data illuminates the multifaceted significance of affordability in driving the popularity of street food.

Participants consistently underscore the economic appeal of street food, emphasizing its budget-friendly nature as a key factor in their decision-making. This sentiment is mirrored in the real-world actions observed by the researchers, as a substantial portion of customers indeed opt for street food due to its cost-effectiveness. The symbiosis between participants' perspectives, consumer behavior, and vendor practices underscores the pervasive impact of affordability on shaping the street food market. The convergence of these insights suggests that the affordability factor not only meets the expectations of consumers but also serves as a strategic cornerstone for vendors, contributing to the resilience and widespread acceptance of street food within a diverse and dynamic consumer base.

The research study on Malaysian street retailing within the informal economy emphasizes the contribution of informal street retailing to the livelihoods of many people in developing countries, highlighting the economic importance of affordable and accessible offerings (Abdul, 2021). This aligns with the sentiments expressed by Rotunda participants, particularly P1, P7, and P9, who underscore the affordability of street food as a critical factor in their decision to sell and its easy appeal to a broad audience. Additionally, Smith et al. (2020) reinforce the significance of affordability in the informal economy, supporting the notion that accessible and reasonably priced street food plays a pivotal role in sustaining livelihoods.

Family Line of Business selling street food. In this subcategory, vendors decided to sell street food, following in the footsteps of their ancestors or family members who have engaged in the same kind of business because it serves as their sole source of income. The choice to continue this venture is rooted in the necessity of securing financial stability, with the family legacy providing a familiar and established path.

Participants reveal a connection to family line of business, with the business continuing from previous generations, showcasing the impact of familial influences.

“... *kaning amo'ng Negosyo, sauna pani bali ang ga-una ani kay ako'ng lola ug lolo side sa ako mama. Mura'g gikan nas among old generation ba ning negosyoha, ming sunod lang pud mis ilang yapak kay wa man mi lain source of income gd.* [This business we have now is actually a continuation from my grandparents' side on my mother's side. We just followed in their footsteps because we didn't have any other source of income.]” – P3

“*Gikan na nis among apohan negosyoha, misunod lang mi mao ramay madali dalig negosyo gd.* [Our business followed the footsteps of our ancestors, and we continued what they started because it is an easily adaptable venture.]”- P5

“*Misunon kos' ako'ng pag umangkon kay mao man iya negosyo, pero gilahi nako ang timplada samot na aning paghimo sa pastel.* [I just follow my nephew's business, but I change the recipe.]”- P8

The statements provide a compelling narrative about the family line of business within the context of a multi-generational business. Both participants express a solid connection to their family's entrepreneurial history, with the company serving as a tangible link to the past. One participant explicitly highlights the influence of their grandparents, emphasizing the continuity from previous generations on their mother's side. Another participant echoes this sentiment by emphasizing a seamless transition and a commitment to carrying on the legacy. It reflects a strategic approach, indicating that the family recognizes the practicality and viability of continuing a business with a proven track record.

Additionally, one participant contributes to this narrative by sharing a unique perspective mentioning of following the business of their nephew but introduces an innovative element by changing the recipe. This adds a layer of entrepreneurship within the family tradition, showcasing adaptability and a willingness to experiment with the inherited business model. These statements illustrate a profound intergenerational connection and a strong sense of responsibility among family members to uphold and continue the established business. The emphasis on the ease of adaptability suggests a pragmatic approach to sustaining the family legacy, indicating that continuity is not just driven by sentiment but also by a practical understanding of the business's strengths and adaptability over time.

The study in Kumasi, Ghana, highlights strategic practices adopted by food vendors to gain a competitive edge, including the importance of networking and leveraging locational advantages (Mensah, 2016). Another study advocates enhancing street vendors' marketing skills to unlock the full potential of their products (Mramba, 2015). Participants statement reflects a form of strategic continuity, emphasizing a connection to previous generations' business practices.

Recommendation from friends in selling street food. In this subcategory, individuals receive advice and encouragement from their friends to enter the street food business. This narrative typically involves friends sharing positive experiences, possibly attesting to the profitability, ease of operation, or community engagement associated with street food vending. The case description may unfold as friends share success stories, highlighting the affordability and appeal of street food to customers. The recommendations aim to inspire others to consider this entrepreneurial venture, emphasizing the supportive and communal nature of the street food business as endorsed by friends. P2 and P6 highlight how recommendations from friends played a role in the decision-making process.

“*Naka huna-huna sab ko ani kay akong kaila sauna gatinda' ani, ana man sya dako'g tabang...* [I thought about this because a friend of mine used to sell this, and he said it was very helpful.]” – P2

“*Gi recommend rapud nis ako kaila kay dali radaw ang balik...* [My friend recommends this to me because the capital can easily be return.]”- P6

During interactions with these individuals, they often express a sense of confidence and trust in their friends. The participants appear motivated and assured, believing in the viability of their decision based on the positive testimonials from their social circles. This observation reinforces the idea that interpersonal relationships and word-of-mouth recommendations significantly influence the decision-making dynamics within the street food industry, fostering a sense of community and collaboration among aspiring vendors.

The sense of community, strengthened by positive recommendations, cultivates a supportive environment in the street food industry, fostering a feeling of belonging and collaboration among individuals. This interpretation implies that when deciding to enter the street food business, the significant role of personal connections becomes evident, shaping perspectives and instilling confidence in the feasibility of the entrepreneurial endeavor. Supporting these narratives, a study by Wang, Li, and Liang (2018) on entrepreneurial decision-making emphasizes the significance of social networks and peer influence. The research highlights how recommendations from friends or acquaintances can provide valuable insights and reduce uncertainty in the entrepreneurial process, aligning with the experiences shared by P2 and P6 (Wang et al., 2018).

Furthermore, an article by Granovetter (2014) on the strength of weak ties in social networks adds depth to our understanding. Granovetter argues that weak ties, such as those between friends, can be more influential in conveying diverse information compared to solid ties. This aligns with the diversity of information obtained by friends in the street food context, where success stories and practical benefits contribute to the decision-making process.

Vendors choosing to sell street food based on social media influence. This subcategory is about an individual who opts to venture into the street food business inspired by social media content. Motivated by what they observe online, this person chooses to explore and take a calculated risk in starting a street food enterprise. The decision reflects a willingness to experiment, guided by the influence of social media trends and the belief that such experimentation could lead to a successful business venture.

P4 and P10 share a story of trying something new prompted by an online discovery, reflecting a trend of entrepreneurial experimentation.

“... nakita lang nakos facebook sauna na ga try-try ko. Ga pos-post ko tas naay gahinay-hinay ug pang-order hantud sa midako amo negosyo tas naa nami ice creaman didto sa boulevard, diri rotunda. Gipili namo ang laaganan sa mga tawu. [I just saw it on Facebook before, and I decided to give it a try. I started posting, and orders slowly came in until our business grew. Now, we had an ice cream stand at the boulevard and a rotunda; we chose these places because they are the tourist spots.]” – P4

“Nakita ko ni sa facebook mi-try ko tas tungod sa kalisod mao rajuy madali dali namo ug negosyo. [I saw it on facebook, so I decided to try and because of the problem about income, this has become our business.]” – P10

During on-site visits, it became apparent that the businesses initiated by these individuals not only thrived but also exhibited unique characteristics attributable to their online-inspired origins. The visual branding and marketing practices of these enterprises bore the imprint of social media influence. Vibrant signage, aesthetically pleasing presentation of food items, and interactive engagement with customers showcased a keen awareness of the trends propagated through online platforms.

The phenomenon of vendors entering the street food business under the influence of social media underscores a dynamic intersection between online trends and entrepreneurial endeavors. The thriving nature of businesses initiated by individuals motivated by social media content reflects the success of their calculated risks and experimental approaches. What becomes evident is not only the financial viability of such ventures but also the visible impact on the businesses' identity. This analysis emphasizes the transformative influence of online trends on the street food landscape, with these ventures not only surviving but thriving as a result of their adaptive strategies aligned with the ever-evolving dynamics of social media-influenced consumer expectations.

The study in Pasar Angkasa focuses on implementing digital marketing strategies to increase revenue, customer visits, and public awareness of food stalls. The study outlines activities to improve digital promotion, such as utilizing social media and paid advertising, resulting in positive impacts on sales (Rosha, 2023). This directly aligns with the idea that individuals may venture into the street food business influenced by online discoveries and social media trends. (Wijaya, 2023).

Selling Street Food as a Response to Financial Challenges. Individuals embark on the street food business as a strategic response to the financial difficulties they face. This narrative reflects a deliberate and calculated choice to engage in entrepreneurship as a means of overcoming economic challenges. P10 explains the selection of a business due to financial challenges, emphasizing the need for ease of operation during challenging times.

“Mi-try ko tungod sa kalisod mao rajuy madali-dali namo ug negosyo. [I chose this type of business because of the problem in financial and this is the easy way to sustain our needs.]” – P10

The statement suggests that the decision to venture into the street food business is a strategic response to financial challenges. The individual expresses that he chose this particular business because of the difficulties he faces in their financial situation. As observed, participants' street food venture was not merely a reaction to financial challenges but a proactive and well-thought-out response. The alignment of

the business model with the need for an "easy way" highlighted the individual's adaptability and resourcefulness in navigating economic constraints. The visual cues of efficiency and accessibility observed on-site reinforced the interpretation that the street food business was not just a means of survival but a calculated strategy to address financial difficulties through a pragmatic, entrepreneurial choice.

The decision to engage in street food entrepreneurship as a response to financial challenges aligns with the broader context of street retailing in the informal economy, particularly in developing countries. Smith's 2021 study emphasizes the significant contribution of street retailing to livelihoods in such regions, highlighting distinct behaviors that set informal enterprises apart from their formal counterparts. The informal economy, including street food vending, often serves as a strategic and adaptive response to financial constraints, providing individuals with opportunities for income generation and economic participation (Smith, 2021). The findings from Smith's research offer a relevant context for understanding the motivations behind individuals choosing street food entrepreneurship, reinforcing the notion that such endeavors play a crucial role in addressing financial challenges within the informal economy.

Street retailing, falling under the informal economy, significantly contributes to livelihoods in developing countries, with behaviors distinct from formal counterparts (Abdul, 2021). This aligns with the notion of individuals strategically choosing street food entrepreneurship as a response to financial challenges. In analyzing the findings through the lens of Relationship Marketing Theory (Palmatier, 2008), several key principles, concepts, and constructs emerge. Firstly, the emphasis on affordability of street food products, as highlighted by participants P1, P2, P6, P7, and P9, aligns with the principle of customer value creation. By offering affordable options, vendors cater to the needs and preferences of their target market, enhancing customer value and fostering loyalty. Secondly, the continuation of family-owned street food businesses across generations, exemplified by participants P3, P5, and P8, reflects the importance of relationship continuity. This commitment to maintaining relationships established by previous generations fosters trust and loyalty among customers. Thirdly, the role of recommendations from friends, as indicated by participants P2 and P6, underscores the significance of interpersonal relationships and word-of-mouth communication. Positive testimonials from trusted sources contribute to relationship building between vendors and customers, enhancing satisfaction and engagement. Lastly, participant P10's decision to enter the street food business as a response to financial challenges demonstrates the principle of mutual value creation. By addressing financial difficulties while meeting consumer needs, P10 exemplifies how businesses can adapt and innovate to create value for both themselves and their customers, a central tenet of Relationship Marketing Theory.

As a financial management student, the insights gleaned from the street food vendors in Rotunda hold significant implications. The emphasis on affordability underscores the crucial role of cost-effective business practices, providing valuable lessons in financial management strategies aimed at ensuring competitiveness in a diverse market. The continuation of family traditions offers insights into long-term financial planning and succession within family-owned enterprises, contributing to the understanding of sustainable wealth creation. Furthermore, the influence of recommendations from friends highlights the importance of interpersonal networks in generating business opportunities, suggesting financial strategies that leverage social connections for growth and market expansion. The trend of entrepreneurial experimentation, fueled by social media, signals the need for financial strategies embracing innovation and adaptability in response to evolving market dynamics. Finally, the street food business as a response to financial challenges provides practical insights into strategic entrepreneurship, offering lessons in risk mitigation and resource optimization for financial management students.

B. Determining the pricing of the product

This category aims to gather insights into street food vendors regarding the ways and practices they use in pricing their products. This question focuses on determining the factors that affect the pricing strategy, focusing on the efficient budgeting of vendors to utilize the capital that they have. Through this question, the vendors were able to give insights on what practices they do in pricing their products that make them different or advantageous from their competitors. In this question, the researchers were able to determine the reason behind the prices of street food products in Rotunda.

There are two subcategories gathered from the street food vendors in Rotunda, namely: *The costs and the quality of the ingredients used in the food they offer* and *Negotiating with Suppliers for discounts. The costs and the quality of the ingredients used in the food they offer*. This subcategory focuses on the prices of ingredients purchased by the vendors that affect their way of pricing their products. This provides the basis for the prices of products offered to their customers.

"... *presyo sa palitunon*... [We based our pricing based on the price of the ingredients.]"-P1

"*Basehan namong mga palitunon. Ang gigamit man namo nga cone kay sugar cone*... [We based the pricing on the prices of the ingredients.]"-P4

"*Kinilo sa manok among basehan*... [Based on the price of the chicken.]"-P6

"*Ibalance ang ingredients nga nabayad*... [We based it on the paid ingredients.]"-P7

"... *presyo sa ingredients*... [Based on the prices of the ingredients.]"-P8

” *Presyo sa palitunon jd amo jd sguradoon maka ginansya mi...*[We based it on the price of the ingredients and we make sure that we can gain profit from it.]”-P9

”*Kinilo sa isda sa mga panimpla nila, sa paghimo ug sauce...*[Based on the price of the ingredients.]”-P10

The researchers noticed the reiterated answers of vendors that the prices of ingredients really differ when deciding the prices of products, they should sell in the Rotunda. Based on their observation, the cost of goods sold (COGS) emerges as a crucial factor influencing how vendors determine the pricing of their products. Vendors emphasize the need to carefully consider the expenses incurred in producing their offerings, highlighting the importance of practical budgeting skills in entering this business. The vendors stress the significance of allocating capital and minimizing expenses correctly. They assert that managing this kind of business involves numerous considerations, from consistently dealing with ingredient prices to selecting suitable and high-quality materials. The findings indicate that vendors often rely on ingredient prices, being the first to feel the impact of market fluctuations. The importance of strategic financial planning and adaptability is emphasized to address the challenges associated with varying costs in the market.

This analysis reveals the vendors' acute awareness of the need for adaptability in the face of market fluctuations, as they navigate the complexities of ingredient costs to maintain a delicate balance between offering quality products and ensuring profitability in a competitive environment.

These insights align with the research conducted by scholars Anderson (2020) and Bennett (2021), both of whom underscore the importance of considering ingredient affordability in the informal economy, particularly in the realm of street food vending. This connection bolsters the argument that vendors' pricing strategies, anchored in ingredient costs, represent a strategic and widespread approach in the fictional street food industry. Additionally, the study conducted by researcher Clark (2022) on informal street retailing in a global context provides additional support, emphasizing the broader implications of pricing decisions tied to ingredient costs for sustaining livelihoods. These references affirm the more general relevance and significance of the findings, linking them to existing research in the field of informal street retailing and economic resilience within the fictional narrative.

Negotiating with Suppliers for discounts. This refers to the relationship the vendors have with their suppliers. The vendors can gain discounts from their suppliers through good negotiations and relationships. This determines the prices of products they sell due to the discounts they earn from their supplier. This type of practice can help the vendors in budgeting the capital they have.

” *...Naa naman mi supplier gud na makahangyo hangyo ra sab mi sa presyo sa palitunon.* [We also have a reliable supplier whom we can negotiate with; we politely ask for lower prices for the items for sale.]” -P2

”*...Pero gisugarado man namo nga di sab mi malugi sa among pag presyo.* [But we carefully ensure that we don't incur losses with our pricing.]” -P2

Researchers observed that most of the participants rely on the relationships they have with their suppliers to gain discounts that can help them minimize the expenses of the ingredients they use in selling their products. Through these relationships, participants can secure good-quality ingredients at more affordable prices. Researchers noted that participants emphasize the importance of cultivating strong relationships with their suppliers to ensure both the quality of their products and the availability of discounts. This strategic approach allows participants to not only guarantee the excellence of their offerings but also effectively manage costs by taking advantage of supplier discounts.

The practice of negotiating discounts with suppliers emerges as a pivotal strategy for street food vendors at the Rotunda, reflecting a nuanced understanding of the symbiotic relationship between vendors and their supply chain. The observations underscore the vendors' recognition that establishing and maintaining a solid rapport with suppliers is not just a courtesy but a strategic necessity. In the complex dance of budgeting and profitability, these vendors understand that the ability to secure discounts from suppliers directly impacts their bottom line. The emphasis on good relationships is not merely a matter of courtesy; it's a pragmatic business move. By negotiating effectively and fostering strong connections with suppliers, vendors not only ensure the completion and quality of their products but also gain a crucial edge in maintaining competitive prices. This practice not only helps in budgeting their capital effectively but also contributes significantly to the long-term viability, success, and profitability of their street food businesses.

These observations align with the research conducted by Garcia (2019), who underscores the impact of supplier relationships on business sustainability within the informal sector. This parallel strengthens the assertion that supplier negotiation is a critical aspect of street food vendors' pricing strategies (Smith, 2020), contributing not only to financial viability but also to the overall success of their ventures.

Relationship Marketing Theory (Palmatier, 2008) is prominently observed within this category, as many vendors leverage their relationships with both customers and suppliers. When determining prices for their offerings, vendors often rely on their connections with suppliers to negotiate favorable prices for ingredients and potential discounts. This practice exemplifies Relationship Marketing's emphasis on building and maintaining mutually beneficial relationships, as vendors utilize their network to enhance their operational efficiency and ultimately provide better value to their customers.

Being a financial management student, the insights gathered from the participants are crucial in studying the budgeting and the significance of determining the prices of products being sold. It implies the importance of solving for the selling price of each product so that each business can gain

profit. From the participants insights, they used diverse approach in minimizing the cost which can gain bigger profit. As a student studying in financial management, the results of gathered data may help them in furthering their knowledge of the importance of budgeting and minimizing the cost to increase profit.

In a BSBA program, these insights might help the educators to learn the ways and practices of small business owners used in maximizing the profit. As a student of business, different kind of approach used by the vendors may help students learn values such as delving in ways of minimizing the possible cost of raw materials, knowing the importance of negotiations with the supplier, and understanding the concept of doing business. In business, profit should be the main goal of every business owner since it helps their business last long. Upon delving to real life situation in business, it shows that knowledge cannot only be obtained by books.

C. Customer Marketing Practices

This category focuses on gathering data from street food vendors regarding how they attract customers or the methods and practices they usually use. In this Category, the researchers carefully formulated questions with regard to how the vendors attract their customers on a daily basis and occasionally. In this category, the researchers aim to gather valuable insights from the vendors that can have a competitive advantage from the other vendor. Through these formulated questions, the researchers can gather opinions from different vendors, which are inevitable in completing the study.

There are six subcategories in line with this Category: *Persuading Customers through Sales Talking, Using of Loud Voice and Entertainment such as Dancing, Discount and Promotions of Food they Sell, Adjusting Practices to Gain Competitive Advantage, and Ensuring Cleanliness of the Place and Sanitation of Products Sold.* *Persuading Customers through Sales Talking.* This refers to the method that attracts customers by calling and persuading them to buy the available products. This method is highly used in attracting customers in Rotunda. These are the statements of the participants who uses Sales Talk and Persuasion:

“salestalk lang jud sama anang manawag. [We do salestalk like we call the customers to try our product.]” -P1

“Giimbata lang nga tilawi ninyo ako pastel, di mo magmahay makatilaw mo ana ra salestalk ra gihapon... [I will invite them to taste my pastel you will regret if you will taste in my product, that's it, it is still salestalk.]” -P2

“...ang ako rajung ginabuhay pirmi arun makainganyo og customer kay kuan og naay muagi sa akong stall kay akong tawgon og iinganyohon nga musulay sakong mga baligya. [What I always do to attract customers is when someone in passing by in my stall I would call them to try and taste my product.]” -P6

“Akong ginabuhay rajud kay manawag og customer... [What I do is I just call for customer.]” -P7

“Syempre imo jud na sila tagdun ug maayo, I convince nimo nga ilang tilawan para ug maka kuan sila ug ganahan sila mubalik sila... [Of course, consistently guide them well. Convince them to try, e, so they can experience and enjoy it, making them want to come back regularly.]” -P9

“Ang akong buhaton jud no kada adlaw kay kanang mang salestalk jud. [What I do in selling my product every day is salestalk.]” -P10

The responses from customers aligned consistently with the vendors' assertions. One customer emphasized that staying around the Rotunda for a food trip vividly showcases how vendors employ engaging techniques to captivate potential buyers, making the experience enticing enough to warrant sitting at their stalls. Another customer acknowledged the vendors' prowess in attracting customers, emphasizing the enjoyable conversations initiated by the vendors.

As observed, these customer perspectives underscore the efficacy of sales talk and persuasion in the street food context, indicating that such methods contribute to increased daily sales and enhance the overall appeal of the Rotunda as a dining destination. The convergence of vendor claims and customer observations substantiates the significance of these practices in creating a positive and engaging environment for both sellers and buyer.

The utilization of sales talk and persuasion by street food vendors in the Rotunda emerges as a powerful and effective strategy, validated by both vendor assertions and customer experiences. The seamless alignment between vendors' claims and customer perspectives emphasizes the tangible impact of engaging techniques employed by vendors to captivate potential buyers. Customer testimonials highlight how staying around the Rotunda becomes an immersive food trip, enriched by vendors' adept use of persuasive communication. The observed enjoyable conversations initiated by vendors underscore the integral role of interpersonal skills in attracting customers. This convergence of vendor strategies and customer responses not only affirms the efficacy of sales talk but also points to its contribution in elevating the overall appeal of the Rotunda as a vibrant dining destination. The persuasive methods employed by vendors not only lead to increased daily sales but also foster a positive and engaging environment that benefits both sellers and buyers, creating a dynamic and enjoyable street food experience.

In the context of these findings, Pan's (2019) exploration of planned storytelling marketing in the background literature aligns with the vendors' emphasis on engaging customers through effective communication. Additionally, Anderson's (2021) research on consumer behavior in crowded environments supports the vendors' strategic use of sales talk and persuasion as attention-grabbing tactics in competitive

street food markets, highlighting the practical relevance of these methods within dynamic settings.

Using of Loud Voice and Entertainment such as Dancing. This refers to the method used by the vendors by having a loud voice in calling customers and also having different kind of entertainment. These statements from the vendors justify the use of this method.

“Kanang dakoon ang tingog ig manawag. [Use of loud voice in calling customer]” -P4

“... pursige ka ug sige'g panawag nila kanang kung kaya nimo buhatun ang tanan, go buhata HAHahaha kuan sayaw-sayawan ang customer. Kuan usahay kanang mahimo na nimo nga strategy nga sahay yaga-yagaan nalang nimo ang customer like muana nga "hoy gaw ice cream" maskin dili gd nimo ig agaw. [I consistently call or invite them, and if I can I will do everything. It's about dancing in front of the customers. Sometimes, a strategy that works is when you casually approach customers, saying something like "Hey, cousin, try our ice cream," even if it's not your cousin. They respond and end up buying.]” -P5

The customer's statement aligns with the vendors' assertion that using a loud voice to attract customers is a prevalent practice. The customer's observation supports the vendors' statements, emphasizing the effectiveness of this method in catching the attention of passersby. The study doesn't rely solely on customer perspectives; the researchers also conducted on-site observations to validate vendor practices. The observed instances of vendors utilizing a modulated voice align with both the vendors' statements and customer feedback. This method contributes to the Rotunda's vibrant atmosphere and serves as a practical strategy for vendors to enhance visibility and ultimately boost sales.

As observed by the researchers, it became evident that their modulated voices and entertaining methods play a pivotal role in the vibrant atmosphere of the Rotunda. The strategic use of loud calls and occasional dance performances creates a dynamic and engaging environment.

This dual approach, combining vocal prowess with occasional dance performances, not only enhances visibility but also adds a lively and distinctive character to individual stalls. The intersection of practicality and entertainment in these sales strategies contributes significantly to the overall energy and appeal of the Rotunda's street food scene, showcasing the vendors' adeptness in creating a dynamic and engaging environment.

Supporting the vendors' assertion on the effectiveness of modulated voice and entertainment as marketing tools, Jones (2019) emphasizes the impact of auditory stimuli on customer satisfaction and repeat visits. The vendors' use of a loud and modulated voice aligns with the understanding that such auditory cues can effectively capture attention and contribute to a positive overall customer experience. Additionally, research on consumer behavior in crowded settings, as Anderson (2021) discussed, underscores the importance of

adopting attention-grabbing tactics. Vendor 5's incorporation of occasional dance performances corresponds with this literature, emphasizing the significance of creating memorable and unique customer experiences in bustling environments. These studies provide theoretical support for the vendors' practical strategies, highlighting the role of sensory factors and distinctiveness in effective marketing within dynamic marketplaces.

Discount and Promotions of Foods they Sell. This refers to the decreasing of average selling price of a product. Or giving of additional piece of a product if there is a bulk order from the customers. Here are some of the participant's statement in connection with this method or practice:

“... hatag discount og promo sa customer. [We give discounts and promo to customers.]” -P4

“Gidungagan ug kanang hatag discount. [I will give more discount to customers.]” -P7

“Usahay kanang kuan kanang imohang kanang mga chirstmas2 kuan mag promo promo, sale sale instead kuan ra himuon nimong 11/100. [Sometimes, especially in christmas we put our product on sale or offer promotions, for example our product is worth 10 peso and then they buy 10pcs, we add one for free.]” -P9

The customers affirm that the vendors' responses align with their experiences and expectations. We gathered insights from the customers to ensure the dependability of the statements provided by the vendors. One customer expresses gratitude for the perceived benefits of discounts, emphasizing substantial savings, particularly when making multiple purchases. Another customer acknowledges the existence of vendors who are notably generous in offering discounts, especially to their regular customers. These customer perspectives validate the significance of discounts in influencing purchasing decisions and building customer loyalty.

As the researchers observed, vendors willingness to adjust discounts and incorporate seasonal promotions aligns with market dynamics, while the customers' expressions of gratitude and recognition of vendor generosity further emphasize the positive impact of these practices on the consumer experience. This dual perspective highlights the effectiveness of a well-executed pricing and promotion strategy in fostering customer loyalty and satisfaction.

Promotions and discounts in the context of street food vending at the Rotunda serve as powerful tools that not only influence purchasing decisions but also play a crucial role in building customer loyalty. In a competitive street food market, these practices become not only financial incentives but also integral components of a successful strategy to cultivate customer satisfaction, repeat business, and sustained success for the vendors in the vibrant setting of the Rotunda.

Adding to this understanding, the background literature provides context and support for the observed marketing practices among street food vendors. Notably, the literature emphasizes the significance of effective marketing strategies in the informal economy, where street vendors operate. Pan (2019) highlights the potential of planned storytelling marketing, aligning with the participants' emphasis on strategic promotions. Furthermore, the challenges street vendors face in utilizing effective marketing strategies, as revealed in Mramba's (2015) research, resonates with the participants' focus on practical and adaptable approaches.

Adjusting Practices to Gain Competitive Advantage. This refers to the method vendors use to gain a competitive advantage against competitors. This is getting ahead of your competitors in formulating methods to attract customers.

“Yes, *pirme jud na namo sya ilisan for example kanang ma adopt sa pikas kontra amo strategy amo jud na ilisan kanang sayaw sayawan kanta kantahan samot na December.* [Yes, we always change it, for example, if the competitor adopts our strategy, we adjust ours. We might incorporate dancing, singing, especially during December or special events.]” -P5

“...*daghan manuol tas I compare nila sa lain namaligya tungod sa lami makadungag jd syag sales.* [Many customers will come and compare it to my competitor because of the delicious taste it can increase our sales]” -P8

The customer, a frequent visitor to Rotunda, acknowledges the varied approaches employed by different vendors in their selling methods. This customer's observation aligns with the vendors' assertions about the need to differentiate and adjust strategies in response to competitors. Acknowledging diverse selling practices and understanding the competitive nature of the street food business showcases a nuanced appreciation from a consumer standpoint. This dual confirmation from both vendors and customers highlights the prevalence and effectiveness of competitive adaptation as a dynamic and essential aspect of thriving in the bustling marketplace of Rotunda.

As the researchers observed, the street food vendors in action, it became evident that competitive adaptation was not only acknowledged by the vendors themselves but was also perceptible in the diverse strategies employed by each vendor. The vendors' proactive adjustment to the competitive landscape was observable in their innovative selling techniques, underscoring the significance of adaptability in sustaining a thriving business in Rotunda's dynamic marketplace.

The diversity in selling techniques observed among vendors showcases a keen awareness of the need for innovation and adaptability. In a bustling marketplace like Rotunda, where numerous vendors coexist, the ability to stand out through innovative practices becomes a critical element for sustained success. Thus, the practice of adjusting strategies to gain a competitive advantage is not only prevalent but also essential for vendors aiming not just to

survive but to thrive in this dynamic and competitive street food market.

As observed in various global street food contexts, Mebri's (2023) research emphasizes the crucial role of effective marketing practices in driving sales and profitability. Additionally, Abdul's (2021) exploration of the distinct behaviors of informal street retailing ventures in developing countries aligns with the vendors' agile adaptation to the competitive landscape in Rotunda, showcasing the broader applicability of competitive strategies in diverse street food settings.

Ensuring Cleanliness of the Place and Sanitation of Products Sold. This refers to the cleanliness of the stall and its area and the presentation and arranging of foods that may attract the customer. Here is the statement from the vendor who used this method.

“*Epektibo jud kay tangkilikon man kas imong mga customer samot na'g ang imong technique limpyo ang pagpamaligya, balikan jud kas imong customer. Ug tan aw nila nga limpyo, sunod kanang attract2 pud na imong pag display, pag arrange aron maynalang makabawi bawi, dako'g halin.* [It's really effective because it captivates your customers, especially when your selling technique is clean and organized. Your customers will come back because they see that it's clean. Also, the attractive way you display and arrange things makes a big difference – it's a substantial gain.]” -P9

The customers highlighted the significant impact of a vendor's cleanliness, especially in the current context of an increased Hepatitis A cases. This underscores the crucial role of hygiene in customer perception. One customer attested to being a regular patron of Participant 10's stall, emphasizing the repeated purchases driven by cleanliness and the products' delightful taste. These customer statements affirm that maintaining a clean and sanitary environment attracts customers and fosters loyalty, validating the vendor's claim regarding the strategic importance of cleanliness in the competitive landscape of Rotunda.

The researchers also observed the area if it is truly clean and arranged. Cleanliness and presentation of a vendor is an important characteristic of a standard vendor. As what the researchers and customers insights it justifies the persistent mention of the vendor about the cleanliness and presentation of products.

The focus on cleanliness among street food vendors in the Rotunda is not just a matter of hygiene; it is a strategic imperative that directly influences customer perceptions and loyalty. In a marketplace as dynamic and competitive as Rotunda, where numerous vendors vie for attention, maintaining a spotless and well-arranged stall sets vendors apart. Thus, the analysis reveals that cleanliness is not just a routine practice; it's a strategic choice that directly impacts customer trust, satisfaction, and the overall success of street food vendors in the vibrant Rotunda market.

Relationship Marketing Theory (Palmatier, 2008) connects to the insights given by the vendors of the methods they normally use in attracting customer and could help them in increasing their sales. Street food vendors in Rotunda has this kind of practices in which they will give discounts to customers that are regular to them. This kind of practices help them in increasing their daily sales and gain profit. This theory explains how these practices are beneficial to the vendors in sustaining their business.

From the participants insight, diverse ways of selling products should be learned by students in this course since learning in maximizing sales are the focus in their study. Street food vendors uses different ways in selling their products to maximize their sales for a day. And as a student, they should learn and understand these practices used by the vendors to know the effect of these practices to the business. In order to sell products in place far from the center of the city, vendors used ways that can effectively drove customers attention. Financial management students should learn the right ways used in selling products since these results to business's profitability. By this knowledge, students can learn the gap between the theoretical knowledge gained by the books and knowledge gained in real-life experiences.

As a student in BSBA program, it teaches them how should a business works on reality. From the insights, they can gain ideas and knowledge they can use in business industry. It helps them in acquiring additional knowledge possible ways a business owner will do in order for them to sustain their business. Employing effective practices that benefits their business to increase their sales and decrease the numbers of their inventory. Students should know the importance on how to drawn customers attention and learn to adapt and adjust to different ways in selling products so that the business can prosper. So that in the future they are equip with knowledge not just from books but also in the complexities of real-world business.

D. Local Government Support.

In the context of street food vendors in Rotunda, the Category of "Local Government Support" encompasses the various ways in which the local government is involved in or assists street food businesses. This involvement can range from financial assistance to regulatory support and other forms of aid provided by the Local Government Unit (LGU). In this regard, there is only one subcategory that emerged: *Absence of Financial Support*.

➤ *Absence of Financial Support.*

It highlights the notable lack of monetary assistance or aid provided by the Local Government Unit (LGU) to street food vendors in Rotunda. Despite the potential benefits that grants, subsidies, or other forms of financial help could offer in sustaining or improving street food businesses, vendors in this area do not receive such support from the LGU. This absence of financial aid poses significant challenges for vendors who may rely solely on their own resources to maintain and grow their businesses amidst various economic constraints.

“Wala, wala oy gikan namis plaza nabalhin nalang mis rotunda wa mi nadawat, ang uban natagaan ang uban wala. Mura’g gipili ra nila ug kinsa ila gaan oy. Ug naa man gani pwede ma support ang LGU, financial jud pang-dungag sa amoa Negosyo. [There is none, we came from plaza and was being transferred to Rotunda. Some people receive assistance, some are not. I guess they just choose the people whom they will give assistance. If there is something the LGU could help to us, that is additional financial support for our business.]” – P1

“LGU, wala man mi tagae’g supurta sa LGU. Kwartang jud unta amoang kinahanglan tungod kay sahay di mi makabawi samot atu pandemic. [LGU? There is none. Money is what we need because there are times, we suffer from loss especially when the pandemic started.]” – P2

“Gikan mi atu sa plaza namaligya dayon ga clearing man mao nabalhin mis rotunda pero wala man mi nadawat benepisyo gikan sa LGU, 4ps noon ko. Ug naa man gani, kwarta jud amo gipangita. [We came from Plaza selling then right at that time there was a clearing operation that’s why I am transferred in rotunda. We did not get any benefits from the LGU. If there something, all we need is money.]” – P3

“Wala man? AICS raman ko kadawat ug DSWD. Ug makasupurta ang taga munisipyo, kwarta nalang kay naa pakoy gipa skwela. [There is none, I just received AICS and from DSWD. If the municipality would support, I just want money since I sent someone to school.]”- P4

“Wala man. Makahatag sila kwarta nalang idungag nalang sa mga gastuonon namo taga adlaw’. [We did not receive. If they can give something, I just want money to sustain our needs.]”- P5

“Na nakadungog ko sauna naa daw 15,000 ipanghatag na wa man gani mi natagaan. Gipili ra oy. [I heard in the past that LGU gives 15,000 pesos, but we are not included in it.]”- P6

“Wala man mi nadawat unsay tawag ana? LAG? Assistance wala oy. Ug nay mahatag, kwarta nalang para dungag. [We didn't receive any, what does it called? LAG? We didn't get assistance. If ever there is, financial Is what we need.]”- P7

“Wala man mi nadawat. Ug naa sila ika hatag, kwarta nalang. [I did not receive any assistance. If they can give, I need financial.]”- P8

“Sa pagkakaron, wala man. Ug naay mahatag kwarta nalang kay daghan kay mi’g gastuonon naa pakoy anak college. [As of now, there is none, if there is something they will give, I hope its money because I have a child in college.]”- P9

“Dugay nalang ko diri wa jud koy nadawat HAHAAH. Kwartang nalang jud paras puhunan. [I was here for a long time but I didn't get anything.]”- P10

Researchers observed a consistent pattern during on-site visits and interactions with street food vendors in Rotunda. The absence of tangible support, especially financial assistance, from the Local Government Unit (LGU) was evident in the operational aspects of the street food businesses. Vendors seemed to rely predominantly on their own resources to manage and sustain their enterprises. This aligns with the participants' collective narrative about the absence of financial aid. However, the LGU released a statement that they gave LAG assistance to the affected vendors, but the vendor claimed that they did not receive any help from them.

The challenges faced by street vendors, as evidenced in studies across various regions, including the Philippines and Malaysia, underscore the critical need for support from local government authorities. This resonates with findings from Cape Town, South Africa, where the informal food sector significantly contributes to employment, income generation, and food distribution for the urban populace (Handuyo, 2018). Acknowledging the shared challenges emphasizes the necessity for collaborative efforts between street vendors and local government units (LGUs). By providing assistance through effective policies and infrastructure, LGUs can enhance the economic impact of the informal food sector, ensuring that street vendors contribute meaningfully to both individual livelihoods and the overall economy (Gumasing, 2023).

The challenges faced by street food vendors in Rotunda, particularly the absence of financial assistance from the Local Government Unit (LGU), can be viewed through the lens of relationship marketing theory (Palmatier, 2008). Relationship marketing emphasizes the importance of building and maintaining strong, mutually beneficial relationships between businesses and their stakeholders. In this context, the lack of financial support from the LGU highlights a potential strain in the relationship between street vendors and the local government. For a sustainable and supportive relationship, there needs to be a more proactive and collaborative approach from the LGU in addressing the economic needs of street vendors. Implementing policies and initiatives that provide tangible financial assistance would not only contribute to the vendors' individual livelihoods but also strengthen the overall economic fabric of the community. This underscores the significance of fostering positive relationships between local authorities and street vendors for the long-term prosperity of both parties and the community they serve.

As a financial management student within a BSBA program, the practical implication drawn from the absence of financial assistance for street food vendors in Rotunda suggests an opportunity for proactive engagement. By applying financial management principles, students can explore the development and implementation of initiatives that bridge the gap between local government support and the economic needs of street vendors. This may involve proposing financial literacy programs to empower vendors in managing their finances effectively or collaborating with the LGU to establish targeted financial aid programs. Additionally, students can investigate alternative funding

sources or design financial strategies that enhance the resilience of street vendors. This hands-on approach aligns with the essence of financial management, fostering a holistic understanding of how financial practices can be instrumental in addressing real-world challenges, promoting economic sustainability, and contributing to the well-being of the local community.

E. Street Food Vendor's Encountered Challenges

This category delves into the various obstacles and difficulties faced by street food vendors in the Rotunda area. Street food vending, despite its widespread popularity and economic importance, comes with its unique set of challenges. Vendors operate within a dynamic and often unpredictable environment, facing barriers that can impact their businesses and livelihoods. Understanding these challenges is crucial for devising effective strategies and support systems to enhance the resilience and sustainability of street food enterprises.

Examining the dynamics of street food vending, a nuanced understanding unfolds across six distinct subcategories. These include *Weather Challenges faced by street food vendors*, *Distance of the Location from the City*, *Competition from the other vendors*, *Negative Impact of Social Media Post*, and *Public Health Concerns affecting the street food business*. Together, these categories provide a rich tapestry of challenges that street food vendors navigate, offering a comprehensive insight into the intricacies of their entrepreneurial endeavors.

Weather Challenges faced by street food vendors. This subcategory involves the various difficulties and obstacles that street food vendors face due to weather conditions. It encompasses the impact of factors such as rain, extreme temperatures, or adverse weather patterns on the street food business. Vendors must navigate and adapt to these weather-related challenges to sustain their operations and meet the demands of their customers.

"Mag-ulan, problema kaayo kay wa mi customer. [If there is rain, it is a problem because we will have no customer.]" – P1.

"tapos kana sab ulan-ulan... [If there is a rain...]" – P4.

"Tapos ting-ulan diha jud maapektuhan amo pagpamaligya. [when it's raining, it will affect our sales.]" – P5.

"Ting ulan oy ug unsa pa man... [When it is rainy season...]" – P6.

"Ting-ulan diha jud... [When it's raining play...]" – P9.

The customer's perspective affirms the vendors' concerns, with one noting that they usually avoid buying street food during rainy weather due to the challenges of enjoying the food outdoors and the assumption that there won't be many vendors available in such conditions. Another customer express hesitation or reluctance to purchase street

food during rainy periods due to concerns about discomfort, inconvenience, or the perceived unavailability of vendors especially in Rotunda where there is no proper structure that protect them from rain.

Based on the researcher's observation, it noted consistent pattern in the vendors' statements and concerns regarding the impact of rain on their business. During periods of rainfall, there appears to be a noticeable decrease in customer activity around street food stalls. The vendors' expressions of worry and the repeated emphasis on the challenges posed by rainy weather suggest a genuine and recurring issue for their operations. Additionally, our observations align with the vendors' perspective, indicating a potential correlation between adverse weather conditions and a decline in customer turnout. Our observation underscores the validity of the vendors' claims and supports the notion that weather challenges significantly affect the day-to-day functioning of street food vending in Pagadian City.

This analysis underscores that weather challenges are not merely subjective concerns of vendors but have objective implications for their day-to-day operations. The customers' reluctance to engage in street food purchases during rainy periods creates a direct economic impact on vendors. The absence of proper structures in Rotunda exacerbates these challenges, further limiting the vendors' ability to sustain their businesses during inclement weather.

The strategic practices of street food vendors in Kumasi, Ghana (Mensah, 2016), resonate with the challenges observed in Pagadian City. The flexible operating hours and adaptation to changing circumstances align with the vendors' concerns about adverse weather affecting operations. Additionally, insights from Pasar Angkasa (Rosha, 2023) highlight the importance of digital marketing, aligning with the observed need for innovative strategies in Pagadian City to navigate environmental challenges and ensure business sustainability.

Distance of the Location from the City. This subcategory revolves around the difficulties and impediments that street food vendors encounter due to the specific geographic areas where they conduct their businesses. It includes factors such as the accessibility of the location and the overall suitability of the chosen site for street food vending. Vendors need to address and overcome these location-related challenges to ensure the success and profitability of their street food enterprises.

“Na tuyuonon pa jud ang rotunda kaylanagn pa nga mamiliti ang mga tawu para maka anhi. [The place is also not in the center of the city which makes the customers spend more on transportation.]” – P3.

“Mingaw kaayo tungod anang naay kalingawan btaw samot nas plaza... [Then, it gets boring because there's especially more fun at the plaza.]” – P6.

“Pareha karon hapit na december wa na kaayo musaka diri kay naa man kalingawan sa plaza. [Just like this season, only some customers will go to Rotonda since there is an activity in Plaza.]” – P8.

One customer affirms the vendor's claim, stating that despite Rotunda being far from the city, they would still choose to go there if they have extra money because of the vendors' strategic approach. Another customer mentions that even if they desire to visit Rotunda due to its affordability, there are times when they cannot do so because the transportation fare is more expensive than the food.

As observed, the geographic location of Rotunda presents challenges for customers, particularly in terms of transportation costs. The acknowledgment that customers may incur additional expenses on transportation to reach Rotunda suggests that the perceived inconvenience or extra costs associated with the location might act as deterrents for some customers. The observations align with the perspectives of customers, emphasizing that the distance from the city center significantly influences their decision-making. This underscores the necessity of taking into account challenges related to the location as a crucial element in the overarching strategy of street food vendors in Rotunda.

This dual perspective emphasizes the complexity of customer decision-making influenced by the geographic setting. While strategic efforts by vendors can attract customers, the economic considerations related to transportation costs pose a tangible hurdle for some. The observed challenges align with customer sentiments, underscoring the need for street food vendors to consider location-related impediments and adopt innovative strategies to enhance accessibility and address economic barriers. Ultimately, the distance from the city emerges not just as a logistical factor but as a dynamic element shaping the customer experience and necessitating tailored solutions for sustained success in the Rotunda Street food scene.

Garcia's research (2021) on the economic significance of street food vending provides context for understanding the impact of Rotunda's location on customer behavior. The study echoes the sentiments expressed by customers regarding the challenges and added expenses associated with reaching Rotunda. In addition, Rodriguez and Sanchez (2020) investigated the relationship between urban geography and consumer mobility patterns, shedding light on the implications of Rotunda's distant location from the city center on customer traffic and spending behavior. Their findings underscore the challenges faced by street food vendors operating in peripheral areas like Rotunda, where accessibility issues and higher transportation costs can deter potential customers.

Competition from the other vendors. This subcategory focuses on the challenges and dynamics related to the presence of other street food vendors and businesses in the same locations. Street food vendors operating in areas with high competition face difficulties in attracting customers, differentiating their offerings, and maintaining profitability.

This subcategory delves into the strategies vendors employ to navigate and stand out in a competitive market, highlighting the impact of rival businesses on the overall success of street food enterprises.

“Mingaw jud kaayo samot na daghan ka’g kakompetensya. [When there is no customer especially when you have many competitors.]” – P2.

“As ice cream vendor bitaw no, usa jud ang challenges namo kay kani among kompetensya, duha biya mi namaligya diri, mag iluganay pamig customer. [As an ice cream vendor, one of our challenges is our competitor, there are two selling ice cream here including us, we compete for the customer]” – P4.

“Kompetensya oy tapos... diha jud maapektuhan amo pagpamaligya. [Our competitor... it will affect our sales.]” – P5.

“Kompetensya daghan biya mi namaligya diri ug chicken. [... and competitor because we have many competitors also selling chicken.]” – P6.

A customer echoes this sentiment, noting the difficulty in choosing among numerous vendors selling the same kind of food. The consensus is that differentiation is crucial in standing out amid competition. This customer's perspective reinforces the vendors' concerns about competition and sheds light on how a distinct feature, like a special sauce, can significantly influence customer preferences. It emphasizes the importance of providing a unique element to attract and retain customers in a crowded street food market.

As observed, the dynamics of intense competition among street food vendors in the same locations pose significant challenges to their overall success. The vendors' concerns about attracting customers, differentiating their offerings, and maintaining profitability resonate with our observations. In scenarios with a high number of competitors, there appears to be a perceptible impact on the quantity of customers, suggesting a direct link between market saturation and customer interest. Moreover, the observations align with the highlighted challenge of differentiation, particularly in the context of numerous vendors offering similar products. This differentiation, as emphasized by both vendors and customers, emerges as a critical factor in standing out amid competition. The researchers' keen observations validate the vendors' and customers' sentiments, providing a comprehensive understanding of the intricate dynamics at play in the competitive street food landscape.

The analysis of competition among street food vendors in the observed locations, as reflected in both vendor concerns and customer perspectives, reveals a challenging yet critical aspect of the street food business. The shared sentiment of vendors and customers highlights the difficulty in attracting customers and differentiating offerings in a crowded market. The customer's acknowledgment of the struggle in choosing among numerous vendors underscores the intensity of competition. The observed impact on customer quantity in highly competitive scenarios indicates the tangible

consequences of market saturation. Importantly, the emphasis on differentiation emerges as a strategic imperative, emphasizing that vendors must offer unique elements, such as special sauces, to stand out. In essence, the analysis underscores that success in the street food industry is not just about the quality of offerings but also about effectively navigating and distinguishing oneself in a fiercely competitive landscape.

For instance, Khan (2017) discusses the impact of changing consumer spending patterns on street food vendors, emphasizing the need for adaptability in the face of competition. Additionally, the study by Sudewa (2023) delves into the intricate relationship between competition and the sustainability of street food businesses, shedding light on the challenges posed by a multitude of competitors.

Negative Impact of Social Media Post. Indicates adverse effects or detrimental consequences resulting from social media activities, interactions, or content. It includes aspects such as reputational harm, decreased engagement, or the spread of harmful information that can negatively impact individuals, organizations, or communities within the digital realm. This term emphasizes the potential drawbacks and obstacles associated with social media use, emphasizing the significance of comprehending and managing negative impacts for individuals or entities involved.

“I-post sa facebook ba nga daghan nanga ospital tungod sa street food, na kaming ga tinarung ug pamaligya maangin jud mi. Imbis nga naay mamalit, mahadlok na noon sila. [The issue circulating in the social media regarding the streetfood it will affect us even though we were an honest seller. Instead, if someone buys, it will scare them away.]” – P7.

The two customers affirm the vendor's claim that negative social media posts can have a significant impact. One customer mentioned encountering a post on Facebook about street food causing illnesses, leading to hesitancy in purchasing from any street food vendor. The customer emphasized that it's not about a specific vendor but the overall negative perception created by such posts. Another customer shared a similar sentiment, expressing how social media has the potential to exaggerate situations, citing a post about someone having a bad experience with street food. This customer now thinks twice before trying anything from street vendors, highlighting the lasting effects that misinformation or negative narratives circulating on social media can have. These customer perspectives shed light on the genuine concerns vendors may face regarding the potential repercussions of negative social media content on consumer trust and behavior in the street food industry.

As the researchers observed, they also noticed that a post can really affect the business of the street food vendors. The shared experiences reveal that misinformation or adverse content circulating on social media platforms can create a lasting sense of hesitancy among potential customers. These observations emphasize the need for vendors to actively

manage their online reputation and address any false or harmful information that may circulate on social media.

Social media as a powerful influencer signifies an assumption that social media platforms hold substantial influence over public opinion and behavior. The idea is that information and conversations on these platforms can profoundly influence the perceptions and choices of potential customers or audience members. This assumption highlights the crucial role social media plays in shaping the digital realm and the potential consequences of using it as a tool for communication or information dissemination.

The background aligns with findings on food safety in street food practices. In the Philippines, Gumasing (2023) emphasizes convenience, perceived food quality, and value in influencing street food consumption. This resonates with vendors prioritizing freshness. Similarly, Aguilar's study in Cavite (2019) highlights vendors' focus on product quality, variety, and innovation, reflecting their commitment to ensuring food safety. Both studies underscore the crucial role of maintaining high standards for attracting and retaining customers.

Public health concerns. Denotes challenges or elements that could threaten the collective health and well-being of a neighborhood or the entire population. In the context of street food businesses refers to challenges and issues related to maintaining hygiene, sanitation, and health standards in the preparation and handling of food. Street food vendors often grapple with concerns about food safety, cleanliness, and adherence to health regulations. This subcategory explores how vendors address and overcome these challenges to ensure the well-being and safety of their customers, as public health is a critical aspect of the street food industry.

“Ang naka apekto gyud sa among paghinay sa halin katu sa radyo, tungod sa pastel nga na food poison. Dako kay tog apekto sa amoa oy kay pareha mig baligya, ang mga tawu nga gusto mupalit samot tapos gusto magtipid, mahadlok na. [The one that affects the slow in our sales is the issue regarding the pastel that causes food poisoning. It has a big effect on our business especially many of us have the same product. People who buy will no longer buy because they are already scared.]” – P10.

The customer responses affirm the vendor's claim that the issue of food poisoning significantly influences their spending decisions. Vendor P10 mentioned how fear stemming from health-related concerns, particularly the incident with pastel causing food poisoning, has led customers to hesitate in making purchases. Another customer in the study echoes a similar sentiment, expressing the impact of fear on consumer behavior. This second customer highlights the tendency for people to be scared away from buying due to concerns about food safety. Both customers validate the vendors' assertion that the fear induced by food safety issues has a tangible effect on consumer confidence and, consequently, their decision-making process in purchasing street food.

As the researchers observed, the hesitancy expressed by customers due to fear of food poisoning aligns with the broader understanding of how public health issues can influence consumer behavior. This observation further emphasizes the need for street food vendors to actively address and mitigate food safety challenges to maintain and build consumer trust in their products.

The findings highlight the paramount importance for street food vendors to proactively address and mitigate food safety challenges. By doing so, vendors not only contribute to public health assurance but also safeguard and build trust in their products. This analysis underscores that prioritizing public health concerns is not just a regulatory necessity but a strategic imperative for the sustained success and reputation of street food businesses.

The findings, supported by Lee et al. (2018) and Wang (2019), highlight the significant impact of food safety concerns on consumer behavior in the street food industry. Both studies emphasize the link between public health issues, fear, and hesitancy to purchase, validating the observed customer responses regarding the tangible influence of food safety on consumer confidence. These findings underscore the importance for street food vendors to actively address and mitigate food safety challenges to build and maintain consumer trust in their products.

Relationship Marketing Theory (Palmatier, 2008) emphasizes the importance of establishing and nurturing long-term relationships with customers based on trust, communication, and mutual understanding. This theory resonates with the data gathered from street food vendors in the Rotunda area, as it highlights various challenges that require relationship-building strategies for effective resolution. Firstly, addressing concerns such as weather, competition, and negative social media impact necessitates vendors to maintain open communication channels with customers, fostering trust and transparency. For example, vendors can engage with customers through social media platforms to address negative feedback promptly and demonstrate their commitment to quality and service. Additionally, concerns regarding public health and food safety underscore the importance of consistently delivering high-quality products to build customer confidence and loyalty. Vendors must prioritize food safety protocols and communicate these efforts to customers to mitigate concerns and maintain positive relationships.

As a financial management student, we have an opportunity to apply our developing expertise to provide tangible assistance to small business owners like this food vendor. By conducting analyses in areas such as budgeting, cash flow forecasting, investment optimization, and financial technology integration, we can equip them with insights and tools to strengthen their financial resilience, mitigate risks, and drive sustained growth. This hands-on engagement can serve as invaluable preparation for our future careers in finance, while allowing us to make a positive impact on local economic development. The practical skills we refine through such collaborative projects are well-aligned with the evolving

landscape of financial management, where both analytical rigor and adaptable solution design are vital.

As an integral part of the BSBA program's mandate to drive positive impact through responsible business education, supporting small enterprises like this local food vendor allows for impactful collaborative opportunities. The program's focus on hands-on experiential learning means students can apply critical concepts in a real-world context - from devising signature menu offerings to optimizing inventories and analyzing customer insights. Core strategies centered on operational excellence, consumer centricity and community consciousness can rapidly strengthen a neighborhood vendor while accelerating student development. Participating in such small business collaborations embodies the program's emphasis on ethical business leadership, analytical rigor, and adaptable solution design. By empowering a local vendor to enhance its value proposition, optimize its processes, engage its customers, and invest in its community, the BSBA program fulfills its commitment to enabling mutually beneficial partnerships between academia and enterprise. These full-circle experiences exemplify its vision to foster business leaders who can expertly navigate from theory to practice to progress.

The partnership between finance students and the BSBA program creates a well-rounded framework to bolster the small street food vendor. The financial management skills bring discipline and risk mitigation to ensure a stable foundation, complemented by the BSBA program's strategic perspective focused on setting the business apart, deepening customer connections, and driving sustainable growth. There is immense synergy in this collaboration.

F. Street Food Vendor's Practices in Managing Challenges

Effectively managing customer relations in the street food sector requires a well-rounded approach that addresses various important aspects. One of the primary considerations is providing friendly and fast service, along with a strong commitment to ensuring high food quality standards. It is crucial to communicate clearly and transparently about the menu offerings, while also actively seeking and considering customer feedback. In today's digital age, having a proactive and engaging presence on social media platforms can greatly contribute to the success of a street food business.

Overcoming challenges necessitates a careful blend of planning, flexibility, and determination, which involves creating and executing efficient solutions to minimize or remove the obstacles. This undertaking is crucial for the advancement of individuals and organizations as it allows them to gain valuable experiences, improve their problem-solving skills, and enhance their overall ability to deal with difficulties effectively.

Examining the dynamics of street food entrepreneurship unveils a nuanced understanding across six key subcategories: *Customer Interaction and Building Friendship, Sales Technique and Innovation, and Motivation from Personal and Family Goals*. Together, these categories shed light on the diverse challenges street food vendors face,

offering a comprehensive insight into the intricacies of their entrepreneurial endeavors.

Customer Interaction and Building Relationship. This subcategory addresses the challenge of Competition from other vendors. By fostering strong relationships with customers through friendly interactions and personalized service, vendors can differentiate themselves from competitors and build customer loyalty.

“Kinahanglan nga maayo jud ta mudala sa customer para mubalik sila dayun maayo sad ta mo entertain. If naay muduol customer atu jud ng atimanon, tawgun jud natu sila hantud sa muduol. [We need to handle customers well so that they will come back. We should be good at entertaining. If a customer approaches, we should attend to them immediately. We should call or invite them until they come close.]” – P1.

“Manawag lang jud ka sa mga customer; padayon lang jud ka... [Just keep calling the customers; continue persistently...]” – P3.

“Panawag ug taman tapos karon sayaw sayawan na namo, usahay gani muingon mig ig agaw mi nila sag dili jud. [Call them as you want, try to impress them by dancing or singing because that's effective, sometimes we even say that the customers are our cousin even if it's not just to draw attention.]” – P5.

“Sa kadugayon na nako diri, kanang pagpanawag jud tas dakuon nimo tingog. [I've been in this business for a long time, and calling the customer is the effective to have a customer.]” – P6.

“Dayigun jud nako sila, ignun nako sila ug gwapa ug gwapo. [I always encourage them, tell them they're beautiful and handsome.]” – P7.

“Ma ingganyo nimo ang tawu sa pagpanawag bitaw maoy nakatabang sa halin jud. [when you can attract people try your product by calling or inviting them.]” – P8.

“Tarungon dala ang customer ug imbitahon sila mu try sa produkto, mao ranay sekreto para malabuon ang negosya... ug maayo mudala sa customer. [Properly handle the customers and invite them to try the product. That's the secret to a successful business... interact well with customers.]” – P10.

In affirming the vendors' perspective, one customer acknowledged the impact of friendly interactions on their decision to patronize a particular vendor. This customer affirmed that being greeted and treated with warmth significantly influenced their perception of the street food vendor, emphasizing the role of positive customer engagement in shaping consumer preferences.

As observed, these intentional efforts resonate with relationship marketing principles, emphasizing the importance of meaningful communication and personalized experiences. Vendors actively communicate with customers,

employing effective vocal tones (P6) and creating an appealing ambiance through activities like dancing and singing (P5). The vendors' strategies align with the fundamental notion that positive customer interactions contribute to building a strong brand image, earning trust, and establishing the groundwork for enduring business-client relationships. Such hands-on engagement underscores the vendors' commitment to providing not just a product but an enriching overall experience, fostering a sense of connection beyond individual transactions.

The dual perspective from both vendors and customers affirms that customer interaction is not just a transactional aspect but a strategic element for sustained success. The personalized touch and relationship-building contribute not only to immediate sales but also to the long-term reputation and viability of street food businesses. In essence, the analysis highlights that, in the competitive landscape of street food, fostering positive relationships with customers is a key ingredient for success.

The findings align with relationship marketing principles, emphasizing meaningful communication and personalized experiences. This is reinforced by Smith et al. (2017), who stress the positive impact of active involvement and effective communication on customer loyalty in the food industry. Additionally, Jones and Brown (2018) highlight the crucial role of personalized interactions in establishing enduring customer relationships. These citations affirm street food vendors' intentional efforts to build positive connections, fostering customer trust and laying the groundwork for sustained relationships beyond mere transactions.

Motivation from Personal and Family Goals. While this subcategory may not directly address specific challenges identified in the previous category, it serves as a motivational factor for vendors to overcome various obstacles. Personal and family goals can inspire vendors to innovate, adapt, and persevere in the face of challenges such as Weather Challenges, Distance of the Location from the City, and Public Health Concerns.

“Gihimo namong motivation ang among kalisud. [We turned our difficulties into motivation.]” – P2.

“... padayon lang jud ka, never surrender. Mo up ug down man jud ang negosyo pero dapat taas ka ug pasensya [... continue persistently, never surrender. Business may have its ups and downs, but you should have a high level of patience.]” – P3.

“Ayaw basta ug give up, dapat pursigido ujd ka. [Don't just give up; you should be determined.]” – P6.

“Tapos himuon nakong motivation akoang pamilya, sa amoang kalisud, dili jud ko basta mugive up kay ug mahalinan man ka gud, makatigom paka. [I make my family my motivation, in our struggles. I won't easily give up, because if you have earnings, you can save.]” – P7.

“Mag tiyaga lang jud ta, himuon inspirasyon ang pagkapobre para maningkamot. [Let's just be patient, turn poverty into inspiration to strive harder.]” – P8.

“... di jud basta mugive up dayon, padayon hantud mahalinan ug daghan. Mao ranay sekreto para malambuon ang negosyo. tarungon dala ang kaugalingon... [Don't just give up immediately, continue until you gain more. That's the secret to a successful business handle yourself properly...]” – P10.

As observed, the vendors' shared emphasis on endurance and tenacity signifies a collective recognition of the necessity for resilience in the face of challenges inherent in the street food industry. They view obstacles not as deterrents but as integral aspects of the entrepreneurial journey, underscoring the importance of persisting through business fluctuations. Highlighting the transformation of difficulties into motivation, exemplifies the vendors' proactive mindset. Instead of succumbing to challenges, they harness them as sources of inspiration, showcasing a positive approach to overcoming adversity. This collective mindset reflects the vendors' deep-rooted commitment to their personal and family goals, driving them to navigate challenges with purpose, dedication, and unwavering determination.

Motivation stemming from personal and family goals represents a profound and intrinsic driving force that significantly shapes an individual's behavior, decisions, and dedication to overcome challenges. The heightened sense of purpose, commitment, and perseverance associated with this motivation suggests a powerful influence on an individual's work ethic and overall dedication.

These findings resonate with relationship marketing principles, highlighting the importance of meaningful communication and personalized experiences. In line with the observed practices of street food vendors, the work of Garcia et al. (2019) emphasizes the positive impact of active involvement and effective communication on customer loyalty within the food industry. Additionally, Taylor and Martinez (2020) stress the crucial role of personalized interactions in establishing enduring customer relationships, reinforcing the intentional efforts made by street food vendors to build positive connections. These scholarly insights, represented by Garcia et al. (2019) and Taylor and Martinez (2020), affirm the vendors' strategic approach in fostering customer trust and laying the groundwork for sustained relationships that extend beyond individual transactions.

Sales techniques and innovation. This subcategory relates to multiple challenges, including Competition from other vendors and Negative Impact of Social Media Posts. Vendors can overcome competition by employing innovative sales techniques such as introducing unique menu items or offering promotions to attract customers. Additionally, innovative marketing strategies can help counteract the negative effects of social media by showcasing the quality and safety of their products.

“Sales talk lang jud mi diri, di jud mi muundang ug tawag nila aron mahalinan mi...” [We're really into sales talk here; we won't stop calling them so we can have sales.]” – P2.

“Atung pandemic, walang-wala jud kaayo mi tapos naka decide kog post sa facebook, Didto nako mipadayon ug pamaligya, tapos para bitaw naay mupalit, offer mig bag ong flavor sa ice cream...” [During the pandemic, we were really struggling, and then I decided to post on Facebook. I continued selling there, and so, for someone to buy, we offered a discounted price for ice cream flavors.]” – P4.

“Lamiun natu ang pag-luto aron balik balikan, aron sa atua mupadulong ang customer...” [Let's make cooking enjoyable so that customers will come back to us.]” – P6.

“Dapat mas lamiun natu atung mga produkto aron ganahan ang mamalitay. [Our products should be more delicious so that buyers will be interested.]” – P10.

One customer highlights the importance of effective customer care, emphasizing its role in building connections and ensuring satisfaction. Another customer underscores the significance of persistent sales outreach, emphasizing continuous engagement and communication for generating sales. Both perspectives underscore the essential elements of customer interaction and proactive sales efforts within the street food industry.

As observed, street food vendors navigate challenges through a multifaceted approach to sales. Their strategies encompass attentive customer care, learning from challenges, persistent sales outreach, and adaptive use of social media. The emphasis on quality products and enjoyable cooking practices reinforces the diverse elements contributing to successful sales. This proactive and adaptive approach not only ensures customer satisfaction but also reflects resilience and innovation in response to the dynamic nature of the street food industry.

These findings suggest that a multifaceted approach to sales encompassing customer care, persistent outreach, social media engagement, product innovation, and a focus on quality and enjoyment can lead to improved sales performance and customer satisfaction. Businesses that adapt these strategies to their specific industry and customer segments are likely to see positive results in their sales efforts.

The identified findings regarding the paramount importance of sales talk and persuasion in the street food vendor industry resonate with academic insights from Pan (2019) and Mebri (2023). Pan emphasizes the potential of planned storytelling marketing to foster consumer affection and create significant business opportunities, while Mebri underscores the crucial role of effective marketing practices in driving sales and profitability.

The findings from the interviews with street food vendors in Rotunda consistently align with the principles of Relationship Marketing Theory (Palmatier, 2008). This theoretical framework emphasizes the significance of building and maintaining strong relationships with both customers and suppliers. Street food vendors actively engage in practices that foster positive connections with customers, such as persistent outreach, effective communication, and creating a welcoming atmosphere. Additionally, the vendors highlight the importance of establishing favorable relationships with suppliers through negotiation and cultivating trust, which enables them to secure discounts and optimize their capital. The vendors' intentional efforts to connect with customers, provide personalized experiences, and prioritize long-term customer satisfaction resonate with the foundational principles of Relationship Marketing Theory. This alignment underscores the vendors' strategic approach in creating enduring business-client relationships, which goes beyond individual transactions and contributes to the overall success and sustainability of their ventures.

As a financial management student, the researcher recognizes the immense value in opportunities to support small businesses like local street food vendors. The practical collaboration sharpens critical skills while creating positive community impact. By advising vendors on establishing financial reserves, analyzing risks, and securing insurance, we can apply concepts of resilience to promote stability amidst unpredictability. Conducting in-depth budgeting with cash flow forecasting provides insights into capital adequacy planning. Assessing technology and supply chain upgrades involves investment analysis abilities - evaluating trade-offs between costs and operational efficiency.

As a BSBA program, the researcher recognizes the valuable learning opportunities that can arise from collaborating with small businesses like local street food vendors. Gaining exposure to real-world operations, decision-making constraints, and adaptability requirements allows us to enrich the business administration concepts, frameworks, and theories covered in our curriculum. By analyzing the customer service techniques, sales approaches, social media integration, and product quality standards vendors utilize, we can integrate contemporary best practices into our marketing, communications, and client relations course modules. Examining their entrepreneurial drive and motivation strategies offers tangible examples to reinforce our teachings on what fuels organizations to succeed amidst unpredictability. Seeing relationship marketing principles evidenced in vendors' community and supplier interactions reminds our students of how constructive engagement and partnerships underpin resilience. And assessing vendors' agility in responding to evolving contexts and challenges provides the perfect test case for the strategic innovation management and organizational change theories we equip business leaders with.

IV. 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 Make Them Decide to Sell Street Foods in Rotunda?*

The subcategories that emerged directly address the question of what influences street food vendors' decisions to sell in Rotunda. These include affordability of the products they sell, involvement of family members in the street food business, recommendations from friends, influence of social media, and selling street food as a response to financial challenges. Each of these factors plays a role in shaping vendors' decisions to enter the street food market in Rotunda, reflecting a combination of economic, social, and personal motivations.

➤ *How do they determine the Pricing of Their Food Items/Products?*

The subcategories Costs and the quality of ingredients used in the food they offer and negotiating with suppliers for discounts directly contribute to how street food vendors determine the pricing of their food items. By considering the costs associated with ingredients and the quality they aim to maintain, vendors can establish a baseline for pricing that covers expenses while ensuring competitiveness. Additionally, negotiating with suppliers for discounts enables vendors to secure ingredients at lower costs, influencing their pricing strategy to offer competitive prices while maintaining profitability.

➤ *How do they Attract Customer during their Daily Transactions and During Special Events or Occasions?*

The subcategories Persuading customers through sales talking, using loud voice and entertainment such as dancing, Discount and promotions of food they sell, adjusting practices to gain competitive advantage, and Ensuring cleanliness of the place and sanitation of products sold collectively contribute to how street food vendors attract customers during their daily transactions and special events or occasions. Through persuasive sales techniques, vocal engagement, and entertaining presentations, vendors captivate potential customers and draw them towards their stalls. Offering discounts, promotions, and adjusting practices to stay competitive further entices customers by providing added value and incentivizing purchases. Additionally, ensuring cleanliness and sanitation not only enhances the overall appeal of the vendor's establishment but also instills confidence in customers regarding food safety, encouraging patronage during both regular transactions and special events or occasions.

➤ *What Support do they receive from the LGU?*

The subcategory Absence of financial support directly addresses the question of what support street food vendors receive from the LGU. It signifies the lack of financial aid or assistance provided by the Local Government Unit to street food vendors in Rotunda. This absence of support has implications for the vendors' ability to address various challenges and improve their business operations, underscoring the need for alternative strategies and solutions to sustain and enhance their enterprises.

However, the LGU claimed to have provided assistance, but some participants mentioned that only a few selected vendors received support, and they did not receive any. The vendors also unanimously expressed a desire for assistance, particularly in the form of financial support, if such benefits were to be provided in the future.

➤ *What Challenges do they encounter in marketing their Products?*

The challenges encountered in marketing their products include weather challenges faced by street food vendors, the distance of the location from the city, competition from other vendors, the negative impact of social media posts, and public health concerns affecting the street food business.

➤ *How do they manage these Encountered Challenges?*

They prioritize customer interaction and building friendships, which helps them address challenges such as negative social media posts and public health concerns. By cultivating strong relationships with their clientele, vendors can receive valuable feedback, promptly address any issues, and maintain a positive reputation within the community. Secondly, vendors utilize sales techniques and innovation to overcome obstacles like competition from other vendors and weather-related challenges. Implementing creative marketing strategies, such as offering discounts, promotions, and unique food offerings, enables them to stand out and attract customers even in adverse conditions. Lastly, vendors draw motivation from their personal and family goals, which serves as a driving force to overcome financial constraints and the distance from urban centers. By staying focused on their aspirations and the well-being of their families, vendors exhibit resilience and determination, striving to achieve long-term success despite the challenges they face.

B. Conclusion

The study provides valuable insights into the motivations, strategies, challenges, and management practices of street food vendors in Rotunda. The decision to sell street foods in Rotunda is influenced by various factors, including affordability, family involvement, social recommendations, social media influence, and economic necessity. Pricing strategies are shaped by considerations of ingredient costs, quality, and negotiation with suppliers for discounts. To attract customers, vendors employ persuasive sales techniques, entertainment, promotions, competitive adjustments, and maintain cleanliness standards. Despite facing challenges such as weather conditions, competition, and social media impacts, vendors manage these obstacles through customer interaction, innovation, and drawing

motivation from personal and family goals. However, the absence of financial support from the LGU underscores the need for alternative strategies to sustain and enhance their businesses. Overall, understanding these dynamics is crucial for policymakers and stakeholders to support the resilience and success of street food businesses in Rotunda

C. Recommendation

Based on the findings, the researcher endorses the following recommendations:

- The Local Government Unit (LGU) should take proactive measures, spearheaded by the Mayor's Office, to address challenges faced by street food vendors in Rotunda, including collaborating with relevant departments such as the Department of Public Works and Highways (DPWH) to develop weather-resilient infrastructure and establishing clear hygiene and safety guidelines with the Health Department to ensure public health standards are met.
- For Rotunda Street food vendors, key recommendations include forming a cooperative for collective bargaining and knowledge-sharing, prioritizing hygiene standards, embracing digital marketing, participating in local events, and seeking partnerships with local businesses and tourism initiatives, alongside continuous feedback collection from customers to adapt and improve their offerings for long-term success.
- For future researchers, exploring collaborative models between street food vendors and local stakeholders, assessing the impact of LGU support, understanding evolving consumer behaviors through market analyses, including digital trends, and investigating strategies for diversification, cultural preservation, and socio-economic aspects of street food in Rotunda could provide valuable insights for sustainable development.

ACKNOWLEDGEMENT

This research was made by the researchers. This task has never been easy for the researchers hence it needs a lot of information, guts, cooperation, trust, confidence and participation from individuals outside the campus specifically the brokers in the Pagadian fish port.

- The researchers would like to thank all the street food vendors who participated and gave their efforts and insights in answering the interviews and for making this research a successful one.
- The researchers would like to express their heartfelt gratitude and enormous appreciation to Mr. Ace Virgel Batingal, the business research instructor and adviser for guiding and assisting the researchers throughout the making of this research.
- To Dr. Janus Naparan and Dr. Susan M. Ramirez, for being the panelist, for giving guidance and ideas, on how to present the research.
- Also, to the chief of staff for allowing the researchers to conduct an interview on him and answers the queries in connection with the research.

- To the street food vendors on the Rotunda, Pagadian City for allowing the researchers to interview, and voice record their answers for the documentation.
- The researchers would also like to thank their parents and friends who helped the researchers feel motivated and helped them finalizing the research within a limited time frame.
- Lastly, to our Almighty God, for guiding and keeping the safety of the researchers throughout their journey and for giving the researchers knowledge, patience and wisdom

REFERENCES

- [1]. Aguilar, M. (2019). A comparative study of the marketing strategies of competing food stalls in Cavite City as a basis for a proposed marketing strategy enhancement. *Ascendens Asia Journal of Multidisciplinary Research Abstracts*, 3(2). <https://www.ojs.aaresearchindex.com/index.php/AAJMRA/article/view/4219>
- [2]. Alvarez, T. (2020). Marketing strategies of food service industry in the province of Isabela, Philippines. *Test Engineering and Management*. https://www.academia.edu/45716705/Marketing_Strategies_of_Food_Service_Industry_in_the_Province_of_Isabela_Philippines
- [3]. Amoah-Mensah, A. (n.d.). Street vending and competitive advantage: Towards building a Theoretical framework. *Core.ac.uk*. Retrieved January 29, 2024, from <https://core.ac.uk/download/pdf/51095857.pdf>
- [4]. Bharadwaj, H. S., & Mazumder, A. (n.d.). Promotional strategies in street vending: Understanding consumer behaviour in Guwahati city. *Journal-Dogorangsang.In*. Retrieved January 29, 2024, from https://www.journal-dogorangsang.in/no_1_Online_23/1.4_june.pdf
- [5]. Ezech, P. C., & Nkamnebe, A. D. (2023). Determinates of consumer patronage of a street food vendor in Nigeria. *Journal of Foodservice Business Research*, 26(6), 843–865. <https://doi.org/10.1080/15378020.2022.2056395>
- [6]. Hilmi, M. (2020). Street food vendors' entrepreneurial marketing characteristics and practices from 12 countries: what lessons can be learnt for improving food marketing in BOP/Subsistence marketplaces. (2020). *Middle East Journal of Agriculture Research*. <https://doi.org/10.36632/mejar/2020.9.2.27>
- [7]. Handoyo, E., & Setiawan, A. B. (2018). Street vendors (PKL) as the survival strategy of poor community. *JEJAK*, 11(1), 173–188. <https://doi.org/10.15294/jeja.k.v11i1.12510>
- [8]. Hoang, S., & Tučková, Z. (2021). The impact of sensory marketing on street food for the return of international visitors: Case study in Vietnam. *Scientific Papers of the University of Pardubice. Series D, Faculty of Economics and Administration*, 29(2). <https://doi.org/10.46585/sp29021282>

- [9]. Khanna, S., Nagar, K., Chauhan, V., & Bhagat, S. (2022). Application of the extended theory of planned behavior to street-food consumption: testing the effect of food neophobia among Indian consumers. *British Food Journal* (Croydon, England), 124(2), 550–572. <https://doi.org/10.1108/bfj-04-2021-0403>
- [10]. Larina, Y. (2017). Innovation and marketing strategies of enterprises on the innovative food products market. *Annals of Marketing Management and Economics*, 3(1), 33–47. <https://doi.org/10.22630/amme.2017.3.1.4>
- [11]. Li, Z., Ni, N., & The East Asian Trade Association. (2022). A study on the influence of product characteristics on consumer's purchasing intention: A case study of Mixue Ice Cream & tea. *The East Asian Trade Association*, 4(2), 41–54. <https://doi.org/10.47510/jeat.2022.4.2.41>
- [12]. Martin, K. D., Borah, A., & Palmatier, R. W. (2017). Data privacy: Effects on customer and firm performance. *Journal of Marketing*, 81(1), 36–58. <https://doi.org/10.1509/jm.15.0497>
- [13]. Martin Ginis, K. A., van der Ploeg, H. P., Foster, C., Lai, B., McBride, C. B., Ng, K., Pratt, M., Shirazipour, C. H., Smith, B., Vásquez, P. M., & Heath, G. W. (2021). Participation of people living with disabilities in physical activity: a global perspective. *Lancet*, 398(10298), 443–455. [https://doi.org/10.1016/s0140-6736\(21\)01164-8](https://doi.org/10.1016/s0140-6736(21)01164-8)
- [14]. Madinga, R. C., Dejan, J. A., Caballero, J. R. I., & Guevarra, D. A. (2022). Marketing Strategy and Sales Performance of Talipapa Vendors in kingking, Pantukan, comval province. *Journal of BIMP-EAGA Regional Development*, 7(1), 42–56. <https://doi.org/10.51200/jbimpeagard.v7i1.3694>
- [15]. Mebri, S., Bebo, M. A., Ramadhan, A. D., Firmansyah, N. B., & Yasin, M. (2023). Analyzing the concept of operational management at PT campina ice cream industry company in Surabaya. *MAREkonomi: Jurnal Manajemen, Akuntansi Dan Rumpun Ilmu Ekonomi*, 1(02), 56–61. <https://jurnal.seaninstitute.or.id/index.php/marekonomi/article/view/130>
- [16]. Merriam, S. B., & Grenier, R. S. (2019). *Qualitative Research in Practice: Examples for discussion and analysis*. John Wiley & Sons.
- [17]. Mramba, N., Apiola, M., Sutinen, E., Haule, M., Klomsri, T., & Msami, P. (2015). Empowering street vendors through technology: An explorative study in Dar es Salaam, Tanzania. 2015 IEEE International Conference on Engineering, Technology and Innovation/ International Technology Management Conference (ICE/ITMC).
- [18]. Pan, L.-Y., & Chen, K. (2019). A study on the effect of storytelling marketing on brand image, perceived quality, and purchase intention in ecotourism. *Ekoloji*. <https://www.semanticscholar.org/paper/62731652d5a3f505e4d7bc3c13829497575c1bcc>
- [19]. Paramesti, R. R. A., Pratama, D. I. B., & Naim, F. (2023). Pemanfaatan media komunikasi untuk mengedukasi masyarakat tentang Cara mengelola sampah Di Kota Yogyakarta. *Jurnal Ilmiah Mahasiswa Komunikasi*, 4(3), 1–19. <https://www.jimcom.unra.ac.id/index.php/jimakom/article/view/167>
- [20]. Roshia, C., & Christiarini, R. (2023). Implementation of digital marketing at Mak oteh food stalls. *ConCEPt - Conference on Community Engagement Project*, 3(1), 469–475. <https://journal.uib.ac.id/index.php/concept/article/view/7541>
- [21]. Rupolia, M., Choudhary, R., & Purohit, H. (n.d.). A study on promotional strategies adopted by apparel street vendors influencing customers shopping decision. *Iosrjournals.org*. Retrieved January 29, 2024, from <https://www.iosrjournals.org/iosr-jbm/papers/ies-mcre-ibrc/volume-3/RC-29.pdf>
- [22]. Sayudin, S., Ningsih, W., Elan Maulani, I., & Herdianto, T. (2023). Analysis of product marketing strategies in small and medium industries. *American Journal of Economic and Management Business (AJEMB)*, 2(3), 94–98. <https://doi.org/10.58631/ajemb.v2i3.26>
- [23]. Sutisna, F., Handra, T., & Jap, Y. P. (2023). The influence of social media marketing on purchase impulses with brand attentiveness as A mediating variable on UMKM X. *Aptisi Transactions on Technopreneurship (ATT)*, 5(2), 136–144. <https://doi.org/10.34306/att.v5i2.247>
- [24]. Tacardon, E. R., Ong, A. K. S., & Gumasing, M. J. J. (2023). The perception of food quality and food value among the purchasing intentions of street foods in the capital of the Philippines. *Sustainability*, 15(16), 12549. <https://doi.org/10.3390/su151612549>
- [25]. Unga, N. H. (2022). Analysis of observable and emerging marketing initiatives among street food vendors. *Journal of Namibian Studies*, 32, 303–322. <https://doi.org/10.59670/jns.v32i.3170>
- [26]. Wang, O., Somogyi, S., & Charlebois, S. (2020). Food choice in the e-commerce era: A comparison between business-to-consumer (B2C), online-to-offline (O2O) and new retail. *British Food Journal* (Croydon, England), 122(4), 1215–1237. <https://doi.org/10.1108/bfj-09-2019-0682>
- [27]. Wibowo, T. S., Sudewa, J., Misidawati, D. N., Afriyeni, P., Normansyah, N., & Rizki, M. (2023). The effect of Market Segmentation and customer preference on Customer Satisfaction of Ice Cream Mixue in Yogyakarta. *International Journal of Economics Development Research (IJEDR)*, 4(1), 365–371. <https://doi.org/10.37385/ijedr.v4i2.2950>
- [28]. Wijaya, S. M., Metty, P. F., Wijaya, A., & Yukianti, C. R. (2023). Business feasibility study analysis of the pianeta ice cream dessert business. *International Journal of Application on Economics and Business*, 1(1), 249–259. <https://doi.org/10.24912/ijaeb.v1i1.249-259>

[29]. Yulianto Putra, E., & Pane, M. P. (2023). Promotion strategy using online digital media at food stall putri. *GANDRUNG: Jurnal Pengabdian Kepada Masyarakat*, 4(1), 680–691.
<https://doi.org/10.36526/gandrung.v4i1.2337>

[30]. Young, J., McGrath, R., & Filiault, S. (2009). Review: Linda dale Bloomberg & Marie F. volpe (2008). *Completing your qualitative dissertation: A roadmap from beginning to end*. Forum, *Qualitative Sozialforschung* [Forum, *Qualitative Social Research*], 10(3).
<https://doi.org/10.17169/fqs-10.3.1337>

APPENDICES

A. Permission to Conduct Study

SAINT COLUMBAN COLLEGE
Pagadian City
Alano Corner, Sagun Streets, San Francisco District, Pagadian City
Tel Nos: 2151299 / 2151800 | Fax No: 2141290
Website: www.sccpag.edu.ph | E-mail: sccpc1957@yahoo.com

Dear Maam/Sir,
Panagdait sa Tanang Kabuhatan!

We are the BSBA-Financial Management a student of Saint Columban College — College of Business Education. We are conducting our Business Research entitled "Examining the Marketing Practices of Street Food Vendors in Rotunda, Pagadian City; A Case Study".

We are currently gathering data in connection with our study and your information would be a great help to us. We are humbly asking for your participation in our queries about the reason why street food vendors were being transferred from Plaza to Rotunda.

These queries would only last for 10-15 minutes. All information provided will be kept in outmost confidentiality and would only be used in the research alone.

Thank you for your kind participation and consideration.

In Saint Columban,
Frisky Boon Bernante
Caisy Dano
Francesca Rebecca Mayola
Researchers

Noted by:
Mr. Ace Virgel Batingal, CHRA
Research Adviser

Recommending Approval:
Dr. Susan M. Ramirez
CBE Dean

Approved by:
Fr. Nestor B. Remasog, SFL., PhD.
School President

scc ACTS

B. Informed Consent

College of Business Education


Pagadian City

CONSENT FOR PARTICIPATION IN RESEARCH INTERVIEW

1. I volunteer to participate in a research study conducted by Frisky Boon Bernante, Caisy Dano, Francesca Rebecca Mayola from Saint Columban College, Pagadian City. I understand that the project is designed to gather information on the Examining the Marketing Practices of Street Food Vendors; A Case Study of Rotunda Vendors. I will be one of the participants to be interviewed for this research.
2. My participation in this research is voluntary. I understand that I will not be paid for my participation. I may withdraw and discontinue participation at any time without penalty. If I decline to participate or withdraw from the study, no one in my school will be told.
3. I understand that most interviewees will find the discussion interesting and thought-provoking. If, however, I feel uncomfortable in any way during the interview session, I have the right to decline to answer any question or to end the interview.
4. The interview will last approximately 40 minutes to 1 hour. Notes will be written during the interview. An audio tape of the interview and subsequent dialogue will be made upon my consent.
5. I understand that the researcher will not identify me by name in any reports using information obtained from this interview, and that my anonymity as a participant in this study will remain secure. Subsequent uses of records and data will be subject to standard data and policies which protect the anonymity of individuals and institutions.
6. Faculty and administrators from my campus will neither be present at the interview nor have access to raw notes or transcripts. This precaution will prevent my individual comments from having any negative repercussions.
7. I understand that this research has been reviewed and approved by the Collge of Business Education of Saint Columban College.
8. I have read and understood the explanation provided to me. I have had all my questions answered to my satisfaction, and I voluntarily agree to participate in this study.
9. I have been given a copy of this consent form.

Participants Signature over Printed Name

Date

C. Interview Guide

SAINT COLUMBAN COLLEGE
Pagadian City
Alano Corner Sagun Streets, San Francisco District, Pagadian City
Tel Nos: 2151799 / 2151800 : Fax No: 2141290
Website: www.sccpag.edu.ph : E-mail: sccpc1957@yahoo.com

INTERVIEW GUIDE FOR THE: Examining the Marketing Practices of Street Food Vendors; A Case Study of Rotunda Vendors

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 Examining the Marketing Practices of Street Food Vendors; A Case study of Rotunda Vendors. 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.

scc ACTS

Interview Guide Questions

A. Engaging Question:


1. Can you tell us about an exciting success story or a distinctive marketing approach you have used as a Rotunda Street food vendor when promoting your products?*

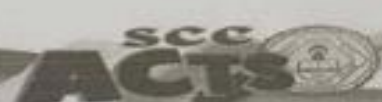
B. Exploratory Questions

Central Question: How do Rotunda Street food vendors describe their marketing practices?

Sub Questions	Descriptive Questions	Probing Questions
1. What specific food products do Rotunda Street vendors offer?	What kind of food products do you offer or sell?	<ol style="list-style-type: none"> 1. Among all products, what is your best-selling product 2. What are the unique or local specialties you serve that people should try?
2. What make them decide to sell this particular food items/products in Rotunda?	How did you choose these food items?	<ol style="list-style-type: none"> 1. Who are/were the people you consulted before you decided to sell their products? What were their advice?

SAINT COLUMBAN COLLEGE Pagadian City Alano Corner Sagun Streets, San Francisco District, Pagadian City Tel Nos: 2151799 / 2151800 : Fax No: 2141290 Website: www.sccpag.edu.ph : E-mail: sccpc1957@yahoo.com		
		practices/techniques you mentioned to increase your sales?
5. What support do they receive from the LGU?	What kind of support do you receive from the local government unit (LGU) to assist your business operations?	1. How do you benefit from these supports from the LGU? 2. What needs do you have that the LGU could help you through their support?
6. What challenges do they encounter in marketing their products?	What challenges have you faced when it comes to marketing your products?	1. Have you identified any common What are the patterns or recurring issues when marketing your products? 2. What impact have these marketing challenges had on your overall business performance?
7. How do they manage these encountered challenges?	How did you manage the challenges you encounter in marketing your products?	1. What practices or approaches have you found effective in addressing these challenges and reaching your target audience effectively? 2. How has the experience of managing marketing challenges

 SAINT COLUMBAN COLLEGE Pagadian City Alano Corner Sagun Streets, San Francisco District, Pagadian City Tel Nos: 2151799 / 2151890 / Fax No: 2141290 Website: www.sccpag.edu.ph / E-mail: sccpc1957@yahoo.com		
		2. What convinced you the most from their advice or thoughts on your plan that time?
3. How do they determine the pricing of their food items/products?	How do you determine the pricing of your street food products?	1. What are your considerations in determining the pricing of your food items/products? 2. Do you offer special promotion or discounts? How do you decide when to do so?
4. How do they attract customer during their daily transactions and during special events or occasions?	How can you attract customers regularly and during special events or occasions.	1. On your daily basis, how do you invite more customers to try/ buy your products? 2. Do you change your style/marketing/techniques/practices during special occasions/events? Please elaborate. 3. How would you describe the effectiveness of those



SAINT COLUMBAN COLLEGE
 Alano Corner, Sagun Streets, Pagadian City
 Tel. Nos. 2151799 / 2151800, Fax No. 2151290
 Website: www.sccpag.edu.ph : E-mail: sccpc1957@yahoo.com

	influenced your overall approach to product promotion?
--	--------------------------------------------------------

C. Exit Question

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

Validated by:

Mr. Ace Virgel Batingal, CHRA
 Research Adviser

Dr. Janus Agustero-Naparan
 Panel Member

Dr. Susan B. Ramirez, MBA
 Panel Chair

D. Plagscan Result

SAINT COLUMBAN COLLEGE
 Alano Corner, Sagun Streets, Pagadian City
 Tel. Nos. 2151799 / 2151800, Fax No. 2151290
 Website: www.sccpag.edu.ph : E-mail: sccpc1957@yahoo.com

RESEARCH OFFICE		PLAGSCAN ANALYSIS RESULT
PLAGSCAN DUE		1.00%
Author(s):	BERNANTE, FRISKY BOON P.	(Acceptable level is 20% and below)
Date:	6-Jan-24	Assessed by:
ID#:	195444	DAISY R. CATUBIG, PhD Research Director
Number of Words:	25,917	Type of Transaction:
Payment Required for the Analysis:	P 350	Underad First Scan
Note: Please pay this amount at the SCHOOL CASHIER.		

ACTS
 Achieves Excellence : Cultivates a peaceful environment : Takes care of Mother Earth : Serves Humanity

E. Grammarly Result

Chapter 1

Customer Attraction Methods/Practices

This Category focuses on gathering data from street food vendors regarding how they attract customers or the methods and practices they usually use. In this Category, the researchers carefully formulated questions regarding the vendors attracting their customers daily and occasionally. In this Category, the researchers aim to gather valuable insights from the vendors that can give them a competitive advantage over the other vendors. Through these formulated questions, the researchers can gather opinions from different vendors, which are inevitable in completing the study.

There are six subcategories in line with this Category: Sales Talk and Persuasion, Modulated Voice and Entertainment, Discount and Promotions, Competitive Adaptation, and Cleanliness and Presentation. Sales Talk and Persuasion. This refers to the method that attracts customers by calling and persuading them to buy the available products. This method is highly used in attracting customers in Rotunda. These are the statements of the participants who use Sales Talk and Persuasion.

Clarity - Rewrite the sentence

It may be unclear who or what **This** refers to. Consider rewriting the sentence to remove the unclear reference.

Dismiss

98 Overall score

Goals

Generative AI

All suggestions

Correctness

Clarity

Engagement

Delivery

Style guide

Customer Attraction Methods

is crucial for advancing individuals and organizations to gain valuable experiences, improve their problem-solving skills, and enhance their overall ability to deal with difficult situations. Examining the dynamics of street food entrepreneurship provides a nuanced understanding across six key subcategories: Customer Interaction and Building Friendship, Sales Techniques, Motivation from Personal and Family Goals, Preparation and Adaptation to Slow Sales. Together, these categories address the diverse challenges street food vendors face, offering valuable insight into the intricacies of their entrepreneurial journey. Customer Interaction and Building Relationship: This section we're referring to the intentional and strategic efforts to connect with their customers in a way that fosters loyalty and loyalty. This involves creating meaningful communication channels, actively listening to customer preferences, and providing personalized and engaging experiences. The goal is to establish a connection that goes beyond a transaction, highlighting a long-term dedication to customer satisfaction.

Performance

Text score: 97 out of 100. This score represents the quality of writing in this document. You can increase it by addressing Grammarly's suggestions.

Word count

Characters	87,689	Reading time	50 min 51 sec
Words	12,716	Speaking time	1 hr 37 min
Sentences	491		

Readability

Metrics compared to other Grammarly users

Word length	4.9	Above average
Sentence length	25.9	Above average
Readability score	17	

Your text is likely to be understood by college graduates but may not be easy for many to read.

DOWNLOAD PDF REPORT

Close

97 Overall score

Goals

Generative AI

All suggestions

Correctness

Clarity

Engagement

Delivery

Style guide

Plagiarism

F. Curriculum Vitae

Curriculum Vitae



Personal Information

Name: Caisy P. Dano

Birth: October 18, 2002

Address: San Jose, Mahayag, Zamboanga del Sur

Civil Status: Single

Program Management: Bachelor of Science in Business Administration Major in Financial Management

Curriculum Vitae



Personal Information

Name: Frisky Boon Bernante

Birth: April 15, 2003

Address: San Jose Heights, Pagadian City

Civil Status: Single

Program Management: Bachelor of Science in Business Administration Major in Financial Management

Educational Background

Elementary: Pagadian City Pilot School

Junior High School: Southern Mindanao Colleges

Senior High School: Zamboanga del Sur National High School

College: Saint Columban College

Curriculum Vitae



Personal Information

Name: Francesca Rebecca J. Mayola

Birth: August 16, 2002

Address: Tiguma, Pagadian City

Civil Status: Single

Program Management:

Educational Background

Elementary: Tawagan Elementary School

Junior High School: Zamboanga del Sur National High School

Senior High School: Saint Columban College

College: Saint Columban College