PERFORMANCE OF EVENING STREET MARKETS OF AGRI-FOOD PRODUCTS IN MOROGORO MUNICIPALITY, TANZANIA

BY

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A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF SCIENCE IN AGRICULTURE ECONOMICS AND AGRIBUSINESS OF SOKOINE UNIVERSITY OF AGRICULTURE. MOROGORO, TANZANIA.

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ABSTRACT

The study aimed at assessing the performance of street evening marketing of agri-food products in Morogoro municipality by examining the structure of evening agri-food street markets, assessing the conduct of sellers, analysing performance of the markets in terms of cost and profitability, and identifying factors underlying profitability. A structured questionnaire was administered to 118 sellers and 40 consumers selected using convenience sampling. The results showed that the market structure for both snack-meals and fresh fruits were competitive, with concentration indices of 20.64% and 18.98% respectively, and 83% of sellers derived their income entirely from the business. Profit margin analysis showed that the snack-meals sellers in the town centre earned significantly ($P<0.05$) more profit per day (TAS 39 142) compared to sellers in the periphery (TAS 16 225). Although fresh fruit sellers in the town centre earned more profit per day (TAS 10 157) compared to sellers in the periphery (TAS 7 811), the difference was not statistically significant ($P>0.1$). Regression analysis indicated that gender product diversification and type of product had a significant ($P<0.05$) positive impact on the sellers' profit. Results also showed that majority of consumers (58%) preferred the street food because it was cheap, with 40% of them preferred to eat fried banana with beef barbeque. In conclusion, street evening marketing in Morogoro municipality is profitable and competitive, with limited barriers to market entry. Recommendations include enhancing the operational efficiency of evening street agri-food markets and formalisation of the operations by the municipal council through: allocation of hygienic premises, provision of business permits and facilitation of formation of sellers' associations to promote growth and credit worthiness of the evening agri-food street markets.

DECLARATION

I, Zobida Habib Omer Habib, do hereby declare to the Senate of Sokoine University of Agriculture that this dissertation is my own original work and that it has neither been submitted nor being concurrently submitted for degree award in any other institution.

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DEDICATION

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LIST OF ABBREVIATIONS AND SYMBOLS

%	Percent age
CN	Condition number
CR	Concentration ratio
e.g.	For example
FAO	Food and Agricultural Organization of the United Nations
GM	Gross Margin
ILO	International Labour Organization
Kg	Kilogram
n	Number
NBS	National Bureau of statistic
OLS	Linear regression
P	Probability
SACCOs	Saving and credit Cooperative Society
S-C-p	Structure-Conduct-Performance Approach
SFs	Street foods
Sig	Significant of the parameter in the model
SNAL	Sokoine National Agriculture library
SPSS	Statistical Package for Social Science
St. Dev	Standard Deviation
t	t- statistic
TAS	Tanzanian shilling
UN	United nation
URT	United republic of Tanzania

VIF	Variance Inflation Factor
WHO	World Health Organization

CHAPTER ONE

1.0 INTRODUCTION

1.1 Background Information and Justifications

The street food business is a growing sector in many developing countries today. Its expansion is linked with urbanization and the need of urban populations for both employment and food. Migration from rural areas to urban centres has created a daily need among many working people who eat outside their home. Demand for relatively inexpensive, ready-to-eat food has increased as people, especially women, have less time to prepare meals (FAO, 1986).

The term "street foods" describes a wide range of ready-to-eat foods and beverages sold and sometimes prepared in public places, notably streets (FAO, 1986) mostly in the evening. Street foods (SFs) have become an indispensable component of the socio-economic environment of many cities and towns in developing countries. Their nutritional significance to urban populations is considerable (FAO, 1997). Like fast foods, the final preparation of street foods occurs when the customer orders the meal that can be consumed on the premises or taken away.

Street foods and fast foods are low in cost compared to restaurant meals and offer an attractive alternative to home-cooked food. In spite of these similarities, street food and fast food enterprises differ in variety, environment, marketing techniques and ownership. The consumers are mainly from middle and low-income sectors of the population who depend heavily on them, most of them earning an income above the official minimum wage while some of them earn twice or more of this amount (FAO. 1986). SFs outlets envisage a special marketing system of agri-food products.

Street food vendors operating in evening agri-food markets are often unlicensed, untrained in food hygiene and sanitation, and work under crude unsanitary conditions. Street foods often reflect traditional local cultures and exist in an endless variety. There is much diversity in the raw materials as well as in the preparation of street food beverages, snacks and meals. Sellers' stalls are usually located outdoors or under a roof, which is easily accessible from the street. They have low-cost seating facilities, which are sometimes rudimentary. Their marketing success depends exclusively on location and word-of-mouth promotion. Street food businesses are usually owned and operated by individuals or families but benefits from their trade extended throughout the local economy. For instance, vendors buy their fresh food locally, thus linking their enterprises directly with small-scale farms and market gardens.

The growth of this sector coupled with the inability of the governments to create jobs made the case for the politicians to strongly support street vendors and the people on the margins. There were clear statements that although street vendors are temporary in nature, and the government has failed to provide opportunity for them, then they should not be disturbed (Msoka, 2005). They really operate as orphans by lacking meaningful policy support. The street evening sector has been left to strive on its own without supportive interventions from the state and other development stakeholders.

The central characteristic of evening street agri-foods in this definition is location, namely that they are sold on the street particularly in the evening. The SFs marketed in the evening share some characteristics with SFs marketed during a day. Chakravarty and

Chanet (2005) found three additional distinguishing characteristics of street foods marketed in the daytime. These are: (*i*) food prepared in small or cottage-scale factories and brought to the street food stall for sale; (*ii*) food prepared at the home of the vendor and brought to the street food stall for sale; and (*iii*) food prepared and sold at the street food stall.

According to Nyange *et al.* (2000), the main markets of fresh fruit is urban centres of Dar es Salaam, Arusha, Tanga and Morogoro. Where traditional open air markets compete with street vender's and road side mostly located in residential street and high ways bus station, main bus stand, highly populated road side during evening as the main source for most urban dwellers especially low income earning earners.

Regarding health issues, it is recognized that street food vendors are often poor and uneducated and lack an appreciation of safe food handling. Consequently, street foods are perceived to be a major public health risk. In 1995, the World Health Organization (WHO) undertook a survey in over 100 countries to assess the situation with regard to street-vended food (WHO, 1995). The survey noted that majority of the countries reported contamination of food (from raw food, infected handlers and inadequately cleaned equipment) and time and temperature abuse to be the major factors contributing to food-borne disease. This was partly because infrastructure development was relatively limited, with restricted access to potable water, toilets, refrigeration and washing and waste-disposal facilities. Moreover, registration, training and medical examinations were not among the selected management strategies.

1.2 Problem Statement and Justification

Street foods have recently begun to attract the attention of governments and various international agencies because one of the features of urbanization in developing countries has been a proliferation of the street food trade (FAO, 1989). For long, there was a lacuna in the studies of urban street food. Street food was considered as snacks offered by family enterprises to survive and, no further attention was paid.

Tinker (1997) is among the first scholars to study urban street food as a survival strategy of the poor, and as an essential economic sector, hence worth researching. In the recent years, scholarly attention like Kishwar (2005) and Bhowmik (2010) has been given to the struggle of street vendors in an increasing hostile environment.

Recently in Morogoro Municipality as in other municipalities and cities across Tanzania, there has been an increasing number of evening street food market outlets, where different kinds of agri-foods are sold. Such agri-foods include snacks and meals (e.g. chips and eggs, chips and barbeque, chicken and chips, fried banana chicken, barbeque, rice with beans and meat); and fresh fruits (e.g. banana, orange, cucumber and sweet potato). These activities create many employment opportunities. Some of agri-food sellers are selling food during the evening instead of the daytime. As the street evening agri-business sector takes a growth path across Tanzanian towns and cities, a number of research questions emerge including who are those involved in this business? Why do they sell food during the night rather than during the daytime? What market institutions enable the sellers to use the premises they do not own and can hardly afford the real market rent? What type of infrastructure do those markets possess? How are these evening markets performing?

By identifying who they are, the study would provide an understanding which segment of the population is employed in these markets and the reasons that made them venture in such type of enterprise. Empirical understanding of market structure and performance of such enterprises would inform appropriate policies that guarantee the sector's growth, higher returns to sellers and food safety to consumers. It has been observed that the evening marketing of agri-food is not adequately researched, for example, it was impossible to find any study of such kind in Tanzania. Most studies done in other countries such as India (Nath, 2010), Nigeria (Chukuezi, 2010), South Africa (Martins, 2010) and Bangkok (Nirathron, 2006) on street food seem to be concentrating on the daytime market e.g. street food vendors in Delhi. Therefore, there is a need for identifying and bridging the existing knowledge gaps related to the performance of street evening agri-food marketing businesses. In line with this, this study was an attempt to assess the evening agri-food markets structure and performance, identify the socio-economics of food sellers and the factors underlying profitability of evening street agri-food marketing business.

1.3 Objective of the Study

1.3.1 Overall objective

The overall objective of this study was to assess the evening marketing system of street agri-food products in Morogoro Municipality.

1.3.2 Specific objectives

The specific objectives of this study were

1. To examine the structure of evening street agri-food markets in Morogoro municipality

2. To assess the conduct of evening street agri-food markets
3. To analyze the performance of evening street agri-food enterprises in terms of cost and profitability
4. To identify factors underlying profitability of evening agri-food markets

1.4 Research Questions

In order to achieve the research objectives the study was answers the following questions

1. What is the structure of evening street agri-food markets?
2. How do these markets operate?
3. Is these evening markets worth in terms of profit?
4. What are the factors underlying profitability of evening street agri-food markets?

1.5 Limitations of the Study

The following are the main limitations encountered during implementation this study.

(i) Availability of the literature: Most of the studies related with the topic of this study were those that investigated the performance of daytime street agri-food businesses and the informal sector in general. No literature on the topic of this study was available for Tanzania.

(ii) Willingness of interviewees: Most sellers were reluctant to give appropriate information as they link it with payment of Municipal levies. In addition, they have misconception that their information will be used as tool for the researchers to benefit themselves without any tangible benefit to them as they have been providing information to various researchers without immediate gains. . They were also busy hence had limited time for interviews.

(iii) Time constraint: This study was conducted during the evening time up to around midnight while many vendors were busy selling their agro- food products to the customers who were in hurry. As a result, some interviews were postponed until next day when the filling of questionnaires was completed.

(iv) Security of interviewers: In some places the vendors were aggressive due to the disturbances caused by Municipal security guards who chase them from road- and street-sides as a result they became aggressive to anyone who needed to discuss with them. The most unsecured places were Chamwino in squatter area and Msamvu at the bus terminal area.

1.6 Conceptual Framework

Three major components were considered in the analysis of street evening marketing of agri-food products in Morogoro Municipality. The first component was the market structure, followed by market conduct and eventually its performance (Fig. 1). The major indicators of the market structure were the concentration index, market barriers and existence of competition.

The analysis of market conduct was done by studying the behavioral characteristics of the market participants and the pricing methods used by sellers in the market. The evening market performance was examined in terms of variable such as prices, cost and volume of outputs. The impact of structure and conduct characteristics on performance of evening market was measured by analyzing the level of marketing margins and gross margins.

According to Schmidt (1979), market structure determined market conduct and thereby sets the level of market performance. Causational may however run both ways from economic performance to conduct and structure. Therefore, the relationship between structure, conduct and performance was because structural characteristics tend to influence behavioral characteristics of the market participants. This implies that their number and share can influence pricing aspects. Barriers to entry can also reduce the potential entrants in the market and hence increase the bigger shares to few participants which in turn increase their market power and eventually affect the performance. Also other factors that affecting the profitability of evening market such as: gender, years in school, place of the market, source of capital, experience in the business, type of products and level of diversification.

1.7 Organization of the Study

The report is organized into five chapters. The first chapter contains the background, statement of the problem, objectives and significance of the study, research questions. The second chapter consists of the review of the literature. Methodology is outlined and described in the third chapter. The fourth chapter deals with the results and discussions. Conclusions and recommendations are presented in the fifth chapter.

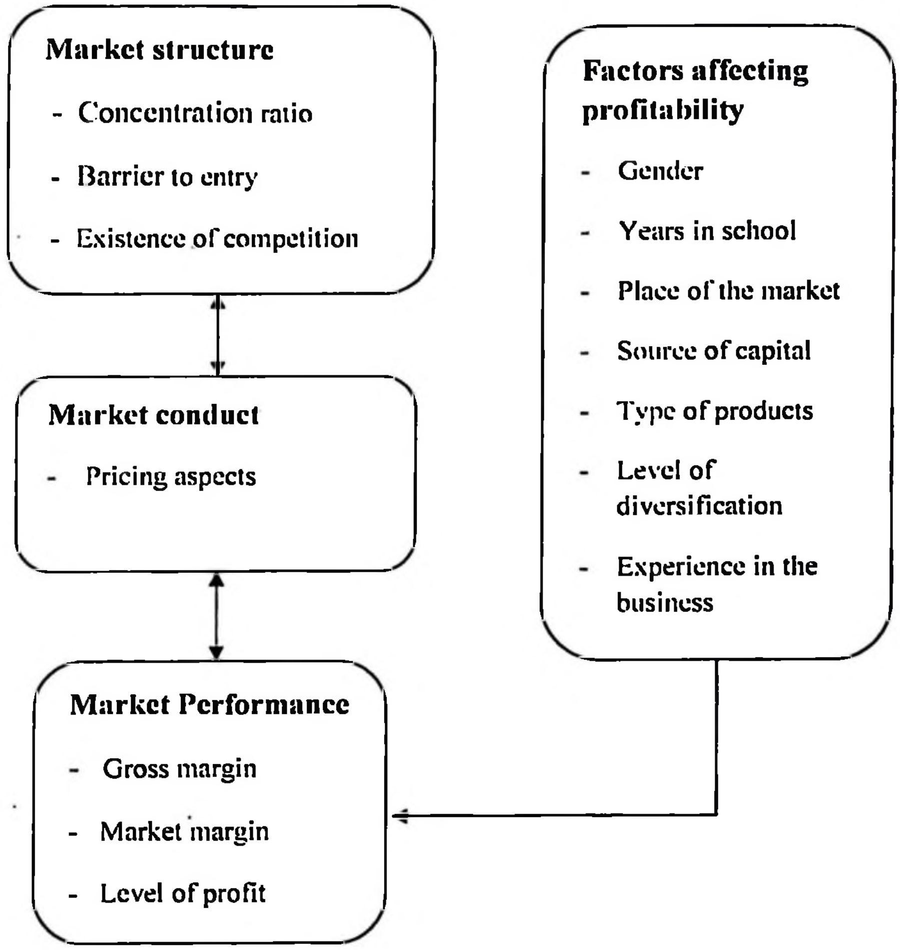


Figure 1: Conceptual framework

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Perspectives on the Informal Sector

The informal sector has been defined in a number of ways. It has been referred to as those "traders and service workers from whom the state receives no revenue" (Kerner, 1988). Malyamkono and Bagachwa (1990) described the informal sector to be all activities that operate largely outside the system of government benefit and regulation.

According to Mette (2004), the sector activities are generally characterized by low entry costs and ease of entry, unregulated and competitive market, and reliance on indigenous resources, family ownership of enterprises, small scale of operation, labour intensive and use of skills acquired outside formal schooling system.

2.1.1 History of informality

If you live in a developing nation the informal economy (which mostly is much bigger than the formal economy) seems more natural compared to the formal economy. In fact as Altvater (2002) cited by Nath (2010), laments that life under the conditions of insecurity has been more common than a life in regulated environs of society, politics, private and public spheres.

Hardt (1973) introduced the term during his fieldwork on markets in Ghana. He looked at a poor suburb in Accra and pointed out various occupations followed by the unemployed people living there. He observed that there is a parallel and much bigger economy happening in the streets that follows its own dynamic, but helps people to make ends meet. Many rural migrants were working in the Bazaar, selling daily essentials or hiring their services as cheap labourers. The activities were undertaken without legal contracts or formal agreements like licenses, rendering the people as unprotected labourers. Due to absence of customary categories, to describe the dichotomy of a developing nation urban labour market, he discerned it as the informal sector, existing parallel to the formal sector, and providing livelihood to people where the state failed. This led to the coining of the term informal sector, as opposed to the organized or formal sector, where employees have legal agreements and some sort of social security.

Furthermore, Hardt (1973) differentiated an employment with proper wage contracts in the modern business or government sector, from the independent autonomous forms of employment that lack security and access to resources. The second category was further divided into unregulated activities and illegal occupations. Unregulated activities comprised of trade (street vendors), production (crafts and art) and service activities (coiffeur, tailor, shoemaker etc), while illegal activities were criminal activities.

Subsequently the term was taken by the ILO (International Labour Organization) and then following suit by most other scholars of development. While Hardt (1973) referred to the whole economy of marginalized people including legal and illegal activities, the ILO confined it to legal unregulated activities, mainly small entrepreneurial activities. Their criteria for categorization was as follows : the use of work intensive technology, non-bureaucratic approach, no formal education required, little capital needed to start, using local resources, lacking any state regulation or unions and a variant spectrum of enterprises (ILO, 1972).

2.1.2 Characteristics of the informal sector in Tanzania

The increase in informal sector enterprises in Tanzania, as elsewhere, is associated with coping strategies of households and individuals hard-hit by the repercussions of structural adjustment policies (Bangura, 1994). In this respect, income from informal sector enterprises is viewed as making a particularly significant contribution to sustaining poorer households. It is an important source of income among women, (Stewart and Bagachwa, 1992).

In the early 1990s, the Tanzanian government commissioned a survey on the informal sector, recognising it to be a growing sector, with the potential to offer future employment (Buberwa and Mdamo, 1991). This was a nation-wide survey which followed after a pilot study carried out earlier on informal sector activities in Zanzibar. It was believed to account for 22% for total employment in Tanzania. Additional to those whose main occupations are in this sector, 28% of the employed males and 15% of the employed females are engaged in the informal sector at some stage in the year (Buberwa and Mdamo, 1991). Those working within enterprises comprise employees, apprentices, family labourers and owner-operators. As their status differs, so are their circumstances, the constraints they face and the economic potential of enterprises. According to categories used by TISS, both men and women were found to be concentrated in the same two sectors within the informal sector in Tanzania; manufacturing/handicraft and trade/restaurant/hotel (some 72% of all sole operators). Whereas men are spread across all activities, the percentage concentration of women in these areas is higher and they have little or no representation in sectors such as transport and construction (Buberwa and Mdamo, 1991).

Activities within the informal sector vary considerably, but in general, depending on location, service-type enterprises predominate, while manufacturing accounts for between 17% and 47% of enterprises (Buberwa and Mdamo, 1991). However, enterprises tend to be labour intensive rather than capital intensive, with operators putting in long hours and much use being made of unpaid family labour.

Those enterprises requiring a higher capital investment and specialist skills were likely to render greater profits, but are few. The greater number of enterprises was found to be in activities requiring low capital investment. About 66% of initial start-up capital sources were "own savings" while the other main sources of start-up capital were through borrowing and assistance from friends/relatives (Buberwa and Mdamo, 1991).

Structures varied from permanent ones, usually in or attached to the operator's homes, to temporary and makeshift structures and to open spaces, however, in the Trade/Restaurant/Hotel category, 44% were located in a temporary structure/open space/market and only 11% reported no fixed location (Buberwa and Mdamo, 1991).

2.2 Street Food Trade

Tinker (1997) conducted study in seven cities around the world; he comes up with the following conclusions: Street foods are ubiquitous and a growing phenomena in urban areas in developing countries; wide variations in the numbers of vendors and their gender roles exist; family and kin support is central to most street food enterprises; stability and profitability characterize a high proportion of the trade, but failure is also frequent; most vendors are micro entrepreneurs, rather than dependent workers, harassment by local officials, not credit, impediment of the trade. Vendors average income is generally higher than the official minimum wage and many vendors even earn as much as school teachers or government clerks.

Lack of official recognition of the street economy in many developing countries makes it impossible to regulate or control the street food trade with a view to improving the quality of street tradable, particularly foods (Dawson and Canet, 1991). It also leaves the vendors unprotected and open to harassment. WHO. FAO. and EPOC all consider the legalization of the street food trade to be an essential precondition to both assisting traders and improving the quality of their products (Tinker, 1988; FAO, 1989; WHO, 1995). In addition, there is great variation in the legislation governing street foods in different countries. FAO has called for the development of licensing systems for street food operatives, the formulation of appropriate food laws and legislation, and the establishment of inspection systems by the relevant health authorities to ensure that these would be enforced (FAO, 1989). In addition, the cost of licensing and who will bear it needs to be considered. Vendors may resist licensing because for some, their lack of legal status carries the benefits of tax evasion (FAO, 1991). There is also a danger that over-regulation of street foods may reduce their availability to the urban poor for whom street foods are a nutritionally significant part of the diet.

There is a need for the incorporation of the street food trade into local policy and planning processes, and the improvement of facilities, such as water supply and refuse disposal (Jayasuriya, 1994). Resettlement programs have been successful in some countries, such as Singapore, but this may carry disadvantages for some entrepreneurs, such as women who operate from their homes and combine business with domestic activities.

Despite this, the attitude of many governments towards the street food trade has been indifferent with little or no interest in the role that it may play in either the economy or the food supply of the cities. The rise in consumption of street foods has been identified by some as a deleterious trend (Gopalan, 1992), but this bias against street foods and also the street food trade is largely unfounded.

According to Tinker (1988) the neglect of street foods stems in large part from a series of misconceptions about both the nature of the street food trade and street foods themselves, this neglect is as following: 1) That the street food trade is a marginal and transitory economic activity, which in time will disappear, 2) That it is dominated mostly by women, 3) That it is focused in the main commercial areas of urban centres, 4) That street foods are "dirty" and "dangerous" to eat, 5) That only the poor eat them, and 6) That they do not make an important contribution to dietary intake.

As it will be illustrated in the next sections, the information currently available shows that the street food trade is large and complex, providing both an important means of income generation and an affordable source of food for many millions of people. The precise roles of street food vendors and street foods, however, are not well defined or understood and their investigation should be an initial activity in any evaluation program.

2.2.1 Necessity of street food

According to WHO (1996), the benefits of street foods include: a source of inexpensive, convenient and often nutritious food for both urban and rural poor; a source of attractive and varied food for tourists and the economically advantaged; a major source of income for a vast number of persons, particularly women; and a chance for self-employment and the opportunity to develop business skills with low capital and investment.

Many people are patronizing street foods since it plays an important role in helping them to meet their energy and nutrient needs. For instance, many working people take their breakfast and lunch away from their homes. The same applies to many schoolchildren who take their breakfast and lunch while going to school or just outside the school premises. In priority, the importance of the street food could be the most essential role played in society, i.e. to provide low cost food for the urban poor (WHO, 1996). Street foods provide a source of employment and income to the unemployed and more specifically women. According to Jabulani (1997), Gauteng President of the African Chamber of Hawkers and Informal Business, the micro-business sector employs one million people with a further benefit to at least 3 million people. Street food has generated employment for many people along the food chain. Dawson and Canet (1991) argued street food vending is common in developing countries where there is high unemployment and limited work opportunities.

According to Tinker (1997), street food has even had an effect on the cuisine served in homes. Certain foods would be cheaper in time and money to acquire in the bazaar rather than cooking them at home. Especially in Asia, dishes procured on the street often complement the food served at home.

Draper (1996) reviewed information on the availability, cost and consumption of street and snack foods in developing countries. In his study, he found that, the street food trade provides an important source of both income and food in many urban and peri-urban areas in developing countries. It is a complex sector that includes food processing and distribution activities as well as the retail of foods on the street. It also provides an outlet for local agricultural produce and the products of small-scale producers and large-scale formal sector food processors. Its composition and organization varies according to context, although it is dominated by small-scale, often household-based, enterprises, even though it is given less attention to the government planners.

2.2.2 Characteristics of street food trade

The characteristics of the street food trade itself are important. Those who manufacture and/or sell street foods are small-scale operatives or micro-entrepreneurs who form a part of the so called informal sector. This is different from the formal sector food industry in a number of ways, which will affect the potential for the micronutrient fortification of street foods. Because much of the rapidly increasing urban population in developing countries has not been absorbed into the formal organized labour market, it has taken up a range of self-employed, small-scale, income-generating activities, both legitimate and illegitimate, which form the informal sector (also sometimes called the tertiary sector or bazaar economy) (Tinker, 1997).

A number of characteristics mark the activities comprising the informal sector: ease of entry, reliance on indigenous resources, family/household ownership of the enterprise, small-scale operatives, high labour intensity, use of traditional technology and skills acquired outside the formal education system, and operating in unregulated and competitive markets (Hardt, 1973). This contrasts with the formal sector which is characterized by corporate rather than family or individual ownership, use of large-scale modern technology, capital investment, and regulated markets. The rise of the informal sector has been identified as a persisting and expanding feature of urban economics in many developing countries.

2.3 Type and Functioning of Street Food

According to the EPOC. (1984) street food vendors sell ready-to-eat food along the street or from a structure, which does have permanent walls. There is a visible distinction between mobile and permanent enterprises. Both are not homogenous, further segregated into various degrees of mobility or permanence. Permanent structures include stalls in market areas, shacks erected against walls, free standing kiosks, heavy Tables sheltered by canvas tents or a veranda and room in the vendors own house. These are some of the mobile enterprises: vendors with baskets or shoulder poles, vendors pushing or pedalling carts, vendors squatting behind his spread out goods. There are also semi-mobile structures, generally elaborate carts that are pushed tediously into one place per day, due to their inability to vacate a place rapidly they are considered among the permanent group. Permanent vendors can be found all over the city, in various densities.

Permanent street vendors are generally found in vicinities of a "natural market", seldom in the centre of the market, and mostly in small clusters with other vendors. If a street food merchant scouts a new place, soon others follow suit. Many times with their crowd pull, they establish a small "alternative centre" thus clogging and blocking some other activities taking place in that market. Food vendors are found in so-called "natural markets" like schools, hospitals, office and residential areas, bus and train terminals, movie halls and around parks (EPOC, 1984).

They vie for customers in crowded streets during the day, around parks, certain neighbourhood and important junctions during the night. Sometimes they are along highways interfering with traffic and sometimes they are in the middle of congested pedestrian areas. There are chance locations like traffic jams or roadblocks, which can be good business. It is safe to assume that they operate in residential as well as commercial areas (Tinker, 1997).

Government authorities are concerned mostly with the permanent operations. They are easier to track and control, and most likely to procure a license. Supplying water and electricity becomes easier to permanent enterprises. Forceful removal, like in Jakarta, was not successful as neither vendors nor customers could afford higher prices (Bhowmik, 2010). Regulations, licensing and problems vary by type of operation, type of food sold, and location of vending. However, restrictions and regulations they all have.

2.4 Street Food Consumer

According to FAO (2000), it is reported that people with low incomes represent a significant percentage of regular street food consumers; people from higher income groups are often also regular consumers. For example a study carried out in Kinshasa, Zaire (now Democratic Republic of Congo) in 1994 revealed that while 38% of street food consumers were from lower income groups, the majority of the consumers came from more affluent segments of the population. In another group of surveys which were carried out in Asia and Africa during the early 1990s, it was found that "white collar" workers represented 14% to 43% of the consumers while "labourers" represented from 7% to 48% of the consumers depending on the location.

Children constitute an important segment of street food consumers. Street food vendors frequently establish themselves near schools so as to be readily accessible to the students. In Ziguichor, Senegal, students represent 35% of street food consumers. Ninety-six percent of the elementary school children in Ile-ife, Nigeria, typically buy breakfast from street food vendors and 76% buy two meals a day. Studies in Asia and Latin America and the Caribbean have also shown that children are significant consumers of street foods. Overall, consumer spending on street foods represents a significant proportion of the household budget in cities studied in Asia, Africa and Latin America and the Caribbean. It was estimated that in Malaysia approximately 25% of household food expenditure was on street foods. In Abidjan 20% of meals are taken outside of the home and most of these are purchased from street vendors. A Latin American study that was conducted in the early 1990s revealed that 25% to 30% of household expenditures are incurred in the purchase of street foods.

Based on data collected in Africa, including Tanzania, and South-East Asia, Bon (2001) found that consumers' decisions about what and where to purchase are based on price, availability of the product on the market, and on the qualitative characteristics of the products. Traditional habit and cultural food preferences also have a very strong influence on consumer demand.

Barnes (2000) reported that consumer values quality, prices, delivery reliability, packaging and flexibility as most important factors making purchase decision. Moreover, income was also pointed out as an important factor that influences consumers' decision. According to Barnes (2000), in low income final markets, price will be an important but not unique determinant of consumer decisions. Customers may also consider quality and branding. In higher income final markets these non-price factors will generally be relatively more important with quality dominating.

In addition, safety, taste, freshness and quality rank among the main factors that influence consumer's decisions about what and where to purchase (UN, 2006). These factors may also influence consumer' decisions making in other markets as well including evening market. However, the market is facing several constraints such as lack of expertise and capital as well as a weak institutional framework. These factors have acted as impediments towards meeting consumer preferences that determine their decision-making about what, when and where to purchase. Literature also reveals several factors that influence consumer's preferences including quality, freshness, reliability of delivery and price. It is important to note that quality should involve but also services.

Customers from various economic strata benefit from nutritious, low-cost meals. In Africa and Asia, urban households spend 15 to 50 percent of their food budgets on street foods (Cohen, 1986). Those with little or no income depend almost exclusively on food supplied by street food vendors. Street foods are a bargain for customers when the demands of time and costs of food, fuel, cooking equipment and transportation are taken into account (Allain, 1988). The purchase of street foods is not confined to poor households nor are there higher levels of consumption in low-income countries. For the low-income worker, street foods and snacks are essential. In many countries, workers as well as students have their first meal of the day from street food vendors. Although in-depth nutritional studies related to street foods have not yet been completed, it is believed that many low-income families would be worse off if there were no street food vendors to serve fast, inexpensive foods.

Many studies done in other countries concerning the street food sector (Tinker, 1997; FAO, 2000; Draper, 1996; EPOC, 1984) have reported on the general understanding of the business and the hygienic practices of the vendors. Other aspects of street food vending that have been studied include the role of the business in the livelihood of the sellers, in Nigeria (Chukuezi, 2010) and interventions to improve the quality of street food vending for consumer safety, in South Africa (Martins, 2010). There has also been a study on the effects of globalization on the unorganised food sector, in India (Nath, 2010) as well as the policy implications of street food vending, in Bangkok (Nirathron, 2006). In Tanzania, Msoka (2007) gave an account of street food vending in Dar es Salaam over time, focussing on the challenges facing the vendors and the vulnerability of the business in the city. However, there appears to be a knowledge gap in as far as the details of street food vending, such as the structure, conduct and performance of the business, are concerned in Tanzania.

CHAPTER THREE

3.0 METHODOLOGY

This chapter describes location of study areas, research design and methodology used in data analyses.

3.1 Study Area Description

3.1.1 Location of the study area

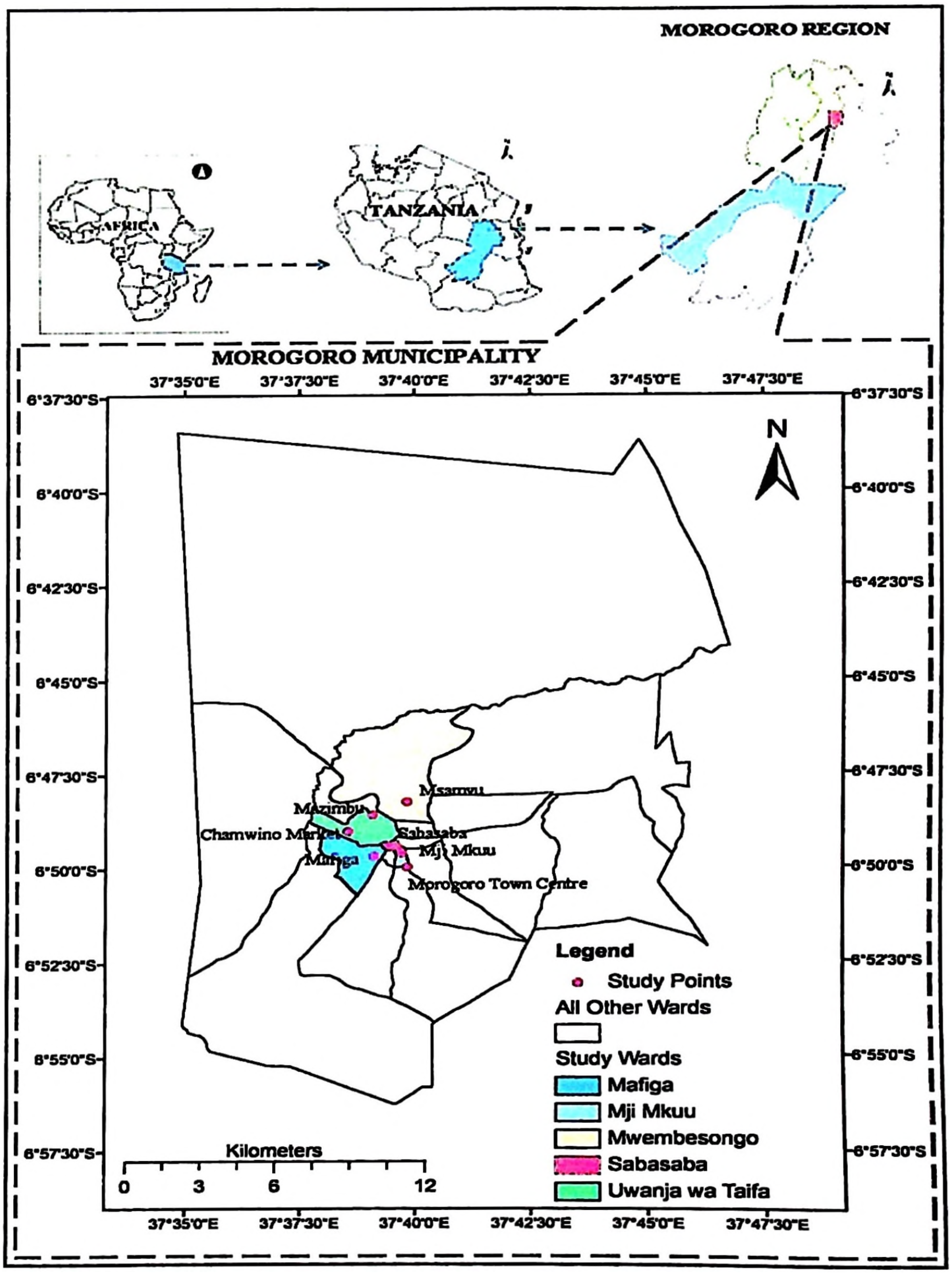
The research was conducted in Morogoro Municipality, the headquarters and commercial capital of Morogoro Region. Morogoro Region is one of the regions of Tanzania. The region is located at latitude 5^0 58'' and 10^0 0'' to the south of the equator and longitude 35^0 25'' and 35^0 30'' to the east of Greenwich. It is bordered to the north by the Tanga Region, to the east by the Coast Region, to the south by the Ruvuma Region and to the west by the Iringa and Dodoma Regions (URT, 2002).

3.1.2 Population of the study areas

According to the 2002 Tanzania National Census, the population of the Morogoro region was 1 759 809. In this census the population of the Morogoro municipality was 228 863. Morogoro municipality is bordered to the north by the Morogoro Rural District, to the east by the Coast Region, to the south by the Kilombero District and to the west by the Kilosa District.

3.2 Research Design

A cross-sectional study design was used in this study. Data were collected at a single point in time. This design is useful for descriptive purposes and determination of relationship between variable (Babbie, 1990). The design is important to utilize economic resources in terms of time and funds.



Source: Morogoro Municipal Council

Figure 2: **Map of the study area in Morogoro Municipality**

3.3 Sampling

Convenience sampling, a non-probability sampling method, was the sampling technique employed in this study. The method helped to maximize the time and effort placed on identifying the respondents, as there was no information on them that existed to be the basis of establishing the sampling frame. Through convenience sampling sellers of snacks and meals, fresh fruits sellers in the evening and their customers were indentified for structured interviews. Due to budget and time constraint, 118 sellers and 40 customers making a total sample of 158 respondents were finally interviewed (Table 1).

3.4 Selection of the Sample Areas

Selection of the sample locations was based on the nature of evening agri-food marketing activities (Table 1). The selected areas were categorized into two main groups, that is: town centre included Msamvu and town while periphery areas included Sabasaba, Chamwino, Mafiga road, Mazimbu and Mjimkuu. The choice of these areas was mainly based on the nature of street agri-food marketing activities and sellers' concentration.

3.5 Data Sources and Data collection

Data for this study were obtained from primary and secondary sources. Primary data collected for the problem under analysis were obtained from sellers and buyers through a structured questionnaire and direct observations at the street marketplaces. The major sources of secondary information included the Sokoine National Agriculture library (SNAL) and Internet.

Table 1: Location of the markets

Area	Snacks and meals sellers (n=69)		Fresh fruit sellers (n=49)		Total (N=118)	
	n	%	n	%	n	%
Town centre						
Morogoro town	28	40	23	47	51	43
Msamvu	19	28	6	13	25	22
Peripheral						
Sabasaba	2	3	2	4	4	3
Chamwino	15	22	3	6	18	15
Mafiga road	0	0	4	8	4	3
Mazimbu	0	0	2	4	2	2
Mjimkuu	5	7	9	18	14	12

The respondents intended in the study were evening sellers of street agri-food products and consumers of the same.

3.6 Data Analysis

The computer based statistical package for social science (SPSS) was used in the data analysis. Descriptive statistics such as means, standard deviations, range, percentages, were determined. The quantitative analysis involved the use of regression, gross margin analyses, market margin analyses and market concentration index.

3.6.1 Structure of street agri-food markets

Areas analysed under market structure include barriers to market entry and sellers' concentration.

a) Concentration Ratio (CR)

Vendor's concentration of the evening market of agri-food was calculated from the revenue accrued from sales to the four biggest consumers by the sampled vendors divided by the revenue accrued by all the sampled vendors in the study area. The ratios obtained help to understand the concentration of street evening market vendors (snacks and meals, fresh fruit) in the market using Khols and Uhl (1985) rule of thumb market concentration indicative indices. The results show that the seller's concentration (CI) indices for snacks and meals and fresh fruits were 20.6% and 19%, respectively. Kohls and Uhl (1985) suggest that a CI ≤ 33% is generally an indicator of an unconcentrated or competitive market structure, while a concentration ratio of 33% to 50% and above 50% may indicate a weak and strongly oligopolistic market structure, respectively.

In this study, market concentration of sellers was used to determine the degree of concentration of sellers in the market. As defined by (Pomeroy and Trinidad, 1995) market concentration is the number and size of distribution of sellers and/or buyers in the market. According to Kohls and Uhl (1990), the concentration ratio of over 50% is an indicator of strong monopolistic industry, 33-50% weak monopolistic industry, less than 33% is an indication of an un-concentrated industry. This distribution can be measured by an index known as sellers' concentration given in Equation (1):

$$CI = (MR / TR)X100 \quad \text{.......} \quad (1)$$

Where:

$CI =$ Concentration index of sellers

$MR =$ Revenue accrued to four big sellers among sampled sellers

$TR =$ Total revenue accrued to all sampled sellers in the study area.

b) Barriers to entry

Barrier to market entry was analysed by including specific questions in questionnaires about the size/number of sellers and existence of competition. Such responses were descriptively analyzed.

3.6.2 Market conduct

The analysis of market conduct aims at examining the buying and selling behaviour of various market participants. This involves the pricing methods, whether they have contracts or not, and some variables include ; price information, price mode used by the sellers for commodity fixing, form of price payments and awareness of prices prevailing in the nearby markets. Descriptive analysis was used to analyze the responses collected.

3.6.3 Performance of evening street agri-food enterprises

To analyze the of agri-food markets performance marketing margins and gross margins were determined. Furthermore, a multiple regression model was used to indentify determinants of profitability.

a) Gross margin analysis

To define the concept of gross margin, we first have to distinguish between variable and fixed cost. Variable cost are those that increase with or decrease as output changes, while fixed costs do not change as output changes (Cramer *et al.*, 2001). The gross margin is given by the difference between the gross income earned and the variable costs incurred (Makeham *et al.*; 1986) it is given by Equation (2):

$$GM_i = TR_i - TVC_i \quad \text{...} \quad (2)$$

Where:

GM_i = Average gross margin

TR_i = Average total revenue

TVC_i = Average variable costs

$i = 1 - n^{th}$ Producer/ seller

b) Marketing margin

The market margin is the difference between prices at two market levels. The term market margin is commonly used to refer to the difference between producer and consumer prices of an equivalent quantity and quality of a commodity. In addition, it is calculated as the difference between producers and retail prices. The market margin analysis was calculated as indicated by Equation (3):

$$Mm = Sprice - Bprice \quad \text{.........} \quad (3)$$

Where:

Mm = marketing margin

$Sprice$ = Selling price

$Bprice$ = Buying price

c) Multiple regression model

Regression analysis is statistical model that is concentrated with describing and evaluating relationship between a given variable (usually called dependent variable) and one or more other variable (usually independent variables). The mathematical model of their relationship is the regression equation. A regression equation contains estimates of one or more hypothesized regression parameters. These estimates are constructed using data for the variables from a sample. The estimates measure the relationship between the dependent variable and each of the independent variables. They also estimate the value of the dependent variable for a given value of each respective independent variable. Moreover, regression analysis can be used to predict outcome of a given dependent variable based on the interactions of other related explanatory variables. The multiple linear regression model was used to study the relationship between a dependent variable and one or more independent variables in order to address objective four.

The general form of the model takes the following form as indicated in Equation (4):

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 \pm ... + \beta_7 X_7 + \varepsilon \qquad (4)$$

Where:

Y is the dependent variable Profit measured in term of gross margin in Tsh

α = y-intercept

β_1 = parameters to be estimated (slope)

X_1= Place of the market

X_2= Product diversification

X_3= Years in school

X_4= Gender

X_5= Type of product

X_6 = Source of capital

X_7 =Selling experience

ε= error term.

3.7 Definitions of Dependent and Explanatory Variables

The formation of the model was based on a number of working hypotheses. It was hypothesized that a seller's profit is influenced by the additive effects of a number of factors related to the seller's goals and means of achieving them. The following variables in the model were hypothesized to influence the profitability of evening market in different directions that is positive or negative.

a) Gender of the respondent: was a dummy variable constructed by assuming '1' for women '0' for men. Gender was expected to have a negative influence to the profit. The assumption made was that the street evening market is not profitable to the women. This could be attributed by factors such as security of the business as it is not safe for women to sell at night as compared to men in case one wants to extend the business hours, selling food during evening is a hard work especially for women it requires more energy and most of the time it requires one to stand for long. It was hypothesized that gender is negatively related to the profit.

b) Years in school of the respondent: was measured in years. Literacy level will increase seller's ability to obtain, process, and use information that will enable him/her to make a profit. It was hypothesized that education is positively related to the profit.

c) Place of the market: was a dummy variable constructed by giving '1' if the business was town centre '0' if it was peripheral. It was expected to have a positive influence on the profit. The assumption made was suggested that sellers concentrated at town centre were likely to have gained higher profit because they will have better access to frequent customers' visits, market information and could adopt better technologies that would increase their marketable supply of evening agri-food products.

d) Selling experience: was measured in month the seller has been in the business. It is refers to the number of month the seller engaged in evening agri-foods business and was expected to influence the profitability of the evening market positively. Sellers who had more experience in the business, have a higher chance of increasing production, supply and hence more profit. Moreover, sellers with longer selling experience will have a cumulative knowledge of the entire selling environment including customers and the preferred products. This in turn, enables them to adopt most improved ways of attracting customers and earning more profit than sellers with short selling experience.

e) Type of business was a dummy variable constructed by giving '1' if seller dealt with snacks and meals products '0' if the handled product was fresh produce (fruits). This was expected to have a positive influence on the profit. The assumption was that the sellers who sold snacks and meals products earned higher profit than those who sold fresh products because sellers who sold the snacks and meals products could make arrange of differentiated agri-food products from the available inputs. This would likely to increase their profits than those who sold fresh products.

f) Level of diversification: refer to the number of agri-food items per seller. This was expected to have a positive influence on the profitability. This means, sellers who had different types of products gained higher profit than the ones with less number of products. This is attributed by reasons like risk spreads and exploitation of a diversified consumer demand. For seller with a diversified line of business is more likely to receive many consumers due to the availability of different types of foods as compared to the one who have not diversified. Moreover, the one with a diversified business has a better chance of spreading risk and hence ensuring the profit maximization as compared to the one who has not.

g) Source of capital: was a dummy '1' if the sellers got assistance from external sources '0' if used own saving as source of capital . The assumption made was that the sellers who were able to source capital from outside from friends, relatives and moneylenders would have acquired a relatively sizeable start-up capital. The street evening food vendors are potentially a sort of poor urban dwellers that can hardly mobilize own saving to form a tangible business capital, hence are likely to be capital constrained. It was hypothesized that source of capital has positively related to the profit.

3.8 Multicollinearity Diagnostic

Multicollinearity is one the problem in OLS estimations (e.g. in linear regression models) and non-linear estimations (e.g. in logistic regression models) when using cross section data. It describes a situation in which one or more of the dependent variables are highly correlated (Menard, 2002). This situation make difficult to identify and separate effects of each variable in the model, the sample variance of the unknown parameters can be large estimates of parameters and may not appear significantly different from zero even though the F-test for functions of the correlated variables may be large.

3.8.1 Measures of multicollinearity

Measuring multicollinearity can be done in a number of ways including (Guido and Sayan, 2006). Simple correlation among regressors (set of independent variables). If correlation coefficient is greater than 0.8 or 0.9, then multicollinearity is a serious problem. Variance inflation factor (VIF), if VIF of five or greater indicates severe multicollinearity. Condition number (CN), if CN is greater than 20 indicates substantial multicollinearity.

According to Allison (2003) simple correlation among independent variable and condition number are not sufficient because variation of an independent variable could not be explained by all the other independent variables and do not show how much the standard error of the estimation is inflated by the multicollinearity but the VIF solves the above stated weakness.

This study used VIF because of its strength to capture how much the standard error of the estimation is inflated by the multicollinearity. The results show all VIF values are less than 5 signifying absence of multicollinearity (regression results).

CHAPTER FOUR

4.0 RESULTS AND DISCUSSION

4.1 An Overview

This chapter presents the results of descriptive and econometric analyses that directly address the specific objectives. However, specific results addressing the objectives are preceded by the characterization of the evening street agri-food business sector. The general characteristics of the sampled farm households and agri-food sellers and consumers are presented in Appendix 1.

4.2 Characterization of Evening Street Agri-Food Business Sector

4.2.1 Location of the evening markets

The results in Table 2 show the location of the evening markets surveyed during the study in Morogoro Municipality. Sixty five percent of the respondents were from the town centre. On the other hand, 35% of the respondents were from the periphery. The high concentration of the evening market in the town centre could probably be associated with the continued presence and activity of people in the town centre beyond dusk. This is a time when most people close the day's business and purchase food items either for immediate consumption or pick-and-carry for domestic consumption. Msamvu bus terminal was classified as "town centre" therefore, the presence of high numbers of long distance passengers using Msamvu as a transit route frequently purchase snacks and meals for consumption on their journeys.

Table 2: Location of the evening markets

Items	Snacks and meals sellers (n=69)		Fresh fruit seller (n=49)		Total (N=118)	
	n	%	n	%	n	%
Town centre	47	68	30	61	77	65
Peripheral	22	32	19	39	41	35

4.2.2 Nature of business

The results in Table 3 show that majority of the respondents (73%) operated the business during the evening and daytime. Slightly more than a quarter (27%) of the respondent sellers were operating only in the evening while engaged in other income activities during the daytime. Those also working during the daytime are basically "moonlighters" involved in dual or multiple jobs that complement each other in income generation.

Table 3: Business nature of respondent sellers'

Nature of business	Snacks and meals sellers (n=69)		Fresh fruit sellers (n=49)		Total (N=118)	
	n	%	n	%	n	%
Evening and day time	19	27	13	26	32	27
Evening only	50	73	36	74	86	73

4.2.3 Source of business capital

The results in Table 4 show that 69% of sellers used their savings as the source of capital to start their business. While 27% of them got the capital from relatives and moneylenders, only a small proportion (4%) got the capital as assistance from friends. This implies that their capital base is still low due to inaccessibility to formal credit from the banks and financial intermediaries, grants or any other funds from the government since they are not officially registered.

Table 4: Source of business capital

Source of capital	Snacks and meals sellers (n=69)		Fresh fruit sellers (n=49)		Total (N=118)	
	n	%	n	%	n	%
Own saving	55	80	26	53	81	69
Relative/moneylenders	12	17	20	41	32	27
Assistance from friends/colleagues	2	3	3	6	5	4

4.2.4 Start-up capital

The results in Table 5 show that the overall average capital for the town centre is TAS 46 868 compared to TAS 152 412 for the periphery markets, with a median of 27 500 and 35 000, respectively. A typical seller of fresh fruits in the periphery invests twice as much the money a seller in town centre invests. This implies that sellers in the periphery invest more due to the addition of input transporting cost from town to where they doing the business. However, they earning less profit than sellers from town centre.

Table 5: Start-up capital of respondent sellers'

Items	Snacks and meals sellers (n=69)		Fresh fruits sellers (N=49)	
	Town centre	Peripheral	Town centre	Peripheral
Mean	71 702	55 773	22 033	25 105
Median	45 000	50 000	10 000	20 000
St. dev	74 119	45 216	30 680	19 894
Minimum	5 000	10 000	5 000	5 000
Maximum	300 000	200 000	150 000	80 000

4.2.5 Activities

According to Table 6 the results show that 60% of the respondents did not have any business before entering in the evening market, while 40% had other business before entering the evening market. The reasons given for leaving those businesses to enter the evening market were lack of significant profit (43%), low wags payment (42%) and health problems (15%).

Table 6: Activities of respondent sellers

Items	Snacks and meals sellers		Fresh fruit seller		Total	
	n	%	n	%	n	%
Business before						
Yes	30	44	17	35	47	40
No	39	56	32	65	71	60
Reason for change the business						
Not profit	14	47	6	35.3	20	43
Non payment	11	36	9	52.9	20	42
Health problem	5	17	2	11.8	7	15

4.2.6 Source of income

In Table 7, the results show that 84% of the respondents derived their income from evening business, 9% of the respondents besides evening business were also involved in doing other business during the daytime and 7% were involved in farming. This indicates that majority of the respondents depend on evening business as source of their income.

4.2.7 Premises for evening agri-food markets

The results in Table 8 show that 58% of the respondents had specific premises for operating their businesses, while 42% of them did not have the specific premises for Majority of the sellers (91%) who rented in the place had contracts with the owners of the premises, while the rest did not have any contract with the owners of the premises.

Table 7: Source of income

Source of income	Snacks and meals sellers (n=69)		Fresh fruit sellers (n=49)		Total (N=118)	
	n	%	n	%	n	%
SF business: Evening	54	78	45	92	99	84
SF business: Daytime & Evening	9	13	1	2	10	9
SF business: Evening & farming	6	9	3	6	9	7

Table 8: Specific place for the business

Items	Snacks and meals sellers		Fresh fruit sellers		Total	
	n	%	n	%	n	%
Specific place for the business						
Yes	55	80	13	27	68	58
No	14	20	36	73	50	42
Ownerships						
Owned	1	2	0	0	1	2
Rented	41	75	4	31	45	66
Shared	2	3	0	0	2	3
Free premise	11	20	9	69	20	29
Contract with owner						
Yes	37	90	4	100	41	91
No	4	10	0	0	4	8

4.3 Structure of the Evening Street agri-food Markets

Market structure was measured in terms of the degree of seller's concentration and the existence of barriers of entry.

4.3.1 Seller's concentration

The results in Table 9 indicate that the evening agri-food market is a competitive market because the CR values for both snacks and meals and fresh fruits are less than 33%. In a competitive market, a normal profit is encouraged which limits any tendency for customers services and satisfaction levels to fall.

Table 9: Concentration ratio

Items	Snacks and meals market	Fresh fruit market
Revenue accrued to four big sellers among sampled sellers	873 900	234 000
Revenue accrued to all sampled sellers in the study area	423 370	123 230
Concentration Ratio (%)	20.6	19

4.3.2 Barriers to market entry

The barriers to market entry were assessed qualitatively from the responses on specific questions in questionnaires that captured the market constraints faced by sellers.

4.3.2.1 Existence of competition

From Table 10, majority of the respondents (81%) said there was competition in the market while 19% said there was no competition. This indicates that there is competition due to many sellers in one place selling the similar commodities.

Table 10: Presence of competition

Existence of competition	Snacks and meals sellers (n=69)		Fresh fruit sellers (n=49)		Total (N=118)	
	n	%	n	%	n	%
Yes	58	84	38	78	96	81
No	11	16	11	22	22	19

4.3.2.2 Barriers of entry into the market

The barriers to entry into the market reflect the competitive relationships between existing traders and potential entrants. If the barriers to entry are low, new sellers can easily enter into evening markets and compete with established sellers. The results in

Table 11 shows that 86% of the respondents felt that there were no any barriers to entry of the evening street markets, while 14% felt that there were barriers to entry. This is an indication there are low barriers to enter the evening market business due to low transaction costs including absence of licensing requirement, low capital requirement and security and safety at night.

Table 11: Market barriers

Barriers to market	Snacks and meals sellers (n=69)		Fresh fruit sellers (n=49)		Total (N=118)	
	n	%	n	%	n	%
Yes	13	19	3	6	16	14
No	56	81	46	94	102	86

4.4 Market Conduct

The analysis of market conduct aimed at examining the buying and selling behaviour of various market participants. This involved the pricing methods. presence/absence of contracts, and presence of any formal or informal organization, which can have impact in competitiveness in the marketplaces. The indicators of market conduct addressed in the study include price information and pricing issues.

4.4.1 Price information

The results in Table 12 show that the majority of the evening agri-food sellers (56%) got price information from their fellow sellers, while 44% got price information by visiting the marketplaces. These results imply that the interaction among the food sellers is very high.

Table 12: Price information

Price information	Snacks and meals sellers (n=69)		Fresh fruit sellers (n=49)		Total (N=118)	
	n	%	n	%	n	%
Fellow sellers	55	80	11	22	66	56
Visit market places	14	20	38	78	52	44

4.4.2 Commodity pricing

The results in Table 13 show that 74% of the respondents used competitor-pricing strategy, while 26% used cost-plus pricing strategy. The plausible reason for the wide adoption of the competitor-pricing strategy to fix the commodity prices in the evening markets was probably due to the high market competition. For the vendors that adopted the competitor-pricing strategy, anecdotal evidence showed that differentiation was in terms of service provision to overcome the competition in the market. On the other hand, for the sellers who used cost-plus pricing strategy, the strategy was differentiated in terms of price, higher commodity quality and service provision.

Table 13: Price of the commodity fixing

Price of the commodity fixing	Snacks and meals sellers (n=69)		Fresh fruit sellers (n=49)		Total (N=118)	
	n	%	n	%	n	%
Competitor price based	46	67	41	84	87	74
Cost-plus price	23	33	8	16	31	26

4.4.3 Awareness of prices prevailing in the nearby markets

The results in Table 14 show that 73% of the sellers were aware of prices prevailing in the nearby markets, while 27% were not aware of the price prevailing in the nearby market. These results imply that the interaction among the sellers is very high which also indicates a high integration of the marketplaces.

Table 14: Awareness of prices prevailing

Awareness of prices prevailing	Snacks and meals sellers (n=69)		Fresh fruit sellers (n=49)		Total (N=118)	
	n	%	n	%	n	%
Yes	57	83	29	59	86	73
No	12	17	20	41	32	27

4.5 Source of Raw Materials

The results in Table 15 show that 52% of the respondents got their raw materials from local traders, while 30% got from wholesalers and 18% got from the farmers. Majority of the respondents bought raw material immediately (89%), while few bought after selling the commodity (11%). This implies that majority of the respondents bought the raw material from local traders to simply limit the transport costs given their low capital base.

Table 15: Raw material

Items	Snacks and meals sellers (n=69)		Fresh fruit sellers (n=49)		Total (N=118)	
	n	%	n	%	n	%
Source of raw material						
Farmers	1	2	20	41	21	18
Local traders	47	68	15	30	62	52
Whole sellers	21	30	14	29	35	30
Payment nature for raw material						
Immediately	62	90	43	88	105	89
After selling commodity	7	10	6	12	13	11

4.5.1 Problem for getting raw material

The results in Table 16 show that 49% of the respondents faced problems to acquire the raw materials, while 51% did not face any problems. Table 16 summarizes the basic problems identified and prioritized by the sample sellers. The basic problems faced by agri-food sellers' during the survey were high and unstable price (67%). Other problems included competition with shortage in supply and low quality of raw material.

Table 16: **Problem for getting raw material**

Items		Snacks and meals sellers (n=69)		Fresh fruit sellers (n=49)		Total (N=118)	
		n	%	n	%	n	%
Problem of input	Yes	32	46.4	26	53.1	58	49
	No	37	53.6	23	46.9	60	51
Type of the problem							
Low quality of material	Yes	4	12	10	38	14	24
	No	28	88	16	62	44	76
High and unstable price	Yes	23	72	16	62	39	67
	No	9	28	10	38	19	33
Shortage in supply	Yes	16	50	16	62	32	55
	No	16	50	10	38	26	45

4.6 Local Authority Intervention

According to the results in Table 59% of the respondents reported no supportive intervention from local authority in their business, while 41% reported a sort of an intervention. This was harassment involving chasing them away from the marketplaces as reported by 86% of the respondents. In addition, a few of the sellers reported some disturbances from municipal health workers and municipal cleaners. Such problems come into play likely because of non-formalization of the street evening businesses.

Table 17: **Local authority intervention**

Items	Snacks and meals sellers (n=69)		Fresh fruit sellers (n=49)		Total (N=118)	
	n	%	n	%	n	%
Local authority intervene						
Yes	21	30	28	57	49	41
No	48	70	21	43	69	59
Kind of intervention they make						
Chased away	15	71	27	96	42	86
Disturbance from municipal	2	10	1	4	3	6
Municipal cleaners	4	19	0	0	4	8

4.7 Business Formalization

The results in the Table 18 show that all the sellers (100%) were involved in informal business with no official permit to do such business. However, this business is expanding and more people are getting in to it. This implies that in the future this business will give more contribution in the economy particularly in addressing whom poverty and unemployment. Therefore, formalization of such business a long, with other policy supports to such business is capital.

Table 18: Permit to do the business

Permit to do the business	Snacks and meals sellers (n=69)		Fresh fruit sellers (n=49)		Total (N=118)	
	n	%	n	%	n	%
Yes	0	0	0	0	0	0
No	69	100	49	100	118	100

4.8 Taxes and Fees

The results in the Fig. 4 indicate that majority of the respondents (84%) did not pay taxes or fees, while a few of them (16%) paid some taxes. This indicates that the evening marketing businesses were not formally registered entities by the municipal authority. However, a few sellers do pay some fees directly to municipal cleaners.

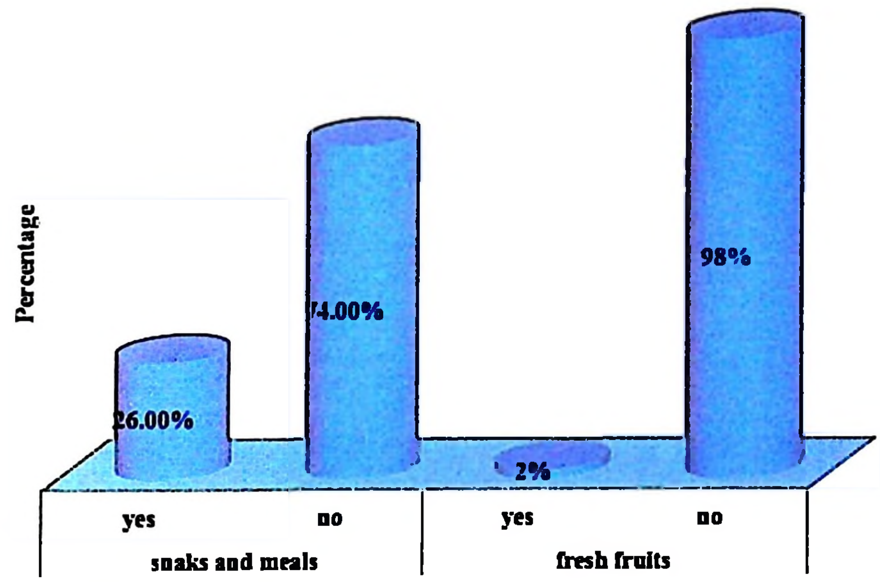


Figure 3: **Overall taxes and fees for Sank-meals and fresh fruits**

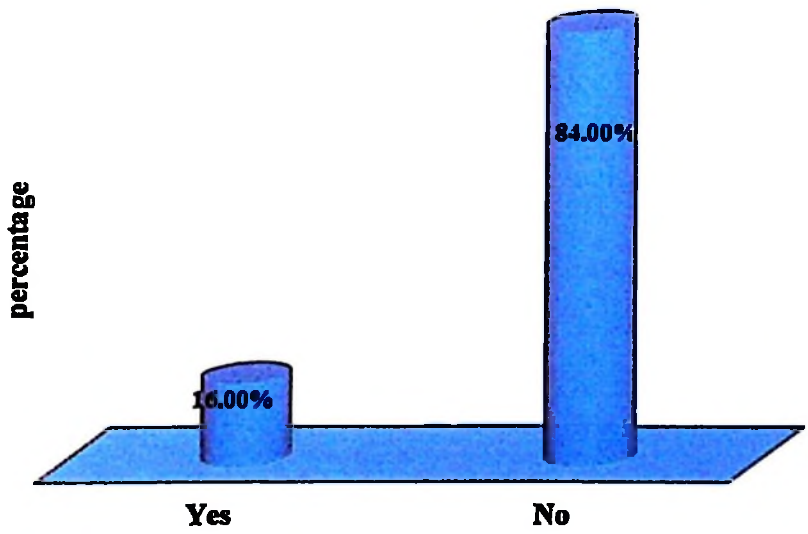


Figure 4: **Total taxes and fees payment by sellers**

4.9 Profitability of Evening Agri-food Marketing Enterprise

4.9.1 Levels of profits from different sub-sectors

The gross margin (GM) of the different type of agri-food is shown in Table 18 and the details of the GM calculation are in Appendix 2. Table 19 shows that snacks and meal sellers had higher gross margin than fresh fruit sellers. GM of the snacks and meals sellers at town centre market (TAS 41 609) was more than double that of those in the periphery markets (TAS 19 509) and showed a statistically significant difference at (P<0.05). The sellers concentrated at town centre markets were likely to have gained higher profit probably because they had better access to a large and frequent clientele base, better access to market information and could adopt relatively better technologies and hygiene that increased their market share hence profits.

Table 19: Gross margin of agri-food products

Items	Snacks and meals (n=69)		Fresh fruits (n=49)	
	Town centre	Peripheral	Town centre	Peripheral
Gross margin in TAS/day (Mean)	41 609	19 509	11 507	12 363
Gross margin in TAS/day (Median)	30 300	15 225	9 410	12 500
Gross margin in TAS/day (St. Dev.)	36 026	15 043	71 814	76 249
Gross margin in TAS/day (Minimum)	4 250	1 000	2 500	2 000
Gross margin in TAS/day (Maximum)	165 000	52 900	33 000	27 500
Gross margin in TAS/day (1st quartile)	14 500	9 238	7 500	5 000
Gross margin in TAS/day (3rd quartile)	58 600	24 925	15 000	17 500

t-test based mean comparisons:

Snacks and meals town centre Vs peripheral: t = 2.758***

Fresh fruit town centre Vs peripheral -t = 0.397

Snacks and meals Vs fresh fruit in town centre t = 8.724***

*** Significant at P<0.05

4.9.2 Marketing margins

Results in Table 20 summarize different indicators of marketing margins for the evening market. Quantities purchased and sold for each product are shown in Table 20. Average purchased price and sold price for each product were calculated. Market margin was determined from difference between average sold price and purchased prices. Fresh fruits sellers' got low market margin than snacks and meals sellers. low margin could be due to selling without specific measure of quantities sold. Positive values indicate that the market margin is related to buying price and selling prices. This indicates that price changes are being passed on to the subsequent channel level. This is an indication that sellers earn minimum profits (which reflects market cost).

Table 20: Market margin

Items (per day)	Snacks and meals (n=69)		Fresh fruits (n=49)	
	Town centre	Peripheral	Town centre	Peripheral
Average Selling price	16 204	89 636	294	38 684
Average buying price	14 272	84 377	187	25 105
Market margin	19 325	52 591	107	13 579

4.9.3 Determinants of profitability

The results for all VIF values were ranging from 1.014 to 1.524 and the condition index values were ranging from 1.000 to 9.454. This shows absence of multicollinearity among the selected predictor variables in the profitability regression model. According to Ayyangar (2007), for VIF > 5 and values of condition index > 20, multicollinearity is severe among the variables. Therefore, multicollinearity was not a problem that could confound the description of profitability with the selected predictor variables.

The statistical diagnostic of the model indicate that the model fitted the data well as indicated by the significance of model in ANOVA (P<0.05). However, the R^2 which measures how much of the variation in the dependent variable is explained by the independent variables, was relatively small, i.e. 28%. This means, the fitted independent variables explained slightly over a quarter of the variation in profitability and the remaining (i.e. 72%) was explained by other factors not studied and possible sampling and measurement errors. It should be noted that by having a relatively lower R^2 does not mean that the specification of the model was wrong (see Maddala (1991) cited by Swai (2008).

Table 21 shows result from a regression analysis of the determinants of profitability. The results show that product diversification, type of product and gender had a significant influence on profitability. The coefficient of product diversification had a positive significant ($P < 0.05$) relationship with profitability. This means that, sellers who sold different types of products gained higher profit than the ones with less number of products as witnessed by the positive and highly significant coefficient of product diversification of the sellers. This could be attributed to reasons like risk spreads and exploitation of a diversified consumer demand. Therefore, this implies that a seller with a diversified line of business was more likely to receive many consumers due to the availability of different types of foods as compared to the one who did not diversify, in turn this might be a factor for an increase of profit. Moreover, with a diversified business risk spread would be better thus ensuring profit maximization as compared to the non-diversified business.

The coefficient of type of product was statistically significant ($P < 0.05$) and positively related to the profitability. This supported the hypothesis that the type of product positively influences profit margin. Any seller who sold snacks and meals products earned higher profit than those who sold fresh products. This is because sellers who sold snacks and meals could make different kinds of products from the available agri-food inputs and increase their profits than those who sold fresh products. Another reason could be that many customers prefer to eat snacks and meals products at evening time rather than fresh products, which could have been an added advantage to them as a factor of increasing profit.

Also gender had significant negative relationship with the profit ($P < 0.05$) as anticipated revealing that women received lower profit as compared to men. This could be attributed to factors such as security of the business it is not safe for women to sell at night as compared to men, they work shorter hours shouldering also household responsibilities, selling food during evening is a hard work especially for women as it requires more energy and most of the time it requires one to stand.

Table 21: Variable coefficient from regression analysis

Items	Descriptive		Beta. coefficient	t	Sig.
	Mean	St.dev.			
(Constant)			12650.1	1.616	0.109
Place of the market dummy (1= town centre)	0.644	0.4808	6471.4	1.308	0.194
Product diversification (discrete)	2.864	2.0710	3701.3	2.852	0.005**
Years in school (discrete)	6.178	2.7195	-679.5	-0.761	0.448
Gender dummy (1=women)	0.551	0.4995	-10848.8	-2.216	0.029**
Type of products dummy(1=snacks and meals products)	0.585	0.4949	12933.1	2.320	0.022**
Source of capital dummy (1= assistant from others)	0.331	0.4724	2618.3	0.532	0.596
Selling experience (month)	27.254	23.023	-20.11	-0.206	0.837

$R^2 = 0.279$; significance of the model $P<0.05$, VIF = 1.014 to 1.524, ** Significant at $P<0.05$

4.10 Consumption of Street Agri-foods in the Evening Markets

4.10.1 Socio-economic characteristics of the consumers

Table 22 shows selected characteristics of consumer respondents which include age, size, education level, gender, marital status and number of years in school. The data show that 65% of the consumers were in the age group of 18 - 35 years, and 28% of the sample respondents were in the age group of 36 - 60 years, about 5% of the consumer heads lie in the age range of > 60 years. The overall mean age and median age of the consumers were 33 and 31 years, respectively. This means that the age segment of urban consumers fond of street evening foods is those in their youthful age. The average household size of the interviewed consumers was four members with 40% of them living singly in their household. About a quarter (23%) of the consumers interviewed attained university education level. This proportionally exceeded those whose highest education levels were secondary (35%) and primary (28%). This implies that the urban young elites are main customers of street evening foods.

Table 22: Socio-economic characteristics of the consumers

Items	Frequency	Percentage
Age of respondent		
< 18	1	2
18-35	26	65
36-60	11	28
> 60	2	5
Average age		33
Median		31
Minimum		15
Maximum		80
Sex of Respondent		
Male	33	83
Female	7	17
Total	40	100
Marital status		
Single	20	50
Married	20	50
Total	40	100
House hold size		
1	16	40
2-5	14	35
> 5	10	25
Total	40	100
Average		4
Education		
Primary	11	28
O level secondary	14	35
A level secondary	2	5
College	3	7
University	9	23
No formal education	1	2
Total	40	100

Source: Field Survey (2011)

4.10.2 Migration

The results in Table 23 show that 55% of the consumers were non-migrants, while 45% migrated into Morogoro municipality. Immigrant consumers were mainly from Arusha, Dar-es-salaam, Dodoma, Iringa, Moshi, Tanga, Mwanza and Shinganga regions. 50% of consumers migrated into the area because of work, while the remaining 50% migrated because of studies. Morogoro municipality hosts three Universities namely Sokoine University of Agriculture (SUA), Muslim University of Morogoro (MUM) and Jordan University.

4.10.3 Source of income for consumers

Table 24 shows the source of income of consumer respondents. The results show that, 51% of respondents derive their income from business, 17% of respondents get the income from the student allowance, and 10% derive their income from business and farming. Other income sources were family remittances (8%), farming (3%), juice seller (3%), painter (3%), and street vending of industrial consumables (5%).

Table 23: Migration of consumers

Items	Frequency	Percentage
Did you migrate into Morogogo?		
Yes	18	45
No	22	55
Total	**40**	**100**
Where did you migrate from?		
Arusha	1	5
Dares-salaam	2	11
Dodoma	1	5
Iringa	1	5
Moshi	3	17
Mwanza	4	23
Shinganga	1	5
Tanga	5	29
Total	**18**	**100**
Reason of migration		
Work	9	50
Studies	9	50
Total	**18**	**100**

Table 24: Source of income for consumers

Source of income	Frequency	Percentage
Student allowance	7	17
Business	21	51
Business/farming	4	10
Family	3	8
Farming	1	3
Juice seller	1	3
Painter	1	3
Street vender	2	5
Total	**40**	**100.0**

4.10.4 Reason of eating out

Figure 5 shows that 38% of respondents ate outside the home because of regular outings with friends, 35% wanted to save time and money, while 25% ate outside because of pleasure and only 2% ate out because of convenience as they could not eat or cook at home. Therefore, eating out during the evening is mainly driven by friendly company, convenience and saving time and money.

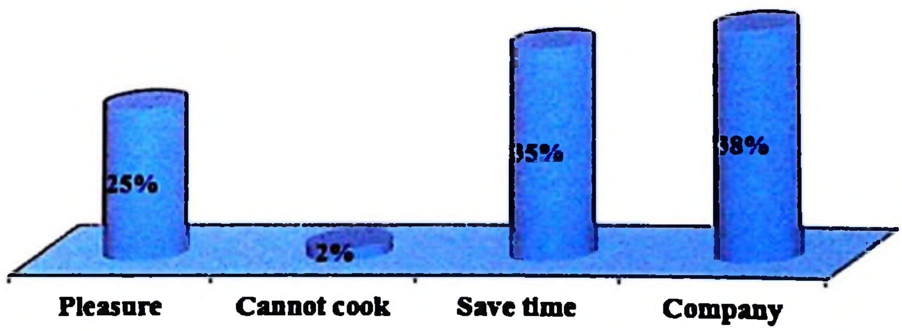


Figure 5: Reason of eating out of home

4.10.5 Consumer food preferences

Figure 6 shows consumer food preferences. According to survey results, most of the consumers (40%) preferred to eat fried banana with beef barbeque "*mishikaki*", while 7% liked chips with chicken. This pattern of food preference could be linked to consumer tastes, level of income or food safety concerns among others For example fried banana with meat is not expensive compared to the chips with chicken.

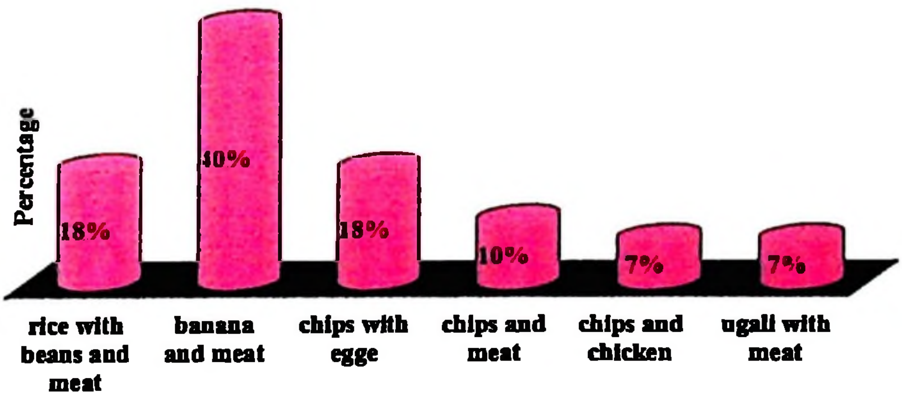


Figure 6: **Type of foods respondents like**

4.10.6 Reasons for prefer the evening market foods

Results in Fig. 7 indicate that 58% of the consumers preferred the evening street food because it is cheap compared to the foods from the restaurants and hotels, 35% thought it was well prepared, and 5% of those consumers mentioned that they prefer this kind of foods because they want to get satisfied at a low price. This implies that consumers had low level of income and therefore this led them to go for the evening street food.

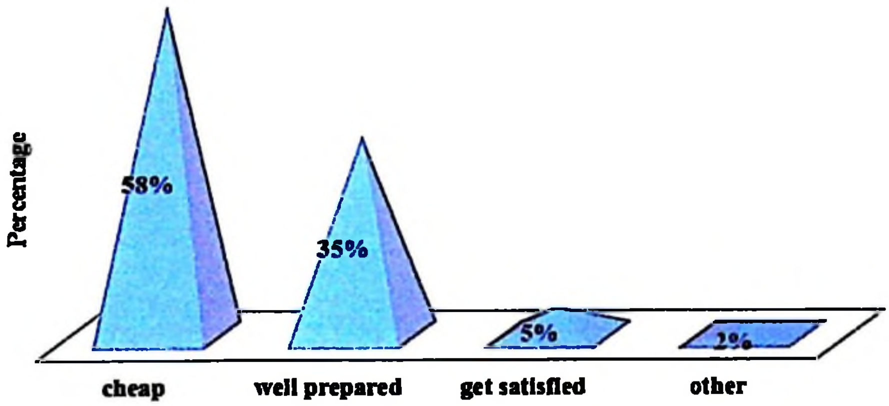


Figure 7: Reason for preference the street evening foods

4.10.7 Consumer preferential opinions on street evening agri- food marketplaces

Table 25 shows that 73% of the customers were satisfied and liked the market places, 27% did not like the places. Of those who liked the places their preference was due to the taste food (28%), while 24% liked the places because their close to their residency, 24% liked the treatment they received from sellers, 21% liked the place because the food sold there was cheaper compared to other places and only 3% felt the places to be clean.

Table 25: Preferences of street evening agri-food places

Items	Frequency	Percentage
Do you prefer this place?		
Yes	29	73
No	11	27
Total	**40**	**100**
Reason of preference		
Clean	1	3
Cheap	6	21
Near	7	24
Good taste	8	28
Good treatment receive from sellers	7	24
Total	**29**	**100**

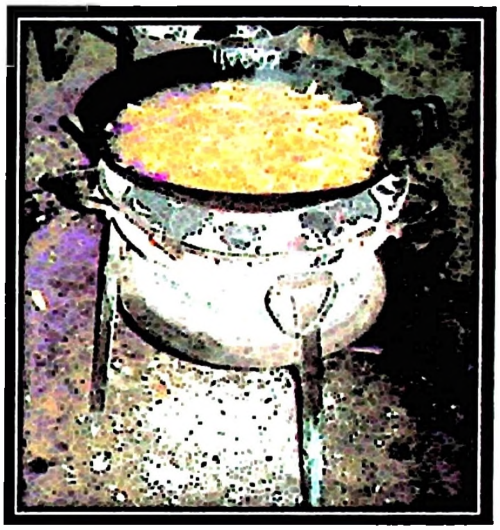
4.10.8 Improvement pathways suggested by consumers

Table 26 shows the ways suggested by consumers for improvement of the evening street markets. 28% of the consumers suggested that the municipal authority should find good places that are strategic and hygienic for the street evening markets. 17% suggested education to sellers to improve business skills and handling practices. 15% of consumers suggested a need to improve access to credit and finance to sellers in the street evening agri-food marketing businesses and 10% called for improvement of hygiene of the market place and food preparation. This implies that sellers have to improve the cleanliness and the way they prepared the meals so as to attract consumers and gain more profit. Further, government had to find a way to help sellers in the street evening business.

Table 26: Suggestions from customers in evening market improvement

Suggestions	Frequency	Percentage
No suggestion	10	25
Government should find good place and hygiene environment	11	28
Meal to be well prepared	2	5
Government provide loan with lower interest	6	15
Government should educate the sellers for improving business skill	7	17
Seller improve cleaning the food and place	4	10
Total	**40**	**100**

Chicken and *mishikaki* barbecue



Chips

Roasted Banana

Fruits

Figure 8: Different foods and fruits in the evening market, Morogoro

CHAPTER FIVE

5.0 CONCLUSIONS AND RECOMMENDATIONS

The aim of the research was to assess performance of street evening marketing of agri-food products in morogoro municipality. The Specific objective were (i) To examine the structure of evening agri-food street markets in Morogoro municipality (ii) To assess the conduct evening agri-food markets. (iii) to analyze the performance of evening agri-food enterprises in terms of cost and profitability, (iv) to identify factors underlying profitability of evening agri-food markets. This chapter presents conclusion and recommendations emanating from the major finding of the study and subsequent discussion.

5.1 Conclusions

5.1.1 Market structure

The results from this study revealed that the evening agri-food marketing business is competitive based on Concentration Index (CI) values for both foods and fruits that were less than 33%. In a competitive market, a normal profit is encouraged which limits any tendency for customers services and satisfaction levels to fall. The business faced no major barriers to entry. Also the results indicate that there is competition in the evening market due to many small sellers in one place selling more or less similar commodities.

5.1.2 Market conduct

The results from this study revealed that the major source of price information in the evening market of agri-food was from their fellow sellers. These results imply that the interaction among the food sellers is very high. The study also indicated that most of the respondents were using the competitor pricing strategy to fix the price of their commodities. The plausible reason for the wide adoption of the competitor-pricing strategy to fix the commodity prices in the evening markets was probably due to the high market competition.

5.1.3 Market performance

The market performance in terms of market margins for the snacks and meals and fresh fruit businesses were positive in both town centre and periphery. The study also shows that sellers are earning normal profits, which cover market cost. In addition, the results from gross margins showed that snacks and meals sellers had higher gross margin than fresh fruit sellers. Further, the gross margin of the snacks and meals town centre market was more than double that of periphery markets and showed a statistically significant difference at ($P<0.05$). The sellers concentrated at town centre markets were likely to gain higher profit probably because they had better access to a large and frequent clientele base, better access to market information and could adopt better technologies and hygienic practise.

5.2 Recommendations

Based on findings of this study, the following are the recommendations for improving the evening markets of agri-food in Morogoro municipality.

5.2.1 Specific place and permit for the business

Local government in Morogoro should allocate suitable areas for street sellers to conduct their businesses. Agri-food sellers should be given legal permits to run their business and to be legally registered entities to avoid harassment from unscrupulous municipality officials.

5.2.2 Access to credit

Local government through municipality cooperative officers should facilitate street evening sellers to form saving and credit cooperatives society (SACCOs) as an alternative to formal banks. This is because through SACCOs. sellers can operate their saving accounts and access credit on relatively simple regulations. The cooperatives need to be facilitated in accessing credits from commercial banks, for example through guaranteed lending and proper interest rate policy, in order to increase their capital assets.

5.2.3 Improving hygiene of the premises and food preparation

The environmental Health Officers should not only act as enforcers of regulations by policing, but also as trainers and educators to assist the street vendors to become better established and aware of the basic hygienic principles. Sellers should take care of the environmental hygiene. They should produce cleaner foodstuffs as well as conduct their business under more hygiene conditions.

5.2.4 Formation of sellers association

It will be beneficial for food vendors to come together and organise themselves into an association to collectively voice their needs and for easier regulation and capacity by the municipal authority and other development stakeholders. It is further recommended that studies on evening street market need to be undertaken in other urban in Tanzania to improve their operating system and efficiency.

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APPENDICES

Appendix 1: Characteristics of sample sellers' households

This section provides the profile of the sample respondents with regard to their age, sex, education level and marital status.

4.1.1. Household Characteristics

About 75% of the household's heads were in the age group of 21-40 and 17% of the sample respondent was in the age group of 41-66 years (Table 27). About 8% of the household heads lie in the age range of 18-20. The overall mean age of the respondents was 33 this shows most of respondents are in the category of economically active age, which are regarded to have enough energy to do the business in the evening and most of the time working while standing.

Table 27: Age of Respondents

Items	Snacks and meals (69)	Fresh fruits (49)	Total (118)
Average age	32	33	33
Median	32	30	32
St. Dev	10	11	10
Minimum	18	18	18
Maximum	60	66	66
Age group	**% distribution within the group**		
18- 20	9	8	8
21 – 40	75	74	75
41 – 66	16	18	17
Average of household size	5	4	5

The average family size of the sample farmers during the survey period was five persons, with maximum and minimum family size of fifteen respectively. These figures are 5 and 4 persons for food sellers and fruit sellers in that order (Table 27).

4.1.2 Sex and Marital Status of Respondents

The interviewed sample sellers 45% were male while 55% were female; this is due to the facts that female were more willing and were free to respond to the questionnaires. As far as the marital status are concerned in the business, the results revealed that majority of respondents 48% were married. in terms of marriage, 42% were single, 7% were widow and few 3 were divorced or separated (Table 28).

Table 28: Sex and Marital Status of Respondent

Items	Snacks and meals sellers (n=69)		Fresh fruit sellers (n=49)		Total (N=118)	
	n	%	n	%	n	%
Sex						
Male	40	58.0	13	26.5	53	45
Female	29	42	36	74	65	55
Marital status						
Single	25	36	24	49	49	42
Married	39	57	18	37	57	48
Widow	4	6	4	8	8	7
Divorced/separated	1	1	3	6	4	3

4.1.3 Education of the respondent sellers'

The results in Table 29 show that the overall average years spend in schooling was 6.2 years for the respondents. Among the sampled respondents, about 10% had no formal education, while a greater majority (80%) of them spent one to eight years primary education, 10% of them was spent (9 – 12). This implies that majority enter into vending because they do not have adequate education background and therefore it is difficult for them to find alternative paid jobs.

Table 29: **Education of the Respondent**

Statistics	Snacks and meals (69)	Fresh fruits (49)	Total (118)
Average	6.8	5.2	6.2
St. Dev	2.5	2.7	2.7
Minimum	0.0	0.0	1.0
Maximum	12	7.0	12
Years in school	**% distribution within the group**		
Below 1	6	16	10
1 – 8	81	80	80
9 – 12	13	4	10

4.1.4 Sellers' Migration

Results in Table 30, indicate that 52% of the respondents were not immigrants, while 48% they migrated to Morogoro municipality from different regions. Most of the respondent (23%) who migrated did so in search for better life, 17% came with parents, 9% their came with husbands, 14% came for work and 16% came in search for jobs.

Table 30: Migrated and the Reason of Migrated

Items	Snacks and meal sellers (n=69)		Fresh fruit sellers (n=49)		Total (N=118)	
	n	%	n	%	n	%
Did you migrated						
Yes	37	54	21	43	57	48
No	32	46	28	57	61	52
Reason of migrated						
Looking for better life	9	24	4	19	13	23
With parents	4	11	6	29	10	17
With husband	5	13.5	1	5	6	9
Work	6	16	2	9	8	14
Search for job	4	11	5	24	9	16
Looking for better life	9	24	3	14	12	21

Appendix 2: Variable of gross margins across different products enterprises, values in TAS

Items	Snacks and meals (n=69)		Fresh fruits (n=49)	
	Town centre	Peripheral	Town centre	Peripheral
Average input cost	39525.5	28895.5	13186	17189.5
Average rent the place	1911.1	1200	1500	1000
Average Labour cost	3428.6	2187.5	0	0
Average Fees cost	340	1555.5	0	0
Total average variable cost	45205.2	33838.5	14686	18189.5
Average Revenue	84346.8	50063.6	24843.3	26000
Gross margin	39141.6	16225.2	10157.3	7810.5

Appendix 3: Questionnaires for sellers

Section A : General information **Date --/--/---**

Questionnaire No. ... . Date of interview........... ....

Interviewer's name.................. Seller's name ....

Division......... Ward name...... Village/town........................

Seller's characteristics (Fill the gap. tick or circle one)

1. Profile:

Age	Sex 1= male 2= female	Education 1=primary 2= level secondary 3= A level secondary 4= college 5= University 6= No formal education 7= others	NO. OF YEARS IN SCHOOL	Marital status of the respondent: [1] Single [2] Married [3] Widow(er) [4] Divorced/Separated

2. Place of birth----------did you migrated to here ------------if yes from where --------

What was the reason(s) of migration? ---

3. What is your household size? (People) --

4. Business nature full time ☐ part ☐

5. Type of product selling

   1. Foods ☐
   2. Fruit
   3. Juice /beverages

Section B: 1st objective (To examine the structure of evening agri-food Street markets in Morogoro municipality)

6. How have you got your business capital?

   1. Own saving
   2. Credit, relative/moneylenders ☐
   3. Grant
   4. Credit, bank

7. How much did you get as initial capital? --

8. What was/were agreement? ---

9. What are your income sources and annual income amount from each? (Fill in Table)

Source of income	Average annual amount

10. For how many years have you been involved in evening market? ------------------

11. How many numbers of people working with you? ----------------------------------

12. How much did you pay them per day? ---

13. Have you got specific place for your business? Yes ☐ No ☐

13.1 If yes what kind of ownerships? Owned ☐ rented ☐ shared ☐

Free premise ☐ others (specify) ---------------------------

13.2 If not owned please specify:

Type	Amount
Rented	
Shared	
Free premise	
Others	

14. Have you ever been doing other business before? Yes ☐ No ☐

14.1 If yes what kind of business?

Type of business	No. of years	Revenue/year or month	Reasons for change

15. Are you still going on with your previous business? Yes ☐ No ☐

15.1. If Yes/No please gives reasons:

(i) --

(ii) ---

16. Apart from selling evening foods, do you have any other activities?

Yes ☐ No ☐

16.1. If yes, what kind of activities do you have.

(i) --

(ii) ---

Section C: 2nd objective (To assess the conduct evening agri-food markets)

17. How do you normally get the price information? By:

1. News paper
2. Radio ☐
3. Fellow sellers
4. Visit market places

18. How do you fix price of your commodity?

1. Take market prices
2. Calculate costs involved
3. Others .... (specify) ....

19. Do you know prices in advance before taking your commodity to the market?

Yes No

20. Are you aware of prices prevailing in the nearby market? Yes No

21. Are there nearby any other sellers who sell the same food as well as you do?

Yes No

21.1. If yes, did they cause any problem that affects your food selling? Yes No

21.1.1, what kind of problems?

1. --

2. --

21.1.2. What kind of measures did you take to solve those problems?

Section D: 3rd objective (To analyse the performance of evening agri-food enterprises in terms of cost and profitability)

22. What type of agric-commodity you use as inputs in your business

(Please complete the following Table)

Name of input	Quantity per day in KG /other unit	Market price /unit used
Potatoes		
Bananas		
Chicken		
Eggs		
Meats		
salads		
Spices		
Cooking oils		
charcoals		
Fruit		
sugar		

Other of type of agric-commodity you use as inputs in your business Please complete the following Table

Name of input	Quantity per day in KG /other unit	Market price / unit used

23. What varieties of foods are you dealing with/ selling?

Combination of foods varieties	No. Of plats of each varieties	Selling Price (plat)	Last sale	Type of consumer 1=consumer away for home 2=consumer take to home	Total (Tsh)
Chips only					
Chips+ eggs					
Chaps+ chicken (1/4 , ½ , 1)					
Banana only					
Banana+ meat					
Banana+ chicken					
Chicken only (1/4 , ½ , 1)					
Juice					
other					

*What varieties of foods are you dealing with/ selling?

foods varieties	Quantity	Selling Price	Total (Tsh)

24. From where did you get the raw material?

1. farmers
2. local traders
3. whole sellers
4. Others (specify) ....

25. How did you pay for raw material?

1. Immediately ------------------------ 2. after selling food ------------------------

26. Is there any problem facing in getting the raw materials? Yes [ ] No [ ]

26.1. If yes, please identify — rank

1. shortage in supply [ ] [ ]
2. high and unstable prices [ ] [ ]
3. low quality of material [ ] [ ]
4. others (specify) -- [ ]

Section E: 4rth objective (To identify factors underlying profitability of evening agri-food markets)

27. Did the local authority intervene in evening food markets? Yes [ ] No [ ]

27.1 If yes, what kind of intervention they make?

1. --
2. --
3. --

28. Do you have permit to do you business? Yes [ ] No [ ]

28.1. If Yes, which kind of permit and from which authority -------------------------

29. Did you pay any taxes or fees? Yes [ ] No [ ]

29.1 If yes, please specify

Type	Amount (Tsh)	To whom
Taxes		
Fees/rent		
Others		

30. What are factors that you think affect **negatively** your business; please list them according to their importance:

1. --
2. --

31. What are factors that you think affect **positively** your business; please list them according to their importance:

1. --
2. --
3. --
4. --

32. Are you able to sell all of the food you prepared in any time? Yes ☐ No ☐

32.1. If no what are the reasons

1. the large number of the same food sellers ☐
2. the season or time ☐
3. the small number of buyers ☐
4. the local authority intervention ☐
5. Others specify ------------------------ ☐

Assets based wealth, social capital and health:

33. Do you have house? Yes ☐ No ☐

If yes, please fill the Table

33.1. If Yes, What is the wall material of the main house? 1. Mud/cow dung/ raw bricks 2. Stones 3. Burnt bricks 4. Cement blocks 5. Wood/bamboo 6. iron/metal sheets 7. Other (specify) ------------------------------ ☐	**33.3.** What is the main source energy for cooking? 1. Fire wood 2. Charcoal 3. Paraffin 4. Gas 5. Electricity 6. Crop residues 7. Animal dung 8. Other (specify) ------------ ☐
33.2. What is the roofing material of the main house? 1. mud/cow dung 2. Leaves/ grass 3. Timber/wood 4. Corrugated iron sheets 5. Other (specify) -------------------- ☐	**33.4.** What is the main source of energy for lighting? 1. Paraffin 2. Gas 3. Electricity 4. Generator 5. Candles 6. Battery 7. Fire wood 8. Others (specify) ------------ ☐
33.5. What is the main source of water for drinking? 1. Piped in dwelling 2. Piped outside dwelling 3. Public tap 4. Bore-hole 5. Protected well/spring 6. Un Protected well/spring 7. Rain water 8. Vender/lake/stream 9. Others (specify) ------------ ☐	**33.6.** Does the household own any of the following items? 1. Lorry/pickup/luxurious car 2. Motorbike 3. Television 4. Bicycle 5. Radio 6. Bed 7. Iron 8. Mobile phone 9. Landline 10. Sofa 11. Spongy mattress 12. Wrist/wall watch

34. What other benefit/assets have you got through this business?-----------------------------

--

---

35. What are your suggestions to help the evening food sellers?

1. --
2. --
3. --
4. --

Appendix 4: Questionnaires for consumers

Questionnaire No. ... . Date of interview............ ....
Interviewer's name......................... Division..................................
Ward name.................................... Village/town..............................

Consumer's characteristics (Fill the gap, tick or circle one)
1. Profile:

Age	Sex 1= male 2 = female	Education 1 = primary 2= level secondary 3= A level secondary 4= college 5= University 6= No formal education 7= others	NO. OF YEARS IN SCHOOL	Marital status of the respondent: [1] Single [2] Married [3] Widow(er) [4] Divorced/Separated

2. Did you migrate to here from another region? Yes/No ☐ If yes from where

What was the reason(s) of migration? 1. Work 2. Religion 3. Married 4. Studies

5. Others ☐

3. What is your household size? (People) ---

4. What are your income sources and annual income amount from each? (Fill in Table)

Source of income	Average annual amount

5. How much you are getting per month?

1. Below 100,000 2. Between 100,000to 200,000 ☐

3. Between 200,000to 300,000 4. Between 300,000to 500,000 5. Above 500,000

6. What is the reason of you eating in out of your home (in this place)?

1. Pleasure 2. Cannot cook 3. Time save 4. Company 5. Other ----- ☐

7. What type of foods do you like eating in this place ---

----

8. Why do you like the type of food mentioned above?

1. Cheap

2. Well prepared ☐

3. Get satisfied 4. Others specify -------------

9. Do you prefer much this place? Yes ☐ No

9.1 If yes, what are the reasons of preference?

1. clean
2. cheap

3. near
4. good taste
5. good treatment receive from sellers

10. Are you satisfied with?

10.1. The treatment you are receiving. Yes ☐ No ☐

If yes, at which level?

1. Slightly satisfied............2. Just satisfied............3. Very satisfied...........

10.2. The food you are eating. Yes ☐ No ☐

If yes, at which level?

1. slightly satisfied
2. just satisfied
3. very satisfied

11. Have you ever got any problem in such places? Yes ☐ No ☐

11.1. If yes, what kind of problem

1. --

11.1.2 What kind of measures did you take to solve those problems?

----

12. What are your suggestions to help improve the evening food selling business?

1. --

2. --

3. --