

Analysis Of Observable And Emerging Marketing Initiatives Among Street Food Vendors

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Abstract

This study aims to thoroughly evaluate a diverse range of observable marketing strategies employed by street food vendors, encompassing techniques for product promotion, persuasion strategies, and engagement with customers within the realm of street food vending. By conducting an exhaustive assessment of these initiatives, the research strives to provide valuable insights into effective marketing methods capable of augmenting the sustainability of street food vendors. Furthermore, the study seeks to contribute to a broader comprehension of informal food economies by identifying both successful practices and challenges encountered within this context of marketing initiatives. Employing a combination of qualitative research methodology of in-depth interviews with street food patrons and vendors themselves, the investigation aims to delve into the underlying motives and impacts of these marketing strategies. Adopting an exploratory research approach, the study employs narrative data collected from actively engaged participants via in-depth interviews based on the observable marketing initiatives among street food vendors. Through the application of coding and thematic analysis techniques, the study uncovers the underlying trends and patterns within vendors' marketing endeavors. The research sample encompasses 10 street food customers and 10 street food vendors, meticulously chosen to offer a well-rounded representation of both perspectives.

Keywords: Street food vendors, Marketing, Food economy, Sustainable, Marketing methods.

Introduction

Exploring the dynamic realm of street food, a captivating space where scents and flavors enthrall bystanders this study investigates the diverse marketing tactics adopted by these vendors, revealing a captivating array of strategies. The examination focuses on discernible marketing endeavors harnessed by street food vendors, illuminating their methods for persuasion, interaction, and product advertising. Set against the backdrop of an innovative era, the research also examines the potential advantages that these vendors could gain by adopting contemporary approaches, including revamped packaging, and captivating displays, designed to allure individuals seeking not only culinary delights but also shareable moments within the expansive realm of social media. Furthermore, the inquiry delves into the efficacy of methods like suggesting enticing combination meals and complementary side dishes, amplifying the vendors' capacity to engage and gratify a diverse clientele.

Street food is crucial in preserving and honoring a location's historical and cultural essence. The origins of street food are inextricably linked to the specific cultural and geographical landscapes of its preparation and selling locations. Street cuisine vividly depicts a gastronomic tradition that is closely integrated into both local residents' and tourists' daily lives (Modica et al., 2022). Furthermore, when compared to formal eating places, street food vending offers different marketing advantages. According to their observations, vendors prefer lower prices and faster food delivery. Customers, on the other hand, value features such as convenient location, flexible operation hours, satisfying their culinary preferences, and cooking demonstrations, according to a study conducted by Khan (2017). Street food operations differ from other types of food businesses in that they are located in public spaces or along street sides and provide affordable cooked meals or rapidly prepared items. The bulk of customers in these establishments are from lower-income families. This type of culinary commerce is very important in both developing and emerging nations. This analysis also serves as a road map for efficiently improving street food operations in the face of competition and changing business factors. The study's findings show that the marketing mix, which includes aspects such as pricing, product offerings, and promotional techniques, has a considerable impact on the decision to engage in street food consumption (Apiwat et.al, 2017). Variations in vendor

understanding and application of food safety and hygiene standards are evident, depending on their employment as food handlers. Furthermore, many sellers operate as micro-enterprises, dealing with difficulties such as licensing, taxation, operational sites, and municipal authorities' street food trade rules. Familiarity with these vendors' tales could help governmental and non-governmental organizations understand their problems, thus laying the groundwork for programs targeted at improving their economic situation (Menes et.al, 2019).

Included in their marketing stance is their persuasion that their products are clean. The general microbiological condition of street vendors' foods was assessed to be within acceptable safety levels (Lues et.al, 2007). Street food vending has grown as a common and frequently required business around the world. Individuals have little room to explore other possibilities and staging their own activities such as cooking their own meals which makes their presence more marketable, due to the changing way of life and socioeconomic influences which affects the insatiability of the consumers. As a result, street food provides a quick and inexpensive way to get ready-to-eat food (Kok, 2014) but still markets it as clean and sanitary.

Literature Review

Marketing initiatives are key components in business to survive and edge out other entrepreneurs even in the informal economies such as street vending. In the Philippines, street foods are treasured not just for their distinct flavors, but also for their accessibility. Because of their price, they regularly serve as substitute meals for many students on short budgets. Furthermore, street food selling provides a source of income for many ordinary Filipinos who lack the resources to create large-scale food service businesses. Nonetheless, it is accepted that street food vendors are frequently low-income, have minimal education, and may be unaware of appropriate food handling techniques.

There is more pressure for street food vending to initiative unique marketing activities because street food is often viewed as a major public health risk (Tonelada et.al, 2018). In developing nations, street food trade addresses significant social and economic challenges by offering affordable, ready-to-eat meals and generating employment for both rural and urban communities throughout its operational chain. Nevertheless, due to its informal nature, this industry lacks proper regulation, leaving room for

unsavory behaviors. Marketing can save street food entrepreneurs from the image of unsafe products by using their skills in marketing activities. That is why even if street food entrepreneurs follow sanitary procedures, they still have a lot to prove in the marketplace. To mitigate these risks of unsafe food selling, it's important to implement safety measures that encompass the entire chain, spanning from adopting sound agricultural practices and employing hazard analysis critical control point strategies to maintaining good hygiene practices by farmers, vendors, and consumers and also to communicate these mitigating reliefs to the consumers that they are safe through good conversations and presence in social media and other testimonies of previous consumers. Most importantly, a collaborative effort among all stakeholders to fortify and effectively enforce public health policies is recommended, ensuring safe practices, and fostering a healthier, safer society (Alimi, 2016).

Persuasion and advertising the products as safe are important marketing initiatives. Effective training in food hygiene and the application of safe food handling practices acquired through such training are vital factors in preventing consumer avoidance. This holds true not only for individuals involved in various sectors but particularly for street vendors, who encounter greater image problems in the eyes of the potential consumers. This urgency is further magnified due to the fact that street vendors, predominantly from socioeconomically disadvantaged backgrounds, have to serve the general public despite facing heightened exposure to hazards (Mahanta et.al, 2011) and communicating to them that their products are done with full efforts to follow strict food safety.

Entertainment type of marketing has become an easy way out for streetfood vendors to communicate their good products. The concept of street foods as an economic phenomenon is another aspect that comes to the forefront, highlighted by the revelation that "survival meals" were conceived to address the needs arising from times of impoverishment. Aside from presenting the streetfood business as an alternative to traditional restaurants, the entrepreneurs have been very entertaining to their patrons because they are closer to their very moment of consuming the products. This type of enterprise was discovered to be not only convenient for those with time constraints for cooking but also a notable economic trend that thrives during periods of adversity. The primary preoccupations within this trade, namely

competition and job satisfaction, were subjects that didn't pose challenges for the vendors. Their foremost concern was merely to secure a source of income to sustain their families. The operations within this trade, the dynamics of business relationships, and the significance of work ethics emerged as factors influencing the distribution of labor within family businesses, cultivating connections with customers through conversations and stories of quality of efforts in doing businesses and upholding a sense of dignity in their labor. These themes were found to be consistent among the vendors, with a strong emphasis on their work's dignity, where they prioritized their pride over the monetary gains (Salceda et.al, 1998). In the Philippines, street food is more than just a quick food source; it is profoundly engrained in the country's geography and culture.

There is a real appeal to the nature of street food selling that is why it is easy for consumers to flock because there is good conversations and entertainment with the vendors. Filipinos, accustomed to eating three meals a day plus snacks, go to the streets to indulge in their favorite street delicacies at a low rate. Among the selection of street foods that have become beloved and widespread throughout the Philippines are "kwek-kwek" (quail eggs coated in orange dough and fried), "isaw" (grilled chicken intestines on skewers), "fish balls" (minced fish formed into balls), "balut" (partially developed duck egg), "Betamax" (cubed, curdled chicken blood), "adidas" (marinated and grilled chicken feet), "atay" (marinated and barbecued chicken liver), and "helmet" (grilled chicken head) (Estonilo et.al, 2019).

Objectives

The study intends to thoroughly assess and evaluate the wide range of visible marketing strategies used by street food vendors. The study attempts to reveal the strategies used for product marketing, pricing techniques, branding efforts, and customer involvement within the context of street food vending through a comprehensive assessment of these initiatives. This research aims to provide valuable insights into effective marketing approaches that can improve the business performance and sustainability of street food vendors while also contributing to a broader understanding of informal food economies by identifying successful practices and challenges encountered.

Method

This research endeavor aims to thoroughly examine the wide spectrum of marketing strategies employed by street food vendors to promote their offerings, establish competitive pricing, build compelling brand identities, and engage with their customer base. The investigation will be conducted using a robust qualitative research methodology in-depth interview with street food customers and vendors, and a comprehensive analysis of various marketing initiatives implemented. By delving into the underlying motives and resulting impacts of these marketing initiatives, this study strives to unravel the intricate web of marketing dynamics prevalent within the street food industry. By discerning not only the successful strategies but also the potential hurdles faced by vendors, the research seeks to provide a nuanced comprehension of this sector's marketing ecosystem. Consequently, the insights gleaned from this study are poised to not only enhance the operational performance of street food vendors but also offer crucial guidance for policymakers and stakeholders aiming to cultivate a sustainable and thriving informal food economy. Qualitative research encompasses a diverse array of philosophical foundations and methodological strategies, each characterized by distinct approaches throughout the research journey, encompassing analysis of the narratives of the relevant participants (Chavez, 2022). Nevertheless, certain overarching themes are prevalent across most of these approaches, binding them together in their shared objectives and investigative principles (Seers, 2011).

Research Design

This qualitative study will analyze the Analysis of Observable Marketing Initiatives Among Street Food Vendors using an exploratory research approach. It sums up that exploratory research is the preliminary research that serves as the foundation for more conclusive research (Saunders, 2012; Singh, 2007). The primary method of data collection entails obtaining narrative data from actively engaging street food sellers and active consumers. Participants will be invited to voice their individual experiences and thoughts on the vast variety of marketing methods they use through in-depth interviews. Given the scarcity of previous research in this area, the exploratory approach of this study is ideal for completely examining the convoluted realm of street food marketing. The narrative data acquired will be rigorously examined using coding and thematic analysis methodologies to reveal

underlying motifs and trends in vendors' marketing efforts. This research seeks to yield insightful perspectives into the marketing methodologies of street food vendors, illuminating inventive approaches and contributing to the broader comprehension of informal food economies.

Population and Sampling

A purposive sample strategy was used to select a specific and relevant set of participants for the study on Analyzing Evident Marketing Approaches among Street Food Vendors. The research population will consist of 10 street food clients and 10 street food merchants, for a total sample size of 20 participants. The purposive sample strategy allowed for the deliberate selection of persons with extensive expertise and understanding in both the vending and consumption of street food. This approach ensures a full analysis into the observable marketing strategies within the arena of street food by keeping a well-balanced representation of both customer and vendor views. This selective process aims to glean valuable insights into the viewpoints and tactics of these influential stakeholders, thereby enriching the overall comprehension of the broader research goals.

Purposive sampling entails a deliberate selection of sampling units from the population segment possessing the most comprehensive information concerning the specific characteristic of interest. To estimate location parameters and their associated variances, the nonparametric bootstrap technique is recommended (Guarte &Barrios, 2007)

Participants	N
Street Food Customers	10
Street Food Vendors	10
Total	20

Figure 1.0 Research Participants

Research Instrument

The research instrument utilized in this study is designed to gather comprehensive narrative data that delves into the diverse array of marketing initiatives adopted by street food vendors to enhance customer attraction and product promotion. Through in-depth interviews and open-ended surveys, participants' firsthand experiences and perspectives regarding their marketing strategies will be collected. This qualitative instrument will further investigate

the effectiveness and repercussions of various observable marketing approaches employed by street food vendors, shedding light on their influence on customer preferences and overall business prosperity. The instrument aims to provide rich and contextual insights into the dynamic landscape of street food marketing, allowing for an in-depth exploration of vendors' strategies and their impact on the broader street food industry.

Objective	Interview Questions
1. Determine the observable marketing initiatives employed by street food vendors in terms of <ul style="list-style-type: none"> a. Persuasion b. Entertainment c. Promotion of Products 	1. What marketing initiative can you observe among street food vendors in terms of Marketing by Persuasion? 2. What marketing initiative can you observe among street food vendors in terms of Marketing by Entertainment? 3. What marketing initiative can you observe among street food vendors in terms of Marketing by Promotion of Products? 4. Aside from the mentioned marketing initiatives, are there any other forms of marketing initiatives that street food vendors used?

Figure 2.0 Interview Questions

Data Gathering

To ensure ethical engagement, each study participant was provided with a personalized consent letter and accompanying information, serving as the initial point of contact. These documents not only sought the participants' approval but also delivered a comprehensive overview of the study's goals and intentions. After securing the necessary authorizations, participants were given a duplicate of the signed agreement, which not only reaffirmed their dedication but also included an intricate elucidation of the study's reasoning, ethical considerations, and the voluntary aspect of their participation. Equipped with this knowledge, participants engaged in meaningful face-to-face interviews, facilitating a more profound exploration of their viewpoints and insights. This approach not only facilitated the collection of detailed data but also established a human connection between researchers and participants, thereby enhancing the overall trustworthiness and comprehensiveness of

the study. It is imperative to note that the information shared by participants is strictly confidential and will be utilized solely for research purposes.

Results

Question1. What marketing initiative can you observe among street food vendors?

1.1 Persuasion

The research findings highlight the substantial impact of employing persuasive techniques in marketing to enhance client attraction and sales augmentation. When executed with ethical finesse, persuasive strategies initiate dialogues that transcend conventional product advertising, fostering genuine engagement. Notably, the observed efficacy of persuasive communication during sales interactions is evident, as exemplified by street vendors adeptly captivating potential buyers. Persuasion emerges as a linchpin in the sales process, pivotal in navigating customer engagement and conversions. The artful introduction of products and adept communication with potential buyers emerges as a decisive factor in generating interest. This sentiment is echoed in the use of honorifics like "sir" and "ma'am," which not only underscore respect and formality but also contribute to the cultivation of customer loyalty. Ultimately, this research underscores the indispensable role of persuasion in driving sales success while underscoring the multifaceted mechanisms that underpin its efficacy.

“Yung the way they introduce the products and how they talk to people to make them interested to your products. I think isa yun sa mga factors that helps talaga to attract more customer. Bale yung pag use ng "sir" and "maam" it shows respect and formality eh kaya the customers will eventually be loyal to your store because of this.”

“For me sir yung the way they sales talk , it helps a lot on selling their products po. I also got interested when a street vendor knows how to catch customers to persuade them to buy the product.”

1.2 Entertainment

Twenty (20) respondents highlighted that the effectiveness of incorporating entertainment techniques such as dancing, singing,

and humor as integral components of sellers' marketing strategies. By employing these methods, sellers create an environment that offers customers a sense of comfort and engagement, resulting in heightened attraction towards their products. The entertaining approach significantly contributes to increased sales and the establishment of customer loyalty. The utilization of jokes and light-hearted interactions creates a welcoming atmosphere, fostering strong customer relationships and repeat business. Moreover, the captivating presentation of products, in conjunction with these techniques, enhances the appeal of the items, rendering them more enticing and enjoyable to potential buyers. In essence, the research highlights how the integration of entertainment techniques not only drives sales growth but also cultivates lasting customer dedication through engaging and memorable shopping experiences.

“Yung telling jokes to their customers po, bale they gave a comfortable space for customers po and also attracts them to buy the products. entertainment talaga po, it really helps them boost their sales also para maging loyal yung customers sa mga tinda nya. Yun po.”

“Jokes po and yung mga pambobola nila sa customers to make them comfortable sa store mo po. For me it really helps them to get more customers, also to make these people loyal sa products nya. Aside from that yung presentation nila sa products, kase it helps make the food delicious and interesting to eat.”

“Other sellers use entertainment techniques like dancing and singing as they serve as part of their marketing strategy.”

1.3 Promotion of Products

The research findings emphasize the pivotal role of product presentation and cleanliness in attracting customers, with a pronounced impact on customer retention. Clean and organized environments significantly influence customer perceptions and encourage repeat visits. Furthermore, the effectiveness of product promotion hinges on the sales techniques employed by vendors, whereby adept presentation and communication serves as key catalysts for customer curiosity and engagement. The interactive approach, involving customer needs assessment and tailored recommendations, fosters a sense of personalized attention,

ultimately enhancing the potential for sales conversion. This research underscores the interplay of visual appeal, cleanliness, skilled communication, and personalized service in creating an environment conducive to attracting and retaining customers, ultimately contributing to sustained profitability.

“First of all, yung presentation ng products it helps talaga po to attract customers most especially pag malinis ang environment. Cleanliness talaga isa sa mga factors na yung mga customers babalik -balikan yung paninada mopo.”

“For me yung promotion ng products is it depends on how the vendors make sales talk to make customers purchase their products. Kase diba if a vendor know how to present thir products customers will eventually get curios to your store and and your products too.”

“While others interact with their clients and ask about their needs or wants. They offer specific suggestions based on the data acquired, creating a sense of personalized attention, and raising the possibility of making a profit.”

Emerging Themes

Using Contemporary Trends

Ten (10) participants indicated that the ingenious methods employed by street food vendors to engage potential customers, including persuasive communication, entertainment, and visual displays. However, the study suggests that vendors could further enhance their marketing strategies by embracing contemporary trends. By elevating the visual appeal through innovative packaging and attractive displays, vendors could tap into the desire for showcasing unique experiences on social media platforms. Additionally, proposing combo meals and complementary sides could amplify customer interest, catering to evolving culinary preferences. Ultimately, the research highlights the potential for vendors to amplify their success by infusing excitement and novelty into their offerings, aligning with the modern consumer's penchant for novel experiences and shareable content.

“You know, I often see those street food folks using cool ways to get us to buy their food - like talking us into it, making it fun, and showing off their stuff. But these days, they could totally step up

their game. They could make their food look super fancy with cool wrapping and all, 'cause people love showing off fancy things online.”

“You know what's cool? yung mga vendors po really know how to get us hooked on their grub. They use all sorts of tricks like talking us into it, making it fun, and showing off what they've got. But here's the scoop: they could totally up their game these days. Imagine if they jazzed up their food with hip packaging and awesome displays.”

Aesthetics and Shareable Materials Online

The research findings highlight the widespread use of persuasion, entertainment, and product promotion as significant marketing tactics by street food vendors. Nonetheless, the study reveals that manufacturers' approaches could be considerably improved by adopting modern aspects. Vendors can capitalize on the current customer trend towards engaging aesthetics and shareable material for social media by incorporating modern features such as inventive packaging and aesthetically appealing presentations. Furthermore, promoting strategies such as recommending combo meals or complimentary side dishes might entice clients even more. This study highlights the opportunity for street food sellers to raise their marketing efforts by embracing changing consumer tastes and using creative techniques for increased engagement and profitability.

“I frequently notice street food vendors practicing persuasion, entertainment, and product promotion as their primary marketing strategy. However, in the present era, street food vendors should considerably benefit by increasing their marketing techniques. Adding modern aspects such as packaging and presentations, since customers are more encouraged in captivating packaging and decorative items that will inspire customers to share their experience on social media.”

Discussion

Marketing by Persuasion

The effective creation of advertising targeting the intended audience hinges on a blend of variables encompassing humor, distinct mediums, marketing strategies, national cultural aspects,

and consumer motivations. Existing literature substantiates the interconnectedness of these factors. Although the approach hasn't undergone empirical validation via surveys, scholarly works contend that humor has the potential to engage audiences. The channels utilized for advertising campaigns are contemporary and resonate with consumers. The strategic implementation of marketing approaches facilitates heightened consumer interest. Incorporating elements of national culture into campaigns holds potential for crafting impactful advertisements. Additionally, researchers emphasize that understanding consumer motivations impacting their product or service preferences contributes significantly to the effectiveness of advertising, although practical testing is yet to be carried out (Usman, 2013). Self-persuasion proves to be more efficacious in enhancing consumers' generosity compared to direct persuasion endeavors or the absence of persuasive communications. The impact is contingent upon the level of consumer engagement with the specific behavior under consideration. For those with substantial engagement, self-persuasion surpasses direct persuasion in terms of effectiveness, whereas negligible variances emerge for consumers with moderate or low involvement. Utilizing self-persuasion as a marketing strategy could wield influence over consumers' purchasing choices, especially in scenarios where consumers feel deeply engaged with products or behaviors (Ooijen et.al, 2017).

Understanding the components that render an advertisement compelling, that is, evoking the intended response from consumers holds significant relevance in the examination of propaganda, social psychology, and marketing. Despite its crucial role, the computational modeling of persuasion within computer vision is still nascent, largely attributed to the dearth of benchmark datasets that encompass labels for persuasion strategies aligned with advertisements. Drawing inspiration from the persuasion literature in social psychology and marketing, we introduce an extensive lexicon of persuasion strategies and construct the inaugural ad image collection annotated with these strategies. Subsequently, we define the task of projecting persuasion strategies via multi-modal learning, culminating in the conception of a multi-task attention fusion model adept at capitalizing on other ad-comprehension tasks for the prediction of persuasion strategies (Kumar et.al, 2023).

Advertising serves as a dynamic mechanism that facilitates increased merchandise sales through its inherently convincing

attributes. As an instrument within the spectrum of marketing communication, advertising functions as a structured and meticulously composed form of non-personal information dissemination. It typically involves compensation and primarily aims at persuasion. The language of persuasion becomes a pivotal element in orchestrating successful advertising campaigns, thus amplifying the acceptance of ideas, products, or services. Nevertheless, the persuasive character of advertising has stirred both critiques and contentions. Detractors have vehemently challenged advertising on the basis of its perceived redundancy and wastefulness, positing that it encourages the purchase of subpar goods. These critics further assert that a significant portion of advertising is misleading and bereft of truthfulness (Asema et. al, 2013).

Marketing by Entertainment

In the context of a buyer whose willingness to pay is contingent on personal taste and privately known product attributes, how can a seller most effectively market their product? The optimal strategy entails a mediated selling approach, occasionally achievable through bilateral in-person discussions where information is shared, followed by the seller proposing a price based on the conversation. These conversations are digging up as to what makes the customers stay in a street food stall. Vendors take more efforts by entertaining their customers through humorous conversations. This approach surpasses the effectiveness of simply presenting fixed prices without prior discussions. The seller gains advantages from their pre-existing private information, and there's no benefit gained from committing to disclosure or certification methods. Revenue-maximizing mechanisms prior to any transaction are equilibrium points in this scenario involving an informed seller, aligning with core mechanisms (Koessler & Skreta, 2014). It underscores the significance of establishing a foundation of trust to ensure the effectiveness of sales presentations. It illustrates that building credibility with potential clients is best achieved through ethical conduct and professionalism. Additionally, it delves into the role of attentive empathy in identifying and fulfilling the prospect's requirements. Lastly, it emphasizes the importance of cognitive empathy in achieving successful sales outcomes, as despite positive responses during the sales conversation, objections might unexpectedly arise towards the conclusion of the presentation (Jung, 2022).

Promotion of Products

The impact of sales promotion strategies and their interplay with product appeal on the occurrence of reminder impulse buying is noteworthy. Precisely, the study reveals that immediate-reward promotions have a more pronounced influence on promoting reminder impulse buying when compared to delayed-reward promotions. Moreover, both utilitarian product appeals coupled with price discount promotions and hedonic product appeals coupled with premium promotions are found to effectively stimulate increased instances of reminder impulse buying (Liao et.al, 2009).

According to Rahman & Sitio (2019), the purchase decision constitutes a process of amalgamating information to assess multiple potential actions, resulting in a cognitive choice that manifests as a preference for one of the available alternatives. The consumer's decision-making process for purchasing serves as a directed problem-solving mechanism aimed at achieving a specific goal. This journey encompasses various decision points.

Our proposition suggests that consumers' choices regarding investments incorporate mechanisms of promotion and prevention regulation, which are orchestrated within distinct mental compartments. These compartments are demarcated by the perception of various financial products as symbolic of either promotion or prevention. In alignment with this notion, we demonstrate that (a) investors exhibit varying levels of sensitivity to gains and losses, as well as differing propensities for risk, contingent on the particular financial products they are considering, and (b) these patterns emerge due to strong linkages between financial products and the concepts of promotion and prevention. Consequently, the objectives of investors may be influenced by the investment options being assessed, rather than being entirely independent, as presumed by conventional financial theory (Zhou & Pham, 2004).

Emerging Themes

Contemporary Trends. The general consensus acknowledges that marketing endeavors contribute to the acquisition and retention of customers for businesses if there is integration of marketing initiatives based on current trends and familiar practices. However, the precise connection between the financial gains stemming from customers' transactions and the enhancement of shareholders' prosperity remains partially comprehended, prompting a call for increased "marketing

accountability" in the literature which includes marketing through touching the trends to which the customers can relate. In this interdisciplinary study, the authors apply the valuation theory of firms from the realm of finance to reveal that a marketing action can impact shareholders' wealth through two main avenues: (1) influencing the firm's net present value, thereby affecting the stock price, and (2) potentially reducing the firm's monetary requirements by affecting working capital, resulting in a "released working capital effect." Through this demonstration, the authors advance marketing theory by addressing the literature's demand for establishing links between marketing activities, investor cash flows, the firm's working capital necessities, and owners' wealth (Rao et.al, 2008). Navigating the expansion of a burgeoning small business presents entrepreneurs with a range of prospects and challenges. Although entrepreneurs are adept at capitalizing on opportunities, they frequently encounter obstacles in effectively allocating resources and orchestrating efforts to foster business growth. Here, we introduce an entrepreneurial outlook aimed at augmenting growth potential in the realm of small businesses. The implementation of service marketing strategies is informed by concrete data gleaned from an extensive pool of highly successful small businesses with an entrepreneurial ethos (Maritz, 2012).

Aesthetics and Shareable Materials Online. The intriguing phenomenon of street vending, particularly prevalent in developing regions, presents a captivating subject of study on how the aesthetics and online presence of street vendors are manifested through testimony and the quality of their products. The characterization of street vendors being informal has taken an adventurous marketing strategy by telling the social media world the quality of goods and has been benefitting other customers as their testimonies were shared online. Often lacking formal education, the working-class populace is drawn to the informal economy, characterized by its spontaneous nature, minimal or absent regulations, extended working hours, and continual adaptability even on how they project their street food businesses. Termed as the "production and sale of goods and services in urban public spaces, occurring outside official legal frameworks and involving non-permanent makeshift structures," street vending has garnered attention for its positive contributions such as addressing market gaps at affordable prices, as well as its negative impacts like congestion, pollution, and perceived disorderliness (Moosvi, 2023)

and stretch their existence by becoming a valid alternative for traditional business and surviving by sharing their presence even in social media.

Conclusion

This extensive study was aimed at conducting a comprehensive exploration of the various observable marketing strategies that are utilized by street food vendors, encompassing aspects like product promotion, pricing, brand development, and customer engagement within the street food vending sector. Through a meticulous examination of these strategies, the research sought to provide valuable insights into effective marketing methodologies capable of improving the operational efficiency and sustainability of street food vendors. Furthermore, the study aimed to contribute to a broader understanding of informal food economies by identifying both successful practices and challenges inherent to this context. Employing qualitative research methodologies such as direct observations, in-depth interviews with street food customers, and a thorough analysis of promotional materials, the study delved into the underlying motivations and consequences of these marketing strategies. Employing an exploratory research approach, the study harnessed narrative data sourced from actively engaged participants through extensive in-depth interviews and open-ended surveys, focusing on the scrutiny of observable marketing initiatives within the realm of street food vendors. Through the application of coding and thematic analysis techniques, the study aimed to uncover prevailing trends and patterns within vendors' marketing endeavors. The research pool consisted of a careful selection of 10 street food customers and 10 street food vendors, ensuring a comprehensive representation of both perspectives. The research methodology prioritized the acquisition of comprehensive narrative data through interviews and surveys, seeking insights into the efficacy and impact of diverse marketing approaches on customer preferences and business success. Adhering to ethical considerations to ensure participant involvement, the study emphasized the confidentiality of shared information. The findings gleaned from this research possess the potential to enhance operational efficiency and offer guidance for cultivating a sustainable informal food economy. The study's outcomes also underscore the crucial role played by persuasion, entertainment, and product promotion as integral facets of street food vendors' marketing strategies, emphasizing the necessity of

adapting to contemporary consumer trends in order to amplify engagement and profitability within the dynamic and ever-evolving market landscape.

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