

CHAPTER 5

ANALYSIS AND INTERPRETATION OF RESULTS

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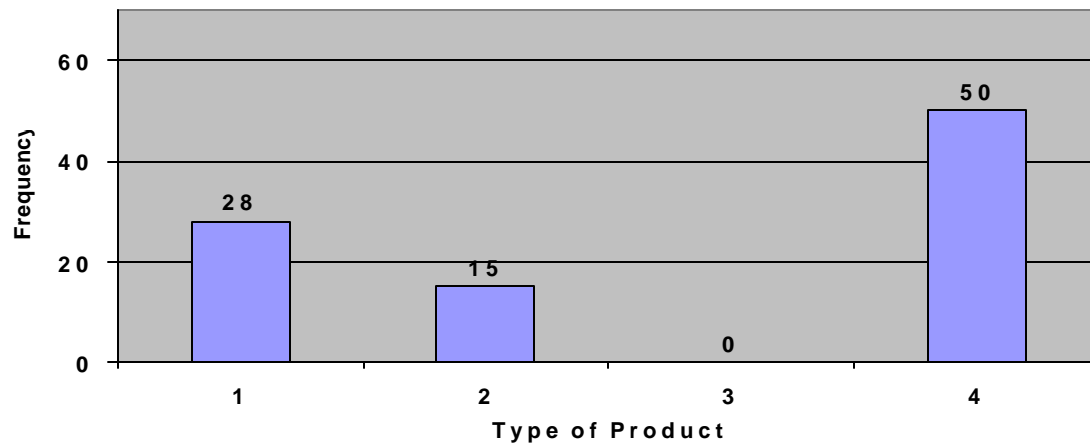
5.1 INTRODUCTION

This chapter is dealt with in two parts. Firstly a summary of the results is presented with the aid of column graphs and pie charts in order to depict and achieve a clear understanding of the data. Although the method of display may appear repetitive and in some cases not 100% appropriate, the uniform method of presentation enables one to “read” the results easily and quickly. The sample size was 93 and thus all figures shown relate to a total of 93. Secondly an analysis and interpretation of the results is made in order to relate the results to the stated objectives of the research study. Thereafter, a brief note is made of possible questionnaire design shortfalls.

As far as possible, the page layout of this chapter attempts to keep each set of results on a separate page. This also assisted with the facilitation of quick and easy access to the results.

5.2 SUMMARY OF THE RESULTS

FIGURE 5.1 The Classification of products sold by hawkers in the East London CBD



- | | | | |
|-----|----------------|-------------------|-----------------|
| 1 = | Consumer Goods | Convenience Goods | Staple Goods |
| 2 = | Consumer Goods | Convenience Goods | Impulse Goods |
| 3 = | Consumer Goods | Convenience Goods | Emergency Goods |
| 4 = | Consumer Goods | Shopping Goods | |

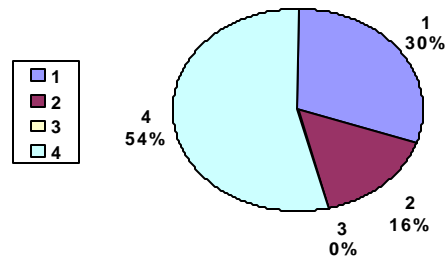


Figure 5.1 indicates the classification of the products sold by hawkers in the East London CBD.

50 out of the 93 hawkers sold shopping goods such as clothing, footwear, jewelry and watches while 20 sold staple goods such as vegetables, fruit and soft drinks. Less than

15 hawkers sold impulse goods while none of the hawkers in the East London CBD sold emergency goods.

FIGURE 5.2 The number of people employed by the hawkers in the East London CBD



- 1 = Nil
- 2 = 1 to 3
- 3 = 4 to 6
- 4 = > 6

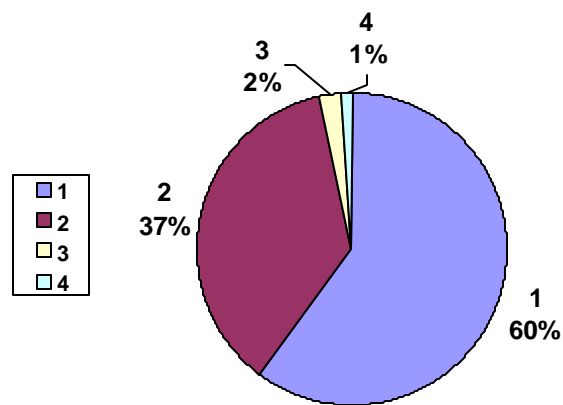
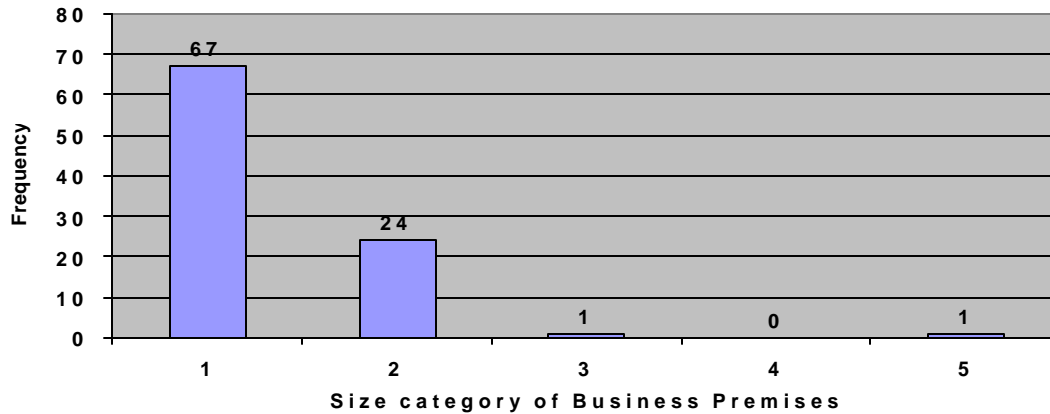


Figure 5.2 indicates the number of people employed by hawkers in the East London CBD.

56 of the hawkers are “one-man” businesses and do not employ any assistants whereas 34 employ 1 to 3 employees. Thus only 3 hawkers employ more than 3 people.

FIGURE 5.3 The size of the “business premises” used by hawkers in the East London CBD



1 = < 15 m²

2 = 16 m² - 25 m²

3 = 26 m² - 35 m²

4 = > 35 m²

5 = No premises

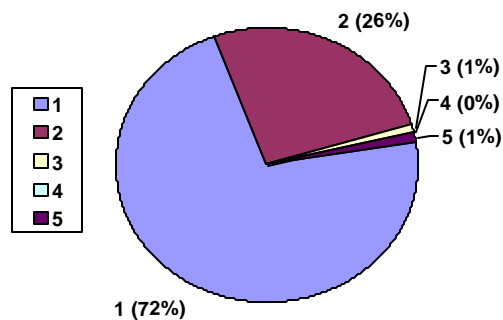
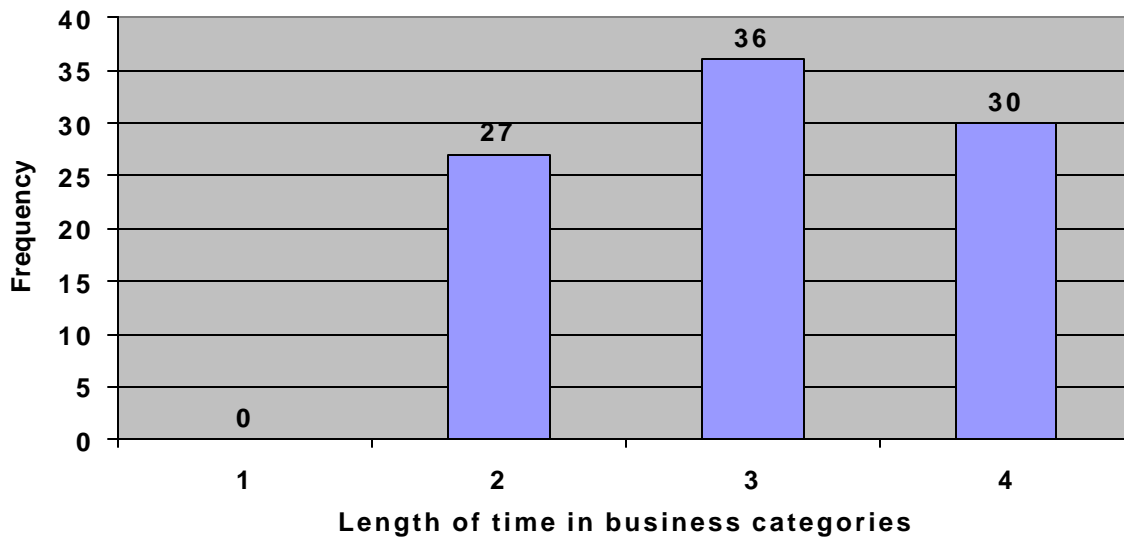


Figure 5.3 indicates the size of the “business premises” in square metres used by the hawkers in the East London CBD.

67 of the 93 hawkers in the East London CBD operated in an area of less than 15 m². 24 operated in an area of between 16 m² and 25 m² whereas only 1 was “mobile” and thus

were regarded as using “no premises”. None of the hawkers operated from an area greater than 25 m².

FIGURE 5.4 The length of time the hawkers in the East London CBD have been in business as hawkers



- 1 = < 1 year
- 2 = 1 – 3 years
- 3 = 4 – 6 years
- 4 = > 6 years

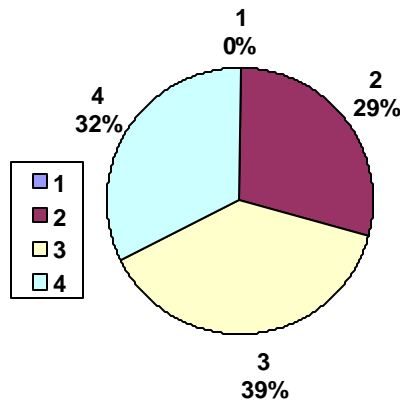
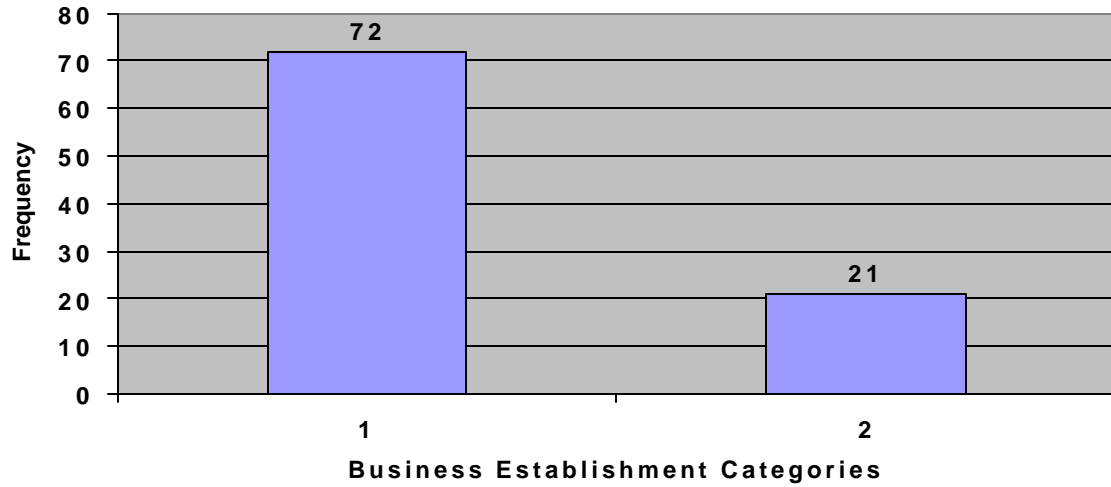


Figure 5.4 indicates the length of time the hawkers in the East London CBD have been in business as hawkers.

Interestingly none of the hawkers had been in business less than one year. 27 had been in business for one to three years, 36 four to six years and 30 for more than 6 years. Thus, 66 have been in business for more than 3 years.

FIGURE 5.5 Was the business started by the hawkers themselves or not?



- 1 = Independently established
- 2 = Taken over an existing business

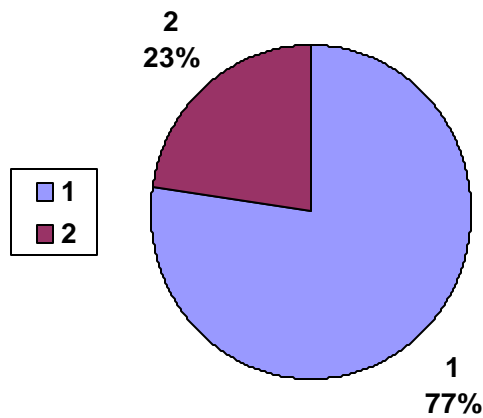
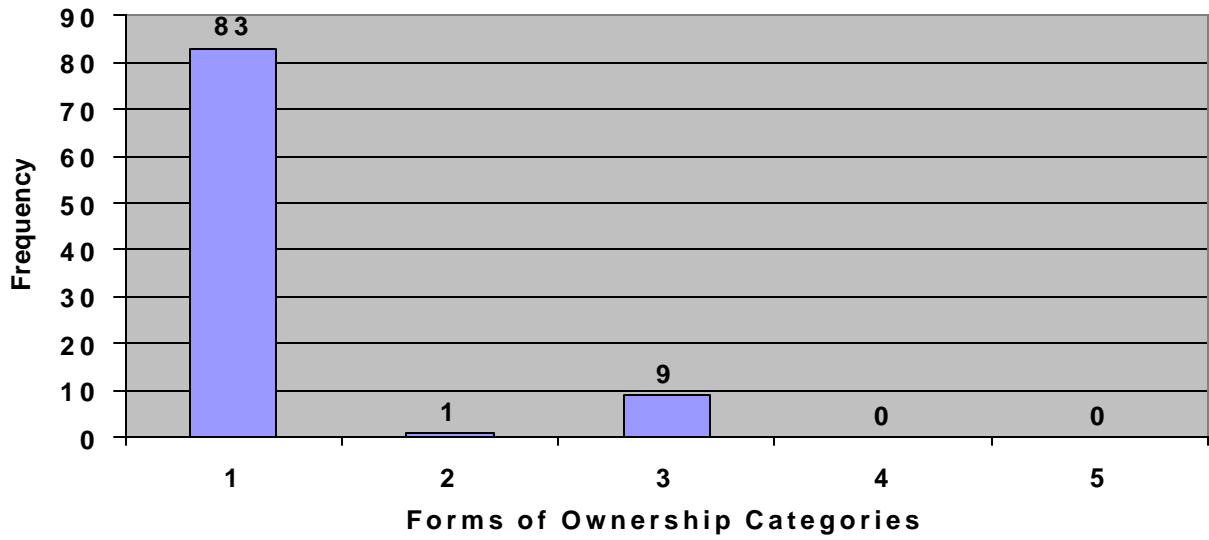


Figure 5.5 indicates whether the extent to which the hawkers in the East London CBD started their own business or not.

72 of the 93 hawkers in the East London CBD started their own hawking business.

FIGURE 5.6 The form of ownership of the hawkers in the East London CBD



- 1 = Sole trader business
- 2 = Family business
- 3 = Partnership

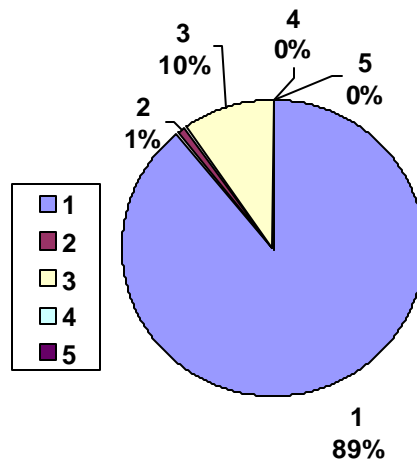
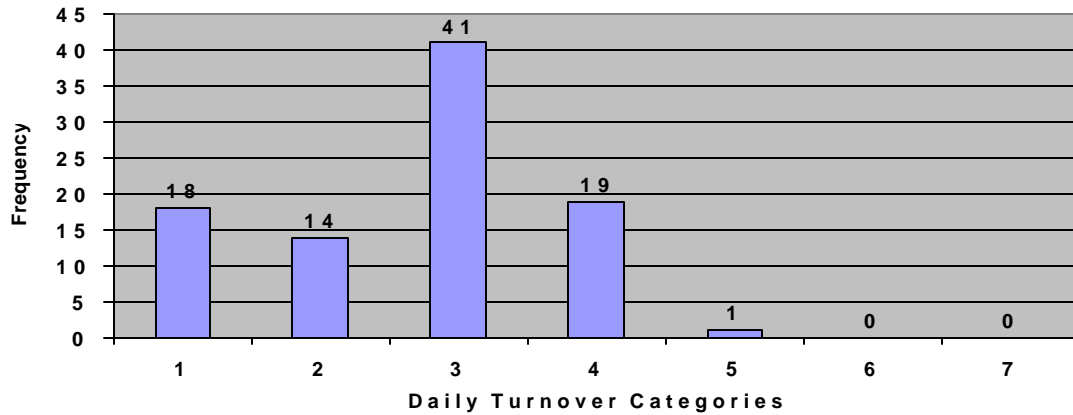


Figure 5.6 indicates the form of ownership of the hawkers in the East London CBD.

83 of the 93 hawkers are sole trader businesses with 1 being a family business and 9 being partnerships.

FIGURE 5.7 The daily turnover of hawkers in the East London CBD (in rands)



- 1 = R – R100
- 2 = R101 – R200
- 3 = R201 – R300
- 4 = R301 – R400
- 5 = R401 – R500
- 6 = R501 – R600
- 7 = R601 – R700

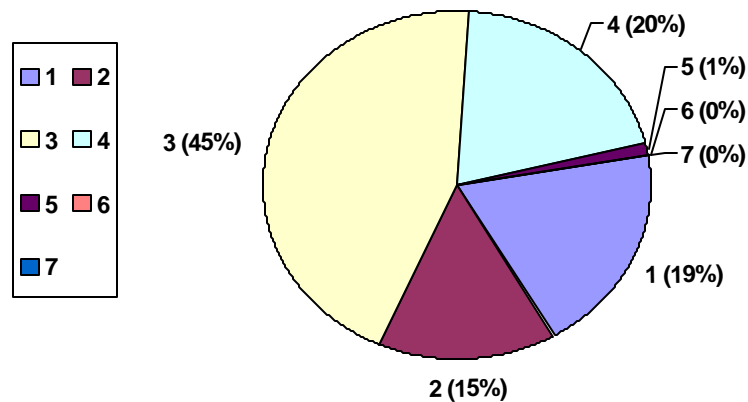
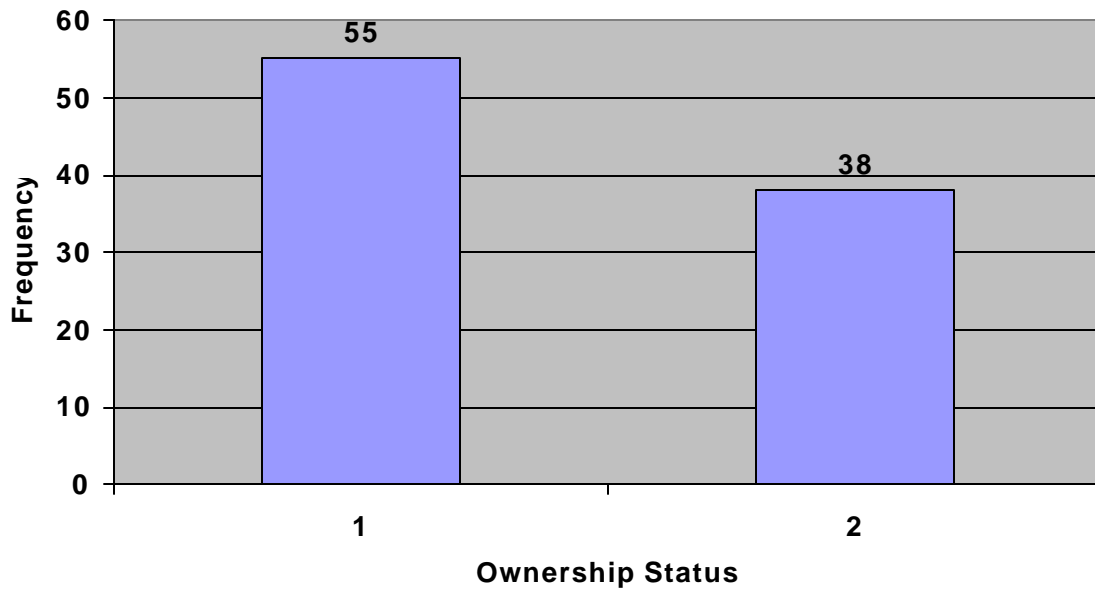


Figure 5.7 indicates the daily turnover of the hawkers in the East London CBD.

51 of all the 93 hawkers in the East London CBD have a daily turnover of less than R100,00. 20 up to R200,00 and 15 of up to R300,00. 3 hawkers have turnovers of R400,00 to R500,00 and 1 has turnovers of more than R600,00.

FIGURE 5.8 The status of the hawkers as to whether they are the owner or managing the business



1 = Owner
2 = Manager

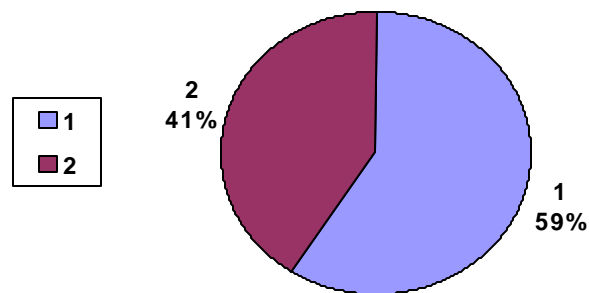
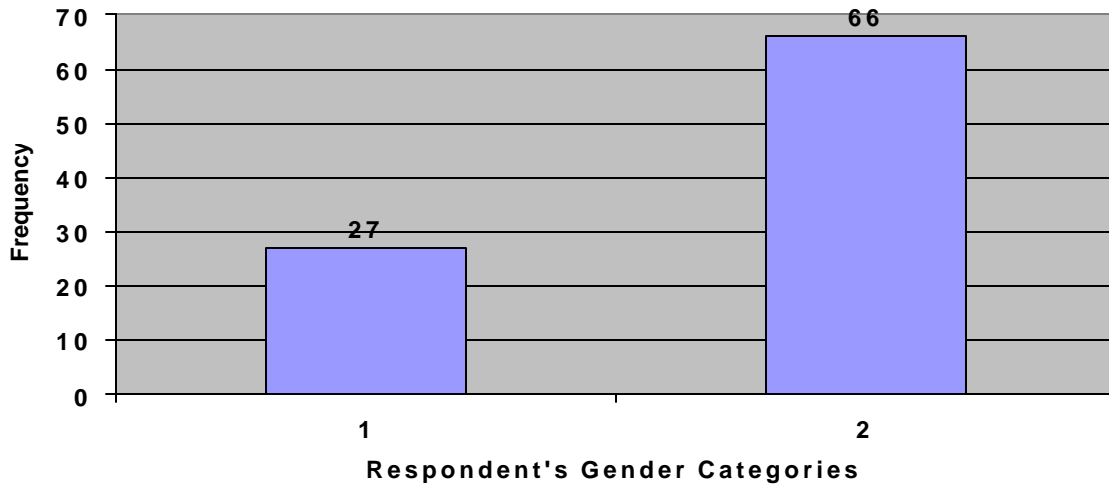


Figure 5.8 indicates whether the hawkers are the owners of the business they are running or whether they are simply managing it for someone.

57 of the 93 hawkers in the East London CBD are the owners of their operation while 38 manage the business for someone else.

FIGURE 5.9 The sex of hawkers in the East London CBD



1 = Male
2 = Female

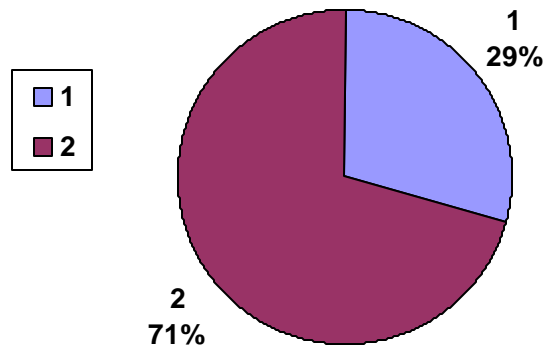
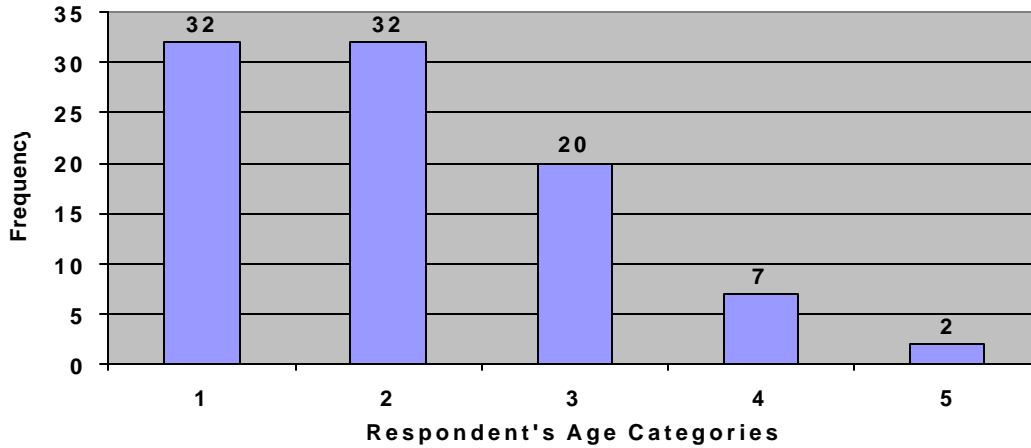


Figure 5.9 indicates the sex of the hawkers in the East London CBD.

27 of the hawkers in the East London CBD are male while 66 are female.

FIGURE 5.10 The age of the hawkers in the East London CBD



- 1 = < 29 years
- 2 = 30 – 39 years
- 3 = 40 – 49 years
- 4 = 50 – 59 years
- 5 = > 60 years

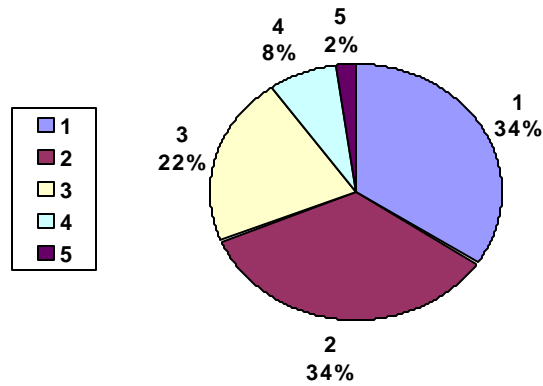
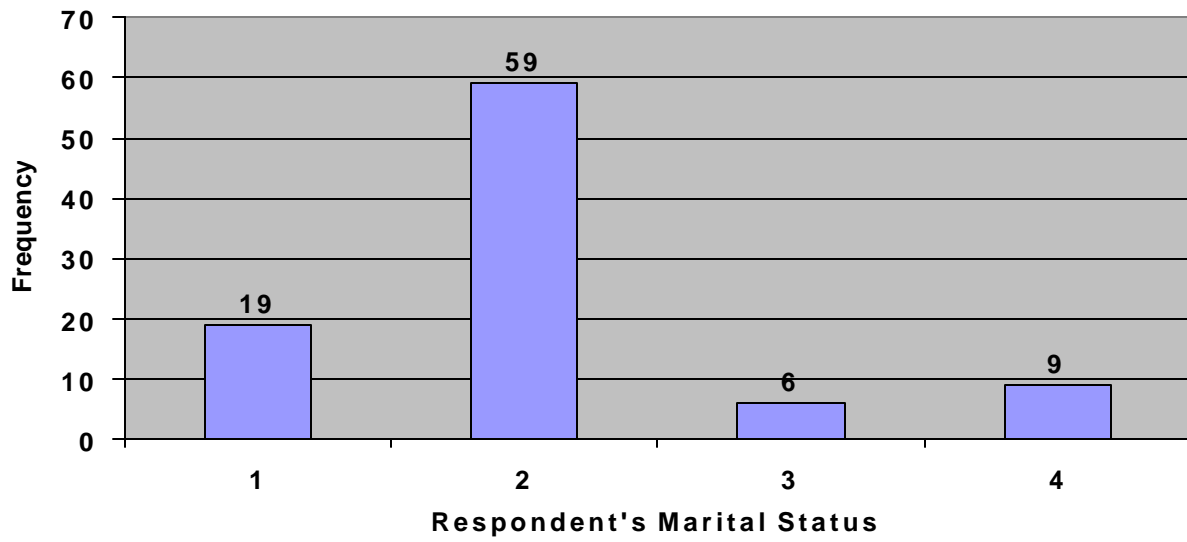


Figure 5.10 indicates the age of the hawkers in the East London CBD.

32 of hawkers in the East London CBD are younger than 29 years old while 32 are between the age of 30 and 39 years. 20 are between 40 and 49 years old, 7 are between 50 and 59 years old and 2 are 60 years and older. Thus, the majority of the hawkers are younger than 39 years old.

FIGURE 5.11 The marital status of the hawkers in the East London CBD



- 1 = Married
- 2 = Single
- 3 = Divorced
- 4 = Widowed

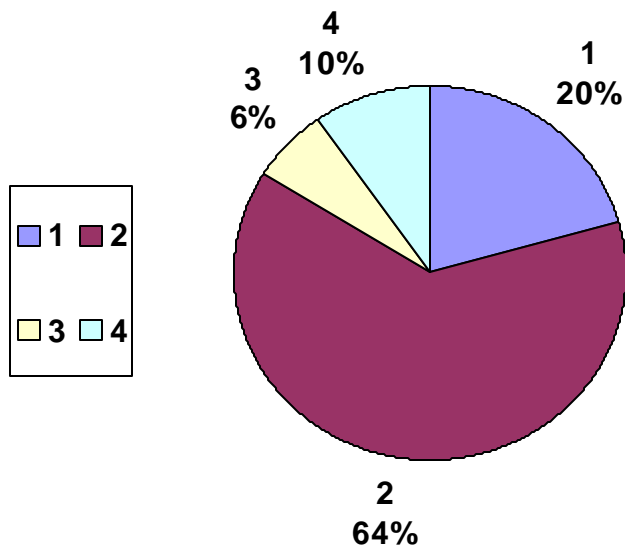
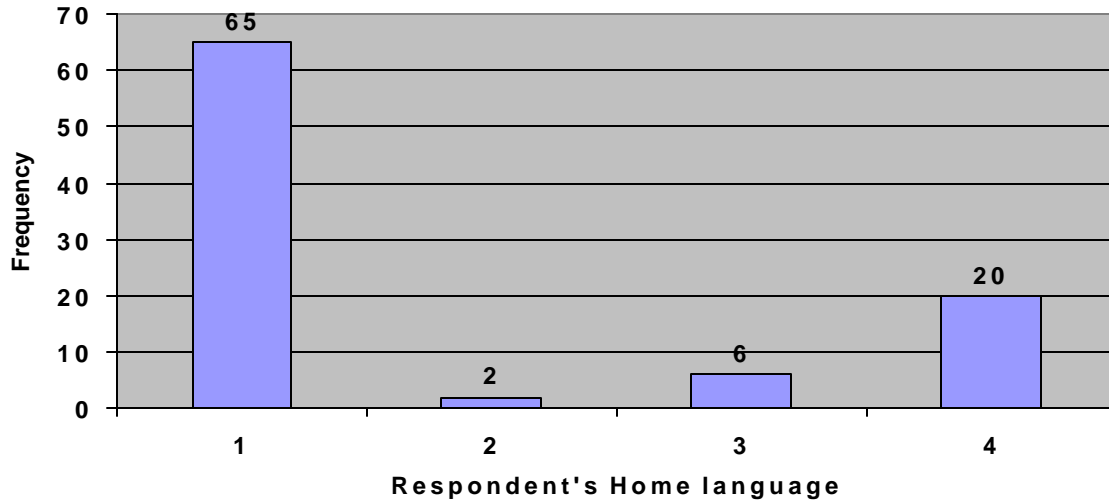


Figure 5.11 indicates the marital status of the hawkers in the East London CBD.

19 of the 93 hawkers are married, 59 single, 6 divorced and 9 widowed.

FIGURE 5.12 The home language of hawkers in the East London CBD



- 1 = Xhosa
- 2 = English
- 3 = Afrikaans
- 4 = Other

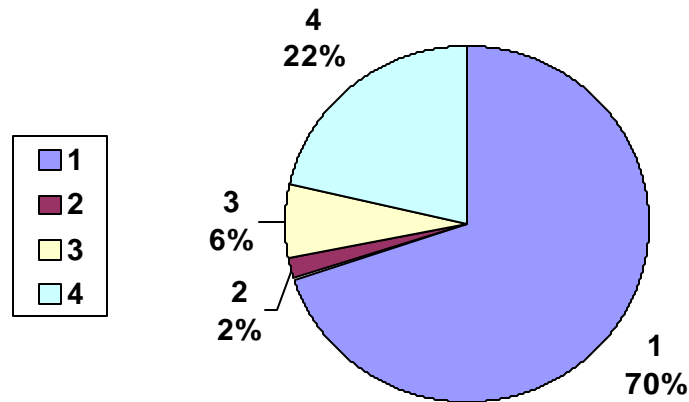
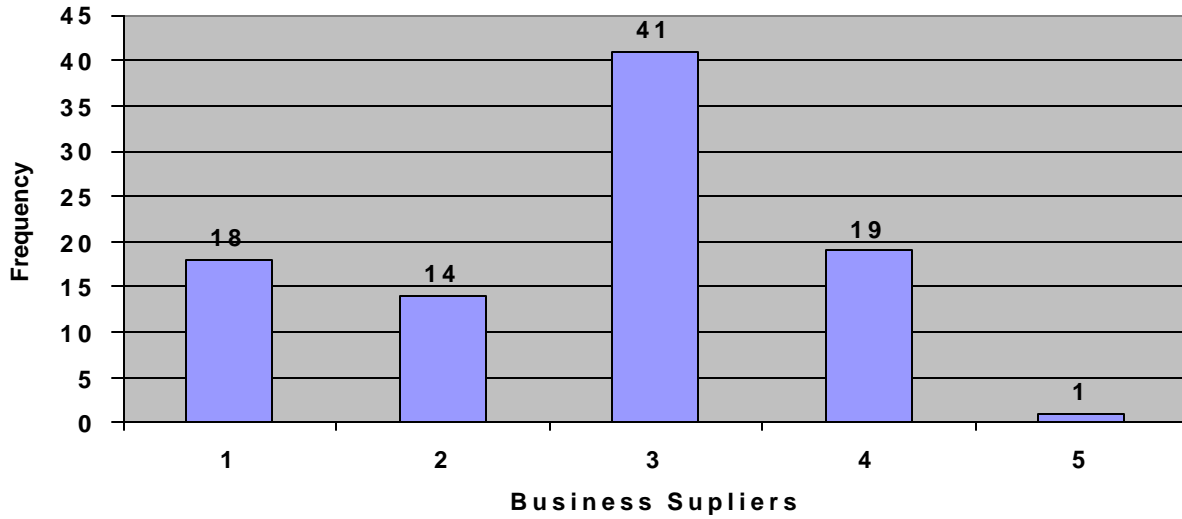


Figure 5.12 indicates the home language of the hawkers in the East London CBD.

65 of the 93 hawkers home language is Xhosa, 2 English, 6 Afrikaans and the 20 marked under “other” included the following languages: French, Wolof, Spanish, Ethiopian, Serejolise, Zambian, Mozambiquen, Daka and Chinese.

FIGURE 5.13 The source of products of hawkers in the East London CBD



- 1 = Wholesalers
- 2 = Other retailers
- 3 = Directly from factories
- 4 = Other

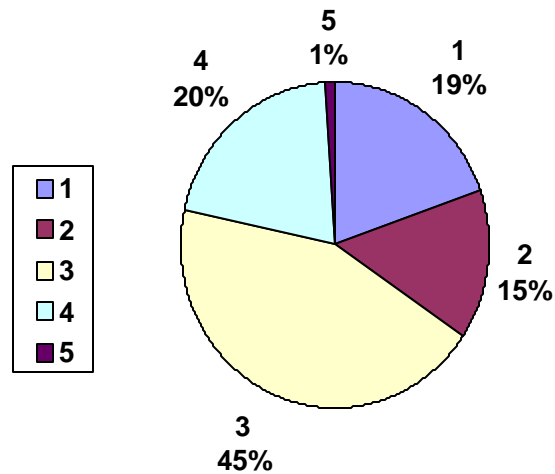
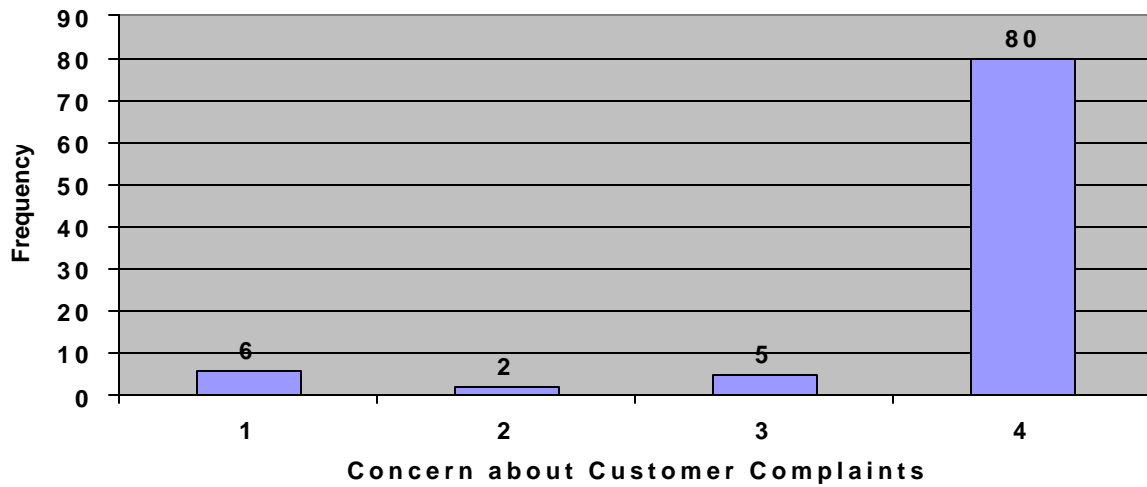


Figure 5.13 indicates the source of supply of products of hawkers in the East London CBD.

18 of the hawkers obtain their goods from wholesalers, 14 from other retailers, 41 directly from factories and 19 indicated as “other” were noted as obtaining their products from the market.

FIGURE 5.14 The extent to which hawkers in the East London CBD are concerned about customer complaints



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

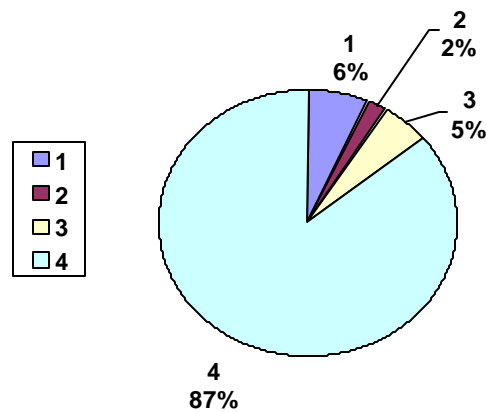
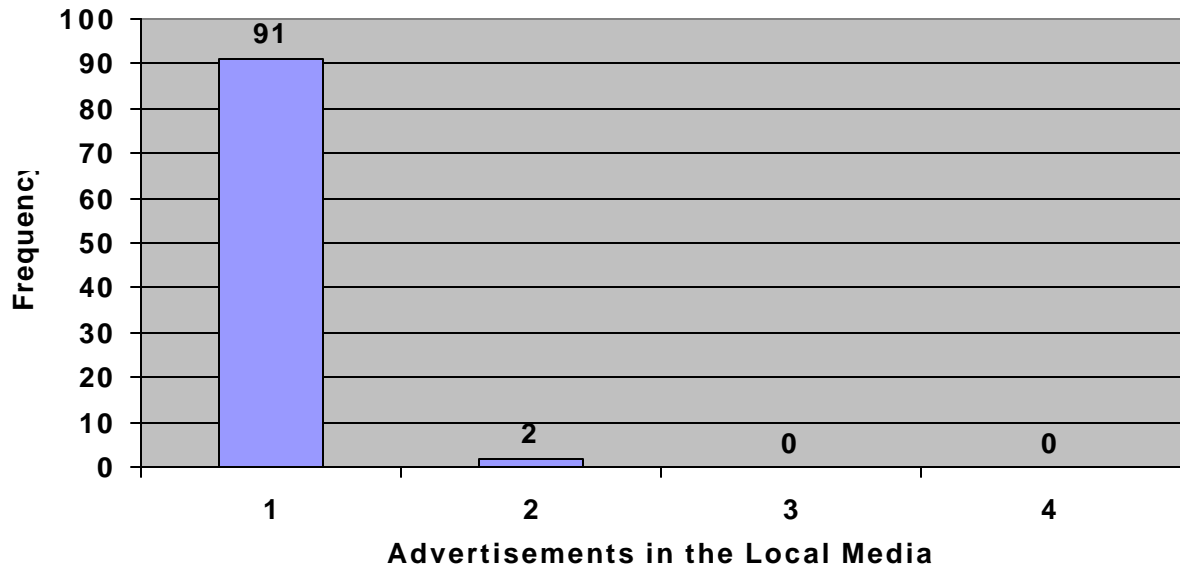


Figure 5.14 indicates the extent to which hawkers in the East London CBD are concerned about customer complaints.

An overwhelming majority, 80 of the 93 hawkers indicated that they are concerned about customer complaints with a small minority (6) indicating no concern for customer complaints. 2 indicated a moderate concern with 5 indicating that they are usually concerned about customer complaints.

FIGURE 5.15 The extent to which hawkers in the East London CBD advertises in the local media



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

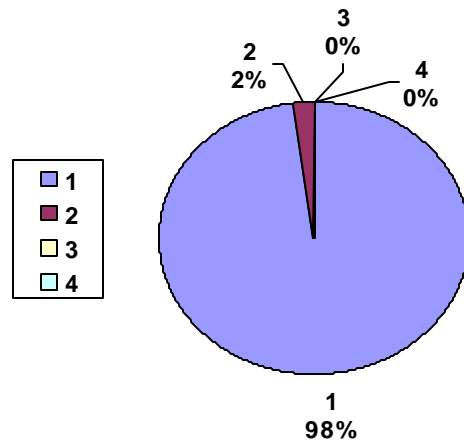
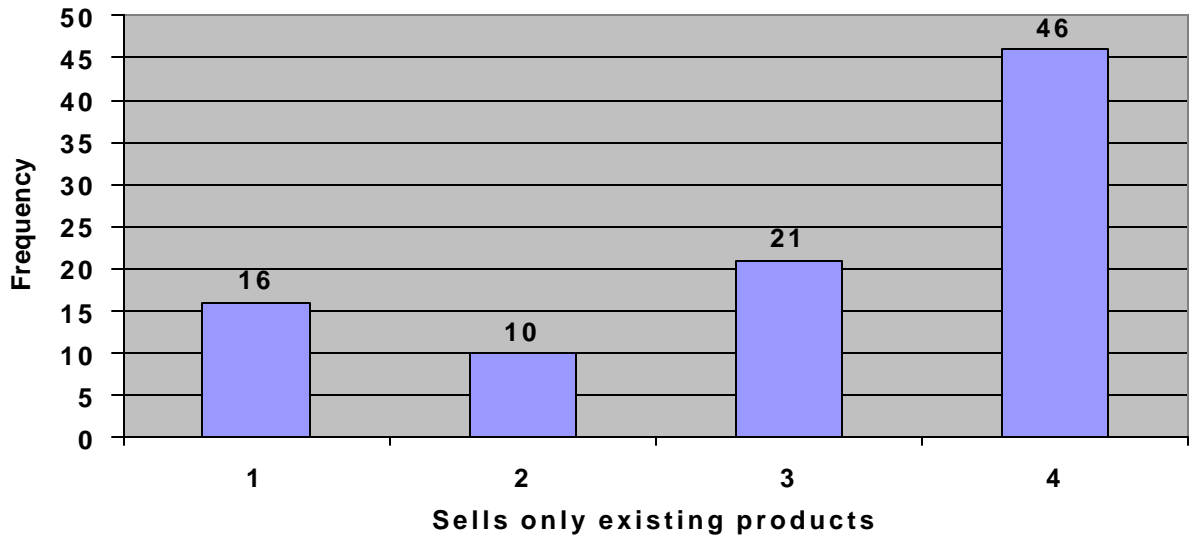


Figure 5.15 indicates the extent to which hawkers in the East London CBD advertise in the local media.

91 of the 93 hawkers do no advertising in the local media.

FIGURE 5.16 The extent to which hawkers in the East London CBD like to stick to the existing products they sell.



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

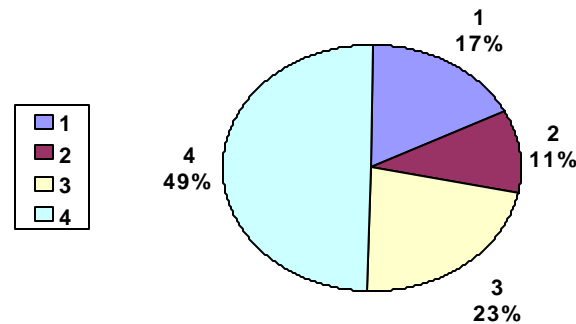
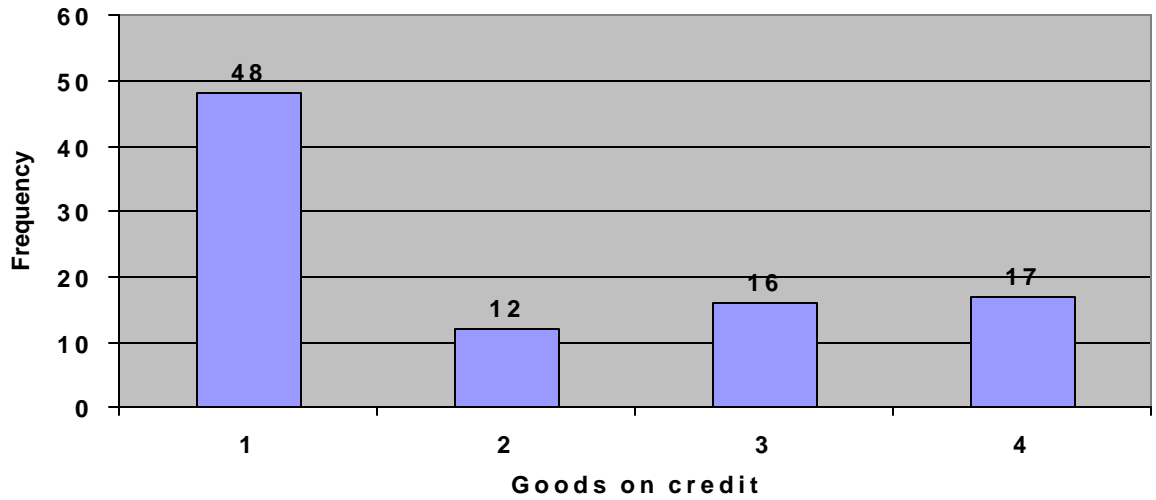


Figure 5.16 indicates the extent to which hawkers in the East London CBD likes to stick to the existing products they sell.

46 of the 93 hawkers in the East London CBD like to stick to the existing products they sell and 21 usually do. Thus, 67 indicate a preference towards making no adjustments to their product offering. 10 indicate being partial to product offering changes to a moderate extent with 16 having no problem changing their product offering.

FIGURE 5.17 The extent to which the hawkers in the East London CBD give their customers goods on credit



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = usually applicable
- 4 = Most applicable

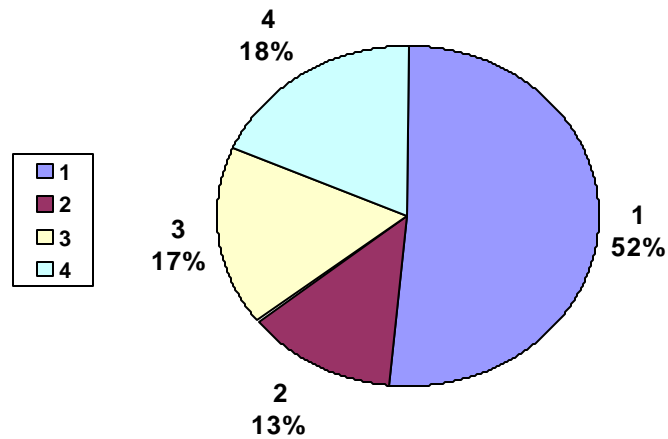


Figure 5.17 indicates the extent to which the hawkers in the East London CBD give their customers goods on credit.

48 of the hawkers in the East London CBD do not give their customers credit whereas 117 do. 16 usually give credit and 12 give credit to a moderate degree.

FIGURE 5.18 The extent to which the hawkers in the East London CBD carefully select a good place from which to operate



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

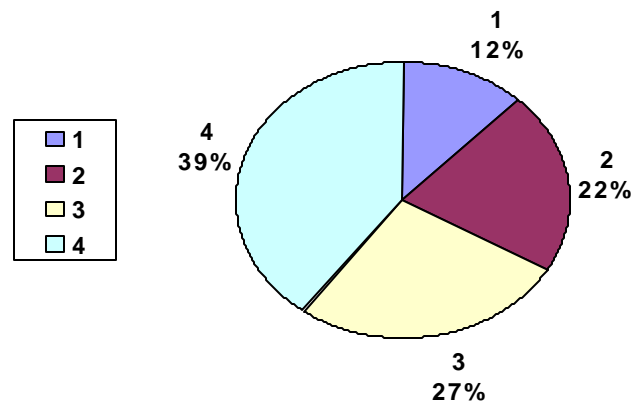
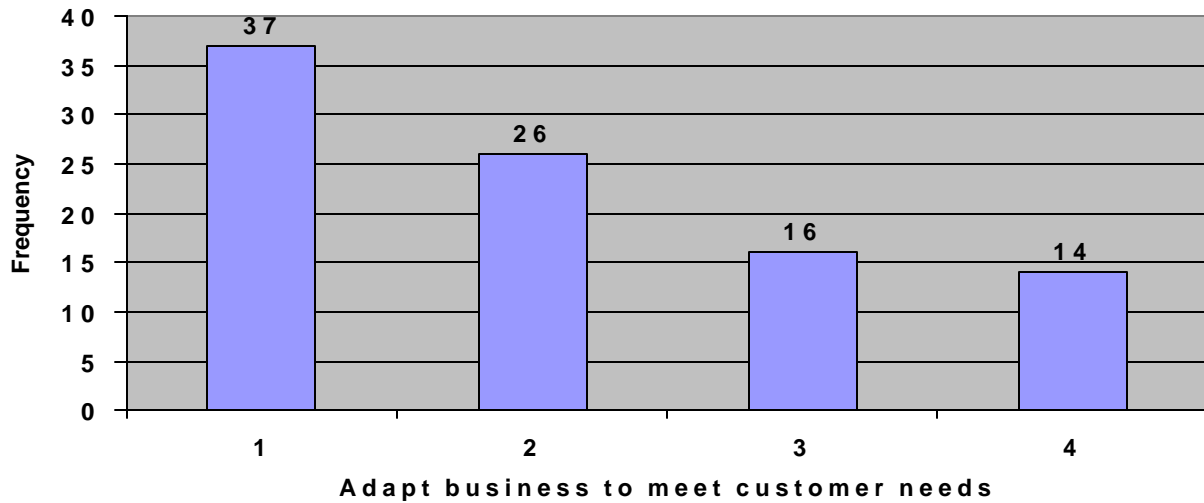


Figure 5.18 indicates the extent to which the hawkers in the East London CBD carefully select a good place from which to operate.

37 of the hawkers in the East London CBD **carefully** select a good place from where to operate while 25 **usually do**. 20 select a position to a moderate degree whereas 11 make no careful selection of a good position from which to operate.

FIGURE 5.19 The extent to which hawkers in the East London CBD try to be flexible and adapt/tailor their business to meet unique customer needs



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

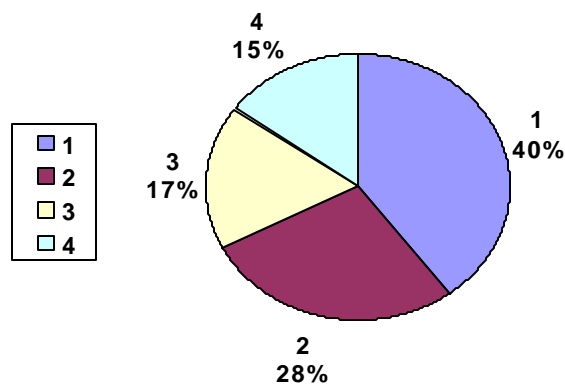
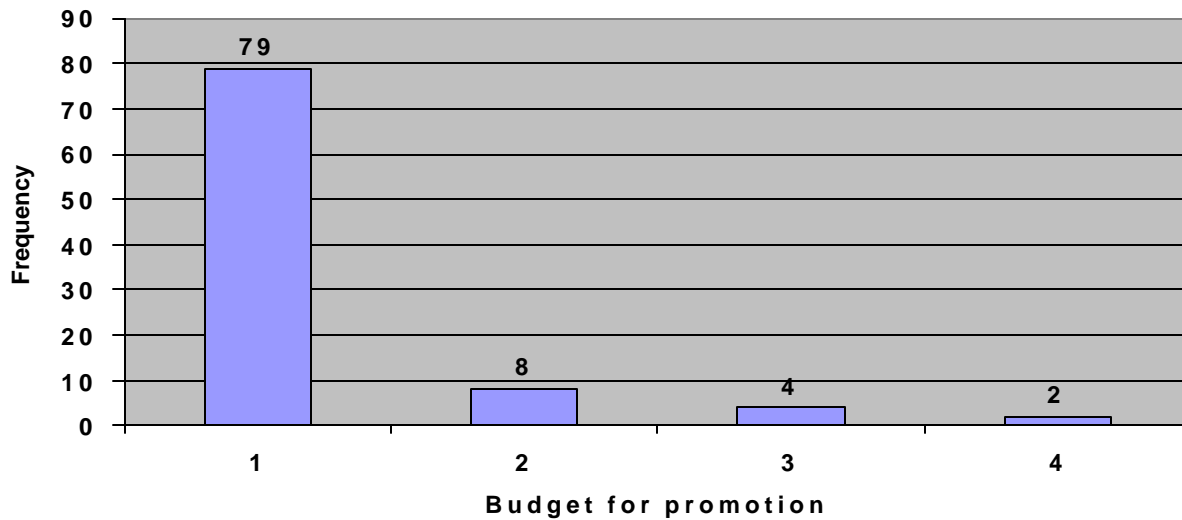


Figure 5.19 indicates the extent to which hawkers in the East London CBD try to be flexible and adapt/tailor their business to meet unique customer needs.

37 of the 93 hawkers in the East London CBD make no attempt to be flexible and adapt / tailor their business to meet unique customer needs and 26 may make a moderate attempt. 16 usually make an attempt while 14 do try to satisfy unique customer needs.

FIGURE 5.20 The extent to which hawkers in the East London CBD allocate part of the budget to promotion



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

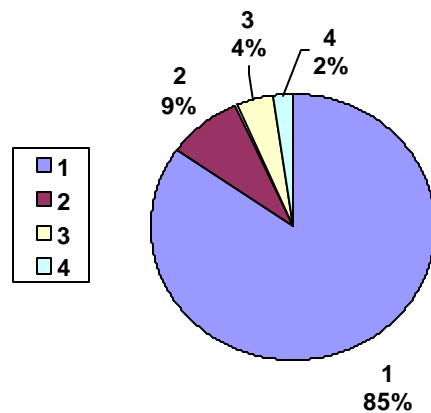
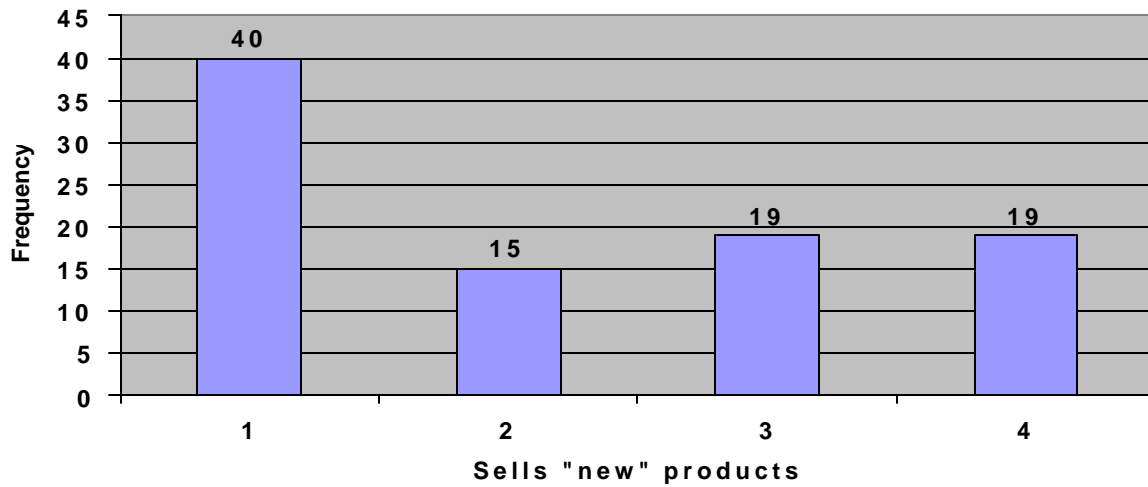


Figure 5.20 indicates the extent to which hawkers in the East London CBD allocate part of the budget to promotion.

A very small number of the hawkers in the East London CBD allocate part of their budget to promotion (2) with only 4 usually doing so. 79 allocate no budget to promotion with 8 allocating to a moderate degree.

FIGURE 5.21 The extent to which hawkers in the East London CBD like to try to sell products they have never sold before



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

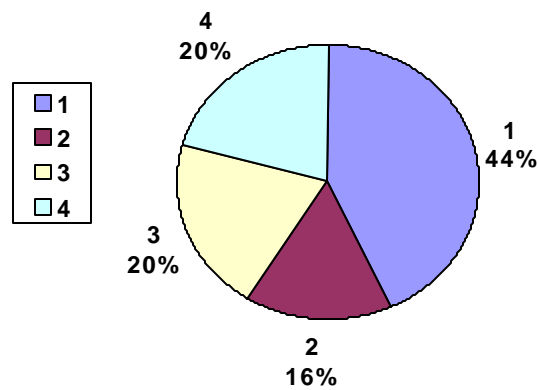
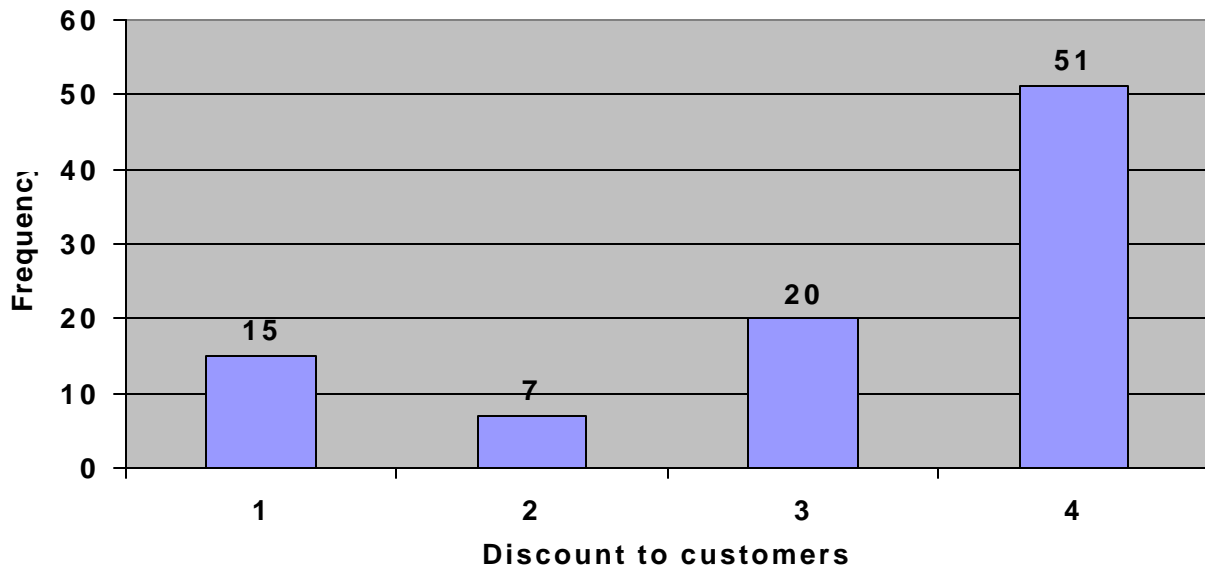


Figure 5.21 indicates the extent to which hawkers in the East London CBD like to try to sell products they have never sold before.

40 of the 93 hawkers in the East London CBD do not like to try and sell products they have never sold before with 15 moderately doing so. 19 usually sell new products and also 19 like to try to do so.

FIGURE 5.22 The extent to which hawkers in the East London CBD often give discounts to customers



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

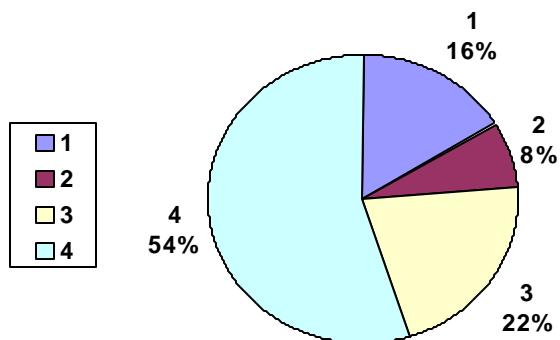
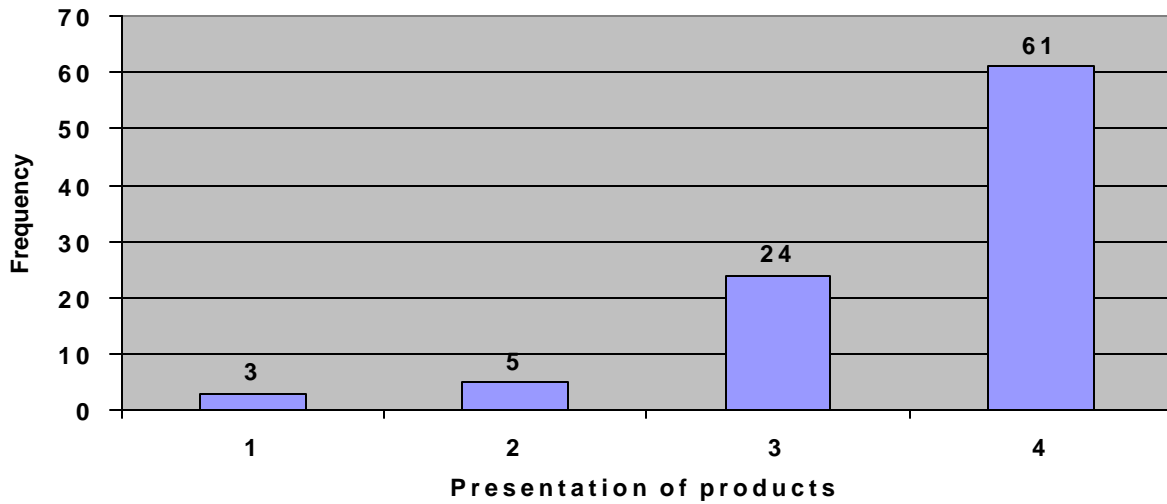


Figure 5.22 indicates the extent to which hawkers in the East London CBD often give discounts to customers.

51 of the 93 hawkers in the East London CBD often give discounts to customers with 20 usually doing so. 15 do not give discounts and 7 do so to a moderate degree.

FIGURE 5.23 The extent to which hawkers in the East London CBD are concerned about the layout or presentation of their products



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

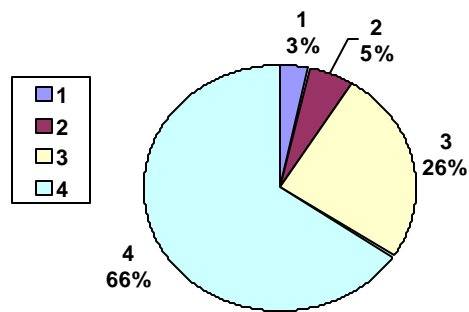
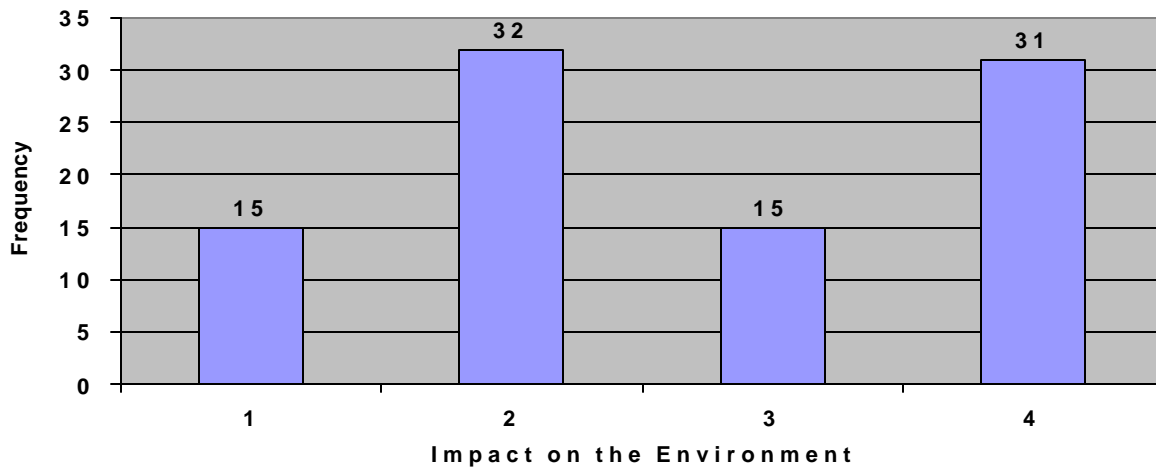


Figure 5.23 indicates the extent to which hawkers in the East London CBD are concerned about the layout or presentation of their products.

61 of the hawkers in the East London CBD show concern for the layout or presentation of their products with 24 usually showing concern. Only 3 show no concern with 5 showing moderate concern.

FIGURE 5.24 The extent to which hawkers in the East London CBD are concerned about their impact on the environment



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

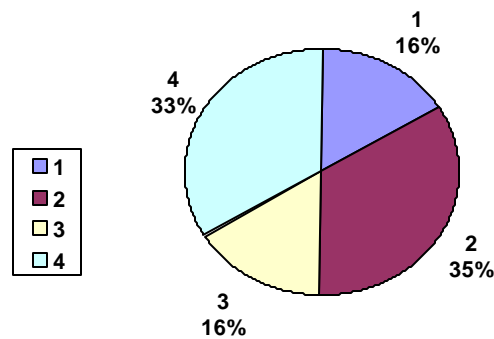
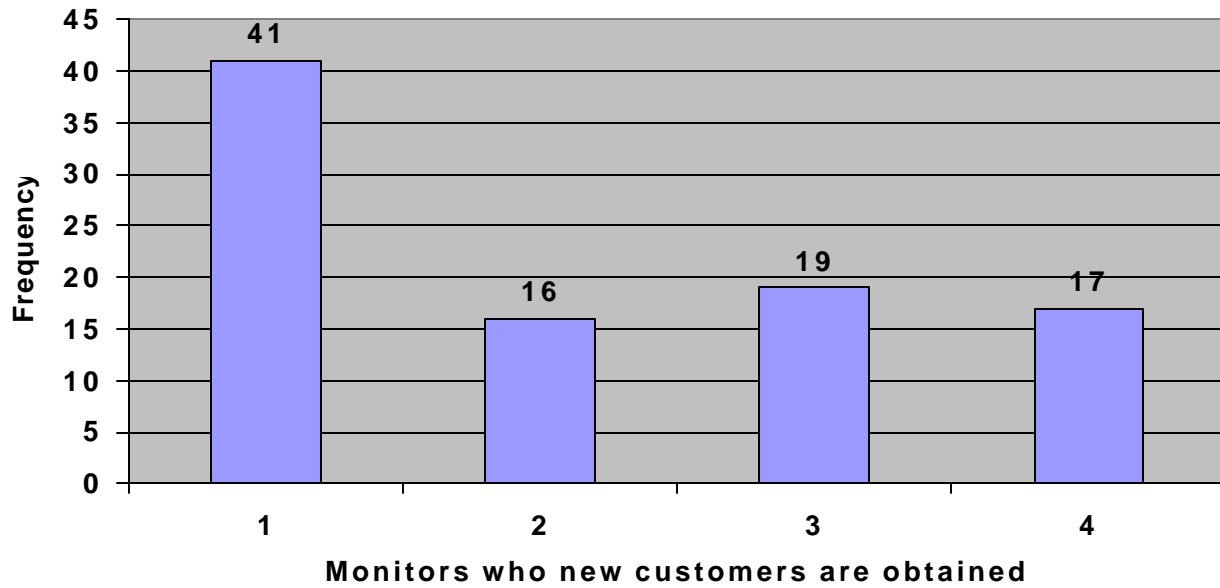


Figure 5.24 indicates the extent to which hawkers in the East London CBD are concerned about their impact on the environment.

On average 46 of the hawkers are concerned about their impact on the environment (31 are concerned plus 15 who are usually concerned) and 47 who lean towards not being concerned (15 have no concern plus 32 show moderate concern).

FIGURE 5.25 The extent to which hawkers in the East London CBD monitor how new customers are obtained



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

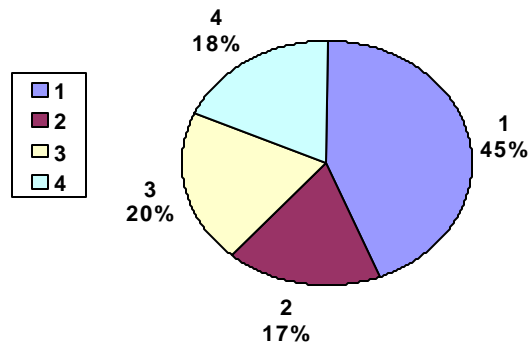
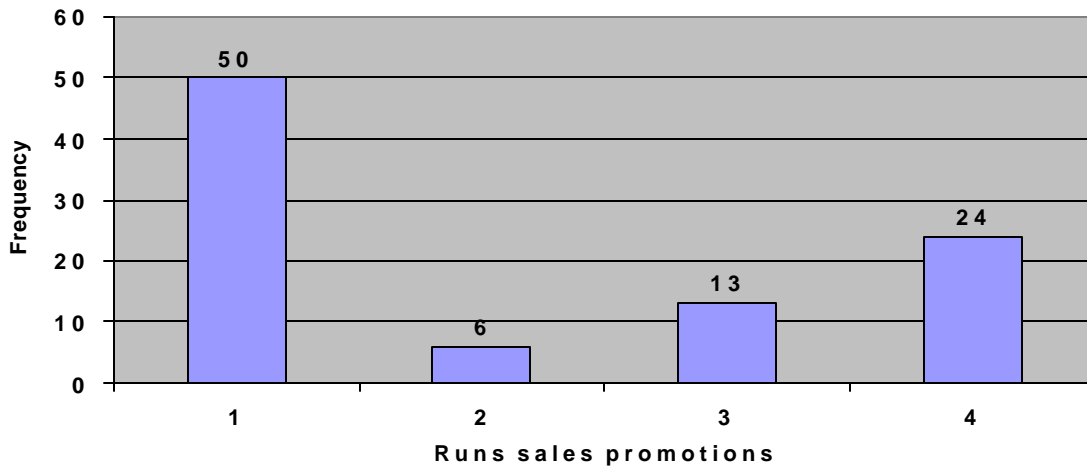


Figure 5.25 the extent to which hawkers in the East London CBD monitor how new customers are obtained.

41 of the hawkers in the East London CBD do not monitor how new customers are obtained with 16 doing so to a moderate degree. 19 usually monitor and 17 do monitor how new customer are obtained.

FIGURE 5.26 The extent to which hawkers in the East London CBD run any form of sales promotion (e.g. give out products, “buy one get one free” exercises, promotional tasting activities ...)



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

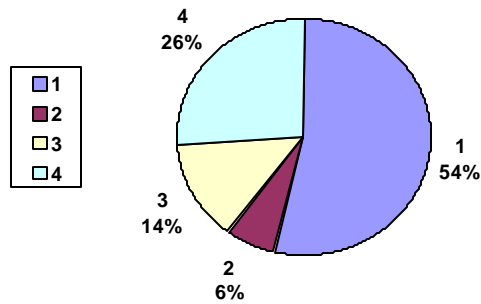
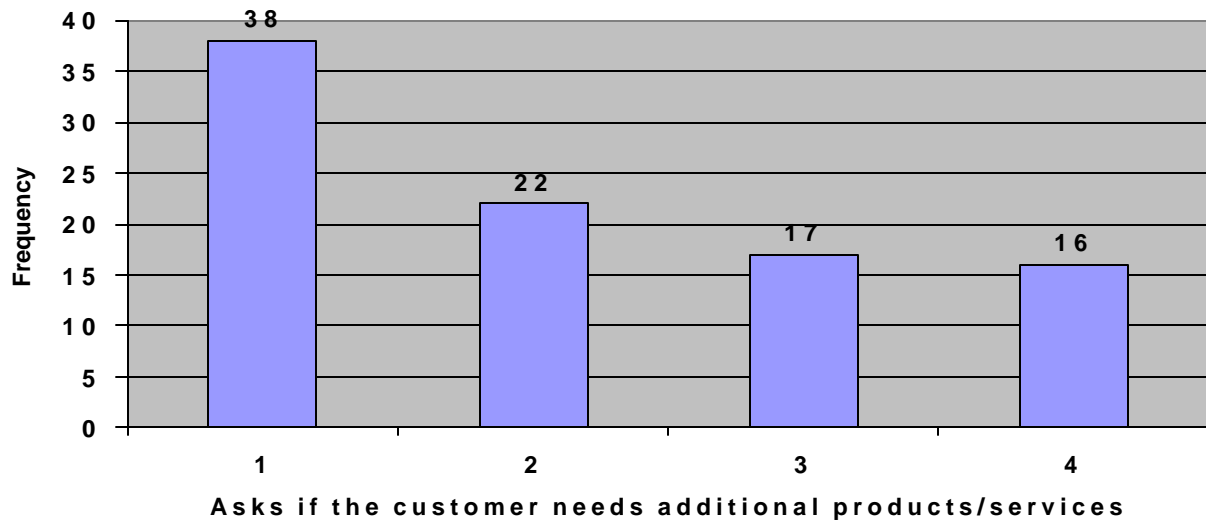


Figure 5.26 the extent to which hawkers in the East London CBD run any form of sales promotion (e.g. give out products, “buy one get one free” exercises, promotional tasting activities . . .).

50 of the hawkers in the East London CBD run no form of sales promotion with 6 doing so moderately. 13 usually do and 24 do run some form of sales promotion. These were mainly those who offered a free fruit or vegetable to a valued customer or to a customer who made a “big” purchase.

FIGURE 5.27 The extent to which hawkers in the East London CBD ask whether the customers need any additional products/services



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

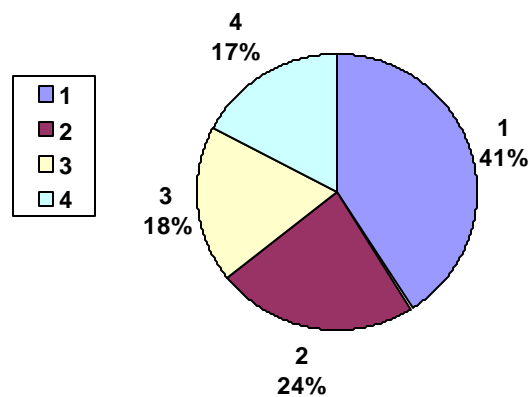
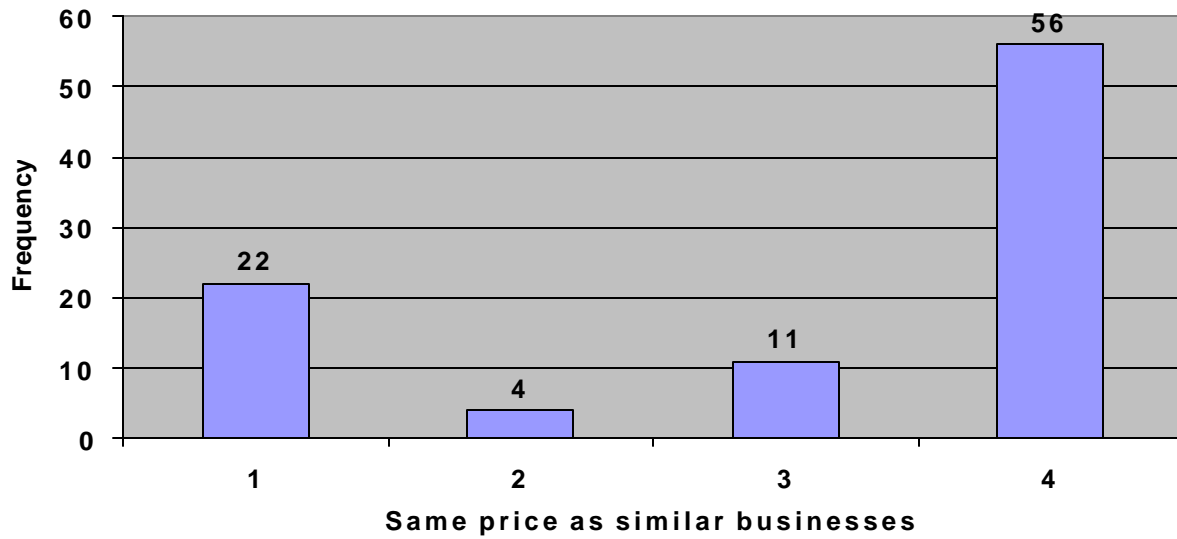


Figure 5.27 indicates the extent to which hawkers in the East London CBD ask whether the customers need any additional products/services.

16 of the hawkers in the East London CBD do ask whether customers need any additional products or services with 17 usually asking. 22 asked to a moderate degree with 38 never asking whether customers need additional products or services.

FIGURE 5.28 The extent to which hawkers in the East London CBD charge the same prices as similar businesses



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

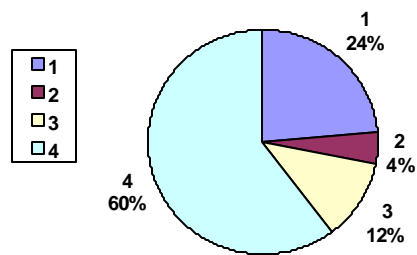
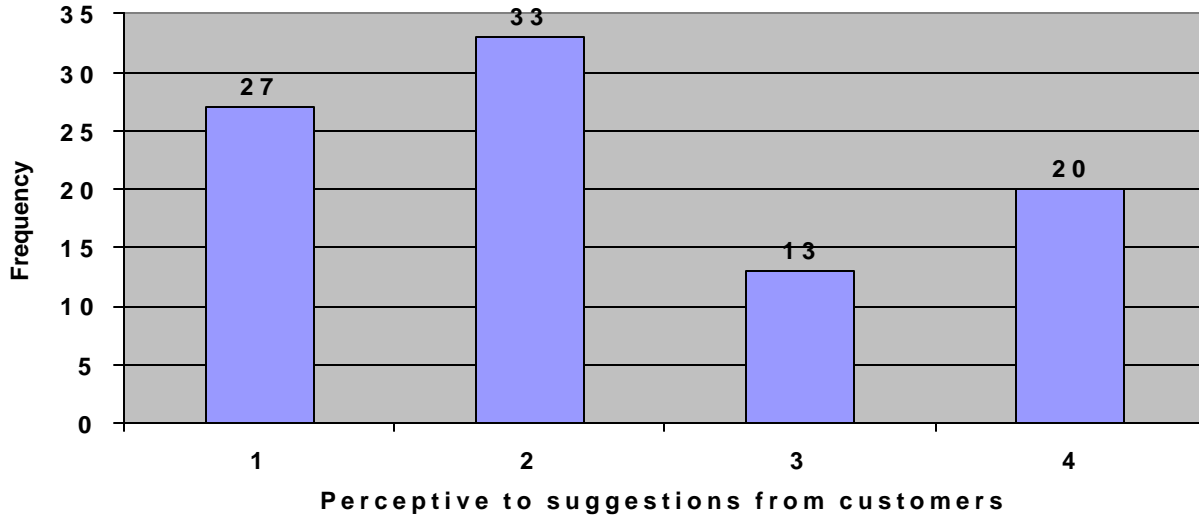


Figure 5.28 indicates the extent to which hawkers in the East London CBD charge the same prices as similar businesses.

56 of the hawkers in the East London CBD charge the same prices as similar businesses with 11 usually doing the same. 4 do to a moderate degree while 22 do not charge the same price as similar businesses.

FIGURE 5.29 The extent to which hawkers in the East London CBD welcome suggestions from customers



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

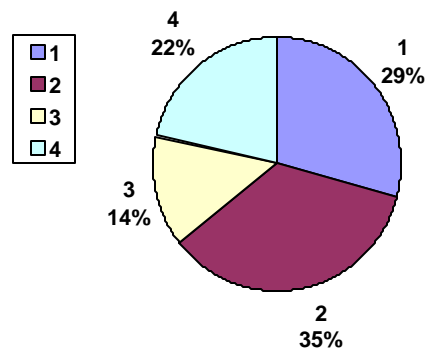
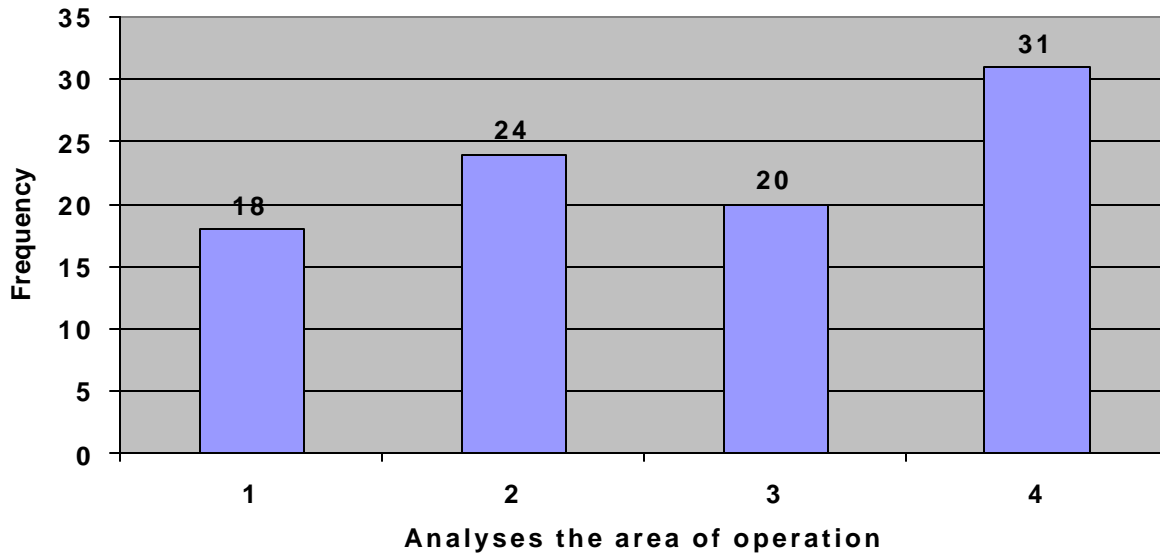


Figure 5.29 indicates the extent to which hawkers in the East London CBD welcome suggestions from customers.

With 27 of the 93 hawkers in the East London CBD indicating no tolerance of suggestions from customers and 33 indicating a moderate tolerance, 60 lean toward not welcoming suggestions from customers. 13 indicate they usually welcome suggestions and 20 indicate that they do welcome suggestions from customers.

FIGURE 5.30 The extent to which hawkers in the East London CBD analyze their area of operation



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

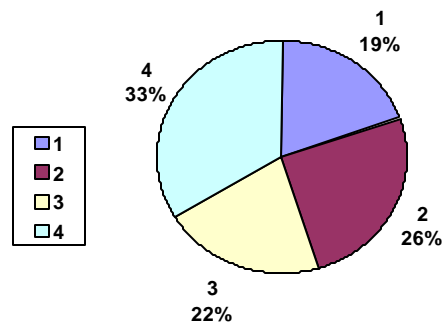
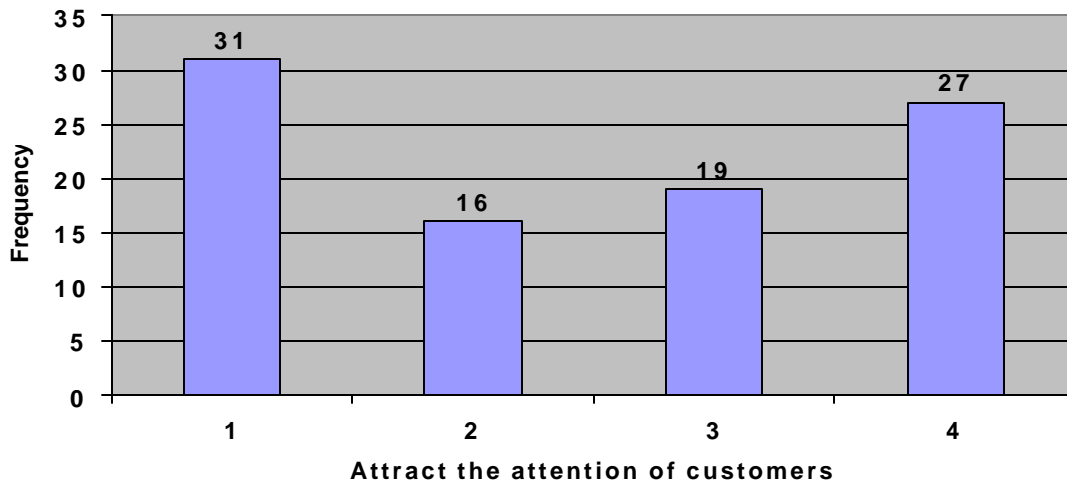


Figure 5.30 indicates the extent to which hawkers in the East London CBD analyze their area of operation.

51 of the 93 hawkers in the East London CBD actually do place emphasis on analysing their area of operation. (31 indicating they do and 20 indicating they usually do.) 24 indicated that they do to a moderate degree while 18% do no analyses of their area of operation.

FIGURE 5.31 The extent to which hawkers in the East London CBD try to attract the attention of their customers



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

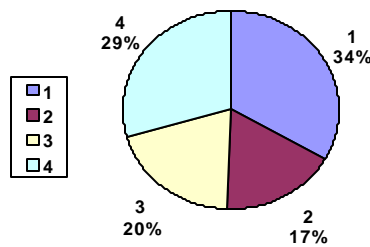
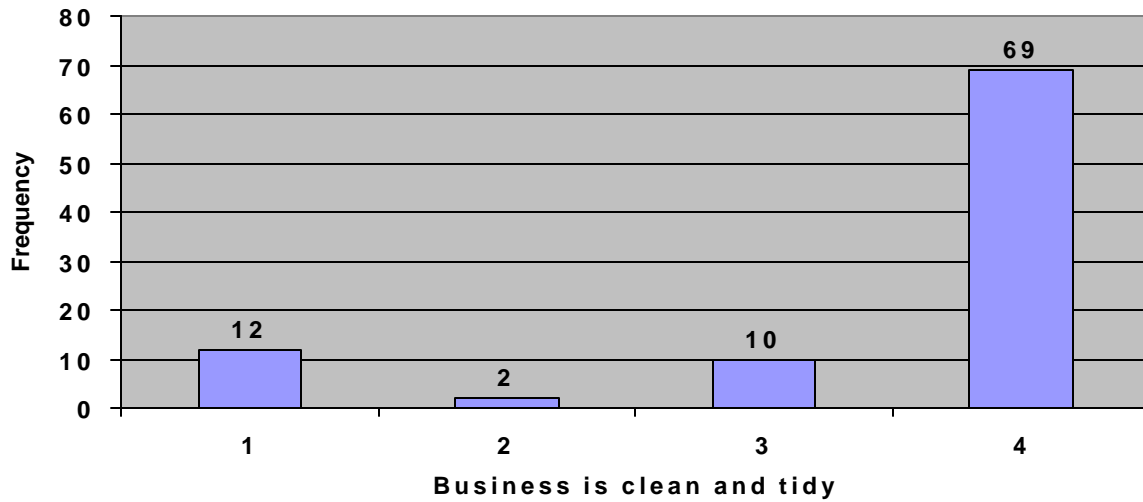


Figure 5.31 the extent to which hawkers in the East London CBD try to attract the attention of their customers.

31 of the 93 hawkers in the East London CBD indicate that they engage in no activity to try to attract the attention of their customers, while 27 do. 19 indicated that they usually do, with 16 doing so to a moderate degree.

FIGURE 5.32 The extent to which hawkers in the East London CBD keep their place of doing business clean and tidy



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

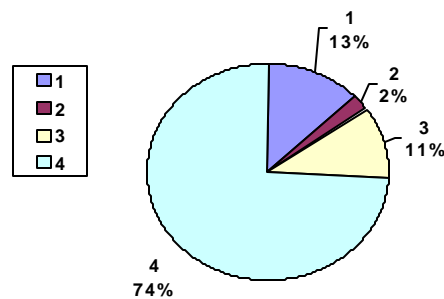
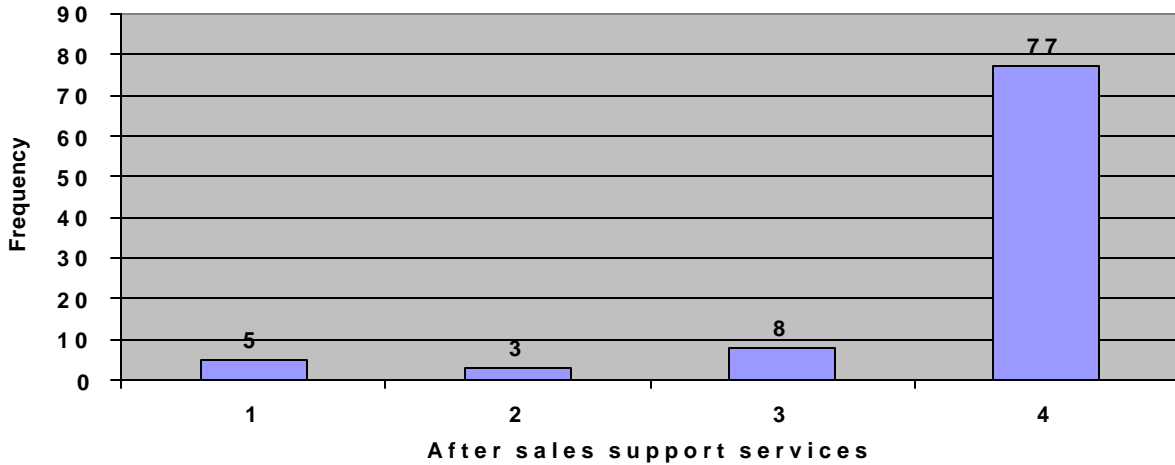


Figure 5.32 indicates the extent to which hawkers in the East London CBD keep their place of doing business clean and tidy.

77 of hawkers in the East London CBD indicate that they do keep their place of doing business clean and tidy while 5 indicated that they usually do. 8 show no concern for keeping clean and tidy and 3 show a moderate concern.

FIGURE 5.33 The extent to which hawkers in the East London CBD offer any after sales supporting services to its customers e.g. carry bags or wrapping paper guarantees



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

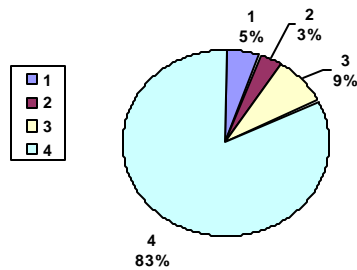
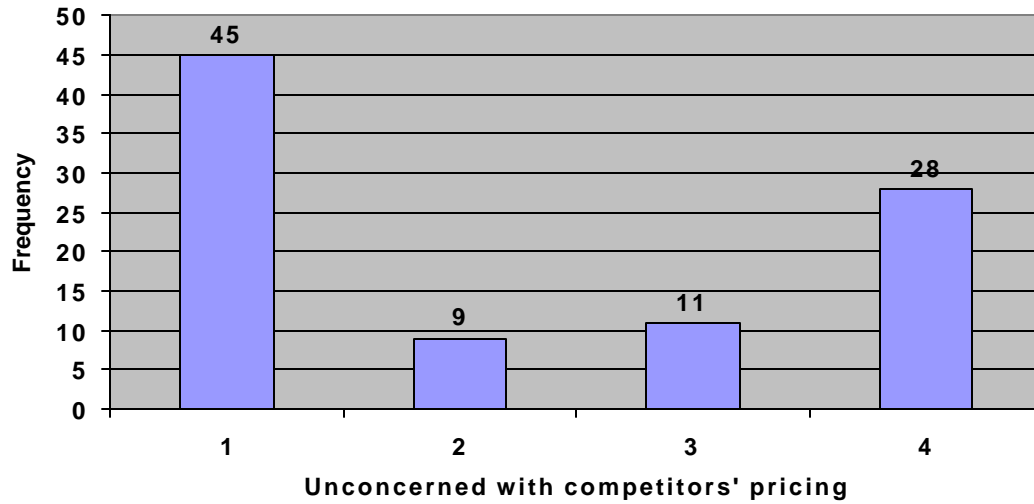


Figure 5.33 indicates the extent to which hawkers in the East London CBD offer any after sales supporting services to its customers e.g. carry bags or wrapping paper guarantees.

The vast majority (77) of the 93 hawkers in the East London CBD indicated that they offer after sales supporting services with 8 indicating that they usually do. This leaves less than 8 not being actively involved in after sales services. (3 moderately and 5 not at all active.)

FIGURE 5.34 The extent to which hawkers in the East London CBD are not concerned what competitors charge for similar products



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

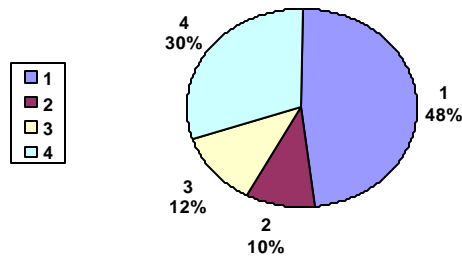
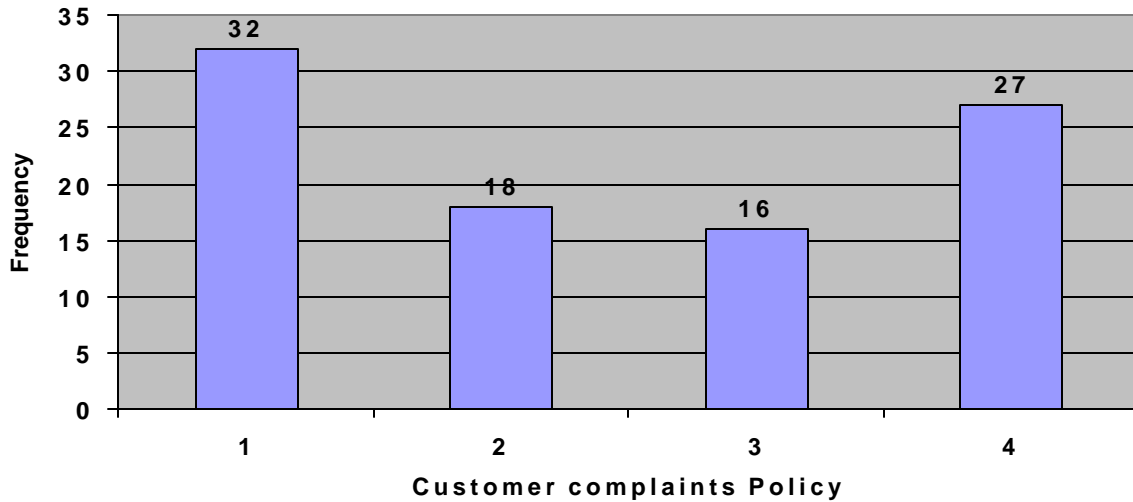


Figure 5.34 indicates the extent to which hawkers in the East London CBD are not concerned what competitors charge for similar products.

28 of the 93 hawkers in the East London CBD show no concern as to the price charged by competitors for similar products. 11 usually show no concern with 45 (nearly half) showing much concern. 2 are moderately concerned.

FIGURE 5.35 The extent to which hawkers in the East London CBD have a policy to deal with customer complaints



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

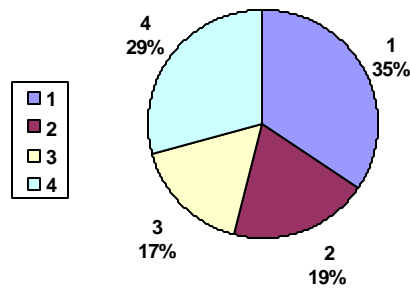
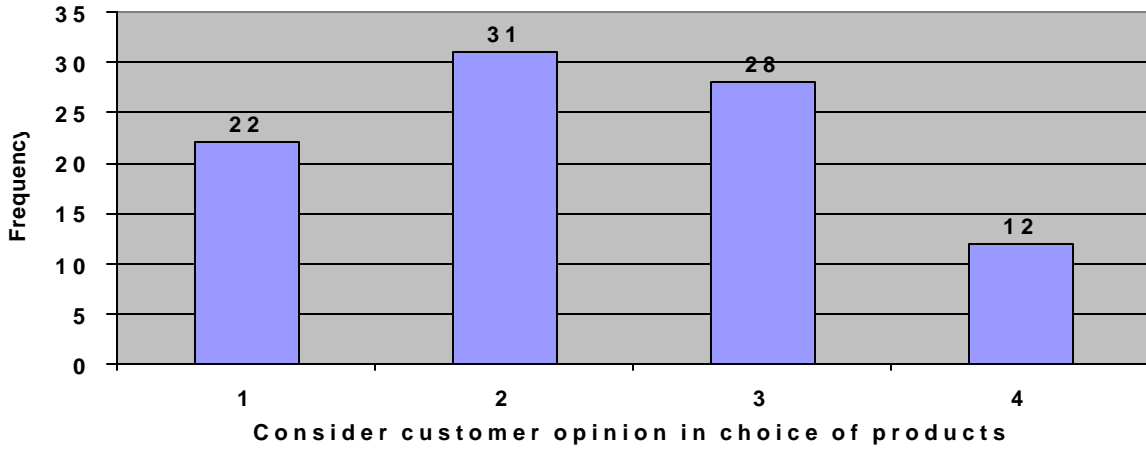


Figure 5.35 indicates the extent to which hawkers in the East London CBD have a policy to deal with customer complaints.

34% of the hawkers in the East London CBD lean toward having no policy to deal with customer complaints (32 = no policy + 2 = moderate) 34 thus lean toward having a policy, broken down into 18 that definitely do and 16 that usually do.

FIGURE 5.36 The extent to which hawkers in the East London CBD consider the choice of products on offer



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

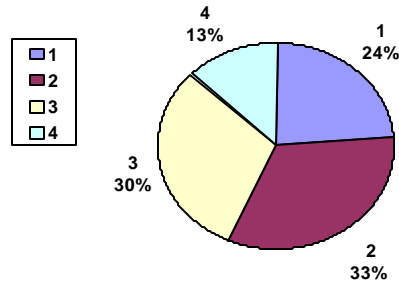
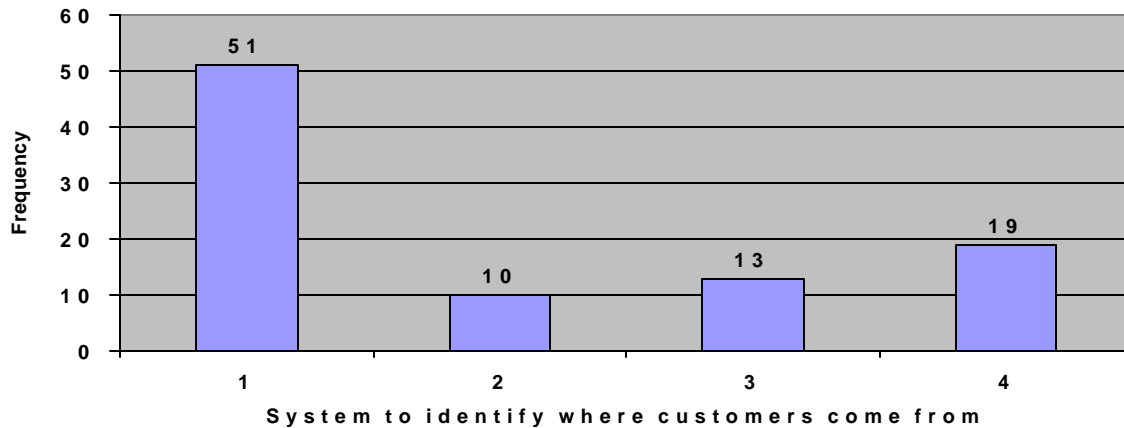


Figure 5.36 indicates the extent to which hawkers in the East London CBD consider the choice of products on offer

With regard to the option of giving consideration to one's product offering, only 12 of hawkers in the East London CBD give consideration to their choice of products on offer while 28 usually do. 22 give no consideration to their products on offer while 31 do so to a moderate degree.

FIGURE 5.37 The extent to which hawkers in the East London CBD have a system of trying to identify where their customers are coming from



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

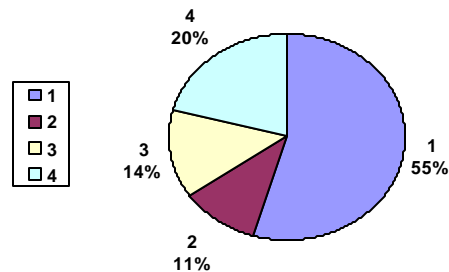
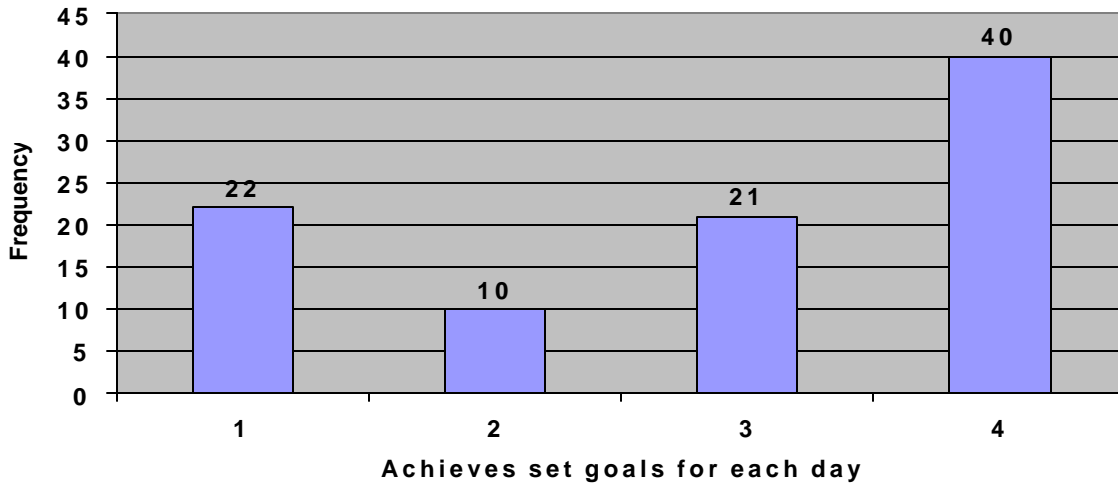


Figure 5.37 indicates the extent to which hawkers in the East London CBD have a system of trying to identify where their customers are coming from.

51 of the hawkers in the East London CBD have no system of trying to identify where its customers are coming from. 10 although having no formal system, attempt to identify where its customers come from to a moderate extent. 13 usually try to identify their customer's source although they do not have a formal system. 19 of the hawkers indicated that they do have a system of identifying their customers' source.

FIGURE 5.38 The extent to which hawkers in the East London CBD try to achieve set goals for each day



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

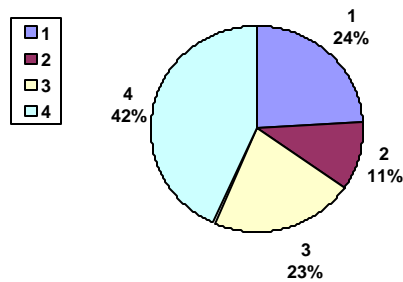
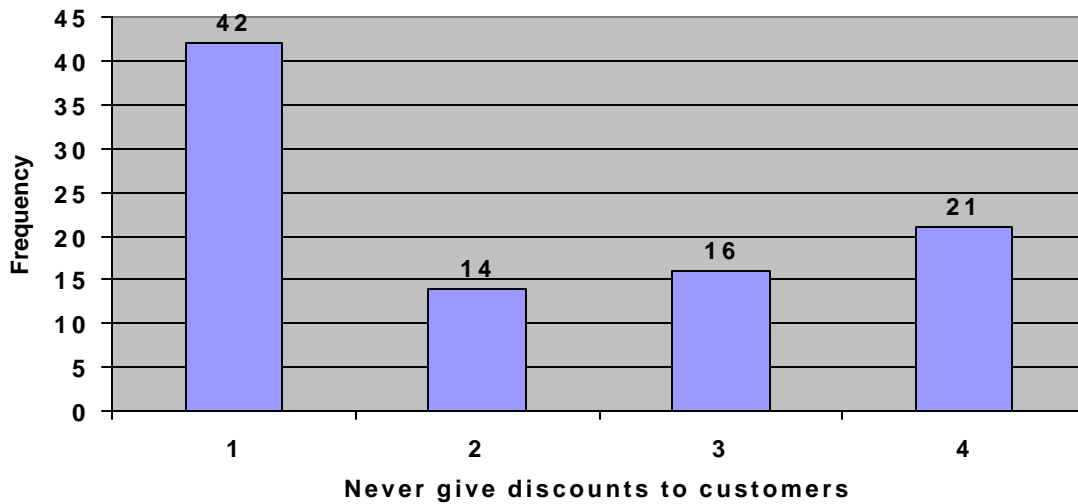


Figure 5.38 indicates the extent to which hawkers in the East London CBD try to achieve set goals for each day.

40 of hawkers in the East London CBD try to achieve set goals for each day while 21 usually do. 10 do so to a moderate extent while 22 do not try to achieve set goals each day.

FIGURE 5.39 The extent to which hawkers in the East London CBD never give discounts to customers



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

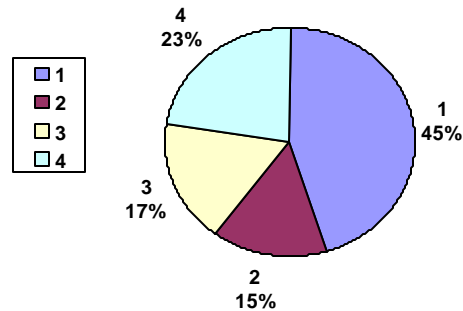
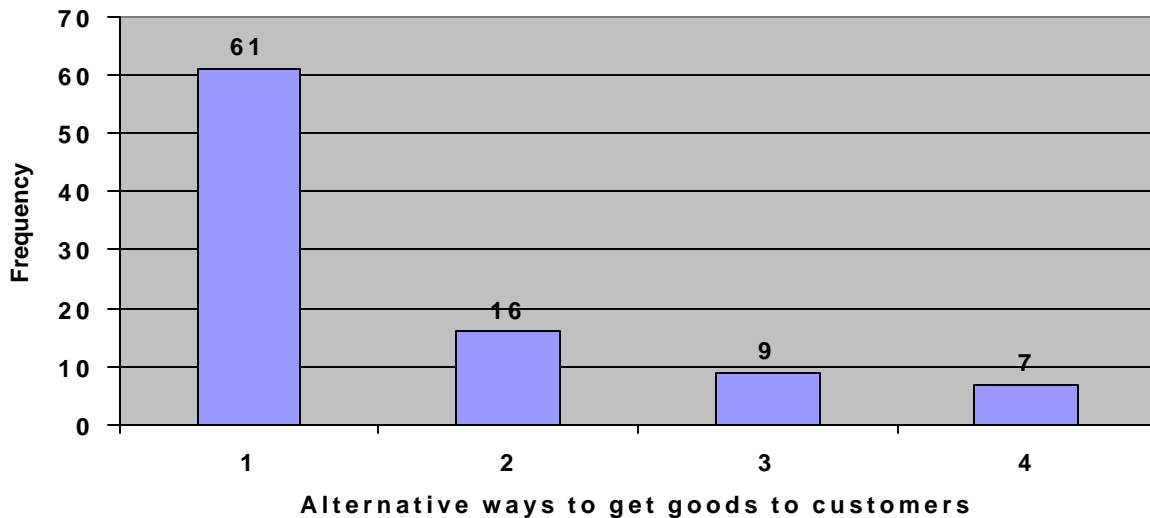


Figure 5.39 indicates the extent to which hawkers in the East London CBD never give discounts to customers.

42 of hawkers in the East London CBD always give discounts to customers while 14 do so to a moderate extent. 16 usually do not give discounts while 21 do not give customers discounts.

FIGURE 5.40 The extent to which hawkers in the East London CBD consider alternative ways of getting goods to customers



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

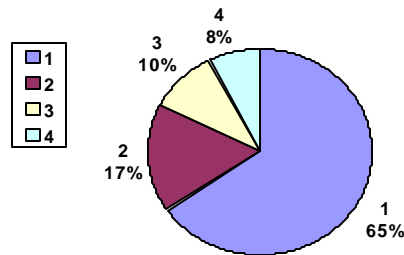
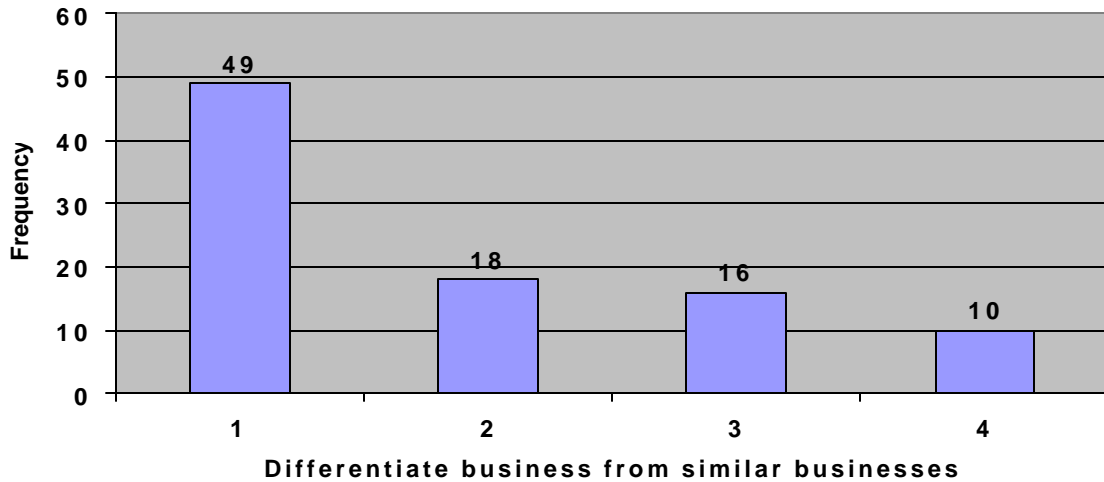


Figure 5.40 indicates the extent to which hawkers in the East London CBD consider alternative ways of getting goods to customers.

61 of hawkers in the East London CBD do not consider alternative ways of getting goods to customers while 16 do to a moderate degree. 9 usually do and 7 do consider alternative ways of getting goods to customers.

FIGURE 5.41 The extent to which hawkers in the East London CBD try to differentiate themselves from other similar businesses offering similar products



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

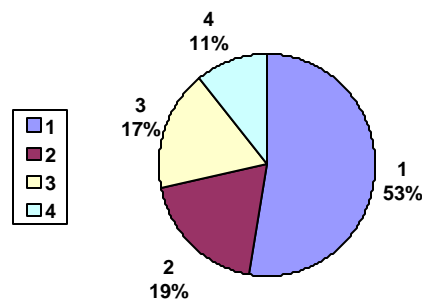
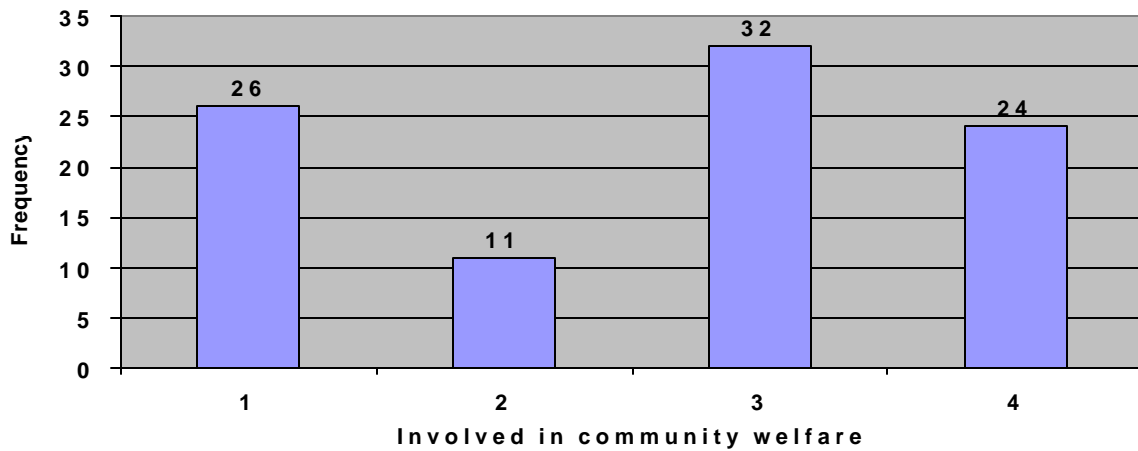


Figure 5.41 indicates the extent to which hawkers in the East London CBD try to differentiate themselves from other similar businesses offering similar products.

67 of hawkers in the East London CBD lean towards not differentiating themselves from other similar businesses offering similar products (49 do not and 18 moderately so). 16 usually try to differentiate themselves while 10 do try to differentiate themselves.

FIGURE 5.42 The extent to which hawkers in the East London CBD are involved in some other form of community welfare (e.g. contribution to the needy)



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

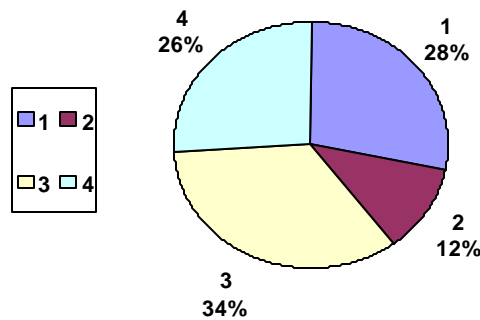
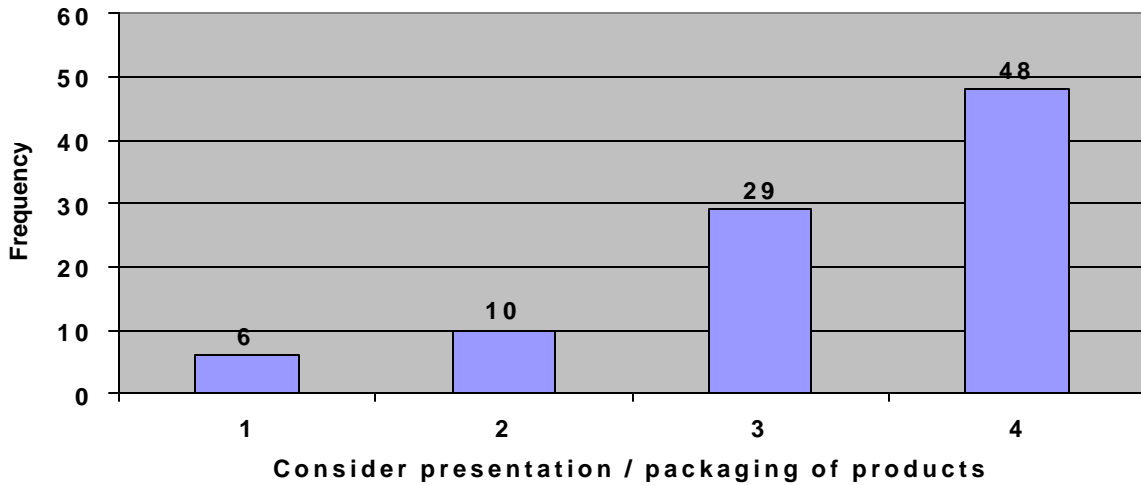


Figure 5.42 indicates the extent to which hawkers in the East London CBD are involved in some other form of community welfare (e.g. contribution to the needy).

26 **do** and 32 of the hawkers in the East London CBD **usually do** involve themselves in some form of community welfare. 11 do so to a moderate degree and 24 do not get involved in any form of community welfare.

FIGURE 5.43 The extent to which hawkers in the East London CBD give any consideration to the presentation/packaging of their products



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

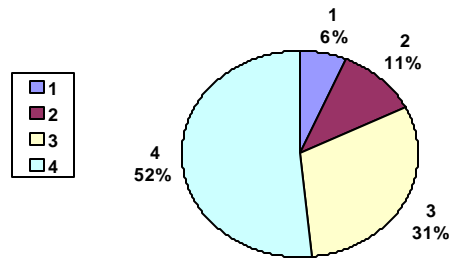
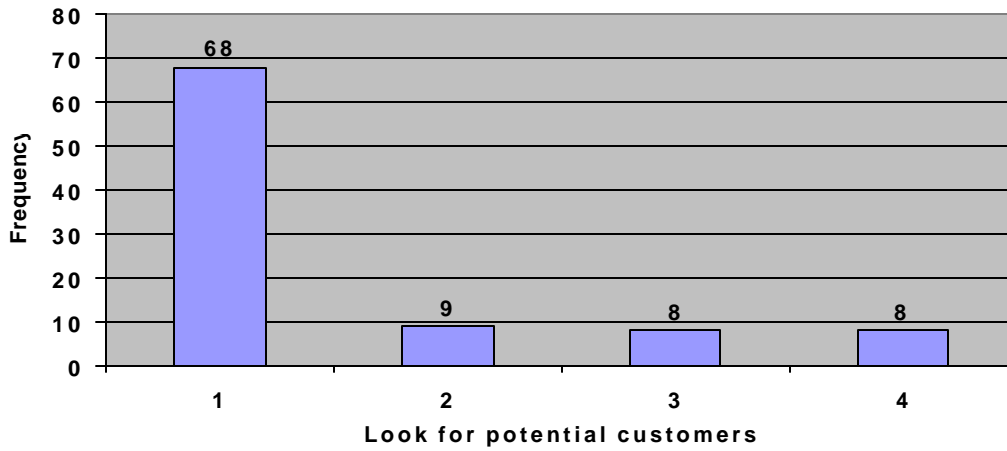


Figure 5.43 indicates the extent to which hawkers in the East London CBD give any consideration to the presentation/packaging of their products.

More than half (48) of the 93 hawkers in the East London CBD give consideration to the packaging / presentation of their products with 29 who usually do. 10 consider presentation to a moderate degree and 6 give no consideration to this aspect of their business.

FIGURE 5.44 The extent to which hawkers in the East London CBD try to go out and look for potential customers



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

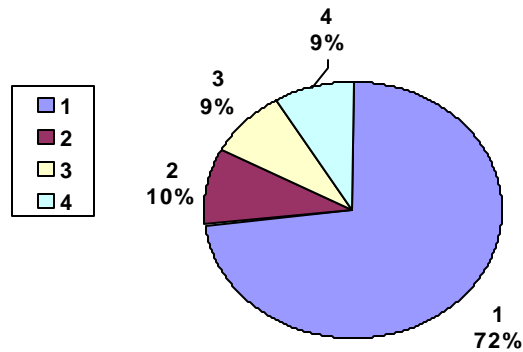
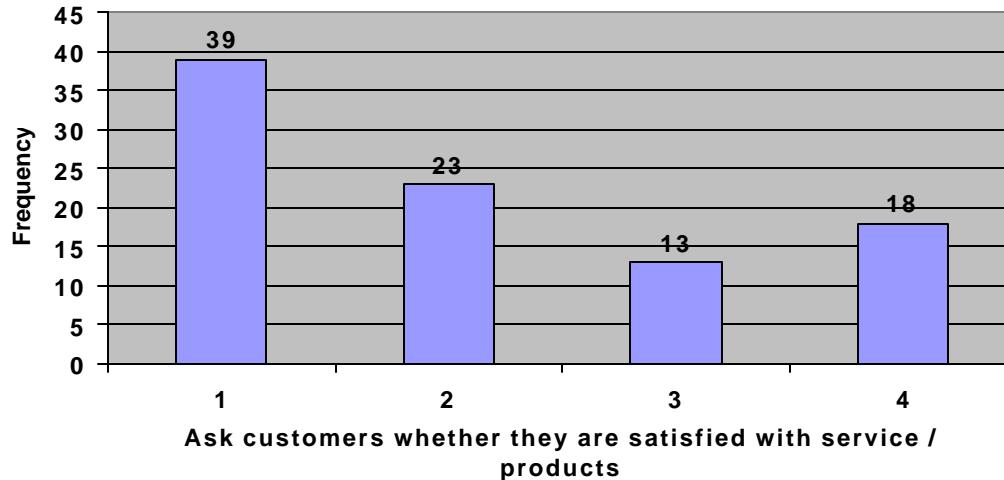


Figure 5.44 indicates the extent to which hawkers in the East London CBD try to go out and look for potential customers.

68 of the hawkers in the East London CBD do not try to go out and look for potential customers with 9 doing so to a moderate degree. 8 usually do and 8 do try to go out and look for potential customers.

FIGURE 5.45 The extent to which hawkers in the East London CBD ask whether customers are satisfied with the service/the range of products on offer



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

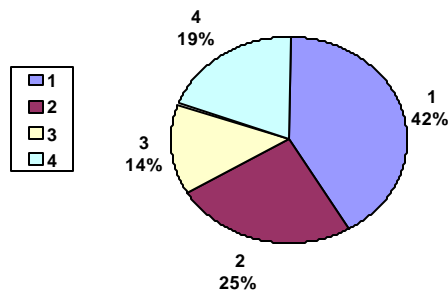
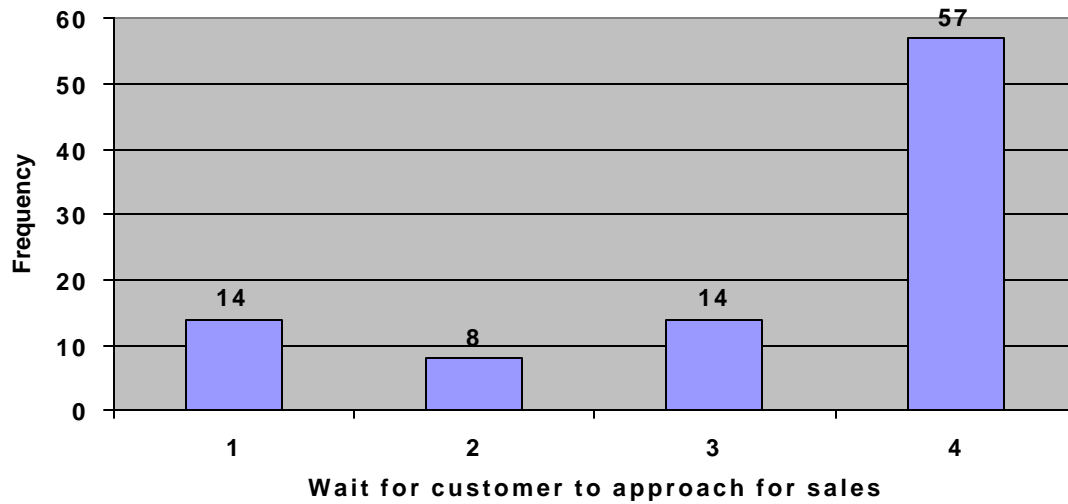


Figure 5.45 indicates the extent to which hawkers in the East London CBD ask whether customers are satisfied with the service/the range of products on offer.

39 of the hawkers in the East London CBD do not ask whether customers are satisfied with the service / range of products they have on offer. 23 do so to a moderate degree with 13 usually doing so. 18 do ask customers their opinion regarding their service / range of products on offer.

FIGURE 5.46 The extent to which hawkers in the East London CBD wait for customers to approach them for sales



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

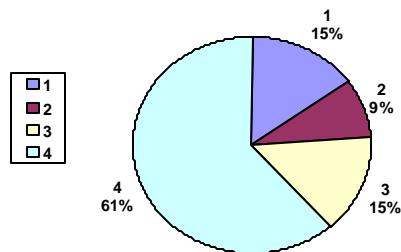
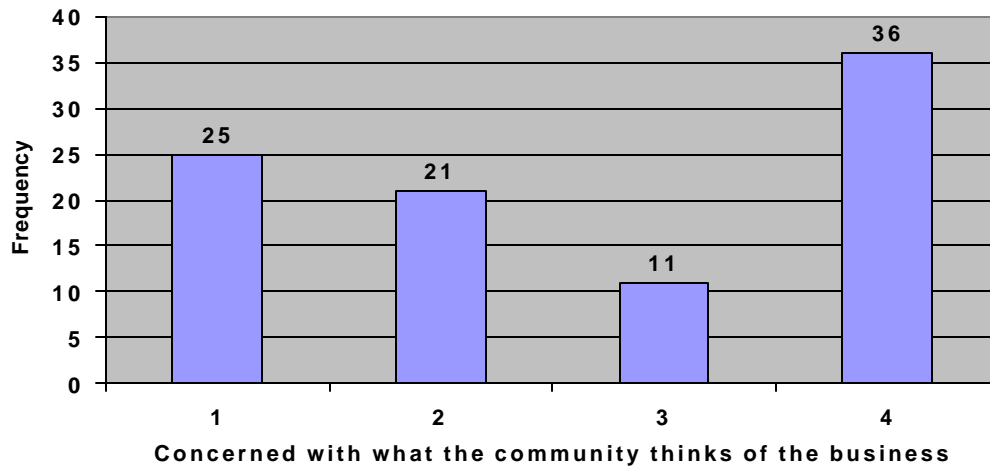


Figure 5.46 indicates the extent to which hawkers in the East London CBD wait for customers to approach them for sales.

57 of hawkers in the East London CBD **do** wait for customer to approach them for sales with 14 who **usually wait**. 8 do so to a moderate degree while 14 do not wait for customers to approach them for sales. They are happy to go and approach potential customers.

FIGURE 5.47 The extent to which hawkers in the East London CBD are concerned about what the community thinks of them



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

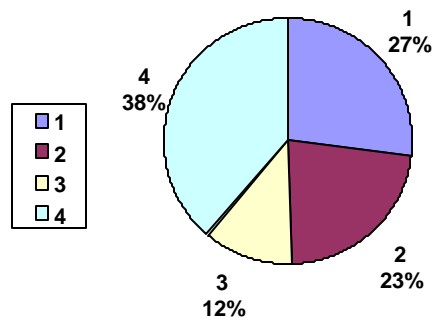
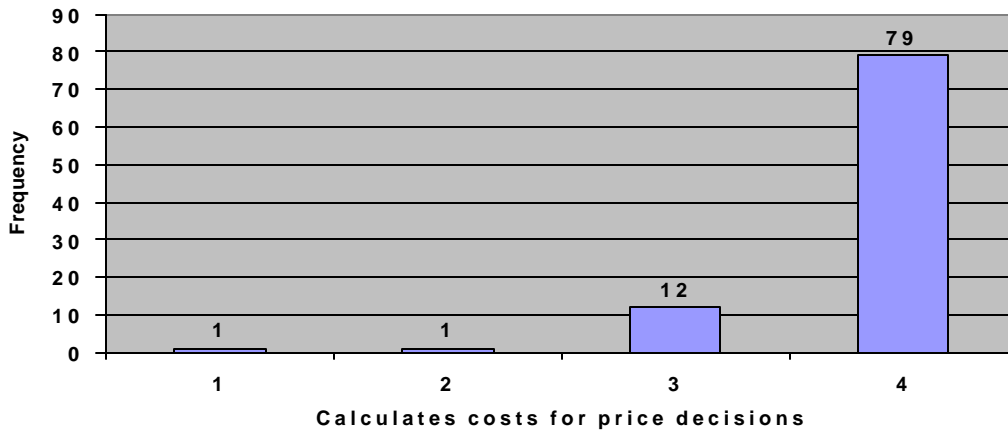


Figure 5.47 indicates the extent to which hawkers in the East London CBD are concerned about what the community thinks of them.

36 of hawkers in the East London CBD are concerned about what the community thinks of them while 11 usually are concerned. 21 are concerned to a moderate degree while 25 indicate no concern for what the community thinks of them.

FIGURE 5.48 The extent to which hawkers in the East London CBD calculate the costs involved when deciding the price



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

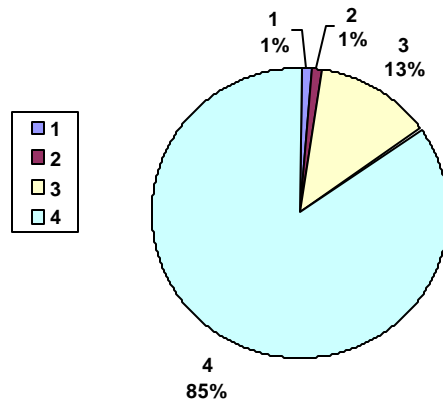
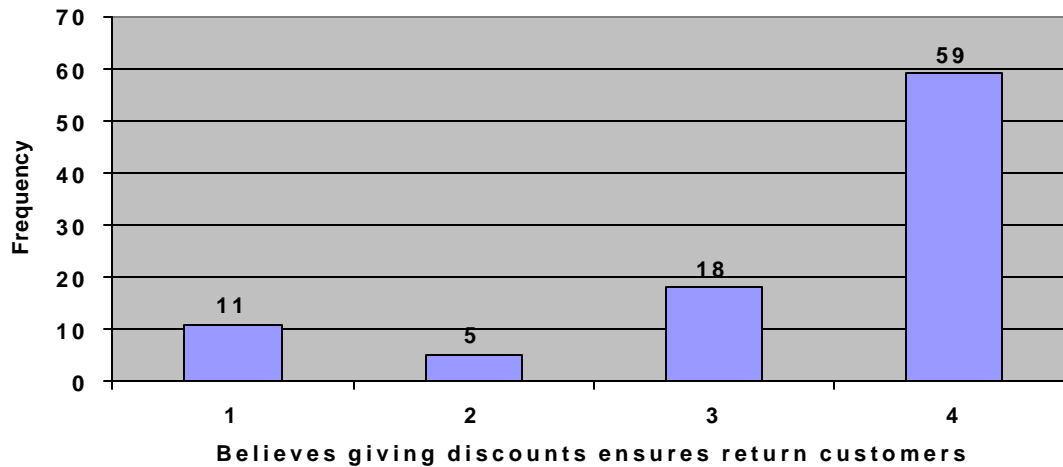


Figure 5.48 indicates the extent to which hawkers in the East London CBD calculate the costs involved when deciding the price.

The vast majority of the 93 hawkers in the East London CBD (79 who do and 12 who usually do) calculate the cost involved when deciding the price. Only 2 (1 moderately so and 1 who does not) do not consider the cost when calculating the prices.

FIGURE 5.49 The extent to which hawkers in the East London CBD believe giving discounts to customers ensures that they keep coming back to buy from them.



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

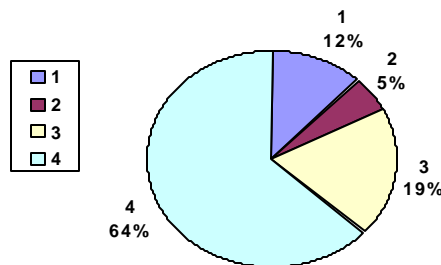
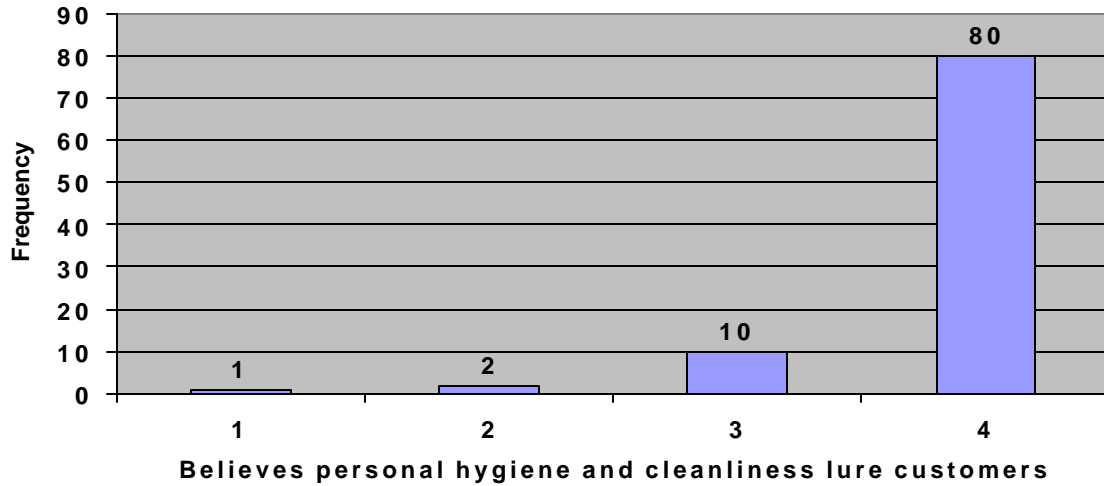


Figure 5.49 indicates the extent to which hawkers in the East London CBD believe giving discounts to customers ensures that they keep coming back to buy from them.

The majority of the hawkers believe that in giving discounts to their customers encourages loyalty (59). Only 11 indicated that they did not give discount and that they did not believe that doing so generated loyalty.

FIGURE 5.50 The extent to which hawkers in the East London CBD believe personal hygiene and cleanliness are able to lure customers to their stand



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

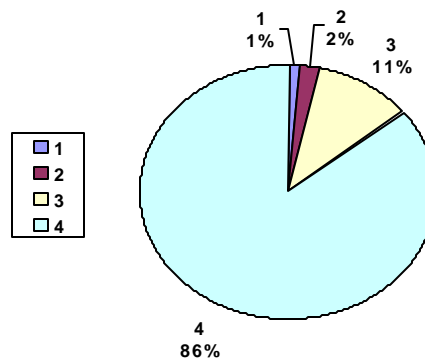
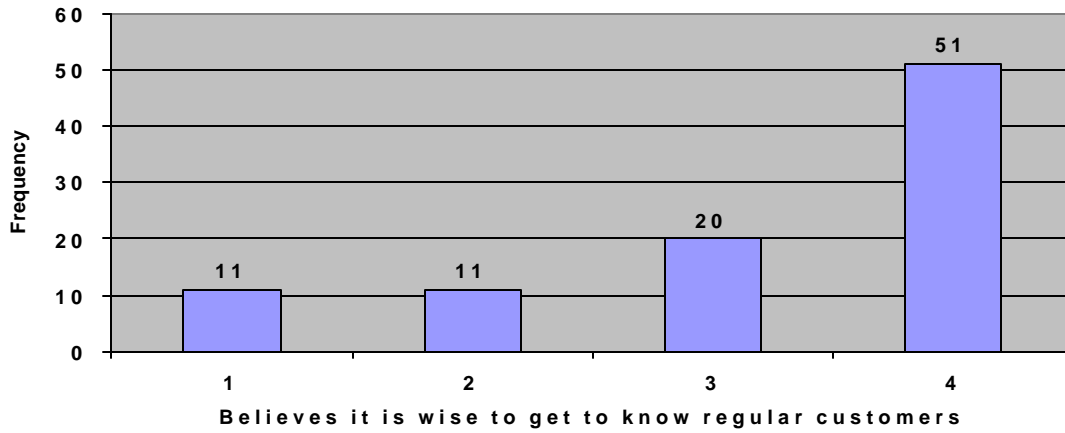


Figure 5.50 indicates the extent to which hawkers in the East London CBD believe personal hygiene and cleanliness are able to lure customers to their stand.

FIGURE 5.51 The extent to which hawkers in the East London CBD believe it is wise to know regular customer's faces and to even call them by their names



- 1 = Least applicable
- 2 = Moderately applicable
- 3 = Usually applicable
- 4 = Most applicable

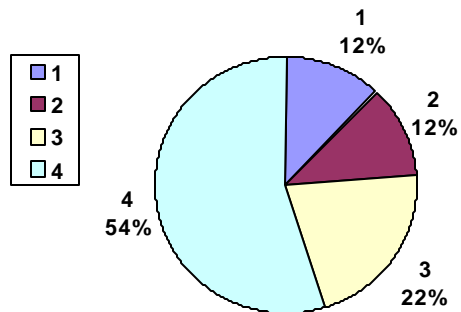


Figure 5.51 indicates the extent to which hawkers in the East London CBD believe it is wise to know regular customer's faces and to even call them by their names.

Taken from **Question 52**, the list below is the list of stated marketing tactics the hawkers in the East London CBD said they used in order to achieve good marketing performance. Although the hawkers specific wording may have differed, essentially the categories below are an accurate reflection of the tactics indicated.

- Customer service activity, friendliness, helpfulness ...
- Position of the hawker outlet
- The presentation of their offering, stall and products
- Offering of a discount/discounted prices to customers
- Their product selection – attention to stock/product range
- Direct, persistent approach (confront) potential customers
- Being aware of and addressing competition – ensuring zero tolerance of competition

Figure 5.52 and Table 5.1 below show the ranking of the above categories in order to indicate an order of importance of the specific tactics used.

FIGURE 5.52 The ranking of the seven marketing tactics implemented by hawkers in the East London CBD to achieve good marketing performance

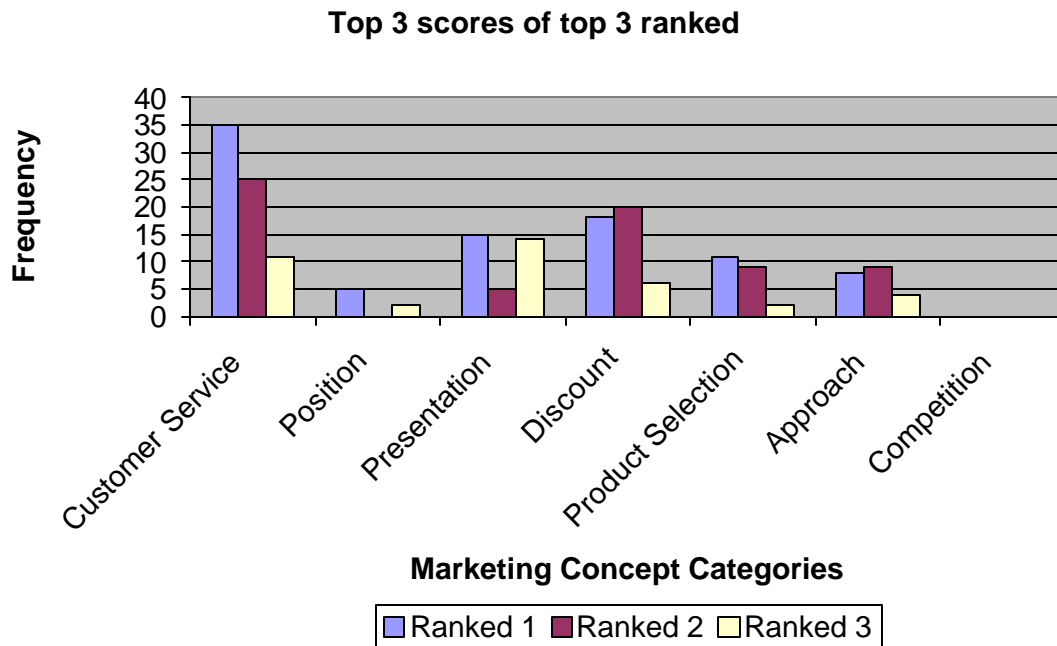


TABLE 5.1 Summary table of the rankings of the seven marketing tactics implemented by hawkers in the East London CBD to achieve good marketing performance

Summary Table of the Rankings of the 7 marketing tactics implemented to achieve good marketing performance

	Customer Service	Position	Presentation	Discount	Product Selection	Approach	Competition
Ranked 1	35	5	15	18	11	8	0
Ranked 2	25	0	5	20	9	9	0
Ranked 3	11	2	14	6	2	4	0
Ranked 4	9	1	12	5	1	0	1
Ranked 5	2	1	8	1	1	0	0
Ranked 6	0	0	1	0	1	0	0
Ranked 7	0	0	0	0	0	0	0
Total	82	9	55	50	25	21	1

From the above it is clear that the tactic regarded as the most important was customer service. On average, from the number of the respondents listing this item, the presentation of the hawkers offering was ranked the second most important tactic with the offering of a discount/discounted prices, a close third. Although the ranking totals show this as the result, it could also be argued from the number of respondents ranking discount as 1 or 2, (18 and 20) that offering a discount was in fact the most important tactic. Certainly this view was the view most expressed verbally and thus it was surprising to see the calculated ranking results. This also bode the question as to the relationship between the idea of customer service and the giving of a discount. If one gave a discount, one was showing concern for the customer. Thus, should one wish to offer the impression of giving customer service, one gave a discount. When the weighting is applied to the respondent's responses (see Section 5.3.4 in the Analysis of Results), the more realistic result is achieved.

5.3 ANALYSIS AND INTERPRETATION OF RESULTS

The primary objective of the study centered around determining the extent of the use of generally accepted common/conventional marketing by hawkers in the East London CBD. An analysis of the extent to which they used particular marketing tactics, which in turn related to the application of a particular marketing principle is the focus of attention. Thus, the analysis is started by determining the extent of the use of those tactics relating to the marketing concept. Thereafter, those tactics relating to the societal marketing concept and to each element of the marketing mix. Finally an analysis of those tactics used and rated highly by the hawkers will be made and possible correlations between the information gathered in the classification questions from section A and selected results from section B and C will be sought. Throughout this analysis, any influencing factors relating to the actions/tactics of the hawkers in their daily operations are noted. It is important to note that these influencing factors are merely opinions/assumptions from research observations and would thus require further structured scientific research to confirm or refute their accuracy. The relationships developed with the hawkers, the long length of time devoted to discussions with them and the depth with which this study was conducted could weight heavily toward the assumptions being relatively correct.

5.3.1 APPLICATION OF THE MARKETING CONCEPT

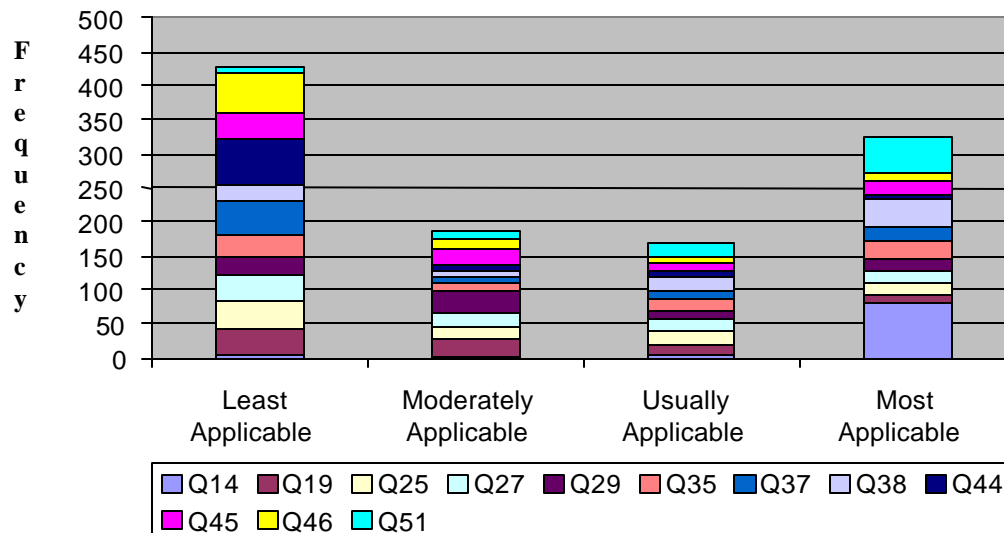
Application of the marketing concept was evaluated through determining the extent to which the hawkers in the East London CBD applied the combination of questions, 14, 19, 25 27, 29, 35, 37, 38, 44, 45 46 and 51. (See Table 5.2 and Figure 5.53 for a displayed reference of the combined results.)

TABLE 5.2 Application of the marketing concept

	1	2	3	4
	Least Applicable	Moderately Applicable	Usually Applicable	Most Applicable
Q14	6	2	5	80
Q19	37	26	16	14
Q25	41	16	19	17
Q27	38	22	17	16
Q29	27	33	13	20
Q35	32	18	16	27
Q37	51	10	13	19
Q38	22	10	21	40
Q44	68	9	8	8
Q45	39	23	13	18
Q46	57 (14)	14 (8)	8(14)	14 (57)
Q51	11	11	20	51
Total : 1116	429	194	169	324
% Total	38,4 %	17,4 %	15,1 %	29 %

Table 5.2 above and Figure 5.53 below indicate the extent to which hawkers in the East London CBD apply marketing tactics, which imply their degree of application of the marketing concept.

FIGURE 5.53 Application of the Marketing Concept



NOTE: The allocation of question 46 was incorrect but corrected as per Table 5.2.

At face value the above results indicate that the hawkers in the East London CBD apply the marketing concept to a fair degree (29 %) with 38,4% showing no application thereof. However, the one variable which weighs strongly on the side of indicating a high degree of application of the marketing concept (i.e. question 14 which shows 80 of respondents being concerned about customer complaints) is not supported by action, with only 27 of respondents having any policy to deal with customer complaints. (See question 35.)

Should one ignore question 14, (the one variable which scored an above average high result), this percentage decreases to 21,9%. This option is not recommended as it is felt that there is a strong degree of concern for customer complaints even although there may not be a particular policy in place to deal with them.

Overall, the result of just under 30% (29%) of the hawkers in the East London CBD applying the marketing concept is regarded as an accurate record.

5.3.2 APPLICATION OF THE SOCIETAL MARKETING CONCEPT

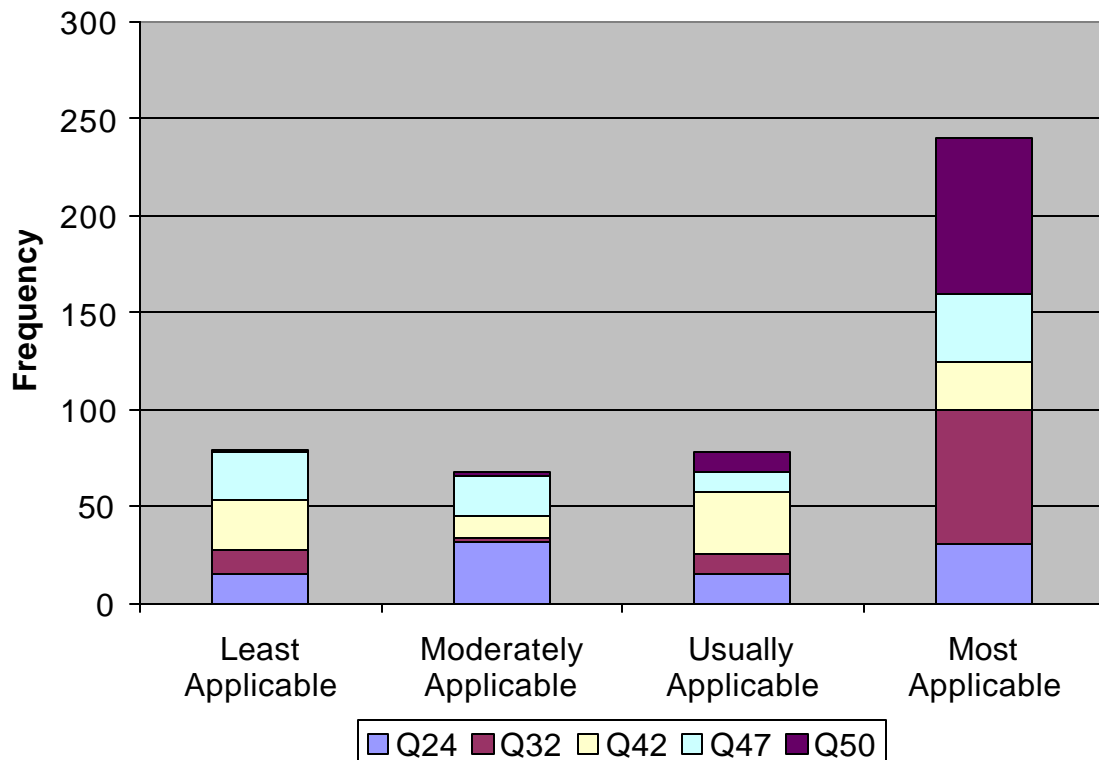
Application of the Societal Marketing Concept related to the concept, “societal responsibility”. The degree to which hawkers in the East London CBD were regarded as being socially responsible was measured according to their application of a combination of questions 24, 32, 42, 47 and 50. (See Table 5.3 and Figure 5.54 for a displayed reference of the combined results.)

TABLE 5.3 Application of the Societal Marketing Concept

	1	2	3	4
	Least Applicable	Moderately Applicable	Usually Applicable	Most Applicable
Q24	15	32	15	31
Q32	12	2	10	69
Q42	26	11	32	24
Q47	25	21	11	36
Q50	1	2	10	80
Total : 465	79	68	78	240
% Total	17, 0 %	14, 6 %	16, 8 %	51, 6 %

Table 5.3 above and Figure 5.54 below indicate the extent to which hawkers in the East London CBD apply marketing tactics, which imply their degree of application of the societal marketing concept.

FIGURE 5.54 Application of the Societal Marketing Concept



From the above results, it is shown that just on 50% (51,6%) of the respondents apply the societal marketing concept. Although 69 respondents indicated that they kept their place of doing business clean and tidy (question 32), there was absolutely no physical evidence of such action. The state of affairs regarding cleanliness was in fact a contentious issue used against the hawkers in attempts to move them from the CBD. The same logic could be applied to the 31 respondents who expressed that they were concerned about their impact on the environment (question 24). This dilutes further, evidence of their application of the societal marketing concept. Certainly, once again, there was very little, if any, physical evidence of concern of their impact on the environment seen.

25 of the hawkers indicated lack of concern of what the community thought of them (question 47). This response appeared to correlate well with the 22 who were possibly not South African. (See question 12, home language.) There was strong evidence of “no love lost” between the local and foreign hawkers. This position was supported by the much-publicized aggression between the two groups in the media.

It is necessary to make note of the fact that standards of cleanliness and degrees of concern for the environment are relative and that this requires consideration when applying it to the extent to which the societal marketing concept is applied.

Some might argue that the societal marketing concept, especially the social responsibility element, is more relevant to larger organizations “who can afford it”. One hawker laid the success and growth of his business on the application thereof. The community responded to his social responsibility action of giving the eggs, from the chickens he was selling, to feed the street children very positively by supporting him.

5.3.3 APPLICATION OF THE MARKETING MIX

Application of the marketing mix by hawkers in the East London CBD was evaluated through the determination of the extent to which the hawkers applied specific marketing tactics relating to the four Ps: product, price, promotion and place (distribution). The extent of the hawkers application of each of the four Ps are evaluated individually and thereafter are combined to show the overall application of the marketing mix.

5.3.3.1 APPLICATION OF THE FIRST P – PRODUCT

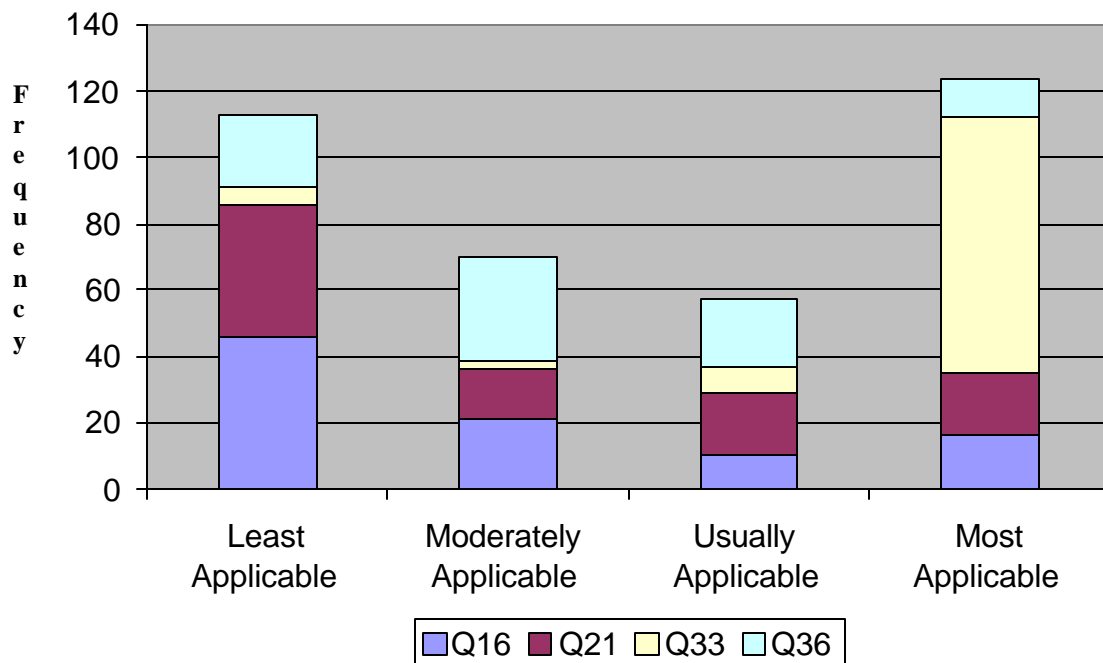
In order to determine the extent to which hawkers in the East London CBD applied the first element of the marketing mix, product, a combination of questions 16, 21, 33 and 36 were evaluated. (See Table 5.5 and Figure 5.55 for a displayed reference of the combined results.)

TABLE 5.5 Application of the Marketing Mix Element – Product

	1	2	3	4
	Least Applicable	Moderately Applicable	Usually Applicable	Most Applicable
Q16	46 (16)	21 (10)	10 (21)	16 (46)
Q21	40	15	19	19
Q33	5	3	8	77
Q36	22	31	20	12
Total : 364	113	70	57	124
% Total	31, 0 %	19, 2 %	15, 7 %	34, 1 %

Table 5. above and Figure 5.55 below indicate the extent to which hawkers in the East London CBD apply the use of the marketing mix element product, in their marketing tactic application.

FIGURE 5.55 Application of the Marketing Mix Element - Product



(NOTE: The allocation of question 16 was incorrect but corrected as per Table 5.5)

From these results, it is clear that the hawkers in the East London CBD are negative towards altering their product offering with only 16 (Q16), 19 (Q21) and 12 (Q36) respondents happy to consider changes for their customers. However, they apply the augmented product concept strongly with 77 respondents (Q33) offering carry bags or wrapping paper. Although these two are extreme in their end result, their combination presents a more balanced perspective, which is possibly the more accurate end result. It may appear that the hawkers are not attuned to determining customers' needs, but from a product offering point of view the opportunities available to them are extremely limited. Once they have a "product" that is working for them they hold on to it "with both hands". It becomes a case of; "This is my product, this is my spot, it's all I've got!" This related strongly to question 29 where 60 of the hawkers do not welcome suggestions from their customers. No risks are taken to potentially "upset their apple cart".

5.3.3.2 APPLICATION OF THE SECOND P – PRICE

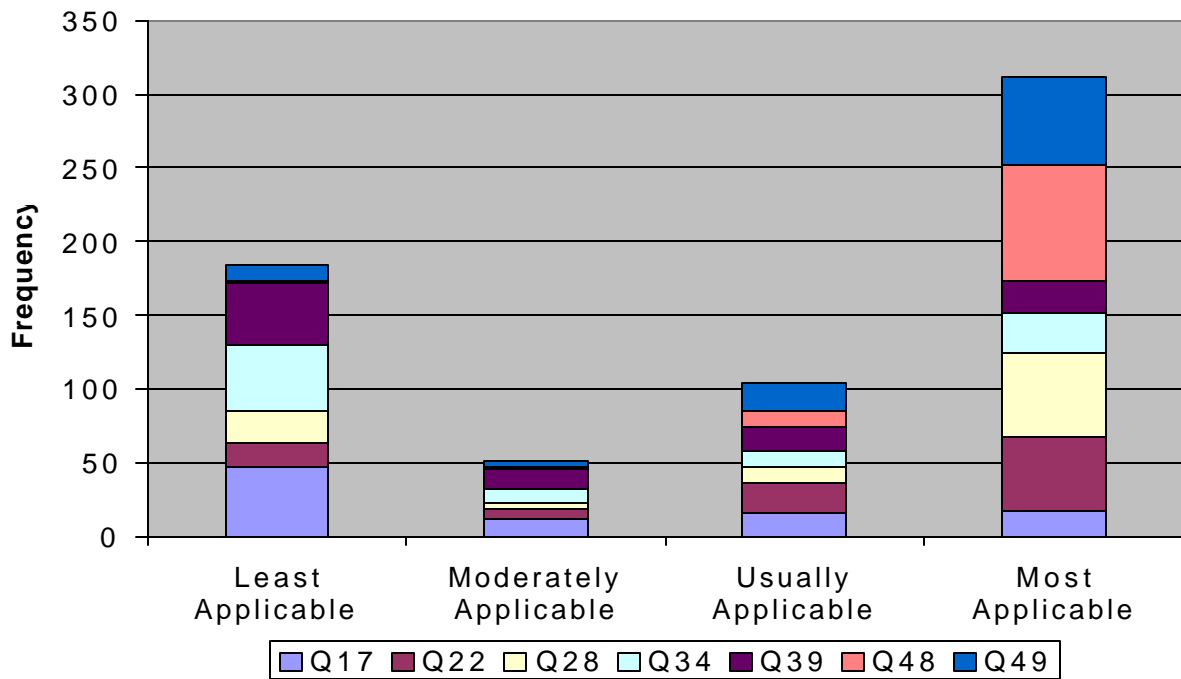
In order to determine the extent to which hawkers in the East London CBD applied the second element of the marketing mix, price, a combination of questions 17, 22, 28, 34, 39, 48 and 49 were evaluated. (See Table 5.6 and Figure 5.56 for a displayed reference of the combined results.)

TABLE 5.6 Application of the Marketing Mix Element – Price

	1	2	3	4
	Least Applicable	Moderately Applicable	Usually Applicable	Most Applicable
Q17	48	12	16	17
Q22	15	7	20	51
Q28	22 (56)	4 (11)	11 (4)	56 (22)
Q34	45	9	11	28
Q39	42	14	16	21
Q48	1	1	12	79
Q49	11	5	18	59
Total : 651	184	52	104	311
% Total	28, 3 %	8, 0 %	16, 0 %	47, 8 %

Table 5.6 above and Figure 5.56 below indicate the extent to which hawkers in the East London CBD apply the use of the marketing mix element price, in their marketing tactic application.

FIGURE 5.56 Application of the Marketing Mix Element - Price



The test implemented in questions 22 and 39 produced a slight deviation. This deviation was not regarded as significant and thus both elements were considered sufficiently accurate to include in the statistical analysis. For the question 28 and 34 test, the deviation was also minimal resulting in the same conclusions being drawn.

Considering the above results, from question 17, it can be concluded that the vast majority of hawkers in the East London CBD do not give their customers credit. In fact it was determined that those who did, did so under duress and, only to customers they either knew or to those who had become regular supporters of their stall. A relatively large percentage offered some form of discount (71 respondents – question 22, 56 respondents - question 39) as they believed that giving discounts to their customers encouraged them to become loyal customers. This opinion was strongly held but not implemented as much

as the hawkers would have liked to. They argued that their prices were already leaving very small margins for profit. (This correlated strongly with question 22 where 15 respondents indicated they did not give discounts but not that closely with question 39 where 21 respondents indicated they did not give discounts.) Here, the respondents indicating that they usually (14) or moderately (16) went along with the idea that giving discounts encouraged loyalty appeared to confuse their ability to give discounts and the result of such an action.

Generally it appeared hawkers held the view that the giving of discount (if one could) would ensure that customers would keep buying from them. The majority were inclined to offer their products at the same price as their competitors and used their cost prices in order to assist in the calculation of the price. Although this factor implied excessive use of the application of the marketing mix element, price, the fact that the average indicated use was reduced by the number of hawkers simply charging the same price as competitors. The actual application indicated was thus deemed to be a true reflection of the current position. It was concluded that price was regarded as an important element, based extensively on cost and therefore ensuring they conformed to “majority” vote of competitors’ prices. In some cases it was very clear that hawkers were intimidated by the thought that they might become “branded” as someone who did not charge the same prices as competition. To this extent it was assumed the correlation between those indicating they charged the same price as competitors and those indicating that they were concerned about competitors prices would have been a lot stronger.

From observation, it was noted that in many cases discount was given in the form of offering extra product. This appeared to support their stance that they charged the same prices competitors and giving a loyal client an extra apple, did not have anything to do with the price.

It needs to be noted that questions relating to financial information were reluctantly answered. Respondents appeared “protective” over such information. Refer also to the note on question 7 (see Section 5.5).

5.3.3.3 APPLICATION OF THE THIRD P – PROMOTION

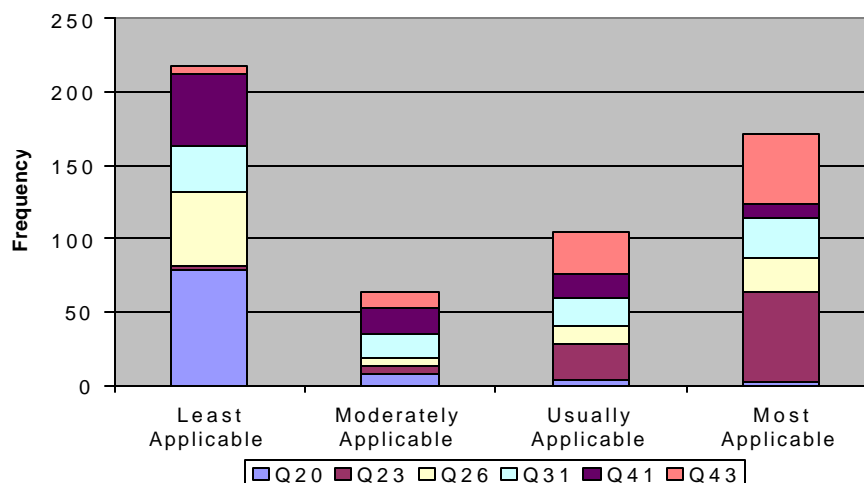
In order to determine the extent to which hawkers in the East London CBD applied the third element of the marketing mix, promotion, is determined by combining the responses of questions 20, 23, 26, 31 41 and 43. (See Table 5.7 and Figure 5.57 for a displayed reference of the combined results.)

TABLE 5.7 Application of the Marketing Mix Element – Promotion

	1	2	3	4
	Least Applicable	Moderately Applicable	Usually Applicable	Most Applicable
Q20	79	8	4	2
Q23	3	5	24	61
Q26	50	6	13	24
Q31	31	16	19	27
Q41	49	18	16	10
Q43	6	10	29	48
Total : 558	218	63	105	172
% Total	39, 1 %	11, 3 %	18, 8 %	30, 8 %

Table 5.7 above and Figure 5.57 below indicate the extent to which hawkers in the East London CBD apply the use of the marketing mix element promotion, in their marketing tactic application.

FIGURE 5.57 Application of the Marketing Mix Element - Promotion



A slight majority of hawkers in the East London CBD do not apply the marketing mix element, promotion (50,4%). Although the results do not indicate a large majority, they would if one considers the possibility of making their impact more realistic. 61 of the respondents expressed concern about the layout or presentation of their products (see question 23) although the standard of their presentation as compared to stalls in other first world settings, for example, is to say the least, dismal. Also, 48 of the hawkers indicated in question 43 that they gave consideration to the presentation/packaging of their products but once again, little practical evidence of a reasonable standard of such packaging/presentation was evident.

From a financial point of view only 2 spent money on any form of promotional activity. It was clear that they felt that any investment in an activity whose return was not clear or unknown was not worth the risk.

This is not to say that no form of promotion was done and it appeared that the hesitation regarding the promotion activity centered around not wanting to “upset their competitors”. The promotion was thus surreptitious and very focused attracting only the attention of the targeted customer. Great importance was placed on the relationship commitment generated with their customers and sometimes one was given the impression customers were hesitant not to support “their” supplier hawker. This support was extended by an active word of mouth focus to friends, clan and friends of friends and clan. Once a sufficient support base was generated, no further growth took place. “Approval” from the community was given once the hawker had managed to show/prove their strength and status. Acceptance into their association was vital to their success.

5.3.3.4 APPLICATION OF THE FOURTH P – PLACE (DISTRIBUTION)

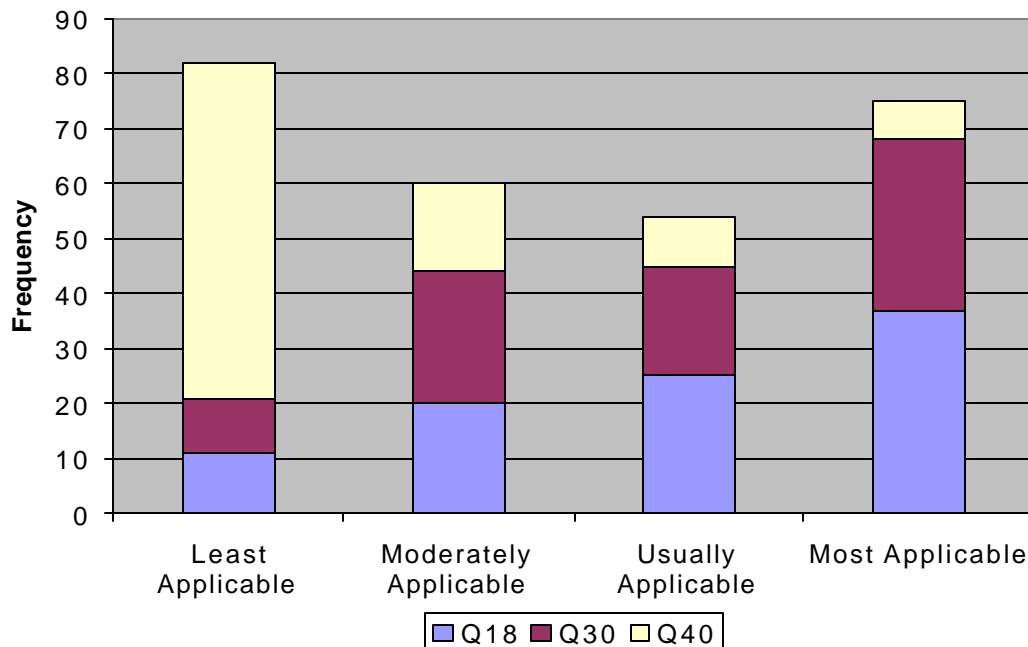
In order to determine the extent of the use of the fourth P in the marketing mix, Place (Distribution) by hawkers in the East London CBD, a combination of questions 18, 30 and 40 were evaluated. (See Table 5.8 and Figure 5.58 for a displayed reference of the combined results.)

TABLE 5.8 Application of the Marketing Mix Element – Place (Distribution)

	1	2	3	4
	Least Applicable	Moderately Applicable	Usually Applicable	Most Applicable
Q18	11	20	25	37
Q30	10	24	20	31
Q40	61	16	9	7
Total : 271	82	60	54	75
% Total	30, 3 %	22, 1 %	20, 0 %	27, 7 %

Table 5.8 above and Figure 5.58 below indicate the extent to which hawkers in the East London CBD apply the use of the marketing mix element, place, in their marketing tactic application.

FIGURE 5.58 Application of the Marketing Mix Element - Place (Distribution)



The hawkers in the East London CBD are set in their method of distribution in that the vast majority (61); do not consider alternative ways of getting goods to their customers (see question 40). However, their choice of position is given careful consideration and in fact is intensely guarded on an on-going basis. There is an obvious limit to the number of

sites available, indicated by the much-publicized common conflict between the different hawker associations and the difficulty expressed by the local authority in attempting to provide demarcation for the hawkers. Thus, only 30,3% show no use of the marketing mix element place and this figure was greatly bolstered by the 61 (Q40) respondents indicating no consideration of alternative ways of getting goods to customers. The spread of the extent of their use of this element from moderately to usually to most applicable, (20%-20,7%) is seen to be as such as a result of the broad appreciation of the definition of the word “analyses” in question 30. Overall, it was clear that position was important and that much effort was put into selecting the best position possible. It was also clear that no further thought went into determining alternative means of distributing their products.

5.3.3.5 OVERALL APPLICATION OF THE MARKETING MIX

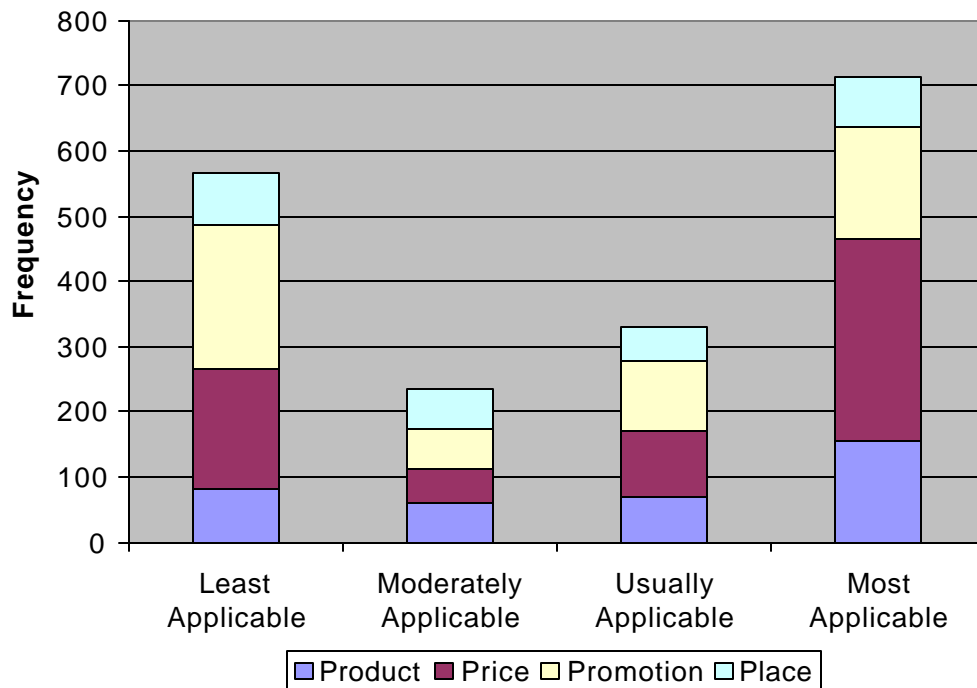
The overall extent of the use of the 4 Ps of the marketing mix was determined by totalling the scores of the use of each of the marketing mix element and calculating the average percent for each extent of applicability. (See Table 5.9 and Figure 5.59 for a displayed reference to the combined results.)

TABLE 5.9 Application of the Marketing Mix

	1	2	3	4
4 P's	Least Applicable	Moderately Applicable	Usually Applicable	Most Applicable
Product	83	59	68	154
Price	184	52	104	311
Promotion	218	63	105	172
Place	82	60	54	75
Marketing Mix Total : 1844	567	234	331	712
% Total	30, 7 %	12, 7 %	18, 0 %	38, 6 %

Table 5.9 above and Figure 5.59 below indicate the extent to which hawkers in the East London CBD apply the use of the marketing mix in their marketing tactic application.

FIGURE 5.59 Application of the Marketing Mix



The extent to which hawkers in the East London CBD make use of the marketing mix as a marketing tactic in their informal trading operations reflects an lean towards its application. Those who do and who usually do apply the marketing mix in their marketing tactics total nearly 56% where just over 43% either do not make use of the marketing mix or do so to a moderate extent.. This reflected application is seen to be an accurate indication of the extent of the use of the marketing mix. The degree of certainty reflected by the respondents shows a balanced application of the marketing mix with 30,7% who do not and 36,8% who do make use of it.

In order to succeed in a competitive environment, not applying the principles of the marketing mix, would make survival a daily challenge.

5.3.4 MARKETING TACTICS APPLIED AND PRIORITISED

Table 5.10 and Table 5.11 and Figure 5.60 below are the results of questions 52 and 53 which indicate the marketing tactics deemed by the hawkers in the East London CBD as being those they implemented to achieve good marketing performance and their ranking thereof. The weighting analysis of their results is also indicated. This was applied to determine an overall priority order as each hawker ranked the tactics in a different order and their list of tactics were not the same. Thus, the marketing tactic ranked least important (last) was given a weighting of 1, up to the most important tactic listed.

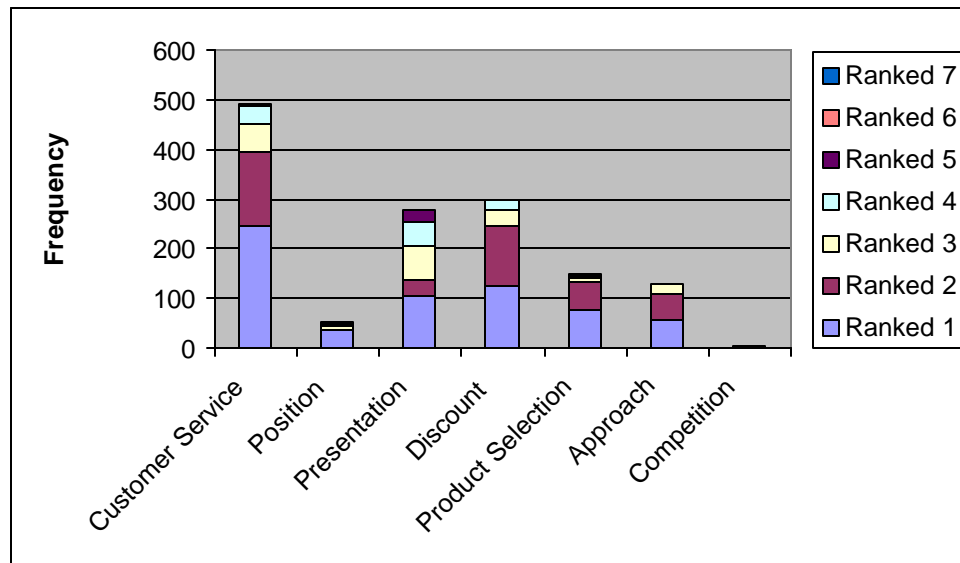
TABLE 5.10 Summary Table of the Rankings of the 7 marketing tactics implemented to achieve good marketing performance before weighting was applied

	Customer Service	Position	Pre-sen-tation	Discount	Product Selection	Approach	Competition	Weighting
Ranked 1	35	5	15	18	11	8	0	7
Ranked 2	25	0	5	20	9	9	0	6
Ranked 3	11	2	14	6	2	4	0	5
Ranked 4	9	1	12	5	1	0	1	4
Ranked 5	2	1	8	1	1	0	0	3
Ranked 6	0	0	1	0	1	0	0	2
Ranked 7	0	0	0	0	0	0	0	1
Total	82	9	55	50	25	21	1	

TABLE 5.11 Summary Table of the Rankings of the 7 marketing tactics implemented to achieve good marketing performance after weighting was applied

	Customer Service	Position	Presentation	Discount	Product Selection	Approach	Competition
Ranked 1	245	35	105	126	77	56	0
Ranked 2	150	0	30	120	54	54	0
Ranked 3	55	10	70	30	10	20	0
Ranked 4	36	4	48	20	4	0	4
Ranked 5	6	3	24	3	3	0	0
Ranked 6	0	0	2	0	2	0	0
Ranked 7	0	0	0	0	0	0	0
Total: 1406	492	52	279	299	150	130	4
% Total	35, 0 %	3, 7 %	19, 8 %	21, 3 %	10, 7 %	9, 2 %	2, 8 %

FIGURE 5.60 Marketing Tactics in Ranked Order



The seven marketing tactics specified: customer service, position of stall, stall and product presentation, discount offering, attention to product range, approaching (confronting) of customers and zero tolerance of competition, are all tactics we can acknowledge as potential in making a difference to marketing performance in the hawker environment. The extent to which this noted practice is actually implemented is a questionable issue. From observation, it is noted that customer service is given far more lip service than action. The position of the hawkers stall offer extremely limited options. Once the prime positions are occupied, one has to settle for what is available. Stall and product presentation standards are certainly not given the attention they are said to be given, especially if one compares them to stalls in London. The fruit and vegetable hawker stalls in London are works of art if compared with those in the East London CBD.

The offers of discount is the one tactic noted which is actively practiced and which achieves the desired response, especially with selected clients.

Attention to stock range as an option to the hawkers is as limited as are stall positions. Availability of stock and limited working capital restrict the options the hawkers can freely apply.

The approaching (confronting) of potential customers is common practice observed daily by many hawkers. Although it is included in this list of marketing tactics practiced, it was not common practice by the group of hawkers in this research. These hawkers have set positions and are one-man operations so would not be able to move too far from their stalls. This opinion is supported by the results of question 4.4 which indicates that only 8% of the hawkers actively engage in this practice. It is assumed that this practice has been noted as it has been commonly seen being practiced. However, it is believed that those hawkers applying this practice are "mobile" in that they do not have set positions from which to function and thus walk around carrying their products for sale with them.

The zero tolerance of competition is far more actively applied than given credit. The necessity to be part of the political structures and framework of associations in order to gain acceptance and the fear of not conforming with competitors so as to gain the **very** necessary recognition as a "player" in the hawker market is very real.

Overall it is accepted that the noted tactics specified as being applied in order to achieve marketing success are affective to a degree. It is however felt that far more could be achieved if the tactics were effectively applied in a more consistent and uniform manner to all customers.

5.4 CORRELATION ANALYSIS

After conducting various correlation analyses and not finding any relevant correlations on which to comment, it was decided to simply show some of the correlations which were done to highlight the lack of correlation between any of the demographic statistics and the marketing tactics tested. Although some statisticians could argue that a score any higher than 0.6 would indicate a positive correlation, for any significant correlation to exist, a score of at least 0.9 should be achieved. The primary goal of the analysis here was to determine a relationship between the demographic variables, gender, age, marital status and home language and the application of any of the marketing tactics or marketing

concepts. For example, do females apply the marketing concept whereas the male respondents do not? In other words, is there a relationship between gender and the application of the marketing concept? A number of such possible demographic relationships were tested with the application of marketing tactics, the results of a selection of which are depicted in table 15.13 along with those of the marketing concept in table 15.12. None of these results came anywhere near the 0,6 or the 0,9 required. Thus it is clear from the selected results below that there is no significant correlation between the demographic statistics and the marketing tactics stated and tested.

TABLE 5.12 Correlations between the Marketing concept and Demographics

Correlation between Gender and Marketing concept	0.057548
Correlation between Age and Marketing concept	0.072298
Correlation between Marital Status and Marketing concept	-0.22246
Correlation between Home Language and Marketing concept	-0.09679

TABLE 5.13 Correlations between Marketing Tactics and Demographics

	Approach for sales	Service	Potential	Competitor Policy
Gender	-0.061511582	0.05982033	0.02999122	0.03917147
Age	-0.063992106	-0.026151478	-0.110902783	0.066125126
Marital Status	0.034167319	-0.017796213	0.032510112	-0.108733019
Home Language	0.139854518	-0.029424691	-0.105862758	-0.078163394

	System	Goals	Suggestions	Additions
Gender	0.019307392	0.037929706	0.011799207	0.130419014
Age	0.119944739	0.097432591	0.188693835	0.04722216
Marital Status	-0.043380056	-0.145822382	-0.234436745	-0.018822905
Home Language	-0.055743297	-0.055590862	0.064541818	-0.142509549

	New customers	Needs	Complaints	Know Customers
Gender	-0.09174698	0.044576444	-0.024910386	0.117908427
Age	-0.090438571	0.091471248	-0.022107519	0.064593585
Marital Status	-0.167119106	-0.275690753	-0.342809659	0.000408824
Home Language	-0.018684001	-0.036175255	-0.026969989	-0.198052457

5.5 POSSIBLE QUESTIONNAIRE DESIGN SHORTFALLS

In retrospect it is the opinion of the researcher that the following possible questionnaire design shortfalls deserve noting:

SECTION A

Questions 2

The number of employees per group could have given a closer indication of employment had the number of employees per group been one i.e.

$$1 = 0$$

$$2 = 1$$

$$3 = 2$$

$$4 = 3$$

$$5 = >3$$

Question 3

The size of the “business premises” used by hawkers in the East London CBD was over-estimated and many operate from an area no bigger than 9 m². Thus it is felt that the size per group could have been made smaller, possibly:

$$1 = <4 \text{ m}^2$$

$$2 = 4 \text{ m}^2 - 8 \text{ m}^2$$

$$3 = 8.1 \text{ m}^2 - 10 \text{ m}^2$$

$$4 = 10.1 \text{ m}^2 - 12 \text{ m}^2$$

$$5 = >12 \text{ m}^2$$

$$6. = \text{No premises}$$

Question 7

The question arose as to whether there may not have been certainty regarding the term turnover. It was agreed that some confusion between the terms **turnover** and **profit** existed and in many cases the interviewees indicated profit rather than turnover. Thus it

is felt that the results of this question may not depict an accurate result. In some cases, respondents raised their figures responding to the interviewers simple question “are you sure?” This generated the impression that respondents wanted to downplay their results?

The questions testing the application of the marketing concept, although the focus being on “consumer orientation”, should have included questions testing the marketing concept element of “a co-ordinated effort”.

Question 10

The scale was incorrectly divided for code 5. This was adjusted when recorded to being >59 years old and not >60 years old. Had this not been done there was no option for anyone to record an age of 60 years old.

Question 13

Up to 30% of the hawkers sold “staple” goods (indicated in question 1), which includes the sale of fruit and vegetables and thus a specific category for the **market** could have been added to the source of product options in this question.

Question 30

It is possible that his question may not have been clearly understood by the interviewers. The concept of market analysis did not appear to have been conveyed to the hawkers and thus one cannot be sure as to whether there is actually some market analysis done and questions regarding the nature and extent of such analysis remain vague.

Questions 16, 46, 28 were incorrectly allocated to give indications of the reverse degree of application. This was noted and taken into account and thus the end results were not incorrectly influenced.

It is advised to take careful note of the use of the wording for the questions in the questionnaire so as to ensure that a response of “most applicable” also implies the **possible** application of the appropriate marketing element being tested.

5.6 SUMMARY

The main body of Chapter 5 gave a detailed description of the results of each question. From these results, an analysis and an interpretation of the results was detailed with specific emphasis being given to the application of the marketing concept, application of the societal marketing concept, application of the marketing mix, application of the first p – product, application of the second p – price, application of the third p – promotions, application of the fourth p – place (distribution) and overall application of the marketing mix.

Thereafter the marketing tactics applied and prioritised were described and finally mention was made of the correlation analysis done and possible questionnaire design shortcomings noted.

Chapter 6 below deals with the final conclusions and recommendations proposed. Each of the objectives identified in the study are revisited and specific detail is given as to how they were met.