

“Assessing the Effects of Pricing Strategies on Sales Performance of Street Hawkers in Ghana”

Article by Ibrahim Ofosu-Boateng
Management, Texila American University
E-mail: Ibraof48@yahoo.com

Abstract

The purpose of the study was to assess the effects of pricing strategies on sales performance of street hawkers in Ghana. The study adopted the survey design. Data were gathered from a purposively selected sample of 198 traders at their hawking sites using a structured interview guide and data analyses carried out using SPSS version 20. The findings of the study reveal product bundle pricing and psychological pricing strategies used by hawkers. The majority of the hawkers have not been able to increase performance. It is recommended that the hawkers should be educated on the various pricing strategies available and when to apply them. Products which add value and satisfy the needs of consumers should be encouraged.

Keywords: Hawking, pricing strategies, sales performance.

Introduction

Background of the study

Street hawking on the streets of Accra, Ghana is characterized by traders selling various types of goods, which may consist of: fruits and vegetables, newspapers, cosmetics, jewelry, watches, ladies' bags, wallets, second hand clothes to shining of shoes on the streets, highways, sidewalks, avenues etc. The Encarta 2009 edition defines a street hawker as a person who engages in the selling of merchandise on the street or from door to door. Street hawkers and street vendors were one of four categories of informal workers identified by the 1993 International Conference of Labour Statisticians in their efforts to address the “place of work” of informal workers (Becker, 2004).

Street hawkers essentially transform streets into arenas of economic activities in a bid to earn a living (Becker, 2004). Street hawkers are found virtually in all major cities of the developing world; they are present in Cartagena in Colombia, Quito in Ecuador (Bromley, 1998; Jimu, 2003), Dhaka the capital of Bangladesh, Bangkok in Thailand (Bhowmik, 2005), Lagos in Nigeria (Oyefara, 2005), Nairobi in Kenya (Kamunyor, 2007), Zomba in Malawi (Kayuni and Tambulasi, 2009) among others. In recent times the debate has shifted to the hikes in the volume of street hawkers and the associated congestion of public space. Particularly, the swelling numbers which has become a subject of intense discussion is attributed to the mass rural – urban migration, and the non - existent job vacancies in the formal sector to absorb the influx of migrants (Dickson and Benneh, 1988).

In Ghana, the issue of street hawking has also enjoyed immense attention both within the media and in academia, due to the ever-increasing numbers of street sellers in almost all major cities of the country (Asiedu and Agyei Mensah 2008). Concerns expressed include the street congestion they contribute to, the negotiation for power and the resultant friction that ensues between these street hawkers and city authorities (Nduma, 1990 and Jimu, 2005). However, street hawking in the major cities of Ghana and particularly in Accra is not a recent phenomenon (Asiedu and Agyei-Mensah, 2008), although the spatial configuration and its impact on city dynamics has intensified since the dislocations in the Ghanaian economy in the 1970s and further entrenchment by structural adjustment, economic recovery program and globalization in the early and late 1990s. The major economic downturn that hit the Ghanaian economy led to the implementation of the Economic Recovery and Structural Adjustment Programme in the 1980s, resulting in massive layoffs of formal sector workers (Asiedu and Agyei-Mensah, 2008) which saw poverty levels in the Greater Accra region risen from 5.2% in 1998/1999 to 11.8% in 2006 (GSS, 2007).

Given that the Ghana Government has no backup plan to savage local economy, many nationals thinking of daily survival sees street hawking as an immediate avenue for meeting one's daily survival needs. Circumstantial evidence suggest that Accra's daytime population exceeds five million, most of the inflows originate from the city's outlying towns and villages, and converge at the city centers to engage in commercial activities including hawking but return home after the day's economic activity closes (Asiedu and Agyei - Mensah, 2008).

Street hawking in the Metropolitan City of Accra occur in different parts of the urban landscape. Hawkers employ various media to display their goods which may include: wheel burrows, handcars and bicycle seats. Others display their goods on the ground, over a mat or gummy bag, whilst others carry their commodities on their heads, hands and shoulders. There are also others who hang their goods on walls, trees and fences.

Problem statement

Hawkers adopt different pricing strategies with the hope of yielding profitable results both in the long and short term of their business operations. In the research work of Ruiliang (2009), it was stressed that there is the need for optimal pricing which takes in place the competitive landscape to be adopted in order for sales objectives to be met. Street hawkers most of the times are found selling similar products that other hawkers in the same vicinity are selling but in spite of this each and every hawker has a way of attracting people to buy his or her products. However, the informal nature of their trade has made it to a large extent, difficult to assess if they put into practice any pricing strategy that has academic roots. This may be so because there is very little academic information concerning how hawkers' trade and the strategies, they adopt in pricing their products. There are many forms of pricing strategies which can be used by street hawkers which include psychological pricing, demand-based pricing, value-based pricing among others. However, the usage of any of these pricing mechanisms is based on the product and street hawker in question but there is very little information also regarding the types of actual pricing strategies that the street hawkers are using. This research therefore seeks to reveal the strategies related to pricing which are currently being implemented by street hawkers and its effects on sales performance.

Specific objectives of the study

In order to achieve the stated aim of the study above, the following objectives have been set.

1. To investigate the current pricing strategies used by street hawkers
2. To explore the sales performance of street hawkers
3. To determine the relationship between bundle pricing and psychological pricing strategies on sales performance of street hawkers in Ghana.

Significance of the study

The outcome of this study, if adopted, will assist first the traders in diverse ways, including adopting the right kind of pricing strategies to increase sales. The study will also be beneficial to government, to look critically at the activities of street hawkers and how to rationalize their operations. Given the limited academic literature on street hawkers and their pricing strategies, the findings from this research can serve as empirical literature for other researchers that will be conducting research in a similar area.

Scope of the study

Investigating the effects of pricing strategies on sales performance of street hawkers in Ghana can be quite involving and demanding. The study therefore was restricted to only hawkers within the Greater Accra Municipality

Limitations of the study

The researcher encountered some limitations in the research work and they are as follows. The first was inadequate sample size: it was stated in the study that two hundred (200) respondents were to be considered during questionnaire administration. However, it was observed that one hundred and ninety-eight (198) numbers of questionnaires were successfully retrieved from the respondents instead

of the original stated sample number. The unwillingness of some respondents to give accurate information needed came to bear as they believed any information; they provide may be used against them. Secondly, illiteracy on the part of the hawkers posed a challenge since the hawkers thought the information was for tax purposes. A lot of time was therefore spent in trying to convince them that the study was just for academic work. The respondents were therefore limited to those who were willing to participate in the study. The findings, even though are generalized, may not entirely reflect traders in other administrative capitals of Ghana.

Theoretical literature

Pricing theory

Price theory is concerned with explaining economic activity in terms of the creation and transfer of value, which includes the trade of goods and services between different economic agents (Tellis, 1986). According to Friedman (1990), it is the explanation of how relative prices are determined and how prices function to coordinate economic activity. The author further outlined two reasons why we must understand pricing theories.

The first reason to understand price theory is to understand how the society around you works. The second reason is that an understanding of how prices are determined is essential to an understanding of most controversial economic issues while a misunderstanding of how prices are determined is at the root of many, if not most, economic errors. According to Nagle and Holden (1995), a market economy is coordinated through the price system. Costs of production ultimately, the cost to a worker of working instead of taking a vacation or of working at one job instead of at another, or the cost of using land or some other resource for one purpose and so being unable to use it for another are reflected in the prices for which goods are sold.

The value of goods to those who ultimately consume them is reflected in the price's purchasers are willing to pay. If a good is worth more to a consumer than it costs to produce, it gets produced; if not, it does not.

Pricing as a strategy

According to Dudu and Agwu, (2014) 'among the four Ps, price is the only income generator and it is the value attached to a product. Furthermore, price is the amount of money charged for a product or service. It is the sum of all the values that customers give up in order to gain the benefits of having or using a product (Kotler et al., 2010). Baker (1996) noted that price is the mechanism which ensures that the two forces (demand and supply) are in equilibrium. According to Stanton, (1981) price is simply an offer or an experiment to task the pulse of the market. It is the monetary value for which the seller is willing to exchange for an item (Agbonifoh & Elimimian, 1999). Ezeudu, (2004) argues that price is the exchange value of goods and services. Schewe, (1987) defines price as what one gives up in exchange for a product or service.

It is one of the most important elements of the marketing mix as it is the only one that generates revenue for the firm unlike the others that consume funds (Dudu & Agwu, 2014). Lovelock (1996) suggested that pricing is the only element of the marketing mix that produces revenues for the firm, while all the others are related to expenses. Diamantopoulos (1991) also argued that, price is the most flexible element of marketing strategy in that pricing decisions can be implemented relatively quickly in comparison with the other elements of marketing strategy. It is capable of determining a firm's market share and profitability. Kellogg *et al.*, (1997) point out "If effective product development, promotion and distribution sow the seeds of business success, effective pricing is the harvest. Although effective pricing can never compensate for poor execution of the first three elements, ineffective pricing can surely prevent those efforts from resulting in financial success".

Typically, pricing strategies that are investigated in the marketing literature consist of analyzing aggregated prices (Tellis, 1986). For consumer goods, this is applicable unlike the several types of disaggregate pricing strategies that are utilized to promote products as favorably as possible (Eliashberg & Jeuland., 1986). These consumer products usually have small prices that are paid up at once. Disaggregate pricing means paying in bits for instance reframing a \$500 expense into \$1.40 a day expense diminishes the enormity of the expense, and therefore, eases the decision process for the

consumer. This however does not apply at all to consumer goods therefore appropriate pricing strategies which are aggregate must be adopted to ease the decision-making process of consumers. Traditional pricing strategy by definition is incapable of harmonious associations, but it needs to become a more socially conscious, collaborative exercise. Bertini and Gourville, (2012) stressed that businesses should look beyond the mechanics of just fixing prices they feel is suitable for a product having estimated cost and profit still relevant but no longer sufficient and recognize that harmonization of the way they generate revenue can open up opportunities to create additional value.

Pricing strategies

Forman and Hunt (2005) identifies that there are 13 strategies of pricing among which include the following: Bundle pricing, Psychological pricing and Penetration pricing. Hinter and Huber (2008) inform that a company's rate of profitability and retention levels are highly affected by pricing.

Bundle pricing

Bundling strategy as a selling tactics for complementary items is applied by sellers to increase their sales rates. Indeed, bundling is a practice of selling several items in a package at a discount. Among researchers who investigated the bundling strategy, McCardle *et al.* (2007) surveyed the effects of bundling item on optimal order quantities, bundle prices and the system profit. They found that bundling product is more profitable than selling individually. Gurler *et al.* (2009) and Bulut *et al.* (2009) presented stochastic revenue management models for two deteriorating items under a bundle strategy in order to maximize the expected profit. They observed that

Psychological pricing

Psychological pricing has been used by marketers over the years to influence buying behaviour of consumers (Estelami, 2003). Psychological pricing is the practice of structuring and presenting prices to appeal to consumers' emotions and to influence their decision-making processes (Pride & Ferrell, 2007). Pricing is more than just about numbers; it is a play on perception. To a large extent, it is the customers' perception of price that makes them buy a product and not the actual money price. In many cases, the psychology of pricing and price perception is more important than the actual price of the product or service; and businesses that understand the role psychology plays in their pricing strategies can come out as winners (Hosken & Reiffen, 2004).

Penetration pricing

According to Kerin *et al.*, (2004); Lamb *et al.*, (2004), it is referred to as setting a low initial price on a new product to appeal immediately to the mass market. It is the opposite of skimming. The company could penetrate the market with low price and high promotion. This strategy brings the fastest market awareness and results in increased or large market share. For a firm to enjoy this strategy it must have manufacturing or a sustainable competitive advantage that would result in company's unit.

The firm can also penetrate the market with low price combined with low promotion (Lamb *et al.*, 2004). It works better in high price elastic market. It also works better in minimum promotion elastic and a competitive market. When the aim of the company for its new product is to set a low price so as to attract large number of buyers and a large market share, it is using penetration pricing (Kotler *et al.*, 2001). Here the firm also has two alternatives as discussed above.

Street hawking and economic activities

Economic disparities existing between countries have the tendency of creating population drift. The more economically developed countries tend to pull people from relatively less developed countries in search of economic opportunities (Dickson & Benneh, 1988). For instance, a conservative estimate shows that the number of economic migrants from Mexico who moved to the United States of America (USA) in search of economic opportunities were about 12 million people in 2007. However, the number dropped to 11.6 million in 2008 and subsequently to 11.5 million in 2009 due to economic recession that affected the USA economy (Jordan, 2009).

Similarly, national economic disparities in countries have been a key factor to rural-urban migration and perhaps the existence of primate cities globally and Africa in particular.

The concept of primacy relates to urban hierarchy in which the leading city in a country or region becomes disproportionately larger than any surrounding region. The proponents of primacy argued that the phenomenon occurs when the largest city is at least twice the size of the next largest city as well as more than twice the population density of the second. Some examples of primary cities in Africa include Lagos (Nigeria), Cairo (Egypt), Kinshasa (Congo DR), and Accra (Ghana). The regional economic disparities between towns (cities) in Africa have made these primary cities centers for economic opportunities and personal fulfillment. Hence any countryside dweller who seeks to better his or her life immediately thinks of moving to the city. Taking Ghana for example, Accra is the dominant city with its population almost twice that of Kumasi, the second largest city.

Accra hosts all government ministries and departments, has the only international airport in Ghana, boasts of almost all business head offices where hiring and firing takes place, contains all foreign embassies and above all the headquarters of financial institutions. This has created a situation where citizens requiring jobs would have to travel to Accra. Similarly retiring civil servants seeking end of service benefits would also have to make a number of trips to Accra no matter where one lives in Ghana. A direct result of the concentration of opportunities in Accra is a constant influx of immigrants from the countryside seeking economic opportunities. These economic migrants move to Accra in hopes of good jobs, better pay, good housing and a more exciting lifestyle.

Even though street hawking has been featured in the news media for some time now, research from academic circles is less well represented (Bromley, 1998). Hays-Mitchell, (1994) and Jimu, (2005) noted that most investigations into this subject area have been in studies of informal manufacturing (Asiedu & Agyei-Mensah, 2008). This creates a gap in knowledge regarding the spatial dimension and modification of the urban landscapes by street hawking.

Extent of street hawking in Ghana

In Ghana, street hawking is of serious concern due to increasing numbers of people selling and the resultant friction that ensues between street hawkers and city authorities (Iyenda, 2005; Gyamfi, 2000). The swelling numbers of street hawkers is attributed to the massive rural-urban migration, lack of formal sector required skills and the non-existence of job vacancies in the formal sector to absorb the influx (Dickson & Benneh, 1988).

Of particular interest is the urbanization process that leads to the swelling numbers of street hawkers in developing countries, particularly in Africa. As Landau (2007) points out, migration is an inexorable response to regional economic inequalities. Migrants to urban centers move with the intention to work, however upon reaching an urban center, they find formal job opportunities are limited. They therefore turn to other alternatives such as street trading. This mode of urbanization is problematic for urban managers in such countries. It is generally observed that street hawkers often work outside the law, especially those associated with tax liabilities, labour codes and zoning regulations (Jimu, 2005). As a result, there exists an essential conflict between hawkers and city managers in their aim to ensure adherence to city management regulations. Lund *et al.*, (2000) makes the case that despite the services provided by street hawkers to the general public, their efforts are not viewed as lawful and beneficial by authorities. Vishwanath, (2001) in his examination of the activities of street hawkers in Bangkok reported that raids and evictions are the usual tools of the city managers in dealing with street traders.

Mitullah, (2003) suggests that the availability of an acceptable site of operation is a pre-condition for compliance with various statutes relating to business operations.

Most street vendors in Africa have no authorized sites of operation, which leads to the inevitable confrontation between street vendors and city authorities. The authorities are often reluctant to allocate hawking sites, especially within the Central Business District (CBD). In the cases of Nairobi and Kampala, a study found that hawkers had been allocated vending sites outside the CBD which they rejected based on the argument that those locations were not accessible to customers.

Agbo, (2010) observed that in Abuja, Nigeria, street traders have always been victims of persistent raids carried out by city authorities. The reason has always been the desire to make Abuja an

exceptionally neat capital city compared to modern cities anywhere in the world. In South Africa, Nesvag, (2000) noted that street traders were particularly harassed by the apartheid regime as part of the strategy of preventing Africans from taking control of public space.

Empirical literature

In Paul *et al.*, (2013) study, related price strategies and price setting methods was done using survey designed technique and testing hypothesis on 95 respondents, the result showed that price strategies and price setting are related because strategies are implemented through price setting methods.

Howard and James (2013) based their study on the effect of decision context on perceived risk in pricing strategies and attribution theory where more than 100 business managers were used and findings suggest that when pricing are dominated by an uncontrollable environmental factor, managers themselves tend to select pricing strategies with external orientations to avoid risk. Kostis and George, (2011) conducted a study on new industrial service pricing strategies and their antecedents where data were collected through a mail survey from 129 transportation and 48 information technology companies. Moreover, 20 in-depth personal interviews were conducted in the initial phase of the research and concluded that skimming pricing and penetration pricing relate to the company's corporate and marketing strategy and the service characteristics, while market conditions influence the adoption of pricing similar to competitive prices. Similarly, Anna *et al.*, (2012) conducted a study on the relationship between customer value and pricing strategies by selecting 129 samples of washing machine models which assessed through the conjoint analysis technique. The output was then regressed on the market prices of the products and the result revealed that the alignment between price and value for the customer is limited, only one of the two subsamples presented had positive impact among the variables.

Methodology

Research design

Several forms of research approaches have been identified namely mixed method, qualitative and quantitative approaches (Crowell, 2009). A quantitative study was employed for this study. Bhattacharjee (2012) indicated that quantitative method ensures objectivity in interpretation of responses through a standardized measure. Also, the study adopted a cross-sectional survey since data were sent and retrieved from respondents within a particular period of time.

Population of the study

A population is any group of individuals that have one or more characteristics in common that are of interest to a researcher (Best & Kahn, 2007). The targeted population of the study includes all street hawkers in the Greater Accra Municipality. There was no sample frame since the population of traders who used hawking as the only marketing strategy had not been registered and so information on them was not available. The study area was zoned into four, namely: i) Ress Junction/Madina market; ii). Kwashieman/Lapaz Street and the surrounding areas; iii). Odorkor/Kaneshie Market; iv). Graphic Road/Accra Central.

Sample size and sampling technique

Sampling is the process of selecting a proportion of the target population to represent the entire unit. Therefore, Polit and Beck, (2010) indicated that, it is more practical and economical to work with samples rather than with large target population. In this study, purposive sampling technique was employed. Purposive sampling because the study targeted traders who only hawk with their wares. The main goal of purposive sampling was to focus on particular characteristics of a population that were of interest, which would best enable one to answer the stated research questions (Lund Research, 2012). At the end of the exercise, 198 respondents who were willing to participate in the study were interviewed. Care was taken to ensure equal numbers of respondents from the four locations.

Instruments for data collection

Interview guide was used to collect the primary data for the study. The interview guide was based on the objectives set for the study. The interview guide consisted of five sections (A to E) and had both open- and close-ended items.

As Best and Khan, (1995) described it, the reliability of an instrument is the degree of consistency that the instrument or procedure demonstrates whatever it is measuring, and does so consistently. The interview guide was completed after a review and also two other lecturers and a colleague had checked for consistency.

Pre-testing of instruments

The instrument was pre-tested using 30 traders at Agbogloboshie market, close to Accra Central Market for the simple reason that the characteristics of the respondents were similar to those in the study area. The final interview guide was not modified or changed and no changes were made to the items after the pre-test since the respondents could grasp the meaning of the items.

Data collection methods

Data collection techniques

Two weeks was devoted to each of the four area zones and on each day, several locations in the zone were visited. Attempts were made to interview the traders who were found at any particular time and at specified locations. The reasons for the interview were first explained to them and then their consent sought before any interview started. The interview lasted for eight weeks duration. i.e., from August 8th and ended on the 12th of October 2018. Approximately, it took about 30 minutes to interview each respondent.

Data analysis

All information received from the respondents via the data collection instrument was entered, coded and analyzed with the Statistical Package for the Social Sciences (SPSS) version 20. Regression analysis was used to examine the effect of pricing strategies on the other variable sales performance. Under this analysis, pricing strategy is the independent variable whereas sales performance is the dependent variable.

Ethical consideration

The respondents were not coerced into participating in the research but their consent was sought after explaining the issues involved to them and ensured their anonymity and confidentiality relative to the study. All the respondents approached were given the permission to deny their participation without any explanation. Hence, all those who took part in the study did so voluntarily. An appeal for respondents' co-operation and informed consent was obtained and they were also assured confidentiality of any information they provide.

Background characteristics of respondents

Table 1. Background characteristics of respondents

Characteristics	Frequency	%
Gender (N=198)		
Male	34	37.4
Female	124	62.7
Age in years (N=198)		
18-25	64	32.3
26-35	90	45.5
36-45	34	17.2
45 & above	10	5.1
Educational background (N=198)		
Basic	46	23.2

Secondary	76	38.4
Technical/Vocation	50	25.3
Tertiary	26	13.1

Source: Research field Data, 2018

According to findings obtained from the administration of questionnaires to respondents, it was observed that 37.4% of the respondents are males whereas 62.6% are also females. It can be concluded that there were more female respondents than males although this was not predetermined at the beginning of the questionnaire distribution.

As can be seen from the table above, the percentage of respondents who are between the age of 18 and 25 years was 32.3% while those between the age of 26 and 35 years was found out to be 45.5%. It was revealed from the research also that 17.2% of the respondents are between the ages of 36 to 45 years while 5.1% are also above 46 years. It can be observed from the findings that majority (77.8%) of the respondents are within the age bracket of 26-35 years which denotes an active year group.

It was part of demographic information to search for the educational background of the respondents. The results showed that 23.2% said they have been able to obtain basic education whereas 38.4% said they have secondary education as their most recent form of education. The findings also showed that 25.3% said they have technical or vocational education whereas 13.1% said they have been able to acquire tertiary level of education. It can be observed that all of the respondents have attained some level of education although the level of attainment varies.

Hawking practices of respondents

Respondents were asked a series of questions bordering on number of years respondents have been selling in the streets, types of products hawkers engaged in, pricing strategies and locations of hawking.

Table 2. Number of years spent in hawking

Number of years in hawking	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1 year	48	24.3	24.3	24.3
1 to 3 years	68	34.3	34.3	58.6
3 to 5 years	40	20.2	20.2	78.8
5 to 10 years	42	21.2	21.2	100
Total	198	100.0	100.0	100.0

Source: Research Field Data 2018

The respondents were asked to indicate the According to 24.2% of the respondents, they have been selling on the streets for less than one year and 34.3% also said they have been doing so for one to three years now. The findings further showed that 20.2% of the respondents have been hawking for three to five years and 21.2% have also been selling on the streets five to ten years. It can be concluded from the findings therefore that most of the respondents have been selling on the streets for more than a year.

Table 3. Types of products engaged in by hawkers in the street

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Drinks/Sachet	46	23.2	23.2	23.2
Water	56	28.3	28.3	51.5
Chewing	54	27.3	27.3	78.8
gum/Toffees	42	21.2	21.2	100.0
Toys/Accessories				
Others				
Total	198	100.0	100.0	

Source: Research Field Data 2018

As can be seen from the table above, 23.2% of the street hawkers said they have been selling drinks and sachet water whereas 28.3% said they have been selling chewing gums and toffees. It was found out that 27.3% said they have been selling toys and accessories while 21.2% said they have been selling other products on the streets but these products were not specified.

Table 4. Bundle pricing helps me in selling more of my products

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	24	12.1	12.1	12.1
Agree	104	52.5	52.5	64.6
Neutral	16	8.1	8.1	72.7
Disagree	38	19.2	19.2	91.9
Strongly Disagree	16	8.1	8.1	100.0
Total	198	100.0	100.0	

Source: Research Field Data 2018.

In examining the effect of bundle pricing of sales performance of street hawkers, more than half (52.5%) of the respondent's asset it helps them sell more, (12.1%) strongly agree while (8.1%) were neutral. Also, the study shows that (19.2%) of the respondents disagree while (8.1%) strongly disagree. It can be concluded that bundle pricing helps the street hawkers in selling more of their good as intimated by majority of the respondents.

Table 5. Psychological Pricing makes me attract more Customers

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	32	16.2	16.2	16.2
Agree	98	49.5	49.5	65.7
Neutral	12	6.1	6.1	71.7
Disagree	46	23.2	22.2	94.9
Strongly Disagree	10	5.1	5.1	100.0
Total	198	100.0	100.0	

Source: Research Field Data 2018.

The research revealed that 16.2% said they use pricing methods that play on the minds of customers and this is what is described as psychological pricing. It was observed also that 49.5% agreed to use psychological pricing but 6.1% neither agreed nor disagreed to using this pricing method. 23.2% disagreed to this statement and 5.1% strongly disagreed that they use psychological pricing.

Table 6. Have been able to increase sales performance recently

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	45	22.7	22.7	22.7
Agree	120	60.6	60.6	83.3
Neutral	15	7.6	7.6	90.9
Disagree	18	9.1	9.1	100.0
Strongly Disagree	--	--	--	--
Total	198	100.0	100.0	

Source: Research Field Data 2018.

In evaluating the sales performance of street hawkers, the research sought to find out the extent of their sales on the streets. It was observed that 22.7% strongly agreed that they have been able to increase their sales performance recently while 60.6% agreed to this statement. It was observed that

7.6% gave neutral responses and 9.1% disagreed that they have been able to increase their sales performance in recent times. It can be seen that majority of the street hawkers have been able to increase their sales performance recently.

Table 7. Effect of Location on Sales

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	12	6.1	6.1	6.1
Agree	72	36.4	36.4	42.4
Neutral	24	12.1	12.1	54.5
Disagree	58	29.3	29.3	83.8
Strongly Disagree	32	16.2	16.2	100.0
Total	198	100.0	100.0	

Source: Research Field Data 2018.

According to 6.1% of the street hawkers, they strongly agreed that the location where they sell their wares affects their level of sales and it was also found out that 36.4% agreed to this statement as well. The findings revealed that 12.1% provided neutral responses and 29.3% disagreed as can be seen from the findings presented in the table above. It was found out that 16.2% strongly disagreed.

Simple regression analysis

The objective of regression analysis is to predict a single dependent variable from one or more independent variables. When the problem involves a single independent variable, the statistical technique is called simple regression. Also, when the problem involves two or more independent variables, it is a multiple regression. In this study, the use of only one single independent variable that is bundle and psychological pricing to test the dependent variables (sales performance) required the use of a simple regression.

Relationship between bundle pricing and psychological pricing strategy on sales performance

Table 8. Summary of Simple Regression Analysis of the relationship between bundle pricing and psychological pricing strategy on sales performance

Variables	β	R2	T	F	P-value
Bundle & Psychological Pricing ->Sales Performance	2.524	537	14.190	88.861	000**

The result from the linear regression analysis in Table 8 above revealed a significant positive relationship between bundle pricing and psychological pricing and sales performance ($\beta= 2.524$, $t=14.190$, $p=0.00$). This means that the effect of bundle pricing and psychological pricing resulted to an increase in hawker's sales performance. Hence, the relationship between these two pricing strategies and street hawkers' sales performance is significantly positive.

Conclusions and recommendations

Conclusions

1. It can be concluded that there were more female hawkers than males' hawkers although this was not predetermined at the beginning of the questionnaire distribution.
2. From the results of the study, majority (77.4%) of the respondents were within the age group of 26-35 years which denotes an active year group. This implies that, hawking demands a lot of energy and to be able to adopt hawking as a marketing strategy, one must be an active person

3. The majority of the respondents had been hawking goods in the street for periods between one and three years, while 24.3.6% had been hawking for less than a year.
4. The results reveal that 23.2% of the street hawkers had been selling drinks and sachet water whereas 28.3% had been selling chewing gums and toffees, 27.3% had been selling toys and accessories while 21.2% had been selling other products on the streets but these products were not specified. It can also be concluded that 27.3% of the respondents had been selling on the streets to take care of family, 29.3% do so as a means of employing themselves, 13.1% sell on the streets to keep themselves busy, 6.1% also sell on the streets as a means of salesmanship. The findings revealed that 24.2% said they sell on the streets to support themselves financially.
5. It was observed that more than half (52.5%) of the respondent's asset that bundle pricing helps them sell more, (12.1%) strongly agree while (8.1%) were neutral. Also, the study shows that (19.2%) of the respondents disagree while (8.1%) strongly disagree. It can be concluded that bundle pricing helps the street hawkers in selling more of their good as intimated by majority of the respondents.
6. The data reveals that (49.5%) of the respondents agreed using psychological pricing to take advantage of their customers while 16.2% strongly agreed to the statement. The data also showed that 6.1% of the respondents neither agreed nor disagreed, 23.2% disagreed while 5.1% strongly disagreed to the statement. Clearly, this can be concluded that psychological pricing is being observed by the street hawkers
7. It was also concluded that more than half of the respondents (60.6) agreed that they have been able to sell more on the street recently, 22.7% strongly agreed to the statement while 7.6% neither agreed nor disagreed to the statement. Also, 9.1% of the respondent disagreed to the statement.
8. The data reveals that (42.5%) of the respondents agreed that the location where they sell their wares affects their level of sales, (45.5%) of the respondents disagreed and (12.1%) of the respondents remained neutral. It can be concluded that location does not really influence the sales of hawkers.
9. The study results show that the relationship between pricing strategies such as bundle pricing and psychological pricing and sales performance of street hawkers is positive ($\beta= 2.524$, $t=14.190$, $p=0.00$). This means that when bundle and psychological pricing strategies are employed, the sales performance of street hawkers will also increase.

Recommendations

1. The hawkers should be educated on the various pricing strategies available and when to apply them
2. The hawkers should only sell those products which satisfy the needs of consumers in the streets.
3. Both bundle and psychological pricing strategies should be encouraged since it helps in increasing sales of the street hawkers
4. Since location plays a significant role in hawkers' sales, identification of appropriate street should be the goal of the hawkers to help improve sales
5. There is the need to formulate strategies that will fight the socio-economic challenges that the hawker is grappling with which may include: taking steps to offer them education / training in diverse vocational occupations.
6. The government should regularize the operations of hawkers since it serves as a possible avenue of employment.

Areas for future research

Future studies should be carried to find out the future aspirations of street hawkers.

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