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Cell Phone Use by Street Hawkers: An Exploratory Study of Sindh Province, Pakistan

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Abstract

This exploratory study's goal is to learn more about how Pakistan's Sindh province's street sellers use mobile technology. Virtually all types of work, including informal work, have considerably benefited from increased availability to mobile devices. One such technology that has seen exponential adoption and use by street vendors is cell phones. In several metropolitan areas of Sindh province, street sellers engage in commercial activity known as street trading. However, little is known about how street vendors utilize mobile devices to look for new markets. In order to better understand the advantages and disadvantages of using technology to facilitate their trading activities, this study mapped the goals and requirements of street vendors in the Sindh province and those of their clients. Qualitative data was collected using in-depth interviews with 30 street traders and 30 customers. The data were analyzed using thematic analysis. The results also indicate low challenges and high felt benefits of utilizing mobile phones, indicating chances to change the street vending business through the use of mobile technology. The actual advantages of mobile phone connection have not been completely understood by street sellers, and usage is typically relatively basic.

Keywords: Mobile Technology, Cell phone Usage, Street Traders, Sindh Province.

Introduction

Street hawkers today are very common and can be seen everywhere. According to the IEMS in 2004, hawkers could be referred to as: "informal workers, street vendors and street traders" (Roever, 2016). Known in local vernacular as "thelay walay", these street vendors make a valuable contribution by bringing the market to one's doorstep (1st and 5th Working Group Meeting Street Vendor Project, 2019). The term "street vending" is typically used as synonymous with "street trading", "hawking", "peddling" etc. persons who are concerned with street vending are called street vendors (Hasan & Alam 2015). Bhowmik, (2005) described street traders as "people who offer products to the public for sale without a permanent built-up structure; they are often called street hawkers, peddlers, street vendors may be stationary in the

sense that they occupy space on the pavements or other public/private spaces or, they may be mobile in the sense they move from place to place by carrying their wares on pushcarts or in baskets on their heads.

Three types of street vendors were found in sindh province; mobile/ unfixed, waken hawkers, semi-mobile hawkers, or stationary/immobile/fixed hawkers. They offer goods and services to the people of the society moving from place to place. They carry their products on pushcarts or vehicles or in their hands, over shoulders, or on heads. They sell vegetables, dresses, clothes, general goods, shoes, furniture, different tools, jewellery, DVDs etc. (Bhowmik & Saha, 2013). It is common to find them displaying their products in open spaces, bus stands, sidewalks, parking areas, cross walking bridges, in order to capture the attraction of the traffic. Street vending business is a resource of employment to the less educated class of people almost in all developing countries; in addition it is source of low price goods, income, and means of livelihood (Wongtada, 2014). The usage of information technology, mobile phone is the only ICT tool used widely among informal business (Deen-Swarray et al., 2013).

Therefore, it is required to investigate how mobile phones are used by street traders to conduct business over the world in recent years (Mramba, et al., 2014). Mobile technologies provide a variety of chances for development and innovation (Loudon, 2016). According to Mramba et al., 2017 research, many ICT tools for unorganized employees are compatible with standard mobile phones and smartphones. Mramba's (2018) further study highlights smartphones as significant technology advancements that have the ability to change street trade. Limited product marketplaces are a problem for street vendors, which are brought on by using ineffective marketing and promotion techniques. These techniques are typically impromptu, poorly planned, expensive, and out of date, ignore communication transparency, and use unethical advertising methods. They also tend to last for an irregular amount of time (Mramba, 2015a, 2015b; Mramba & Rumanyika, 2020; Rumanyika et al., 2019).

Literature Review

According to Wongtada (2014), Street vendors are "people who provide goods for sale to the public without having a permanent built-up structure." They are also referred to as street vendors, urban vendors, hawkers, or micro-traders (Wongtada, 2014). Every day, thousands of people who are undereducated and destitute enter the street economy (Rumanyika, et al., 2019). The major causes of this include leaving formal work, poor agricultural yields, and a lack of government assistance (Mramba, 2018). More study on empowering street sellers, particularly using readily available mobile technology, is encouraged by these factors as well as the rise in their number.

Mobile Phones Used By Street Vendors

According to a research by Wetengere, 2013 the usage of mobile phones has enhanced small-scale farmers' (SSFs) negotiating power with the consumers of their products by providing timely and reliable market information. Mramba et al., 2014 says that mobile phone services are being used by street sellers to communicate, accept payments, and advertise their goods. Voice calls are the most popular mobile service, followed by SMS and alarms. Since voice calls are simpler to use than SMS, the internet, or multimedia services, they are popular among street merchants (MMS).

According to Donner's 2004 research, many entrepreneurs utilize their cell phones to strengthen commercial ties. Mostly in current business environment, mobile technology is a significant source of competitive benefits and quality enhancement (Berisha-Namani, 2009).

Mobile devices, which are utilized for a variety of business tasks and have increased productivity, are helping corporate operations in many different ways (Kwakwa, 2012). Mobile phone costs have been cited as a deterrent to employing them in many economic activities in developing nations (Mramba et al., 2014).

According to research conducted by Mahatanankoon, 2007 in India the main barriers preventing consumers from using mobile phones for business transactions are consumer unawareness, device inefficiency, demand for traditional business transactions, interoperability concerns, and the need for personalization. Rahman, 2013 says that a lack of literacy, a lack of trust, and a conflict of interest between telecommunication service providers and banks were found to be the main barriers to the adoption of m-commerce in Bangladesh, which conducted 27 face-to-face, in-depth interviews with retailers, telecommunications companies, and bankers.

Benefit and Difficulties of Mobile Phones

Mramba et al., 2014 reveals that using a mobile phone is an easy (free from any difficult) and thus they see the potential benefit of using it in strengthening their business, though they are not using it. Cell phone use can boost sales volume, profitability, and customer satisfaction (Maina et al., 2016). According to Aker and Mbiti, 2010 mobile phones might be used to reduce the issues that microbusinesses in developing nation's face.

According to Donner and Escobari's 2009 research, mobile phones play a part in commercial activities including sales, marketing, and procurement. Cellphone apps help businesses run more efficiently, earn more money, produce more work, and provide better customer service. However, the adoption of mobile phones has been regularly cited by a number of academics as a chance to change the difficulties faced by informal workers. For instance, Mramba (2018) advises the design and development of a range of services, including product databases, catalogues, electronic word-of-mouth, electronic buyer, seller platforms, and pricing and promotion apps, to enhance the marketing tactics of street vendors.

The use of mobile phones has expanded financial inclusion to microbusinesses and street vendors in general. Mobile devices give small-scale business owners like farmers and traders the chance to connect in order to get real-time marketing data like supply, pricing, and demand and to make decisions that are both inexpensive and well-informed (Tadesse & Bahiigwa, 2015). Small-scale farmers, women business owners, own manager suppliers, product transporters, and many more are expected to benefit from mobile phones in numerous ways, including communication (Giridher et al., 2009; Komunte, 2017).

Research Gap

There is still little knowledge available on how street vendors utilize mobile phones to gain new customers (Kiberiti, et al., 2016). Despite a current study showing the potential and significance of mobile phone technology for market search among informal workers (Rumanyika, et al., 2019). As a result, this study looked at cell phone usage and the advantages and challenges that street vendors in Sindh Province, Pakistan come upon while using their cell phones for commercial purposes.

Research Questions

To address the research gaps identified above, Thus, this study sought to answer the following research questions:

- **RQ1:** How do street vendors use cell phone in business activities in Sindh province?
- **RQ2:** What are the benefits street hawkers gets by usage of cell phone?
- **RQ3:** What are the disadvantages of cell phones usage to street Hawkers?

Research Objectives

1. To identify how street vendors use mobile phones in business activities.
2. To find out the benefits of usage of mobile phones among street vendors.
3. To determine difficulties of using mobile phones among street vendors.

Research Methods

This study was an exploratory qualitative in nature and regularly conducted when a researcher wants to explain and define the nature of a problem for which further studies can be conducted (Emory and Cooper, 1991). For this study data were collected by using both primary as well as secondary sources. The Secondary data was collected from an Internet source, international journals, periodicals, research articles, books, and newspapers; whereas primary data was collected through face to face in-depth interviews with street vendors and customers.

Data Collection

An interview is the most common format of data collection in qualitative research. A qualitative interview is a type of framework in which the practices and standards are not only recorded but also achievable, challenged, and reinforced (Corbin & Morse 2003; Jamshed, 2014; Mason, 2002; Oakley, 1998). Khan et al., (2011) define that in order to have the interview data captured more effectively, recording of the interviews is considered an appropriate choice. Khan further says that hand written notes during the interview are relatively unreliable, and the researcher might miss some key points. The recording of the interview makes it easier for the researcher to focus on the interview content and the verbal prompts and thus enables the transcriptionist to generate "verbatim transcript" of the interview.

There are three fundamental types of research interviews, these are: Structured, Semi-structured and Unstructured (Burnard et al., 2008; Gill et al., 2008; Morse & Corbin, 2003). The researcher followed a semi-structured interview method. In which the researcher and participants were engaged in a formal interview. A semi-structured interview is a data collection method that relies on asking questions within a predetermined thematic framework. It is generally used as an exploratory tool in marketing, social science, survey methodology, and other research fields (George, 2022). Research area was Sindh province of Pakistan, and the study sample was all types of street vendors and Customers.

Ritchie et al. (2003) suggest that studies employing individual interviews conduct no more than 50 interviews so that researchers are able to manage the complexity of the analytic task. Similarly, Britten, (1995) notes that large interview studies will often comprise of 50 to 60 people. In this study, the researcher conducted 50 in-depth interviews with participants. In qualitative research, the sample size is determined through data saturation (Mason, 2010). Before conducting interviews, a minimum sample size for initial analysis and a maximum number for extra interviews were defined. Francis et al., (2010) propose that the criterion for selecting the initial analysis sample is at least 10 interviews. Thereafter, successive interviews follow until no new themes emerge. This is referred to as the saturation point.

Thus, in this study, we conducted in-depth interviews with 30 street traders and 20 customers from various parts of the Sindh area. The interviews lasted a minimum of 40–60 minutes in order to provide ample information. They were conducted in this way, first, 10

interviews were conducted and data was simultaneously analyzed but new themes emerged. Second, 10 more successive interviews were conducted and data was simultaneously analyzed but new themes still emerged. The researcher continued conducting interviews and by the 49th interview, no new themes emerged saturation point was reached.

Data Analysis

The data obtained from interviews was analyzed using thematic analysis (TA). The data from individual interviews were translated from Sindhi and Urdu to English and transcribed, while the data obtained from interview. For this study, thematic analysis was considered the appropriate method because it is used when analyzing large qualitative data sets (Lorelli, Norris, White and Moules, 2017). Similarly, Braun and Clarke (2006) suggested that thematic analysis is the process of identifying patterns or themes within qualitative data and it is the first qualitative method that should be learned as "it provides core skills that will be useful for conducting many other kinds of analysis". They provide a six-phase of thematic analysis, step 1: familiar with the data, 2: generate initial codes, step 3: search for themes, step 4: review themes step, step 5: define themes and step 6: write-up.

Steps for Conducting Thematic Analysis

Step 1: Familiarizing with the Data (Transcribe Data)

In this step, the familiarization with data was done through listening to recorded audio from the interviews and reading the summarizing the notes written immediately after the interviews.

Step 2: Generating Initial Codes

This phase was accomplished by organizing the data systematically to obtain meaning in relation to the research questions. The coding involved writing memos in the side of the text analyzed using a colored pen to indicate potential patterns. Since the researcher concern was to address specific research questions and to analyze the data from this viewpoint, coding involved any data segment or something interesting related to the research questions. Then, the researcher compared, discussed, and modified our codes before progressing to other transcripts.

Step 3: Search for Basic Themes

This stage involved examining the codes, sorting different codes into potential themes, and organizing all the relevant data removed within the identified themes. In this study, some codes clearly fit together into a single theme e.g., the researcher had numerous codes that corresponded to the cell phone by street hawkers, benefit and difficulties of mobile phones usage they faced. The researcher organized these into an initial theme. Several codes were organized into broader emerging sub-themes that looked to say something specific about the research questions. The obtained themes were descriptive and described patterns found in the data relevant to the research questions.

Step 4: Reviewing Themes

At this stage, the researcher reviewed, modified, and developed the preliminary themes identified in phase three. The researcher gathered all the data relevant to each theme and examined whether they really support them. To make the themes coherent and distinct from one another, the researcher was obliged to analyze whether they made sense, whether the data supported them, whether there were emerging sub-themes, and whether there were other themes within the data. Consequently, some themes were re-arranged, some were dropped, and some were condensed into one main theme.

Step 5: Defining and Naming Themes

This phase included deciding and refining what themes should be presented in the final analysis after identifying the essence of each theme. The researcher examined what each theme was about and looked at how the sub-themes obtained interacted and related to the main theme as well as how the main themes related to each other. The relationship between the themes was provided by including the description of how street traders use mobile phones and the received advantages and disadvantages of mobile phone usage.

Step 6: Producing the Report

After the identified, named and defined the themes carefully then the researcher was to categories the data and proceed to the next stages of the analysis. The researcher has writes up report for the thematic analysis. This final phase entailed report writing, comprising of the meaning and contribution of the final selection of themes. A clear, concise, coherent, logical, non-repetitive, evidenced, relevant, and straightforward report, describing each emerging theme using an important data set, was written with reader understanding in mind. Direct quotations, including both long and short quotations from participants as essential components of the final report, were accompanied by a unique identifier to demonstrate that various participants were represented in the results.

Findings

Demographic Characteristics

The analysis results are given below and describe the significant demographic features of street vendors of sindh province on the base of primary data.

Table 1: *Demographic Profile of Street Hawkers*

Demographic Variables	Particulars	Percentage (%)	Frequency
Gender of Respondents	Male	70%	35
	Female	30%	15
Marital Status	**Married**	**66%**	**33**
	Single	24%	12
	Divorced	10%	5
Age Group	10 to 20	3%	6
	21 to 31	9%	18
	32 to 42	**22%**	**44**
	43 to 53	11%	22
	54 or above	5%	10
Education/Degree	Illiterate	9%	18
	Signed Only	10%	20
	Primary School	**14%**	**28**
	Middle Education	6%	12
	Secondary Education	5%	10
	Higher Secondary	3%	6
	Join University	2%	4
	Graduated Degree	1%	2

In Table 1, the research results indicate specific differences in the degree of involvement in street trade between men and women. The results of the findings on gender the study showed that 70% percent of the participants in the study were males while 30% percent were females. Street vending is not an easy task for women and women comparatively face many more problems in street vending than men. Women are generally affected by crimes like eve-teasing, sexual harassment, rapes, etc (Diwakar & Anand, 2014). Street vending is a male-dominated profession, but the proportion of female vendors has risen significantly (Bhowmik, 2001; Saha, 2009). Most street hawkers in the sample area were males than females because most of the people do not like the female members of the family sitting on the roadside, and selling vegetables and other items. Female enters this career only because they have no alternative, and there are no jobs for the male members of the family, and even if they earn money, they spend most of the money on liquor.

It has been found that 66% percent were married, 24% percent were single, and just 10% percent were divorced working in the field of street vending, as indicated by the marital status of the respondents. The findings reveal that 43% of respondents were from 32 to 42 years of age. 17% percent were aged from 21 to 31 years old; 23% percent were 43 to 53 years old; 7% percent were 10 to 20 years old, and 10% percent were 54 years old or higher. The above data shows that the largest population of street hawkers holds the division of 32 to 42 years old individuals. At this age, they need to pursue other means of money, like beginning businesses, to cover their day-to-day family living expenses. According to Hanewald, (2015) street vendors above the age of thirty are generally the most necessity-driven, because they will not be hired by factories, even if they wanted to. Factories generally prefer workers under the age of thirty, because they think that older workers are more expensive and less productive than younger workers. So to the 'older' workers, street vending is one of the few options to make a living.

The findings of the study show the level of education of respondents that about 18% percent of street hawkers are illiterate, about 20% percent of total vendors can sign only, 28% percent of street hawkers attended primary school from level 1 to level 5, 12% percent attended middle school from level 6 to level 8, 10% percent attended secondary education from level 9 to drop 10, 6% percent followed by those attending higher secondary education and 2% of street hawkers completed graduate and 4% of hawkers only join university, because most bachelor's degree graduates tend to be working in the public or private sector and value white-collar socially respectable positions. Similarly, street selling professionals from the surrounding areas have a weak view. The first study topic sought to understand how mobile phones are used by Sindh province's street vendors. Some street vendors claimed to do pre-market, in-market, and post-market searches using their cell phones. Street vendors utilize their mobile phones to remind potential buyers about their items, conduct market research, and project sales during the pre-market search. Street vendors utilize their mobile phones throughout the market hunt to collect consumer mobile contacts, accept orders for more product

sales, and distribute mobile contacts. Street vendors utilize their cell phones to keep clients and get feedback after the market.

Table 2: *Mobile Phone Services Used for Business Activities*

Research Question	Research Objective	Theme
How do street vendors use mobile phone in business activities in Sindh province?	To identify how street vendors use mobile phones in business activities.	**Receiving and Making Calls:** Some respondents mentioned making one or two daily calls to their regular customers to update them of the goods they provide as well as taking occasional calls from clients. Voice calls were dependent on commercial commitments and long-term relationships between traders and their loyal clients. **Texting SMS :** Few street vendors said how they texted their regular clients once or twice daily in addition to getting texts from clients. The first trader-customer relationship determined how and when SMS may be sent and received. Texting is typically not chosen when most traders are mobile because it takes time to send an SMS, and even those stationed compete for consumers. Additionally, the majority of street vendors only have a basic education, messages fail due to network issues, and receivers are inactive or offline. **Mobile Payment:** Many street vendors use mobile payment apps to accept payments from their customers. These apps allow customers to pay using their mobile phones, making transactions quicker and more convenient. **Social media:** Mostly they use smartphone for watching movies, tiktok or other purposes. Very few of street vendors revealed that they use their cell phones to promoting or advertising their goods on social media sites like Facebook, Twitter, Instagram, and WhatsApp. The majority of them believed that smartphones are exclusively used for entertainment. The small number of smartphone users is attributed to the majority owning older mobile phone models that lack support for modern services and to a lack of smartphone use experience.

Table 3: *Benefits of cell Phone Usage to street Hawkers*

Research Question	Research Objective	Theme
What are the benefits street hawkers gets by usage of cell phone?	To find out the benefits of usage of mobile phones among street vendors.	**Increased Connectivity:** Cell phones help street hawkers to stay connected with their customers, suppliers, and other stakeholders. They can make calls, send text messages, and use social media platforms to promote their products and services. **Enhanced Productivity:** With cell phones, street hawkers can manage their businesses more efficiently. They can track their sales, inventory, and expenses, and make informed decisions about pricing and marketing. **Improved Safety:** Cell phones also provide street hawkers with a sense of security. They can call for help in case of an emergency or stay in touch with family and friends. **Access to Information:** With the internet, street hawkers can access information about market trends, new products, and best practices. This helps them to stay competitive and up-to-date with the latest developments in their industry. **Cost-Effective Communication:** Cell phones provide street hawkers with an affordable way to communicate with their customers and suppliers. They can make calls and send text messages at a low cost, which helps them to save money and increase their profits. **Advertisement:** Despite their lack of understanding and awareness of these modern technologies, numerous retailers have exploited social media sites like Facebook and WhatsApp for advertising. **Saving Costs:** Through the use of inexpensive marketing bundle subscriptions and free transaction services provided by some mobile network providers, mobile phones manage to reduce the costs of voice calls and SMS (MNOs). By speaking with consumers before beginning their moves, street vendors lower the likelihood that they would make frequent and unnecessary long travels to meet clients. **Taking Orders for Future Product Sales:** Stage street vendors have the opportunity to get a lot of orders from customers for further product sales during a market search. The mobile calendar is the service that is frequently utilized for this purpose **Marketing Research:** Street vendors will occasionally use their mobile phones to research the requirements, wants, status, and behaviors of their consumers in order to make the best market

		search judgments and make sure that the public is well-informed about the goods and deals on offer. SMS and phone calls are the most frequently utilized mobile services. **Acquiring the Customers' Mobile Contacts:** Street vendors have the opportunity to collect and preserve the cellphone contacts of certain new consumers when they do personal sales (i.e., during-market search) by approaching purchasers personally and persuading them to buy. **Use Calculator:** Calculator is available for free in cell phone and has basic calculator functions that are easy to use. Street hawkers can choose the calculator app that best suits their needs and preferences. They can also use the built-in calculator function on their cell phone if it is available.

Table 4: *Disadvantages of Mobile Phone Usage for street hawkers*

Research Question	Research Objective	Theme
What are the disadvantages of cell phones usage to street Hawkers?	To determine difficulties of using mobile phones among street vendors.	**Cost:** Many street hawkers operate on a tight budget, and mobile phones can be expensive to purchase, maintain and recharge. In addition, the cost of mobile data plans and phone calls can add up quickly, making it difficult for street hawkers to keep up with their bills. **Misuse of Mobile Contacts by Customers:** Some clients have utilized their mobile phone connections to harass female street vendors sexually via voice calls and SMS, while the male vendors allege they are wasting their time dealing with consumers who continue to touch the goods after their bargained prices have been approved. **Concentration of Similar Products in One Place:** Mobile devices make it simple to gather market data, which encourages the aggregation of street vendors offering comparable goods in one market segment. **Technical Problems:** Mobile phones can also be prone to technical difficulties such as low battery life, poor connectivity, software malfunctions, endangering effective communication, whilst mobile battery sustainability issues can occasionally make it impossible to contact those traders who use smartphones. These issues can be frustrating and time-consuming to fix, and can cause street hawkers to lose sales or miss important calls or message. **Security Risks:** Mobile phones can also pose security risks, especially if they contain sensitive business or personal

information.

Street hawkers may be targeted by hackers or thieves who want to steal their data or use their phones for fraudulent activities.

Distractions:

Another disadvantage of mobile phone usage is that it can be distracting. Street hawkers need to be alert and attentive to their surroundings in order to keep themselves and their products safe. Constantly checking and using their mobile phones can distract them from their work and put them at risk of theft or other dangers.

Health Risks:

Finally, there are health risks associated with prolonged mobile phone usage, such as eye strain, headaches, and neck pain. Street hawkers who spend a lot of time looking at their phones may be at higher risk of these conditions.

Discussion

RQ2: How do street vendors use mobile phone in business activities in Sindh province?

The use of cell phones by street hawkers has become increasingly common in many parts of the world. There are several benefits to this practice, such as improved communication and better access to market information. The majority of the respondents who were street vendors during the interview were found to be using cell phones. How street vendors have lately employed mobile phones for business purposes was the first research question (RQ1). The findings indicate that street vendors seldom ever use mobile phones to look for new markets or customers.

This suggests that recognized clients are regularly searched for using mobile phones. The most applied mobile services are those of voice calls and text messages. The majority of street vendors choose voice calls and texting since they are enabled by the Global System for Mobile Communications (GSM). According to the report, voice calls are the most frequently utilized mobile service, followed by SMS and alarm. Since voice calls are simpler to use than SMS, the internet, or other multimedia services, they are popular among street merchants (MMS).

Voice calls, according to street merchants, are quick and easy to make, but there is a chance that the recipient would forget what was said. Voice calls and text messages are significant because of the ease and real-time communication they offer. Our study's findings indicate that social media adoption is still at a low level. Few street vendors look for marketplaces on social media sites like Facebook, Instagram, and WhatsApp. There are several factors that contribute to poor social media utilisation. Even while they are aware that social media platforms like Facebook, Twitter, and WhatsApp exist, street vendors seldom utilise them since they are primarily used for fun.

RQ2: What are the benefits street hawkers gets by usage of cell phone?

One of the main advantages of cell phone use by street hawkers is the ability to stay in touch with customers and suppliers. By having a phone, hawkers can communicate with their

customers to find out what they need and when they need it. They can also use their phone to contact suppliers to order new products or check on the availability of certain items. Another benefit of cell phone use is the access to market information. With a phone, hawkers can check prices of products in different markets and adjust their prices accordingly to remain competitive. They can also keep up with market trends and demands, allowing them to make more informed decisions about what products to sell.

Almost all of the street vendors we spoke with were positive about the benefits of using mobile phones for business. Both of them are adamant that a mobile phone can be used anywhere, at any time, and that doing business on the street is simple, quick, and enjoyable when done so. The advantages of using a mobile phone were the focus of the second research question (RQ2). The findings indicate that using mobile phones has a lot of potential advantages, including cost savings, improved client retention, communication, and advertising. The effectiveness, convenience, affordability, and advantages of mobile phones are additional features that are highly valued in the street vending industry.

Mobile phones, according to street sellers, may shorten their distances to customers and expand their markets, which will raise their revenue and profitability. Street merchants came to the conclusion that a mobile phone can change the mode of their operation by providing instances of the advantages of mobile money. In compared to prior media including radio, fixed line phone, television, magazines, newspapers, and posters, more than half of respondents said that using a mobile phone had sped up communication. This is so because mobile phones are tools for transmitting real-time information.

Buyer-seller relationship has improved since the advent of mobile phones. Street vendors may keep in touch with their consumers over the long term, follow up with them to gauge their levels of satisfaction, and get closer to their markets by using mobile phones. Customers may promote things to other individuals using their mobile phones to spread word of mouth. In order to preserve the long-term relationship between street vendors and their loyal consumers, mobile phones may be used. The likelihood that a seller will keep a client increases with the level of that customer's pleasure with those services, and vice versa.

According to this perspective, mobile phones are only a tool for promoting client retention rather than the main factor. Mobile phones are suitable tools for cutting down on company expenses. The cost of operating a street vendor's business was somewhat decreased by those who were able to employ bulk texts, inexpensive bundle offers for data connections, and bonus speak time. When street vendors place orders and pay using mobile money services, they will also gain from using this free service. In some other networks, street vendors can take advantage of bonuses and special offers that operators occasionally make for calls and SMS that are free or cheap.

When utilised properly for marketing research, mobile phones may offer essential details about the goods and transaction processes for both customers and street vendors. Street vendors may evaluate the marketplaces that are open and, as a result, establish strategies for how to approach such markets by using mobile services like SMS and voice calls, much like they can do with the usage of mobile applications like Instagram and WhatsApp. Street vendors surveyed for this study were able to comprehend consumer wants and how to meet them by doing marketing research. The results show that street traders use the strategies that are beneficial to them for marketing research purposes. These strategies are advertising, product/service differentiation, and timely delivery.

According to the study's findings, there is an equal likelihood of acquiring new clients through market research operations. This is a result of the local community's current negative impressions of professionals engaged in street dealing. Because one party believes the other party can do anything hazardous or detrimental to it, there is a lack of trust and commercial transparency between the two parties, which is to blame for this. However, there are certain adaptable and self-assured clients who are prepared to provide street vendors access to their cellphone connections. This suggests that in order to gain the trust of their clients, street vendors must be open and honest about the methods of communication they intend to employ. This poor performance is due to both the minimal user understanding of this mobile application and the nature of mobile street vendors, who are frequently on the go and competing for clients.

RQ3: What are the disadvantages of cell phones usage to street Hawkers?

However, there are also some disadvantages to cell phone use by street hawkers. One of the main worries is the possible for interference while conducting business. If a hawker is too focused on their phone, they may miss potential customers or fail to notice important details about their surroundings. Another worry is the cost of owning and maintaining a cell phone. For some hawkers, the cost of a phone and monthly plan may be prohibitive. Additionally, if the phone is lost, stolen, or damaged, it can be difficult or impossible for the hawker to replace it. Street sellers, on the other hand, had unfavorable (disagreeing) opinions on the alleged challenges of utilizing mobile phones for business.

This research highlighted a variety of drawbacks, including pricing, the concentration of related items in one location, technological issues, and customer abuse of mobile contacts. First, there are users who abuse mobile contacts to interact in ways that diminish the purpose of exchanging cell numbers and foster an atmosphere of distrust. Because it fosters confidence between parties, where one party cannot do something destructive or hazardous to another, trust is the most crucial factor in business. The abuse of cellphone contacts by consumers is truly a problem since street vendors may be reluctant to give out their mobile numbers because they worry that clients may annoy, bother, or invade their privacy. Second, there are additional expenses that street vendors must pay for things like airtime, bundles, time, weariness, and transactions. These expenses prevent a thorough market search since resources are occasionally wasted. Third, since there is no product difference, a rise in the concentration of the same items in one area results in competition for customers.

In some locations, networks may not be accessible or may fluctuate, which might cause signal scrambling, long call setup times, sluggish internet connections, and even no cell service coverage. In terms of battery life for mobile devices, a number of reasons can cause a fast decline in power level, including user neglect to turn off power-hungry interfaces like Bluetooth and Wi-Fi, display brightness, charging habits of mobile users, battery age, and other usability techniques. Users are encouraged to turn off any superfluous features that quickly deplete the battery power of their mobile phones. Overall, the use of cell phones by street hawkers has both advantages and disadvantages. As with any tool, it is up to the hawker to use it responsibly and in a way that benefits their business.

Recommendations

Here are some recommendations for governments to facilitate and provide awareness for cell phone usage training programs to street hawkers:

1. Identify the Needs: The government should conduct a survey to identify the specific needs and challenges of street hawkers with regards to using cell phones. This will help

in tailoring the training programs to their specific needs and making them more effective.

2. Collaborate with NGOs: The government can collaborate with non-governmental organizations (NGOs) that work with street hawkers to provide them with cell phone usage training programs. These NGOs have a better understanding of the needs of street hawkers and can provide targeted training programs.
3. Provide Financial Support: The government can provide financial support to NGOs to conduct the training programs. This can include providing funds for training materials, trainers, and infrastructure.
4. Use Local Language: It is important that the training programs are conducted in the local language of the street hawkers. This will help in better understanding and retention of the training content.
5. Use Interactive Methods: The training programs should be interactive and hands-on, so that street hawkers can learn by doing. This can include demonstrations, role-plays, and other interactive methods.
6. Provide Follow-up Support: The government should provide follow-up support to street hawkers after the training programs. This can include providing a helpline for any questions or concerns they may have, or providing additional training sessions if needed.
7. Raise Awareness: The government should also raise awareness among street hawkers about the importance of using cell phones for their businesses, and the potential benefits they can derive from it. This can be done through awareness campaigns, posters, and other forms of communication.

Implications

Practical Implications

After conducting research on the cell phone usage of street hawkers, there are several practical implications that can be considered. These may include:

1. Providing affordable and accessible cell phone plans: Based on the research findings, it may be beneficial to provide affordable cell phone plans or packages that provide specifically to street hawkers. This would enable them to stay connected with their customers, suppliers, and other stakeholders, without incurring high costs.
2. Training on mobile technology: Providing training on mobile technology and its various applications would help street hawkers to leverage the full potential of their cell phones. This could include training on how to use mobile payment systems, social media, and other relevant apps to improve their business operations.
3. Developing mobile-based marketplaces: Developing mobile-based marketplaces that connect street hawkers with potential customers could help them expand their customer base and increase their sales. This could be achieved through the development of mobile apps or platforms that facilitate direct communication between street hawkers and their customers.
4. Creating networks and associations: Creating networks or associations of street hawkers who use cell phones could facilitate knowledge sharing and collaboration among them. This could help to address common challenges and promote best practices in the use of mobile technology.
5. Encouraging responsible use: Finally, it may be necessary to encourage responsible use of cell phones among street hawkers. This could include promoting safe and responsible use of mobile technology, as well as educating them on the potential risks and threats

associated with their cell phone usage.

Theoretical Implications

1. Technology Acceptance Model: The findings can contribute to the Technology Acceptance Model, which is a widely accepted theory that explains how people adopt new technologies. The research can provide insights into how street hawkers perceive and use cell phones in their daily work, which can be compared to the model's key constructs such as perceived usefulness, perceived ease of use, and behavioral intention.
2. Communication Theory: The study can also contribute to communication theory by examining how cell phones enable communication and information exchange among street hawkers. This can be linked to concepts such as social capital, information irregularity, and media richness theory.
3. Social Network Theory: The research can provide visions into how street hawkers use cell phones to maintain and expand their social networks. This can be analyzed through social network theory, which explains how individuals and organizations are connected and how these connections influence behavior and outcomes.
4. Human-Computer Interaction: The study can also have implications for human-computer interaction (HCI) research, which focuses on the design and evaluation of interactive systems. The research can provide insights into how cell phone features and interfaces can be designed to better suit the needs and preferences of street hawkers.

Overall, the theoretical implications of the research on cell phone usage of street hawkers can contribute to a better understanding of how technology is adopted, used, and integrated into daily work practices in informal economies.

Limitations

The study is expected to be limited by the limited availability of information of hawkers in context of Sindh, Pakistan. This qualitative study concentrated on exploring how street traders, especially those who walk, use mobile phones for business activities purposes in urban parts of Sindh province. Only 50 street traders were involved in obtaining preliminary information. In addition, they move to various locations to find clients so it was impossible to make a fixed appointment with street vendors. Some street hawkers refused to participate, that happened during the surveying process. The researcher only followed the qualitative research methodology, and data were collected through interview methods, and data analyzed through six steps of thematic analysis. Limited time was available for this research, and previous research indicates that very limited research has been available on this topic.

Future Research

Future researchers should utilize quantitative research methodology or mixed methodology and different data collection tools. This research mainly focused on street vendors, but future research scholars would be able to suggest and lead to the improvement and self-respect of street hawkers, and also be examined other factors of the informal business. In the future sample size may be expanded at the country level rather than the focused city or province, like our neighbor country India has been deeply studied on Hawkers and published their reports.

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