

IS THE STREET VENDORS ABSTAIN FROM MARKETING PROBLEMS?-

A STUDY OF COCHIN CITY IN KERALA

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ABSTRACT

Several researchers have done researches to find out various obstacles in front of the street vendors/hawkers to become good entrepreneurs in India. But most of these studies were made not in urban Kerala perspective. In recent times, in Kerala, vendors/hawkers face a lot of problems, especially from the marketing perspective. This paper identifies and analyses the main marketing problems in front of vendors/hawkers and their socio-economic profile.

KEYWORDS: *Itinerant Retailers, Street Vendors*