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PRACTICES AND INCOME OF MARKET VENDORS
IN SELECTED TOWNS OF CAVITE

THESIS

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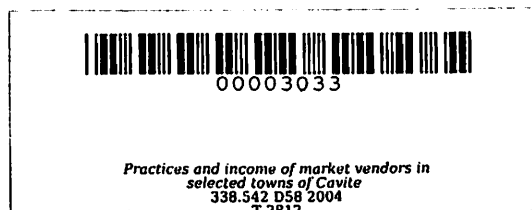
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**PRACTICES AND INCOME OF MARKET VENDORS
IN SELECTED TOWNS OF CAVITE**

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ABSTRACT

DILOY, MA. ERIZA VIAJE. Practices and Income of Market Vendors in Selected Towns of Cavite. Bs Thesis. Bachelor of Science in Economics major in Business Economics. Cavite State University Indang, Cavite. April 2004. Adviser: Miss Ma. Judith V. Buena.

The study was conducted to analyze the practices and income of market vendors in selected towns of Cavite. Specifically the study aimed to: identify the business characteristics of market vending; present policies of local government which is related to the practices employed by market vendors; determine the level of income of market vendors, compare the return on expense of market vendors in upland towns and lowland towns of Cavite; and identify the problems encountered by market vendors in the operation of their business.

The study was conducted in four selected towns of Cavite, namely: Indang, Mendez, Tanza, and Noveleta. A total of 100 respondents were obtained by means of quota sampling. Data were collected with the use of a prepared interview schedule. Data were analyzed using statistical tools such as: frequency count percentage, mean, range and rank. T-test was used to know the significant difference between the income of market vendors in selected upland and lowland towns of Cavite.

Fish vendors started their business with the initial capital ranging from P300 to P10,000 with an average of P2,850.75, with an operating capital ranging from P1,000 to P12,000 a day. Majority of fish vendors (94%) had no workers. Years in operation of fish vendors ranged from 1 to 36 years with an average of 11.19 years. The monthly net income of fish vendors ranged from P1,750 to P9,451 with an average of P5,324.5.

Meat vendors started their business with initial capital ranging from P1,000 to P20,000 with an average of P7,314.42, their operating capital ranged from P1,500 to P20,000. Like fish vendors, most meat vendors didn't employed workers. The years in operation of market vendors ranged from 1 to 24b years with an average of 9.20 years. The monthly net income of meat vendors ranged from P7,223 to P25,992 with an average of P16,803.63.

Vegetable vendors started their business with a initial capital ranging from P300 to P10,000 with an average of P1,864.78 while their operating capital ranged from P300 to P15,000 per day. Eighty one percent of the vegetable vendors did not employed workers. Years in operation of vegetable vendors ranged 1 to 40 years with an average of 13.28years. The net income of the respondents ranged from P2,486 to P31,547 a month with an average of P8,408.17.

All the respondents use kilogram as the unit of measurement although some vegetable dealers also sold their product per piece and per bundle. The market vendors based the prices of their commodities on the acquisition costs and the prevailing market prices. In general, the prices of their goods were the same as the prices of the goods of other market vendors but some of the respondents cited that the price of their goods were lower as compared to the prices of commodities of other market vendors. All respondents gave discounts to their regular customers. Fish vendors and vegetable vendors gave P2 to P5 discounts to their customers while meat vendors gave P5 to P10 discounts.

One hundred percent of the respondents solely owned their business.

Result of t-test showed that there is significant difference between the return on expense of market vendors from upland and lowland Cavite. Returns on expense

generated by market vendors from upland were greater than those market vendors from lowland Cavite.

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INTRODUCTION

Market is a place designated by municipal authorities of a city or an incorporated town for sale of articles necessary for the subsistence of men. Public market are those dedicated to the service of the general public and are operated under government control and supervision as a public utility, whether they are owned by government or any instrumentality thereof or by any private individual (Martin, 1998).

Public market is needed today because they can effectively address some of the vexing problems of a city or town: the need to reinvigorate urban shopping districts and make inviting and safe public spaces; the need to support small-scale economic activity and confront the problems of street vending; the need to provide fresh, high quantity produce to inner-city residents, and the need to protect open space and preserve farming around cities (Philippine Institute for Development Studies, 1998).