

Behavioral Finance of the Street Vendors

Mr. D Jayanthan,

Assistant Professor, Department of Management Studies
Manakula Vinayagar Institute of Technology,
Pondicherry

Dr. Suresh Babu

Assistant Professor, School of Management Studies
Takshashila University,
Tindivanam

Background of the topic

1. They create a self employment opportunity for themselves without depending upon others for their income
2. Financial decisions are influenced by psychological and emotional factors are influenced by the street vendors

Objectives of the study:

1. To study the behavioral finance of the street vendors
2. To study the spending and savings of the street vendors
3. To find the challenges faced by the street vendors with the regards of financial purpose
4. To identify how far the street vendors are aware of the digital tools applicable in the present times
5. To find how far the street vendors balance the losses incurred to them

Limitations:

1. Time constraints
2. Seasonal business products
3. Educational status of the vendors

Findings:

1. Street vendors are depend on their own income which will be out their own personal income
2. Emotional factors are highly involved for the street to compensate during the time of losses
3. Daily cash inflow is uncertain which might be under a stress for the street vendor
4. Seasonal demand and market fluctuation affect the vendors from which income might be reduced



Overall summary:

The study examines concepts such as:

- ✓ Risk avoidance
- ✓ Personal budgeting
- ✓ Group decision making
- ✓ High Overconfidence
- ✓ Fear of financial loss
- ✓ Check the present needs
- ✓ Identify the vendor wants by satisfy the customer needs