



Under the Liloan Sun: Exploring the Life Worlds of Local Mobile Stall Vendors

Melbert Cagang SUPLAAG^{a*}, Ryza Mae Pasinabo SAYSON^b, Paulries LIBUTLIBUT^b, Lavenia Mae Aguinod AGUDO^b, James Louie Dinoy INFIESTO^b

^a*Senior High School Faculty and Chairperson for English Department (Department of Education), Liloan National High School, Poblacion, Liloan, Cebu, Philippines*

^b*Humanities and Social Sciences Student (Department of Education), Liloan, National High School, Poblacion, Liloan, Cebu, Philippines*

*Corresponding author: suplaagmelbert@gmail.com

Abstract

This study explored the lived experiences and lifeworlds of mobile stall vendors in Liloan, Cebu, Philippines, aiming to provide a deeper understanding of their daily routines, operational challenges, and coping strategies within the contemporary socio-economic landscape of 2026. A qualitative phenomenological approach was employed to capture the richness, depth, and subjective meanings that these vendors attribute to their daily survival and business operations. Utilizing purposive sampling, ten (10) mobile stall vendors were selected based on structural criteria, including their operational longevity and the diversity of goods sold, ensuring a comprehensive representation of the vending sector. The thematic analysis revealed four interconnected themes: economic drivers and adaptive livelihood strategies, intricate logistical and regulatory challenges, robust social connections with customers and peers, and tactical adaptations to local environmental and dynamic market conditions. These findings highlight the complex socio-economic realities of informal sector workers, who constantly negotiate municipal regulations while leveraging informal social safety nets to sustain their enterprises. Ultimately, this study underscores the resilience of mobile vendors and provides critical empirical insights for the Local Government Unit (LGU) of Liloan to formulate inclusive urban development policies, social protection frameworks, and formal recognitions that integrate these grassroots entrepreneurs into the local economic ecosystem.

Keywords: Mobile Stall Vendors, Lived Experiences, Life Worlds, Phenomenology

Acknowledgments: Acknowledgement goes to the main participants of the study which are the local mobile stall vendors in Liloan, Cebu, Philippines.

For citation:

Suplaag, M. C., Sayson, R. M. P., Libutlibut, P., Agudo, L. M. A., & Infiesto, J. L. D. (2026). Under the Liloan Sun: Exploring the Life Worlds of Local Mobile Stall Vendors. *Radinka in Social Science*, 1(2), 118-130.

Introduction

Mobile vending constitutes a significant component of the urban economy, particularly within the informal sector, however it frequently receives little attention in research and policy (Martínez & Short, 2022). Approximately two billion individuals globally rely on informal employment, with street and mobile selling serving as essential sources of income and affordable items for economically disadvantaged populations (Zhou et al., 2025). Much of the current study concentrates on large metropolitan regions, resulting in smaller cities and semi-urban communities being inadequately examined (Peláez-Higuera et al., 2023). This disparity underscores the necessity to investigate how global trends in informal employment manifest in local settings, where cultural, economic, and social elements influence distinct experiences (Allison et al., 2021).

In the Philippines, informal employment represents a substantial segment of the workforce, with mobile vending serving as a prevalent livelihood option in urban and rural regions (Jornales et al., 2024). National legal frameworks, including the Local Government Code of 1991 (RA 7160) and the Food Safety Act of 2013 (RA 10611), govern vending laws. Mobile merchants encounter many obstacles, such as displacement, restricted access to financial resources, and insufficient social security (Moghavvemi et al., 2021). Research on informal vending predominantly examines major cities like as Manila and Cebu, with scant investigation into smaller municipalities, where the conflicts between formal urban development and informal livelihoods are more pronounced (Al-Jundi et al., 2022).

Cebu, the economic center of Central Visayas, possesses a rich tradition of street vending that reinforces its position as the "food capital" of the Philippines (Islam & Ferrer, 2025). Nevertheless, swift urbanization and the expansion of tourism have imposed challenges on sellers, as local authorities strive to reconcile development with the necessity of sustaining informal livelihoods. Liloan, a first-class municipality in northern Cebu, illustrates these issues. Liloan, with a population above 150,000, is experiencing substantial industrial and tourism-oriented growth; yet, mobile vendors continue to play an essential role in its economy. Despite their significant significance, minimal research has been conducted on their everyday lives, livelihood strategies, and their navigation of the stresses associated with urban planning and regulatory compliance.

Thus, this study sought to investigate the experiences of mobile stall vendors in Liloan, Cebu, in 2026, offering insights into their livelihood strategies, coping mechanisms, and social negotiations. The findings sought to provide recommendations for improved policy and support for vendors in smaller, rapidly emerging municipalities such as Liloan.

Methodology*Research design*

This study employed a qualitative phenomenological research design to investigate the lived experiences and lifeworlds of local mobile stall vendors. This approach prioritizes extensive, in-depth narratives over statistical quantification, allowing for a comprehensive understanding of how individuals perceive, navigate, and make sense of their daily socio-economic challenges, coping mechanisms, and community relationships within a specific environmental context (Ukil

& Almashayekhi, 2024). To maintain objectivity and minimize researcher bias, bracketing was systematically practiced throughout the data collection and analysis phases.

Research setting

The study was conducted in the Municipality of Liloan, Cebu, specifically focusing on the walkways and outer perimeter of Liloan National High School (LNHS). This specific area serves as a critical, high-density "mini-market" hub where the large concentration of students and faculty creates a unique micro-economy. The setting is characterized by its physical and regulatory volatility; vendors operate without permanent shelter under the intense heat of the "Liloan Sun," utilizing highly mobile setups such as *karitela* (wooden carts), sidecars, and foldable tables. This localized environment fundamentally shapes the vendors' lifeworlds, regulating their daily mobility and exposing them directly to tropical weather and municipal zoning regulations.

Participants and sampling

A sample of ten (10) local mobile stall vendors operating along the LNHS perimeter was selected using purposive sampling. To capture a holistic representation of the town's informal street commerce, the sample encompassed a diverse cohort ranging from seasoned *mamaligya-ay* (itinerant vendors) to younger street-food operators. The selection criteria ensured variations in age, vending experience, and the types of commodities sold (e.g., street food, snacks, and refreshments), ensuring that the gathered data truly reflected the authentic socioeconomic struggles of those whose livelihoods are tied to the school's operational schedule.

Research instrument

The primary tool for data collection was a semi-structured interview guide adapted from Roets' (2017) study, *The Lived Experiences of Street Vendors of Mayorgueños*. The open-ended questions were specifically refined through a preliminary literature review and trial testing with local non-participant vendors. This instrument was structured to capture granular details regarding the vendors' daily routines, institutional challenges, motivations, and environmental adaptation strategies while allowing room for spontaneous follow-up probes.

Data collection procedure

Data collection was strategically scheduled to prevent disrupting the vendors' working hours and peak business sales. The process followed a structured sequence:

1. Outreach and rapport building: Initial contact was established directly at vending sites, supplemented by coordination with barangay officials and trusted vendor referrals.
2. Informed consent: Prior to each session, participants were briefed on the study's objectives. Formal informed consent (both verbal and written) was secured, explicitly obtaining permission for audio recording.
3. In-depth interviewing: One-on-one, audio-recorded interviews were conducted in comfortable, private locations chosen by the participants—either in quiet pockets near their vending spaces or within their private residences. This private setting fostered a secure environment for candid dialogue about their survival under the Liloan sun.

Data analysis

The recorded interviews were immediately transcribed verbatim to preserve the linguistic integrity, local dialect phrases, verbal nuances, and pauses of the participants. The transcripts were analyzed using Inductive Thematic Analysis, following a rigorous process:

- Familiarization: The researchers read the transcripts multiple times while maintaining reflexive notes to enhance analytical sensitivity.
- Coding: Key sentences, phrases, and conceptual segments were assigned inductive codes, directly reflecting the participants' own expressions and meanings.
- Theme Generation: Codes representing shared meanings were grouped into broader, preliminary themes, while unique outlier experiences were noted.
- Refinement: The themes and emerging sub-themes were reviewed for internal consistency and cross-referenced with existing literature on informal economies. Typical, raw qualitative quotes were extracted to substantiate each validated theme.

Ethical Considerations

The study strictly adhered to established ethical standards and obtained formal clearance from the appropriate institutional review board, ensuring compliance with local research guidelines in Cebu Province. Participation was entirely voluntary, and respondents retained the right to withdraw from the study at any point without penalty. To ensure absolute anonymity and confidentiality, all identifying details, specific vending spots, and personal markers were erased from the transcripts. All raw audio recordings and textual data were safely stored on password-protected digital devices accessible only to the primary research team.

Results and Discussion

The study's data are presented, examined, and interpreted in this section. This focused on the experiences of the local mobile vendors in Liloan, Cebu.

Research Question # 1: What are the respondents' products or services offered in their mobile stores?

Products/Services	Frequency	Percentage
Deep Fried Chicken	3	30.00
Egg-Based Products	3	30.00
Desserts	2	20.00
Hamburger	1	10.00
Combo Meal (Combination)	1	10.00
Total	10	100.00

Table 1 demonstrates that 60% of the items offered by mobile stall vendors are deep-fried chicken and egg-based products. Two vendors (20%) sell sweets, and one vendor (10%) sells combo meal packages and hamburgers. The prevalence of low-cost, basic foods suggests that suppliers choose products that are frequently consumed and simple to prepare. Deep-fried chicken and other egg-based foods require fewer ingredients and equipment, which reduces operational complexity. Dessert merchants may target affluent customers, but fewer people choose this category—possibly due to lower demand or lengthier preparation periods. The limited menu variety, which includes only one hamburger and combo meal options, reflects an emphasis on operational simplicity and consistent demand. This tendency is in line with studies showing that vendors favor low-capital, fast-turnover products in areas with high foot traffic (Okojie & Isah, 2019). Although a larger menu may attract more customers, vendors must balance this against

their ability to maintain quality and service standards (Pakurár et al., 2019). This suggests that mobile sellers prioritize consistent demand and ease of preparation, even if doing so lowers their potential profits.

Research Question # 2: What are the respondents' experiences in selling through their mobile stores?

This section explores the lived experiences of mobile stall vendors as they navigate their daily realities under the Liloan sun. Beyond merely describing events, the analysis focuses on the meanings embedded in their narratives, such as physical exhaustion, encounters with uncertainty, and interactions in shared community spaces. Through their voices, we gain insight into how selling is not just an economic activity, but an embodied, socially situated experience shaped by heat, movement, instability, and perseverance. The emerging themes are: 1. Physical and Environmental Hardships, 2. Income Instability and Slow Sales, and 3. Social Challenges and Competition. Participants shared their experiences of daily life as mobile stall vendors.

Theme 1: Physical and Environmental Hardships

One respondent shared her experience of selling without a fixed location, enduring extreme heat while transporting goods on a motorcycle. She also mentioned bringing her children along, saying, "It was hot, really hot... we just used a motorcycle, carrying everything on it" (Respondent 1). Another vendor expressed difficulties in disposing of trash, noting, "It's hard for me to throw my trashes after selling because there's no available trash bin" (Respondent 3). A third respondent described challenges related to her selling location near a construction site, stating, "It's difficult for me as a mobile stall vendor carrying my products into my bicycle plus always adjusting my bicycle because my selling place is near the construction site" (Respondent 5). These experiences highlight the common reality that informal vendors are often exposed to unsafe working conditions, including extreme weather and lack of infrastructure. Research by (Ko Ko et al., 2020) indicates that street vendors frequently lack secure workspaces, leaving them vulnerable to environmental risks and poor access to basic services, such as sanitation. The absence of protective infrastructure contributes to their heightened vulnerability in the absence of formal workplace protections (Roever & Skinner, 2016). The findings indicate that mobile stall vendors experience significant physical strain due to the lack of fixed, secure selling spaces. Their struggles, such as working in extreme heat, transporting goods with limited transportation, adjusting to construction nearby, and bringing children along, illustrate the physical demands and vulnerabilities of their work. These conditions show that mobile vending is not just an economic activity but a physically demanding labor performed in unstable and unsafe environments. The lack of basic public facilities, like trash bins, highlights the infrastructural neglect affecting their operations and sanitation practices. These findings call for local government intervention to provide designated vending zones, weather-protected stalls, waste management facilities, and safer workspaces, which would improve working conditions and recognize the dignity of mobile stall vendors as essential contributors to the local informal economy.

Theme 2: Income Instability and Slow Sales

Three respondents shared experiences of slow sales. "Just times when there aren't many customers—when sales are slow" (Respondent 9), "Slow periods when there aren't many customers, especially if it rains" (Respondent 10), and "When I sense it's slow, I'll just go home" (Respondent 7). The unpredictability of daily earnings reflects the income instability inherent in informal employment. (Chen, 2016) noted that informal economy workers often face irregular and fluctuating incomes due to demand volatility and lack of employment protection. Similarly, the (Mkhize & Cele, 2025) highlighted that informal workers in Asia are especially vulnerable to

income shocks during economic disruptions, reinforcing the vulnerability of small mobile vendors. The findings show that slow sales are not just occasional setbacks but characteristic of informal livelihoods. Respondents' experiences suggest that daily income is highly dependent on external factors, such as weather and fluctuating customer demand, leaving vendors with limited control over their earnings. The decision to stop working and return home during slow periods indicates a lack of financial buffers and risk-management mechanisms (Kittiprapas, 2022). This unpredictability hampers long-term planning, savings, and business growth, further reinforcing economic vulnerability. These findings suggest the need for stronger local support systems, such as accessible microfinance services, emergency savings programs, weather-protected vending spaces, and livelihood assistance initiatives, to help improve income stability and sustainability among mobile vendors (Zhang et al., 2025).

Theme 3: Social Challenges and Competition

One respondent shared, "Jealousy—people get jealous because I run my business honestly" (Respondent 7). This sentiment was echoed by other vendors, highlighting that, beyond economic struggles, vendors also face social tensions and competition within their communities. (Martin-Raugh et al., 2020) explained that street vending spaces often become sites of competition and negotiation, sometimes leading to interpersonal conflicts. (Nani, 2020) also noted that informal governance systems among vendors can foster rivalry due to limited space and customers. These studies align with the respondents' experiences of social friction and competitive pressure. This competitive dynamic may impact daily interactions, trust-building, and informal cooperation (Thanh & Bao Duong, 2024). Rather than fostering collective strategies such as shared security or customer referrals, the pressure may lead to guarded behavior and weakened solidarity. Over time, such tensions could fragment vendor communities, making it harder to advocate for common concerns like fair regulation or protection from displacement. These findings suggest that mobile vending should not only be viewed as an economic activity but also as a social ecosystem. Interventions that encourage dialogue, peer mediation, and the formation of vendor associations could transform rivalry into healthy competition. Capacity-building programs focused on ethical entrepreneurship, collaborative marketing, and conflict management could also strengthen social cohesion (Minhas & Sindakis, 2022). By promoting cooperation alongside competition, vendors may enhance relational stability and collective resilience within informal livelihoods (Kazembe et al., 2026).

Research Question # 3: What are the respondents' means of sustaining their business?

This section reflects on how the respondents actively sustain their livelihood despite precarious conditions. Their sustaining practices are not abstract business strategies but practical responses to daily challenges. Through decisions like lowering prices, varying products, and persisting during slow days, they demonstrate practical wisdom shaped by experience. These actions highlight how survival is constantly negotiated through adaptation, resourcefulness, and a commitment to keeping their small enterprises afloat. The emerging themes are: 4. Low Pricing Strategy, 5. Product Variation, and 6. Consistency and Hard Work. The participants shared their strategies for maintaining their business despite ongoing challenges.

Theme 4: Low Pricing Strategy

A common response from the respondents was, "Even just a peso or two profit—I make do with that" (Respondent 1). Other vendors noted, "One way to continue business is to keep the price of the products low" (Respondents 4 & 8). This reflects a survivalist approach, focusing on affordability and volume-based sales. (Jongihlathi et al., 2025) described this as "necessity-driven entrepreneurship," where informal workers prioritize survival over profit maximization. (Chijikwa

& Mulenga, 2023) also observed that many self-employed informal workers operate with minimal profit margins to stay competitive in saturated markets. This strategy aligns with survival mechanisms in informal economies, where maintaining customer loyalty and ensuring daily cash flow are prioritized over profit margins. The willingness to accept minimal returns suggests vendors operate in highly competitive, price-sensitive markets, where affordability is their primary advantage. However, this strategy has key implications. Operating with small profit margins sustains daily operations but limits capital accumulation, reinvestment, and financial growth. Vendors may struggle to save, expand their inventory, or buffer against unexpected shocks like illness, bad weather, or rising supply costs. Over time, this model may lead to subsistence-level entrepreneurship rather than upward mobility. Moreover, pricing for survival may intensify competition, as similar businesses lower prices to attract customers, leading to a "race to the bottom." This dynamic can reduce profitability within the vending community. These findings highlight the need for interventions to strengthen business skills in cost management, value differentiation, and cooperative marketing. Supporting vendors to identify strategies beyond price competition—such as product uniqueness, service quality, or strategic location—could improve profitability while maintaining consumer accessibility.

Theme 5: Product Variation

Three respondents shared similar responses: "I change up the toppings and items so people don't get bored" (Respondents 3, 7, & 9). This reflects adaptability and a customer-oriented approach. (Utami et al., 2021) noted that informal entrepreneurs often rely on innovation and flexibility to cope with unstable demand. Similarly, (Krishnakumar, 2026) found that street vendors diversify their products to retain customers and maintain sales. Product variation thus becomes an adaptive strategy for sustainability. This practice shows vendors' awareness of consumer preferences and the need to maintain interest in a competitive, repetitive market. It suggests that innovation in informal settings doesn't always require large investments or advanced technology, but rather small, strategic adjustments in response to customer behavior. Product variation serves as a practical, low-cost way to stimulate repeat purchases, differentiate from competitors, and ensure steady sales despite fluctuating demand. The implications highlight the need to strengthen the adaptive capabilities of informal vendors. Training programs that enhance product development skills, basic market research, and customer feedback mechanisms could support this organic innovation. Encouraging knowledge-sharing among vendors about successful product modifications may foster collective growth. Ultimately, product diversification acts as both a marketing technique and a sustainability strategy, enhancing resilience in unstable economic environments.

Theme 6: Consistency and Hard Work

Responses like "Just keep working hard, that's all" (Respondent 10), "I have a regular job but I just sell here for extra income" (Respondent 9), and "I just work here to sustain my daily life, especially with my sister in college" (Respondent 4) highlight persistence, responsibility, and income diversification. These statements show that mobile vending often supplements or serves as a primary source of income to meet family needs. The focus on daily hard work underscores a belief that sustained effort is essential for survival in the absence of stable support. The findings suggest that resilience in informal vendors is tied to personal commitment and familial obligation. Income diversification, like combining vending with regular employment, helps manage risks by reducing reliance on a single unstable income stream. Vendors who rely on vending alone demonstrate endurance, continuing despite uncertainty or limited returns. These findings show that mobile vending is a multifaceted livelihood strategy that serves as a financial buffer and fulfills social responsibilities, like supporting education. However, relying solely on hard work can

increase physical strain and limit upward mobility. Interventions such as skills training, capital access, and enterprise development could help vendors transition from survival to growth-oriented entrepreneurship, improving their long-term stability and family security. (Adejumo, 2025) both found that informal workers often sustain livelihoods through persistent labor and diversified income streams to cope with instability and meet household needs.

Research Question # 4: What are the respondents' coping mechanisms?

This section explores the inner dimensions of the vendors' lives, including the motivations, aspirations, and emotions that sustain them beyond physical labor. Their narratives show that coping is not only about enduring hardship but also about finding meaning in their struggles. Family responsibility, hope for the future, disciplined saving, and acceptance of uncertainty serve as important sources of strength. These coping mechanisms reflect how resilience is lived and practiced in everyday life. The emerging themes are: 7. Family-Centered Motivation, 8. Goal-Oriented Saving, and 9. Acceptance and Practical Mindset. The participants shared their coping strategies in dealing with the challenges of daily vending.

Theme 7: Family-Centered Motivation

Responses such as, "I have kids in college—I need to spend on them" (Respondent 1), "For my children" (Respondent 9), and "Because my child is a student and we don't have any other income aside from selling in my mobile stall" (Respondent 4) highlight that parental responsibility is a key motivator for engaging in mobile vending. These statements show that livelihood decisions are deeply tied to family obligations, particularly in supporting children's education. Mobile vending, therefore, serves not only as an economic activity but also as a means of achieving long-term goals for upward mobility through schooling. This finding aligns with (Kong & Wei, 2023), which noted that informal workers often engage in income-generating activities to meet essential household needs, including education. Similarly, (Wijewardena et al., 2023) emphasized that family survival strategies strongly influence entrepreneurial involvement in the informal sector. The analysis suggests that resilience among vendors is strengthened by familial motivation. The responsibility of funding children's education transforms economic hardship into a driving force for determination and persistence. However, relying on a single income source, especially for critical expenses like tuition, increases financial pressure (Ayeni, 2025). These findings highlight the need for policies and programs that support education-linked livelihood stability, such as scholarship assistance, flexible microfinance options, and social protection schemes (Cho et al., 2016); (Anggrasari & Hanri, 2025). Strengthening these supports could alleviate financial strain and improve long-term socio-economic mobility for vendor households (Mishra et al., 2024).

Theme 8: Goal-Oriented Saving

Responses such as "I want to save up...I work hard every day and save what I can" (Respondent 1), "I have to save every money that I have for my sister who's studying in college" (Respondent 4), and "I work in my regular job and also sell desserts in the evening" (Respondent 9) highlight a future-oriented mindset among vendors. Savings behavior is linked to long-term business sustainability. (Hosen et al., 2025) found that disciplined saving practices improve microenterprise stability, and the (Ada Ivy Phil-Ugochukwu, 2024) reported that informal business owners rely on personal savings due to limited access to formal credit. These statements show that vendors are focused not only on meeting immediate household needs but also on securing long-term goals, especially education and family welfare. The implication is that a future-oriented mindset strengthens resilience and promotes sustainability in informal livelihoods. Savings behavior helps vendors buffer against income shocks, plan for education expenses, and potentially invest in business improvements. Supporting these practices through financial literacy programs,

access to secure savings mechanisms, and tailored microfinance solutions could enhance household security and the long-term viability of informal enterprises.

Theme 9: Acceptance and Practical Mindset

Responses such as, “I can’t just sit around feeling down, don’t waste the day being sad” (Respondent 4), “We just manage and make a way for us to sell and earn” (Respondent 5), and “We just make sure to keep the place clean every morning” (Respondent 6) reflect vendors’ ability to cope with daily challenges through acceptance, persistence, and proactive problem-solving. These attitudes highlight the importance of psychological resilience in sustaining informal livelihoods, beyond just economic and social pressures. This aligns with findings by (Ukil & Almashayekhi, 2024), who observed that entrepreneurs in high-risk environments develop emotional endurance and adaptive coping mechanisms. (Hartmann et al., 2022) also emphasized that resilience is crucial for persistence and sustained effort under stress. These findings suggest that acceptance, realistic assessment of challenges and daily discipline are central to survival in informal economies. Cultivating resilience helps vendors maintain consistent operations despite setbacks, manage stress, and continue supporting household and business needs (Sain et al., 2024). Programs aimed at enhancing psychological coping, stress management, and peer-support networks could strengthen these behaviors, increasing both livelihood stability and the overall sustainability of informal work (Yusuf, 2023). Based on the participants' experiences, the study recommends practical actions, including local government support programs, microfinance assistance, entrepreneurship training, weather-protected infrastructure, and community mediation. These measures address vendors' challenges and aim to improve their daily operations and long-term sustainability. Interventions such as designated vending zones, microfinance support, entrepreneurship seminars, and weather-protected infrastructure can strengthen the resilience and sustainability of informal vendors (Alizada et al., 2025).

Conclusion

The results of this study showed that local mobile street vendors in Liloan, Cebu Philippines encountered complex social, economic, and physical obstacles that influenced their day-to-day behaviors and choices. Social pressures and rivalry within the community exacerbate the challenges of dealing with inconsistent revenue, selling in intense heat, and lacking safe spaces. Vendors show perseverance in the face of these challenges by employing sensible tactics like keeping costs low, offering a variety of products, and making a commitment to constant hard work. Their coping strategies, which focused on family responsibilities, disciplined saving, and acceptance of everyday challenges, demonstrate that informal entrepreneurship is a lived practice infused with purpose, accountability, and hope in addition to being a source of income. These incidents highlight how crucial it is to assist informal vendors by implementing structural changes that improve their personal dignity and economic viability while acknowledging the human agency that drives their day-to-day work. Local governments could create designated vending zones, weather-protected stalls, and improve infrastructure to reduce environmental hardships and ensure safer workspaces. Microfinance access and small capital assistance would help vendors diversify products, stabilize income, and manage cash flow. Entrepreneurship training in financial literacy, product innovation, and customer engagement can boost sustainability. Peer-support programs could reduce social tensions and encourage collaboration. Supporting coping strategies like family-centered financial planning, goal-oriented saving, and stress management may strengthen resilience and business continuity. Future research could focus on how coping mechanisms and strategies evolve, regional differences in informal entrepreneurship, and the impact of social dynamics and mental well-being on vendor sustainability.

Conflicts of Interest

The authors declare no conflict of interest.

Funding

This research received no external funding.

Author contribution

Melbert Cagang Suplaag and Ryza Mae Pasinabo Sayson: Conceptualization, Methodology, Software, Data curation; Paulries Libutlibut and Lavenia Mae Aguinod Agudo: Writing-original draft preparation, Visualization; James Louie Dinoy Infiesto: Investigation, Supervision, Software, Validation, Writing-reviewing, and editing.

Declaration of generative AI in scientific writing

During the preparation of this work, the author(s) used QuillBot AI in order to improve language and readability. After using this tool/service, the author(s) reviewed and edited the content as needed and take(s) full responsibility for the content of the publication.

References

- Ada Ivy Phil-Ugochukwu. (2024). Informal financial savings practices to facilitate formal financial inclusion. *World Journal of Advanced Research and Reviews*, 24(3), 1970–1979. <https://doi.org/10.30574/wjarr.2024.24.3.3779>
- Adejumo, O. O. (2025). An assessment of livelihood channels among urban workers in Nigeria: A pathway for sustainability. *Social Responsibility Journal*, 21(8), 1704–1721. <https://doi.org/10.1108/SRJ-08-2024-0539>
- Alizada, Z., Fatima Mohammadi, & Fatima Sahibzada. (2025). The Role of AI Technology in Advancing Education, Empowerment, and Entrepreneurship for Afghan Women. *Journal Of Digital Learning And Distance Education*, 4(6), 1718–1725. <https://doi.org/10.56778/jdlde.v4i6.606>
- Al-Jundi, S. A., Al-Janabi, H. A., Salam, M. A., Bajaba, S., & Ullah, S. (2022). The Impact of Urban Culture on Street Vending: A Path Model Analysis of the General Public's Perspective. *Frontiers in Psychology*, 12, 831014. <https://doi.org/10.3389/fpsyg.2021.831014>
- Allison, N., Ray, K., & Rohel, J. (2021). Mobilizing the streets: The role of food vendors in urban life. *Food, Culture & Society*, 24(1), 2–15. <https://doi.org/10.1080/15528014.2020.1860454>
- Anggrasari, F. P., & Hanri, M. (2025). Breaking the Poverty Cycle: Impact of Social Assistance on Intergenerational Poverty. *The Journal of Indonesia Sustainable Development Planning*, 6(2), 225–238. <https://doi.org/10.46456/jisdep.v6i2.733>
- Ayeni, A. A. W. (2025). Entrepreneurial Abilities and Business Performance: Enacting Business Survival Paradigm from Electronics Informal Market, Nigeria. *World*, 6(2), 75. <https://doi.org/10.3390/world6020075>

- Chen, M. A. (2016). The Informal Economy: Recent Trends, Future Directions. *NEW SOLUTIONS: A Journal of Environmental and Occupational Health Policy*, 26(2), 155–172. <https://doi.org/10.1177/1048291116652613>
- Chijikwa, H., & Mulenga, A. (2023). Investigation of Factors Which Hinder SMEs' Formalization in Chilenge Market of Lusaka District. *Open Journal of Business and Management*, 11(01), 225–237. <https://doi.org/10.4236/ojbm.2023.111013>
- Cho, Y., Robalino, D., & Watson, S. (2016). Supporting self-employment and small-scale entrepreneurship: Potential programs to improve livelihoods for vulnerable workers. *IZA Journal of Labor Policy*, 5(1), 7. <https://doi.org/10.1186/s40173-016-0060-2>
- Hartmann, S., Backmann, J., Newman, A., Brykman, K. M., & Pidduck, R. J. (2022). Psychological resilience of entrepreneurs: A review and agenda for future research. *Journal of Small Business Management*, 60(5), 1041–1079. <https://doi.org/10.1080/00472778.2021.2024216>
- Hosen, M. E., Alam Siddik, M. N., & Miah, M. F. (2025). Exploring the impact of financial literacy and financial inclusion on financial stability: An analysis using machine learning approaches. *Borsa Istanbul Review*, 100763. <https://doi.org/10.1016/j.bir.2025.11.004>
- Islam, S. M., & Ferrer, M. A. (2025). Unlocking the Cashless Shift: Retailers' Adoption of Digital Payment Systems in Emerging Markets. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(4), 359. <https://doi.org/10.3390/jtaer20040359>
- Jongihlathi, O., Shiba, W., Aliber, M., & Zantsi, S. (2025). Pricing Strategies Used by Vegetable Street Vendors in Mthatha and Mqanduli, Eastern Cape, South Africa. *South African Journal of Agricultural Extension (SAJAE)*, 53(6), 180–204. <https://doi.org/10.17159/2413-3221/2025/v53n6a21898>
- Jornales, J. C., Hoylar, C. O., & Vicera, C. R. (2024). *The Role of Informal Street Vending in Philippine Economic Development*. SSRN. <https://doi.org/10.2139/ssrn.4956994>
- Kazembe, L. N., Nickanor, N. M., Crush, J. S., & Ahmed, H. (2026). Social Innovation, Gendered Resilience, and Informal Food Traders in Windhoek, Namibia. *Sustainability*, 18(3), 1514. <https://doi.org/10.3390/su18031514>
- Kittiprapas, S. (2022). Socioeconomic impacts of the COVID-19 pandemic on the vulnerable households: Empirical evidence from slum areas of Bangkok city. *Cogent Social Sciences*, 8(1), 2074111. <https://doi.org/10.1080/23311886.2022.2074111>
- Ko Ko, T., Dickson-Gomez, J., Yasmeen, G., Han, W. W., Quinn, K., Beyer, K., & Glasman, L. (2020). Informal workplaces and their comparative effects on the health of street vendors and home-based garment workers in Yangon, Myanmar: A qualitative study. *BMC Public Health*, 20(1), 524. <https://doi.org/10.1186/s12889-020-08624-6>
- Kong, X., & Wei, J. (2023). A Review of Informal Employment Research. *Open Journal of Applied Sciences*, 13(12), 2263–2272. <https://doi.org/10.4236/ojapps.2023.1312176>
- Krishnakumar, S. (2026). Street vendors in the post-COVID-19 era: A conservation of resources theory perspective. *Cities*, 171, 106784. <https://doi.org/10.1016/j.cities.2026.106784>
- Martínez, L., & Short, J. R. (2022). The Informal City: Exploring the Variety of the Street Vending Economy. *Sustainability*, 14(12), 7213. <https://doi.org/10.3390/su14127213>
- Martin-Raugh, M. P., Kyllonen, P. C., Hao, J., Bacall, A., Becker, D., Kurzum, C., Yang, Z., Yan, F., & Barnwell, P. (2020). Negotiation as an interpersonal skill: Generalizability of negotiation outcomes and tactics across contexts at the individual and collective levels. *Computers in Human Behavior*, 104, 105966. <https://doi.org/10.1016/j.chb.2019.03.030>
- Minhas, J., & Sindakis, S. (2022). Implications of Social Cohesion in Entrepreneurial Collaboration: A Systematic Literature Review. *Journal of the Knowledge Economy*, 13(4), 2760–2791. <https://doi.org/10.1007/s13132-021-00810-0>

- Mishra, D., Kandpal, V., Agarwal, N., & Srivastava, B. (2024). Financial Inclusion and Its Ripple Effects on Socio-Economic Development: A Comprehensive Review. *Journal of Risk and Financial Management*, 17(3), 105. <https://doi.org/10.3390/jrfm17030105>
- Mkhize, X., & Cele, T. (2025). Market shocks, climate vulnerability, and income loss in informal indigenous food systems: Evidence from street vendors in Durban, South Africa. *Frontiers in Nutrition*, 12, 1621204. <https://doi.org/10.3389/fnut.2025.1621204>
- Moghavvemi, S., Mei, T. X., Phoong, S. W., & Phoong, S. Y. (2021). Drivers and barriers of mobile payment adoption: Malaysian merchants' perspective. *Journal of Retailing and Consumer Services*, 59, 102364. <https://doi.org/10.1016/j.jretconser.2020.102364>
- Nani, G. V. (2020). Trading Space Rivalry between Street Vendors and Shop-Based Traders in Bulawayo Metropolitan Province, Zimbabwe: A Conceptual Perspective for Co-Existence. *Academic Journal of Interdisciplinary Studies*, 9(4), 168. <https://doi.org/10.36941/ajis-2020-0071>
- Okojie, P. W., & Isah, E. C. (2019). Food hygiene knowledge and practices of street food vendors in Benin City, Nigeria. *International Journal of Consumer Studies*, 43(6), 528–535. <https://doi.org/10.1111/ijcs.12538>
- Pakurár, M., Haddad, H., Nagy, J., Popp, J., & Oláh, J. (2019). The Service Quality Dimensions that Affect Customer Satisfaction in the Jordanian Banking Sector. *Sustainability*, 11(4), 1113. <https://doi.org/10.3390/su11041113>
- Peláez-Higuera, J., Calderón-Hernández, G., & Serna-Gómez, H.-M. (2023). Social, commercial and economic diversity. Poverty and expectations among street vendors in Florencia, Caquetá, Colombia. *Cities*, 140, 104448. <https://doi.org/10.1016/j.cities.2023.104448>
- Roets, L. (2017). Protection of the human research participant: A structured review. *South African Medical Journal*, 107(10), 847. <https://doi.org/10.7196/SAMJ.2017.v107i10.12533>
- Roever, S., & Skinner, C. (2016). Street vendors and cities. *Environment and Urbanization*, 28(2), 359–374. <https://doi.org/10.1177/0956247816653898>
- Sain, Z. H., Aulia Luqman Aziz, & Moses Adeolu Agoi. (2024). Navigating Educational Challenges in Indonesia: Policy Recommendations for Future Success. *Journal Of Digital Learning And Distance Education*, 3(4), 1038–1046. <https://doi.org/10.56778/jdlde.v3i4.339>
- Thanh, P. T., & Bao Duong, P. (2024). Vulnerability and resilience among women migrant street vendors during the COVID-19 pandemic. *Journal of Enterprising Communities: People and Places in the Global Economy*, 18(3), 624–645. <https://doi.org/10.1108/JEC-09-2022-0135>
- Ukil, M. I., & Almashayekhi, A. (2024). Interested to start a venture but worried about the future: Investigating the role of resilience in fear of career uncertainty and entrepreneurial intention. *Acta Psychologica*, 243, 104148. <https://doi.org/10.1016/j.actpsy.2024.104148>
- Utami, D., Mutiah, M., & Sudrajat, A. (2021). Adaptation Strategy of MSME (Micro, Small and Medium Enterprises) Actors in The Middle of Covid Pandemic (Study in Surabaya and Sidoarjo). *Metafora: Education, Social Sciences and Humanities Journal*, 5(1), 52. <https://doi.org/10.26740/metafora.v5n1.p52-57>
- Wijewardena, N., Samaratunge, R., Kumara, A. S., & Newman, A. (2023). With the help of the family! Using Sri Lankan informal sector women entrepreneurs' family resources to develop their creative self-efficacy. *Women's Studies International Forum*, 98, 102699. <https://doi.org/10.1016/j.wsif.2023.102699>
- Yusuf, M. (2023). GPT Chat with Project-Based Learning in Learning: A Review. *Journal Of Digital Learning And Distance Education*, 2(5), 630–636. <https://doi.org/10.56778/jdlde.v2i5.257>

-
- Zhang, Y., Chen, P., & Lei, P. (2025). Resources, capabilities, and actions: Exploring the dynamic formation process of organizational resilience in ethnic village homestays under a VUCA environment. *Journal of Hospitality and Tourism Management*, 65, 101329. <https://doi.org/10.1016/j.jhtm.2025.101329>
- Zhou, H., Yang, K., Huang, J., Huang, J., Gao, Y., Zhang, J., Chen, Y., & Yu, M. (2025). Zoning management of urban informal vendor spaces using mobile signaling and machine learning: The case of Wuhan. *Sustainable Cities and Society*, 133, 106858. <https://doi.org/10.1016/j.scs.2025.106858>