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Individual Values and Economic Performance of Inner-City Street Traders

Chris William Callaghan

School of Economic and Business Sciences, University of the Witwatersrand, 1 Jan Smuts Avenue, Braamfontein, Johannesburg, South Africa, 2050
Telephone: +27 (0) 11 7178066, E-mail: chris.callaghan@wits.ac.za

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ABSTRACT Informal economic outcomes are a function of the match, or fit, between enterprise behaviour and the economic context in which informal traders work. This research investigates the extent to which Schwartz's individual values endowments are related to the financial performance and continuance satisfaction of informal street traders in the inner-city context of a large South African city. Tests of association, partial correlation analysis and factor analysis are applied. Street traders with higher levels of Power values and Hedonism values are found to earn more. Traders with higher levels of Stimulation values and Security values are found to be less satisfied with continuing in street trading. Time spent in the sector is found to be associated with lower levels of Conformity values. On the basis of these findings it is argued that street trader populations are not homogenous in terms of individual motivational values endowments.