

# ***Investigation and Research on the Current Situation of Marginal Economic Development in the Post-Epidemic Period – Taking Suzhou City Ground Floor Economy as an Example***

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**Abstract:** In recent years, China's economic development has entered a new normal. The street vendor economy, favored by the public for its assistance to livelihoods, job creation, and expansion of domestic demand, has seen the implementation of related policies to promote its development in many parts of the country. However, the street vendor economy market faces challenges such as environmental sanitation disorder, uneven product quality, difficulties in consumer rights protection, and conflicts between urban governance and livelihood employment. This project, based on previous theoretical literature and in accordance with the national policy of resource conservation and efficiency, integrates existing resources. It employs survey questionnaires to investigate and analyze the current situation and existing problems of the street vendor economy development in Suzhou City. Tailored to the different issues revealed by the survey results, pertinent and effective countermeasures and suggestions are proposed, aiming to fully develop a resource-efficient street vendor economy.

**Keywords:** pandemic, street vendor economy, economy.

## **1. Introduction**

### **1.1. Research Background**

From a macro perspective, the COVID-19 pandemic continues to spread globally, leading to a downturn in the domestic and international economic situation. The depiction of the economic situation in the 2020 government work report was extremely grim, with a decline in domestic consumption, investment, and imports and exports, increased employment pressure, small and medium-sized enterprises facing difficulties, risks accumulating in the financial sector, and the impact spreading from the national level to the household level. Therefore, the central government has clearly outlined the policy orientation of "six stability" and "six guarantees." From a micro perspective, the number of unemployed individuals has significantly increased. The two sessions indicated that the unemployment rate should be kept within 6%, but the reality is not optimistic. Against this background, Premier Li Keqiang affirmed the street vendor economy, stating that it is an important

source of employment and a crucial means to stabilize employment and ensure people's livelihoods, thus injecting vitality into China.

In the post-pandemic era, the street vendor economy is an important means to quickly restore vitality to cities. Researching the street vendor economy, identifying existing problems through its current development status, and proposing countermeasures are crucial for future development.

## 1.2. Research Significa

(1) The street vendor economy serves as a basic safety net for residents' basic livelihoods. With the COVID-19 pandemic sweeping the globe, many industries stagnated, leading to widespread unemployment and negative household incomes. According to incomplete statistics from the National Bureau of Statistics, as of the end of 2021, the average urban unemployment rate nationwide was 5.6%. Extrapolating from this, based on the age range of the labor force from 16 to 59 years old, China's unemployment population has exceeded 50 million. With a decrease in disposable income and diminished future income expectations, consumer spending has been impacted, and the multiplier effect of the economy has decreased. However, as a vital component of livelihood economics, the street vendor economy, with its low trial-and-error costs, low entry barriers, and minimal risks, provides market advantages for entrepreneurs, rapidly increasing employment opportunities and expanding the workforce. It effectively addresses basic livelihood issues for grassroots residents, acts as a safety net for residents' basic livelihoods, enables stable economic development, and thereby stabilizes social order.

(2) The street vendor economy system meets the diverse consumption needs of different groups. It serves as a complement to the formal economy. According to incomplete statistics, the majority of street vendor economy transactions involve vendors and buyers with an Engel coefficient exceeding 45%, indicating that consumers seek high cost-effectiveness, while operators value the ability to recoup costs and generate profits in a short time frame. Unlike the formal economy, the street vendor economy offers strong flexibility in operating hours and high timeliness, facilitating residents' lives and filling in shopping gaps for consumers. While addressing supply and demand issues, it also enhances economic market prosperity. Therefore, the street vendor economy system meets the diversified consumption needs of various social groups.

(3) The street vendor economy system inherits traditional culture and enhances urban charm. In an era of pursuit of innovation, the street vendor economy provides more possibilities for cultural inheritance and plays a significant role in enhancing urban charm. Whether it's antiques, old books, coins, stamps, or cultural and creative products from historical sites, or delicate crafts like sugar blowing and clay sculpture, they all carry on the nation's culture within the street vendor economy. Furthermore, according to literature surveys, stalls selling specialty snacks such as "Changsha stinky tofu," "Wuhan hot dry noodles," and exotic cuisines account for as much as 31.43%. This indicates that the street vendor economy is quietly influencing the exchange of regional cultural characteristics, thereby enhancing urban cultural charm.

(4) Rebirth and reshaping of urban vitality: For a long time, the street vendor economy, as a form of fringe economy in cities, has been controversial due to its negative aspects such as dirtiness and disorder. Particularly since the creation of civilized cities, the street vendor economy has been gradually marginalized from urban areas, with many major cities boasting clean and tidy streets and standardized commercial operations, but losing the "vitality" of the past. It wasn't until the outbreak of the pandemic in 2020, causing a severe economic downturn, that various regions relaxed policies and encouraged street vending. This effectively alleviated the enormous impact of the pandemic on the Chinese economy, stimulated consumption, and boosted employment. Premier Li Keqiang referred to the street vendor economy as the "vitality of China." This also reflects the important manifestation of the concept of people-oriented governance and is an inevitable trend in the historical

evolution of street vendor governance colliding with the specific period of the pandemic. Lifting restrictions on the street vendor economy, promoting employment, and ensuring people's livelihoods have become the new direction of urban governance. The rebirth of the street vendor economy is conducive to promoting industrial upgrading, easing employment pressure, and providing convenience for residents' lives.

### 1.3. Domestic and International Research

(1) Status of Foreign Research: Jonathan S. Bell & Anastasia Loukaitou-Sideris view the street vendor economy as an important aspect of urban informal economies, providing fertile ground for the study of informal economies, the use and reuse of public spaces, and the regulation of previously marginalized commercial activities under the background of "state capitalism." [1] Christian M Rogerson suggests that the street vendor economy is widespread in many countries in the global South and is one of the issues that local governments must address. Research indicates that local urban policies do not necessarily need to align with national policies on the informal economy. [2] Prithvi Deore & Saumya Lathia demonstrate how street vendors enhance street vitality by increasing activities, ensure safety by ensuring population inflow, and promote inclusivity by allowing people from different backgrounds to participate in the exchange of goods and services, further emphasizing the importance of street vendors as elements of fairer and more exciting streets and public spaces. [3] R. Albert Christopher Dhas considers the street vendor economy as a fundamental component of urban economies. Although street vendors contribute to the economy in many ways, they have not received necessary attention from planners, decision-makers, and the public, and future development requires coordinated efforts from all individuals and institutions. [4]

(2) Domestic Research: Yao Wensheng proposes that the government should transform its management philosophy from "banning street vending" to "conditionally permitting street vending" based on the concept of balanced interests. This approach shifts street vending from an illegal activity to a conditionally legitimate one and implements scientific and reasonable planning to resolve conflicts between urban management and vendors. [5] Liu Sheng finds through empirical research that urban management and vendors may engage in "collusion" due to their respective interests. Therefore, the government should change its mindset and recognize the necessity of vendors, shifting from "clearing out" to "management." [6] In terms of governance models, Wang Xiaoyan elaborates on the new approaches and experiences of street vendor governance in some foreign countries and domestic cities. Advocating for a "people-oriented" service concept, strengthening democratic rule of law construction, enhancing scientific management methods, and promoting urban exchange and cooperation can effectively govern mobile street vendors. [7] Ye Min explains the differentiated governance paths of street vendors adopted by major city governments in China and India based on differences in economic structure and political systems between the two countries. [8] In terms of enforcement, Yang Yanan proposes that optimizing the comprehensive law enforcement system of urban management requires strengthening rule-based governance and enhancing institutional supervision and ethical constraints on the misconduct of law enforcement personnel. [9] Cui Zhanfeng & Wang Jianfeng suggest that strengthening various forms of direct or indirect interactions between governments, urban management, vendor organizations, and their internal members and implementing flexible enforcement will facilitate the formation of a common consciousness and public values among multiple governance subjects. [10] Some scholars have also analyzed the evolution of the relationship between urban management and vendors. For example, Han Zhiming & Zhang Zhaoxia propose that the current relationship between urban management and vendors has transitioned from widespread conflict to cooperation. They explore the deep-seated logic behind the conflict, cooperation, and transformation of government, urban management, and vendor relationships based on revealing the cooperative relationships at three levels. [11]

(3)Comprehensive Evaluation of Domestic and International Research: The current academic consensus is that street markets abroad are relatively mature, and their unique forms and content enrich urban culture. The street vendor economy can alleviate employment pressure, add vitality to cities, but it also has many problems, affecting urban appearance, environmental hygiene, and management and public security. Therefore, we need to reconsider the street vendor economy.

## **2. Research Design and Implementation**

### **2.1. Purpose and Target of the Survey:**

The street vendor economy is one of the most primitive and vibrant commercial activities for human beings and an important symbol of urban vitality. In recent years, as the economy has entered a new normal, the government has encouraged the development of the street vendor economy to alleviate economic downturns. However, along with the development of the street vendor economy, its drawbacks have gradually become apparent. Conflicts and contradictions among operators, consumers, and government departments under the street vendor economy system are significant. This project primarily aims to analyze the mainstream groups of the street vendor economy by studying the age, income, and reasons for engaging in business of operators; analyzing consumers' tendencies in purchasing goods, including the types of goods, locations, timing, marketing preferences, and current market satisfaction levels (including services, product quality, cleanliness of stalls, and impact on daily life), and the difficulty of rights protection; and re-exploring the contradictions between government urban security control, epidemic prevention and control, and the development of the street vendor economy. Active solutions will be sought, and improvement measures will be proposed for the current situation of the street vendor economy in Suzhou. Existing resources will be integrated to maximize resource utilization, actively respond to the national call for resource conservation and efficiency, and strive to build an efficient street vendor economy.

### **2.2. Questionnaire Design**

This project has designed two separate questionnaires for consumers and operators.

The consumer questionnaire consists of three parts. The first part covers basic information about the respondents, such as gender and age. The second part focuses on consumers' consumption patterns regarding street vendor goods, including when and where they make purchases, frequency of street vendor purchases per week, reasons for willingness or unwillingness to purchase street vendor goods, etc. The third part includes consumers' opinions on the street vendor economy, such as perceived challenges and suggestions.

The operator questionnaire also consists of three parts. The first part covers basic information about operators, including gender, age, education, and previous occupations. The second part focuses on the operation status of operators, including when they engage in street vending work, stall format, reasons for engaging in business, family financial situation, monthly income, etc. The third part compares operators' views on the street vendor economy with the physical economy.

Specific content of the questionnaires can be found in Appendix 1.

### **2.3. Survey Methods and Process**

To understand the views of Suzhou residents on the current street vendor economy and some existing management issues, and to analyze the current situation and prospects of the street vendor economy in Suzhou reasonably and objectively, the Street Vendor Economy Online Research Group plans to conduct online research activities during extracurricular time through online searches for various materials and by using online survey questionnaires.

At the beginning of the survey, the team distributed online survey questionnaires in relevant online communication groups to investigate and understand the opinions of Suzhou residents on the street vendor economy and conducted simple analyses.

In the later stage of the survey, the team will study and analyze the previously collected data, summarize and analyze the information, and generate data charts and reports. The team conducted heated discussions and analyses on the research results through online meetings.

### 3. Data Description and Analysis

#### 3.1. Survey Overview

According to the requirements of this survey, it was divided into preliminary and formal phases, conducted through offline and online methods, and two sets of questionnaires were designed to target both the general consumers and operators of the street vendor economy in Suzhou. A total of 534 questionnaires were distributed, including 393 to consumers and 141 to operators. Ultimately, 490 valid questionnaires were collected, comprising 369 from consumers and 121 from operators. The overall response rate for the survey was 91.7%, with a response rate of 93.8% from consumers and 85.8% from operators. The survey covered various aspects such as participant characteristics, awareness, purchasing tendencies, perception, and willingness to popularize, achieving a comprehensive investigation into the current status of the street vendor economy in Suzhou.

Table 1: Survey Statistics Table

	<b>Distributed</b>	<b>Valid Responses</b>	<b>Response Rate</b>
Consumer	393	369	93.8%
Operator	141	121	85.8%
Total	534	490	91.7%

#### 3.2. Analysis of Consumer Questionnaire:

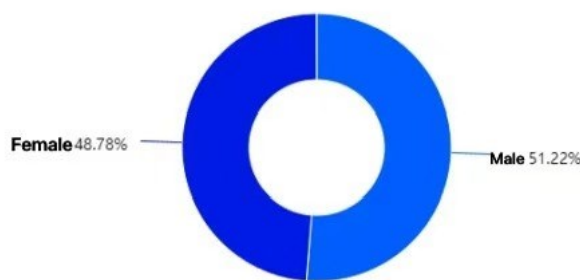


Figure 1: Gender ratio of consumers

(1)The survey reveals a male-to-female ratio of 1:1.05, indicating that males comprise 51.22% and females comprise 48.78% of the respondents. This male-to-female ratio of 1:1.05 is close to 1:1, validating the randomness of the survey.

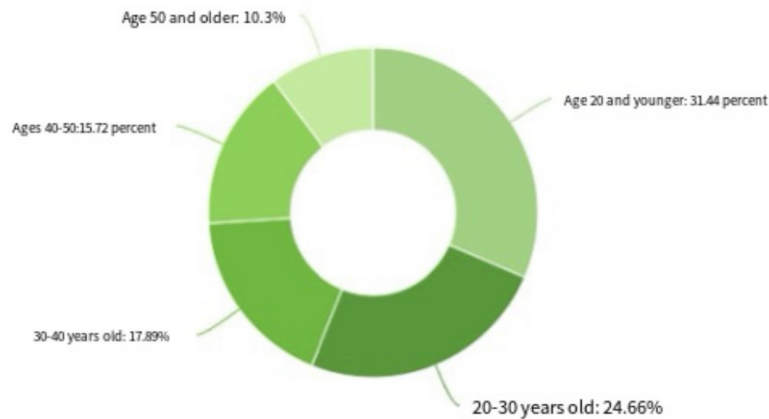


Figure 2: Age group of survey respondents

(2)The survey reveals a relatively high proportion of young respondents. According to the questionnaire data, individuals aged 20 years and below constitute 31.44% of the respondents, while those in the age group of 20-30 years account for 24.66%. Additionally, respondents aged 30-40 years represent 17.89% of the total, those aged 40-50 years comprise 15.72%, and individuals aged 50 years and above constitute 10.3%.

This data indicates that the survey has a broad coverage of the youth demographic, further validating the randomness of the survey.

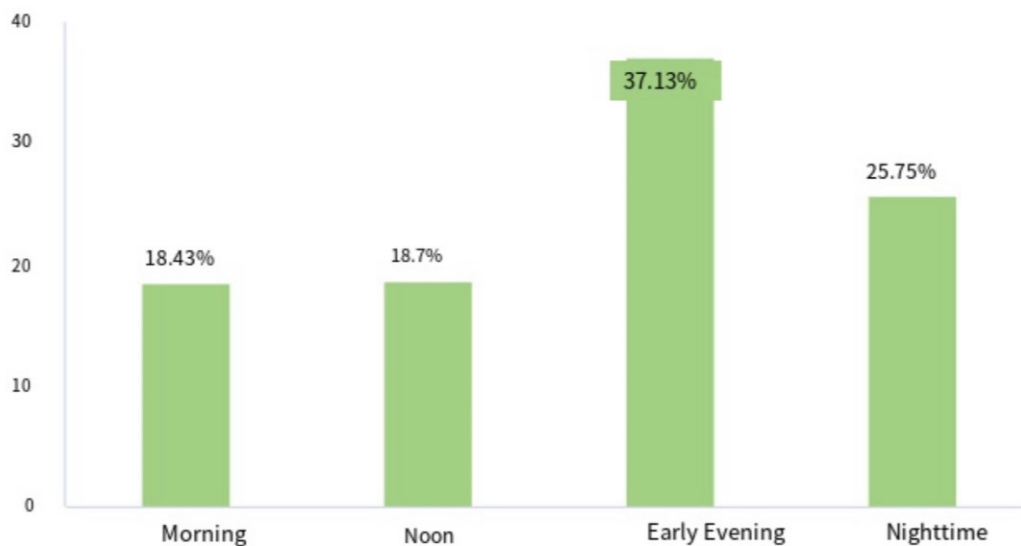


Figure 3: Participation time

(3)Consumers are more likely to participate in street vending activities in the evening and at night.

According to the bar chart, the proportion of consumers participating in street vending activities in the morning is 18.43%, in the afternoon is 18.7%, in the evening is 37.13%, and at night is 25.75%. From the data above, it is evident that the evening and nighttime are the peak periods for street vending activities.

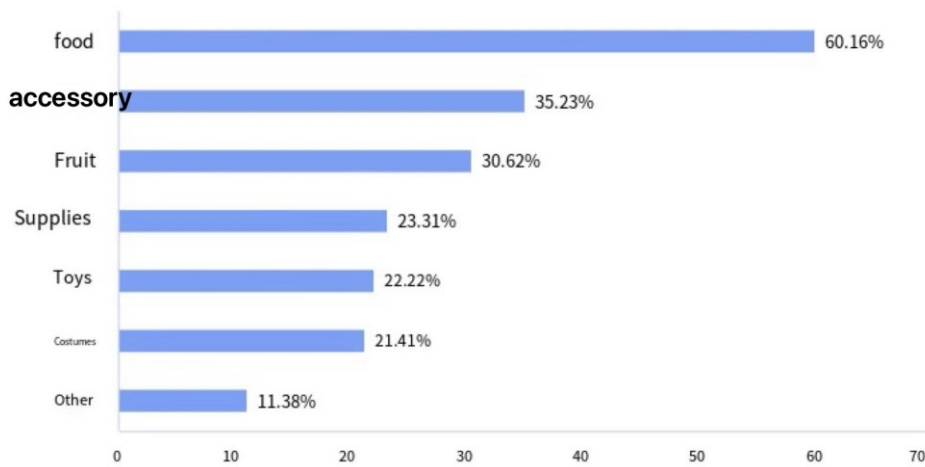


Figure 4: Purchase of goods

(4) Consumers have a diverse range of items they purchase at street vendors.

Among the surveyed individuals, the proportion of people buying food items is 60.16%, those purchasing accessories is 35.23%, those buying fruits is 30.62%, those purchasing daily necessities is 23.31%, those buying toys is 22.22%, those purchasing clothing is 21.41%, and others account for 11.38%.

Overall, this indicates that street vendor consumers have a wide variety of purchasing needs.

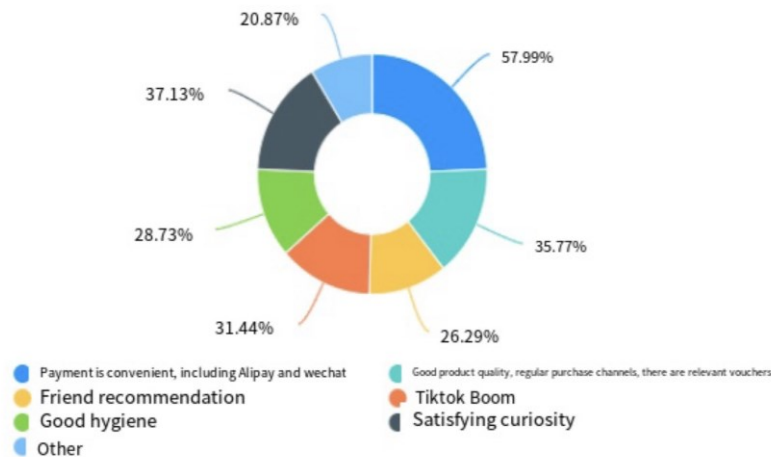


Figure 5: Purchase Motives

(5) Consumers have diverse reasons for purchasing items from street vendors.

From the above data, it is evident that:

214 respondents, accounting for 57.99%, find it convenient to pay via Alipay or WeChat Pay.

132 respondents, comprising 35.77%, value the good quality of products and the legitimacy of the supply chain, supported by relevant certificates.

97 respondents, representing 26.29%, make purchases based on recommendations from friends.

116 respondents, amounting to 31.44%, are influenced by products trending on platforms like Douyin (TikTok).

106 respondents, making up 28.73%, prioritize hygiene conditions.

137 respondents, constituting 37.13%, purchase out of curiosity.

77 respondents, accounting for 20.87%, cite other reasons for their purchases.

This indicates that consumers have varied reasons for purchasing items from street vendors, indicating a preference for street vending activities.

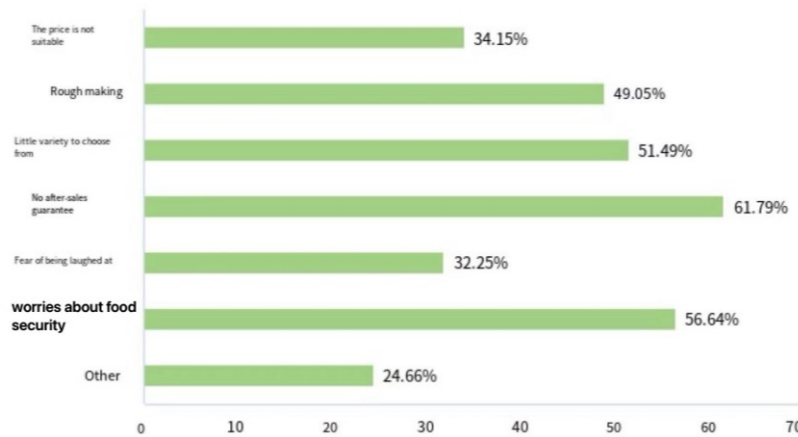


Figure 6: Motivation not to buy

(6) Consumers have varied reasons for not wanting to purchase items from street vendors.

From the above data:

- 126 respondents, accounting for 34.15%, find the prices unsuitable.
- 181 respondents, comprising 49.05%, perceive the products as poorly manufactured.
- 190 respondents, representing 51.49%, feel there is a limited selection of items.
- 228 respondents, making up 61.79%, express concerns about the lack of after-sales support.
- 209 respondents, constituting 56.64%, are worried about food safety issues.
- Other reasons account for 24.66%.

This indicates that consumers have diverse reasons for not wanting to purchase street vendor goods.

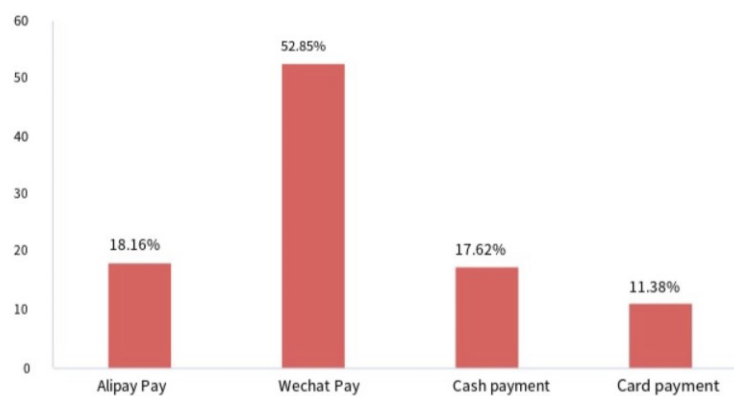


Figure 7: Payment method

(7) Consumers prefer online payment methods, with WeChat Pay being the most popular.

According to the bar chart:

18.16% of consumers use Alipay for payments.

52.85% of consumers use WeChat Pay.

17.62% of consumers use cash for payments.

11.38% of consumers use bank cards for payments.

This indicates that consumers predominantly opt for online payment methods, with WeChat Pay being the most favored option.

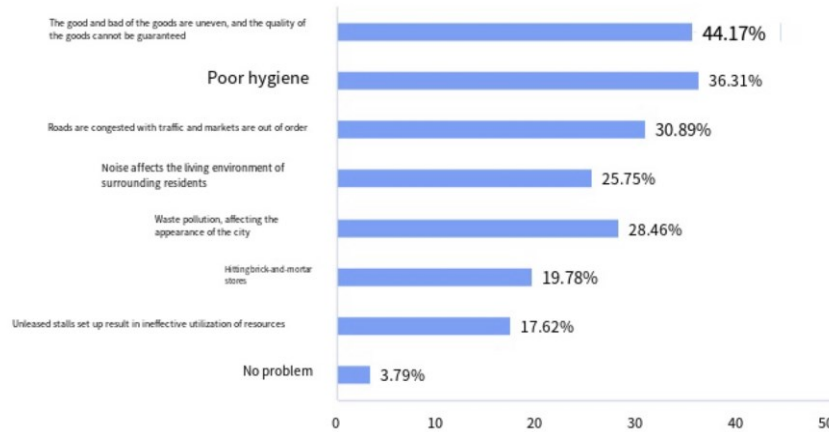


Figure 8: Consumer concerns

(8) There are several issues with street vending that need urgent attention.

From the above data:

44.17% of respondents expressed concerns about the inconsistent quality of goods and the inability to guarantee product quality.

36.31% highlighted poor hygiene conditions.

30.89% mentioned congested roads and chaotic market order.

25.75% reported noise pollution affecting the living environment of nearby residents.

28.46% mentioned garbage pollution, which impacts the city's appearance.

19.78% expressed concerns about the impact on traditional brick-and-mortar stores.

17.62% mentioned the ineffective use of resources due to vacant stalls.

3.79% did not identify any issues.

It's evident that there are numerous shortcomings and problems with street vending, which require subsequent adjustments and resolutions.

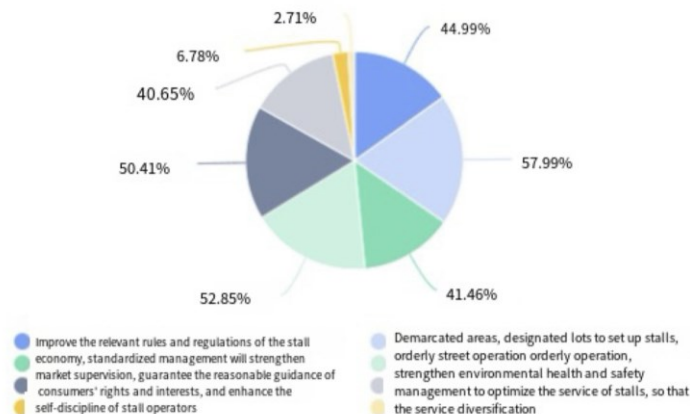


Figure 9: Suggestions from consumers

(9) From the above data, it's evident that consumers have various suggestions for adjusting street vending:

44.99% believe that improving the relevant regulations and systems for street vending and enhancing management are necessary.

57.99% suggest zoning designated areas for street vending, allowing orderly operations on designated streets.

41.46% advocate for stronger market supervision to safeguard consumer rights.

52.85% emphasize the importance of orderly operations and strengthening environmental hygiene and safety management.

50.41% propose guiding street vendors appropriately to enhance their self-discipline.

50.41% recommend optimizing customer service at street stalls to diversify services.

6.78% have other suggestions not specified in the survey.

2.71% did not provide any suggestions.

These suggestions reflect the diverse perspectives of consumers on how street vending can be adjusted and improved to better meet their needs and ensure a more orderly and regulated environment.

### 3.3. Analysis of the questionnaire for business operators:

(1) The gender ratio among respondents in the survey of business operators is 1:1.12.

From the pie chart, it's observed that male respondents account for 57% while female respondents account for 64% of the total. The gender ratio of respondents is approximately 1:1.12, which is close to 1:1, indicating a random sampling approach.

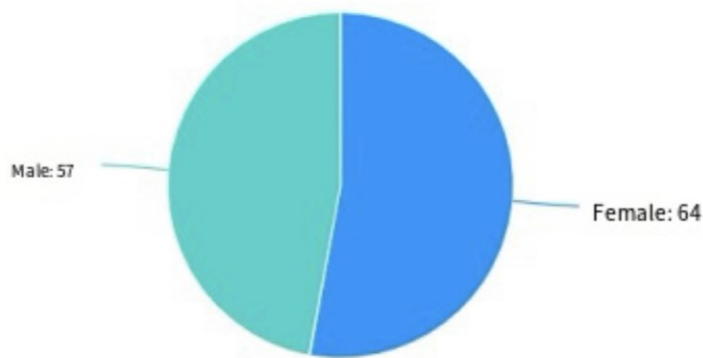


Figure 10: Gender ratio of business operators

(2) Business operators are predominantly young and middle-aged adults. The line graph illustrates that among business operators, 12% are aged below 20, 27% are aged between 20 and 30, 29% are aged between 30 and 40, 17% are aged between 40 and 50, and 15% are aged 50 and above. This indicates that the survey covers a wide age range among respondents, reaffirming the random nature of the survey.

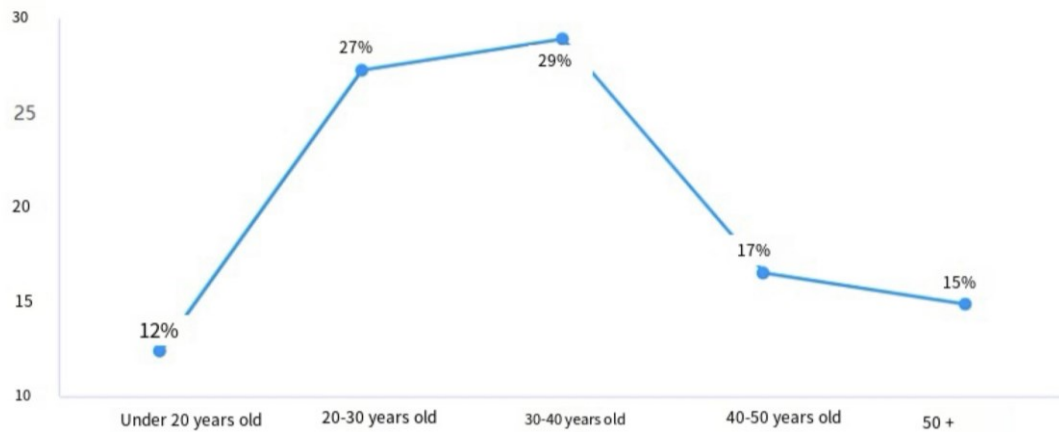


Figure 11: Age group of survey respondents

(3)The educational background of the surveyed business operators is diverse.

In this survey, 13.22% of the business operators hold a bachelor's degree or higher, 34.71% have completed junior college, and 33.88% have completed vocational school, technical secondary school, or high school. Additionally, 18.18% have education levels equivalent to junior high school or below. Overall, the surveyed business operators demonstrate a wide range of educational backgrounds.

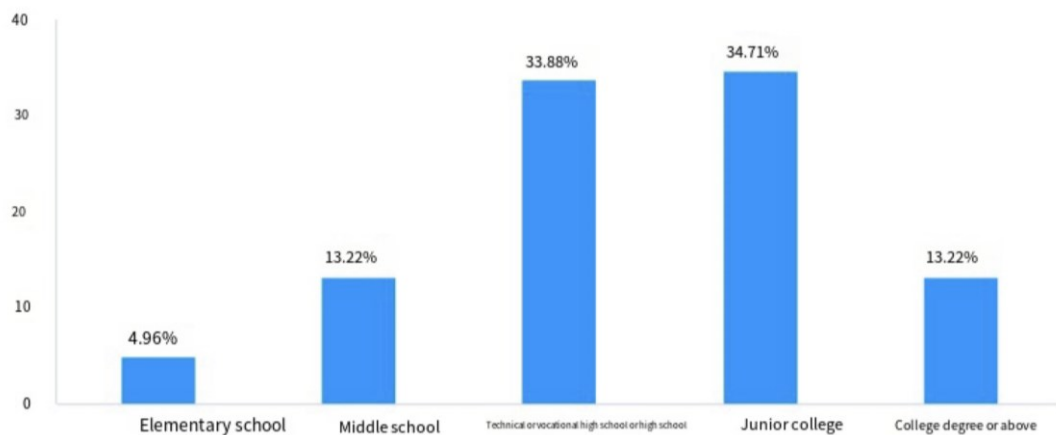


Figure 12: The educational background

(4)Business operators have had diverse previous occupations. According to the pie chart, 23.14% of them were previously engaged in agriculture, forestry, animal husbandry, or fisheries; 18.18% worked in government agencies; 14.88% were in commerce or services; 9.09% were professionals or technical personnel; 9.09% were in the military; 9.92% were unemployed; 4.96% had been consistently operating in the street vending economy, while 10.74% were in other occupations. It's evident that business operators came from various industries before engaging in the street vending industry.

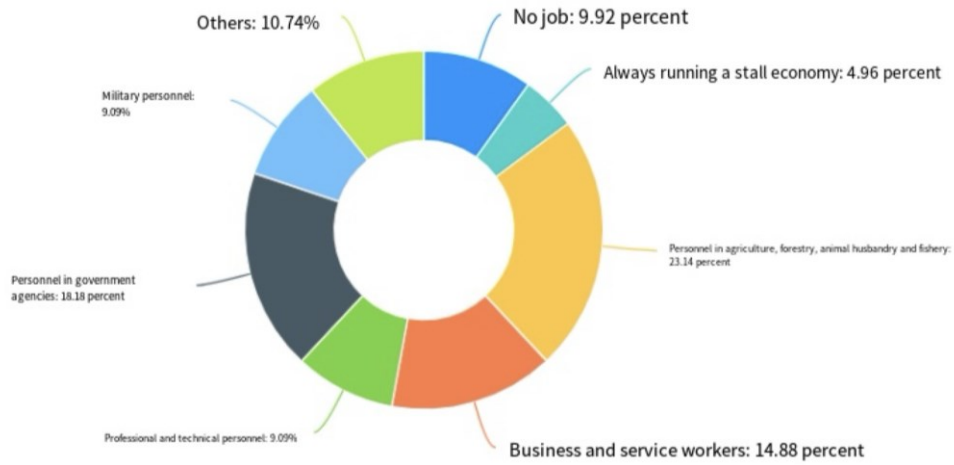


Figure 13: Previous occupations of business operators

(5) Business operators mainly start their operations after learning about relevant policies through friends and relatives.

Analysis from the pie chart reveals that 66.94% of business operators began operating in the street vending economy after learning about relevant policies through friends and relatives; 30.58% of them started operating after spontaneously learning about relevant supportive policies during the pandemic; and 2.48% of operators have consistently engaged in street vending as either a full-time or part-time occupation.

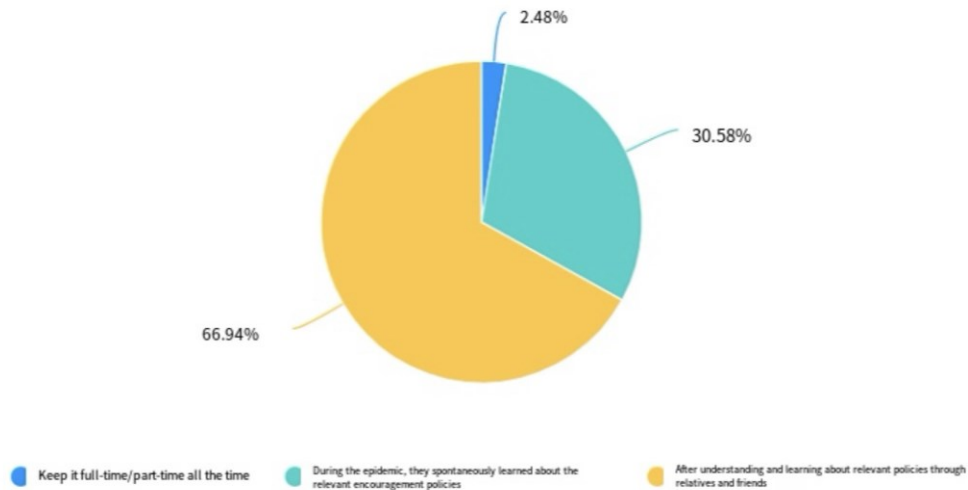


Figure 14: Starting time

(6) The survey results indicate that 66.94% of street vendors primarily operate from fixed stalls, while 33.06% operate from mobile stalls. Therefore, we can conclude that street vendors predominantly rely on fixed stalls, with mobile stalls serving as a supplementary option.

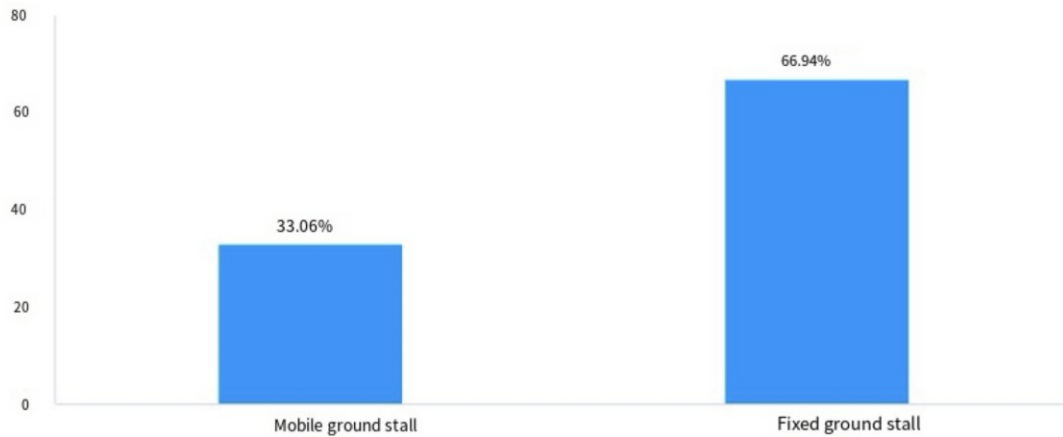


Figure 15: Nature of stalls

(7) The majority of vendors, comprising 62.81%, cited government policy encouragement and unified planning at their chosen stall location as reasons for their selection. Additionally, 52.07% stated that their location was inherently densely populated with foot traffic and offered a wide market. Furthermore, 74.38% indicated that their decision was influenced by the presence of similar stalls in the area, suggesting a potentially lucrative market. Other factors accounted for 18.18% of responses. Therefore, it can be concluded that most vendors are influenced by policy encouragement and the potential market when choosing their stall locations.

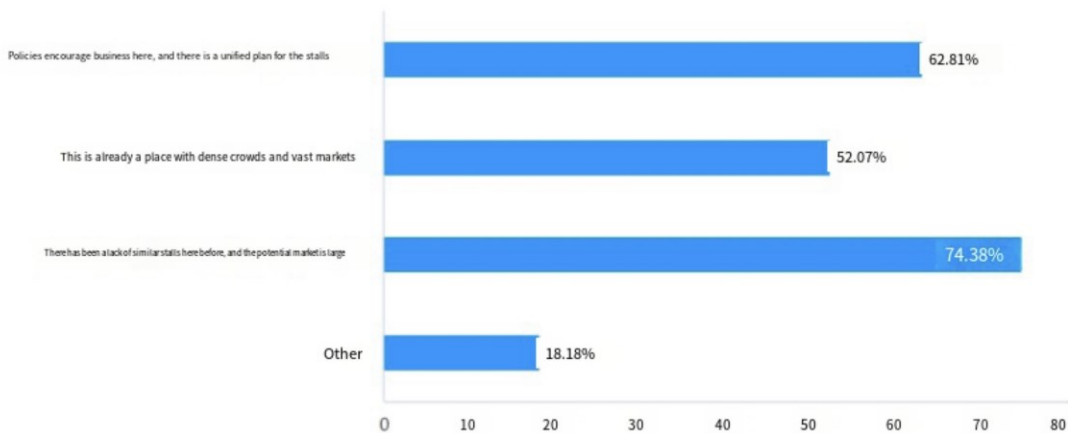


Figure 16: Business operators' motives

(8) The distribution of vendors across different types of businesses shows a diverse range of activities. Specifically, 26.45% of vendors are engaged in handmade crafts, 14.88% are involved in retail and wholesale, 16.53% are operating small food and beverage stalls, 28.93% are running barbecue stalls, and 13.22% are offering gaming services. Therefore, it can be concluded that vendors engage in a wide variety of businesses within the street vending sector.

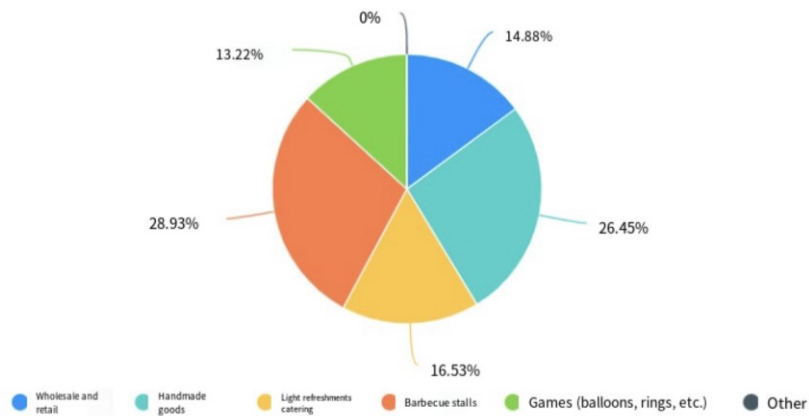


Figure 17: Commodities sold

(9)After engaging in street vending, 40.5% of vendors reported a monthly average income of over 4000 yuan, while 29.75% earned between 3000 and 4000 yuan. Additionally, 24.79% earned between 2000 and 3000 yuan, 4.13% earned between 1000 and 2000 yuan, and only 0.83% earned less than 1000 yuan per month. Furthermore, 46.28% of vendors stated that their income could sustain their livelihoods, 39.67% believed it could meet their basic education and medical needs, and 14.05% indicated they could invest in housing, vehicles, or shops.

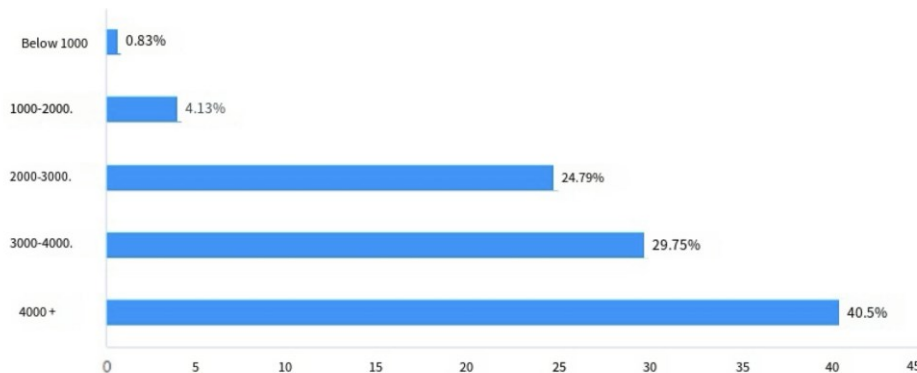


Figure 18: Income

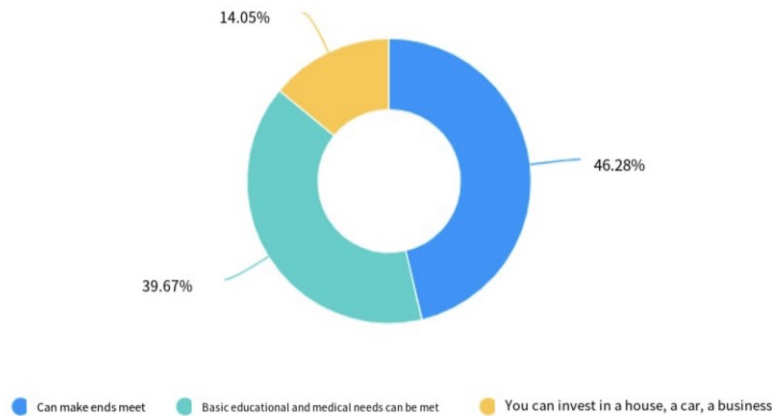


Figure 19: Income capacity

(10) According to vendors, compared to traditional businesses, street vending offers the advantage of being affordable, with 39.67% considering it cost-effective. Moreover, 59.5% emphasized its mobility, while 51.24% highlighted its low costs and ease of entry. Additionally, 46.28% noted its favorable economies of scale.



Figure 20: Advantages of street vending

(11) When comparing street vending to traditional businesses, vendors highlight several drawbacks. Specifically, 27.27% feel that street vending lacks the formality of traditional businesses, while 49.59% perceive it as lacking in sophistication and aesthetic appeal. Furthermore, 61.98% consider street vending to be unstable due to factors like location and weather constraints, and 52.07% believe it struggles to leverage the branding advantages of chain businesses.

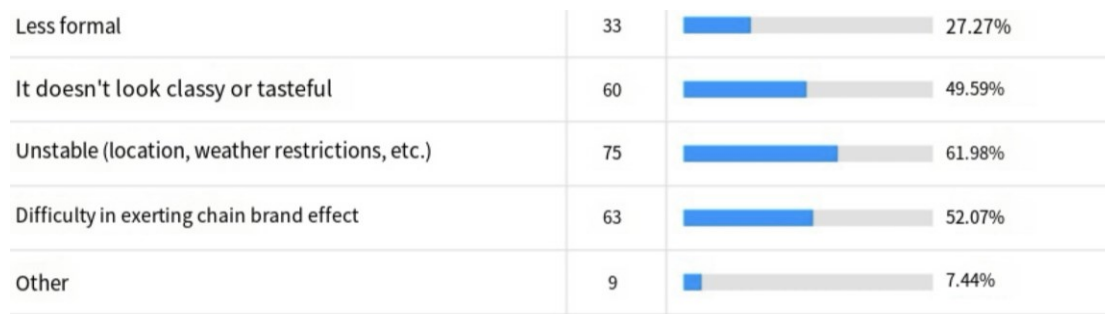


Figure 21: Drawbacks of street vending

#### 4. Questionnaire reliability and validity analysis

The analysis of questionnaire reliability and validity is the first step in analyzing data and is also one of the criteria for determining whether the questionnaire is qualified. Therefore, when analyzing the questionnaire, it is necessary to first assess its reliability and validity to ensure that our subsequent analysis is meaningful.

##### 4.1. Reliability analysis

Reliability refers to the consistency of results obtained when the same method is used to measure the same object repeatedly. Cronbach's alpha coefficient is the most commonly used reliability coefficient. It is generally believed that reliability coefficients should be between 0 and 1. If the reliability coefficient of a scale is above 0.9, it indicates excellent reliability; if it is between 0.8 and 0.9, the reliability of the scale is acceptable; if it is between 0.7 and 0.8, some items of the scale may need revision; if the reliability coefficient is below 0.7, some items of the scale may need to be discarded. Through reliability analysis of the questionnaire, we can assess its stability and reliability.

The table below shows the Cronbach's alpha coefficients obtained from the reliability analysis of the survey questionnaire using SPSS software.

Table 2: Questionnaire Reliability Analysis

Research Content	Number of Items	Cronbach's Alpha Coefficient
Consumer Preference Analysis on Street Economy	8	0.585
Analysis of Operating Conditions by Operators	4	0.726

From the table, it can be observed that the Cronbach's Alpha values of the survey questionnaires in this study are all greater than 0.5. Therefore, the questionnaire data collected in this survey exhibit relatively high reliability.

## 4.2. Validity Analysis

Validity analysis can be categorized into three types: content validity, construct validity, and criterion validity. In this study, statistical analysis is primarily used for validity analysis. In the design process of the survey questionnaire investigating the current situation and future development prospects of street vending economy in Suzhou, our team extensively reviewed literature and employed relevant statistical analysis methods. This ensured that the designed questionnaire effectively achieved its objectives.

## 5. empirical analysis

### 5.1. Listing analysis of consumer purchase age and purchase type

Table 3: Crosstab count

		How many times do you spend every week?			amount to
		0 Times	1-5 Times	More than 5 times	
What's your age?	Age 20 and below	26	67	23	116
	20-30 Years old	9	41	41	91
	30-40 Years old	10	28	28	66
	Age 40-50	17	29	12	58
	Age 50 and over	7	15	16	38
amount to		69	180	120	369

Table 4: chi-square test

	price	df	advance gradually Sig.(bilateral)
Pearson Card-square	27.689 <sup>a</sup>	8	.001
likelihood ratio	28.481	8	.000
Linear and linear combinations	.521	1	.470
N. in the valid case	369		

a. The expected count of the 0 cells (0.0%) is less than 5. The minimum expected count was 7.11.

pearson The chi-square independent test corresponds to p-value =0.000 <0.05, rejecting the null hypothesis, therefore, we considered a significant correlation between "consumer age" and "number of purchases"

### 5.2. Consumer purchase age and number of purchases

Table 5: Crosstab count

		How many times do you spend every week?			amount to
		0 Times	1-5 Times	More than 5 times	
When do you usually spend money in the street stall?	morning	12	35	21	68
	noon	8	20	41	69
	toward evening	25	70	42	137
	night	24	55	16	95
amount to		69	180	120	369

Table 6: chi-square test

	price	df	advance gradually Sig.(bilateral)
Pearson Card-square	34.255 <sup>a</sup>	6	.000
likelihood ratio	33.696	6	.000
Linear and linear combinations	9.622	1	.002
N. in the valid case	369		

a. The expected count of the 0 cells (0.0%) is less than 5. The minimum expected count was 12.72.

pearson The chi-square independent test corresponds to a p-value =0.000 <0.05, rejecting the null hypothesis, therefore, we considered a significant correlation between consumers' "consumption times" and "consumption time" in the stalls

### 5.3. The age of consumers and the reasons for being unwilling to buy street stalls are linked

Table 7: Crosstab count

		The reason why you are not willing to buy street stalls?(Worried about food safety issues)		amount to
		unselected	pitch on	
What's your age?	Age 20 and below	51	65	116
	20-30 Years old	37	54	91
	30-40 Years old	30	36	66
	Age 40-50	29	29	58
	Age 50 and over	13	25	38
amount to		160	209	369

Table 8: chi-square test

	price	df	advance gradually Sig.(bilateral)
Pearson Card-square	2.742 <sup>a</sup>	4	.602
likelihood ratio	2.764	4	.598
Linear and linear combinations	.026	1	.873
N. in the valid case	369		

a. The expected count of the 0 cells (0.0%) is less than 5. The minimum expected count was 16.48.

pearson The chi-square independent test corresponds to  $p\text{-value} = 0.602 > 0.05$ , accepts the null hypothesis, therefore, we believe that there is no significant correlation between "consumer age" and "reason for unwillingness to buy street items"

## 6. Conclusions and Implications

### (1) Formulate the rules of "wide in and strict out"

To meet the conditions, willing to engage in the operation of the stalls, guide and support and issue a business license, recognize its legitimacy, for the violation of the rules of the resolute elimination. The implementation of booth sanitation responsibility system, who manages who is responsible, timely cleaning every day, not only to their own operation of the garbage recycling treatment, but also to the stall ground oil thoroughly clean, maintain good public health. And in the process of business license and health license to provide convenience, one-stop service, fees for a certain reduction. We will adhere to the mechanism of "wide access and strict exit".

### (2) Designated operation time

According to the specific situation of the local and the nature of the products sold, set up reasonable business time, best refined to "a street (for different street)", "street different policy (for different types)", "different days different policy (weekdays, weekends and holidays), in strict accordance with the prescribed time open and closing, it can be convenient people, also not a nuisance.

### (3) delimit the place and stalls

According to the specific situation of the street, the number of stalls set up, the implementation of centralized operation, standardized management. All approved stalls shall be operated at certificates and fixed points, and the stalls shall not be moved without authorization. Transform the "drive type" function to the "service type" function. In this way, it will not affect the urban appearance of the city, nor will it cause traffic jams, which will facilitate the government to effectively monitor and guide the street economy into a standardized development mode.

### (4) Combine "public and people" to strengthen guidance and exchanges

Government departments set up special functional service agencies for the stall economy, conduct in-depth research and analysis of the stall economy, formulate relevant industry standards and regulations, carefully listen to the suggestions of the stall owners in the necessary guidance on the basis of summary and analysis, so that they do not blindly compete, not blindly develop. At the same time, business entities are encouraged to set up industry associations, elect representatives, communicate from time to time, supervise and remind each other, and standardize business behaviors. In this way, under the dual supervision and guidance of the government and industry associations, the healthy operation and development of local economy.

### (5) Strengthen the education of street stall business entities

Street economy in its development in the process of the various problems are inseparable from the quality of the vendors. For example, in order to reduce operating costs, to quarrel and fight, in the street to grab the people, and to occupy the fire access, and to block the fire equipment, which are the

obstacles in the development of street economy. In order to make the local economic development to a higher level, have to strengthen vendor education, the business license of hours training learning mainly, can develop the corresponding app dynamic monitoring and the assessment of knowledge, to meet the hours and assessment standards of vendor suspended business activities, meet the rear can resume business.

#### (6) Big data and digitalization can empower the local stall economy

In today's big data and digitalization are king, the market economy must use these two high power engines to step into the fast track of development. Street distribution, booth management, stall archives, transaction information tracking, logistics operation, online distribution, such as core information, big data "cloud computing" derivative "cloud stalls" management system, supplemented by alipay, WeChat payment, cloud flash pay digital platform, provide street operators to improve the system of digital services. Traditional street stall economy needs to adapt to the development of science and technology and the change of people's consumption habits to the pursuit of convenient consumption and online. Effectively standardize the operation of online stalls, improve customer experience, and make the stall economy bigger and stronger.

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