



# Research on the Problems and Solutions of “Street-Stall Economy”

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## Abstract

“Street-stall economy” has become a hot word in all fields of society. A sudden outbreak of new crown pneumonia has brought many challenges and difficulties to people, but also provided opportunities for the development of some fields. “Street-stall economy” is not a new thing. It is the product of historical development, and has a strong historical background. At this stage, “street-stall economy” returns to the public view and becomes a field of interest, which is very beneficial to social development. There are also some problems to be solved in the stage of “street-stall economy” rapid development. We should find out some problems existing in “street-stall economy” development and put forward corresponding solutions to promote “street-stall economy” achieve high quality sustainable development.

## Subject Areas

Economics

## Keywords

“Street-Stall Economy”, Issues, Solutions

## 1. Introduction

“Street-stall economy” refers to an economic situation in which income is derived from stalls (as shown in **Figure 1**). China’s “street-stall economy” history and culture are extremely profound, running through five thousand years of dynasty replacement and commercial change. Both the pre-Qin period to do small business to make money groups, or to the Song Dynasty “Qingming Shanghe Tu” that depicts the image of all kinds of vendors, is the embodiment of China’s “street-stall economy” culture. “Street-stall economy” can be seen everywhere in life and the number of small vendors is huge. With the development of social



**Figure 1.** Capital stall (map source network).

ecological civilization and the construction of health city, many small vendors have withdrawn from the “street-stall economy” market, resulting in a lot of fireworks and life in the city. In the context of the new crown epidemic, the fact that China allows the recurrence of “night markets stalls” is conducive to the revitalization of the real economy, and solves the problem of basic income sources for some people [1]. During the National “two sessions” this year, Yang Baoling, deputy to the National people’s Congress, proposed to release the vitality of the street-stall economy and suggested that places such as residential areas should be provided with time-limited stalls to solve the employment problem of some people, and at the same time to low-income families to buy agricultural products services. In 2020, the documents of the central government on setting up stalls have attracted the attention of the whole people, and the Central Civilization Office has made it clear that in this year’s national evaluation of civilized cities, Occupy Road Management, Road Market and Mobile vendors are no longer listed as the contents of the evaluation and assessment of civilized cities. In fact, on March 15th this year, Chengdu, Sichuan province, has introduced a policy that explicitly allows mobile vendors such as roadside stalls to operate on the road, ensuring that they do not affect the masses, traffic, and the city’s appearance. Supported by relevant policies, it is beneficial to promote the further development of street-stall economy. But with the development of “street-stall economy”, it has become an upsurge. Its existing problems are becoming more and more obvious. These problems need to be solved urgently, in order to promote the “street-stall economy” high quality development [2].

## 2. “Street-Stall Economy” Problems

The global spread of the new crown epidemic in 2020 caused the domestic economic situation to decline, in the face of domestic consumption, investment,

export decline, employment pressure increased significantly, “street-stall economy” homeward, become one of the important means to protect people’s lives, with the upsurge of “street-stall economy”, its problems are becoming more and more prominent.

### 2.1. Conflicting Supply and Demand of Stalls

At this stage, “street-stall economy” has become an upsurge of economic development. In order to solve their basic income problems, the masses have enthusiastically participated in “street-stall economy” this field; the number of the main bodies of stalls has gradually increased [3] (as shown in **Figure 2**). “street-stall economy” is an economic situation in which income is derived from stalls. As more and more people enter this economic field, their demand for stalls is increasing. However, in more urban planning, there is no land reserved for “street-stall economy” development, and the masses can only set up stalls in public spaces such as sidewalks, squares, parks and so on, so that the capacity of public space can reach a completely saturated state. Because the resources of public space are very limited, it has a serious impact on people’s normal life [4]. However, the supply of stalls is very small, and the contradiction between supply and demand has become one of the problems to be solved in street-stall economy “development” (as shown in **Figure 3**).

### 2.2. Market Regulation Is Difficult

“Street-stall economy” this market, the form of the masses is different. Some stalls have their own fixed stalls, but some stalls are mobile. Fixed stalls and mobile stalls make the management of “street-stall economy” market more difficult. At the same time, the competent department should not only manage the fixed booth, but also strengthen the management of the mobile booth, so that the management is not centralized and scattered, street-stall economy the market



**Figure 2.** Open night market (source network).



**Figure 3.** Night market disorder occupancy (source network).

can not realize unified supervision, which brings great challenges to the relevant departments. And there are many people involved in the two forms of stalls, and the speed of renewal is fast, and the main person in charge of the booth cannot be found, which is not conducive to the sustainable development of the “street-stall economy” [5]. Especially, the main body of liquidity booth is more, and the liquidity is strong, which leads to the inability to form a stable market supervision mode between managers and managers. Nowadays, “the threshold of street-stall economy” market is relatively low, and the participants can set up stalls without obtaining the corresponding business license, which leads to a sharp rise in the number of “street-stall economy” in this field.

“Street-stall economy” has a large number of participants, the threshold to enter the market is also very low, stall operators sell a variety of things [6]. But in the market, most of the main business is some novel small things, low cost, uneven quality of goods. Operators cannot guarantee the production quality of goods sold, will let consumers have a bad shopping experience. Especially, the product quality consciousness of some operators is not high, which leads to the easy emergence of three non-products and fake and inferior products in the market, and even damages the health of consumers, which is not conducive to the realization of “street-stall economy” high quality sustainable “development”.

### **3. “Street-Stall Economy” Solutions to Related Problems**

For street-stall economy related problems, the following suggestions are put forward.

#### **3.1. Service-Oriented Management, Flexible Delineation of Booth Scope**

Because there is no special booth reserved land, so that most of the stalls in the square, parks and other public space land. It not only occupies the urban public

space, but also makes the contradiction between supply and demand of stalls prominent. In view of this problem, it is suggested that the relevant departments should carry out “fine” management, on the basis of not affecting the daily life of the public, divide the three categories of areas that are absolutely prohibited, relatively prohibited and allowed to operate, liberalize location control according to the actual local conditions, and allow “stalls” to operate freely in the operating areas without emphasizing fixed places to provide more stalls. At the same time, we advocate the management personnel to go to war service management, according to local conditions, according to the times to provide flexible control of stalls.

### **3.2. Strengthening Supervision and Establishing Uniform Standards**

The diversity of the situation of “street-stall economy” leads to the difficulty of supervision [7]. In response to this problem, first of all. Establish unified industry standards, implement registration and supervision of owners of land stalls, set up a self-service registration application platform for urban stalls, register and register in areas permitted to set up stalls divided by local urban management departments and street offices, and obtain free operating qualifications for land stalls after examination and approval. This not only can standardize the operating threshold, but also conducive to urban management and market management departments to manage, makes the street-stall economy refined, intelligent, and gridded [8]. Secondly, the establishment of mobile city management units, urban comprehensive management departments should strengthen the regulation of “street-stall economy” damage to the urban health environment, but also encourage the community to set up volunteer teams, strengthen the “stall” management supervision. Against the background of “street-stall economy” becoming an upsurge, the market will be better developed after orderly management.

At the same time, the main body of the booth should pay attention to improving the quality of goods in the market, and also improve the service consciousness of customers, especially after-sale warranty and compensation, so as to leave a good shopping experience for consumers, so as to improve people’s trust in street-stall economy. Especially under the condition that mobile payment becomes the mainstream consumption mode, the main body of the booth should also provide the contact information of after-sales service to the consumers while showing the QR code for scanning code payment to the consumers. The quality of goods and services is the most important factor to attract consumers, both market operators and stall operators. Booth operators entering the “street-stall economy” market should improve their quality of goods and services in order to develop in the long run.

## **4. Summary**

“Street-stall economy” recovery is the choice of the times under the current

background and the result of the market economy and the marginal economy. “Street-stall economy” is an important means to solve people’s livelihood problems. With the “street-stall economy” development, we should also improve the level of urban management and social governance, do a good job of regional planning, establish market access system, so as to make “street-stall economy” stable and have a healthy development.

### Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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