

Research on the Status Quo and Countermeasures of China's Street Stall Economy Development

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Abstract. Affected by COVID-19, people's livelihood has been greatly impacted. In order to relieve economic pressure, the country has opened up the street stall economy and encouraged everyone to participate in it to promote the development of the local street stall economy. In order to understand the development status of China's street stall economy, through questionnaire surveys, it is concluded that the epidemic has affected the street stall economy, the threshold for stall entrepreneurship is low, and the quality of stall products is not guaranteed. The development of street stall economy drives employment. In this way, it is proposed that the government should strengthen the management of the spread economy and strengthen the correct guidance of the spread economy, so as to promote the healthy development of the spread economy.

Keywords: street stall economy; people's livelihood; development

1 Introduction

The street stall economy is an important source of employment, a fireworks in the world, and the same as "Gao Da Shang", it is China's vitality. Since April 2020, local governments have "relaxed" the street stall economy, and Changchun, Nanning, Harbin, Shanghai, Jinan, Zhengzhou, Nanjing, Chengdu and other places have also issued documents expressly encouraging the development of the street stall economy. The street stall economy does not require industrial and commercial registration, rent, or tax [1]. You only need to pay for the wholesale goods. The cost of funds is low, and the street stall economy has a strong flow. It can be placed anywhere and has a small area. Moreover, you can set up street stalls anytime, anywhere, and you are in charge of yourself. Therefore, the scale of the street street stall economy is constantly expanding [2]. At the same time, it has also caused some adverse effects on the society, such as affecting the appearance of the city, obstructing traffic, causing environmental pollution, etc., which will affect the development of the street stall economy.

2 Methods

2.1 Survey design

This survey uses a questionnaire survey method to collect questionnaires, mainly around the development status of the street stall economy in the capital cities of China, the operating status, and the cognition of entrepreneurial skills. In the questionnaire design process, first determine the purpose, method, object and scope of the survey. Secondly, design the content of the questionnaire, the way the questionnaire is collected and distributed. The questionnaire should be arranged strictly according to the content of the survey. There should not be too many questions in the questionnaire. The order of each question should be rigorously arranged, the questions should be concise and clear, not easy to appear wrong sentences, single-choice and multiple-choice questions should be arranged reasonably [3]. And finally modify and improve the questionnaire, finally confirm the questionnaire and release it.

2.2 Sample size determination

The questionnaire survey mainly adopts a stratified sampling method. First, it is necessary to determine the sample size drawn from the population [4].

Determine the initial sample size:

$$N = \frac{Z^2 * [P * (1 - P)]}{E^2} \quad (1)$$

N: sample size; Z: statistics. When the confidence is 96%, z=1.96. E: is the error value; P: is the probability value [5]. In this questionnaire, when the confidence level is 95%, Z=1.96, then: $N=(1.96^2 \times 0.5^2) / 0.04^2 \approx 600$ copies. When the confidence level is 95%, the final sample size is determined: $600 / 0.96 \approx 630$ copies. The 630 questionnaires in this survey can be used as the final sample size.

3 Results

3.1 Sample situation analysis

In this survey, 660 questionnaires were collected and invalid questionnaires were eliminated. There were 630 valid questionnaires, with an effective rate of 96.62%. In terms of the ratio of males to females in the sample population, 314 males accounted for 48.16%, and 338 females accounted for 51.84%. This shows that the gap between male and female ratios is not large, only 24 people differing by 3.68%. See Table 1 for specific basic conditions.

Table 1. Gender data statistics table

Option	Subtotal	Proportion
male	314	48.16%
female	338	51.84%

3.2 Analysis of the purchase amount on the stall

Due to price factors, the number of boys buying from ¥10 to ¥30 is 107, accounting for 34.08%. The number of girls is 126, the percentage is 37.28%, and the percentage of boys who buy goods above ¥90 is nine, the percentage is 2.87%, and the number of females is about nine, the percentage is 2.66%. Since there is no after-sales and quality assurance of the goods from the stalls, the prices of the purchased goods are relatively cheap. The purchase of valuables is basically to go to the mall to purchase, because of the after-sales and quality assurance. Unless you encounter a product you like very much, you will spend a lot of money to buy a product without quality assurance. So there are 9 boys and girls in this part, accounting for 2.87% and 2.66% respectively. The specific data is shown in Table 2 below.

Table 2. Analysis of the purchase amount of the ground stall

X\Y	Below RMB10	RMB10-30	RMB30-50	RMB50-70	RMB70-90	Above RMB90
male	57 (18.15%)	107 (34.08%)	52 (16.56%)	21 (6.69%)	5 (1.59%)	9 (2.87%)
female	60 (17.75%)	126 (37.28%)	49 (14.50%)	11 (3.25%)	5 (1.48%)	9 (2.66%)

3.3 Analysis of the area where the stalls are placed

According to the data in Table 3, 73% can be placed on the side of the road because it is cheap, 64%. Because of its convenience, 62% of it is because it looks good and delicious. 52% of those placed on the street are because they look good or delicious. 51% because the seven varieties are complete. 47% thought it was convenient to set up a stall at the gate of the community because of the complete variety, 42% thought it was good-looking or delicious, and 42.8% thought it was other. 40% of the location located outside a large shopping mall is because of convenience, 33% is because it looks good or delicious, 38% is because of the fun. 63% where the location is at the night market is convenient. 75% is because of the fun. 56% is because of the complete variety. At the entrance of the school, 50% are because of the fun. 42% is placed elsewhere, 28% is because the other 9% is because of convenience and 4% is because of cheapness. A conclusion can be drawn from this. Most of the stalls on the road are convenient and cheap. The product is delicious or attractive to attract customers' attention. Factors placed on the street, the product's own factors accounted for the majority. The location is now in a large shopping mall because the product itself is good-looking or delicious. The place where I chose the night market is because most of the night market is convenient because it is the same as a large shopping mall. It is enough to attract customers at the entrance of the school. Anyway, I made it because I saw the school's own traffic. 28% is because of other reasons, such as convenient for parents to pick up and drop off their children, and partly because the investment in shopping is relatively low. The specific data is shown in Table 3 below.

Table 3. Analysis of the area where the stalls are placed

X\Y	roadside	street	Community	Outside the mall	night market	school entrance	other
Good-looking (delicious)	124 (62.63%)	103 (52.02%)	84 (42.42%)	67 (33.84%)	123 (62.12%)	83 (41.92%)	10 (5.05%)

Complete variety	87 (53.05%)	85 (51.83%)	78 (47.56%)	51 (31.10%)	93 (56.71%)	52 (31.71%)	9 (5.49%)
convenient	125 (64.10%)	92 (47.18%)	85 (43.59%)	79 (40.51%)	123 (63.08%)	83 (42.56%)	19 (9.74%)
join in the fun	71 (61.21%)	46 (39.66%)	41 (35.34%)	45 (38.79%)	88 (75.86%)	58 (50%)	11 (9.48%)
other	17 (60.71%)	14 (50%)	12 (42.86%)	9 (32.14%)	17 (60.71%)	14 (50%)	8 (28.57%)

3.4 Analysis on the entrepreneurship of the stall owner

According to different genders, the number of boys who choose to start a business is 76, accounting for 24.20% of the total number of girls, 61, accounting for 18.05% of the total number of people. It can be seen that because of the boys' hands-on ability and practical operation. Because of their strong abilities, they would choose to start their own businesses and because of the relatively strong economic pressure of boys now, and because of the cost of unemployment due to the epidemic, many boys would choose to start their own businesses. Girls enjoy relatively more, so the number will be less than that of boys. In contrast, the number of boys who would not choose to start a business was 99, accounting for 31.53% of the number of girls who would not choose to start a business at a stall, 87, accounting for 25.74% of the total. Because boys have strong self-esteem, there is also a part of it. Boys don't go to pull the bottom to set up a street stall. Girls are curious about new and novel things, so the number of girls who do not choose to start a business will be less than that of boys. The specific data are shown in Table 4 below.

Table 4. Analysis of stall entrepreneurship

X\Y	Can	will not	uncertain	Used to start a business
male	76(24.20%)	99(31.53%)	65(20.70%)	11(3.50%)
female	61(18.05%)	87(25.74%)	104(30.77%)	8(2.37%)

3.5 Analysis on the situation of entrepreneurial guidance for street stalls

According to Table 5, it can be seen that there are 79 men who feel that there is a lack of effective coaching for business start-ups, accounting for 25.16% of the total. The number of women who feel that there is a great lack of business guidance is 87, accounting for 25.7% of the total. The number of males who feel that there is not a lack of effective mentoring for entrepreneurship is 16, accounting for 5.10% of the total. The proportion of females to the total number is 2.96%. Because many governments have not yet popularized the guidance of street vendors, many people do not understand the specific knowledge of street vendors, do not have any experience, and do not have specialized professionals to give guidance, so they are relatively lacking. The specific data is shown in Table 5 below.

Table 5. Guidance for start-ups of stalls

X\Y	Very inconsistent	More inconsistent	Consistent	More consistent	Very consistent
male	16 (5.10%)	22 (7.01%)	52 (16.56%)	82 (26.11%)	79 (25.16%)
female	10	11	69	83	87

(2.96%)	(3.25%)	(20.41%)	(24.56%)	(25.74%)
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4 Conclusion

4.1 The COVID-19 affects the street stall economy

Due to the impact of the epidemic, many stall owners do not need to register for industry and commerce, do not need to pay rent, and do not need to pay wages or taxes. Street stall owners can do business only by paying the cost of wholesale goods. Low cost also determines the cheapness of goods. Because of the low cost, shopkeepers can get high profits without selling goods at high prices. This is also a hot market street stall economy, and there is no fixed time point for the street stall economy, and there is no fixed location, flexible time and location, and the shop owner is free to control.

4.2 Low barriers to entrepreneurship

Low barriers to entrepreneurship, no academic qualifications, no financial pressure, and no need for high costs. Low cost has the advantage of low-cost entrepreneurship, allowing everyone to live a better life through their own efforts and reduce economic pressure. For consumers, the enthusiasm of the street stall economy is conducive to the convenience of consumers. Consumers have more choices in consciousness to meet the needs of multiple aspects, reduce costs and greatly improve their lives. For the market, it is becoming more and more open, the economy is becoming more and more vigorous, and the way of economic transactions is becoming more and more flexible. It will help promote the development of society.

4.3 There is no quality guarantee for the stall products

The vast majority of street stalls do not have quality assurance, because the main purpose of setting up street stalls is to save costs. The snacks set up to the side of the road are basically made at home without a formal sanitation license, but there are still many people who buy it. While buying, people can't help but worry about whether the food is unclean and sanitary products are not guaranteed. There is no sound after-sale protection for many other stall products.

4.4 The development of the street stall economy drives employment

Because the development of the street stall economy is also a good way to solve the problem of unemployment and rapid adjustment of the economic crisis, as the population grows and the number of jobs decreases with the development of the society, some laid-off botanical garden construction workers will choose to set up stalls because of the increase in labor. The operating cost of the street stall is low, the market consumer groups and consumer demand are very large, and the purpose of setting up the street stall is to help income solve the economic income problem. Such a spontaneous and informal employment method greatly relieves employment pressure on the timeline and also It can increase people's income and reduce all kinds of disgusting crimes that are caused by economic difficulties. The market share economy not only has a sufficient basis for existence, but also has a positive meaning.

5 Suggestion

5.1 The government strengthens management

The street stall economy is a form of market economy where the market self-regulates. The government should take measures to strengthen management and environmental sanitation after the introduction of policies, which can not only protect the street stall economy and your stable operation, but also drive small-scale employment and consumption [6]. The policy of liberalizing the street stall economy is not laissez-faire, no matter it is to improve and implement stability and peace on a higher basis, promote orderly development, and let the street stall economy and society coexist harmoniously [7].

5.2 Strengthen the correct guidance of the street stall economy

Because the economy's hot, low-cost, and small-scale liquidity is avoided, so many people are engaged in the street stall economy. Therefore, strengthen the correct guidance of the street stall economy. Because the cost of the street stall economy is cheap, health and safety are not the first choice for many people [8]. The health and safety of low-carbon products engaged in food is a government that everyone pays special attention to and cares about. It should pay attention to the safety of low-carbon products on the basis of encouraging the street stall economy [9]. Secondly, because of the relatively high mobility of the street stall economy, it often appears at the door of the school on the side of the road or in some places with a large mobile population, so traffic safety is also extremely important. Because of the hotness of the stalls, traffic jams, population mobility, and increased garbage, resulting in an increase in the workload of sanitation workers, so improving the quality of the street stall economy is also an extremely important survey conclusion [10].

5.3 Strengthen product quality monitoring and management

First, the policy to maintain a constant temperature street stall economy should be tailored to local conditions and town conditions, with appropriate guidance, and cannot be "one size fits all" [11]. Currently, the guiding principles for the "street stalls" that have been formed in some regions should not be advocated for the formation of a regional innovative platform economy. Some annoying people's livelihood issues reduce the happiness of the masses. The second is to be pragmatic and standardized in management [12]. On the basis of moderately guiding the economic development of stalls, relevant laws and regulations should be formulated in a timely manner, and the negative problems of environmental sanitation and traffic congestion should be resolved in accordance with the principle of who sets the stall and who is responsible, and strengthened supervision and law enforcement [13]. Strengthen the supervision of everyone, immediately suspend business of selfish stalls that damage the appearance of the city and affect the normal life of the people, and strictly control the quality of goods.

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