

Research on the Development Strategy of Market Economy Taking Bengbu City as an Example

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Abstract

The restart of the "market stall economy" is supported by the broad masses, but the accompanying impact is also viewed from a dialectical perspective, and its development directly affects all aspects of the city. This article uses interviews and fill-in questionnaires to study the situation of Bengbu's stalls and finds that the existence of stalls in the city is essential for alleviating employment pressure, increasing the income of low-income groups, meeting the diverse needs of the city at different levels, and showing the city's unique charm and humanities. Customs, ease social conflicts, and promote social harmony are all of great significance. However, while seeing the positive side, we also noticed the problems of occupation of roads, obstruction of traffic, environmental pollution, food hygiene and safety, and impact on public safety. This article proposes reasonable planning and optimization of management, ensuring quality and strengthening supervision from the perspective of the government. These four measures help the government to explore management methods based on local conditions and promote the healthy and long-term development of the stall economy.

Keywords

Stall economy; New crown epidemic; Policy recommendations.

1. Introduction

In the context of the urgent need for economic recovery after the epidemic, in order to stimulate consumption and reduce the unemployed, local governments have begun to encourage the implementation of a "market share economy." Originally used as a negative teaching material that affects the city appearance and environment, it was placed in an important position to promote economic recovery, and the "floor economy" has become a new economic form. The report of the 19th National Congress of the Communist Party of China stated that "employment is the greatest livelihood of the people". The National Two Sessions in 2020 pointed out that while further strengthening and standardizing urban management, it is necessary to adjust measures to local conditions to release the greatest vitality of the stall economy. Premier Li Keqiang emphasized during his inspection in Yantai, Shandong that the stall economy is a kind of fireworks in the world, and just like "high and big", it is China's vitality. This change is not a whim. Today's "street stall economy" can be combined with local regulations, allowing different cities to add different fireworks, allowing different cities to have different customs, each with its own beauty, and the beauty of the same.

Judging from the current literature research, the development of "marketing economy" is inextricably linked with social development and the process of urbanization. Therefore, literatures at different stages have very different emphasis on discussing the issue of "marketing economy". Most of the issues discussed in the previous literature focused on the

historical contradictions of the "market economy" and urban management. Li Xia and Shangguanming (2010) [1] analyzed the reasons for the existence of stalls and proposed measures to improve stall transactions. Shi Lei et al. (2010) [2] believe that although the stall economy once brought various problems such as disrupting traffic order and environmental pollution to urban governance, its existence has certain value and rationality. Wang Junjie et al. (2011) [3] analyzed the positive and negative benefits of the "market stall economy" to the society by taking the "market stall economy" in Tianhe District, Guangzhou as an example, demonstrated the necessity of the stall economy, and put forward suggestions. Sun Zhijian (2012) [4] pointed out that the issue of vendors is multi-faceted, controversial, and marginal. At this stage, the literature research mainly focuses on the suggestions for the spread economy under the new policy. Li Yingfeng (2020)[5] proposed that the management department should make a "stall market distribution map" to facilitate management. Zhou Xiaohui and Wu Xiao (2020)[6] revealed the temporal and spatial laws of mobile vendors' activities through visits and surveys of mobile vendors around colleges and universities, and proposed to clarify the rights of vendors to set up stalls and strengthen the standardized construction of diversion areas. Yan Hui (2020)[7] proposed from the perspective of tension that the conflict of interests of different subjects constitutes the dilemma of street stall governance. The government should abandon the traditional regulatory thinking of expulsion, exclusion, and ban, and focus on improving the social security system, increasing employment opportunities, and implementing a more humane and standardized governance method. Wang Yanwei (2020)[8] believes that the government should strengthen the economic planning of various stalls in the region, promote the construction of community intermediary organizations related to the "market stall economy", and promote the transformation and upgrading of the "market stall economy".

However, with the continuous unwinding of the stall economy, many problems such as food safety, traffic order, and environmental sanitation caused by it have become increasingly prominent. In order to in-depth explore the actual effects of the implementation of the "marketing economy" and a broader development path, this article will take Bengbu as an example to discuss the reasons for the implementation of this policy and the development path from a theoretical perspective, and collect first-hand data through questionnaire surveys, field investigations and other methods. Analyze the current situation of the implementation of the "market stall economy" in Bengbu City and its impact on the consumption level and employment issues in the form of theoretical research. Finally, through the analysis of its existing problems, the corresponding conclusions and suggestions are put forward in order to change the traditional sense of Bengbu City. The operation of the stalls enables the stall economy to occupy a place in the development of the city, and allows people to experience more tasteful services, improve the efficiency of economic operation and better serve the society.

2. Overview of the Stall Economy

2.1. The Connotation and Characteristics of the Stall Economy

The stall economy is a relatively broad concept. It generally refers to a low-cost business economic model in which people with low-income groups in the city can set up stalls on city streets to obtain income in the form of freely selling personal labor and low-priced goods. As a fringe economy, it is simply an individual economic model formed by setting up a street stall to obtain a source of income.

The stall economy has three major characteristics: First, the threshold for stall economy to start a business is relatively low. Regardless of whether they have operating experience or not, everyone can become an operator of the stall, and at the same time, the operating cost is also low, which can effectively solve the problem of flexible employment for the unemployed due to the epidemic. Second, the risk of investment failure is low. Economic investment and risk are

often directly proportional. Due to the low cost and low investment of the market, the risk of failure of the market operator is relatively small. Third, commodity prices are low. The stall economy mainly faces low-income groups. In order to cater to the diversified needs of consumers, it mainly sells low-end products needed in daily life to give consumers more benefits.

2.2. The Significance of the Stall Economy

The existence of the stall economy is not meaningless to a city, on the contrary, its value is huge. First of all, the market share economy can increase the employment rate in cities and increase the income of low-income groups. It is also conducive to alleviating social conflicts and promoting social harmony. Secondly, the stall economy can better meet the diversified consumption and service needs of different levels (especially the lower levels) in cities, and stimulate the consumption level of residents. Finally, the healthy development of the stall economy is conducive to creating a unique business card for the city and building a beautiful "city landscape". The traffickers who integrate into the market, lead cars and sell pulp, represent the real situation of daily life in a city, can make people better appreciate the local cultural characteristics and customs of the city, and demonstrate the city's inclusive and open spirit and reflect the city's Warmth and vitality, a benign, healthy and orderly street economy can also become a city's publicity card and drive the development of the city's tourism economy.

3. The Current Economic Situation of Bengbu's Market Stalls

3.1. Current Economic Management Status of Market Stalls in Bengbu City

In order to effectively regulate the operation order of small restaurants and catering vendors, and explore the establishment of new measures and long-term mechanisms for food safety supervision of small restaurants and catering vendors, Bengbu City issued the "Interim Measures for the Management of Small Catering and Catering Vendors in Bengbu City" as early as 2014. Management methods. In 2017, Bengbu City produced the first food vendor filing file, and implemented the "Measures for the Administration of Food Vendors Recording in Anhui Province (for Trial Implementation)". The Measures stipulate that small vendors engaged in food business activities in Bengbu must report to the jurisdiction of food vendors. The drug regulatory department applied for the record and obtained the business "ID card". Since the epidemic, in order to support the development of the stall economy and help more people solve employment and livelihood issues, the Bengbu Municipal Housing and Urban-rural Construction Bureau has convened a "floor stall economy" work plan meeting, requiring all units to fully investigate and ensure that they will not affect traffic, occupy blind roads, Under the premise of disturbing the people, open stalls in some areas and road sections in an orderly manner in accordance with the law to provide more employment opportunities for low-income groups. Counties and districts are required to plan scientifically and reasonably select locations based on their territorial conditions, increase the number of operating diversion areas, reasonably set up morning and night markets, clarify operating hours, types and management personnel, draw lines for operation, orderly opening, and standardize management.

3.2. Investigation and Analysis of the Status Quo of Huali Snack Street in Bengbu City

This survey takes the Huali Snack Street behind the Bengbu Department Store as the scope of the survey. There are hundreds of snack bars and stalls in densely packed alleys of more than 300 meters. The style contains a lot of Chinese elements and adapts to the current lifestyle of young people. Mainly special snacks and late night delicacies. The survey is aimed at stall owners and consumers, using a random selection method, using self-made questionnaires as

the survey tool. According to the recovery of questionnaires, there are mainly the following situations:

(1) The basic situation of the stall owner. First of all, in terms of the age of stall owners and the ratio of men and women, middle-aged people (30-50 years old) account for about 70%, and women account for about 60%. Secondly, from the perspective of new and old stall owners, the proportion of stall owners around the newly-built area is about 85%, and most of them are residents living in the local newly-built area. From the perspective of the types of stall owners, the snack street surveyed was mainly snacks, accounting for about 80%.

(2) The basic situation of consumers. The survey found that the consumer groups of the stall economy are divided into three types according to their living habits. One is the low-income group. The morning market and night market stalls are generally recognized as cheap places; the second is the convenience of people who work from 9 to 5. It's difficult for young people to go to the supermarket. It's a good way to buy some supplies in the overnight market on the way after get off work. Third, there are more people who go for a walk at night. The night market attracts a lot of people nearby because of its liveliness. Residents go.

4. Problems in the Economic Development of Stalls

As the stall economy spread all over the country for a while, many residents became "merchants", and more citizens began to visit night markets, stalls and other places, which gave the economy a certain consumption momentum. However, after visiting the night markets and the gathering places of stalls in Bengbu City, we found that there are still some problems in the stall economy.

4.1. The Awareness of Epidemic Prevention Has Decreased, and There Are Safety Problems

In the post-epidemic era, awareness of epidemic prevention has declined in most places. Through observation, most residents don't wear masks in daily travel except in places where they are strictly required to wear masks. In most snack streets in Bengbu City, not only are consumers unsafe to wear masks, but the vendors themselves are also not strict in wearing masks. The lack of epidemic prevention efforts of the stall economy has obvious security risks.

4.2. Food Safety, Dietary Hygiene Issues

Since the Huali Night Market is mainly catering and fried snacks, the quality of food cannot be guaranteed. Due to the low barriers to entry for street vendors, consumer food safety and sanitation issues cannot be guaranteed. Through observation, the kitchen utensils and tableware used by many vendors in the food production process have not been strictly cleaned and disinfected, and the freshness and shelf life of the food raw materials used are unknown. At the same time, most of the vendors near the university town are located next to the road, and the food consumers eat is unconsciously contaminated by car exhaust and road dust.

4.3. Environmental Pollution Hinders Residents

At present, the stall economy in Bengbu City is mainly based on the establishment of stalls in mature business districts. In places where food vendors gather, oil pollution, noise, and garbage disposal have become the main factors affecting the appearance of the city. Due to the low environmental awareness of the vendors themselves, random dumping of garbage and the discharge of oil fume can be seen everywhere, which leads to environmental pollution in the area itself. The stall economy generally starts at night and ends in the early morning. To a certain extent, it also affects the normal rest of the surrounding citizens and disrupts their living environment.

4.4. Disputes Due to Occupying Booths

The placement of the stalls largely determines the amount of income, so stalls will also have good or bad points. In the upsurge of setting up stalls by the whole people, vendors will often compete for good stalls. If the government management department does not coordinate and plan the stalls at this time, vicious incidents such as disputes about occupying the stalls will easily occur.

5. Relevant Suggestions for Guiding and Regulating the Economic Development of Stalls

It is true that under the state's related policies to loosen the "market stall economy", various departments of the Bengbu municipal government have already taken some initial measures such as setting up diversion points to help the reconstruction of the stall economy. These measures have enabled the rapid development of the market stall economy in Bengbu, and at the same time. Bring more entrepreneurial employment opportunities to Bengbu City. However, how to guide the healthy development of the market stall economy in Bengbu City, help the market stall economy move towards the 3.0 era, and effectively solve the above problems, is worthy of our further consideration.

Regarding the question of how to develop the economy of the local stalls in the longer term, we experienced several night market spots in the field, listened to the stories of multiple stall owners, and interviewed relevant citizens, and came up with the following suggestions:

5.1. Reasonable Planning, Optimized Management

The goal of management is to specify the rules for the placement of stalls in accordance with the specific conditions of the city planning of Bengbu City, combined with an orderly guidance plan, provide stall owners with specific operating locations, and indicate the scope, type, time, and food needed to reach the stalls. Health standards enable the market economy to follow the rules and develop in an orderly manner. On the basis of adapting measures to local conditions, the city management department will continue to thoroughly improve the appearance and environment of the city, and always maintain the image of the city in the hearts of the people.

5.2. Ensure Quality and Strengthen Supervision

Relevant persons in charge should regularly conduct random inspections on the quality of the products of the vendors, and evaluate the hygienic quality of the stalls, and resolutely crack down on the quality of the products of the vendors. Set up corresponding reward and punishment measures, resolutely ban vendors who operate counterfeit and shoddy products and seriously lack integrity, and order vendors who do not meet the quality and hygiene requirements to rectify. At the same time, consumer supervision measures are designated to actively solve the problems of consumers in the purchase process and form a second supervision of vendors.

5.3. Innovative Model, Sustainable Development

After the restart of the "street stall economy", many other cities have emerged with many "shopping malls + night markets" business models, attracting the public through the characteristics of stalls, enriching consumption patterns and content, and promoting urban consumption upgrades. Bengbu City can learn from the excellent business methods of other cities, expand sales channels with the help of online platforms, open online sales, takeaway ordering business, realize the two-way combination of online and offline stalls, and inject sustainable development momentum into the stall economy.

5.4. Strengthen Awareness of Epidemic Prevention and Comply with Prevention And Control Requirements

At present, Bengbu City has issued guidelines for epidemic prevention in public places, which clearly stipulate specific prevention and control measures such as the responsible entities of shopping malls, shopping mall staff, and consumers. It is necessary to establish a health monitoring system for stall owners, register the health status of stall owners every day, and strengthen personal protection and wear masks.

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