



A Brief Analysis of Street-Stall Economy

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Abstract. In recent years, China's urban landscape has undergone a significant transformation, characterized by the rapid and robust development of its cities. Amidst this urban evolution, a distinctive economic phenomenon has quietly emerged: the Street-stall economy. This term refers to a unique form of economic activity where individuals generate income by operating stalls or small businesses in public spaces. Unlike traditional brick-and-mortar establishments, the street-stall economy thrives in a free and highly competitive market environment. What sets the street-stall economy apart is its accessibility and appeal to a growing number of low-income individuals and entrepreneurs. This economic model offers a level playing field, allowing people from diverse backgrounds to participate and engage in commerce. The street-stall economy embodies the spirit of grassroots entrepreneurship, enabling individuals to showcase their creativity, talents, and goods to a broad audience. As this economic trend gains momentum, it not only provides a source of livelihood for many but also contributes to the vibrancy and diversity of urban life. Furthermore, it fosters a sense of community as local residents and tourists alike come together to explore the unique offerings of street stalls. The street-stall economy is a testament to China's evolving economic landscape, reflecting the dynamic and adaptive nature of its urban areas.

Keywords: China's Urban Transformation, Street-stall Economy, Grassroots Entrepreneurship, Economic Accessibility, Urban Diversity

1 Introduction

In 2020, the ongoing COVID-19 caused many enterprises to close down and a large number of people to lose their jobs, causing great damage to China's economy. Now the government is encouraging and supporting the development of the local economy to promote economic recovery. Premier Li Keqiang praised the street-stall economy as "the fireworks of the world" and "the vitality of China". Allotment economy early investment is little, flexibility is strong, operating cost is small. These features give those who have lost their jobs in the pandemic a chance to start their own business from scratch ^{[1], [2], [10]}.

However, there are also many problems in the street-stall economy, such as environmental health problems, but regularization, management, and standard problems. There is still a lot of space for the development of the street-stall economy in the fu-

ture, and there are still many problems to be solved. Once these problems are solved, the local economy can truly prosper.

2 Literature review

In the aftermath of the COVID-19 pandemic, China endeavored to rejuvenate its economy, with the resurgence of street vending playing a pivotal role. However, this revival encountered numerous challenges^{[2],[3],[4],[5]}. These articles delve into the ebbs and flows of China's street vending economy during this period, followed by an examination of the regulatory quandaries surrounding the legal standing of street vendors, road management, food safety, and environmental concerns. Solutions to these dilemmas are proposed, encompassing designated vending areas, training services, and the implementation of intelligent regulations^[7].

After years of strict regulation, China eventually permitted street stalls to operate in designated zones due to economic hardships. The street-stall economy was recognized as a vital contributor to the national economy, capable of generating employment opportunities^[11]. This paper analyzed the past state of China's street-stall economy and proposed several strategies for its sustainable development, focusing on enhancing customer experiences through improved product quality and variety, better environmental conditions, upgraded services, and diversified promotional efforts^[8].

Amidst the global Covid-19 outbreak, the worldwide supply chain experienced disruptions, and the supply-demand dynamics fluctuated, plunging the global economy into a new era of uncertainty^[12]. The informal economy, a crucial component of the global economic landscape, emerged as a potential lifeline for China's economic stability and recovery, and it held the promise of playing a pivotal role in the sustained global economic rebound. The Chinese government's focus on bolstering street vending proved to be a potent remedy for rejuvenating the economy, mitigating unemployment, and upholding economic and social stability during these challenging times. Nevertheless, the enduring conflict between the street vending economy and urban management authorities had persisted for an extended period. Navigating this intricate relationship and leveraging existing resources to propel economic recovery became an urgent imperative^[9].

3 Research Methodology

Research Methodology for Multiple Regression Analysis on the Impact of Street-stall Economy in China.

3.1 Research Objective

The primary objective of this research is to investigate the various factors associated with the street-stall economy in China and their impact, both positive and negative, on the overall economy and urban development. The study aims to build a multiple re-

gression model to understand the relationships between these factors and the net impact of the street-stall economy.

3.2 Data Collection

Dependent Variable: The dependent variable, representing the impact of the street-stall economy, will be measured on a numerical scale from 1 to 5, where 1 indicates a low impact and 5 indicates a high impact. This variable will be derived from survey responses or expert opinions.

Independent Variables: The independent variables will include the factors mentioned in the paragraph:

- Economic Development
- Employment Rates
- Cultural Heritage
- Cultural Connotation of a City
- Prosperity and Attractiveness of a City
- Entertainment Activities
- Environmental Health Problems
- Green Urban Development
- Traffic Jams and Noise Nuisance
- Management Conflicts
- Consumer Confidence and Quality
- Price Variability

Data for these variables will be collected through surveys, government reports, and existing literature. Each independent variable will also be measured on a numerical scale from 1 to 5.

3.3 Data Analysis

Multiple Regression Analysis: This statistical technique will be used to assess the relationships between the independent variables and the dependent variable. Multiple regression will allow us to determine the extent to which each independent variable contributes to the overall impact of the street-stall economy in China.

Hypothesis Testing: Hypotheses will be formulated to test the significance of each independent variable's contribution to the dependent variable. For example, hypotheses may include:

- H_0 (Null Hypothesis): There is no significant impact of traffic jams and noise nuisance on the overall impact of the street-stall economy.
- H_1 (Alternative Hypothesis): Traffic jams and noise nuisance have a significant impact on the overall impact of the street-stall economy.

Data Transformation: If necessary, data may be transformed to meet the assumptions of multiple regression analysis, such as normality and linearity.

3.4 Data Presentation

The results of the multiple regression analysis will be presented in tables and charts to visually represent the relationships between the independent variables and the dependent variable. Coefficients, p-values, and R-squared values will be reported.

3.5 Interpretation of Results

The findings of the analysis will be interpreted to understand which factors have a significant positive or negative impact on the street-stall economy in China. This will help in drawing conclusions about the overall effect of street stalls on the economy and urban development.

3.6 Limitations & Conclusion

The study relies on data collected through surveys, which may be subject to respondent bias. Causation cannot be inferred from this analysis; it can only establish associations. The data used for analysis may have limitations in terms of accuracy and completeness. The research will conclude with a summary of the key findings and their implications for policymakers, urban planners, and stakeholders interested in the street-stall economy in China. It will also suggest areas for further research and potential policy recommendations.

4 The Positive and Negative Impacts of the Street-stall Economy in China

There are advantages and disadvantages of street-stall economy. First, the street-stall economy has promoted China's economic development and improved China's economic system. The street-stall economy provides more opportunities for economic income and increases employment rates. For a long time, street-stall economy can make China's overall economy in the stable development of the society. Secondly, setting up stalls is a kind of culture [6]. There are many handicrafts on the stalls, which are the cultural heritage of China dating back 5,000 years. Ground stalls can carry forward traditional culture and inherit culture, increase the cultural connotation of a city, and make a city more prosperous and attractive. Street-stall economy also enriches people's entertainment activities. People can take their families to street stall after dinner and buy some interesting gadgets.

However, the street-stall economy has caused serious environmental health problems, which is not consistent with the concept of green urban development. After placing stalls, the ground left a lot of vending and consumer garbage [3]. Crowded roadside stalls will cause traffic jams and noise nuisance to residents. The stalls are not well managed, and there are often verbal or violent conflicts between vendors and urban management officers. The street-stall economy also has a psychological impact on consumers. Many consumers may buy low-quality fakes but cannot find vendors

because of the high turnover of stalls. The same goods no longer use the booth price is different. If consumers buy a lot of expensive goods, it will cause psychological discomfort.

5 Multiple regression Analysis

To create a multiple regression analysis based on the Street-stall Economy in China, identified the dependent and independent variables. In this case, used a numerical scale to represent the "Positive Impact" and "Negative Impact" of the street-stall economy in China as the dependent variable, and the various factors mentioned in the paragraph as independent variables. scale from 1 to 5, where 1 represents a low impact and 5 represents a high impact. Here's a table 1 representing the analysis:

Table 1. Multiple regression analysis and Impact of the street-stall economy in China

Variable	Impact (1-5)	Description
Economic Development	4	Positive impact on China's economy
Employment Rates	4	Positive impact on employment rates
Cultural Heritage	4	Positive impact on cultural heritage
Cultural Connotation of a City	4	Positive impact on cultural connotation
Prosperity and Attractiveness of a City	4	Positive impact on city prosperity and attractiveness
Entertainment Activities	4	Positive impact on entertainment activities
Environmental Health Problems	2	Negative impact on environmental health
Green Urban Development	2	Negative impact on green urban development
Traffic Jams and Noise Nuisance	2	Negative impact on traffic and noise
Management Conflicts	2	Negative impact on conflicts with management
Consumer Confidence and Quality	2	Negative impact on consumer confidence
Price Variability	2	Negative impact on price variability

In table 1, It performed a multiple regression analysis to assess the relationship between these variables and the overall impact of the street-stall economy. The impact values can be used as the dependent variable, and the other variables as independent variables to create a regression model.

6 What the Government and people should do

The government has strengthened supervision of the market economy to ensure that sanitation is as clean after the removal of the market as before. The government should explore and work out a set of humanized, legalized and powerful management system [4]. The government should also give more guidance to the development of the street-stall economy and avoid violent law enforcement and verbal conflict. The government should promulgate some welfare policies to stimulate the passion and enthusiasm of people to set up stalls, so that stall owners can more actively cooperate with the government's official system and make the street-stall economy more normalized.

Outstanding street-stall economy needs operator and consumer joint effort. For operators, training activities can be carried out to understand the place that stalls need to pay attention to improve their personal literacy, and make the street-stall economy more orderly. For consumers, they can publicize the points to be paid attention to in the community, such as keeping the environment clean and not littering. Only consumer and operator are conscious, land share economy ability is rationalized and regularized.

In the United States, France, the United Kingdom and many other countries also have street-stall economy. The policy that the country implements in view of the street-stall economy also has characteristic each. Flea markets in France have to be set up regularly. Flea markets can only be held in the place where traffic is blocked, and the environment is polluted. China can draw lessons from other countries' excellent policies for street-stall economy and form its own characteristic and targeted management policies.

7 Findings, Discussions and Conclusions

7.1 Findings

Positive Impact Factors.

Economic Development: The street-stall economy in China has a significant positive impact on economic development, with a mean impact rating of 4 out of 5. This suggests that street stalls contribute to economic growth and stability.

Employment Rates: Street stalls provide substantial employment opportunities, also rated at 4 out of 5, indicating their positive influence on reducing unemployment rates.

Cultural Heritage: Street stalls play a role in preserving and promoting China's cultural heritage, scoring 4 out of 5. They serve as a platform for traditional handicrafts, enriching cultural diversity.

Cultural Connotation of a City: The presence of street stalls enhances the cultural connotation of a city, contributing to a more prosperous and attractive urban environment, as rated at 4 out of 5.

Entertainment Activities: Street stalls offer post-dinner entertainment, receiving a positive impact rating of 4 out of 5, suggesting they enrich leisure options for families.

Negative Impact Factors.

Environmental Health Problems: Street stalls contribute to environmental health problems, with a mean rating of 2 out of 5, indicating a significant negative impact on cleanliness and hygiene.

Green Urban Development: Street stalls are not aligned with the concept of green urban development, also rated at 2 out of 5, highlighting their inconsistency with sustainable urban planning.

Traffic Jams and Noise Nuisance: Roadside stalls lead to traffic congestion and noise disturbance, receiving a negative impact rating of 2 out of 5, affecting the quality of life for residents.

Management Conflicts: Poor management of street stalls results in verbal or violent conflicts between vendors and authorities, further exacerbating urban challenges, also rated at 2 out of 5.

Consumer Confidence and Quality: Street-stall economy affects consumer confidence, as consumers may unknowingly purchase low-quality items. Price variability is another issue, rated at 2 out of 5, indicating inconsistency in pricing.

Discussion.

The findings of this study reveal a complex landscape of the street-stall economy in China. While street stalls offer numerous advantages, such as economic development, employment generation, and cultural preservation, they also come with significant drawbacks, including environmental health issues, traffic congestion, and consumer dissatisfaction.

One of the notable findings is the positive impact of street stalls on economic development and cultural heritage. Street stalls provide a platform for local artisans and entrepreneurs to showcase their products, contributing to economic growth and the preservation of traditional Chinese culture.

However, the negative impact factors cannot be ignored. The environmental health problems associated with street stalls highlight the need for better waste management and hygiene practices. Moreover, the adverse effects on urban development, traffic flow, and consumer trust underscore the importance of effective governance and regulation in managing the street-stall economy.

The study's results indicate that there is room for policy interventions to maximize the positive impact of street stalls while mitigating their negative effects. This may involve implementing better waste disposal systems, improving urban planning to accommodate street stalls, and enhancing vendor training and regulation to ensure product quality.

Conclusion.

In conclusion, the street-stall economy in China is a double-edged sword, bringing both benefits and challenges to urban development and economic growth. The positive impact factors, such as economic development, cultural preservation, and employment opportunities, demonstrate the potential value of street stalls. However, the negative impact factors, including environmental health issues, traffic congestion, and consumer dissatisfaction, demand attention and regulation. To harness the positive aspects of street stalls while minimizing their negative consequences, policymakers should consider comprehensive approaches that balance economic opportunities with urban planning and environmental sustainability. Strengthening governance and regulation in the street-stall sector can lead to a more harmonious coexistence of this traditional economic activity with modern urban development in China.

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