

# Research on the Sustainable Development of China's Street Vendor Economy

Mingxuan Zhang<sup>1</sup>, Yanyuan Qi<sup>2</sup>, Xiaoman Li<sup>3</sup>

<sup>1</sup>Hebei GEO University, Shijiazhuang, 050030, China

<sup>2</sup>Beijing Jiaotong University (Weihai Campus), Weihai, 264402, China

<sup>3</sup>Xi'an Jiaotong University, Xi'an, 710001, China

## Abstract

The street vendor economy increases employment, stimulates the economy, and helps economic recovery and development. In the post-epidemic period, it is important to achieve the sustainable development of the street vendor economy to stimulate the national economy. Based on PEST theory and SWOT theory, we analyze the street vendor economy from four aspects, starting from the macro environment and current situation of street vendor economy development; combining foreign experience and China's domestic situation, we propose development strategies for sustainable development of street vendor economy by using four strategies of SO, ST, WO and WT.

**Keywords:** China's street vendor economy, PEST analysis, SWOT analysis, sustainable development

## 1. Introduction

Informality nowadays has become a worldwide phenomenon, since about 2 billion of the entire employed population around the world seek a livelihood from the informal economy (International Labour Organization, 2018). As a part of the informal economy, the street vendor, which is generally defined as an individual who offers goods to consumers but without a steady physical shop (Bhowmik, 2005; Reid et al., 2010), has also become an important agenda or even a challenge in many countries. So far, the attitude of the public towards the street-vendor economy is polar. For some right- and left-wing statisticians, modernists and authoritarians, the

elimination of street traders represents the richness and prosperity of countries, equating it with poverty and undeveloped (Bromley, 2000). Besides, it may cause traffic congestion and decrease the profit of sales and retail in other formal businesses (Rocha et al., 2009). Nevertheless, some scholars argue that those hawkers will not only benefit their own employment but also contributes the society by expanding the demand for other goods or services offered by other informal workers (Roever and Skinner, 2016). And according to Crush and Frayne (Crush and Frayne, 2011), in southern Africa, the informal market system, including the street vendors, contributes significantly to ensuring the source of food for the urban citizens facing poverty.

In China, the street vendor can even date back to ancient times, being an important early business model. Hawkers can move to a location with a higher population density and find their potential customers easily (Huang et al., 2019) since they are quite flexible and mobile. However, in the past few decades, the Chinese government has paid much of their attention to stifling the development of the street vendor economy to enhance the profile of cities as well as manage the business (Cheng, 2020). By contrast, with the influence of the severe pandemic, COVID-19, people seldom paid a visit to a shopping centre or restaurant with high population density, instead, the street hawker regained popularity (China Daily, 2020a). Accordingly, the policy towards street vendors in china has changed conversely, which means the street vendor economy is now greeted with a restoration by the policy support to boost the national economy and individual income (Xie and Liu, 2020).

Considering the tendency that the street stall economy is making a comeback in China, this report aims to study the sustainability of its development in China, as under this circumstance it may be of research value and practical significance. After adopting the PEST model to explore the existing macroenvironment of the street vendor in China, the SWOT model is established, and the suggestions for sustainable development, which refer to the effective policies of various countries, are then presented, hoping to provide some new ideas for the sustainable development of the street vendor economy in China.

## 2. Methodology

As mentioned in the literature review, the insight of this report is to figure out the sustainability of the street vendor economy in China. This report, which is based on previous secondary data and findings, is relatively summative, but it still hopes to generate some new conclusions and practical guidance after analyzing those previous materials from a new, post-covid-19 perspective. To explore the existing macroenvironment where this economy form develops, this report adopts the PEST model by carefully analyzing existing data as well as the various policies. Meanwhile, a SWOT analysis is established to find out four main aspects of the street

vendor economy, including, strengths, weaknesses, opportunities, and threats of the development of the street vendor in China. In order to test the likelihood of its sustainability further and figure out some suggestions, this report also reviews and learns from good practices of other nations and gives out several strategy combinations, and hopefully, it could bring about practical guidance.

### 3. PEST Analysis

#### 3.1 P-Politics

Compared with the policies and measures towards street vendors in past decades, things have changed in the post-COVID-19 era. Unlike a few years ago, especially in the mid-2000s, when the government regulate and ban the development of street stalls (Bell and Loukaitou-Sideris, 2014), in recent years, faced with the severe situation, the government not only extend the restriction but offer some policy support for it, hoping to bring about a bright prospect for those street-stall and small-store economies and reboot the economy (Xie and Liu, 2020). For years, the local government tried to prohibit the street stall to be ranked as a national civilized city. However, in 2020, the Central Civilization Office of China announced that the hawkers who occupy the roads for business were no longer an evaluation criterion (People.cn, 2020), showing the encouragement for the street vendor economy from the central government and many provinces have taken measures to deregulate the management correspondently. Take Nanjing, Jiangsu province as an example, according to the website of the Central People's Government of the PRC (2020), in addition to the existing 3400 temporary stalls, they added another 1410 temporary outside stalls in 134 places and improved the infrastructure in popular nighttime market.

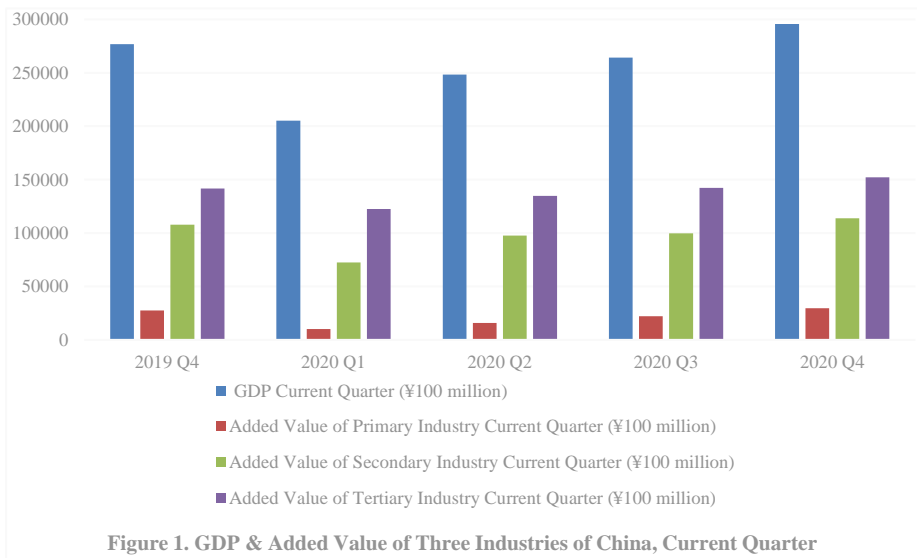
#### 3.2 E-Economic

Since the outbreak of COVID-19 at the end of 2019, the national economy of China has been affected seriously. Based on the data from the National Bureau of Statistics of China (2022), Figure 1 and Table 1 displays the changes in the GDP and added value of three industries are conducted.

Table 1: The Quarter-on-Quarter Rate of Three Industries in 2020

	2020 Q1	2020 Q2	2020 Q3	2020 Q4
Added Value of Primary Industry	-62.78%	55.88%	39.06%	34.11%
Added Value of Secondary Industry	-32.78%	34.68%	2.43%	13.84%
Added of Value Tertiary Industry	-13.42%	10.01%	5.50%	6.95%

Figure 1: GDP & added value of three industries of China, current quarter.



As shown in Figure 1, the GDP of the first quarter of 2020 has witnessed a significant decrease and is undergoing a recovery now gradually. Meanwhile, both Figure 1 and Table 1 indicate that in terms of the influence on the added value of three industries, all of them saw a downtrend and among these, the primary industry suffered the most dramatic decline with about -62.78% quarter-on-quarter rate in the first three months in 2020. However, thanks to the support of the government which boost the street stalls, more than 20 stocks related to street vending is listed in 2020 and realized a remarkable raise (China Daily, n.d.). In terms of employment, due to the effect of the pandemic, the unemployment rates of city and rural areas saw an obvious raise with 5.3% and 6.2% respectively, in January and February of 2020 (National Bureau of Statistics of China, n.d.). Faced with this situation, the street hawkers, therefore, become an efficient and effective way to stabilize employment. Take Chengdu, Sichuan province, as an example, since the local government extended the limitation to occupying the road temporarily for business, 2,234 temporary road stalls, 17,748 temporary cross-the-door business points, and 17,891 mobile business points were increased (Jiang, 2020).

### 3.3 S-Society

In terms of society, the street vendor economy is more than a solution to unemployment but also a way of continuation of culture. There used to be a stereotype that regards street stalls as a symbol of dirty and mess (China Daily, 2020b), and the importance of the street stall was neglected for many years, however, the thing has changed today. The data from a report of iiMedia Research (2020) indicates that the heat index of stall economy has dramatically increased from 0 to about 4500 since June of 2020 when premier Li expressed the

encouragement of the street-vendor economy, it suddenly became popular among citizens. Besides, as many traditional goods or cultural goods are usually seen in a booth, it may be a carrier of traditional culture. In Shanghai, there is a commercial street that themed Shanghai culture holding a nighttime market to sell tuanshan, intangible cultural heritage and also fancy jewellery to the pedestrians (Jiading Govt, 2021).

### **3.4 T-Technology**

Technology is another factor that may influence the street stall economy. In China nowadays, the development of online paying enjoys great popularity among citizens and even become a mainstream approach to payment. Convenient and time-saving, the online payment technology benefits both the vendors and the customers, especially during the outbreak of the virus, when it is of necessity to avoid physical touch since it is needless to change cash. With the increasing number of well-organized hawkers, more and more people use this technology. According to Alipay, a leading online payment company in China, “an average of 100,000 people per day newly opened QR codes to conduct business more flexibly” (China Daily, n.d.). Besides, some smart administration technics have been put into urban management to efficiently regulate the street vendor. For instance, in Quanzhou, Fujian province, the government adopted a platform named Digital City Management to standardize the behaviour of merchants by implementing quantitative scoring and releasing specific evaluation monthly, which contributes to the supervision of street stalls (China News, 2019).

## **4. SWOT Analysis**

### **4.1 S-strength**

#### **4.1.1 “Four low” advantages**

First, the operating costs are low. street vendor operators do not need to invest in store rent, decoration costs, employee wages and transfer costs, and do not have to pay taxes, not only to reduce customer operating costs, but also to enhance the vitality of the main consumer market. Second, the price of goods is low. Due to the low cost, stall owners can make a profit even if they sell goods at a very low price. street vendor economy in the face of the consumer groups to low-income groups, the consumer's limited purchasing power, low prices can be a great attraction to such people. Coupled with the economic recession since the epidemic, most people's income has fallen, consumer demand for cheap goods has become more robust, making the street vendor economy in terms of price advantages. Third, the risk of investment failure is low. Because of the low input, low cost, so the risk of failure of street vendor operators is also relatively small. Fourth, the threshold for starting a business is low. street vendor on the



operator's skills requirements, educational requirements are low, for the recovery of those difficult to employ people's economic activities are more important, to help ease the pressure of social employment.

#### **4.1.2 Mobility and flexibility**

Since the street vendor economy is an informal economy, street vendor operations are not subject to administrative approval and the market access threshold is low, so vendors are relatively free to enter and exit the market, making the street vendor economy highly flexible, which also provides opportunities for groups who want to do side work to increase their income after the epidemic. On the other hand, the street vendor business premises and specific operating hours are not fixed, and street vendor owners can flexibly adjust their business strategies according to market changes and changes in consumer preferences at any time, which is highly flexible (Zhou and Tao, 2020).

### **4.2 W-weakness**

#### **4.2.1 Environmental pollution**

If the street vendor economy is not well managed, some food waste, food packaging waste and oil from the food stalls will cause serious pollution to the surrounding environment. And Chinese street vendor consumer users prefer fried food, stir-fry, halogen dishes, barbecue, and flavorful snacks when buying food, and these categories will produce more pollution during the production process. Most stall owners do not have a strong sense of protecting the environment, coupled with the lack of time to consider the correct discharge of pollutants in the production and operation process, making the environment in the surrounding areas seriously polluted. Many consumers will also reduce their willingness to consume because of the dirty business environment, which to some extent hinders the development of street vendor economy.

#### **4.2.2 Difficulties in consumer rights Protection**

Street vendors do not require high quality and lack of supervision, so the quality of street vendor products are uneven, substandard, and other problems occur frequently, due to unlicensed operations, mobile sales, outside of supervision, consumers in the purchase of counterfeit and shoddy products, it is difficult to street vendor operators to pursue responsibility, the rights and interests of consumers are not well protected, and even make some consumers give up buying street vendor products, the development of street vendor economy has a great impact.

#### **4.2.3 Low safety**

In the post-epidemic era, most local epidemic prevention efforts have declined and people's awareness of epidemic prevention has gradually diminished. Due to the lack of control, most vendors and consumers pay less attention to epidemic prevention and control, and the virus is more likely to spread widely in densely populated places like street vendor gathering areas, which poses a challenge for epidemic prevention and control. On the other hand, a large proportion of vendors operate snacks as a business, and most of them are weak in food safety awareness because they have not been trained on hygiene knowledge. This, coupled with the impact of environmental pollution on food safety in the street vendor economy, makes consumers often worry about food safety issues (Chen et al., 2021).

#### **4.2.4 Obstruction of traffic order**

The mobility of street vendor economy is strong, often forming in public areas where crowds gather and pedestrian traffic is relatively concentrated, such as on both sides of traffic roads, in busy commercial areas, and in dense residential areas. Due to the convenience and low price of goods, they often attract a large number of consumers, blocking traffic, and even cause traffic accidents, which has caused a lot of public dissatisfaction with the stall economy, affecting the development of the stall economy.

#### **4.2.5 Threat to social security**

The general education level of vendors is not high, and when disputes arise, they are often handled in a radical manner. For example, vendors are forced to buy and sell from consumers, physical conflicts occur between vendors to seize stalls, and disobedience to city administration, which is not conducive to the long-term stability of society.

### **4.3 O-opportunity**

#### **4.3.1 Policy Support**

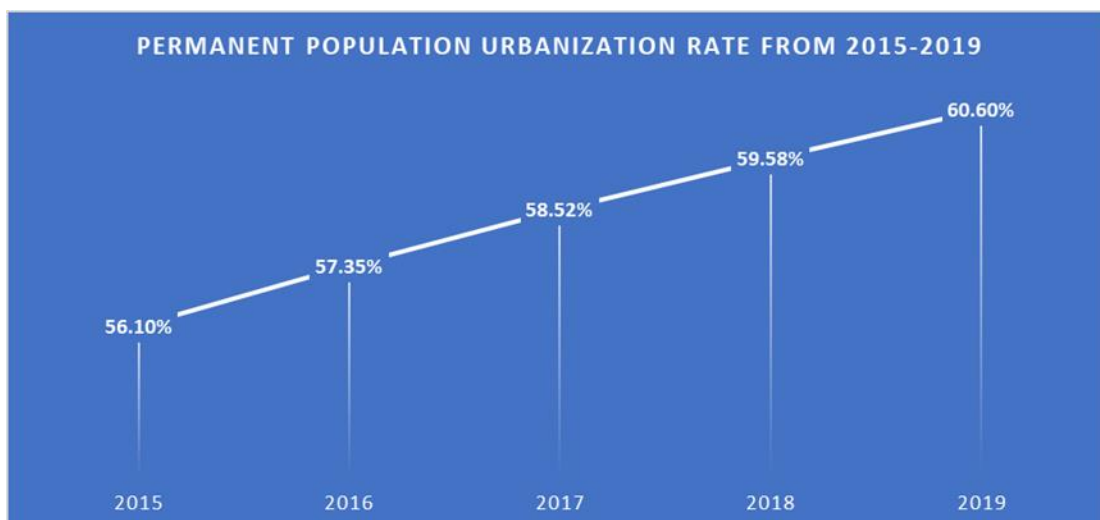
In July 2020, the General Office of the State Council issued the “Opinions of the General Office of the State Council on Supporting Multi-channel Flexible Employment” (State Office issued [2020] No. 27), the first article of which proposed to encourage the development of self-employment. 2020 June 1 morning, Premier Li Keqiang said during a visit to Yantai, Shandong Province, that the floor stall economy and small store economy are an important source of jobs, the fireworks of the earth, and the “high and mighty “ is the same as China's vitality. The release of street vendor economy has officially become an important initiative to stabilize employment, protect people's livelihood and promote development. All over the country have untied the street vendor economy and introduced local policies to develop the street vendor economy. These policies clarify the prerequisites, development ideas, and management measures for the

street vendor economy, reflecting the characteristics of refined management and creating a good policy environment for promoting the development of street vendor economy (Zhang and Wang, 2021).

#### 4.3.2 Growing urbanization rate

China is continuously increasing the urbanization construction, as long as the contradiction between labor supply and demand in the urbanization process further increases, the rural population flocks to the cities one after another, and the ability of cities to absorb surplus labor is severely tested. Some of those who enter the cities find jobs successfully, while others cannot get a foothold, and setting up stalls is the only outlet for these people. The increasing rate of urbanization has made the need for the existence of the stall economy even more obvious.

Figure 2. Permanent Population Urbanization Rate From 2015-2019



#### 4.4 T-threat

##### 4.4.1 Competitive market pressure

Since the onset of the new crown epidemic, online shopping has surged in popularity, coupled with the rise of the live-streaming with goods industry, which has once again heated up the Internet economy. The number and variety of goods in the street vendor economy cannot be compared to online stores, and consumers are likely to abandon the street vendor as a purchase channel with a single and small variety of goods in comparison. In addition, the street vendor is still mainly in the form of retail, in terms of price, the street vendor is lower than the price of stores, but compared with online stores or no competitive, so for many consumers who



are not in urgent need of a particular product, will be more willing to buy online inexpensive and after-sales guarantee of goods.

#### **4.4.2 Changing consumer preferences and reduced market demand**

As economic income levels and quality of life continue to improve, people's willingness to consume high-quality goods is increasing in order to meet the growing demand for a better life. After the outbreak, people had to resort to the Internet more for their daily life in the days of “contributing to the country without leaving home”, and online consumption saw considerable growth, while the growth rate of online consumption and the proportion of the overall consumer market both bucked the market, and the momentum continued after the epidemic stabilized. The street vendor economy, as part of the real economy, has also been impacted by the Internet economy, with consumers' recognition of online consumption gradually increasing and the street vendor market demand relatively decreasing.

#### **4.5 Management Models for Street Vendors in Various Countries**

Street stalls are an economic situation that exists in every country. Whether in big cities such as New York and London, or in unknown small cities, street stalls are active in people's lives. How to better manage street stalls, each country and city has its own answer, and there are many excellent role models, whose management experience may provide some new ideas.

##### **4.5.1 America**

In the United States, vendors are an extension of general business management. They need a license to sell goods. Taking New York as an example, the government is particularly strict with the management of food vendors. The temperature of food storage, the frequency of cleaning tools, and the location of stalls are all controlled. In addition to the plainclothes inspections of the Health Bureau, the Police Department also has departments to supervise and manage street vendors. Vendors can face fines ranging from \$50 to \$1,000 for violations (Wen, 2020). This high threshold, strict management, and heavy punishment not only ensure the cleanliness of the city appearance and environment, but also meet the comprehensive requirements of hygiene, safety, and paying taxes according to law.

##### **4.5.2 Britain**

In the UK, street vendors also need a license to operate. A street vendor can only apply for a license when he is 17 years old, and the local police will conduct a qualification review. The review includes four steps: submitting an application to the local commercial management department, preparing application materials, paying the application fee and waiting for approval. There will be a £200 fine if a vendor sets up a stall without a license or lends a license to someone else, and a £200 fine if the vendor provides false information or falsifies a license

when applying for a license, and will be banned from applying for a new license for six months. Under the sound credit system in the UK, offenders dare not escape.(Wen, 2020).

#### **4.5.3 Bangkok, Thailand**

According to Thai law, vendors need to be registered and operate within a designated time and area. Each area has a limited number of stalls, so only a certain number of vendors can operate in a designated location. Vendors are also subject to inspections by local health authorities, pay an annual “cleaning fee” of 100 BHT, and suspend business on Mondays for weekly cleaning. However, the local governments did not strictly follow these laws, but enforced an alternative set of rules. Taking Bangkok as an example, the local government has designed a special street vendor status called “waiting for legalization”, which is between legal and illegal, thus giving more opportunities for street vendors to operate. The local government announces areas where stalls can be set up and decides how much space to use at what time of day. The price of a stall depends on its size and market location, and vendors buy the stall at the market price, and the higher bidder wins. Vendors are not required to pay a fixed “cleaning fee”, but are replaced by a “compensation fee” that is proportional to the size and length of their operation and is remitted to the central administration in Bangkok. In the course of business, vendors should keep the surrounding area clean and orderly (Batréau and Bonnet, 2016). In general, both local government rules and Thai laws have the common goal of keeping streets orderly and clean.

#### **4.5.4 Surakarta, Indonesia**

Different from other city managers and managers, the vendors in Surakarta are invited to the negotiate the policies related to vendor management with the local government. After a series of negotiations, the government promised to widen the roads, add three public transport routes and provide free sales facilities, providing more venues for street vendors to operate; supposing the capital cost budget of 9.8 billion, the city will take Rp. 2.500 levy per day; formulate new laws and regulations to give certain legal protections to street vendors; in order to reduce customer loss, advertise on local TV stations and media for four months free of charge for the new market, etc. (Permatasari et al., 2014). In the end, the local vendors voluntarily relocated to the designated location provided by the government, which solved the problem of vendor management harmoniously and effectively.

### **4.6 SO: Highlight the advantages and seize the opportunities**

#### **4.6.1 Focus on Advantages**

For consumers, the quality of goods and services is crucial. And it can be seen through SWOT analysis that the poor quality of goods and services of street vendor seriously restricts

the development of street vendor economy. And the low cost of street vendors, low commodity prices and mobility are the advantages of the development of street vendor economy. Therefore, it is necessary to give full play to the advantages of street vendor economy itself, and use the advantages to suppress the disadvantages, so that the impact of the disadvantages can be minimized. Take advantage of the low cost and low price of street vendor goods, adopt a thin profit and more sales business model to ensure that the street vendor owners get profits at the same time, to meet the needs of consumers for cheap goods(Zhou and Tao, 2020). Take advantage of the mobility of the stalls and plan the operating hours and locations according to the flow of people and consumer preferences in different areas at different times, so as to sell the goods efficiently and attract more citizens to participate in the stall economy(Jiang, Gao and Wang, 2022).

#### **4.6.2 Improve the reward and punishment mechanism**

Against the background of the normalization of epidemic prevention and control of the new crown, the state has released policy dividends to loosen the street vendor economy, creating unprecedented opportunities for the development of street vendor economy. At the same time, the construction of government management mechanisms should be strengthened, and a system of rewards and punishments can be established to give measures to educate and punish and expose to the public those who do not cooperate with government management and bring bad effects to society; and to give appropriate material and spiritual incentives and positive publicity to those who operate in an orderly manner according to the law and have a positive social impact(Zhou and Tao, 2020).

#### **4.7 ST: Leverage strengths to defuse threats**

##### **4.7.1 Change of government management philosophy**

Since the outbreak of the new crown epidemic, the world economy is in recession and consumption is one of the three driving forces of economic growth. The development of street vendor economy plays an important role in activating the consumer market and restoring economic development. In order to cope with the decrease in market demand caused by the change in consumer preferences, the government should change its management philosophy, put people first in urban planning and public space governance (Ma and Zhu, 2020), and pay attention to the consumption needs of citizens. Government departments should overcome the idea of “emphasis on control, less on service”, establish a sense of service, improve the level of management and service, and take public satisfaction as the measure of performance; the government should strengthen the guidance of self-management of vendors in the management process. The government should strengthen the guidance of self-management of vendors in the management process (Guo, 2021), and explore the model of “vendor autonomy”, which not

only gives more autonomy to street vendor owners, but also helps to improve the image of the government and urban management and enhance credibility.

#### **4.7.2 Innovation in governance**

The low threshold of street vendor economy is both an advantage and a hidden danger. While increasing employment opportunities and relieving employment pressure, irregularities in operation, illegality and other chaos occur frequently. In order to better play the advantages and address the challenges of street vendor economy, artificial intelligence, big data and other science and technology should be used to achieve region-wide stall intelligent control and stall vendor intelligent matching, etc., in order to improve management efficiency and effectiveness, while matching appropriate stalls for their functions according to the vendors' business categories, operating hours, etc.(Wang, 2021), so that the street vendor economy can better serve the people. On the other hand, adhere to flexible law enforcement and prudent and inclusive supervision in the street vendor economy. First, to accelerate the training of high-quality law enforcement team, fair and reasonable administrative punishment depends mainly on the subjective judgment of law enforcement officers on the nature, circumstances and social harm of the violation. If there is a lack of overall understanding and overall grasp of the spirit and purpose of the law, it is difficult to balance legal and human feelings in the specific law enforcement practice. Second, strengthen the standardization and institutionalization of flexible law enforcement, improve law enforcement capabilities and work execution efficiency. Promote the development of street vendor economy in a harmonious and orderly direction, and create a healthy, orderly and relaxed environment for the development of street vendor economy. (Chen, 2018)

#### **4.8 WO: Create opportunities and overcome disadvantages**

##### **4.8.1 Improve market access mechanism**

As mobile stalls are not subject to administrative approval and are free from government control, conflicts, disputes and illegal phenomena have long accompanied the development of China's stall economy. To resolve this dilemma, the market access system should be improved to guide the legalization of street vendors, regulate the business behavior of vendors, and guide vendors to operate civilized according to laws and regulations. Most of the stall operators are groups with difficult living conditions and weak employability, such as laid-off urban workers, jobless people and low-income groups such as farmers who have moved to cities. The non-legalization of the main qualification of street vendor makes it impossible to protect the right to survival of mobile vendors. The absence of the main qualification makes the street vendor operators lose the pressure and motivation of self-improvement of product quality and service level of external supervision, which not only affects the order of the commodity market, but

also intensifies the conflict between operators and consumers' rights. Therefore, promoting the legalization of the main business qualification of the stall is both a way to transform the stall owner from external regulation to internal self-restraint, and a way to solve the disputes between buyers and sellers and regulate the market order (Guo et al., 2021).

#### **4.8.2 Establishing a self-regulatory organization for the street vendor industry**

The government's management of street vendors is limited, while informality increases the difficulty of government management. Industry self-regulatory organizations are important market players in modern economy and society, playing an important role of self-management, self-education and self-service. The establishment of street vendor industry self-regulatory organization is under the guidance and supervision of the government, in order to achieve the healthy and sustainable development of street vendor industry and the establishment of the administrative subject has been granted a certain public management authority of social organizations (Guo et al., 2021). Compared with the government's management mode, the street stall industry self-regulatory organization is more flexible, democratic and fair, and can stimulate the vitality of the street stall economy to the greatest extent in the market order, thus helping the development of the street stall economy.

#### **4.8.3 Sound social supervision mechanism**

Establishing a sound social supervision mechanism for the street vendor economy and an online mass participation platform or public number can be opened to encourage joint supervision by the media and the public, to focus on monitoring public opinion, to open up channels for complaints and reports, and to construct a comprehensive regulatory network (Bian, 2020). Encourage the general public to exercise the right of supervision and expose the irregular and illegal business behavior of street vendors, which is conducive to the relevant regulatory departments to timely deal with the behavior of not cooperating with the management, selling counterfeit and shoddy products, endangering the health and life safety of the masses, and damaging the legitimate rights and interests of consumers, so as to safeguard the legitimate rights and interests of consumers. In addition, the power of the media should be used to actively promote the positive externalities of street vendor economy and increase public recognition of street vendor economy.

### **4.9 WT: Reducing disadvantages and avoiding threats**

#### **4.9.1 Reasonable planning of zones**

Arranging certain areas for street vendors is one effective way to regulate their business activities and ensure the environment, as well as the traffic around, are in good condition (Huang and Xue, 2015). However, in the initial stage of liberalizing restrictions on mobile



vendors, city managers blindly zoned and forced vendors to operate in a designated area (Gao, 2022). This lack of effective communication, consultation and scientific proof of decision-making resulted in the flow of customers not meeting the business needs of vendors and intensified conflicts between mobile vendors and city management. Some planned zones could not meet the specific demands of vendors, undermining the strengths and advantages that the hawkers are supposed to have, which makes the hawkers eventually abandon their stalls in the designed zone and become informal ones again (Huang, Li and Xue, 2012). Therefore, public opinion should be combined with reasonable planning of the stall area. Managers should fully understand the characteristics of the economic development of the stall, taking into account the wishes of operators and urban order, etc., and dividing the business areas reasonably. According to (Gao, 2022), a premise of a reasonable plan of zones for street vendors is to have enough space in the urban area, which needs to increase the flexible reservation of urban planning land, including current land use arranging and future land use planning. Besides, the operating hours of different vendors may also differ due to the stuff their trade (Huang and Jing, 2021) and the planned area can therefore be divided into various time periods, for example, morning market and night market, carrying out scientific and reasonable space design for different types of street vendors and personalized management. In these ways can the government guide vendors to centralize their operations to minimize the impact of garbage pollution on the surrounding environment while facilitating management and ensuring the smooth flow of roads.

#### **4.9.2 Improve the quality of service**

Service quality is a major constraint on the development of street vendor economy. In order to cope with the growing demand for high-quality goods and services and competition from other shopping methods with higher quality assurance, it is necessary to continuously improve the quality of street vendor services, enhance their competitiveness, and better adapt to changes in the external environment. First, the government should increase investment in funds and technology to improve the construction of street vendor infrastructure, such as water and power supply facilities, operating tables, business tables, etc. (Zhou and Tao, 2020), to help operators to do a good job of pre-construction work. Second, the combination of daily management and sampling supervision. To protect the quality of street vendor goods, food safety, the regulatory authorities need to regularly sample street vendor goods, unqualified goods for public display, and counted in the operator's file, the street vendor owner's business behavior for reasonable restraint. Finally, encourage the operators of street vendors to improve their service consciousness and ability and take the initiative to innovate their services, while advocating mutual learning and healthy competition among different street vendors to promote their common progress and synergistic development (Song, 2020), so as to better play the advantages of convenient services and improve their competitiveness.

## 5. Epilogue

Street vendors are a common phenomenon all over the world. How to properly manage vendors not only reflects the wisdom of the local government, but also demonstrates the soft power of national governance. As a part of the informal economy, street stalls have certain disadvantages under the scrutiny of capital, but because of the particularity of their subjects, it has benefits cannot be ignored. To truly realize the sustainable development of street stalls, the government, urban residents and street vendors need to work together to undertake corresponding obligations and enjoy the convenience.

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