Research on the Influencing Factors of Customer Satisfaction of the Street-stall Economy in the Post-epidemic Period——Taking Shanghai Creative Market as an Example

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Abstract

The street-stall economy is an informal economic activity that self-employed workers can sell legitimate commodities in urban public spaces to earn income. Since 2020, the government has strongly supported it due to its critical role of stimulating sluggish consumption, promoting economic recovery as well as meeting different levels of consumer demand in the post-epidemic era. In Shanghai, the pattern of street-stall economy is creative market and night market. This paper adopts the methods of literature review, questionnaire survey and on-the-spot investigation to collect the viewpoints and suggestions of consumers and vendors on the economic development of street stalls in Shanghai. The author makes a site survey of 12 markets and choose 30 different categories of products as the research objects and study the factors that affect customer satisfaction from the dimensions of market scale, category coincidence degree, price, matching degree with target groups and commodity complementarity, etc. Finally, based on this, this paper puts forward some suggestions on the sustainable development of Shanghai street-stall economy in the future.

Keywords: post-epidemic era, street-stall economy, creative market, night market

1. Introduction

In 2020, the COVID-19 epidemic spread, global economic and trade activities suffered heavy losses, and the economic vitality dropped sharply. In the short term, the economic growth of various countries generally declined, and the employment situation was not optimistic. According to statistics, in the first half of 2020, the registered urban unemployment rate in China was about 6%, which was higher than that of 3.6% in 2019, indicating that the employment situation in China was difficult under the background of the COVID-19. However, as the street-stall economy among the informal economy is less affected by the general trend of economic downturn, it can effectively solve the employment problem and provide a reliable source of income for low-income people so as to alleviate poverty.

Different from setting up urban management regulations to expel street vendors and implementing administrative penalty to them before the epidemic, our government began to support and encourage the street-stall economy vigorously. On June 1st, 2020, when Premier Li Keqiang visited Yantai, Shandong province, he said that the street-stall economy, as an essential source of jobs, was a “pyrotechnic exuberance on the earth” and made it clear that the state would provide policy support for it (Liu, 2020). In fact, on May 25th, 2020, the “Guiding Opinions of Shanghai Municipal Administration and Law Enforcement Bureau on Improving the Business Environment” was released. It was proposed to support small shops with unique features to operate outside stalls, and to implement a slight penalty exemption system to create a stable, fair, transparent and predictable market environment for street vendors. The proposal pointed out that the specific measures support the development of new consumption formats and promote the economic development of night markets, which coordinates with the local government and relevant administrative departments to set up the night market scientifically, and guide the night market to implement the merchant autonomy. It supported the outside stall operation of the featured shops, and at the same time, carried out refined management on the hours of operation and the business scope (Xiao, 2020). As of July 2020, 27 cities, including Shanghai, Chengdu, Guangzhou, Nanjing and Xiamen have explicitly encouraged the development of street-stall economy (SW Guancha, 2021). Relying on commercial strips, morning markets, night markets, leisure squares, etc., by means of establishing temporary stalls and mobile vendors' guidance areas, we can solve the employment problems of people's livelihood and help revitalize the domestic economy under the circumstances of the epidemic. In Shanghai, creative markets and night markets, which are composed of independent booths different from the fixed facade of shopping malls, are variants of the street-stall economy, which means they are similar in essence. The representative ones are Anyi Night Lane, Seoul Night Market and Fengjing Night Market (Shen & Liu, 2021). Since the first nightlife festival held by the Shanghai Municipal Government in June 2020 made the creative market popular (Zhu, 2020), there have been many seasonal and themed creative markets and night markets in Shanghai, such as New Year Market, Christmas Market, ACG Market and so on.

In this paper, literature reviews, field visits, questionnaires and other methods are used to collect data, and then SPSS software is used to analyze it. By studying the factors affecting customer satisfaction and analyzing the development status of Shanghai street-stall economy in the post-epidemic era, we can explore the problems that need to be solved urgently and provide practical suggestions for its sustainable development.

2. Literature Review and Research Hypothesis

In the existing research on street-stall economy, there is no discussion on the factors that affect customer satisfaction. In the research on the factors affecting the development of the creative markets, Cui (2021) pointed out that the gathering of stalls could bring benefits to both consumers and street vendors through the qualitative analysis of the game model. When Yu and Liang (2022) discussed the problems existing in the street-stall economic development in Changchun, they mentioned that the stall was located at the edge of the city. The overall passenger flow was smaller, which led to the business distress, thus emphasizing the importance of passenger flow to the street-stall economic development. Chen et al. (2021) mentioned the price advantage of attracting consumers through small profits but quick turnover when delving into the benefits of street-stall economic development under the epidemic situation. According to Wang et al. (2006), the goods offered by the street-stall economy which were different from those provided by regular shops could help meet the needs of customers of different consumption levels, reflecting the influence of commodity categories and target groups on the development of street-stall economy. Zhang (2022) mentioned the contradictions in Chinese street-stall economy governance and stated that paying rent reduced the profit of vendors, which was not conducive to the comprehensive governance of street-stall economy.

It is inferred that the scale agglomeration effect, passenger flow, price, commodity types and target groups are the possible factors affecting customer satisfaction. The rent factor from the street vendors' perspective can also be used as a key point to study the present situation of Shanghai street-stall economic development. In terms of rent, the author assumes that the geographical location of the creative market will determine its passenger flow. The larger the passenger flow, the higher the market rent may be, and the market scale can also be included in the factors that affect the rent. The larger scale can give full play to the agglomeration effect, thus increasing the profit margin of the stall owners, while the higher profit enables them to pay higher rent.

There are the assumptions about the factors affecting customer satisfaction: 1) The larger the market scale, that is, the more the total number of booths, the more significant the agglomeration effect is, and more stalls can provide consumers with more commodities to meet their personalized consumption needs, thus having higher consumer satisfaction. 2) The impact of price on consumer satisfaction may be reflected in two aspects. First, the lower the commodity price, the better it can meet the consumption needs of low-income customers.

Second, customers don't think that the lower the commodity price, the better. If the commodity price is too low, they will question the quality of goods. However, customers have a psychological expected price for the unit price of each category of commodities. If the actual price is closer to the expected price, the customer satisfaction level will be higher. 3) The more kinds of commodities involved in the creative market, the higher the variety of commodities offered, which has a positive impact on consumer satisfaction. 4) Category coincidence degree, that is, the number of stalls of the same commodity category also has two possible impacts. Firstly, the higher the category coincidence degree, the more agglomeration effect can be exerted whereas the higher the specialization degree of this category in the market, the more interested in this category the customers will be. Secondly, the lower the category coincidence degree shows that the rarer the category is in the market, the more it can exert its monopoly effect and attract consumers. 5) The higher the complementarity effect between the product categories of creative markets and the products of shopping malls and stores demonstrates that the street-stall economy can provide products different from the formal economy, thus meeting diverse consumer demand and improving their satisfaction level. 6) The higher the degree of matching between the product category and the target group of the creative market explicates that it can "prescribe the right medicine" and fully meet the preferences of the target group to improve their satisfaction. The correlation analysis and regression analysis in the following field visit analysis are based on these assumptions.

3. Research Methods and Theoretical Analysis

3.1. Questionnaire Survey and Analysis

The author made and distributed questionnaires through Wenjuanxing questionnaire system, and investigated the development of the Shanghai street-stall economy by sampling survey. The questionnaire survey is divided into two parts; one part is based on the customer level, which involves the frequency of visiting the creative market, the characteristics that the creative market can attract consumers, the preferred commodity categories, the evaluation of commodity prices, the existing shortcomings and suggestions, etc. At the same time, the respondents are asked to write out the median of the expected unit price range of each category of commodities in the creative market respectively and we will compare them with the corresponding prices of field visits for subsequent data analysis. 90 questionnaires are received, of which 90 are valid, accounting for 100%. The survey results show that those who visit the creative market once a month, once a quarter, once every six months or once a year or less account for approximately 20% of the total number of the respondents each, while only 6.67% of the respondents visit the creative market once a week. Some interviewees say that due to lack of publicity, they do not know about the operation of some night markets and creative markets, leading to their low patronage frequency. Among the characteristics that night markets and creative markets can attract consumers, 86.67% of the respondents consider the wide variety of goods as an important feature that night markets can attract customers and the

second characteristic is the originality of goods (64.44%), while 46.67% of the respondents think that having a large market scale is also a feature that can attract consumers. In terms of category selection, cultural and creative handmade category has an absolute advantage (75.56%), while the second place is the ready-made food (57.78%). The interactive game category also gains the preference of 44.44% of the respondents, while the preference for prepackaged foods and clothing category is relatively low, which are 14.44% and 22.22% respectively. In judging the current commodity prices in creative markets and night markets, the vast majority (64.44%) think that the prices are reasonable on the whole, while 34.44% believe that the prices are too high. Some interviewees say that some commodities are so overpriced that exceed the purchasing power level of consumers. Asked about the existing shortcomings, 65.56% of the respondents think the main problem lies in the lack of quality assurance and after-sales service. The food safety problem ranks the second (46.67%) and about one-third of the respondents think that the similarity of products, the unacceptably high price and a lack of originality are problems to be resolved. However, when asked whether creative and night markets will gradually disappear with the development of the society, 75.56% of the respondents give a negative answer. That is to say, as a form of street-stall economy, the creative market has its significance of existence different from that of the formal economy and the meaning is generally recognized by the respondents. For instance, it is beneficial to protect intangible heritage, folk culture, provide original hand-made goods and become a landmark of the city and a part of the citizens' lifestyle.

The other part of the questionnaire survey is aimed at street vendors. Respondents are stall owners who participated in creative markets in Shanghai, and 46 questionnaires are received and 46 valid ones, accounting for 100%. According to the questionnaire, 65.22% of the stall owners think that the rent paid is too high, and some reflect that many creative markets are located with a small flow of customer traffic. The rent is not low, sometimes a large number of goods are overstocked whereas the revenue is far lower than the rent paid. 30.43% of the stall owners think that the rent is reasonable and affordable.

3.2. Field Visits, Investigation and Analysis

3.2.1. Field Visits and Research Contents

Through field visits to 12 creative markets in Shanghai, such as the Green Cedar Night Market, Longbai Night Lane and Seoul Night Market, we recorded the market scale, that is, the total number of booths, estimated the average daily passenger flow through data inquiry and observation and selected a total of 30 categories in the above night markets as research objects to record the average unit price of their commodities. Compared with the respondents' median expected unit price of each category obtained from previous questionnaires, the absolute value of the deviation between the average unit price and the median expected unit price divided by average unit price was calculated. After that, we not only recorded the number of categories involved in each creative market as an index to measure the diversity of the market categories but also calculated the number of stalls of the same category in a particular market and the total

number of stalls to measure the category coincidence degree of a specific market. In addition, we made on-the-spot investigation and inquired about the shopping guide in the nearby business circle to determine whether the products of the studied category are complementary to the products of the shopping malls in which 1 was recorded for yes and 0 was recorded for no. Then we ascertained the matching degree between the studied category and the target group of the market with a high matching degree of 1 and no difference or low matching degree of 0 and got the daily rent of the booth by inquiring about the investment information of each market. At the same time, in the above 12 markets, 30 customers were selected by sampling survey to score the overall satisfaction of the studied categories of stalls. The total score was 10 points and then the average customer satisfaction of each of the 30 categories was calculated to study the factors that affect the customer satisfaction of the creative markets.

After sorting out the data of 30 categories in the above 12 markets, the reliability analysis is carried out at first. Reliability measures the consistency and stability of the measured results, that is, the reliability and accuracy of the answers. The greater the reliability, the smaller the estimated standard error (Zhao, 2020). Analyze Cronbach α coefficient. If the calculated value is higher than 0.8, the reliability is high. Between 0.7 and 0.8, indicating that the reliability is good; But between 0.6 and 0.7, explain that the reliability is acceptable; Less than 0.6 indicates poor reliability (Eisinga et al., 2013). If the corrected total correlation (CITC) is less than 0.3, it is necessary to delete this item and analyze it again. As shown in Table 1, the Cronbach α coefficient is 0.728 greater than 0.7, which proves that the reliability of the obtained data is good and the CITC values of the analysis items are all greater than 0.4, which demonstrates that there is a good correlation between the analysis items, the reliability quality is high and the statistics can be used for further research and analysis.

Table 1. Cronbach reliability analysis results

Cronbach reliability analysis			
Name	Total correlation of correction items (CITC)	Item deleted alpha coefficient	Cronbach α coefficient
Customer satisfaction factor (ten-point scale)	0.631	-	0.728
Number of species	0.631	-	

Standardized Cronbach α coefficient: 0.774.

Use the obtained data for further validity analysis. The KMO and Bartlett tests are used to verify the validity. If the KMO value is greater than 0.8, it means perfect validity; if the KMO value is between 0.7 and 0.8, it means good validity; if it is less than 0.7, it means ordinary validity, while the Bartlett test requires that the P-value must be less than 0.05 (Wu, 2010). The data in Table 2 show that the KMO value is equal to 0.705, which is between 0.7 and 0.8, indicating that the research data is suitable for information extraction as they have good reliability. Meanwhile, as the data meet the requirement that P is less than 0.05, they pass the Bartlett test.

Table 2. Validity analysis results

Test of KMO and Bartlett		
KMO value		0.705
Bartlett sphericity test	Approximate chi-square	55.1
	df	3
	P-value	0

3.2.2. Correlation Analysis

The questionnaire mentioned above involves the investigation of vendor's rent evaluation while in this part, the author will explore the factors that affect the rent of the creative market through correlation analysis. Correlation analysis is used to analyze whether there is a relationship between the data and how closely the relationship is, and suppose that the rent may be related to the location and scale of the creative market. Therefore, we study the correlation between rent and average daily passenger flow and the total number of booths. Pearson correlation coefficient is used to measure the strength of correlation (Hauke & Kossowski, 2011). According to the data in Table 3, the correlation coefficient between the rent and market scale is 0.710 and shows a significant level of 0.01, indicating a significant positive correlation between them. However, the correlation coefficient between rent and average daily passenger flow is 0.238, which is close to zero and the P-value is 0.206 greater than 0.05, indicating that there is no correlation between rent and average daily passenger flow. Therefore, among the variables involved in the investigation, the rent is only positively correlated with the scale of the market; that is, the larger the market, the more pronounced the agglomeration effect and the higher the possibility of bringing additional benefits to the stall owners and therefore, the higher the rent. However, the passenger flow has nothing to do with the rent, which confirms the problem reflected by some stall owners that the market rent with little passenger flow may not be low.

Table 3. Correlation analysis results

Pearson correlation-standard format	
	Rent (Yuan/day)
Market scale (total number of booths)	0.710**
Average daily passenger flow	0.238

* p<0.05 ** p<0.01.

3.2.3. Regression Analysis

3.2.3.1. Linear Regression Analysis

To further study the factors affecting customer satisfaction, we can first use linear regression analysis. The market scale (total number of stalls), the average price, the absolute value of average price and deviation between average price and estimated price, the number of categories, the category coincidence degree (number of categories divided by total number of stalls), complementarity between categories and stores' commodities (yes -1/ no -0) and the target group matching degree (high -1/ no difference or low -0) are taken as independent

variables. Formula: customer satisfaction =4.619+0.022* market size -0.005* average price -0.201* the absolute value of the deviation between average price and estimated price divided by average price+0.357* category number+0.976* category coincidence degree+0.753* complementarity between categories and stores' commodities +0.749* target group matching degree. The R^2 value of the model is 0.774, which shows that the absolute value of the market scale, average price, average price and deviation between average price and estimated price, average price, category number, category coincidence degree, complementarity between categories and stores' commodities, and target group matching degree can explain 77.4% of customer satisfaction. Then, F-test the model. We find that the model passed the F test (F=10.773, p=0.000<0.05). That is to say, at least one of the above independent variables will affect customer satisfaction (Sun, 2000). In addition, after checking the multicollinearity of the model, we can find that the VIF value of the independent variable category number is 5.456, which is greater than 5 but less than 10, indicating that there may be some collinearity problem, which will be solved by ridge regression reanalysis in the following analysis. In the linear regression analysis, we know:

1) The regression coefficient of market scale is 0.022(t=2.718, p=0.013<0.05), the regression coefficient of category number is 0.357(t=2.362, p=0.027<0.05), and that of target group matching degree is 0.749 (t = 3.959, p = 0.001 < 0.05), demonstrating that they have a significant positive effect on customer satisfaction.

2) The regression coefficient of the average price is -0.005 (t=-1.429,p=0.167>0.05),the regression coefficient of the absolute value of deviation between average price and estimated price is -0.201 (t=-0.395, p=0.697>0.05), the regression coefficient of category coincidence degree is 0.976 (t=1.339, p=0.194>0.05), and that of the complementarity between categories and stores' commodities is 0.753 (t=1.242, p=0.227>0.05), demonstrating that they have nothing to do with customer satisfaction.

To sum up, the results of linear regression analysis show that the scale of the market, the number of categories and the matching degree of target groups will have a significant positive influence on customer satisfaction. In contrast, the average price, the absolute value of the average price and the estimated price deviation, the average price, the degree of category coincidence and the complementarity between categories and stores' commodities will not influence customer satisfaction.

Table 4. Results of linear regression analysis

The result of linear regression analysis (n=30)									
	Non-standardized coefficient		Standardized coefficient	t□	p□	VIF□	R^2 ·	Adjust r	F□
	B□	Standard error	Beta□						
Constant	4.619	0.891	-	5.182	0.000**	-	0.774	0.702	F (7,22) =10.773, p=0.000
Market scale (total number of booths)	0.022	0.008	0.311	2.718	0.013*	1.275			
Average price	-0.005	0.003	-0.167	-1.429	0.167	1.333			

The result of linear regression analysis (n=30)									
	Non-standardized coefficient		Standardized coefficient	t□	p□	VIF□	R^2 ·	Adjust r	F□
	B□	Standard error	Beta□						
Absolute value divided by average price of deviation from the estimated price	-0.201	0.51	-0.046	-0.395	0.697	1.333			
Number of species	0.357	0.151	0.559	2.362	0.027*	5.456			
Category coincidence degree (number of categories divided by total number of booths)	0.976	0.729	0.269	1.339	0.194	3.933			
Complementarity between categories and stores' commodities (Yes -1/ No -0)	0.753	0.606	0.211	1.242	0.227	2.796			
Target group matching degree (high -1/ no difference or low -0)	0.749	0.189	0.42	3.959	0.001**	1.094			
Dependent variable: customer satisfaction (ten scales)									
D-W value: 1.058									

* p<0.05 ** p<0.01.

3.2.3.2. Ridge Regression Analysis

The multiple collinearity test of linear regression shows that the VIF value of independent variables is greater than 5; that is, there may be some collinearity problems, while ridge regression analysis is an algorithm for solving collinearity in linear regression. Specifically, the method is to estimate the K value by combining ridge trace map and then analyze the fitting of the model by R^2 value (Hoerl & Kennard, 1970).

Similarly, the absolute value of the market size, the average price, the average price and deviation between average price and estimated price, the number of categories, the category coincidence degree, the complementarity between categories and stores' commodities and matching degree of target groups are considered as independent variables whereas customer satisfaction is regarded as the dependent variable for ridge regression analysis. According to the ridge map, the K value is 0.990, which can be seen from Table 5, and the R^2 value of the model is 0.650. It shows that the absolute value of market scale, average price, average price and deviation between average price and estimated price, the number of categories, the degree of overlap of categories, the complementarity between categories and stores' commodities and the matching degree of target groups can explain the change of 64.98% of customer satisfaction. Furthermore, we find that the model passed the F test (F=5.832, p=0.001<0.05). It states that at least one of the above independent variables will have an impact on customer satisfaction and the model formula is: customer satisfaction =6.514+0.015* market scale

-0.002* average price -0.122* the absolute value of the deviation between average price and estimated price divided by average price+0.116* category number -0.246* category coincidence degree+0.588* complementarity between categories and stores'commodities+0.393* target group matching degree. Ridge regression analysis shows that:

1) The regression coefficient of market scale is 0.015(t=3.388, p=0.003<0.01), the regression coefficient of category number is 0.116 (t=3.849, p=0.001<0.01), the regression coefficient of complementarity between categories and stores' commodities is 0.588(t=3.039, p=0.006<0.01) and that of target group matching degree is 0.393 (t=3.507, p=0.002<0.01), demonstrating that they have a significant positive effect on customer satisfaction.

2) The regression coefficient of the average price is -0.002(t=-1.010, p=0.324>0.05), the regression coefficient of the absolute value of deviation between average price and estimated price is -0.122(t=-0.452, p=0.656>0.05), and that of category coincidence degree is -0.246(t=-1.329, p=0.197>0.05), demonstrating that they have nothing to do with customer satisfaction.

To sum up, the results of ridge regression analysis show that the market size, category number, complementarity between categories and stores' commodities, and matching degree of target groups will have a significant positive impact on customer satisfaction. However, the average price, the absolute value of average price and estimated price deviation, average price, and category coincidence degree will not affect customer satisfaction. This also provides a reliable basis for the suggestions on the future development of the street-stall economy in the following article.

Table 5: Results of ridge regression analysis

	Non-standardized coefficient		Standardized coefficient	t□	p□	R^2□	Adjust r	F□
	B□	Standard error	Beta□					
Constant	6.514	0.314	-	20.731	0.000**	0.65	0.538	F (7,22) =5.832, p=0.001
Market scale (total number of booths)	0.015	0.004	0.209	3.388	0.003**			
average price	-0.002	0.002	-0.062	-1.01	0.324			
Absolute value/average price of deviation from the estimated price	-0.122	0.269	-0.028	-0.452	0.656			
Number of species	0.116	0.03	0.181	3.849	0.001**			
Category coincidence degree (number of categories/total number of booths)	-0.246	0.185	-0.068	-1.329	0.197			
Complementarity between categories and stores' commodities	0.588	0.193	0.164	3.039	0.006**			

(Yes -1/ No -0)								
Target group matching degree (high -1/ no difference or low -0)	0.393	0.112	0.22	3.507	0.002**			
Dependent variable: customer satisfaction (ten scales)								

* p<0.05 ** p<0.01.

4. Suggestions

4.1. Vendors and Market Organizers' Level

According to the questionnaire survey and the regression analysis of data collected by field visits, as the market scale has a significant positive influence on consumer satisfaction, we should expand the market scale without occupying public space, give full play to the agglomeration effect and absorb larger-scale passenger flow to increase the additional income of stall owners. According to the feedback from the respondents, market organizers should rationally plan and utilize the space, and build a good shopping environment by appropriately increasing the booth spacing and setting appropriate diversion routes to avoid crowding when the passenger flow is heavy; In terms of categories, the diversity of categories can be improved by increasing the number of categories when attracting investment, and the scale effect of the number of categories can be brought into play, so as to avoid singularity; On the price setting, aiming at solving the problem reflected by the respondents that the price of commodities is so unreasonable that it exceeds the purchasing power, the price matching with the spending power of the target group should be set to increase the sales of products; The vendors should improve the originality and irreplaceability of the products sold, for example, among the most popular cultural and creative products among respondents, they can add some handicrafts such as woven ornaments, hand-painted bags and hand-made New Year lanterns that are sometimes unavailable in shopping malls, so as to realize the differentiation of the same category in the market and complement the operation of e-commerce; In terms of market promotion, the organizers should make more effort to expand publicity, and update the information such as the location and business hours of the creative markets and night markets in some relevant apps in time to avoid the situations where the market is held but few people know about it; When it comes to ensuring product quality and food safety, it is recommended that the market organizers regularly check the food safety status of the booths and punish those who fail. They can also promote the intellectual development of creative markets by setting up booth-specific QR codes, recording consumer satisfaction and food safety status and using big data to protect the product quality and legitimate rights and interests of consumers.

4.2. Governments and Enterprises' Level

First of all, according to the results of the questionnaire survey, approximately three-quarters of the respondents affirmed the significance of the existence of creative markets, night markets and other forms of the street-stall economy and thought that they would not disappear with the development of the society. Some respondents pointed out in their

suggestions that such creative markets and night markets should not be banned, hoping to hold more night markets under the condition of ensuring food safety and sanitary conditions. Therefore, the government should do overall planning, systematically build creative markets and night markets to build a mature and complete industry, construct it into a punch-in destination widely-known online, promote the development of the street-stall economy as well as tourism, establish the markets as urban landmarks and integrate the development of the street-stall economy with the protection of traditional folk culture such as local cuisine and art. They should also create an immersive cultural experience atmosphere to promote the city's soft power while making creative markets and night markets a part of citizens' lives. Secondly, regarding the problem of high rent reflected by the stall owners and the result that the rent has nothing to do with the passenger flow from the correlation analysis, in the short term, especially when the epidemic persists, the government should continue its policy support and encourage the development of the street-stall economy by appropriately reducing rent or increasing subsidies to the stall owners. At the same time, for Internet enterprises, it is also possible to implement economic assistance programs, such as Ali's providing more than 70 billion yuan of interest-free credit purchases and organizing more than 50 billion high-quality supply of goods and Suning's implementing a low-interest support plan to provide 2 billion yuan of night market start-up capital, to help the practitioners in the informal economy, especially the street-stall economy, get out of the predicament quickly in the context of the epidemic.

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