

*Along the River During the Qingming Festival - Zeduan Zhang, Song Dynasty*

# Vendor Renaissance

Strategy for the vendor economy of Hangzhou city center



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## PREFACE

Among the many economic models, one kind of trade behavior appears worldwide and is rarely regulated by rules. Due to taxation and other issues, this economy is called the informal economy. Among them, the vendor is the most common form of informal economy.

In modern society like today, this ancient and face to face way of trading is still alive and flourishing. "Wherever there is human activity, there are vendors." This type of trade brings undeniable benefits to the city, but it also generates increasingly obvious problems and conflicts with other city systems.

The project hopes to identify the causes of the problem and propose a series of solutions to the problems, so that the vendor economic behavior can operate well in the city. The proposal will include both policy and spatial aspects, hoping to develop the advantages of the stalls through policy planning and spatial design, and to reduce the negative effects of the stalls in the city. Hoping to provide directions for the development of the vendor economy in Chinese cities like Hangzhou in terms of urban management and spatial use.

**Keywords:**

vendor economy, stall, spatial strategy, city center, Hangzhou

## MOTIVATION

I have lived in both small villages and big cities in China, but in either place, the drawbacks of rapid urbanization such as the gap between rich and poor and social inequity are still evident, and they seem increase with the urban development. What struck me as a child was that the vendors on the street on the way home were fleeing around due to the presence of city police (城管 in Chinese), but these stalls were often an important source for my parents to buy supplies for their lives. After 2020, due to a double layer of epidemics and policies, this conflict has once again become evident. As an important economic source for the low-educated and low-income population in the city, I hope that I can design my own project so that they can better exist in the city and no longer be expelled and treated unfairly. Also, I hope I can make the vendor economy develop better in future city and become a more energetic and valuable component of city.



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## INTRODUCTION

The International Labour Organization describes the informal economy as:

*"The informal economy accounts for more than half of the global workforce, and work in the informal economy is often characterized by small or ill-defined workplaces, unsafe and unhealthy working conditions, low levels of skills and productivity, low or irregular earnings, long working hours, and lack of access to information, markets, finance, training and technology. Workers in the informal economy are not recognized, registered, regulated or protected by labor legislation and social protection. The underlying causes of informality include factors related to the economic context, legal, regulatory and policy frameworks, and a number of micro-level determinants, such as low levels of education, discrimination, poverty and, as noted above, lack of access to economic resources, property, financial and other business services, and markets."*

As one of the most visible types of informal economies, (ILO, 2013), the vendor economy has become a hot topic in China. According to statistics from the Baidu index, the term **vendor economy** soared in June 2020 searches. This is not only related to the central government's shift in attitude towards it in 2020, but also the vendor economy meets the needs of urban development. For the future, the **SDGs poverty (SDG 1), gender equality (SDG 5), equality (SDG 10), institutions (SDG 16) and partnerships (SDG 17)** have a lot to do with the vendor economy. (ILO, 2013)

However, at present, the vendor economy is not functioning as optimistically as expected in the cities. It will co-exist with Chinese cities for a long time, and the urban and spatial issues associated with it deserve to be studied. Related research will influence and help the vendor economy to develop in future cities.

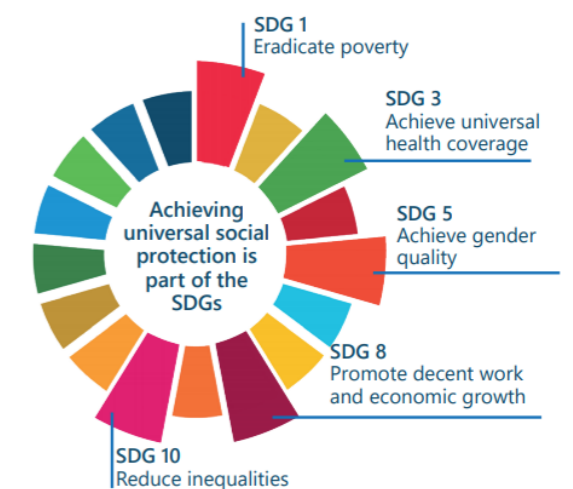
## INTRODUCTION

### Problem field

Concept  
History

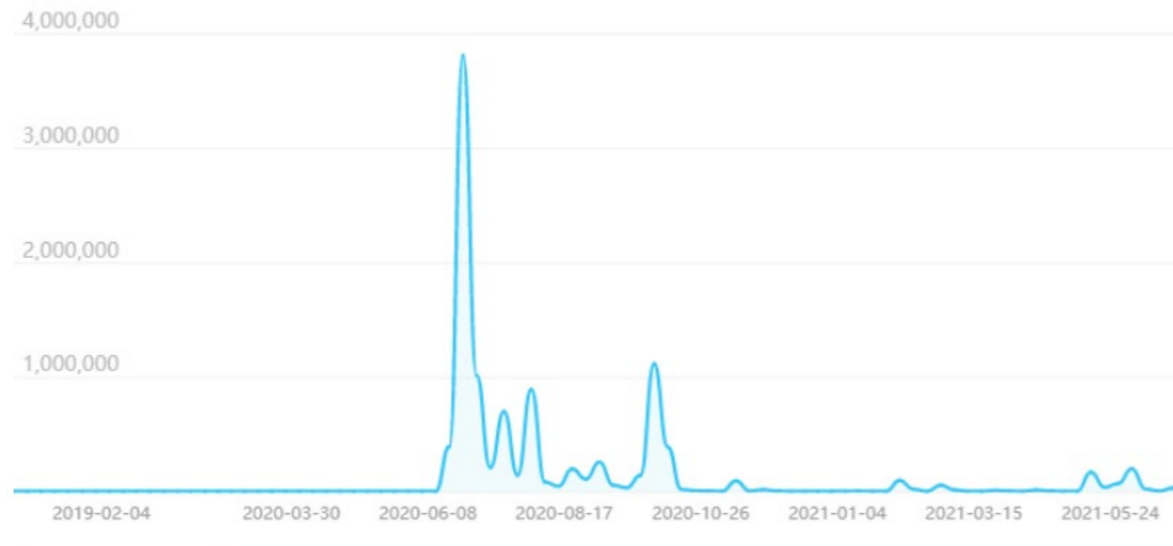
### Background

Urbanization & Floating population  
Employment dilemma  
Vendor economy becomes a boost



ILO: International Labor Organisation  
SDG: Sustainable Development Goals

**VENDOR ECONOMY**



Baidu Information Index - Baidu

**SUSTAINABLE DEVELOPMENT GOALS**



SDG related to informal economy - ILO(2021)

**Problem field**

**CONCEPT**

The concept of the vendor economy has been around since ancient times, and includes both the broad "vendor economy" of **individual entrepreneurs** and the narrower type of **itinerant vendors without fixed premises or licenses**. (Chengdong, 2020) It is the most visible part of the informal economy and is closely related to the availability of urban **public spaces** such as sidewalks, parks, and roads (ILO, 2013). In China, street vending has been a means for **rural farmers to make a living** in the city and is associated with the formal economy such as retail, e-commerce, and vegetable markets (Xinhong, 2021). Although the street vending economy is very active in China, it is **not always available for government support**.

General research suggests that there are **six main categories of workers** in China who are driven by different reasons to join the "vendor economy" (Chengdong, 2020): 1. workers who flee low-wage, high-intensity factories or service sectors 2. farmers who want to alleviate the lack of income from farming and the pressure of survival in rural poverty, and who aspire to urban life 3. laid-off workers, disabled people, vagrants, ex-prisoners and other groups with employment difficulties 4, self-employed people who want to cope with and overcome business failures and difficulties 5, urban working class people who want to make up for their low wages and work part-time as street stalls to make ends meet 6, people with special needs or special skills who want to realize their wishes or satisfy their spiritual needs, such as college students who participate in stalls.



City polices expell the vendors - Internet



Goodsman picture - Hanchen Su - Song dynasty



Nandu market - Ming dynasty



Taiping spring market - Guanpeng Ding - Qing dynasty

## VENDOR HISTORY IN CHINA

In the history of China, the development of the vendor economy has a long history and is **an important form of economy** for the people to maintain their livelihood. (Jiyang, 2020) Among them, the Song, Ming, and Qing dynasties were the more developed dynasties in Chinese history in terms of vendor economy. For example, the famous painting "Qingming Shanghe Tu" of the Song Dynasty recorded the prosperity of the bazaar at that time. In the Ming Dynasty, the "Southern Capital Prosperous Meeting Scene", and in the Qing Dynasty, the "Gusu Prosperous Picture". This informal economy used to be an important part of Chinese culture. Since the establishment of New China, Chinese society has undergone many periods of social background and economic system changes, and the vendor economy as an informal economy has also undergone constant role changes in the development of the state and society, and the government's attitude toward the vendor economy has been in a state of flux.

The government's attitude and governance toward the vendor economy can be roughly divided into four stages: (Xinhong, 2021)

### **Socialist transformation: 1949-1977 existence, restriction and transformation**

Between 1949 and 1977, the Chinese government initially used street vending to **promote economic growth**, but gradually imposed stricter controls on street vending as socialist transformation progressed. After the founding of New China, the Communist Party shifted the focus of development from the countryside to the cities, and street hawkers were resilient during a period when the urban economy was severely damaged, a period when they **supported the commodity economy** of the cities. At one point, hawkers were considered the **"tail of the capitalist economy"** (Song, 2020), and social attitudes at the time were extremely **repulsive and expulsive** to them. However, due to the value and social needs of hawkers themselves, itinerant hawkers, as individual economic components, were also the target of socialist transformation after the beginning of socialist transformation. (Cui & Wu, 2019) The high level of the government demanded **"restrictions and conversions"** of street vendors to avoid the increase of poor families and social conflicts. During this period, the government **restricted the scope** of their operations and **changed their class status** by forcing them to enter state-owned enterprises or cooperative groups. (Song, 2020)

From 1956-1977, China gradually entered the "planned economy" era, where hawkers were seen as a **dangerously unstable group** due to the suppression of the urban commodity economy. (Cui & Wu, 2019) Therefore, the government **controlled and**



expelled them until 1978, when market oriented reforms began and urban hawkers almost disappeared. (Xinhong, 2021)

#### **Economic Reform: 1978-1989 Relaxation and Tolerance**

After China's economy began to open up to the outside world in 1978, the government's attitude toward street vendors became more tolerant. Street vendors served to meet people's daily needs, expanded employment, and improved people's livelihoods. The central government implemented market-oriented reforms, supported the non-public economy, and introduced policies to encourage private enterprise, which led to the revival of street vendors. (Cui&Wu,2019) The government allowed individual households to rent stores and counters so that street vendors reappeared and flourished in the city. (Ma&Zhu,2010) In addition the growth and shift of population and the collapse of state owned enterprises led to a labor surplus and entrepreneurs chose to be street vendors, making street vending a good way to increase employment in the face of government ignorance.

#### **Competing within the city: 1990-2019 From repression to coexistence**

The pressure for national development shifted from the central to the local level during this period. (Cui & Wu, 2019) China established development zones everywhere to attract investment, which led to a fierce sense of competition between cities. In 2003, the central government introduced a national civilized city selection program. One of the criteria for judging the cleanliness and neatness of the urban interface led local governments to define street vending as a sign of filth, disorder and backwardness. (Xinhong, 2021) Then the city policies were sent to expell vendors on the street, the conflicts between police and vendors happened almost everyday. In 2010, the central government's development slogan changed to "building a harmonious society" and, in an effort to reduce conflict and create a harmonious urban environment, street vending policies became more inclusive after 2010. However, vendors are still not allowed to enter the CBD or tourist areas. (Xue&Huang,2015)

#### **After the epidemic: 2020 Support and development**

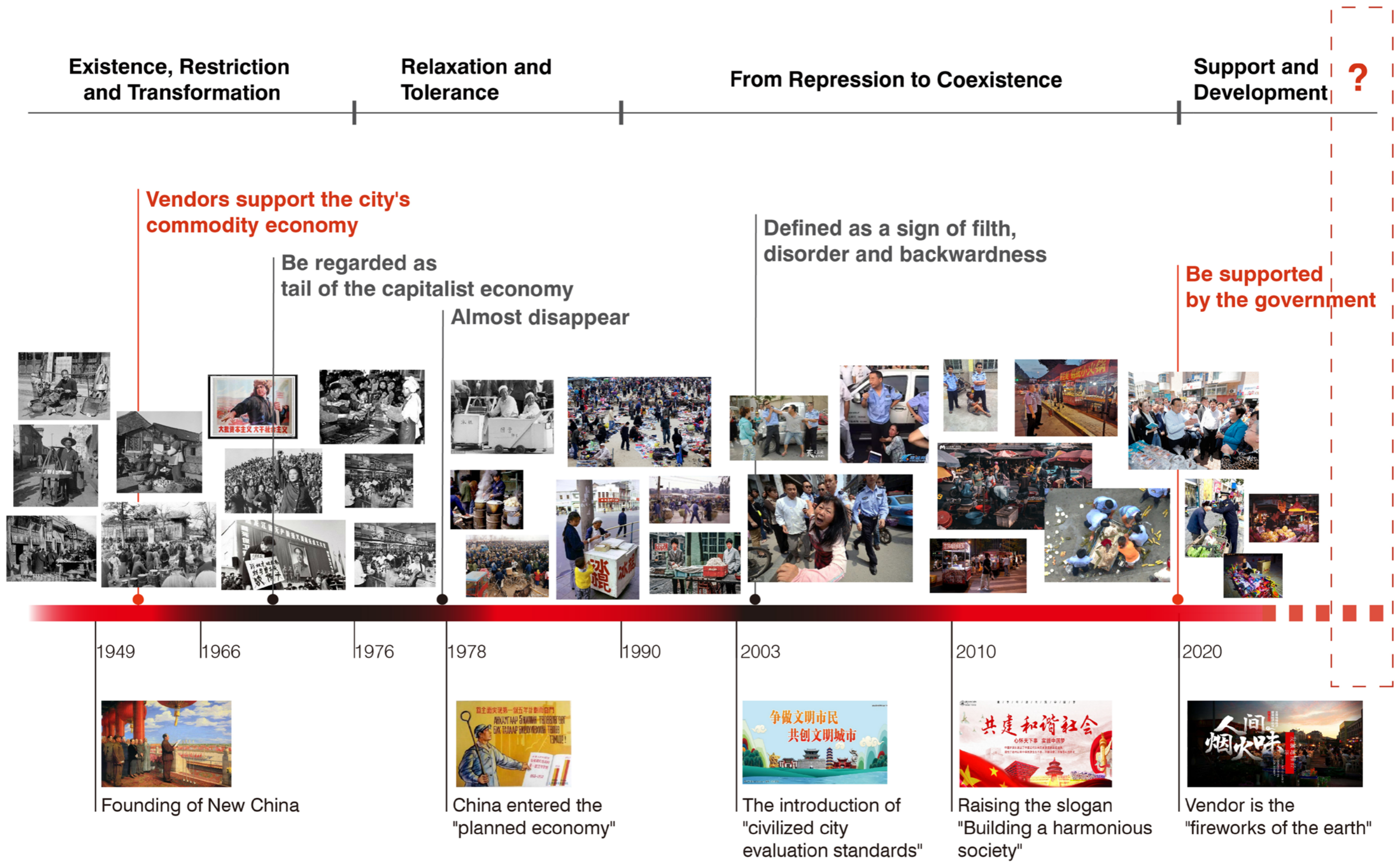
In 2020, Premier Keqiang Li told a press conference of the National People's Congress in May that 200 million people in China work in informal, self-employed ways and that the government must support them by removing unnecessary restrictions. (Della, 2020) At the same time, he said during a visit to Shandong province that the vendor economy is an important source of jobs, a human firework and, like the "high and mighty", the life of China. That same year, the unprecedented COVID-19 pandemic swept through China, raising unemployment in the country and affecting more than 100 million urban workers and some 25 million migrant workers. By March 2020, the urban unemployment rate reached 6%. (ILO, 2020) Since 2020, in an effort to alleviate unemployment caused by Covid-19, the State Council has issued further documents to allow street stalls within partial permits. (Xinhong, 2021) At the same time, the Central Civilization Office announced that street vendors would no longer be considered a negative factor in evaluating national civilized cities. Thus, ground stalls officially became an economic practice recognized and intentionally supported by the government. Various local governments have also introduced policies to support street vendors.

#### **Now and future**

Today, instead of being a cheap and low-grade consumption model, street stalls are now a more civilian and flexible business model. While China's central government has made clear its affirmation of the vendor economy, the urban problems it presents have not yet been fundamentally addressed. In the absence of a practical implementation strategy, even if the central government decides to support the vendor economy, local governments still feel powerless in resolving various conflicts. With government support, ground stalls are not operating as well as they should today, and conflicts between stall owners and city officials and nearby residents often occur.

#### **Conclusion:**

China's vendor economy is closely related to people's lives. It has been used as a pillar to support the city's commodity economy and a drawback that affects urban development. The government's attitude toward it has often oscillated between helping and resisting, influenced by the needs of people's lives, the impact on urban life, and the social and economic context of the time. Because of its positive effects on alleviating the financial and employment problems caused by the epidemic, the government recognized its value and political status. Today, the vendor economy is receiving more attention than ever. To make it better in the future cities, the issue of how to plan its space use in existing cities becomes critical.



History of vendor in China - Author

## Background

### URBANIZATION & FLOATING POPULATION

China's urbanization process has been maintaining a high growth trend. At present, the urbanizing rate of China's resident population has reached 63.89%, and by international standards, the urbanization process has entered the middle and late stages. Xiaochao Li, deputy director of the National Bureau of Statistics, has said that the urbanizing rate is expected to remain on an upward trend as China's economic and social development continues and various reform measures to promote urbanization development continue to advance. Although the urbanizing rate of China's resident population has reached 63.89%, data from the Ministry of Public Security show that the rate of China's population who has Hukou (户口 in Chinese, the registered certification indicating man belongs to the city) is 45.4% in 2020. There is still a large gap between the two. This gap reveals a critical message, as Yu Zhu, a professor at the Asian Population Research Center of Shanghai University, points out, "This shows that there are still a large number of people living in cities who cannot enjoy the same public services as the registered population. Urban development has a long way to go in promoting the equalization of public services."

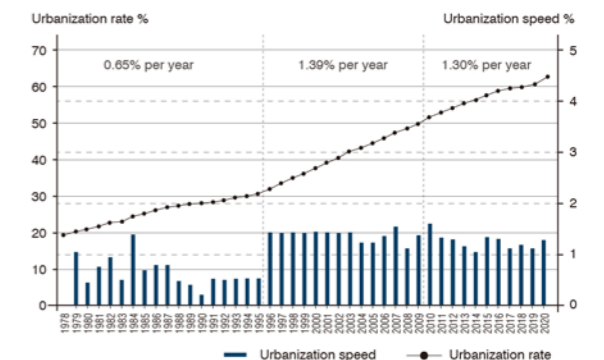
With relatively limited means of agricultural production, the agricultural ministry cannot provide more jobs. With the promotion of large-scale agricultural operations and mechanized production, the surplus rural labor force is faced with transferring to the non-agricultural sector and then to the urban areas, which is the mechanism of "rural-urban mobility" of the population. (Meilin, 2021)

Ge Yang, an associate researcher at the Institute of Population and Labor Economics, Chinese Academy of Social Sciences, said, "When there are not enough local jobs, the population will move to find space for development." As a result of rural poverty due to the state's bias towards urbanization, farmers have to move to cities to increase their income in non-agricultural areas because most of them say that "farming is not profitable" or "farming is only enough to eat." (Huang, 2014) Rapid urban expansion has swallowed up a significant number of farmers and low-educated people forced to become part of the city. In contrast, many rural workers enter cities with the dream of completing the identity change, and the number of farmers who have entered the city for work has been on the rise. According to the latest data provided by the government, in 2020, there will be 331 million people flowing to cities nationwide, accounting for 88.12% of the total floating population, an increase of 3.85% from 2010, of which 249 million people will flow from rural to urban areas, an increase of 106 million people from 2010 (Meilin, 2021).

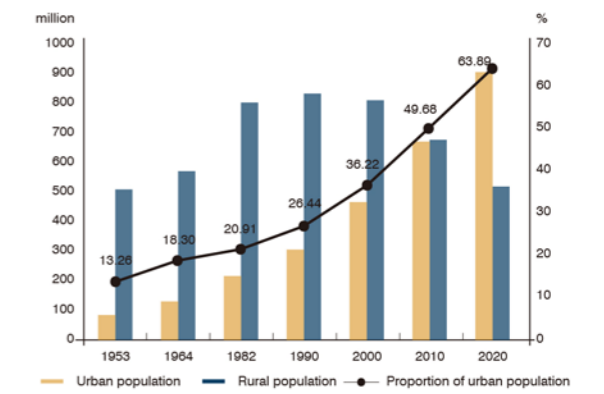
A famous theory is called 'population movement shift' in the international arena. According to this theory, after China's population urbanization enters the middle and late stages or reaches saturation, although the scale and intensity of long-distance migration between urban and rural areas and regions will tend to decline, inter and intra-urban population movements will become dominant and remain at high levels. In fact, data from the seventh national census have already confirmed the arrival of this trend: In 2020, the national intra-provincial mobile population was 251 million, an increase of 85.7% in the past ten years; the inter-provincial mobile population was 125

million, an increase of 45.37% in 10 years. It can be clearly seen that the intra-provincial mobile population is growing more actively than the inter-provincial mobile population. (Meilin, 2021) The reasons for this phenomenon are, on the one hand, the high housing prices and costs of living in first-tier cities, such as Beijing, Shanghai, Shenzhen, and Guangzhou, which make it difficult for some of the mobile population to survive. On the other hand, the government's settlement policy has been tightened repeatedly so that the rural population has very little hope of becoming an urban population. So second-tier cities such as Chengdu, Xi'an, Hangzhou, Chongqing, and Wuhan will become the choice of the future mobile population. The data show that the top ten cities with the highest population growth over the decade are Shenzhen, Guangzhou, Chengdu, Xi'an, Zhengzhou, Hangzhou, Chongqing, Changsha, Wuhan and Foshan. The population inflow to cities below 1st tier has surpassed that of some 1st tier cities.

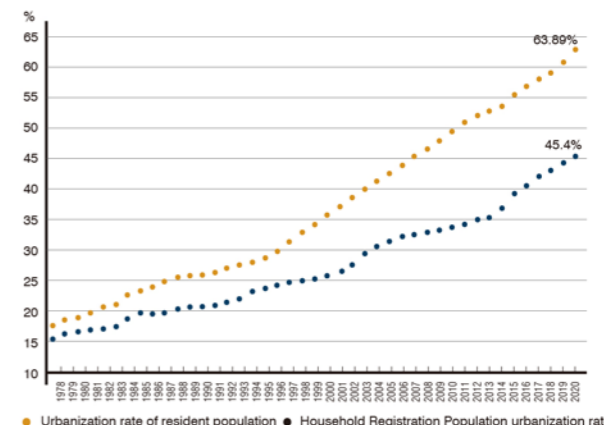
In general, although urban-rural mobility is gradually weakening, its scale is still massive. Inter-city population movement is rising, with the population gathering in cities below the first tier. In the future, there will be a large number of mobile people entering cities similar to Hangzhou to make a living. But the development of second-tier cities will still force the low-income people to the next level of cities again, which is not the state of good urban development.



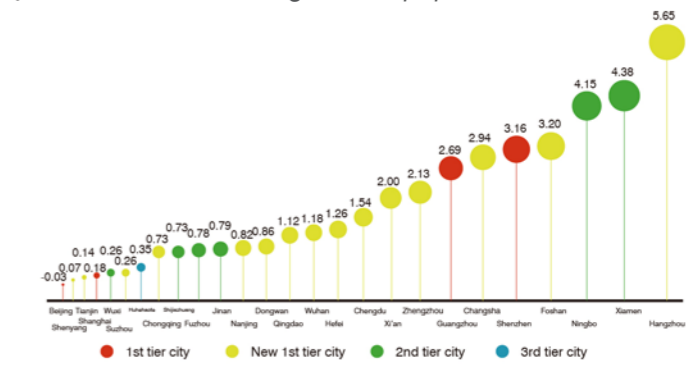
Chinese urbanization rate and speed



Urban & rural population in cities



Resident and registration population in cities



Top 32 population increase Chinese cities

## EMPLOYMENT DILEMMA

Nearly 40% of China's 1.4 billion population is rural, and the urban migrant population is 376 million, of which **more than 70% are migrant workers** (Jizhe, 2021), most of whom work in service industries such as sanitation, construction, express logistics, and catering, and belong to low-income groups (Jingcheng, 2014). However, urban development makes it difficult for these people to enjoy the same resources of the city as other residents, and because their own attributes (e.g., lower education) are not adapted to the development of large cities, this makes employment difficult, and most of them have to choose to do informal jobs to earn money, with services, construction, and temporary merchandising becoming the mainstream. (Lurui, 2021) **Due to their limited education, they do not have many job options**, and some of them even said "they don't know what else to do besides working on the stalls. (Meilin, 2021) Although the government is aware of the dilemma of the mobile and low-income population in the city and has introduced some policies to protect the livelihood of these people, such as providing low-cost housing and distributing living subsidies, it still cannot solve the problem at the root. **For those who cannot make ends meet, many of them have to leave the city.** (Cui&Wu, 2019) In 1999, Professor Li Qiang of Tsinghua University conducted a survey on 234 family members of the migrant population who stayed in rural areas to examine whether the migrant population would return to their hometowns to settle in the future. The results show that the rate of those who want to stay in the city reached 62.5%, and now the will of the mobile population to settle in the city will be even stronger.

In 2020, the spread of the epidemic has led to an increase in unemployment, and ordinary residents are choosing to set up stalls to supplement their families. (Meilin, 2021) Increased competition has made life more difficult for the poorer classes of society who are not wealthy themselves. The stagnation of the restaurant and service industries has led to a large number of migrant workers and the migrant population losing their jobs, **and it is especially important to teach people to fish rather than give them fish.** This is the reason why the vendor economy has become the main concern of society at this time.

## VENDOR ECONOMY BECOMES A BOOST

As the number of mobile people entering second-tier cities continues to increase and the special feature of the floating population itself, practitioners of the vendor economy will continue to emerge. Already, **data suggests that a large number of street vendors are migrants from rural to inner-city mobility.** (Swider, 2015) A survey conducted in Guangzhou in October 2011 revealed that 92.5% of street vendors were migrant workers without a Guangzhou Hukou (Xue & Huang, 2015). Another study showed that street vendors in Beijing are also predominantly migrants from other provinces (Caron, 2013). Prior to working as a street vendor, some migrant workers worked in manufacturing or service industries under exploitative conditions, which can result in long hours, low wages, and unpaid wages. (Xinhong, 2021) In addition to migrant workers, some street vendors are unemployed locals, laid-off workers, and university students (Swider, 2015) who temporarily operate stalls while having difficulty finding suitable formal jobs. This category of people

increased during the epidemic due to problems such as company closures and layoffs. (Xinhong, 2021)

The government is keenly aware that the vendor economy can solve the employment problem of some people, while it brings positive impact to the whole social system. Especially during the epidemic, **the vendor economy created tens of thousands of jobs** for the government and created extremely high economic value, stimulating mass consumption and filling some gaps in the economic market. For example, in Chengdu, 36,000 street stalls were legally set up in 2 months, creating 100,000 jobs. (Xinhong, 2021) Zhou Tianyong, director of the China Center for Strategy and Policy Studies at Northeast University of Finance and Economics, estimates that **promoting China's vendor economy could create 50 million jobs.** (Della, 2020)

Until 2020, the attitude of city managers towards ground stalls has been unresponsive. From life experience, urban residents have demand for the vendor economy, and the main group of such economic activities are low-income and low-educated people in the city, and it is the responsibility of future urban development to ensure the survival of such disadvantaged groups in the city. Unlike the uniformly planned bazaars in new cities, many street stalls in old cities still retain their original flexibility and freedom, and they travel from street to street, playing "guerrilla warfare" with city authorities (Cui & Wu, 2019), and the city's attitude toward them fluctuates according to policies and the number of complaints from residents, which results in their income of instability, while the city itself steadily grows with rising prices and housing, and one day this poor segment of the population will be **forced to leave the city.**

The residents seem to maintain a **habitual and accommodating attitude** towards such bazaars, as the convenience of buying goods or the goods themselves are desired, and there is a great potential for the development of ground stalls in the old city. Tight land use and immature implementation strategies have put the vendor economy in a dilemma in the city. At the same time, urban centers are often old cities whose urban planning and physical environment of the streets amplify the disadvantages of the vendor economy. Currently, we need to find a new way to incorporate this informal economy into the future development of the city and create positive feedback with the city in order to **safeguard the livelihood of the underclass within the city.**



Rural migrant workers in cities - Internet



Along the River During the Qingming Festival - Zeduan Zhang, Song Dynasty

## Problem statement

For the informal economy, a comprehensive and integrated strategy encompassing a range of policies involving various types of institutions and CSOs is needed to address the negative impacts of informality while maintaining its significant potential for job creation and income-generating potential. It should promote the protection and integration of workers in the informal economy into the mainstream economy. (ILO, 2021)

Chinese cities today lack a comprehensive development strategy to deal with the problems generated by the vendor economy, including ensuring a good business environment for stall workers in the city, avoiding the negative impacts of stalls, and providing a reasonable vision of the future direction of the vendor economy in the long term. Although some cities in China have introduced policies to support the street stall economy, the policies are not yet complete. (Della, 2020) For example, cities such as Hangzhou still do not have an official policy to guide the behavior of ground stalls.

Most current theories make recommendations through the current state of the vendor economy, without a comprehensive, long-term planning and spatial design for the operation of the vendor economy. The potential participation and development potential of other industries have also been ignored. Currently, a strategy for developing the vendor economy that incorporates political policy, market regulation, urban management, and spatial planning needs to be studied and designed.

### PROJECT DEFINITION

Problem statement  
Introduction  
Goals  
Research questions  
Conceptual Framework  
Methodology

Method  
Relevance  
Scientific relevance  
Societal relevance

Time planning

CSO: Civil Society Organization



Vendor economy in China - Jialun Deng

## Introduction

In the gradual development of urbanization, all kinds of activities within cities became more organized, and each region formed its own unique economic system in different national and cultural contexts, where trade behavior became organized and regulated. However, in the global economic system, the informal economy accounts for 35% of GDP in low- and middle-income countries and 15% in developed economies, and is a very important part of the economy. According to the International Labor Organization, the informal economy accounts for more than 60% of the global workforce, which means that more than 200 million people need to earn income through temporary work, most of them being low-income and low-educated people. (ILO, 2020)

Currently, urbanization and policy restrictions have left a segment of the informal economy workforce in a quandary. Some are actively or passively part of the city, but cannot be fully absorbed by it. In China, the experience with the expansion of the informal economy has been exceptional, with the government's "flexible employment" based program that allows laid-off workers, unemployed people, or farmers to obtain jobs through temporary contracts, part-time work, self-employment, and domestic service to achieve the national goal of "Six guarantees and Six stability". (ILO, 2020). However, in 2020, the epidemic led to a partial economic stagnation and a large number of unemployed and non-working people. The Chinese government proposed a strategy to promote a "vendor

economy" in the hope of promoting economic recovery and ensuring the livelihood of the population. The conflict between the stalls and the city has once again become acute due to the gap between policy and operational strategy.

As the oldest trade behavior, the ground stall is the core of the informal economy, and it has been the most characteristic part of the Chinese market economy since ancient times. Based on Hangzhou, China, this design investigates the characteristics and development rules of the vendor economy, summarizes the rules of the vendor economy, and studies related policies through literature review and case studies. Through interviews and questionnaires with the subjects and participants of the vendor economy, we will discover the shortcomings of the vendor economy in practice, find the needs of the participants in it, and explore the root causes of the conflict between the city and the vendor economy.

The project will focus on the central area of Hangzhou city, targeting the floating vendors in the vendor economy, which means the practitioners of the vendor economy who can freely choose the location of their activities. The analysis of the operation and spatial attributes of the corresponding vendor economy in the central area of Hangzhou will be handled by analyzing the public space and other situations within the city. After careful study, through the improvement of government policies and spatial strategies proposed, it is hoped that the current situation of the vendor economy in the city will be improved, providing feasibility

and direction for the future development of the vendor economy in urban centers such as Hangzhou, China, using analytical methods and processes that can provide lessons for the development of low-carbon economies in other regions



Vendor economy scences in China - Internet

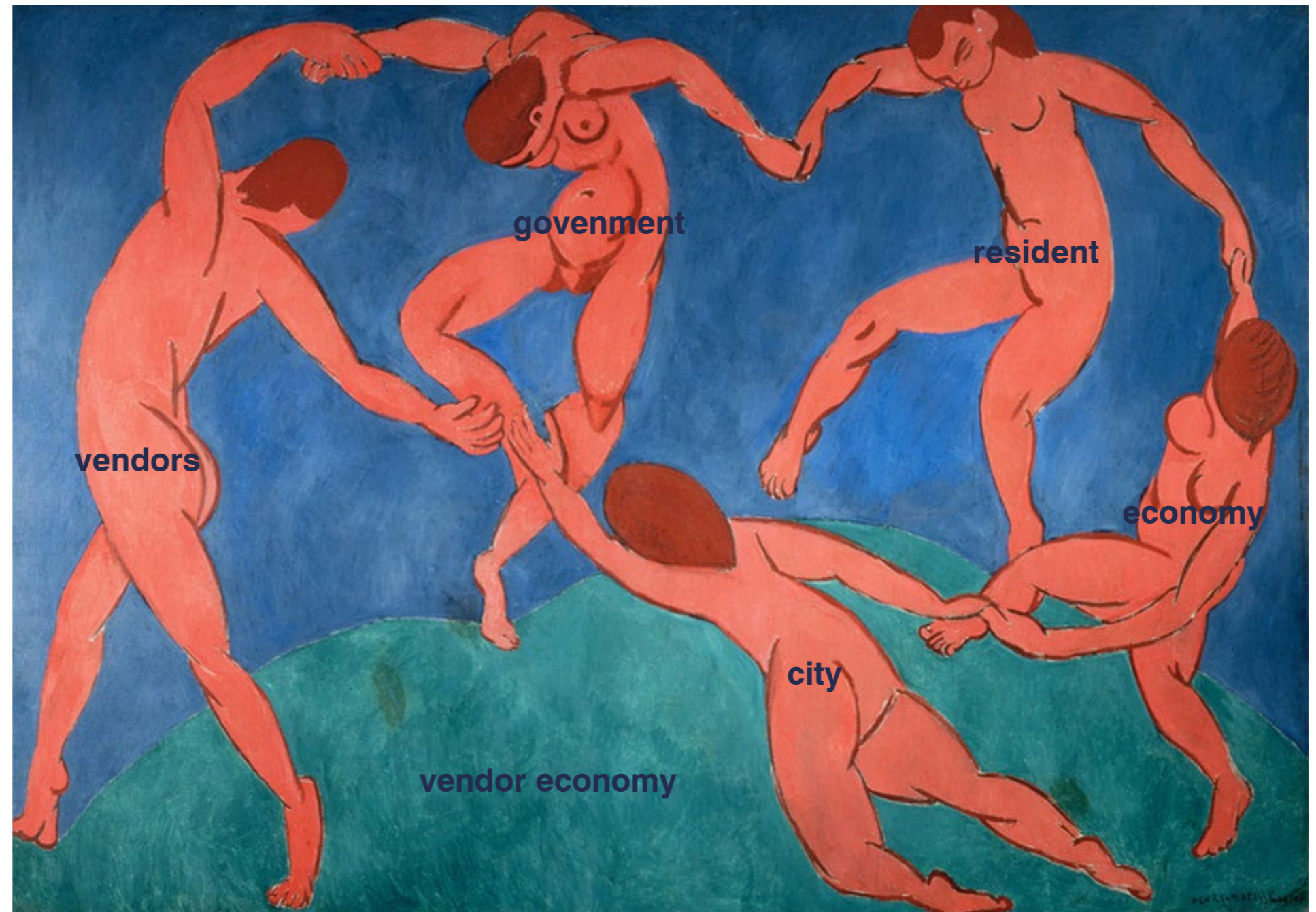
*Six guarantees and Six stability*

*The "six guarantees" refer to ensuring employment of residents, basic livelihood, market players, food and energy security, supply chain stability and grassroots operation.*

*The "six stability" refers to stable employment, stable finance, stable foreign trade, stable foreign investment, stable investment and stable expectations.*

## Goal

This project uses the prospect of the informal economy in the city as a background to explore **the laws and significance of the development of the vendor economy in the city**. The purpose is to clarify the current problems of the vendor economy, find ways to enhance the sustainable development of this informal economy in the city, and find appropriate development strategies for its future direction in the city through the investigation of policy and spatial aspects of the vendor economy in Hangzhou. **It is hoped that all participants involved in this economy can form a state of self-management, self-regulation, and self-satisfaction, and that more stakeholders can benefit from it through the development of strategies.**



*The Dance II - Henri Matisse*

## Research questions

**Main Q: What kind of strategy can make the vendor economy develop better in the central area of Hangzhou and benefit the city?**

Sub Q1: Why do we need to retain and develop the vendor economy?

(1a) Why has the government's attitude toward the vendor economy now changed to support and development?

(1b) What benefits can the development of the vendor economy bring to the city?

Sub Q2: What are the factors that hinder the development of the vendor economy in the center of Hangzhou?

(2a) What are the problems that need to be solved for the vendor economy in the center of Hangzhou?

(2b) What are the causes of the problems? How can they be solved?

Sub Q3: What kind of space design can meet the needs and retain the advantages of the vendor economy in the city center of Hangzhou?

(3a) What spaces in the city center of Hangzhou can be potential places for the development of the vendor economy?

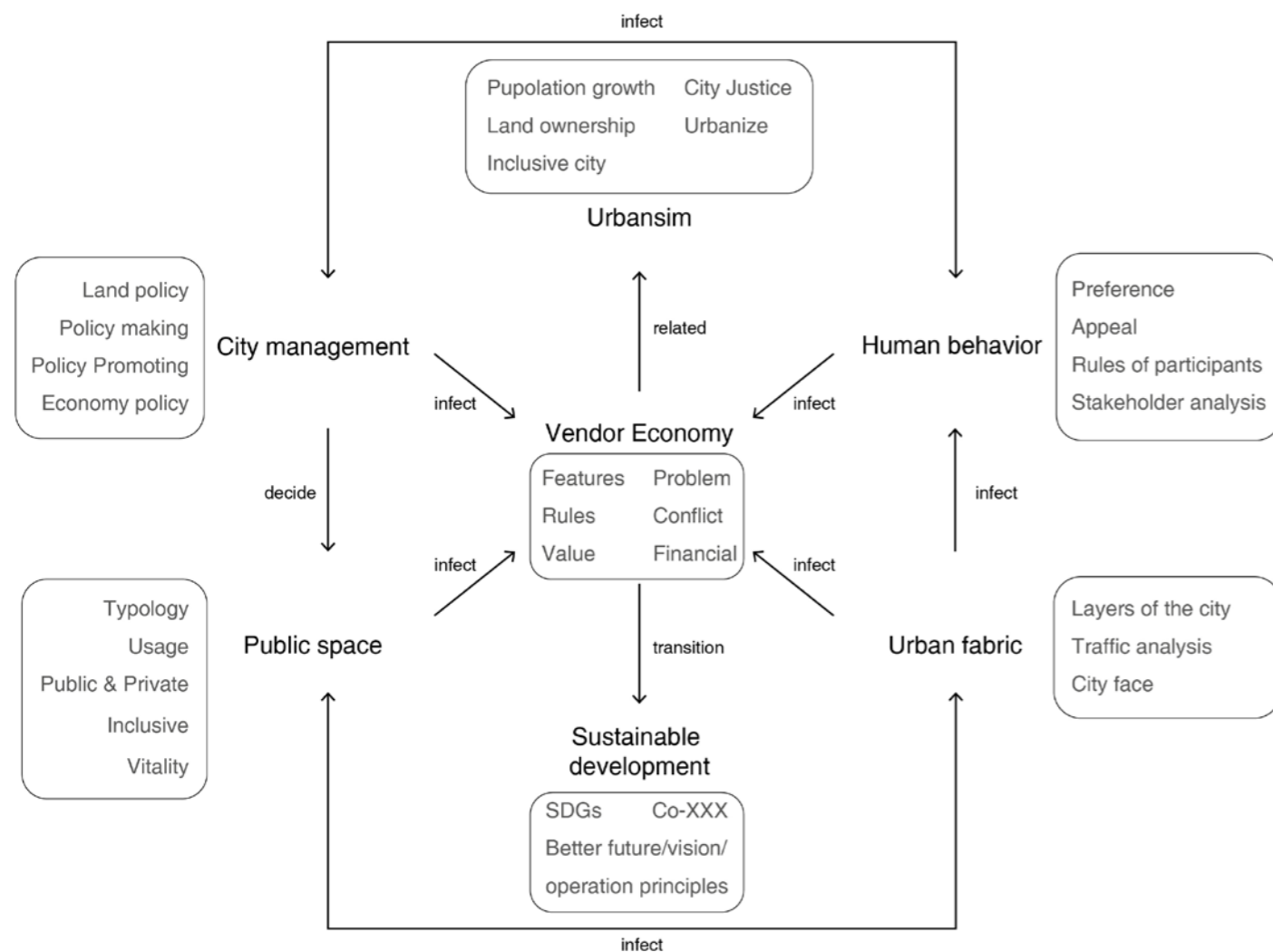
(3b) How can the space be modified to allow for the development of the vendor economy in Hangzhou center?

Sub Q4: What are the benefits of a well-functioning vendor economy for the city?

(4a) Which industries can benefit accordingly?



## Conceptual framework



In addition to studying the characteristics, laws, and problems of the vendor economy, the process of analysis can be divided into six parts: **Urbanism, City management, Human behaviour, Public space, Urban fabric, and Sustainable development.**

First of all, as a kind of informal economy, the vendor economy has an important significance in the urban level. Due to the specificity of the subjects in the informal economy, it is important to **ensure the fairness of each citizen's rights** and interests in the city. An inclusive and equitable city should take into account the needs of the disadvantaged groups in the city. Currently, **cities are still not inclusive of low-income and low-educated people, and most of the participants in the informal economy fit this profile.**

Research on **urban management** can help me understand how cities work and how different sectors work together. Due to the specificity of the Chinese government system, this aspect of research focuses on how the government manages cities, land policies, and the development and implementation of economic policies, which will be useful for the integration of the vendor economy with the various systems of the city.

The analysis of **citizens' behaviour** will help to understand the preferences and attitudes of the participants in the vendor economy, and in combination with the **stakeholder analysis**, the roles and interrelationships in it will be clearly sorted out, which will help to identify the shortcomings of the current economy and to find out which roles of the participants can be improved. At the same time, the life patterns and preferences of citizens will also help to formulate strategies.

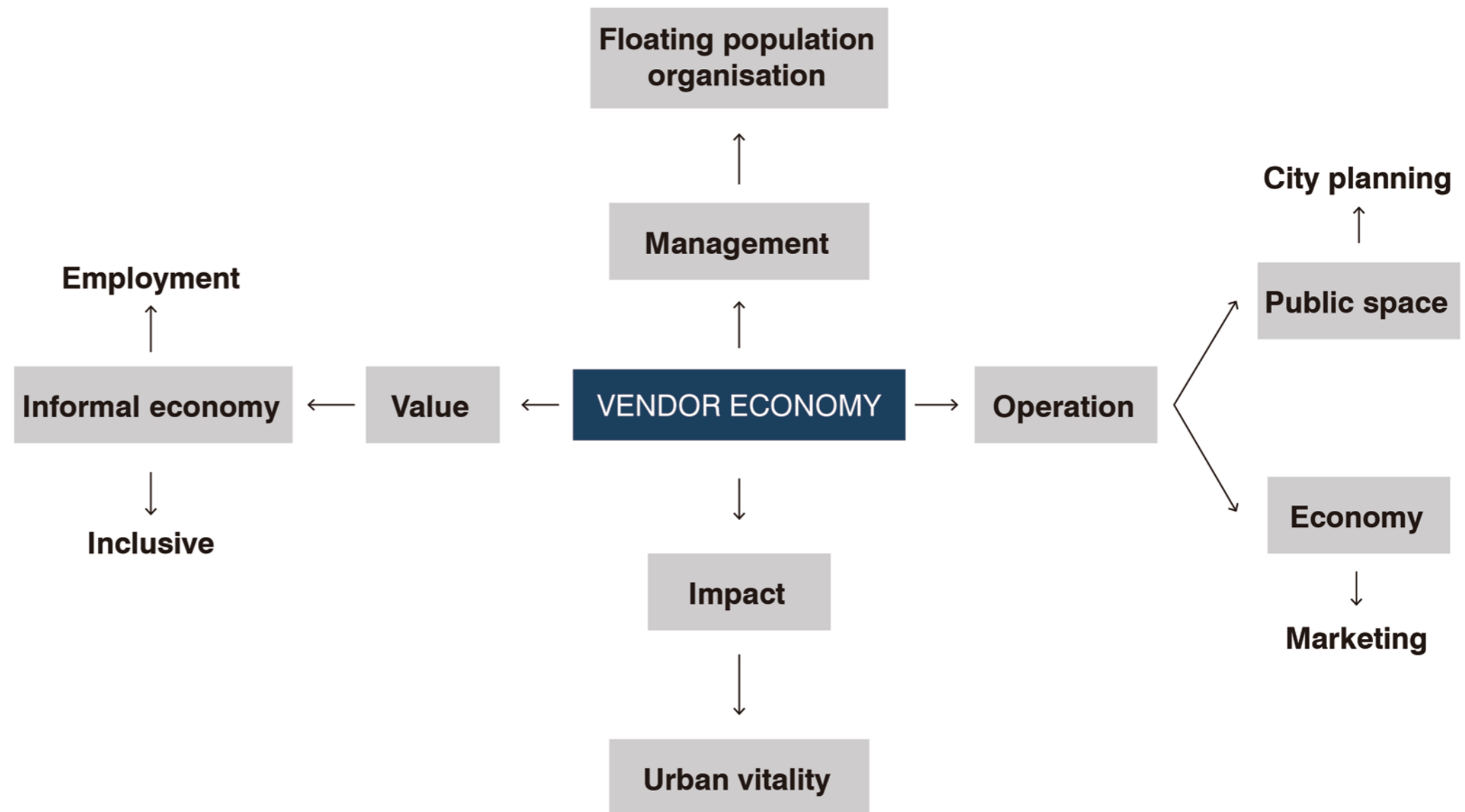
The **urban fabric and public space** are the foundation for the vendor economy to take place in the city. A suitable environment is a necessary condition for the orderly occurrence of the vendor economy, and the study of the spatial properties of the city will help to find a suitable place for the economy to occur and become the basis for spatial strategy development.

Finally, the informal economy is highly relevant to the world's **sustainable development** goals, and as an important and almost ever-present type of economy, its good or bad performance will directly affect many aspects of the future development of humanity. A well-functioning and healthy informal economy will have many positive impacts on cities and contribute to the achievement of urban sustainability goals as well as green development.

## Theoretical framework

The theoretical system that constitutes this project may include the following.

1. **The value of the informal economy** to the state, society, and the city. It helps society and government to embrace the vendor economy and lay the foundation for its redevelopment in the city.
2. **The mobile population and its organization.** The floating population is an important component of the city, and studying the characteristics and needs is beneficial to urban development. Analyzing the floating population's organization will better help the informal economy participants join the urban development chain.
3. **Market and economical operation.** As a type of economy, the economic behavior of the vendor economy will help designers understand how goods and values circulate and the risks and opportunities that may occur.
4. Types of **public space, use, and transformation.** The vendor economy is dependent on the physical space. Making it and the city coexist better through good spatial strategy is an important direction to be studied in the project.
5. The addition of **urban vitality.** The positive impact of the vendor economy on the city needs to be studied.
6. **Urban governance and future development.** It is crucial to investigate the role that new industries may play in the vendor economy and the potential help that the city can provide for the vendor economy.



## Methodology

### Literature research

#### Intended outcome

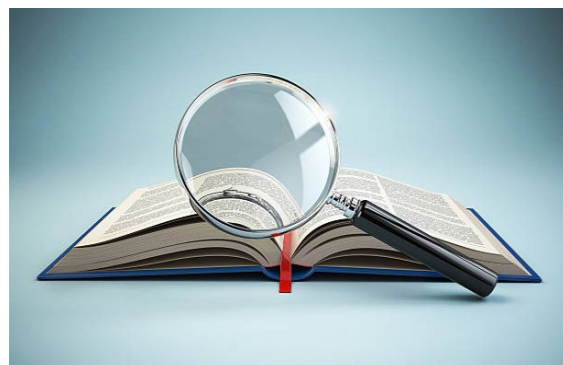
To have some understanding of the nature, laws of operation, and definitions of the vendor economy itself, to find theories that have been proposed that have been related to the study, and to use research data to make the conclusions in the study more credible.

#### Detailed description of method

Due to the complexity of the vendor economy, many scholars have conducted a certain amount of research on the vendor economy itself and its relationship with the city and life. By reading the relevant literature, one can gain a certain level of understanding of the characteristics, strengths, and weaknesses of the vendor economy itself, as well as the evolutionary process and the future vision. The researcher's findings can likewise be an important part of the new strategy.

#### Resources

Google Scholar, Baidu scholar, Books, Website, News



### Observation

#### Intended outcome

It is possible to show photos of conflicts in the vendor economy, actual scenes of the vendor economy in operation, photos of scenes of the use and demand of the space by different participants.

#### Detailed description of method

The main purpose is to understand how the real-life vendor economy works through observation of images, videos, streets and people, and more details can be obtained. And by observing the same thing from different perspectives or roles, more diverse directions can be obtained.

#### Resources

Pictures, Street views, Online image database,



### Case study

#### Intended outcome

Good cases of vendor economic policies or vendor economic improvement strategies, analyse their processes and advantages and disadvantages and use them in strategy design.

#### Detailed description of method

The main purpose of the case study is to analyse what kind of process and what kind of result the vendor economy will go through in a certain situation by comparing the cases. From the analysis of the cases, the reasons for the success or failure of the cases can be analysed and thus help in strategy development.

#### Resources

Internet, Cases in reality, Advertisement



### Policy analysis

#### Intended outcome

Finding the shortcomings in the current policies can improve the policy formulation or policy structure.

#### Detailed description of method

The Chinese government is strategic about the development of China as a whole, and every five years the state will issue policies that clarify the future direction of development. The strategy should be in line with these basic national policies in order to be feasible. By studying the policies one can find the design direction.

#### Resources

Government website, Government files, Government city plan,



## Interview

### Intended outcome

Different views of different participants in the vendor economy in terms of policy or space needs.

### Detailed description of method

The main purpose is to consult with experts in related fields and get advice on issues such as urban management, policy making, and public space use. Interviews with the general public or stall owners can understand the needs of different stakeholders and ensure the accuracy of the design. Interviews with locals of the design site (Hangzhou) can understand the local customs and culture in order to develop strategies with regional characteristics.

### Resources

Introduced by friend, Chosen from questionnaire,



## Questionnaire

### Intended outcome

Various correlation analysis, pre-sending data results in the form of data and graphs, supports the development of new strategies.

### Detailed description of method

A large amount of data can be collected through web-based questionnaires to support the conclusions. And it allows a higher general applicability of the conclusions and a better understanding of the needs. The analysis of the data can get the correlation of certain issues, for example, whether the consumption of the ground floor is related to high or low income.

### Resources

Online questionnaire services,



## Spatial analysis

### Intended outcome

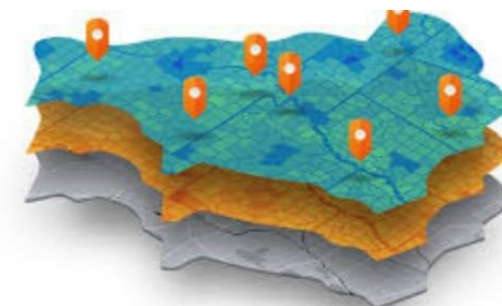
The spatial diversity of the vendor economy is satisfied by different designs for the neighbourhood according to different spatial types and traffic conditions.

### Detailed description of method

Stratification of objects with different attributes at the urban scale, such as water, greenery, roads, buildings, public spaces, etc. By analyzing the relationship between these layers, we can understand the geomorphology and urban texture of a city and provide more data for spatial strategies. The attributes of public space can be analyzed and classified to facilitate the development of spatial strategies. Issues that can be analyzed include accessibility, convenience, frequency of public space use, and which types of public spaces have more potential to become places for stalls. The analysis to find the spatial pattern of the operation of the economic activities of the vendor can make the design more perfect.

### Resources

Geography database, Traffic institution, GIS system,



## Social media analysis

### Intended outcome

Some video and pictures showing the current situation of vendor economy and what the conflict is. Collect the attitude of the public from the comment.

### Detailed description of method

The emergence of self-media and the application of social media allow the public to express their views on a certain event on the same platform, while some problems and records of life can be the subject of dissemination, and more direct data can be obtained by analysing these contents. And by searching relevant events on common Chinese social platforms such as TikTok, Weibo and RED Book, we can understand the current urban development of the vendor economy according to the video content, we can find some problems and conflicts, and we can roughly understand people's attitude towards the vendor economy according to the comments. The search of news and social hotspots can understand the development process and the effect of the government on the vendor economy.

### Resources

Tik Tok, Weibo, Red Book, Baidu



## Stakeholder analysis

### Intended outcome

To find the players within the vendor economy, to clarify the relationships between them, to analyze the potential of each party in a new strategy for the future development of the vendor economy, and to adapt the role of each interest holder in the strategy.

### Detailed description of method

By finding the players of interest in the project, it is possible to know which players have a greater interest in developing such an industry, which players may its hindering effect on the development, or to find potential players who can benefit from the development of the project in the future. By analyzing the rights, interests, purposes and expectations of each participant, it is possible to better arrange the mos of the project operation to eventually achieve a win-win cooperation.

### Resources

Literature, News, Report



## Method

### METHOD & INTENDED OUTCOME

<b>(Sub - ) research questions</b>	<b>Method</b>	<b>Intended outcome</b>
Why has the government's attitude toward the vendor economy now changed to support and development?	Literature research, Policy analysis	Identify current and future urban development goals, social context and economic operations. To forecast future governmental attitudes.
What benefits can the development of the vendor economy bring to the city?	Literature research, Questionnaire, Interview, Policy analysis, Observation, Social media, Case study	Identify the benefits that the vendor economy brings to the country, society, and the city, and what it can promote and strengthen, and what positive feedback it brings to urban development.
What are the problems that need to be solved for the vendor economy in the center of Hangzhou?	Literature research, Observation, Questionnaire, Interview, Spatial analysis	Find out the existing problems as well as the main conflicts of the vendor economy in the central area of Hangzhou.
What are the causes of the problems? How can they be solved?	Literature research, Interview, Questionnaire, Policy analysis, Social media analysis	Know why conflicts arise and how to resolve them.
What spaces in the city center of Hangzhou can be potential places for the development of the vendor economy?	Literature research, Policy analysis, Spatial analysis, Questionnaire, Interview	Find suitable locations within the city center of Hangzhou for the future development of the vendor economy, Analyse their advantages and disadvantages, and clarify the reasons for choosing these locations.
How can the space be modified to allow for the development of the vendor economy in downtown Hangzhou?	Literature research, Spatial analysis, Policy analysis, Questionnaire, Interview	The space design of the selected potential space is based on the space requirements of the stall activities to ensure the advantages of the vendor economy and to avoid conflicts.
Which industries can benefit accordingly?	Literature research, Social media analysis, Stakeholder analysis,	Explore what other industries in the city can be driven by the vendor economy, so that more participants can join and benefit from it.

RELATIONSHIP BETWEEN QUESTIONS AND METHODS

The diagram shows the aspects that should be taken into account in the conduct of the project and the key words, each research question is connected to its related content and the method used is shown as a colored horizontal line below each question. The length of the horizontal line indicates the importance of the research method to the problem or the amount of effort expended.

**Main Q:** What kind of strategy can make the vendor economy develop better in the central area of Hangzhou and benefit the city?

**Sub Q1:** Why do we need to retain and develop the vendor economy?

**Sub Q2:** What are the factors that hinder the development of the vendor economy in the center of Hangzhou?

**Sub Q3:** What kind of space design can meet the needs and retain the advantages of the vendor economy in the city center of Hangzhou?

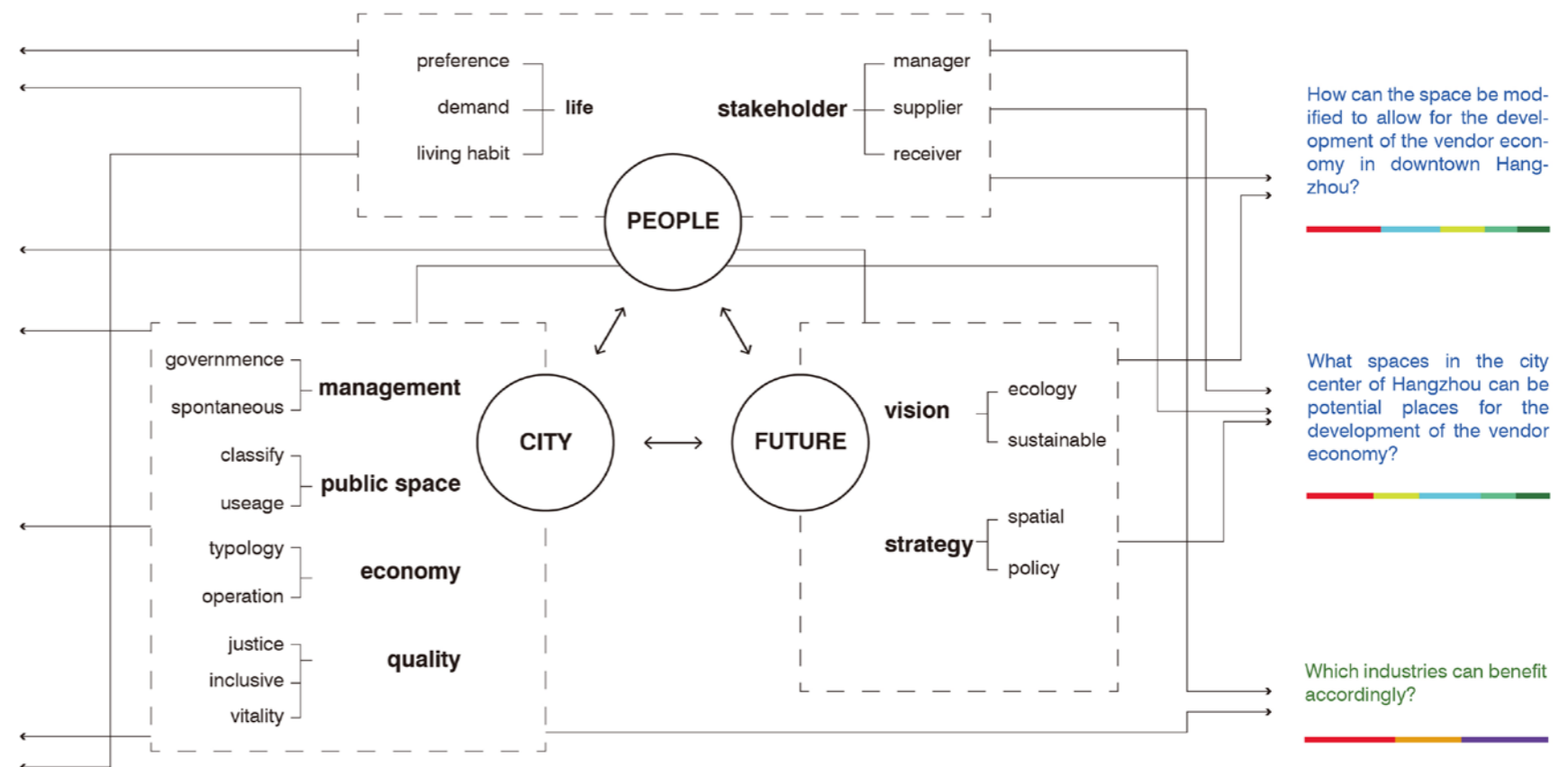
**Sub Q4:** What are the benefits of a well-functioning vendor economy for the city?

Why has the government's attitude toward the vendor economy now changed to support and development?

What benefits can the development of the vendor economy bring to the city?

What are the problems that need to be solved for the vendor economy in the center of Hangzhou?

What are the causes of the problems? How can they be solved?



How can the space be modified to allow for the development of the vendor economy in downtown Hangzhou?

What spaces in the city center of Hangzhou can be potential places for the development of the vendor economy?

Which industries can benefit accordingly?

- |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|
| <b>Sub-question 1</b> | <b>Sub-question 2</b> | <b>Sub-question 3</b> | <b>Sub-question 4</b> |
| Literature research   | Case study            | Interview             | Questionnaire         |
| Observation           | Spatial analysis      | Policy analysis       | Stakeholder analysis  |
|                       |                       |                       | Social media analysis |

## Relevance

### SCIENTIFIC RELEVANCE

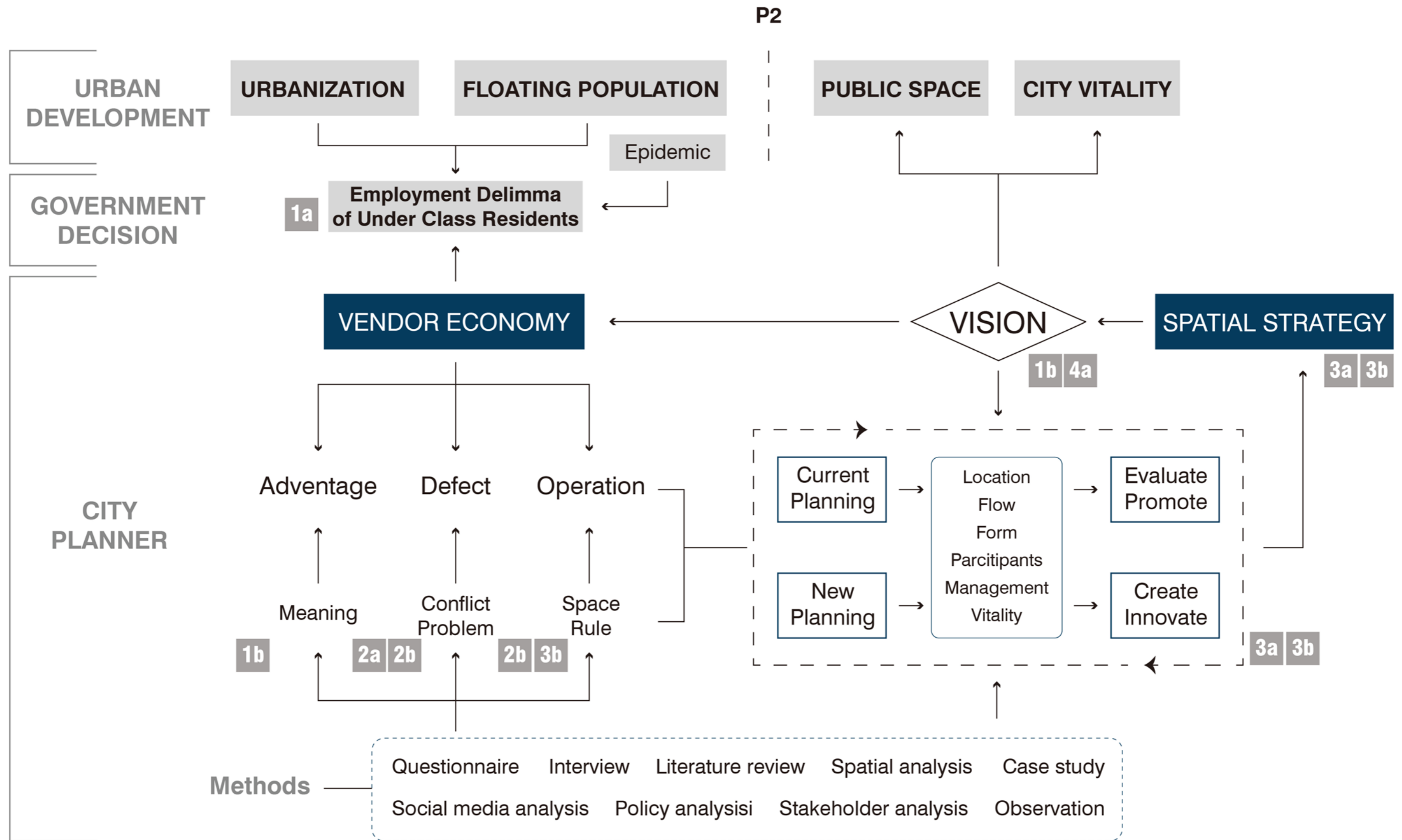
Since the vendor economy itself is dependent on cities and people for its existence, research related to it involves several fields. If we want to achieve a better research purpose, we need to have some sociological and human behavior help firstly, so that we can better grasp the attitude of citizens towards the behavior of ground stalls and the possible attitude change in the future. Secondly, some causes of conflicts have to involve urban design, architecture, and transportation disciplines, such as what kind of external public space is suitable for the development of the vendor economy, and how to deal with the relationship between urban transportation and the vendor economy.

It is hoped that the analytical process and the theoretical framework of the project, when completed, will provide ideas and directions for the development of vendor economy in urban centers in China, such as Hangzhou.

### SOCIETAL RELEVANCE

At present, the main body of the ground stalls is still the low-income or low-educated people in the city, these people can only rely on temporary jobs or ground stalls for survival, and the negative vendor economy operation will lead to the life of some people in the city is fundamentally affected. For social justice, it is fundamental to ensure that every city dweller lives in the city, and that everyone has the right to use the city, to take from it, and to pay for it. If the vendor economy can be made to run better in the city, the foundation of the lives of the bottom class can be secured, while also potentially improving the overall happiness of the city.



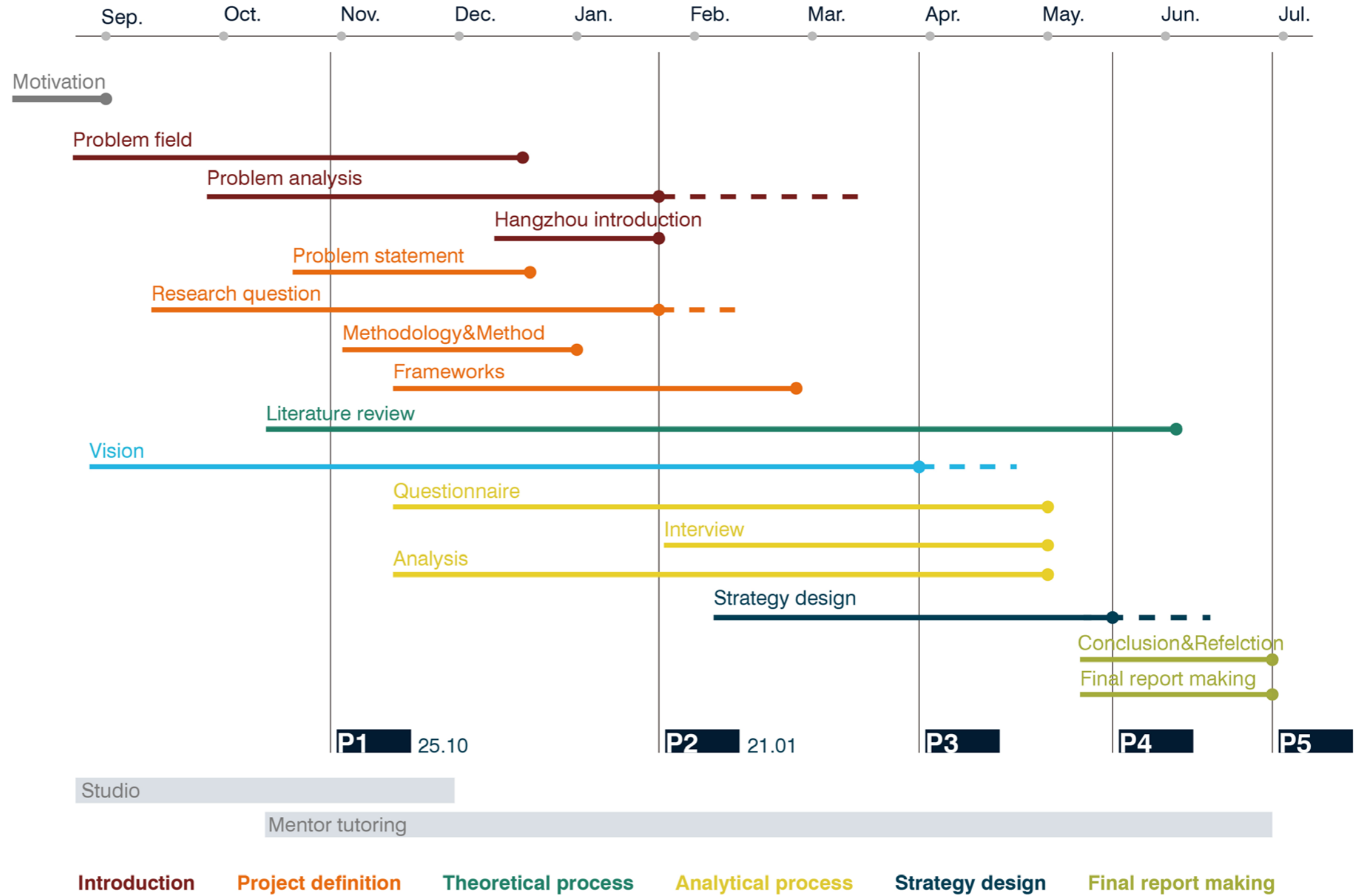


Working mode / process - Author

# TIME PLANNING

## PROJECT PHASE

It is expected that the positioning of the project and the issues under study will be clearly sorted out before P2. The nature of the vendor economy itself and its significance for the city and its future will be clarified, and some of the relevant theories and the methods used in the study will be clarified through literature reading. To have a preliminary understanding of the chosen practice location, Hangzhou. The analysis process as well as the questionnaire research process will continue until P4. After P2 will begin to combine theory and case study analysis, spatial analysis to gradually propose spatial methods and spatial strategies to improve the vendor economy in the Hangzhou central area, and continue to improve.





Recreation of Along the River During the Qingming Festival - Unknown author - Internet



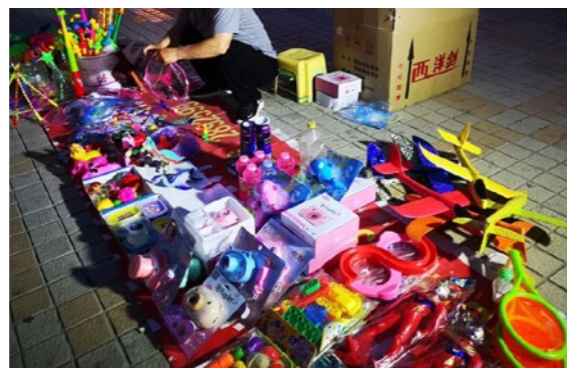
## Floating vendors

The composition of mobile vendors is complex. In addition to those who work full-time in the floor economy as their primary occupation, unemployed, laid-off workers, white-collar workers who wish to increase their income, and students who start their businesses all fit this characteristic of mobility. Their freedom and flexibility are the most obvious characteristics of such vendors. To maximize the number of their customers, itinerant vendors choose to set up their stalls in areas of high population density. (Song, 2020) Examples include bus stops, subway station exits and places near university gates. Some vendors will park their merchandise carts at intersections or sidewalks. This will increase their income because of the high pedestrian activity. Some street vendors congregate in the gray areas of the city, such as the narrow areas behind the busy areas of the city. (Li, 2018) They deal with a complex variety of goods, fruits, snacks and other food, clothes, daily necessities, handicrafts, second-hand goods, electronic and digital parts and services, (Song, 2020) and their purchase sources are usually online or make goods on site. Some vendors carry their goods and tools with them or use crude means of transportation to transport and sell them. These people also generally earn less than the urban average and are vulnerable to external influences. (Xinhong, 2021)

### ANALYTICAL PROCESS

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>Floating vendor</li> <li>The advantages of vendor economy</li> <li>Developing defects</li> <li>Hangzhou</li> <li>Characteristic</li> <li>Floating people</li> <li>Spatial feature</li> <li>Vendor economy develop in Hangzhou</li> </ul> | <ul style="list-style-type: none"> <li>Theoretical framework</li> <li>Stake Holder Analysis</li> <li>Analysis of space use</li> <li>Policy comparison</li> <li>Case study</li> <li>Questionnaire</li> <li>Interviews</li> </ul> |
|---|---|

Along the River During the Qingming Festival - Zeduan Zhang, Song Dynasty



Vendors and their goods - Internet

Vendor locaiton and tools - Internet

## The advantages of vendor economy

From the government's point of view, the vendor economy solves the **employment** problem of a large part of the population. It **provides livelihood security** for the lower class living in the city. Its low-cost, easy-to-use nature also offers young people the opportunity to **start their own businesses**, they can earn **extra income** or get **unique experiences** by doing vendor.

As a form of consumption, the stalls can also **stimulate consumption** and **promote the operation of various industries**. Some small food and clothing **enterprises** that rely on the vendor economy can run benignly.

For city dwellers, ground stalls can **enrich the lives** of urban residents. It also **meets the multi-level consumption needs** of urban users, and because there is no store rent, the price of goods has a significant advantage, and the **cost of living for citizens is reduced** (Jiyang, 2020). The inexpensive nature of ground stall goods attracts many middle-income consumers (Bhowmik, 2010). The vendors around the community also provide **convenience** and a place for the neighborhood to **go for leisure**.

## The defects of vendor economy

Despite the existence and development of such informal economic activities as the vendor economy in the city, many drawbacks have not been solved in practice because of the lack of practical and effective design and inadequate policies and spatial strategy.

Specifically,

- 1, **Occupies the road**, which results in the miss of the original function of the road, resulting in different people's flow conflict or traffic accidents.
- 2, The city's street **hygiene** gets negative impacts, increasing the work pressure of sanitation workers.
- 3, Noise and smell **pollution**. The excessively noisy atmosphere and the odor generated when making food can potentially affect nearby residents.
4. The hygiene, quality, and after-sales service of the products **cannot be guaranteed**.
5. **Safety hazards**. Due to unreasonable use of tools or lack of safety awareness, some vendors can cause fires.
6. Conflicts due to **inappropriate competition** often occur between stall owners competing for favorable stall locations or with the real economy due to competition for customers.
7. Confrontation with city management. Conflicts between city police and vendors have always been a hot topic in society.
8. The **city's rejection** of practitioners and the stall owners' self-identification. The **lack of self-identity**.

The causes of these problems can be divided into:

**Lack of top-level design:**

The legalization of street hawker status is still in its infancy. **China has not yet developed formal and long-term policies and regulations for street vendor management**, and different cities have adopted different regulations for street vendors. (Xinhong, 2021) Inconsistent policies make it difficult to implement urban management. "Sometimes policies are put on hold; sometimes authorities suddenly stop existing policies and make new ones," said one city manager: This creates uncertainty in enforcement and can easily lead to conflicts between city managers and vendors. (Bell & Loukaitou, 2014) The current situation is that the government has **less control** over the policing of the vendor economy and **no reasonable management and supervision mechanism** has been formed. There is no unified information registration service for ground stall operations, and there is **no special department** to deal with the relevant demands between stall owners and consumers.

For the ground stall practitioners at the bottom of the society with low education and no skills, there is a **lack of information access** and they cannot get timely information and help, and for the disabled and the elderly, they **cannot get the benefits of the Internet era**, which makes it more difficult to operate. (Lin, 2021)

**Disorganization:**

Disorganization is perhaps the tricky part of managing vendor economy practitioners. Unlike the inner-city market-dependent and life-experiencing vendor economy, the mobile population engaged in the ground stall industry is territorial, autonomous, clustered, and informal. (Xiuyun, 2013) They often come from the same region or city and are introduced by their hometown to form their own entertainment and cultural circles, and the industries they engage in are naturally similar. The inherent mobility leads to the **loose organization** of these people, and there are **few organizations to discipline** the behavior of members. Under the current management system, **self-organized groups** still appear in the form of **informal organizations** and are **less binding**. (Xiuyun, 2013) For the mobile population, self-organization is very important. If there is **no communication** between the government and the disadvantaged groups through self-organization of the mobile population, it is difficult for the government to find a rational bargaining partner and a way to negotiate in case of disputes, and the scattered people, who are **unable to defend their rights**, are easily forced by the situation to engage in violence, causing great social damage. (Xiuyun, 2013) This is confirmed by the violent resistance of many hawkers against the city administration.

**Lack of spatial planning:**

Due to the **lack of organizations** to negotiate with the government, hawkers are unable to formally voice their demands, and they are unable to join any formal trade associations due to the **lack of business licenses**. The government's restrictive regulations on social organizations also make it difficult for hawkers to form their own associations, and bringing all hawkers together is difficult in practice due to the overly free and fragmented trade situation. (Huang, 2014)

Due to the freedom of business locations, stalls often **occupy** sidewalks and bicycle lanes in the city, which can lead to **traffic congestion and traffic accidents** that harm the normal transportation system of the city. Due to unfavorable factors such as **smell and noise**, ground stalls sometimes affect the rest of the surrounding residents at night. **Environmental pollution** adversely affects the sanitation of the streets and **increases the workload of city street maintenance**. Stall owners also need to compete for suitable space to secure their income. (Xinhong, 2021) And the poor handling of such behavior by the city administration can also damage the interests of consumers and stall owners. A segment of the population would rather risk eviction than rent government-established stalls because most of the currently approved areas in the city are in unpopular areas where there are fewer customers and less profit. As a result, some may risk vending in prohibited areas or try to extend their **business hours**. (Xinhong, 2021) Also inner-city bazaars have higher cost requirements.

**Market regulation:**

As an informal economy, **good market regulation** has been lacking. 2020 The proliferation of ground stalls has created competition and regulatory complications. Because the goods sold among hawkers are similar, **product quality and prices** are difficult to control. Although good quality and inexpensive goods can attract a large number of middle and lower class consumers to buy, product quality is difficult to guarantee, and relevant government departments (health, quality control) have not formed a linkage mechanism to monitor unfavorably. The entry threshold of floor caterers is low and temporary, and the government has not conducted **systematic qualification examination** for a long time. The government has not set **clear market access standards and industry standards**, and the quality of tools and raw materials used by stalls varies, making it difficult to ensure **food hygiene**. (Xinhong, 2021)

**City management:**

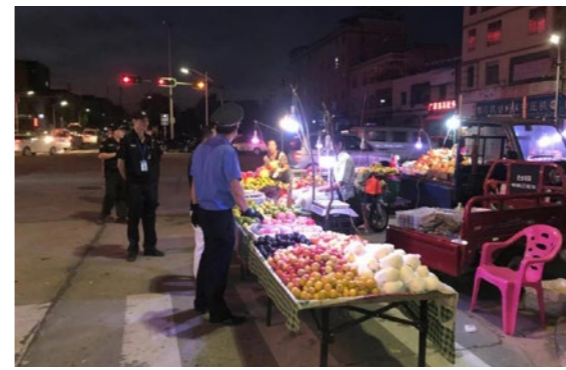
From the perspective of city managers, without policy guidelines and unified planning, operators **cannot anticipate its adverse effects** on other systems, leaving city managers in an awkward situation where it is difficult to balance policy and management. When city managers choose to evict hawkers and even confiscate their vending tools (carts, etc.), they also deprive hawkers of their right to live, and fierce resistance and conflict are inevitable. (Xinhong, 2021) In the absence of violent physical confrontation, hawkers first pretend to leave, but actually move to a side street or wait for the city manager to leave and return to their original location. (Huang, 2014) Hawkers resist by possibly fighting or blocking or following law enforcement vehicles, and such scenes often attract attention from those around them and related videos generate media attention. Sometimes, hawkers also try to use **bribes** to get the city police to leave. Since some city policemen are not part of the official state service, they are quite willing to accept such extra income. (Huang, 2014) This is certainly a **blight on urban management**.

**No long-term planning:**

Although China's attitude towards the vendor economy has changed from opposition to support, there is no denying that the central government's attitude now is due to the fact that many formal economic practices have been affected by the **epidemic** and businesses such as stores, supermarkets, restaurants, and food processing have come to a standstill in order to stop the spread of the epidemic, making ground stalls a viable solution to employment and increasing citizens' income. However, when the epidemic is controlled and all economic activities return to normal, perhaps the vendor economy will once **again return to the gray area** of urban development. Although local governments are aware of the central government's attitude, they often adopt a passive management approach to the vendor economy due to the lack of practical management solutions. That is, they let the vendor economy behave freely and then suppress or manage it when problems or conflicts become too obvious.

This **unclear attitude** makes it difficult for informal economy practitioners to find their **own position** in the city. (Jingcheng, 2014) At present, the vendor economy **lacks the support of multiple economic forms**, and under the development trend of "Internet+", the vendor economy can only get help from traditional financial methods, and the government should guide the vendor economy to combine with new types of economy to **develop together**. (Lin, 2021)





Vendor problems - Internet

# Hangzhou

Hangzhou is located in East China, downstream of the Qiantang River, at the southern end of the Jinghang Grand Canal and the core city of the Hangzhou Bay Bay Area. With a history of more than 2200 years since the Qin Dynasty, Hangzhou is a very famous tourist city in China because of its unique beautiful scenery and tourism resources, and is known as the "Paradise on Earth".



Hangzhou satellite map - Internet



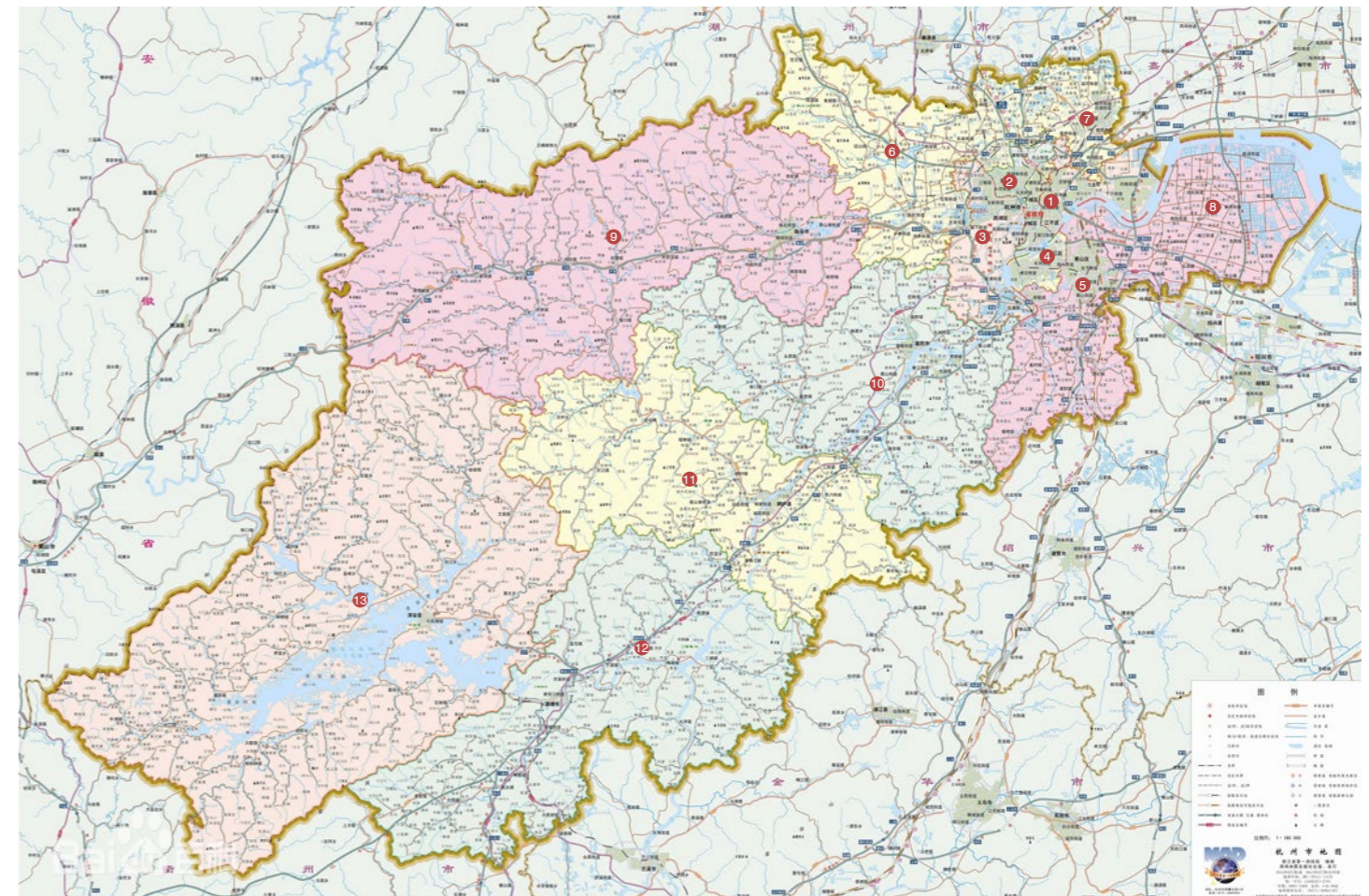
Hangzhou geographic base map - Internet



Hangzhou location - Author

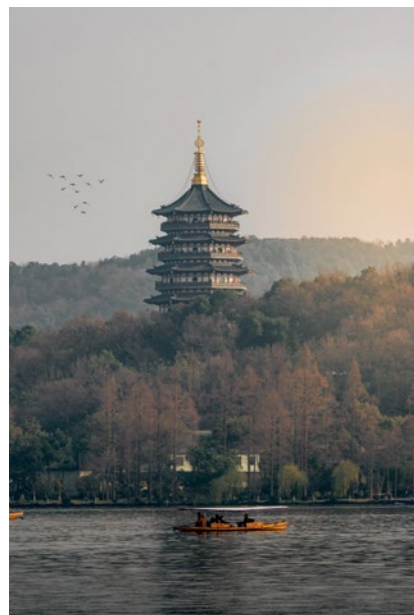


Hangzhou cultural map - Internet



- 1. Shangcheng   2. Gongshu   3. West lake   4. Binjiang   5. Xiaoshan   6. Yuhang   7. Linping
- 8. Qiantang   9. Lin'an   10. Fuyang   11. Tonglu   12. Jiande   13. Chun'an

Hangzhou administrative base map - Internet



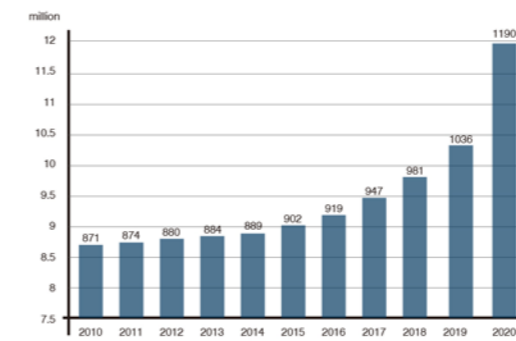
Hangzhou introduction - Internet



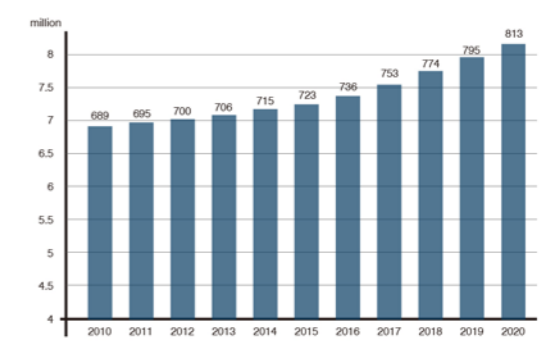
### Floating people

According to statistics, the pressure on Hangzhou's mobile population has increased dramatically. According to the statistics of mobile population in 2018, Hangzhou has 6,176,100 registered floating population living in the city, including 5,967,100 in the urban area, accounting for 96.62% of the total. There are 4,405,400 people who have lived for more than six months, including 4,279,900 people in the urban area. In 2020, the floating population reaches 8.31 million. (NBS,2020) **Although the education level of these floating populations is increasing year by year, most of them still have education levels below high school.** In 2019, Hangzhou's new labor force has about 13.9 years of education, compared with 14 years in Guangzhou and Shenzhen, which shows that there is still a gap between Hangzhou and other major cities. The quality of the migrant population is generally low, with about 368.88 million people having only a junior high school education level in 2019, accounting for 59.75% of the total. (Lurui, 2021) At present, the large group of the migrant population in urban society has extremely urgent needs for survival, development, and rights protection. (Xiuyun, 2013) **These low-educated people do not fully meet the needs of Hangzhou's future urban development.**

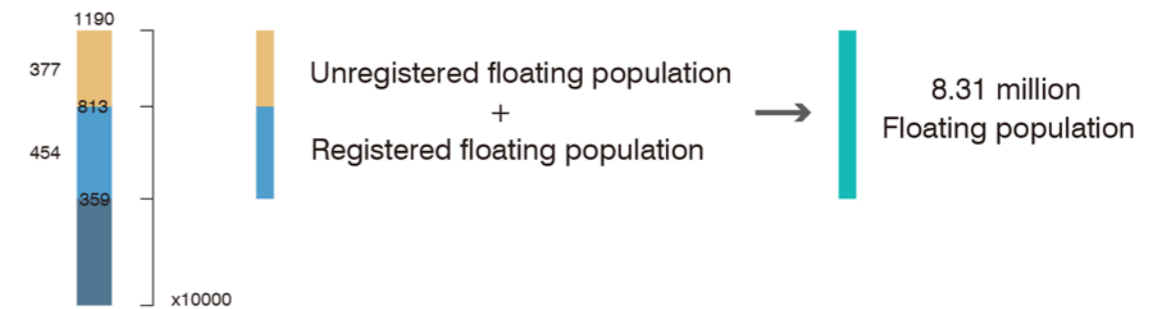
Guo Jingcheng's group conducted a questionnaire survey in 2014 in the urban areas of Hangzhou with a large migrant population. From the 722 questionnaires collected, most of the migrant population would choose informal employment. Most of the jobs they take are relatively hard, tiring, and dirty jobs less common in the city, with relatively low pay, high labor intensity, long working hours, and poor job stability. (Jingcheng, 2014). In terms of age structure, 64% of the migrant population is under 34, and 78% are educated at junior high school or below. **The objective conditions of these individuals determine that many of the migrant population can only work in ordinary service or labor-intensive industries, which are relatively low-paying, and their consumption levels are limited to maintaining basic living expenses.** (Jingcheng, 2014) It can be seen that **most of Hangzhou's floating population will be engaged in the vendor industry**, while Hangzhou still has no clear official document with precise planning and guidance for the vendor economy.



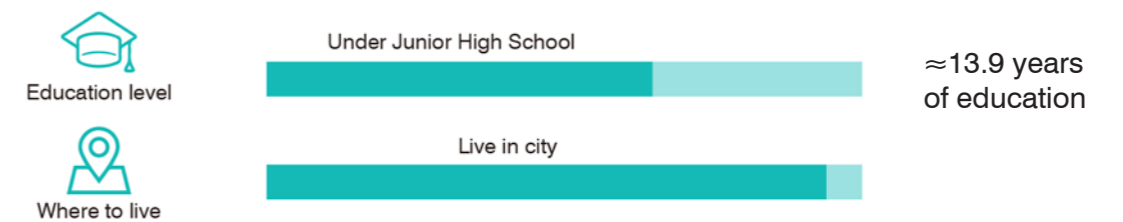
Hangzhou resident population - Author



Hangzhou registered population - Author



Floating population composition - Author



Floating population composition - Author

## SPATIAL FEATURE

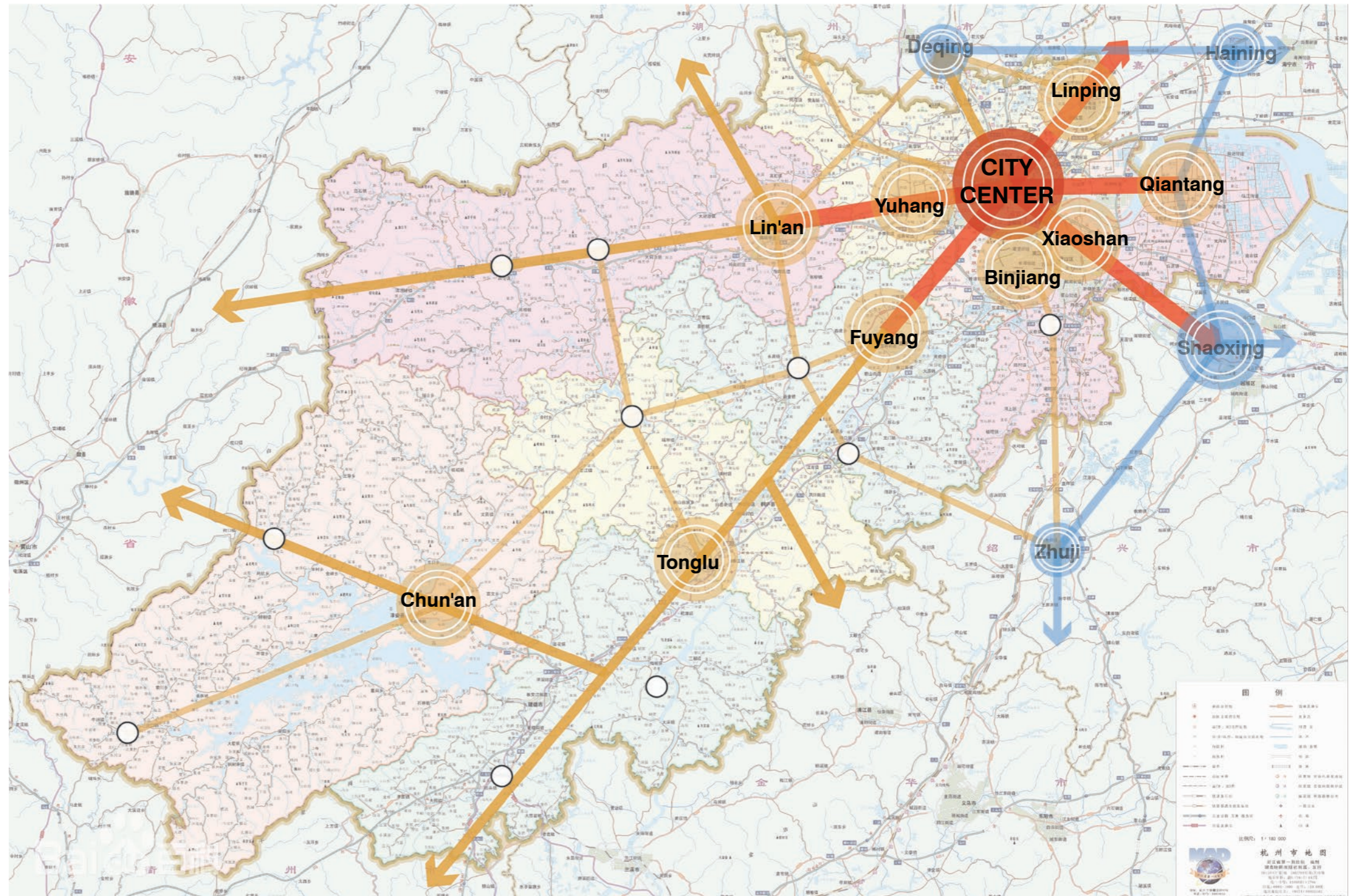
Hangzhou's city area includes Shangcheng District, Gongshu District, West Lake District, Binjiang District, Xiaoshan District, Yuhang District, Linping District, Qiantang District, Fuyang District, Lin'an District, Tonglu County, Chun'an County, and Jiande City. In the latest urban future development plan, Hangzhou will be built, "a core of nine stars" urban function pattern in 2035. In the regional positioning, the "one core" is the core metropolitan area, consisting of four districts: **Shangcheng, Gongshu, West Lake, and Binjiang**, with a total area of about 600 square kilometers, and they are the central locations chosen for this project.

**West Lake District:** with a total area of 312.43 square kilometers and a resident population of 1.09 million, it has beautiful scenic tourism resources.

**Gongshu District:** an area of 69.21 square kilometers, with a resident population of 1.12 million.

**Shangcheng District:** an area of 121 square kilometers, with a resident population of 1.32 million.

**Binjiang District:** an area of 72.22 square kilometers, with a resident population of 500,000.





West lake district



Shangcheng district



Gongshu district



Binjiang district



## VENDOR ECONOMY DEVELOPMENT IN HANGZHOU

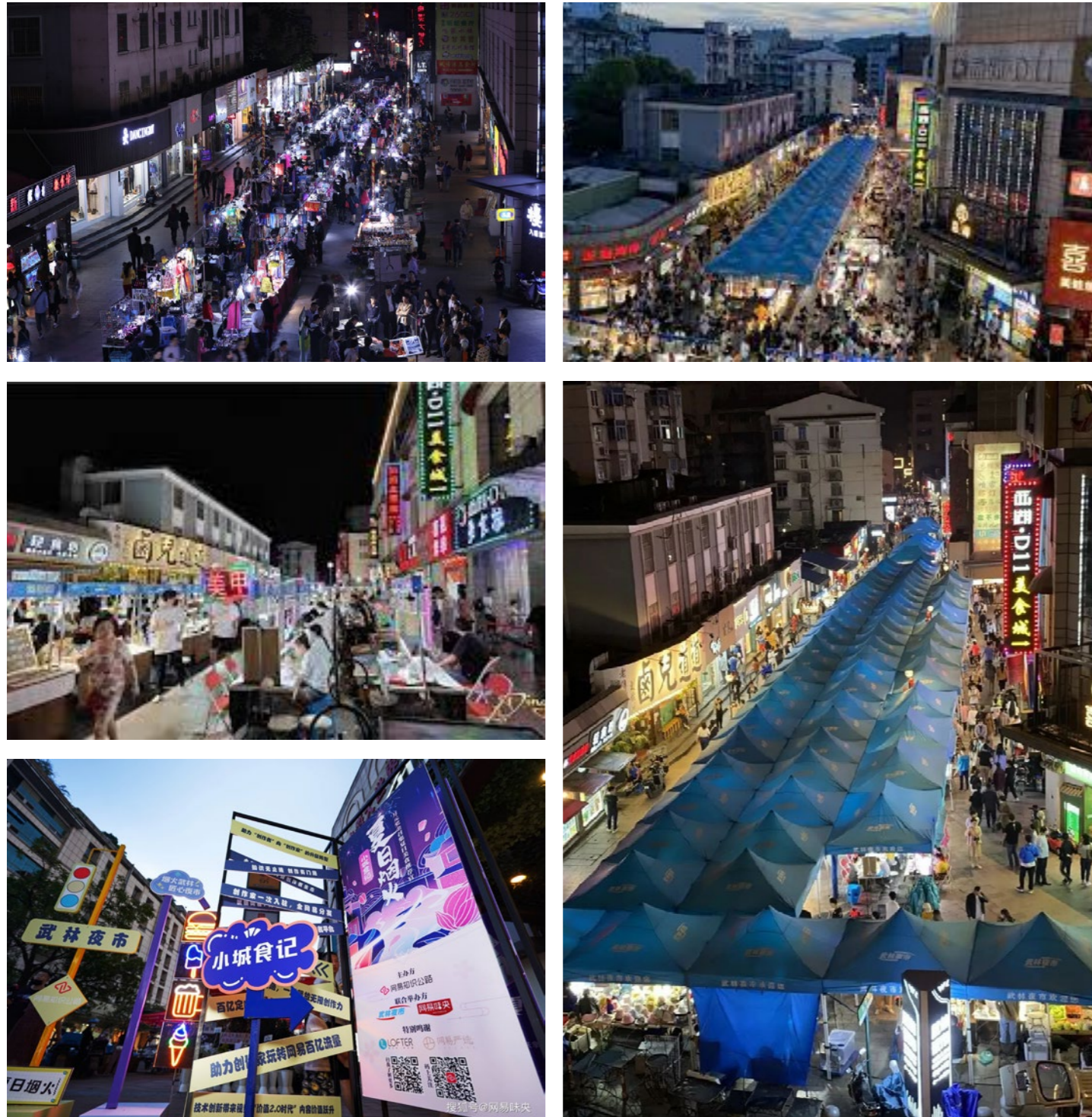
As a famous tourist city, Hangzhou's vendor economy has developed along with the booming tourism industry. The same and traditional, large-scale ground stall activities have been formed in the city. The representative ones are Wushan Night Market and Wulin Night Market. After 2020, commodity-related Internet companies have paid more attention to vendors, following the government's support for this economy. For example, Alibaba released a "stall support" program, providing more than 70 billion yuan of interest-free loans to provide a full range of goods and business support for more than 30 million "stall owners." Jingdong, WeChat, Jindo, Meituan, and other Internet companies also provide small loans and purchase channels to help meet the needs of stall economy practitioners. The actual economy also launched activities related to the vendor economy accordingly and achieved great feedback. For example, the night market held in Hangzhou Xixi Tianjie shopping mall boosted the day's customer volume by 20%, and sales of linked brands by 30%, gaining natural exposure 10.92 million times. One can see the massive potential of the vendor economy in Hangzhou.

The Hangzhou government has no clear plan for the vendor economy for the time being and is still regulating the ground stalls according to the agreed method.



Wushan vendor market





Wulin vendor market

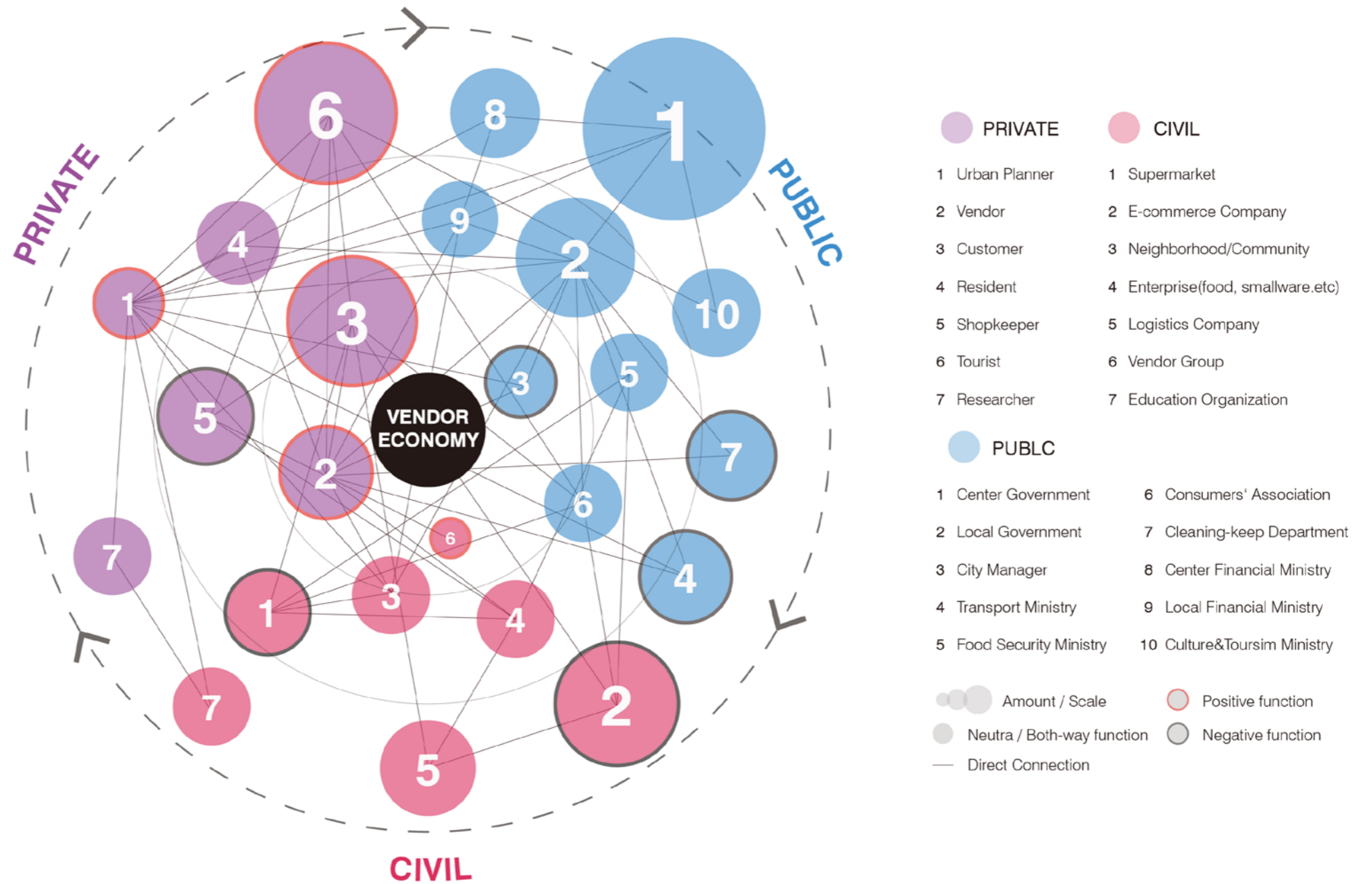
## NEXT STEP

The next part of the work will focus on the analysis of **ground stall operation mode and space use analysis**. The analysis of the already formed or intentionally planned by the government will be conducted on the analysis of the location, road network, traffic and surrounding impacts of the vendor economy places, the analysis and research on the satisfaction of the surrounding residents as well as their formation causes, operation status and problems, and the **evaluation and improvement** of the existing vendor economy.

For areas in the city where an organized vendor economy has not yet been formed, we combine the demand for ground stall behavior and a survey of public space to determine **potential development spaces**, find suitable ground stall operation methods for different areas, and gradually **propose spatial strategies**.

## Stakeholder analysis

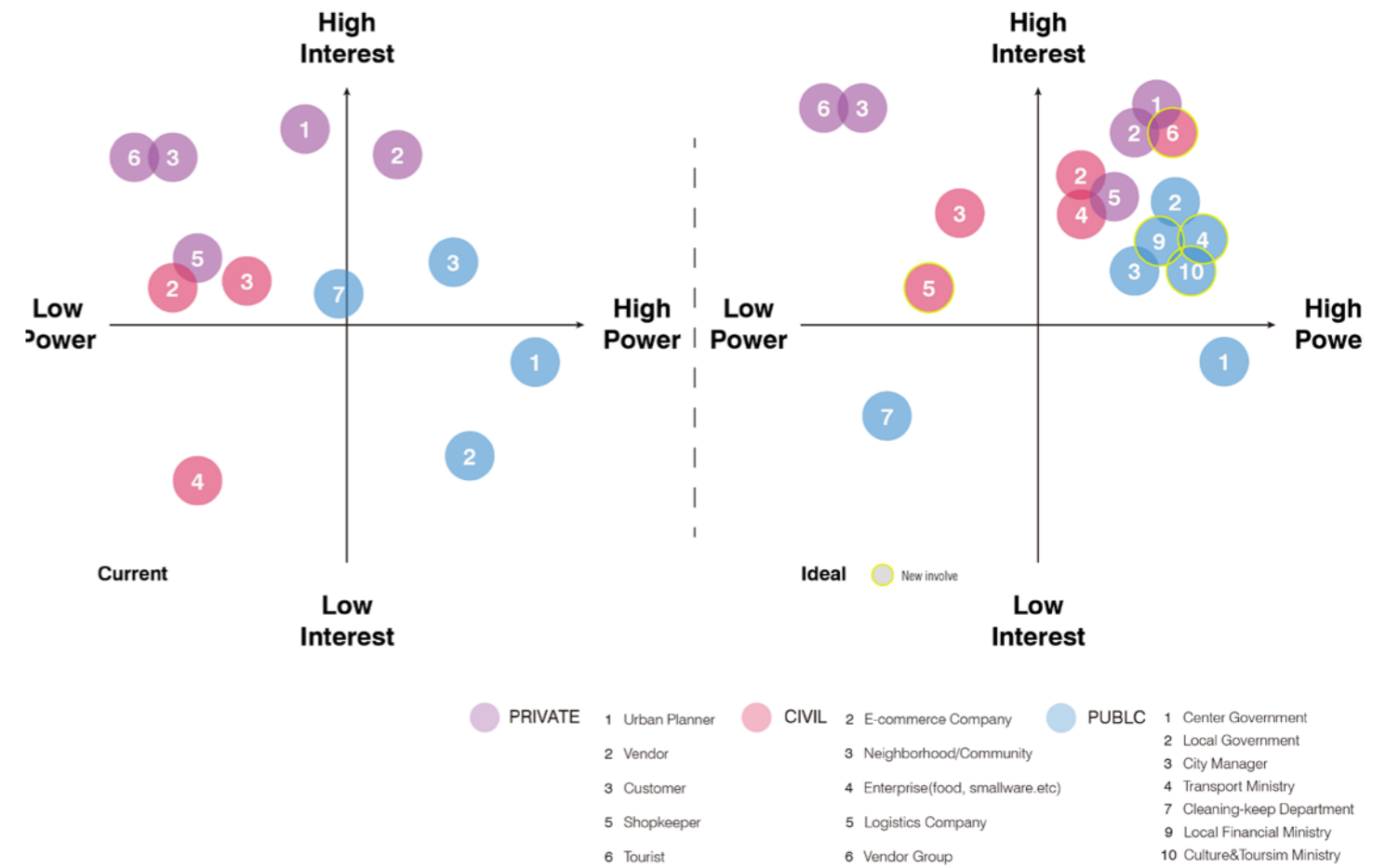
In the figure, we can see the players in the vendor economy, the size of the players, and the connections between them. Some of these factors can contribute or negatively contribute to the prosperity of the street stall economy. For example, many tourists will generate new customers and contribute to the development of the vendor economy. The traffic department and city administration will join forces to prevent the presence of street stalls on the streets due to traffic problems. Some neutral players, such as neighborhood residents, can be adversely affected by the ground stalls but are also participants. There is also an inclusive or hierarchical relationship between the participants, such as central government jurisdiction over local governments and various traffic and health departments. In the process of vendor economy, the participants who has more connections with others will be more important.



Stakeholder analysis - Author

During the analysis, it was found that the central government has some interest in the vendor economy. Still, local governments negatively affect this policy due to the lack of appropriate practical measures. As a tool for local governments to manage stalls, the city policy is in a confrontational situation with stall operators. City cleaning departments are involved in the actual activities even if they are not interested in the vendor economy because they have to keep the streets tidy. Ideally, local governments should value the importance of the vendor economy and assist it through financial and spatial planning. At the same time, the cleaning department no longer needs to get too involved due to the excellent self-operation of stall activities. E-commerce and physical store operators used to form a competitive relationship with ground stalls. Companies acted only as providers of goods and were not directly involved in buying and selling activities.

It is hoped that, ideally, e-commerce and physical stores can become a supporting part of the economy while attracting companies to participate directly into it and attracting more consumption and visitors under the joint coordination of the government and the tourism and culture sector. One of the more important aspects is the formation of street stall groups, which make trade activities organized and easier to manage and gain support from the government. Urban designers need to collect information about each group, propose appropriate suggestions and space usage to the decision-makers (government), and coordinate and adjust according to different needs and city characteristics.



Stakeholder analysis - Author

## Case study

### Singapore

Singapore's model of setting up approved areas has been very successful as the only country where all street hawkers are licensed and relocated to so-called hawker centers. Each hawker center has as many as 226 stalls, uniform furniture and fittings, and dedicated staff responsible for maintenance and cleaning. Most importantly, the hawker centers are located just steps away from residential areas, ensuring a steady stream of customers and the convenience of nearby residents. By setting up collective vending centers within walking distance of prime locations in China (e.g. residential areas, shopping malls, subway station exits, etc.), street vendors are more secure in their profits and residents can buy affordable food and necessities affordable prices. Space becomes more organized. Moreover, it is easier for city authorities to manage street vendors.



Hawker centers in Singapore - Internet

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## Melbourne

Located in Melbourne, Australia, the world's third-largest open-air Market, the largest in the southern hemisphere, is also one of the world's most famous tourist attractions, attracting 10 million visitors every year, covering an area of more than 7 hectares. The Market has been in operation since 1857. It is the only surviving 19th century market in the heart of Melbourne, offering fresh food such as seafood, meat, vegetables, and fruit, as well as a grocery area selling a wide range of inexpensive clothing, footwear, and related tourist items. This would be the largest parking lot in the city center. However, public outcry and a green ban prevented this from happening, resulting in the Market being managed by the National Trust. (Australia's national community-led, uncontrolled, not-for-profit peak rights organization dedicated to preserving natural and historical heritage).

The Market is now well preserved and integrated into the modern city and now stands as an Australian icon with its logo, website, and entire business chain. It is a place where history, culture, the needs of the people, government, and the economy are well integrated. It brings economic benefits to the country and facilitates and enriches the lives of residents. Retailers can be residents and businessmen, and some brand names can be sold here as long as they are reported in advance to the Melbourne government, the event's organizer. The Market is closed on Mondays and Wednesdays, while a night market is held during the Australian summer. The Queen Victoria Market's Summer Night Market has been held for 15 consecutive years. The 2012 Summer Market runs from November 14, 2012, until February 27, 2013 (it will be closed on Christmas Day, December 26) and is only open every Wednesday evening from 5:00 pm to 10:00 pm. It brings significant benefits to Melbourne's tourism and consumer industry.



Victoria queen market in Melbourne - Internet

## Questionnaire

The questionnaires were distributed and collected online through WeChat, QQ, Weibo, and other online platforms. I set roughly 30 questions and collected participants' personal information such as age, income, and living cities. Also, the most important is I collected their experiences and opinions related to the stalls in their lives. The questionnaire can be found at the end.

The observation of the ground stall behavior took place in Harbin, Heilongjiang, China, and the photoshoot was done with the help of my family members.

For such private behavior, the inherent informality of the ground stall makes it challenging to be accurately recorded in a database, while this behavior is very close to the point of living and distributed throughout the whole country. For the problem I am studying, the method of using questionnaires to collect data can be closer to the citizens' living conditions and reflect the respondents' real attitudes, while the internet can be used as a tool to expand the scope, allowing a wider source of data and improving the credibility and generalizability of the conclusions. At the same time, the observation method can cope with the difficulties brought by the flexibility of ground stalls. Although there are partial patterns in the locations of ground stall operations, it is difficult to predict the behavior of stall owners due to factors such as time periods, weather conditions, and city management, and on-site observation can well compensate for this uncertainty.

## Participant Survey

As of October 21, 2021, 233 valid questionnaires were collected from 23 Chinese provinces (figure 1) and 103 cities were involved in the survey. The top five cities with the highest number of participants come from Harbin, Beijing, Shanghai, Hangzhou and Chengdu. The respondents were mainly 18-30 and 45-60, with only 1.7% of all participants aged 60 or older. (figure 2) The reason for this is that the questionnaire was collected online, which makes it difficult to cover all age groups. 26.2% of the participants had an average monthly income of 0-3000 RMB, 56.3% had an average monthly income of 3000-6000 RMB, according to the data of the National Bureau of Statistics of China in the first half-year of 2021, the per capita disposable income of urban residents in China was 24125 RMB, with a median of 14897 RMB, most of the survey participants' income fell within the normal range, and high-income earners with a monthly income of more than 15000 RMB accounted for 6.8%, the data response participants are closer to ordinary urban residents. (figure 3)

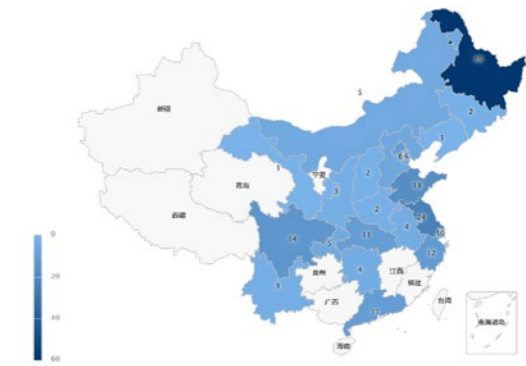


Figure 1

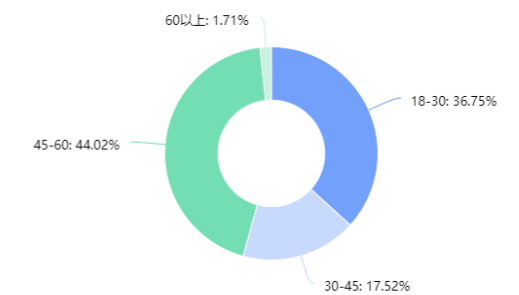


Figure 2

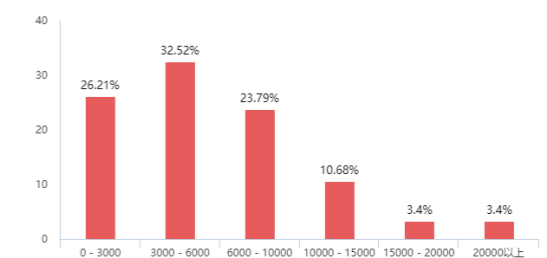


Figure 3

### Consumption survey

According to the survey on consumption, the average person spends 109RMB per visit at the vendor, with a median of 61RMB. The most consumed goods are food (79.1%) and small goods (74.7%). (figure 4) According to the observation, food such as fruits and snacks, and small goods such as hair cards, dishes, and toys are also the most common goods at the ground stall at the same time. (Image 1 2) The majority of consumers consume at the vendors to solve their needs at that time (63.1%) or are temporarily attracted by the products (57.7%), (figure 5) which is a side indication that ground stall products are hardly a daily consumption choice for consumers.

The consumption places chosen by participants also reflect the same conclusion: When choosing where to buy the same type of products, physical stores and online shopping are still the main places for consumption, with vendors accounting for only 16.6% of all consumption venues. (figure 6) The low price and high quality of the products are also important reasons consumers choose vendors (49.0%). (figure 5) The consumption period is mainly morning, evening and midnight, (figure 7) and it can be guessed that food demand such as food material, breakfast and late-night snacks are the main consumers. It is also observed that the behavior of ground stalls is more active during this time period, and at the same time, the stall owners have aggregation during this time and will form small groups or bazaars spontaneously. (image 3 4)

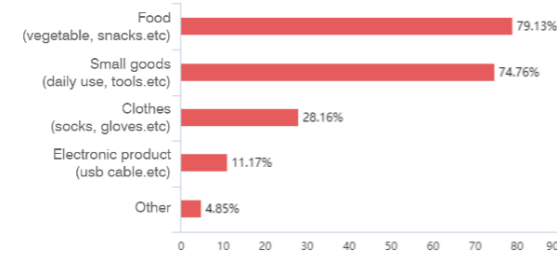


Figure 4

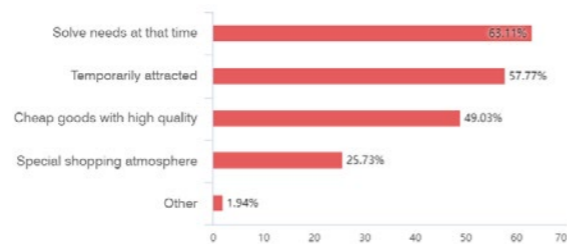


Figure 5

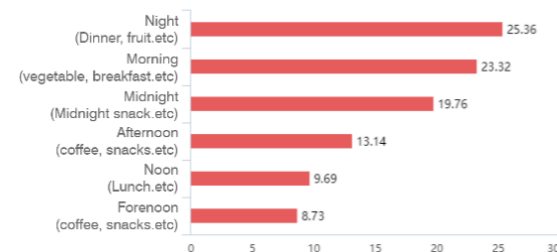


Figure 6

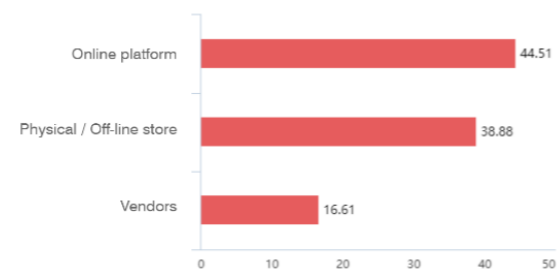


Figure 7



Image 1



Image 3



Image 2



Image 4

### Subjective Willingness Survey

The majority of participants believe that stalls should be present in the city (84.1%) and have spent money on them (88.4%). On the question of "positive and negative effects of street stalls in the city," the participants gave more positive effects (61.7), which indicates that street stalls are still recognized and needed by most citizens. They are an important part of the residents' lives and the city itself. The survey on the positive significance of ground stall behavior showed that: 1, meeting multiple types of consumer demand and promoting consumption 2, low-cost entrepreneurship 3, increasing employment rate 4, increasing urban vitality 5, reducing the cost of living are all positive aspects of the ground stall economy. (figure 8) The negative effects are, in descending order: 1, health pollution 2, quality of goods 3, occupying the road 4, noise pollution 5, operator behavior and attitude. (figure 9) In the observation, it can be found that the vendor behavior does occupy most of the streets and public space, and at the same time has a greater impact on the hygiene of the location, and the merchandise sellers rarely take hygiene safeguards such as wearing gloves, masks and displaying government business permits. (image 5 6)

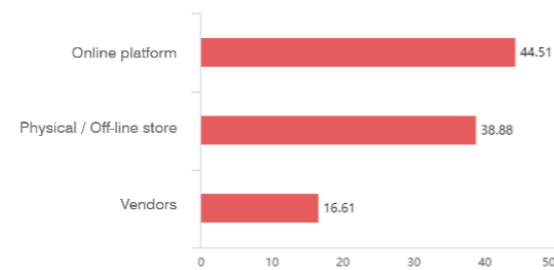


Figure 8

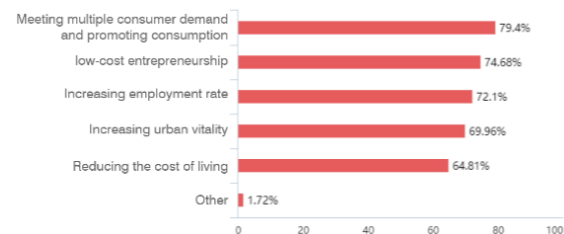


Figure 9



Image 5



Image 6



**Correlation study**

Here, age, income, shopping style, and data related to vendor economy are selected for correlation analysis, which can be concluded whether there are specificities in a certain category of people. For the analysis of the relationship between age, whether consume at the vendor, and income (figure 10): The higher the income, the less likely people are to spend at the ground floor, and the older people are biased to spend at the ground floor, but with weaker intensity. The data based on the relationship between average consumption and income (figure 11) indicated that income and the amount paid at the stall were positively but weakly correlated. And based on the R-values of consumption at different ages with different periods, (figure 12) it can be concluded that young people are more likely to buy goods at the ground stalls in the morning and late at night.

Pearson's Correlations ▼

Variable		Age	Whether consume in vendor	income
1. Age	Pearson's r	—		
	p-value	—		
2. Whether consume in vendor	Pearson's r	0.245	—	
	p-value	< .001	—	
3. income	Pearson's r	-0.043	-0.826	—
	p-value	0.510	< .001	—

Figure 10

Pearson's Correlations ▼

Variable		average consume	income
1. average consume	n	—	
	Pearson's r	—	
	p-value	—	
2. income	n	233	—
	Pearson's r	0.277	—
	p-value	< .001	—

Figure 11

Pearson's Correlations ▼

Variable		Age	Morning consume	forenoon consume	noon consume	afternoon consume	night consume
1. Age	Pearson's r	—					
	p-value	—					
2. Morning consume	Pearson's r	-0.080	—				
	p-value	0.226	—				
3. forenoon consume	Pearson's r	0.140	-0.003	—			
	p-value	0.033	0.962	—			
4. noon consume	Pearson's r	0.108	-0.100	0.209	—		
	p-value	0.100	0.127	0.001	—		
5. afternoon consume	Pearson's r	0.021	-0.186	0.219	0.036	—	
	p-value	0.754	0.004	< .001	0.585	—	
6. night consume	Pearson's r	-0.193	-0.102	-0.197	-0.023	-0.042	—
	p-value	0.003	0.120	0.003	0.725	0.522	—

Figure 12

### Operators study

Among the 233 participants, 15 participants had ever had a ground stall behavior, 12 of them were part-time entrepreneurs and 3 were full-time stall owners. They provided business locations for the Street corner, roadside, flyover, commercial area, neighborhood entrance and night market. (image 7 8) The characteristics are crowded places with high customer traffic. The reason for choosing such commodities is that they are FMCG products and have a market with good profits. The income survey shows that whether part-time or full-time, the income from stalls is in line with expectations. Two-thirds of the stallholders can make a profit, and the remaining one-third, showing that stalls positively impact increasing extra income or maintaining living costs. However, income ranked second among the dissatisfaction items of stall owners, and the first one is the obstruction of city management. For the desired help, more than 80% of stall operators hope to have policy support to solve the obstruction problem of city management. It can be seen that the improvement for the ground stall economy practitioners should start from the policy.



Image 7



Image 8

### Futuristic survey

The results of the survey on the improvement of the ground stall economy indicate that 63.9% of the participants want the government to have supervision and management of the vendor behavior, and improvement of hygiene (86.7%), quality of goods (63.1%), and business location (55.4%) are the main demands of the public (figure 13), while for the business location, 65.2% of the participants said they want the ground stall activities to be in a place that is 5-20 minutes walk from their homes. 46.4% said they wanted it to be in front of the street or neighborhood outside the residential area (figure 14), which can be summarized as the residents want the ground stalls near where they live to be easy to reach. The future government can formulate policies and spatial planning strategies based on the relevant information.

In the hypothetical question, if there is a well-functioning ground stall economy in the city, 20% of people would try to become one of the stall owners to increase their income. (figure 15) Currently, there are many individual vendors and medium-sized markets in the city, and 79.8% of the people would like to see the scattered stalls gathered into open-air bazaars or specialty goods streets. (figure 16) Some constructive ideas like "retaining flexible and scattered operations according to different street scales and specific conditions are also suggested.

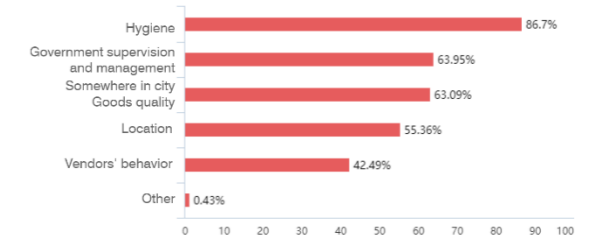


Figure 13

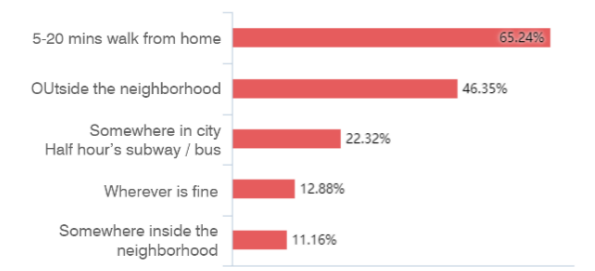


Figure 14

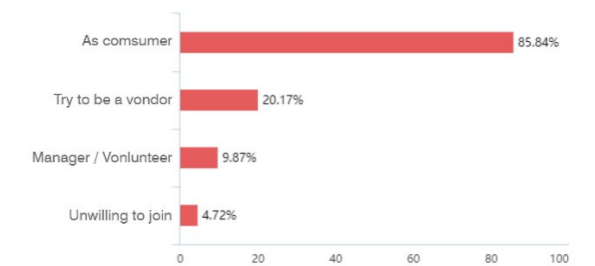


Figure 15

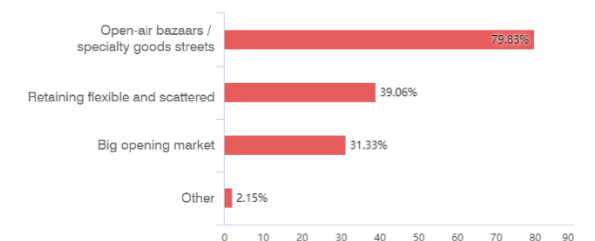


Figure 16

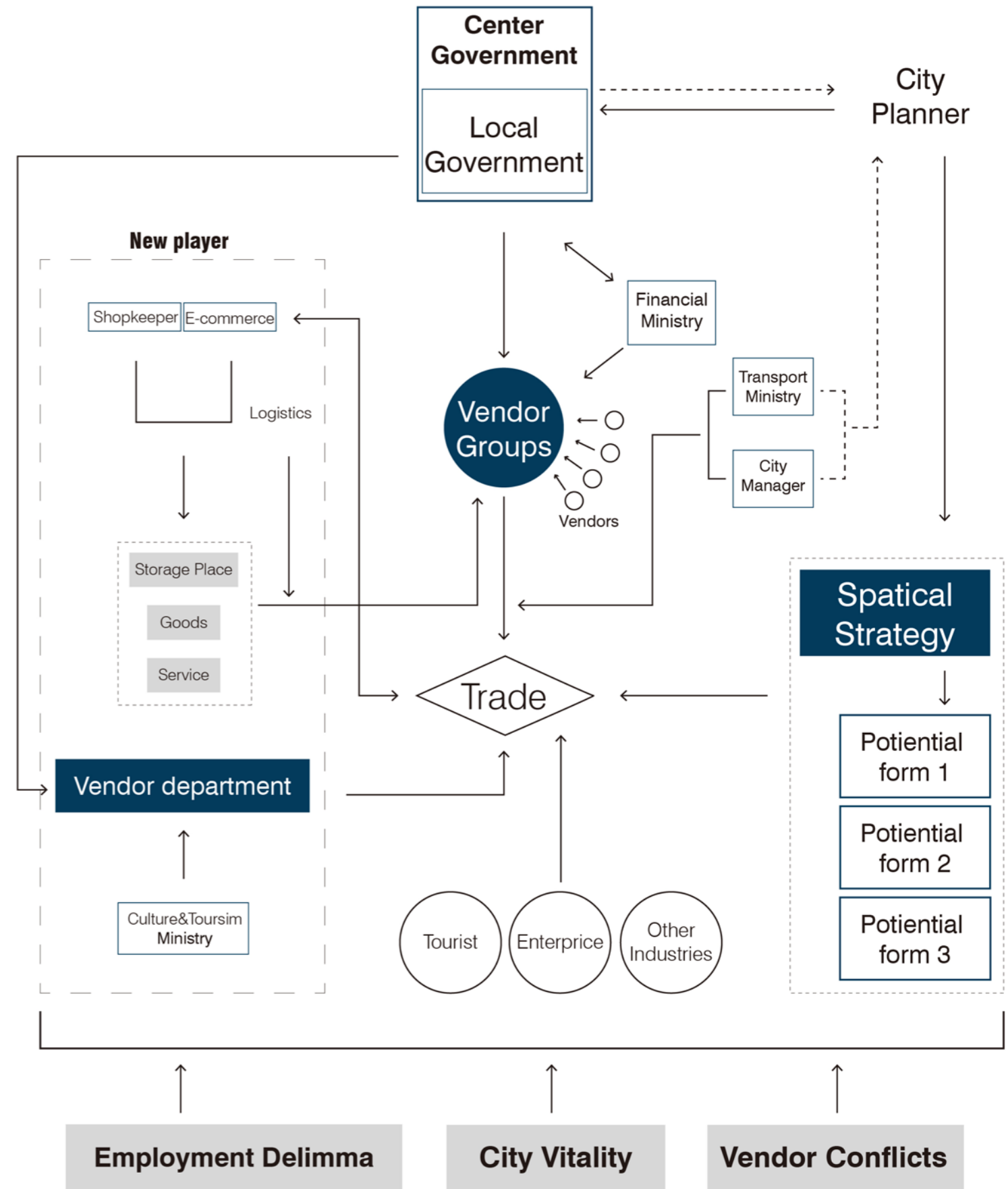
## Intended vision

In the short term:

Stallholders form their groups, grouped in neighborhoods or streets. The government provides financial and management support to these groups, providing a portion of the subsidy to the city administration and health department. The government takes the lead in negotiating with e-commerce companies to provide storage space, from which stallholders pick up and sell their goods. The e-commerce company has a robust logistics system that ensures the adequacy of goods and the speed of transportation while ensuring the regularity of the products. Unsold goods can also be returned to the e-commerce company for network sales. Space use in different areas using the different scale of ground stall business, such as around residential areas for small-scale form, near the transportation hub, schools and the other regions of medium-scale form, in tourist areas, stadiums or large festivals during the event for large-scale form, managed by the government and civil society organizations in cooperation.

In the long term:

The government sets up a special department to manage the work of the ground stall economy, speed up the information collection of vendors through the network, and provide business qualifications for them. For temporary vendors, management is done through websites and offline work sites. Eventually, a suitable, long-term medium- to the large-scale bazaar will be formed within the city. Infrastructure such as water and electricity toilets and shade shelters will be provided and opened at specific times. Stalls will be leased according to different areas forming bazaars with their own characteristics. During this time, we will increase tourism promotion, profit from the tourism economy, and develop the market's own brand and website. When the bazaar has a certain scale and attracts a large number of tourists, we can introduce some big brands to sell in the bazaar. At the same time, we can develop the advertising industry, performance industry, and other peripheral industries to participate and profit together.



## APPENDIX

### Questionnaire

#### Questionnaire - "Survey on the sustainability of the "vendor economy"

The purpose of this survey is to collect information about the "Sustainable development of the ground stall economy in the city" from students of the Department of Urban Design at Delft University of Technology. The term "vendor / stall" refers to a highly mobile, less government-organized type of vendor in the city, such as individual stalls, periodic open-air bazaars, temporary merchandise streets, etc.

1. What is your age? [Single-choice] \*

- 18-30
- 30-45
- 45-60
- 60 or more

2. In which cities in China have you lived? [Fill in the blank] \*

3. What is the proportion of your usual consumption places? [weighted question] \*

The consumption goods here are goods that can be bought at the ground stall (such as fruits and vegetables, food and clothes, small goods, small electronic products, etc.). Luxury goods, expensive goods, etc. are not included in this category.

Physical stores (various types of stores) \_\_\_\_\_

Internet platforms (e-commerce, micro-business) \_\_\_\_\_

Ground stalls (roadside stalls, open-air bazaars, food streets) \_\_\_\_\_

Hint: Please fill in the numbers, the sum of all items must be equal to 100

4. What comes to your mind when you think of the "stall economy"? (Not required) [Fill in the blank]

5. Do you think floor stalls should appear in cities? [Multiple Choice] \*

The term "street stalls" refers to open-air vendors and bazaars in cities that are highly mobile and less organized by the government.

- Yes
- No

6. What is the scale of street stalls you have seen? [weighted question] \*

You can drag the slider or enter by hand in the text box

Individual vendors (food carts, vegetable carts, on-the-go equipment)

Medium-sized market (vegetable market, open-air bazaar) \_\_\_\_\_

Large market (Christmas bazaar, temple fair) \_\_\_\_\_

Hint: Please fill in the numbers, the sum of all items must equal 100

7. Are you (were) a participant in the ground-floor economy? [Single-choice] \*

- Yes
- No

8. Do you work part-time or full-time? [Multiple choice] \*

Full-time means that all your living income comes from the act of floor stall.

- Part-time business
- Full-time

9. Where do you operate your business? The reason is? [Fill in the blank] \*

10. Your business goods are? [Multiple Choice] \*

- Food
- Clothes (clothes, pants, hats, socks, etc.)
- Small goods (all kinds of household goods)
- Digital goods (headphones charging cables, etc.)
- Other \_\_\_\_\_ \*

11. Why choose such goods? [Fill in the blank] \*

12. why choose this kind of goods? [Fill in the blank] \*

13. What is your average daily income? [Enter a number from 0(0RMB) to 2000(2,000RMB)] \*

Please slide to 2000 (two thousand dollars) or more

14. Does your income from your stall meet expectations? What do you think the reason is? [Single-choice] \*

- Yes, it can make money \_\_\_\_\_
- No, there are costs lost \_\_\_\_\_
- Fair, break even \_\_\_\_\_

15. What is the biggest obstacle in carrying out the activity? [Sorting question, please fill in the numbers in order in the middle bracket] \*

Please rank the biggest hindrance or difficulties you encountered in conducting your own ground stall.

- City management obstruction
- Complaints from residents
- Source of goods
- Unsatisfactory income
- Other

16. Which area do you think needs the most help? [Fill in the blank] \*

Help can come from any type of government policy, nearby residents, product suppliers, etc.

17. Do you shop and spend money at the ground floor? [Single-choice] \*

- Yes
- No

18. What are your purchases? [Multiple choice] \*

- Food
- Clothes (clothes, pants, hats, socks, etc.)
- Small goods (various household items)
- Digital goods (headphones charging cables, etc.)
- Other \_\_\_\_\_ \*

19. What are your reasons for spending money at ground stalls? [Multiple choice] \*

- Low price and high quality of goods
- Personal preference for its unique consumer atmosphere
- To solve a need at the time
- Temporarily attracted by the products

- 
- Other \_\_\_\_\_ \*
20. What is the time period you spend at the stalls? [weighted question] \*
- Early in the morning (e.g. to buy breakfast) \_\_\_\_\_
- Morning (e.g. buying coffee and snacks) \_\_\_\_\_
- Noon (e.g. for lunch) \_\_\_\_\_
- Afternoon (e.g., buying afternoon tea and snacks) \_\_\_\_\_
- Evening (e.g. for dinner) \_\_\_\_\_
- Late night (e.g. to buy a late night snack) \_\_\_\_\_
- Hint: Please fill in the numbers, the sum of all items must equal 100
21. Your monthly income is? [Single-choice] \*
- 0 - 3000
- 3000 - 6000
- 6000 - 10000
- 10,000 - 15,000
- 15000 - 20000
- 20000 or more
22. What is the average amount you spend per visit to the ground floor? [Enter a number from 10 (10RMB) to 1000 (1000RMB and above)] \*
23. Do the ground stalls around you now have more of a positive or negative impact on the city? [Enter a number from 0 (negative impact) to 100 (positive impact)] \*
- Negative impact is: your normal life is affected and disgusted because of the ground stall economy.
- Positive impact is that you are satisfied with the stall economy because it adds to your enjoyment of life.
24. What do you think are the positive effects of the stall economy on the city? [Multiple choice] \*
- Increase the vitality of the city
- Increase employment rate
- Reduce the cost of living
- Meet multi-category consumer demand and promote consumption
- Low-cost entrepreneurship
- Other \_\_\_\_\_ \*
25. What do you think are the unpleasant aspects of floor stalls? (Sorting) [Sorting questions, please fill in the numbers in the middle bracket in order] \*
- Quality of goods and after-sales
- Operator behavior and attitude
- Noise pollution
- Health pollution
- Occupied business
- Others
26. Which aspects of the ground stall activities do you think need to be improved? [Multiple choice] \*
- Hygiene situation
- Business location

- 
- Quality of goods and after-sales
- Quality and behavior of stall owners
- Government regulation and management
- Others \_\_\_\_\_ \*
27. If your city has ground stalls or organized ground stall activities such as snack streets and open-air bazaars, where would you like it to be located? [Multiple Choice] \*
- Somewhere inside the residential area
- Outside the residential area near the street or the entrance of the neighborhood
- A place within 5-20 minutes walk from home
- Somewhere in the city that can be reached by bus/subway within half an hour
- It doesn't matter, anywhere is fine
28. If a good ground-floor economic activity started in your city, in which way would you participate in it? [Multiple choice]
- Try to be a stall owner
- As a consumer
- An organizer/manager of the ground stall activities
- Not willing to participate
29. What do you think is the "ideal future" of the booming stall economy? [Multiple choice] \*
- Maintain the status quo of free, flexible and decentralized
- Open-air bazaar or specialty goods street
- A large urban-level bazaar
- Other \_\_\_\_\_ \*
30. Have you been affected by the change in shopping and lifestyle as a result of the stall economy? Yes, I hope you can elaborate. [Multiple choice]
- For example, you have the habit of going for a walk in the evening; you use open-air bazaars as a place to go when you have nothing else to do; you actively pay attention to or look for the kinds of goods you have in mind, etc.
- Yes \_\_\_\_\_
- No
31. Do you have any comments or suggestions on various problems of the ground stall economy in the city? (Not required) [Fill in the blank]
- \_\_\_\_\_

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