

# Research on the Economic Development Path of The Ground Stall under Emergency Public Safety and Health Incidents

## -- Taking Bengbu City as an Example

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### Abstract

During the normalization of epidemic prevention and control, the stall economy can alleviate the employment problems of the people and stimulate the consumption of the masses, but in the process of its development, there have been problems that are not conducive to epidemic prevention and control, affect environmental health, and infringe on the rights and interests of consumers, so it is very necessary to study the economic development path of the stall under emergency public safety and health incidents. Taking Bengbu City as an example, combined with literature survey, online network survey and offline field survey, Logistics regression model is used to analyze the factors influencing consumers' choice of offline shopping location (physical stores and stalls) and restricting the stalls of stall practitioners. Combined with the SVM model, the analysis results are improved. The results show that the five influencing factors of consumption distance, consumption preference, site hygiene and the degree of attention paid to epidemic prevention and control and the quality of goods have an impact on consumers' choice of offline shopping locations The five factors of the degree of importance of the entry threshold, the degree of attention to operating costs, the degree of attention to booth planning, the degree of emphasis on financial support and the degree of attention to public security management have an impact on the stalls of local stall practitioners. In the process of economic development of the stall, it is necessary to pay attention to these problems and put forward relevant suggestions and countermeasures.

### Keywords

Stall Economy; Logistics Regression; SVM Model; Epidemic Normalization; Development Path.

## 1. Introduction

The stall economy refers to the economic model of obtaining benefits through the form of stalls. The stall economy is not a new thing, it has always been an indispensable part of the urban economy, and it is also an important carrier of the city's fireworks atmosphere. At the beginning of 2020, the outbreak of the new crown pneumonia epidemic has hit the real economy head-on, and the local stall economy has also been hit hard, in the case of such an emergency public safety and health incident, the Party Central Committee has taken charge of the overall situation, made decisive decisions, and strengthened the confidence, cohesion and direction for the Chinese people to fight the epidemic, and under the strong leadership of the Party, China's anti-epidemic struggle has achieved important strategic results. Although the new crown pneumonia

epidemic has gradually been controlled, but the real economy has not yet fully recovered, at this time, the local stall economy due to its low threshold for entrepreneurship, low risk of failure and low commodity prices, in this period ushered in development opportunities, a time stall economy Rapid development, gradually playing the main role in restoring people's livelihood.

Due to the good results achieved by the stall economy in the process of restoring people's livelihood, the state has also begun to encourage the development of the stall economy. On May 27, 2020, the Central Civilization Office clearly stipulated that the road market and mobile vendors will not be listed as the evaluation content of civilized cities in the 2020 national civilized city evaluation indicators[1], which brings the basic space and prerequisites for the fiery development of the stall economy; On June 1, 2020, Premier Li Keqiang of the State Council said during his inspection in Yantai, Shandong Province, that the stall economy, The small shop economy is an important source of employment, is the fireworks of the world, and like "tall", it is the vitality of China[2], and the stall economy ushered in a boom. The Chengdu area, which took the lead in shouting out the development of the stall economy, added more than 100,000 new jobs in the two months after the opening of the wide stall economy, and the number of new jobs in Chengdu in the whole year of 2019 was only 230,000, and the stall economy with its unique "three lows" nature has provided many laid-off workers, farmers and self-employed people [3] It provides more income and employment opportunities, and also provides a way for low-income groups to become well-off.

However, with the popularity of the stall economy, the negative impacts brought about by it have gradually emerged, such as polluting the urban environment and disrupting public order. On June 6, 2020, Beijing Daily published a report emphasizing that the "stall economy" is not suitable for Beijing, different cities have different positioning, can not blindly follow the trend, otherwise it may be counterproductive; on June 7, 2020, the People's Daily pointed out: the stall economy, heating up can not be "fever", loosen the restrictions on the stall economy, but does not mean completely letting go, nor relaxation, but pay attention to the word "orderly", otherwise in the end the "stall economy" will become uncontrollable. The special physical space and economic activity platform in which the stall is located determines the difference between the spillover effect of its business activities and other real economies, which may be different from the development of different cities Differences in strategy and goals, and the simple rush to let the "stall economy" grow barbarically, seems to be able to solve the urgent needs of the moment, but if it is not regulated, there will be endless troubles.

At present, the boom of the stall economy has gradually calmed down, and the unique economic benefits it has brought during the epidemic are obvious to all, but how to maintain its heat under the emergency public safety and health events while limiting the occurrence of problems is a problem that needs to be studied now.

## 2. Literature Review

In recent years, with the popularity of the stall economy, relevant scholars have studied the stall economy in an endless stream. At present, the research on the stall economy is mainly divided into three levels, namely the development status of the stall economy, the research on the development path of the stall economy, and the governance of the stall economy.

In terms of the development status of the stall economy. Zhang Xinwei[4], Mingyue[5], Sun Lierong[6]. According to the gender, age, education level and consumers' multi-angle view of the stall economy, scholars and other scholars have studied the consumer's consumption behavior on the stall, the consumer's understanding of the economic policy of the stall and the impact on the consumer around the stall, etc., and believe that the stall economy has a long advantage in promoting the employment and prosperity of personnel. Wu Liping[7], Liu

Yuting[8], Chen Zeyu[9] and other scholars analyzed the characteristics of stall operators, the behavior and attitude of stall operators, and so on According to swot analysis, it is concluded that the stall economy has developed rapidly during the epidemic with its cheapness, mobility and flexibility, which can enliven the urban atmosphere, improve employment and promote social stability, so consumers basically have a positive attitude towards the stall economy.

In terms of research on the development path of the stall economy. Scholars such as Wen Liudi[10], Li Xiaoru[11], and Song Yuyang [12] believe that with the progress of society, the stall economy should also conform to the development of the times and need more innovation. It is necessary to integrate into the intelligent management system in the new era, and it is necessary to explore the application of big data to the management process of the urban stall economy. Scholars such as Meng Yuzhu[13], Xiao Xiao[14], and Sun Hao [15] combined several stages of development and theoretical logic of the stall economy, arguing that the "stall economy" is to resolve the contradiction between production and consumption. In order to ensure the people's livelihood needs during the epidemic period, and accelerate the resumption of work, production and business, and to achieve high-quality economic development in China, the "stall economy" can be taken as a normalized consideration for urbanization governance and promote its quality upgrading. Actively transforming its historical mission is one of the development paths of China's "stall economy".

For the governance aspects of the stall economy. Chen Yehong[16], Gao Jinbao[17] and Chen Shuxuan [18] pointed out that the development orientation of the "stall economy" is long-term governance, the development mode is "upgrading" rather than "loosening", and the principle of giving priority to the application of the new law to the old law should be followed, and big data should be skillfully used to complete the "Online + Offline" new model of the transformation, the development of targeted and operable measures, the standardization of governance. Ma Ziqi[19], Ma Yue[20], Lin Lin[21]. Scholars such as vendors and city administrators as research objects pointed out that the governance plan of mobile vendors is constantly changing with the renewal of the urban governance system, and the street vendor space is accompanied by the gradual advancement of urbanization and the renewal of the governance concept, showing the characteristics of repeated trial development, and the government can create a harmonious and healthy government governance environment for the development of the stall economy through scientific planning, collaborative governance, flexible supervision and other optimization paths. Scholars such as Peng Jiao and Peng Xiaobing[22,23] used DEMATEL to determine the main influencing factors of the economic development of the stall through questionnaire surveys when studying the economic governance of the stalls and the ISM-MICMAC model and other methods, to explore the logic of the integration of ground stall economic development into urban governance.

In summary, the current research dimensions for the stall economy are relatively comprehensive, including not only the study of the development status, but also the study of the path and governance, but in the development path of the stall economy, most scholars tend to conduct qualitative research and quantitative research It is rare.

By summarizing the research methods and results of different scholars on the economic governance of the stall and the economic development path of the stall, this paper obtains the research method of this paper: first, the electronic questionnaire is published on the online network and offline, and the consumers, stall practitioners and former stall practitioners are collected According to the questionnaire results, the Logistics regression model is used to analyze the factors affecting consumers' choice of offline shopping locations (physical stores and stalls) and restricting the stalls of local stall practitioners, and the results are improved in combination with the SVM model Finally, the conclusions obtained through the analysis give suggestions for the economic development of bengbu city under the emergency public safety and health incident.

### 3. Selection and Evaluation of Influencing Factors

#### 3.1. Selection of Factors

On the basis of literature, combined with expert opinions and actual research, first of all, from the perspective of consumers, 6 factors are selected to explore the influence of consumers on the preferences of physical stores and stalls when shopping offline. Then, from the perspective of the stall operator and the former stall operator, 7 factors are selected to explore the impact of their restrictions on the stalls of the stall practitioners, and the explanation of each influencing factor is shown in Tables 1 and 2.

**Table 1.** Influencing factors of consumers' offline shopping location selection (physical stores and stalls).

Index	Indicator explanation
Consumption distance	The physical spatial distance between the purchaser's place of residence and the "stall area"
Spending preferences	Refers to consumers who have a special trust in a specific product, store or trademark, repeatedly and habitually go to a certain store, or repeatedly and habitually purchase goods of the same trademark or brand.
The importance of commodity quality	It includes both product quality and after-sales service.
The importance of site hygiene	It includes both the overall hygiene of the "stall area" and the hygiene of the stalls operated by individual stalls.
The importance of commodity prices	Refers to the monetary representation of the value of a commodity.
The importance of epidemic prevention and control	Refers to special issues that need to be considered in the event of an emergency public safety and health event.

**Table 2.** Influencing factors restricting stalls for stall practitioners

Index	Indicator explanation
The importance of the entry threshold	The indicators or conditions that should be possessed in the gathering area of the local stall
The importance of operating costs	The sum of the explicit cost (capital) and the implicit cost (time and effort) required to operate the stall
The importance of booth planning	The layout and division of stalls made by city managers or market entities for the development of the stall economy
The degree of emphasis on financial support	Loan support provided by the government or urban entities to local stall operators
The importance of public security management	The relevant management carried out by market managers to maintain the market order of the stall area
Emphasis on traffic management	The transportation layout of the government or city managers to develop the local stall economy
The importance of information filing	The market manager registers the information of the main body of the stall economy

## 3.2. Evaluation of Factors

### 3.2.1. Questionnaire Design

On the basis of the preliminary determination of 13 factors, a questionnaire related to the economics of the stall was designed. The questionnaire is mainly divided into two parts, the first part is the basic information survey part, including age, gender, education and monthly income, the second part is the main information survey part, according to the preset questions, the respondents will be divided into three categories of local stall practitioners, pre-stall practitioners and consumers, and through the jump mechanism of the electronic questionnaire, different categories of respondents answer the corresponding questions. Among the questions involved in the corresponding indicators, the survey data followed the LIKERT five-component table method, with "very non-heavy vision" denoting 1 point, "not valuing" scoring 2 points, and "resealing." "3 points," "More Heavy View" 4 points, and "Very Heavy View" 5 points.

### 3.2.2. Questionnaire Fact Sheet

In this study, through field surveys and online surveys, electronic questionnaires were distributed to some stall operators, pre-stall operators and stall consumers in Bengbu City, Anhui Province. Among them, the field survey mainly used tablet computers in some stall areas of Bengbu City to invite respondents to fill out questionnaires, while the online survey was mainly on the Credamo platform, through which the function of restricting the respondent's area ensured that the respondents were all from Bengbu City, Anhui Province. A total of 3,27 questionnaires were received for the survey, of which 3,09 were valid. The composition of the respondents is shown in Table 3.

**Table 3.** Basic information of respondents

Variable name	The options constitute a scale
Age	Under 18 years (10.2%), 18-30 years (22.8%), 31-40 years (25.8%), 41-50 years (31.4%), 51-60 years old (76.5%), 60 years old and older (2.2%)
Gender	Male (39.4%), female (60.6%)
Degree	Primary and below (10.2%), junior high school (18.4%), junior college (21.2%), high school (21.8%), Bachelor (20.4%), Master (6.8%), PhD (1.2%)
Monthly income	Less than \$2,000 (17.8%), \$2,001-\$4,000 (31.6%), 4 001-6000 yuan (27%), 6001-8000 yuan (14.6%), \$8,000 and above (9%)

### 3.2.3. Questionnaire Quality Inspection

In this paper, 167 samples of data were randomly selected from 309 questionnaires, and the exploratory factor analysis of 13 elements was carried out using SPSS software.

First, in the validity test, the KMO coefficient is  $0.862 > 0.60$ , and Bartlett's sphericity test value significance level is  $0.000 < 0.01$ , indicated The data are applicable to factor analysis, and the corresponding scale topics have good validity.

Then, in the reliability test, the overall Cronbach  $\alpha$  coefficient of the questionnaire was  $0.812 > 0.80$ , indicating that the questionnaire structure and topic options were scientifically designed and reasonable, and the overall consistency of the questionnaire was very high.

Finally, in the random test, each variable in the questionnaire is selected for randomness testing, and the hypothesis test question is:

H0: The sequence sample data appears randomly

H1: The sample occurrence of the sequence sample data is not random

Take  $\alpha = 0.05$ , as known by the test results,  $-1.96 < Z_i < 1.96$  ( $i = 1, 2, 3$ ), that is, the null hypothesis  $H_0$  cannot be rejected Therefore, it can be considered that the degree of randomization of the survey data obtained by this questionnaire is relatively high and successful.

## 4. Empirical Testing

### 4.1. Method Selection

#### 4.1.1. Logistic Model

Logistic regression is a generalized linear regression analysis model modeled as a univariate linear regression model[24], which takes the probability variable  $p$  and the independent variable  $x$  of a certain value by studying the dependent variable  $y$  The dependency relationship is widely used in the analysis of the influencing factors of things, and is divided into two classification logistic models and multi-classification logistic models according to the number of classifications of dependent variables.

The advantage of logistic regression models is that there is no assumption about the distribution of variables, nor do they need to assume that there is a multivariate normal distribution between them, and finally provide the results in the form of event probabilities, and the parameter estimation of the fitted logistic regression model uses the maximum likelihood estimation method.

#### 4.1.2. SVM Model

The SVM is essentially a linear classifier, a supervised learning model that is indivisible for linear or difficult to handle classification problems. The SVM reflects  $X_i$  into a higher dimensional Hilbert feature space via the nuclear-changing function  $\Phi$ , making datasets that are difficult to classify accurately under linear conditions linearly divisible in high-dimensional feature space, thus realizing nonlinear classification [25].

Support vector machine SVM has obvious advantages in small sample statistics, has the ability to avoid structured risks, while pursuing roughly correct classification, to a certain extent, can avoid overfitting, and has the best prediction ability.

## 4.2. Model Building

### 4.2.1. Analysis of the Influencing Factors of Consumers' Offline Shopping Location Selection (Physical Stores and Stalls).

Before constructing a regression model of the influencing factors of consumers' offline shopping location choice (physical stores and stalls), it is necessary to test whether the model is applicable, and the Hosmer-Lemeshow test refers to a test that determines the goodness of fit of the model, and its function is to indicate the degree of coincidence between the fitted value and the observed value This paper uses this method to test the model. The results show that the sig value of the model is greater than 0.05, so the logistic model is applicable.

**Table 4.** Hosmer and Lemeshow tests

= Hosmer and Lemeshow test=			
steps	Chis-square	df	Itself.
1	5.941	8	.654

After determining that the model is suitable for the model, this paper first incorporates the 6 variables in Table 1 into the model, and performs the binary classification Logistic regression analysis through SPSS software to obtain Table 5.

**Table 5.** Logistics regression analysis results of consumers choosing the location of offline purchase of goods

Consumption distance								
B	S. E,	Wals	df	Sig.	Exp(B)	EXP(B) 95% C.I.		
						upper limit	lower limit	
-4.089	.835	23.998	6	.000	.017	2.523	8.057	
Consumption preference - Fruits and vegetables								
B	S. E,	Wals	df	Sig.	Exp(B)	EXP(B) 95% C.I.		
						upper limit	lower limit	
.142	.222	.410	1	.522	1.152	.746	1.779	
Consumption preference - Department Store of life								
B	S. E,	Wals	df	Sig.	Exp(B)	EXP(B) 95% C.I.		
						upper limit	lower limit	
.237	.199	1.420	1	.233	1.267	.858	1.872	
Consumption preference - Snacks								
B	S. E,	Wals	df	Sig.	Exp(B)	EXP(B) 95% C.I.		
						upper limit	lower limit	
2.771	.268	106.692	1	.000	.063	2.596	8.116	
The importance of commodity quality								
B	S. E,	Wals	df	Sig.	Exp(B)	EXP(B) 95% C.I.		
						upper limit	lower limit	
.134	.374	.128	5	.521	1.143	.549	2.380	
The importance of site hygiene								
B	S. E,	Wals	df	Sig.	Exp(B)	EXP(B) 95% C.I.		
						upper limit	lower limit	
-0.210	.577	.132	5	.017	1.233	.398	3.824	
The importance of commodity prices								
B	S. E,	Wals	df	Sig.	Exp(B)	EXP(B) 95% C.I.		
						upper limit	lower limit	
-.069	.605	.013	5	.909	.933	.285	3.056	
The importance of epidemic prevention and control								
B	S. E,	Wals	df	Sig.	Exp(B)	EXP(B) 95% C.I.		
						upper limit	lower limit	
-2.324	.929	6.258	5	.012	.098	.016	.605	

It can be seen from the Sig column in Table 5 that the four influencing factors of consumption distance, consumption preference, site hygiene and the degree of attention to epidemic prevention and control are Sig values It is less than 0.05, and the linear relationship with the choice of the place where consumers purchase goods offline is significant.

From the perspective of consumption distance, the closer consumers are to the stalls, the more willing they are to go to the stalls to shop; from the perspective of consumption preferences, consumers who prefer to buy snacks and snacks are more willing to go to the stalls to shop; from the perspective of consumers paying attention to problems, consumers have two factors of site health and epidemic prevention and control The more attention you pay, the less willing you are to go to the stalls to shop.

In order to more fully understand the influence of each variable on the choice of offline purchase location of consumers, this paper constructs an SVM model to further analyze the data.

After establishing the basic flow through ibmm SPSS Modeler software, the questionnaire data is imported into the model, and the basic flow is shown in Figure 1.

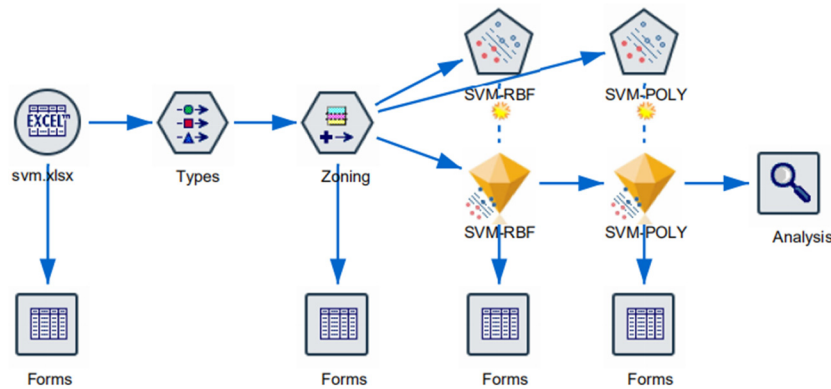


Figure 1. Basic flow

After the questionnaire data is imported, 80% of the total data is used for training, 20% is used for testing, and the accuracy of the final model reaches 80.95%. The results of the model analysis have good statistical significance, and the importance is shown in Figure 2.

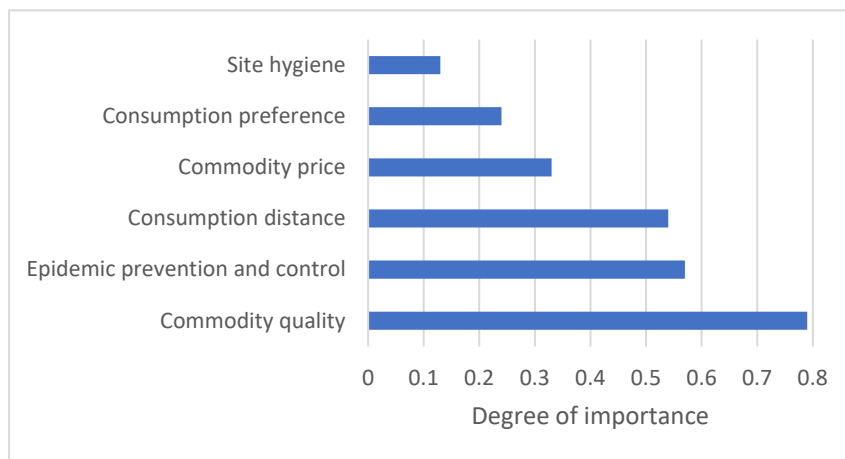


Figure 2. Ordering the importance of the SVM model for consumers to choose the location of offline purchase

It can be seen from Figure 2 that in the SVM model, the importance of influencing factors is commodity quality, epidemic prevention and control, consumption distance, commodity price, consumption preference and site hygiene, of which commodity quality is not a significant variable in logistics regression analysis, but is in The SVM model is more important to the model than other factors, so this factor is analyzed separately and found that 84.6% of the consumers surveyed chose "very important" Among the consumers surveyed who chose to buy goods in physical stores and chose "very unappreciated", 87.1% chose to buy goods at stalls.

#### 4.2.2. Analysis of Restrictive Factors for Stall Practitioners

Similar to the previous article, the Hoster-Lemeshow test is performed first, and the results show that the sig=0.417>0.05 of the model, so the logistic model is applicable.

Next, the 7 variables in Table 2 are included in the model, and the binary logistic regression analysis is performed by SPSS software to obtain Table 6.

**Table 6.** Logistics regression analysis results of stall limiting factors for stall practitioners

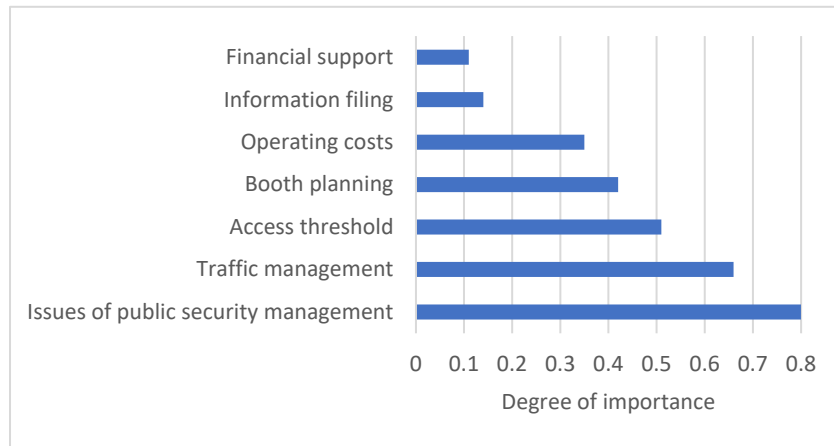
Barriers to entry							
B	S. E,	Wals	df	Sig.	Exp(B)	EXP(B) 95% C.I.	
						upper limit	lower limit
-0.727	.192	14.354	5	.030	2.069	1.420	3.013
Operating cost issues							
B	S. E,	Wals	df	Sig.	Exp(B)	EXP(B) 95% C.I.	
						upper limit	lower limit
-0.084	.158	.281	5	.006	.920	.674	1.254
Booth planning issues							
B	S. E,	Wals	df	Sig.	Exp(B)	EXP(B) 95% C.I.	
						upper limit	lower limit
-1.136	.631	3.238	5	.042	.321	.093	1.107
Financial support issues							
B	S. E,	Wals	df	Sig.	Exp(B)	EXP(B) 95% C.I.	
						upper limit	lower limit
-0.385	.284	1.836	5	.000	.681	.390	1.188
Security administration issues							
B	S. E,	Wals	df	Sig.	Exp(B)	EXP(B) 95% C.I.	
						upper limit	lower limit
-0.226	.278	.661	5	.416	.798	.462	1.376
Traffic management issues							
B	S. E,	Wals	df	Sig.	Exp(B)	EXP(B) 95% C.I.	
						upper limit	lower limit
-0.178	.239	.555	5	.456	.837	.523	1.338
Information filing issues							
B	S. E,	Wals	df	Sig.	Exp(B)	EXP(B) 95% C.I.	
						upper limit	lower limit
-1.415	.653	4.700	5	.172	4.118	1.145	14.807

As can be seen from the Sig column in the table, the four influencing factors of entry threshold, operating cost, booth planning and financial support are less than 0.05, and the Sig value The linear relationship between the stall practitioners' stall limits is significant.

From Table 6, it can be seen that for the stall operators, the factors restricting them from operating the stalls are mainly the entry threshold, operating costs, booth planning and financial support issues, and the more troubled these problems are, the less likely it is to choose to insist on operating the stalls.

Similarly, in order to further analyze the limitations of the respective variables on the stalls of the stall practitioners, the SVM model analysis was continued.

After the questionnaire corresponding question data is imported, 80% of the total data is used for training and 20% for testing, and the accuracy rate of the final model reaches 83.24%, the model analysis results have strong statistical significance.



**Figure 3.** Constraints of stall practitioners SVM model argument importance ranking

It can be seen from Figure 3 that in the SVM model, the importance of influencing factors is the problem of public security management, traffic management, access threshold, booth planning, operating cost, information filing and financial support, of which public security problem is not a significant variable in the logistics regression analysis. However, the importance of the model in the SVM model is higher than other factors, so this factor is also analyzed separately, and the results find that 85.8% of the respondents who chose "very important" were former stall practitioners and chose "very little attention" Of the respondents, 81.0% were stall practitioners.

## 5. Conclusion and Recommendations

### 5.1. Conclusion

According to the research and collation of this paper, the following conclusions are finally drawn:

#### 5.1.1. Consumer Level

In the results of the logistics regression model of consumers choosing offline purchase of goods, it can be seen that consumption distance, consumption preference, site hygiene attention and epidemic prevention and control focus are the main factors affecting consumers' choice when shopping offline, and after SVM model analysis, it is found that consumers' attention to the quality of goods will also affect their choice preferences in offline shopping locations. If you want to attract more consumers to choose the stall when shopping offline, then you should plan the stall collection area to be closer to the consumer gathering place, and open more snack and snack stalls in the stall collection area, in the process of operation, maintain the cleanliness of the site and strengthen the implementation of measures related to epidemic prevention and control.

#### 5.1.2. The Level of Stall Practitioners

In the results of the logistics regression model of the restrictive factors of stall practitioners established, it can be seen that the degree of attention to the entry threshold, the degree of attention to operating costs, the degree of attention to booth planning and the degree of financial support are important factors that restrict the stalls of stall practitioners, and after the analysis of the SVM model, it is found that the degree of attention to public security

management will also have an impact on it. Therefore, when formulating relevant regulations to encourage stall practitioners to set up stalls, we should focus on these issues, dispel the concerns of stall practitioners, and help them adapt to the normalization stage of the epidemic to carry out stall operations faster.

## **5.2. Recommendations**

Through relevant investigations and practical tests, we found that in order to maintain the stability and development of the stall economy under the normalization of the epidemic, the application of information software is very important, according to the summary of the previous article, we put forward the following suggestions.

### **5.2.1. Strengthen the Control and Screening of the Epidemic Situation in the Area Where the Stalls are Gathered**

Set up a health code scanning registration point at the entrance and exit of the stall collection unit, while ensuring the vaccination status and travel history of consumers and vendors entering the stall meeting point, control the specific time of entering and leaving the stall meeting point, so as to trace the source when necessary; the same time and the registration of the purchased goods at each stall are also carried out, on the one hand, it is convenient for consumers to protect their rights when there is a quality problem in the goods, and on the other hand, it is convenient to trace and track the source during the normalization of the epidemic. There are many ways to operate in practice, such as the public account of the commodity reservation system that can open the stall shops, etc., to facilitate the tracking of personnel while retaining purchase records; to set up mobile monitoring posts in the stall collection units to inspect the masks worn by consumers and merchants.

### **5.2.2. Clarify the Specific Location of the Ground Stall Collection Area**

In the scope of the boundary of the stall collection area to set up a clear identification or demarcation of a specific area as the stall collection area, to prevent the increase in the number of stall operators caused by the phenomenon of irregular expansion of the stall collection area; in the stall collection area by professionals to the area of reasonable distribution planning, for the relevant stall operators to plan their booth location, in order to ensure its normal operation will not lead to a decrease in passenger flow due to geographical reasons, the suggestion provided in this article is to set up a two-dimensional code containing store information at the entrance and exit of the stall collection unit, Helping consumers scan the code to browse the goods of different shops and open the reservation function can help consumers purchase in advance and go to collect; ensure the fixity of the stalls, and facilitate the clarification and solution of related problems.

### **5.2.3. Standardize the Operation of Stall Practitioners**

Strengthen the control of the quality of the goods of the stall practitioners, to minimize the occurrence of consumers due to quality problems caused by the infringement of the situation, the suggestion provided in this article is to open the consumer scoring system in the corresponding store information of the public account, which can be evaluated by the purchased consumers and score the store, according to the level of the score to determine the order of the public account push, in order to motivate the stall practitioners, so that they pay more attention to the quality of the goods and services provided; strengthen the supervision of the health of the stall practitioners, It can be solved by placing garbage cans in a certain area, and at the same time setting up health supervisors to regularly inspect fixed stalls to supervise the hygiene of their stalls and commodity hygiene.

### **5.2.4. Promote the Publicity of Policies Related to the Stall Economy**

The popularization of relevant policies and laws and regulations of the stall economy is very important for the stall practitioners, not only can help them better carry out the stall operation,

but also can reduce the possibility of violating the rules and regulations, for the publicity of the relevant policies can be used collective popularization or the stall meeting point to post notices, the way suggested in this article is to establish a public account, guide the stall practitioners to download and push the relevant policies and regulations, after logging in to the public number, you can browse the relevant policies, so that it is familiar with and acceptable.

### 5.2.5. Provide a More Flexible and Effective Regulatory Model

Through the investigation and literature review found that there is more friction between the stall supervisor and the stall practitioners, the reason is the problem of the regulatory model, so the flexible regulatory model is the need of the stall economy, the suggestion given in this article is that the stall supervisor also uses the public account mentioned above, through the scoring of each store and the evaluation content to select the key inspection of the store, you can also directly downgrade or prohibit the store through the background, so as to achieve the purpose of store supervision.

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