Research on street stall economy based on consumer feedback

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Abstract: *As a marginal commercial economic model, although it can provide consumers with affordable and convenient services, it is not conducive to fine urban governance. SPSS is used for research and analysis, the results show that: The overall consumption level of stall consumers is not high. The public prefers food products in the market economy. Consumers are most concerned about appearance image, cultural value, product quality and product safety. Consumers believe that the advantages of the street stall economy outweigh the disadvantages, which is conducive to the diversification of employment and consumption patterns. Based on the investigation and research of the current state of the street stall economy, the paper considers the policy, consumer feedback and other aspects to promote its healthy development.*

Keywords: *Street stall economy, Consumers, Purchasing power*

1. Introduction

The street stall economy, with its roots tracing back to ancient times in China, experienced a remarkable revival during the 2020 epidemic, serving as a crucial force in easing economic downturns [1]. Beyond merely stimulating consumer spending, it fosters cultural vibrancy in urban areas. By offering employment opportunities, boosting income levels, and diversifying consumer choices, it significantly contributes to economic growth and social cohesion [2]. Despite facing challenges like management issues and market disorder, its positive impact on society and the economy cannot be overstated.

The current studies on the street stall economy, while numerous, are not comprehensive and exhibit some shortcomings. For instance, in the article titled "How to Put a Stalled Economy Behind You" graham's investigation primarily focuses on the current phenomenon and its influence, neglecting a thorough analysis of long-term developmental trends [3]. Similarly, in the research conducted by Puxuan Zhang and others, there is an overemphasis on the unilateral positive impacts of the street stall economy, with a tendency to overlook potential negative repercussions [4].

Based on the current lack of diverse data sources in existing research, most studies only focus on the positive impacts of the street stall economy while neglecting its potential negative effects and sustainable governance directions. This article synthesizes various data sources and research experiments to provide recommendations and directions for the sustainable development of the street stall economy and related.

2. Research method and content

2.1 Consumer review data collection

Stall economy is the main source of income for a considerable number of people, and it has long-term internal factors.The long-term existence of the stall economy also meets the purchase needs of consumers, forming a stable two-road consumption system[5].

In this part, review data mining, word cloud statistics and thematic analysis based on LDE model are used.

(1)Data mining

The street stalls in Zhenjiang area for comment collection are selected as the sample, and the main basic elements of the collection are comment time and comment content. By integrating consumer comments on the goods, it can roughly judge that consumers generally think that the street stall goods

are good and cheap.

In order to ensure the accuracy and integrity of the evaluation of stall goods, a data preprocessing method is used to eliminate a large number of incomplete, inconsistent and abnormal contents in the original data. This will avoid serious bias in the final survey results, which will inevitably be subject to a lot of duplication, incompleteness, and self-importance.

(2) Word cloud statistics

The word cloud is a textual, visual representation of specific content by displaying unique words that provide the user with a high ability to get an impression on the content of the topic presented through key words[6]. By using word cloud to summarize and sort out consumers' comments on street stalls, it can be clearly seen that which parts are of concern to consumers. This greatly reduces the time and cost of manual data processing.

Figure 1: Word cloud statistics of customers' economic evaluation of street stalls

In the word cloud statistics in Figure 1, the size of words with higher word frequency also increases accordingly. It can be observed from the word cloud that in the street stall economy, people mainly pay attention to whether the goods in the street stall have unique regional characteristics, whether the price is affordable, the degree of creativity and interest, and whether the food taste is delicious.

(3)Thematic analysis based on the LDE model

LDA accurately mines content topics by assuming the existence of potential topic vectors and modeling documents as a set of independent words, while assigning a mixed topic vector to each document[7]. In this study, using the LDA method, this technique conceptualizes each document as a complex of various topics, thus allowing a more nuanced analysis of the underlying topic structure [8].

Therefore, for the evaluation of street stall goods, LDE model analysis is used to evaluate.

Table 1: Results of LDE thematic model analysis

Theme 1	Theme 2	Theme 3
delicious	delicate	lively
beautiful	creativity	environment
never tried it.	good looking	a crowd of people
in large quantities	high cost performance	convenient
good looking	decoration	good
have a character	value	enjoy

The results are shown in Table.1. According to the feature words extracted from the three potential themes of traditional handiccrafts of street stalls, theme 1 reflects that most consumers think that the traditional handiccrafts on the Tip of a Tongue are very distinctive and customers like them very much. Theme 2 related artworks reflecting traditional handicrafts are very popular among consumers, and many consumers will choose to buy artworks; Theme 3 mainly reflects the environment in which street stalls buy goods. Generally speaking, consumers think that the environment of street stalls is extremely lively and comfortable.

2.2 Survey method design

The main survey methods used in the course of the investigation are questionnaires and place intercept surveys.

The main survey method is online survey. Prior to conducting the online survey, a pre-survey was conducted to judge the feasibility of the questionnaire.

However, there is a lack of objectivity through online surveys alone, so offline surveys are also organized to locate intercept surveys. During the Spring Festival, each team member conducted a survey of their hometown. The interviewers intercept and judge the interviewees at the interception point, and after preliminary screening, the interviewees who meet the interview conditions are interviewed.

3. Results

3.1 The establishment of simulation model

Through using SPSS software[9], the results analyze the income level of consumers, category preferences, and distribution of consumption concerns[10].

3.2 Analysis of results

Different living expenses and wage standards affect different consumption levels. According to the statistical results, we draw a pie chart of monthly living expenses to study the monthly living expenses of street vendors, as shown in Figure 2.
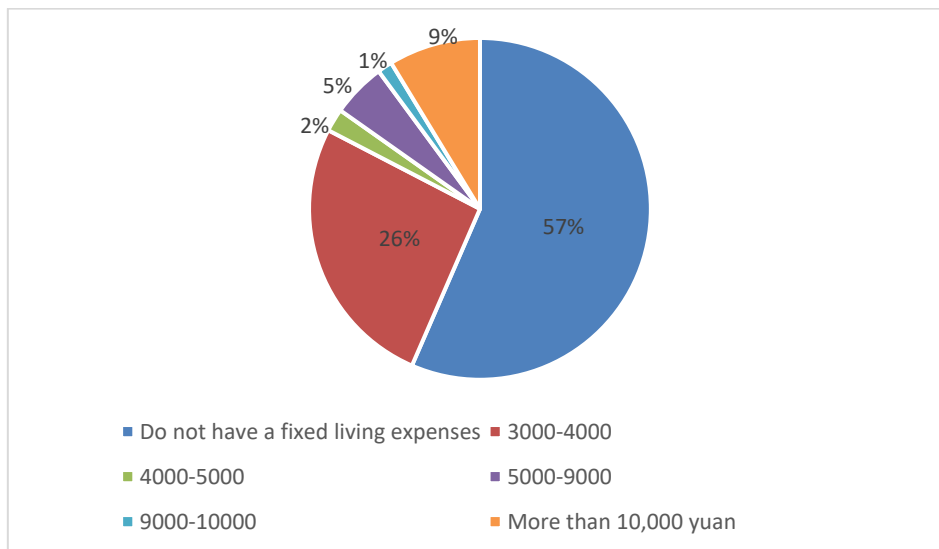

Figure 2: Distribution of monthly living expenses among stall consumers

As can be seen from the figure 2, most of the stall consumers do not have a fixed salary, most of them are students, accounting for 56.52%, monthly living expenses of 3000-4000 yuan, followed by the largest proportion of more than 10,000, accounting for 8.7%.

To understand consumers' preferences for the types of stalls, we collected statistics on the consumption of five typical types of stalls in the market and drew a line chart. The results are shown in Figure 3 below:

From Figure 3, the proportion of traditional culture products purchased is 28%, among which snacks and entertainment and leisure products still account for a large proportion, indicating that the promotion and consumption of traditional handicrafts still need to be developed.
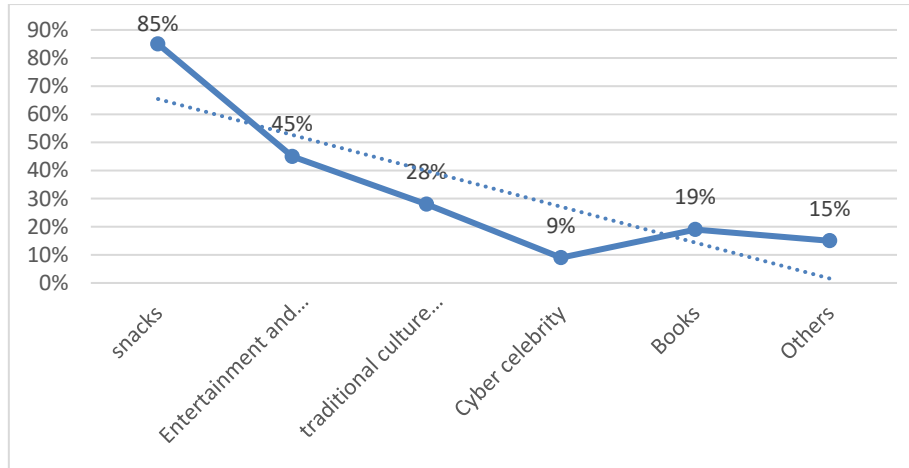
Figure 3: Distribution of species preference

Although traditional handicrafts have become a fashion trend at present, attracting some people to consume, there are still some concerns in the process of their consumption, affecting their consumption. We surveyed consumers' concerns about the consumption of traditional handicrafts on the ground, and the statistical results are shown in Figure 4 below:
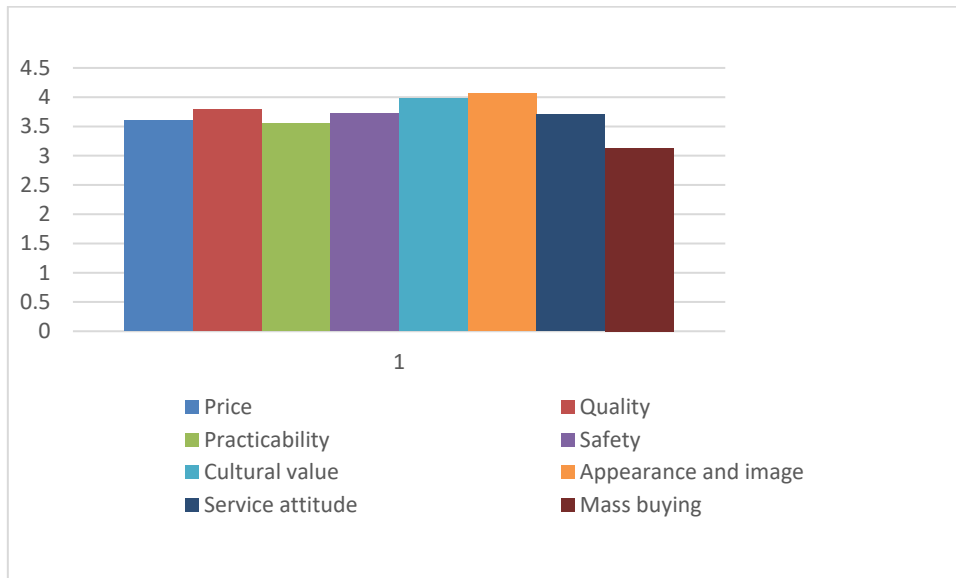

Figure 4: Distribution of consumption concerns

Figure 4 shows the diversification and uniformity of consumer concerns. Among them, the concern about appearance is the most prominent. Secondly, the higher concern is whether the traditional handicrafts have cultural value. The traditional handicrafts on a stall are passed down from generation to generation and have high cultural value.

Investigating consumers' views on the stall economy after the outbreak of the epidemic can indirectly understand consumers' views on its future development direction. We draw a bar chart based on the statistical results, and the results are shown in Figure 5 below:

In the survey, it was found that 87.23% of the population chose to be conducive to the diversification of consumption and multi-level, which speculated that consumers' views on the market economy were mostly good, and this result was also closely related to the policy support of the market economy.
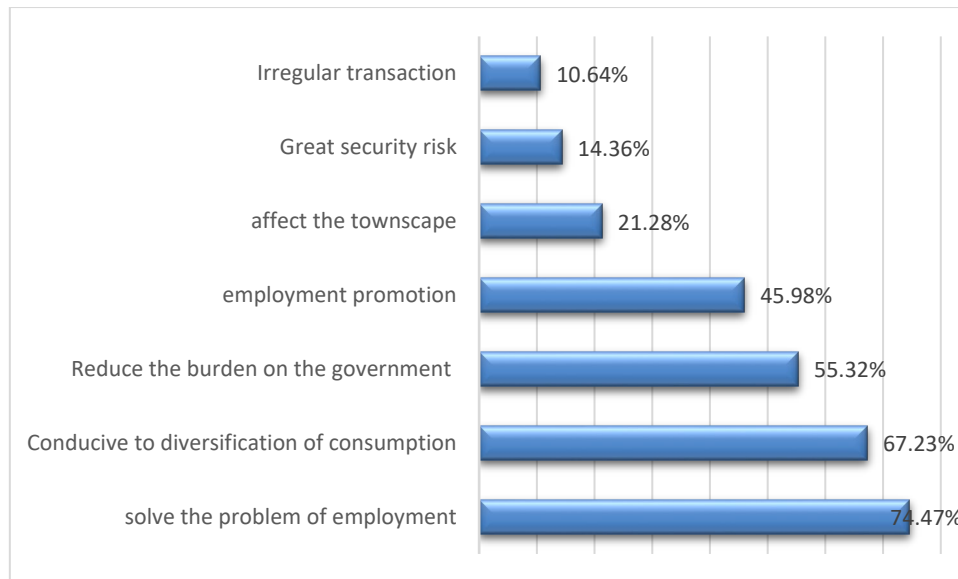
Figure 5: Distribution of views on future development direction

4. Conclusions

According to the survey of consumers, the results show that the street stall economy has a wide audience, most of which are young college students. Stall consumers are most concerned about snacks, leisure and entertainment and traditional culture. Consumers are most concerned about the appearance of goods, followed by concerns about whether traditional handicrafts have cultural value. At the same time, consumers are full of expectations for the future of the vendors, hoping to carry forward traditional culture and enhance the charm of traditional handicrafts.

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