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Research on the High-Quality Development of Ground Floor Economy in the Context of Modernisation of Urban Governance

--Taking Zibo City, Shandong Province as an Example

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Abstract

In the context of promoting the modernisation of urban governance, the high-quality development of the ground stall economy, as an important livelihood economic form that activates domestic demand and promotes employment, is of great practical significance. This study takes Zibo City, Shandong Province, as a typical case, integrates the new public service theory and the resilient city theory to construct an analytical framework, and makes comprehensive use of the literature analysis method, field observation method, questionnaire survey method and case study method to systematically explore the current situation of the urban governance of the ground stall economy in Zibo City, its effectiveness, problems and their causes. The study finds that Zibo City has significantly improved its management effectiveness through policy untying, intelligent supervision, spatial governance innovation, industry association guidance and infrastructure improvement, and has successfully built the stall economy into an urban feature and cultural IP. however, the governance practice still faces the outstanding problems of poor hygiene, traffic congestion, noise nuisance, food safety hazards, insufficient protection of the rights and interests of the operators, and lack of standardised management. Problems. These problems are mainly due to the difficulties in regulating street stalls, limited enforcement power, lagging behind in updating laws and regulations, and insufficient collaborative governance concepts and practices. Based on this, this paper proposes the introduction of smart city management to improve the efficiency of supervision, the promotion of the integration of the stall economy and the Internet to expand channels, the scientific planning of fixed business areas to promote standardised management, and the enhancement of training and service protection for operators and other optimisation paths.

Keywords

Ground stall economy, modernisation of urban governance, high-quality development, Zibo City, new public service theory, high-quality economic development.

1. Introduction

1.1. Background of the study

Under the complex situation of the century of change and the century of epidemic intertwined and superimposed, the global economic recovery is weak, and the World Bank predicts that the global economic growth rate will drop to 2.1% in 2023, and our country is facing multiple tests to build a new development pattern of "double cycle". As an important hand to activate the domestic demand market, the stall economy will make a significant contribution to stabilising

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employment during 2020-2022, and according to the National Bureau of Statistics (NBS), it will drive the employment of more than 30 million people, and its function of "capillary" is deeply coupled with the strategy of the domestic macro-cycle.[1]

This study will build a theoretical framework to analyse the high-quality development of the ground floor economy by applying the new public service theory and the resilient city theory. The New Public Service Theory emphasises the government's service function and citizen participation, which provides a new perspective for policy formulation and management of the groundscraper economy.[2] The Resilient City Theory focuses on the adaptive and resilient capacity of cities in the face of various challenges, providing theoretical support for the sustainable development of the Groundscraper Economy. By combining these two theories, it provides a more comprehensive and in-depth analytical perspective for the study of groundscraper economy and helps to reveal the intrinsic connection between groundscraper economy and urban governance.

1.2. Research Methods

Literature analysis method, research and observation method, questionnaire survey method, case study method.

2. The current situation of urban governance in Zibo City

2.1. Policy relaxation and standardised management in parallel

Since 2020, Zibo City has adjusted the civilised city assessment standards at the national level, and gradually liberalised the economic restrictions on stalls.2022, after the State Council put forward the principle of "five allowances and one adherence", Zibo has designated 66 convenience zones to allow time-limited and fixed-point operation, and promoted standardised management through the establishment of the first national association of stall economy. For example, Liuquan night market, Ganjia Daji night market and other unified management mode, requiring vendors to focus on admission to operate, to avoid occupying the road, while providing fire, security and other ancillary services, to achieve the "stalls are not out of line".[3]

2.2. Digital Governance Enabling Regulatory Efficiency

Zibo City Market Supervision Bureau launched the "six unified" model, namely, unified reception, disposal, assignment, supervision, analysis, assessment, relying on the intelligent supervision platform covering 650,000 market entities, real-time analysis of data and intelligent dispatch orders. For example, the AI camera automatically identifies problems such as operating on the road, incomplete licences, etc., and the efficiency of law enforcement is increased by 40%.During the barbecue explosion in Zibo in 2023, the intelligent system dynamically adjusted the distribution of stalls by means of a heat map of the flow of people and reduced the contradiction of the cityscape by 83%.

2.3. Combined spatial management of blocking and sparing

Delineation of "tidal wave stall area" and "barbecue compound", for example, Zhangdian District set 70% of the daytime area prohibited, open 85% of the night backstreets and alleys of the "spatial and temporal diversion" strategy, both to retain the Fireworks and avoid traffic congestion. According to statistics, Linzi District, the establishment of three early morning market, three flexible business demonstration block, the addition of 350 public parking spaces to alleviate parking problems.

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3. Zibo city stall economy of urban governance evaluation survey design

3.1. Survey method

The survey adopts the questionnaire survey method, and data collection is carried out through a combination of online and offline methods. The questionnaire is widely distributed online using social media platforms, relevant forums, e-mail and other channels, covering residents of different regions, age groups and occupational groups to ensure the diversity and representativeness of the samples; offline in the main business districts, communities, parks, and areas where ground stalls are concentrated in Zibo City, randomly selecting passing citizens, ground stall operators, owners of neighbouring shops, and city managers to fill out the questionnaires. A total of 500 questionnaires are planned to be issued, and about 400 valid questionnaires are expected to be recovered, in order to obtain sufficient data support, so as to comprehensively understand the evaluation and views of all parties on the urban governance of ground stall economy in Zibo City, and to provide a solid foundation for the subsequent analysis and research.

3.2. Survey Objects

The survey object covers ordinary citizens, stall operators, shop owners, city managers and tourists in Zibo City.

3.3. Evaluation results measurement

3.3.1. Statistical description of the sample

A total of 421 questionnaires were distributed, 400 questionnaires were recovered, excluding the questionnaires in which the response time was less than 100 seconds and there were omissions in answering the questions, for a total of 344 valid questionnaires, with an effective recovery rate of 81.7%.

Comprehensive statistics are carried out for the answers to each variable question, and the results of the collected questionnaires are summarised in the variable description statistics table, as shown in Table 1.

Table 1:Descriptive statistics of variables

Descriptive statistics of variables							
Variable number	N statistics	Minimum value statistics	Maximum value statistics	Mean Value	Standard Deviation	T-value	P-value
1	344	3	147	68.80	51.645	2.979	0.041
2	344	29	226	114.67	100.977	1.967	0.188
3	344	134	208	170.00	40.497	8.396	0.004
4	344	40	155	86.00	50.405	3.412	0.042
5	344	22	198	86.75	76.947	2.255	0.109
6	344	9	115	68.80	45.970	3.347	0.029
7	344	38	159	86.00	55.516	3.098	0.053
8	344	35	144	86.00	50.007	3.44	0.041
9	344	170	231	202.00	29.249	15.443	0
10	344	162	251	203.80	35.351	12.891	0
11	344	135	213	170.50	37.189	9.169	0.003
12	344	33	198	114.33	82.525	2.4	0.138
13	344	27	225	114.67	100.927	1.968	0.188

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Number of active cases	344

Data source: Questionnaire collection

Statistical results of the questionnaire survey can be found: 2 Whether or not they have been exposed to the groundscraper economy, 5 Amount of money spent on a single occasion in the groundscraper economy, 7 Influence of the groundscraper economy on the vitality of the city, 12 Whether or not they support the groundscraper economy to operate with a licence, 13 Whether or not it is credible that the groundscraper economy enters into the environmental protection requirements, the correlation between the five factors in the sample and the other factors is not significant (p-value is greater than 0.05). While other factors such as 1 participant's occupation, 3 valorisation of the groundscraper economy, and 4 frequency of groundscraper consumption had significant correlations.

3.3.2. Reliability Analysis

Table 2 shows the reliability and validity analyses based on Cronbach's coefficient. According to the requirement, Cronbach's coefficient should be greater than 0.70. Therefore, the questionnaire of this paper has good internal consistency reliability. In addition, the reliability coefficients are all greater than 0.7, which means that there is a good reliability, the combination reliability is all greater than 0.8 close to 1, which indicates that the variables maintain good consistency, combined with the average extracted dissimilarity variable value is greater than 0.5, which indicates that the convergent validity is up to standard. That is, the variables all passed the test. [4] Therefore, the sample is suitable for factor analysis. On this basis, the structural validity of the scale was tested using factor analysis.

Table 2:Reliability analysis (N = 344)

VARIABLE NUMBER	CRONBACH'S COEFFICIENT	RELIABILITY COEFFICIENT	COMBINED RELIABILITY	MEAN EXTRACTED HETEROSKEDASTICITY
1	0.777	0.779	0.871	0.692
2	0.783	0.79	0.874	0.698
3	0.782	0.782	0.873	0.696
4	0.762	0.762	0.762 0.762	0.677
5	0.76	0.764	0.862	0.676
6	0.743	0.745	0.854	0.661
7	0.742	0.743	0.853	0.659
8	0.735	0.735	0.849	0.652
9	0.727	0.728	0.845	0.645
10	0.719	0.720	0.841	0.638
11	0.712	0.712	0.838	0.631
12	0.704	0.705	0.834	0.625
13	0.717	0.708	0.830	0.618

3.3.3. Correlation analysis

In the factor analysis test, the whole model fitting results are shown in Table 3. The factor loadings of all variables are both positive and negative, specifically, the correlation between 6 Participants' satisfaction with the governance policy of Zibo's stall economy, 10 Which of the following urban governance measures can effectively improve the quality of the stall economy, and 12 Whether or not to support the stall economy "with a licence to operate" and the correlation between the other factors is negative, which indicates that these factors have negative impacts on the governance of the stall economy in Zibo City. Zibo city governance stall

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economy has a negative impact, that is, the existing Zibo city stall economy governance policy is difficult to satisfy the participants, and the existing governance measures have not achieved the desired governance effect, and the participants do not think that the licensing business for the governance of the stall economy has obvious help. The factor correlation shows that most of the participants have been exposed to the stall economy and believe that the stall economy plays an important role in the value of urban life. Participants believed that the low carbon economy should be combined with modern urban governance in order to ensure the effective governance of the stall economy.

Table 3: Cross-factor loadings

	1	2	3	4	5	6	7	8	9	10	11	12	13
1	1.000	0.948	0.415	0.415 0.941	0.997	0.181	0.878	0.777	0.572	0.948	0.209	0.842	0.939
2	0.948	1.000	0.683	1.000	0.922	0.484	0.985	0.937	0.803	1.000	0.509	0.970	1.000
3	0.415	0.683	1.000	0.698	0.347	0.970	0.800	0.895	0.984	0.682	0.976	0.841	0.702
4	0.941	1.000	0.698	1.000	0.914	0.502	0.988	0.944	0.815	1.000	0.526	0.975	1.000
5	0.997	0.922	0.347	0.914	1.000	0.108	0.840	0.728	0.510	0.922	0.136	0.799	0.911
6	0.181	0.484	0.970	0.502	0.108	1.000	0.630	0.760	0.910	0.483	1.000	0.683	0.507
7	0.878	0.985	0.800	0.988	0.840	0.630	1.000	0.983	0.895	0.984	0.651	0.997	0.989
8	0.777	0.937	0.895	0.944	0.728	0.760	0.983	1.000	0.961	0.936	0.778	0.994	0.946
9	0.572	0.803	0.984	0.815	0.510	0.910	0.895	0.961	1.000	0.803	0.922	0.924	0.819
10	0.948	1.000	0.682	1.000	0.922	0.483	0.984	0.936	0.803	1.000	0.508	0.969	1.000
11	0.209	0.509	0.976	0.526	0.136	1.000	0.651	0.778	0.922	0.508	1.000	0.704	0.704 0.532
12	0.842	0.970	0.841	0.975	0.799	0.683	0.997	0.994	0.924	0.969	0.704	1.000	0.976
13	0.939	1.000	0.702	1.000	0.911	0.507	0.989	0.946	0.819	1.000	0.532	0.976	1.000

3.3.4. Analysis of one-way results

As shown in Figure 1, it can be seen that 25.87% of the participants often patronise the stall economy, 65.7% of the participants said that they occasionally patronise the stall economy, and 8.43% of the participants seldom or never come into contact with the stall economy, which also proves the results of the analysis above, that the majority of the participants have come into contact with the stall economy, and this can be a side reflection of the fact that the stall economy has a relatively high proportion in the urban economy, and has a greater participation in the life of the citizens. It can be reflected that the proportion of the stall economy in the urban economy is relatively high and has a large participation in the life of the citizens. [5]

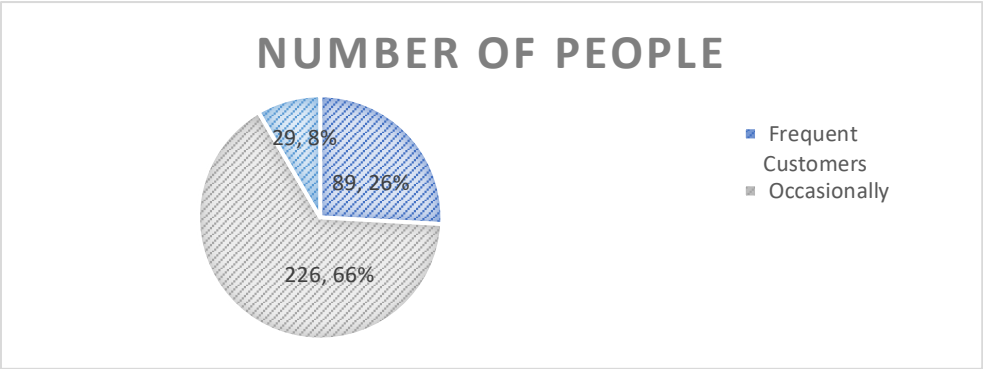

Figure 1: Exposure to the stall economy

As shown in Figure 2, it is possible to see the main scope of the participants' views on the valorisation of the ground floor stall economy and urban life, and it can be found that most of the participants believe that the ground floor stall economy has played a convenient role in their daily lives, such as providing breakfast and daily necessities for the citizens; in addition, the ground floor stall economy also promotes flexible employment, and the percentage of both

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of these parts exceeds 50 per cent. [6] There is also a small proportion of participants who believe that the ground floor stall economy can enrich urban culture and reduce the cost of living, and the number of people endorsing this part is relatively small among the participants, but it is also close to 40%. Overall, the ground stall economy has a positive practical value for urban life, which can enrich people's life, facilitate people's shopping, increase employment opportunities, and also reduce the cost of living. From the perspective of practical value, it can be seen that the stall economy has positive value for urban life and should be recognised and supported.

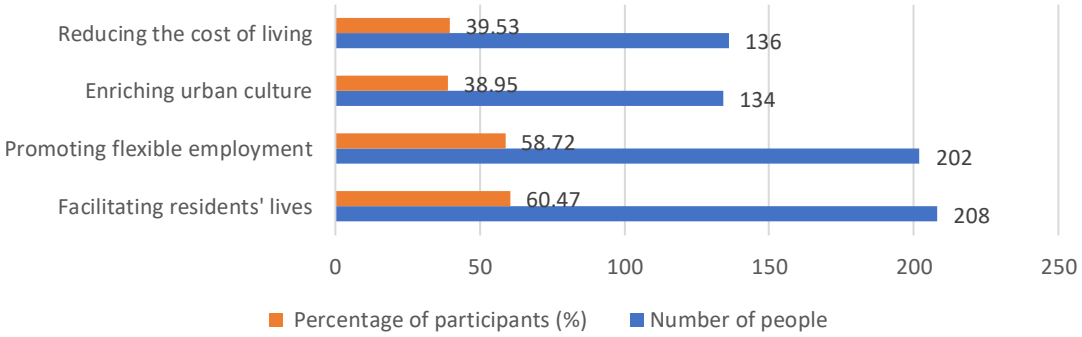

Figure 2: The value of stall economy

From Table 4, it can be seen that most of the participants spend money at the stalls every week, which accounts for more than 70% of the total number of people, and the number of people who spend money several times a week accounts for 26.16%, while 17.15% of the participants spend money at the stalls 1-3 times a month, and 11.63% of the participants basically don't spend money at the stalls, which can be seen that the majority of the participants have contact with the ground floor economy, only that the degree and frequency of contact varied greatly. In terms of the amount of single consumption, most of the participants' consumption at the stalls was in the range of 10-30 RMB, followed by 30-50 RMB in second place, followed by 16.28% of those who consumed less than 10 RMB, and 6.4% of the participants who would spend more than 50 RMB at the stalls. It can be seen that the number of single consumption amounts spent at the ground stalls is relatively small, but considering the number of participants, it can be seen that the number of single overall consumption amounts of the ground stall economy is relatively considerable and has a large potential for development.

Table 4: Analysis of Consumption in the Ground Floor Stall Economy

Frequency of Ground Stall Consumption	Number of people	Percentage (%)	Single consumption amount	Number of people	Percentage (%)
Multiple times per week	90	26.16	Less than 10	56	16.28
Weekly	155	45.06	10-30	195	56.69
1-3 per month	59	17.15	30-50	71	20.64
Almost no consumption	40	11.63	More than $50	22	6.4

4. Urban governance of the ground floor economy in Zibo City

As shown in Figure 3. The main problems of the ground stall economy in Zibo City are: poor sanitary conditions, occupying roads and affecting traffic, noise nuisance, lack of standardised

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management and insufficient protection of operators' rights and interests. From this, it can be found that the main operators of the ground stall economy have a large independent management problems, the lack of necessary rules and regulations to constrain business behaviour. As a result, the stall economy has seriously interfered with the lives of neighbouring citizens. Participants agreed that the main problem lies in the lack of regulation, and that poor hygiene and road-occupation are among the main existing problems. In addition, the stall economy also causes a lot of noise and poor competition with each other. Taken together, the main problems of the stall economy lie in the uneven quality of operators and the lack of a perfect management system, which ultimately leads to the emergence of problems.

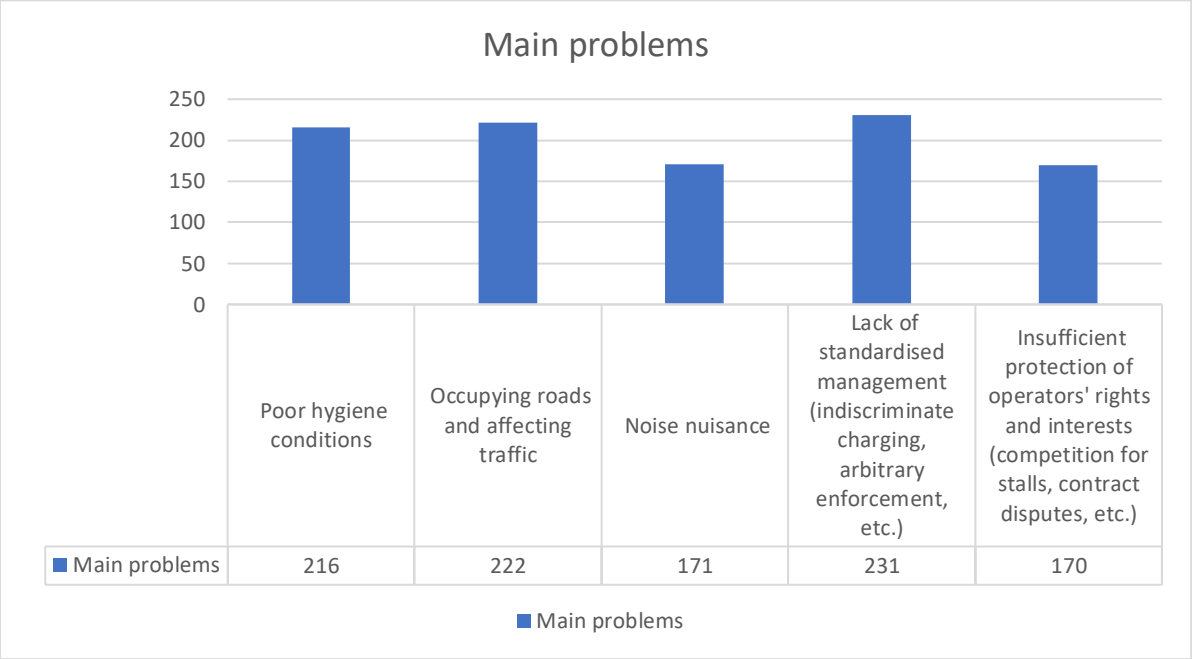

Figure 3: Problems of Ground Floor Economy

5. Analysis of the causes of urban governance problems in Zibo's ground stall economy

5.1. Ground stalls are difficult to regulate

The number of non-fixed mobile stalls is huge, widely distributed and difficult to manage. These stalls often appear in the city's main and secondary roads, backstreets and alleys, residential districts and other areas, bringing great pressure on urban management. The mobility of non-fixed stalls is high, and the operators often change their places and times of operation, which brings great difficulties to the management. At the same time, the operators of these stalls have low operating costs and lack a sense of co-operation with the management's enforcement inspections, which also increases the difficulty of management.

5.2. Limited Enforcement and Supervision

According to the relevant provisions of the Ministry of Housing and Construction: the number of law enforcement personnel in accordance with the proportion of resident population configuration: the main urban areas by eight ten thousandths, other areas by five to eight ten thousandths of the standard implementation. For Zibo City, the number of law enforcement personnel is about 876 administrative law enforcement personnel and 1286 co-managers . Due to the high mobility of some vendors, their management requires greater regulatory power, and

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the current law enforcement officers are clearly insufficient, making it more difficult to effectively manage them.

5.3. Slow updating of regulatory laws and regulations

Due to the large gap between the policies for the stall economy at different development times, there are differences in the specific regulatory measures, and the laws and regulations related to regulatory behaviour are often updated more slowly. In 2020 for the ground stall economy "untying", due to the actual situation of the development of different regions, for the ground stall economic governance measures can not be completely unified, so only part of the ground stall economic development of the more perfect area in a timely manner to update the governance of the specific rules, and Zibo City, for the ground stall economic governance issues are still groping and development, the relevant laws and regulations have not been timely updated. The relevant laws and regulations have not been updated in time.

6. Development Suggestions

Combined with the results of the questionnaire survey and other urban governance experience can be concluded that the development of Zibo stall economy recommendations are as follows:

6.1. Introduce intelligent urban management

The development of electronic supervision technology and information analysis technology has brought new vitality to urban management. Through the wisdom of the city management can to a large extent alleviate, Zibo City, the existing city management law enforcement personnel insufficient situation, can be the existing city management personnel for reasonable distribution, will be in accordance with the governance of the stall economy for regional division, so as to provide a targeted number of appropriate city management personnel. This can enhance the management level of the stall economy and the relevant management policies can be implemented.

6.2. Promote the coordination and cooperation between street stalls and the Internet.

The arrival of the Internet era has given a boost to the development of the ground stall economy, expanding the sales channels for the ground stall economy, which can be combined with takeaway delivery and postal delivery by means of live broadcasting with goods, online booking, etc. to transfer the goods to the hands of consumers. In this way, for most of the stall products, can be traded through more channels, can reduce the bad competition among each other, and expand the sales channels and methods, some stall operators can achieve a change in the mode of operation, is not confined to a place of operation, can be dispersed operators, thus reducing the occurrence of the situation of occupying the area of the business.

6.3. Planning fixed business areas

The main reason for the chaotic management of the stall economy is that there is no good standardised management, and this factor is closely related to the lack of a fixed business area, so the stall economy is divided into a fixed business area, so that the dispersed stall operators can be brought together into a unified area, which makes the business norms have the basic conditions for promotion.

6.4. Strengthen training for operators

The uneven quality of stall operators is the reason why it is difficult to manage the stall economy, and it is also an important factor that brings negative impacts to the neighbourhood. Therefore, regular training activities should be carried out to encourage operators to participate in them,

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and at the same time, providing operators with unified sanitary facilities, such as bins, etc., can reduce the risk of dumping rubbish by ground stall operators.

7. Conclusion and Prospect

The significant promotion effect of ground stall economy for the city economy, citizens' life and city vitality has been recognised by most of the participants, i.e., the citizens of Zibo City are recognising the existence of ground stall economy. And most of the citizens have in the ground stall economy for consumption occurs, the ground stall economy for the public life provides greater convenience.

However, the existing stall economy in Zibo City, there are certain problems in the way of governance, from the participants' satisfaction survey can be found, there are still many people think that the existing stall economy in Zibo City, there are obvious shortcomings in the governance policy. The ground stall economy also exists in poor sanitary conditions, occupying the road affecting traffic, noise nuisance, lack of standardised management, insufficient protection of the rights and interests of operators and other major problems. Therefore, in response to these factors, this paper proposes that recommendations should be made for the introduction of smart city management, promoting coordination and cooperation between ground stalls and the Internet, planning fixed business areas and strengthening the training of ground stall operators, with a view to improving the operation and management of ground stall economy in Zibo City, collecting information data in ground stall economy governance activities by using the method of assessing indicators and weights, in order to assess the governance effect, and according to the practice of feedback, to improve the research programme, so as to provide more in-depth help for urban governance and more powerful reference for other cities.

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