

Exploring the Development of Bazaar-type Economy under the Night Economy: A Case Study of Chengdu, China

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Abstract. With the development of Chengdu's night economy, the internet-famous street food stalls have become nationally famous and a symbol of Chengdu's tourism and entertainment. Under the influence of COVID-19, more and more middle and low-level urban migrant workers are becoming unemployed. However, as a city famous for its night market, the stallholder operation finds another new way for the unemployed to make a new business. This article will focus on the current situation of night market bazaar-type economy in Chengdu under the background of night economy and the factors influencing night market bazaar-type economy. Therefore, by analyzing the current situation of night market bazaar-type economy in Chengdu and combining it with its inherent characteristics, suggestions for improvement are proposed.

Keywords: Night Economy; Bazaar-type Economy; Chengdu; Administer.

1. Introduction

The night market in the history, the night economy at present, both of them show the development of the night economy has experienced the precipitation of history. Nowadays, the bazaar-type economy that has been put forward creates a highlight card for the night market. The two are inseparable and mutually reinforcing. Although these are influenced by the COVID-19, the bazaar-type economy is an important factor in promoting economic recovery. Politics, economy, society, technology and other aspects jointly released the vitality of urban consumption at night, making the night economic resurgence to promote the development of urban, promoting the potential consumption ability, so as to promote the comprehensive development of the city. Therefore, this paper takes Chengdu, China as an example, analyzes the current situation of the night bazaar-type economy and influencing factors, explores the process of the development of the bazaar-type economy of Chengdu, finds the core competence, enlightens the development of other cities in China, in order to improve the quality and upgrade the "nightlife" bazaar-type economy and realize the strategic transformation and upgrading of the bazaar-type economy.

2. The Origin, Research and Development of "Night Market Culture"

Since ancient times, market has been the basis of people's livelihood of living, the cost of food and clothing can be reflected in it, and the urban development of China's successive dynasties is closely related to the market. With the change of times and economic development, the night market, a business model related to life interest, has become modern and diversified.[1]

Ye Dingyuan, author of the book Night Economics, said: "The prosperity of the night economy can further improve the development level of the service industry and increase the proportion of the service industry, which is an important driving force to promote economic restructuring and accelerate the transformation of economic development mode." [2] With the development of the society, people's daily routines and habits have changed a lot, more and more people have changed their original "work at sunrise and leave after sunset" way of life, leisure activities, cultural events and entertainment, friendly intercourse have become a vital choice that contemporary people are willing to choose. Nowadays, the night economy not only reflects the vitality and prosperity of a city,



but also shows the attractiveness and development of a city. So the night market culture has been derived to today has a new definition, it needs to integrate technology and local culture to build different kinds of experiential consumption and quality consumption. Night consumption has become a new engine to stimulate consumption and promote the economy. Wuhou District of Chengdu, Sichuan Province, was ranked among the top 10 in the latest list of the "Top 100 samples of Night economic Prosperity in Counties and Cities in 2022".[3] Through the bazaar-type economy plus night economy to activate the city's night consumption vitality, becoming the symbol of cities that has developed night economy. The prosperity and development of the bazaar-type economy effectively promotes the modernization of the night economy, and its development status and governance model are of great significance to the further upgrading and transformation of the night market economy.

3. The Current Situation of Chengdu's Night Economy

In 2023, China's top 100 cities for night economic prosperity, Chengdu belongs to the first echelon. According to the report on the development of Chengdu's night economy in 2022, the average of the night consumption of Chengdu ranked 4th among 36 major cities in China, and the night consumption accounted for 54.6% of the total day consumption. For Chengdu, night economy is a potential economic flow, Chengdu is the night economy paradise. Sino-Ocean Taikoo Li Chengdu, Kuai Zhai Zane, Jinli Ancient Street are the typical destinations, tourists always go there to enjoy the unique night markets. Situations create consumption: In the brightly lit Chengdu night market, workers reward themselves after a busy day's work. Young people will linger in front of the exquisite and diverse cultural and creative stalls and not be able to leave for a long time.

3.1. Chengdu Night Economy has Various Forms and Many Places to "Punch the Clock".

Night economy is the assistant to promote the development of Chengdu. Night market, night food, night leisure activities and other new modes of the night economy are continuously motivated in Chengdu. Sino-Ocean Taikoo Li Chengdu, Kuai Zhai Zane, Jinli Ancient Street and others have become Chengdu Tiktok users punch the TOP destinations. Hot pot, Sichuan cuisine and cafes ranked TOP3 in the catering category, while movies and shows, outdoor activities and bars ranked TOP3 in the pan-leisure entertainment category. The Meituan report showed that Chengdu's night catering consumption index ranks fifth among cities of the same type; the night entertainment consumption index ranks second among cities of the same type.

3.2. Chengdu Night Economy Consumption Vitality, Consumer Users Younger.

Whatever it is Jinjiang Tour, Jinsha Lantern Festival, Light festival, or Xiling Tour, Bonfire Carnival, Spark Festival, young people are the active force. The development of Chengdu's night economy in 2022 showed that the top 5 business districts with the highest consumption at night: Chunxi Road, Jiaozi Avenue, Huayang, Shuangnan, Tongzi Forest. In terms of the age distribution of users who would consume at night: users aged 30 to 35 are the main users at night, accounting for 26.7%. However, the users in Jinjiang district are younger, from 25 to 30 years old. They account for 28.9% which is consistent with the characteristic that the level of night-time consumption in Jinjiang district is higher than in the city as a whole. The development of Chengdu's night economy in 2023 showed that women could participate in the night activities account for 58% of the total people, it proved that night economy is more attractive to women.

3.3. Night Economy has the Cultural Characteristic.

Since the past, Chengdu has had the spirit of night market. Chengdu has a long history, and Dujiangyan, Du Fu Cottage, Jinsha Site, Ming Shu King Mausoleum and other places of interest. Chengdu has unique cultural and historical advantages. The goods of Chengdu can show Ba-Shu culture. Developing the bazaar-type economy, promoting some streets that have conditions to carry out trials of external positioning during certain hours at night, creating night economy demonstration zone. The inherent logic and operation law of the bazaar-type economy will gradually transform the

business form into a high-quality one, so as to achieve industrial upgrading and boost the urban economy.

3.4. Chengdu has Various Business Forms.

With the rapid development of VR, AR, live broadcasting and other technologies, it provides opportunities for the urban night economy to create the online and offline immersive interactive experiences. From January to May 2023, the amount of playback and interaction of night punch content in Chengdu on TikTok will continue to grow. What's more, pandas, food, itinerary of Chengdu and other words will be paid more attention by users, exuding the unique charm of Chengdu.

3.5. The Policy of Chengdu Bazaar-type Economy is Relatively Perfect.

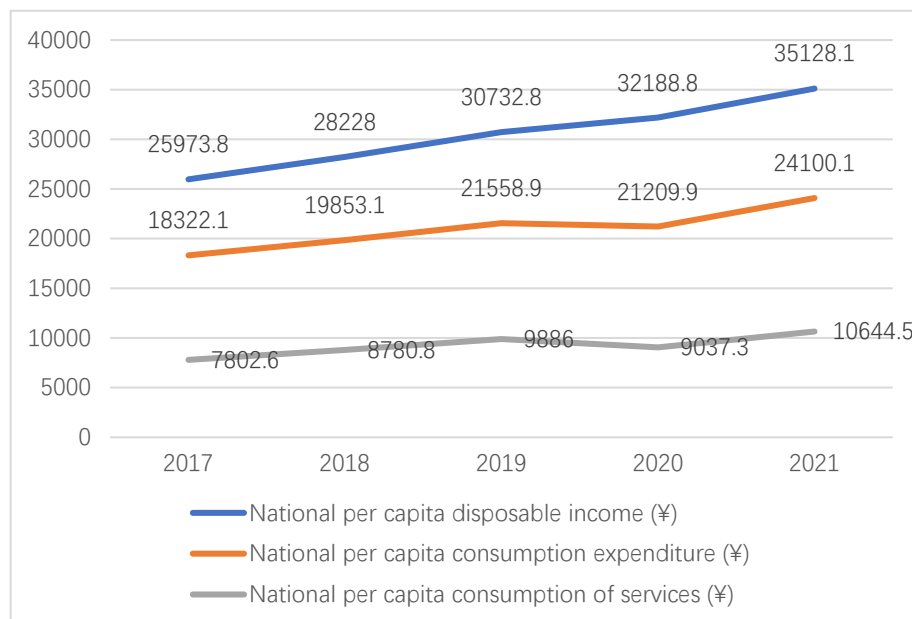
During the epidemic period, in order to coordinate epidemic prevention and control and economic development, realize public interests, and help the city go back to work, Chengdu promulgated the Regulations on the Management of Chengdu City Appearance and Environmental Health. Chengdu urban management system implements the supervision of the operation of stallholders, including allowing temporary street stalls to be set up, allowing mobile stallholders to sell and operate. Business operators can set up street stalls on the premise that they ensure safety, do not occupy dead-end streets and fire lanes, do not infringe on the interests of others, and do a good job in epidemic prevention and control. And to help support enterprises and operators focus on resuming production and operations, minor violations will not be punished. In principle, penalties imposed by urban management departments during the epidemic period could not be entered into the urban management credit supervision platform.

4. Factors Affecting the Economy of Night Market Stalls

4.1. Economic Factors

4.1.1. Consumption

Table 1. Per capita disposable income and per capita consumption expenditure of national residents (yuan)



Based on the 2022 National Bureau of Statistics Yearbook, the per capita disposable income of Chinese residents increased from 25973.8 yuan to 35128.1 yuan between 2017 and 2021, indicating a growth of 9154.3 yuan. The data suggests a continuous increase in disposable income and a gradual

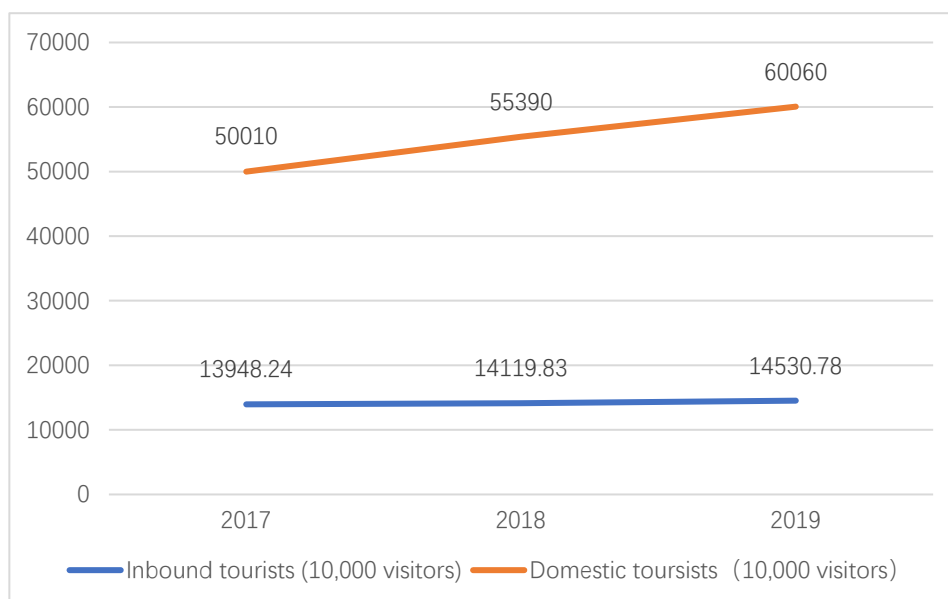
expansion of the consumer. Between 2017 and 2021, the per capita consumption expenditure of Chinese residents increased from 18322.1 yuan to 24100.1 yuan, representing a rise of 5778 yuan. The expenditure on service-oriented consumption per resident continues to increase. Table 1 displays the growth of household consumption expenditure. Despite the significant impact of the epidemic, the consumer market still has enormous potential.

Consumption plays a crucial role in social reproduction. Consumption facilitates the circulation of currency and commodities in the market, promotes employment opportunities, and enhances living standards. Consumption is key to the expansion of domestic demand. Although consumption has been restricted to a certain extent and time due to the impact of the epidemic, during the post-pandemic period, there was a significant increase in consumer demand. This led to the recovery of informal industries and the development of urban night markets and the bazaar-type economy through consumption.

4.1.2. Market

According to the results of the seventh national population census, the population of China is currently 1.43 billion. This indicates that the Chinese market is extensive and has enormous consumption potential. According to the 2022 Yearbook of the National Bureau of Statistics: in 2019, there will be 145.3078 million inbound tourists and 324.6 million domestic tourists. Under the control of the epidemic, there has been a surge in people's enthusiasm for tourism. In the post-pandemic period, more and more people will choose to travel, and the tourism industry will also recover during this period. The tourists will also become an important force in the promotion of the economic development of the street vendors in the city. In addition, as technology is developing, the market is sinking to third tier cities and below, and commercial activity is rapidly filling the undeveloped market. In the post-pandemic period, the bazaar-type economy has become an important development direction for the country and businesses. The market potential of the bazaar-type economy is now enormous, and new business models are constantly emerging to provide more consumption opportunities.[4]

Table 2. The number of inbound tourists and domestic tourists in China (10000 person times)



4.2. Regional Culture

Unlike other fast-paced cities such as Beijing and Shanghai, Chengdu is a slow-paced city and comfort is its character. Local culture nourishes local people, and Shu culture brings unique characteristics to Chengdu. Shu culture has a long history, is inclusive, emphasizes leisure, and has

multiple characteristics. It allows Chengdu to flow with a unique humanistic atmosphere in an orderly way, and the civic culture is naturalised with a strong local feeling. From skyscrapers to small street shops, from teahouses to mahjong parlours, it all reflects the freedom and joie de vivre of Chengdu's people. Chengdu can integrate diverse cultures and demonstrate the openness and inclusiveness of the Chengdu people. For the people of Chengdu, the night market and stallholders are the fireworks of life, the medium of communication between people, warming up the whole city. Chengdu has a rich historical heritage, where you can witness the rich culture of the ancient city through the endless heat emitted by the stalls.

4.3. Policy

According to the latest notice issued by the General Office of Chengdu Municipal People's Government on 28 January 2022, on the issuance of the Implementation Plan for Cultivating New Forms of Culture and Tourism Consumption and Promoting Innovative Development of Culture and Tourism Industry, it can be seen that The Implementation Plan for Cultivating New Forms of Culture and Tourism Consumption and Promoting Innovative Development of the Culture and Tourism Industry mentions the development of "trendy social" cultural and entertainment formats. We will develop immersive night markets, night food, night exhibitions, night shows, night festivals and other formats mainly based on "cultural tourism + technology", and create a series of "night tourism meeting places". Chengdu not only understands food safety policies, but also effectively regulates food safety in accordance with the law. We have successively issued regulations such as "Management Regulations for Food Small Workshops, Small Shops and Stalls in Sichuan Province", "Management Measures for Food Small Workshops, Small Shops and Stalls in Sichuan Province" and "Implementation Rules for the Management of Food Small Workshops and Small Shops in Chengdu City", aiming to develop a new business model of food tasting in "Fireworks Chengdu". Starting with the construction of an international culinary capital, we will accelerate the development of new scenes for unique culinary experiences and establish the 'Most Chengdu - New Food' brand. Promoting the transformation and upgrading of food and cultural characteristic streets can allow tourists to experience the authentic 'slow life' of the city in its neighbourhoods and alleys.

5. Recommendation

5.1. Enhance the Economic Soft Power by Developing a Shu Cultural Street Vendor Economy That is Tailored to Local Conditions.

The economic governance models of night market vendors differ across various cities. Chengdu's unique historical sedimentation has given rise to a distinct Bashu culture. The bazaar-type economy model must be adapted to local conditions. Integrating fully with the local cultural characteristics of Chengdu and regularly holding events can transform the bazaar-type economy into a festival and a business card of the city, creating a unique development path.[5] Effectively integrating the bazaar-type economy into industries such as catering and tourism, creating a highlight business card for Chengdu, and people should be given the opportunity to fully experience the culture of Bashu. This highlights the cultural value of Chengdu, promoting the integration of culture and economy, demonstrating Chengdu's inclusivity and openness, and improving its core competitiveness. This will ultimately contribute to the future development of the city of Chengdu.

5.2. Play the Role of Community Organizations to Alleviate Conflicts between Vendors and Multiple Parties

The service targets of vendors are mostly local residents, tourists from other places, and other groups of people. The bazaar-type economy has a significant impact not only on urban environmental sanitation and planning but also on social security, community, and neighborhood relationships.[6] Chengdu could implement a governance model that enables community organizations to oversee the operation of stalls and vendors. These organizations could participate in the formulation of supplier

policies, regulate and handle conflicts between suppliers and multiple parties, and institutionalize and standardize supplier business. This approach can help community organizations to effectively manage conflicts and contradictions between suppliers, community members, and customers. Additionally, it can reduce irregular street vendor behavior, maintain social security, and promote the healthy development of the informal economy.

5.3. Street Vendors Should Aim to Improve Their Qualities and Enhance Their Product Advantages

On the one hand, suppliers must operate with integrity, ensure product quality and safety, and maintain a high level of service, striving to change the public's perception of suppliers. On the other hand, stallholders should also actively learn from the relevant laws and regulations issued by the country and cities, consciously accept the supervision and management of the local government, and have the awareness of jointly resisting and actively reporting cases of non-compliance with legal norms. They should actively assume their own business responsibilities and regulate their own business behavior.[7]

To address the issues of environmental, hygiene, and noise pollution caused by street vendors, it is essential to not only enforce legal provisions but also encourage and educate stallholders on their responsibility towards hygiene and the environment. First, starting with the vendors themselves, they should make an effort to avoid oil spills or litter in front of their premises during their business hours. Secondly, regarding the employment group of street vendors, it is important to adopt an organized approach towards the unified stall area, and work together to maintain the hygiene and order of the area. Collective resistance and joint persuasion should be employed to address individual supplier behaviours that are not consciously implemented. Finally, from the perspective of consumers, street vendors should also set up clear and noticeable signs at their stalls, warm reminder to consumers to sort and dispose of the waste generated during the product sales process in appropriate trash cans to prevent littering during consumption.

5.4. Give Full Play to the Advantages of Internet Plus Digital Economy and Promote the Transformation of Vendors in the Next Stage

Firstly, in the current highly prosperous digital economy, in response to the issues arising from the cumbersome business license procedures and the inability to constantly supervise vendors at this stage, systematic training for night market vendors in Chengdu can be provided by drawing on the management experience of many countries and cities.[8] Paying attention to obtaining personal professional qualifications, scientifically setting up relevant assessments, The local government should also regularly provide free vocational and technical training for commerce. But regarding the procedures for obtaining a business license, the government could establish a specialised digital platform for booking and registering suppliers. Upon successful completion of the assessment, the vendor's system will be upgraded to formal registration. To decrease the likelihood of mobile vendors being compelled to operate unlawfully, the government should streamline procedures and lower registration expenses. This will also ease the burden on government work. To ease regulatory pressures and achieve win-win outcomes.

Second, a digital management model can take full advantage of multiple data sources for comprehensive management. In China, where mobile payment applications dominate consumer behaviour, we can fully consider incorporating restaurant hygiene rating standards into supplier management. When registering with suppliers, standardised information can be collected using electronic forms, if an offence is committed, the stall will be penalised, the offence will be recorded in an electronic file and the relevant rating will be adjusted according to the score. When consumers encounter food safety issues and file complaints with regulatory agencies, electronic payment records can be provided. Management agencies can collaborate with payment platforms on data, searching for payee information by payment record serial number, reusing electronic accounts verified through

real name authentication and vendor licence registration information for matching verification to improve processing efficiency.

6. Conclusion

This paper takes the current situation and influencing factors of the night market bazaar-type economy in Chengdu as an example to analyze the development of the bazaar-type economy in popular cities in China, with night market economy as a pilot. The night economy in Chengdu takes on diverse forms, having sufficient purchasing power, and the market demographic is shifting towards younger audiences, simultaneously possessing strong cultural characteristics. However, there are still areas in Chengdu that require improvement. For instance, the market environment requires improvement due to low entry barriers and a combination of skilled and unskilled street vendors. The extent of government regulation still requires adjustment. The procedures for obtaining a business license are complex, and so on. Chengdu could utilize its distinctive geographical advantages, develop the bazaar-type economy that adapts to local Shu culture. Given the current state of development in China, it is recommended that digital models be implemented in daily management, particularly in light of the widespread use of mobile payments. While considering the needs of all parties, it is important to maintain fairness in the interests of all parties. At the macro level, the government should promote the formulation and implementation of regulations and ensure their effective implementation. At the micro level, communities can be leveraged to establish positive and dynamic relationships between suppliers and multiple parties. At the same time, it is necessary for individual street vendors to self-regulate and be flexible and adaptable according to their own business situation and market conditions. Objective evaluations should be prioritized over subjective ones. Establishing a unified digital information platform for Internet Plus, binding digital license plates, simplifying the certification process. Reducing regulatory costs facilitates the efficient implementation of a dual-zone governance model to achieve a mutually beneficial outcome for all parties. But how to implement and improve the digital governance system, further research by relevant scholars and the promotion of national policies is necessary.

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