

CAR BOOT SALES RESEARCH— A CASE STUDY IN SHENZHEN CHINA

Yifei Lai ^{1, a}, Qirui Zeng ^{2, *}, Dairui Lyu ^{3, b}

¹ School of Economics, Duke Kunshan University, Kunshan, China

² International Business College, South China Normal University, Guangzhou, China

³ King Business School, King's College London, London, UK

These authors contributed equally.

^a yifei_lai@foxmail.com, ^{*} qirui_zeng@foxmail.com, ^b dairui.lyu@kcl.ac.uk

Abstract. Under the influence of the epidemic and based on multiple considerations, many cities in China have lifted their previous controls on street stalls and begun to encourage the development of the street stall economy. Car boot sales, as a new type of business in the stall economy, has started to become increasingly popular among young people and has been attracting more and more citizens. However, limited by factors such as development time and regulation, car boot sales still have a few significant problems. Based on the background of the post epidemic era, this paper has conducted an extensive search and organization of related cases. A comprehensive and multi-faceted study is conducted by analyzing the case of the Shenzhen Special Economic Zone's car boot sale in conjunction with other urban policies that actively encourage the street stall economy. Through the analysis of policies and data shown by the Bureau of Statistics, the development plan of car boot sales is studied and analyzed with the intention of achieving the purpose of the study, which is to enable car boot sales to continue to develop and progress. With the analysis of this paper, the recommendations for policies related to the street stall economy and the establishment of regulatory mechanisms are obtained. This paper provides value in further developing car boot sales.

Keywords: car boot sales, street stall economy, policy, regulation.

1. Introduction

1.1 Research background

The stall economy has gained recognition and attention in recent years. Premier Li Keqiang praised the stall economy as a symbol of vitality and prosperity during his visit to Shandong in 2020 [1]. The Central Civilization Office confirmed the exclusion of street-occupying operations and street vendors from the assessment of civilized cities for national recognition, further emphasizing the significance of the stall economy [2]. Leading cities such as Beijing and Shenzhen have implemented regulations to support the development of the stall economy, reflecting the recognition of its economic and social value. The stock market has also seen the emergence of conceptual stocks associated with the stall economy, indicating its increasing significance [3].

1.2 Research purpose and problems

This study aims to explore and enhance the current theory of street stall economy in the field of the informal economy, while developing it and combining it with the current practical problems. With the development of the economy and society and the changes in people's consumption needs, the street stall economy has been recognized for its richness of commodities, reasonable prices, flexible employment and low threshold. Notably, the high-end form of the street stall economy, car boot sale, has become a popular attraction in many cities.

Nevertheless, some concerns remain about the street stall economy. A crucial research question pertains to the incorporation of street vendors into the street vendor-centred stall economy. Whilst the significance of street vendors in the informal economy is acknowledged, their standing within the



broader stall economic structure is obscure, accompanied by quality and regulation concerns. The objective of this research is to explore the equilibrium between the informal and formal economies by scrutinizing the functions and difficulties experienced by street vendors, and to propose potential solutions for their efficient integration into the formal economy system. Furthermore, regulatory recommendations and measures will be suggested for the respective sectors.

Another aspect that needs to be examined is how to manage the consequences of external factors, notably during the epidemic. This paper will evaluate how the stall economy adapted and metamorphosed during the epidemic and diversity strategies employed by stakeholders to address such issues and enhance socioeconomic revival and growth. By addressing these issues, this research will advance our understanding and application of the stall economy and lay a solid foundation for sustainable economic and social development.

1.3 Literature Review

Before the epidemic, there were fewer studies related to the street stall economy, probably because of the strong control by Chinese government. However, there are still some studies related to the management mechanism of street stall economy. Zhang Guoping (2008) proposed a model of economic management of street stalls that involves citizens, social organizations, and the government in the management of vendors[4]. Zhao Yingjun (2000) explored the street stall economy from the perspectives of property rights and game theory. He argued that the existence of the street stall economy is a Nash equilibrium between the government and the vendors, which can be improved by Pareto[5].

However, in the wake of the challenges of the epidemic, more related academic research has been published. Meng and Yao (2021) discuss the emergence of the stall economy as an informal sector that gradually gains recognition. They explore its unique characteristics, economic impact, and potential opportunities for socioeconomic development[6].

While previous research has shed light on various aspects of the stall economy, there are still research gaps to be addressed. Yu and Pan (2020) highlight the need to assess the selection of civilized cities while excluding street-occupying operations and street market vendors. This research gap elucidates the importance of exploring the impact and integration of street vendors within the larger stall economy framework[2].

Furthermore, the COVID-19 pandemic has had a significant impact on the stall economy, leading to its rapid growth and adaptation to the changing socio-economic needs[7]. This unique circumstance has created opportunities for studying the resilience and transformative nature of the stall economy, contributing to the existing literature on this subject. And it also identifies research gaps, such as the assessment of street vendors' integration within the stall economy framework. By considering the contributions of scholars and recognizing the ongoing development and challenges faced by the stall economy, this literature review provides a comprehensive overview of the existing knowledge and areas for future research.

2. Characteristics of Car boot sales

Examining the features of Car Boot sales can enhance our understanding of the nature and operational mechanism of this informal economy. This, in turn, may assist in offering a suitable direction for future research and practice. A comprehensive analysis of relevant literature and practical phenomena reveals that Car Boot sales possess a range of typical and crucial characteristics, which are described as follows:

2.1. Transactions at a low cost.

Compared to traditional commercial transactions, transaction costs are significantly low. Stallholders can sell their products and services directly from their vehicles, without worrying about paying high rents, refurbishment, operational, or additional costs. They are also immune to the financial strains of

other commercial operations. For instance, consider the Shenzhen 103 Car boot sales, where the venue provides the relevant raw materials and tools required for food and drink production, like ice, drinking water and gas, against a fee. Furthermore, it will present stallholders with possibilities for online promotion and visibility, which involve the production and editing of brief videos and access to practical advice. Regarding costs, the expense to rent a stall in the location typically varies between £50 and £150, and just £200 should be provided as a deposit. In contrast, rental fees for shops in the same area may vary from several thousand to tens of thousands of pounds a month. In addition, car boot sales tend to be located close to residential areas, which reduces travel expenses for customers[8].

2.2 Flexible and diverse business models.

According to Crewe and Gregson (1998), stall owners have the freedom to choose their business direction, trading time, and location based on market demand and their own conditions. They also have greater decision-making power in choosing commodities and pricing[9].

2.3 Be market-sensitive.

Since sellers interact with consumers directly, they can promptly gather information on consumer trends and feedback and adjust their offerings accordingly. As a result, the Car Boot sales economy can respond in a timely manner to market demand, adapt to product innovation, modify marketing strategies, and provide products and services that satisfy consumer expectations.

2.4 Increased diversification of products.

Merchants have the ability to offer various products ranging from decorations to electronics and food items. This variety provides buyers with a wider range of options to satisfy their needs.

2.5 Social function.

During the process of trading, participants can engage in social interaction and exchange opinions, which may lead to the formation of new friendships. As a result of this social interaction, Car's boot sales economy is not just a commercial activity but also aids in the development of a cohesive community, which in turn promotes the creation of urban harmony[10].

2.6 The relatively low barriers to employment are socially inclusive.

Individuals may engage in economic activities as long as they possess business acumen and sales skills. This minimal requirement for employment opportunities enables individuals without stable jobs to explore entrepreneurial opportunities[6].

2.7 Regulating economic and social development.

The economy of Car boot sales has the potential to boost economic recovery and growth. It can contribute to adjusting market supply and demand, expanding consumption, reducing poverty, and promoting social equity, which is generally conducive to harmonious social development.

2.8 Market regulation and government administration pose challenges.

Car boot sales often take place in informal settings and lack stringent legal and regulatory frameworks. This undermines the quality of goods and the fairness of transactions and could result in theft, fraud, or other illicit activities. In addition, the scattering of stallholders and the relatively small size of markets create challenges in regulating and managing them[2].

3. The rise of the Car boot sales

The world's first car boot sale was organised in September 1980 by Englishwoman Berry Pavitt. Car owners could display their unused items in their car boot for sale or exchange. At that time, the focus was on enjoying life, making friends, and discussing life, and making a profit was not the top

priority[11]. This economic model was a part of the rural culture in Europe and the United States. Limited information suggests that the earliest boot fair in China may have occurred in Wuhan in April 2009 [12]. However, at that time, this trading mode was confined to a specific city and offered only simple entertainment. People did not recognize its great economic and social value.

According to Car boot economy_Baidu Encyclopedia(n.d.), The State Council introduced the "Car boot action" for rural tourism in October 2016 to enhance the effective supply of tourism and culture in China[13]. Moreover, it was the first instance of introducing the "Car boot economy" concept. This concept initially referred to the practice of city dwellers driving to the countryside for travel with an empty car boot and filling it with local agricultural products on their return trip, leading to an economic phenomenon known as the "Car boot economy". The economic model of trading through the boot gained public attention, but people still mainly associate its function with poverty alleviation.

Widely accepted as a safe way to shop during the pandemic, the car boot sales experienced rapid growth due to the outbreak of the COVID-19 pandemic in 2020[7]. Also, Car boot sales provide a low-cost option with a low employment threshold, enabling individuals to earn income during difficult times[14], which can help alleviate the social crisis caused by the pandemic.

Today's Car boot sales, commonly referred to as a form of 'night market stalls', provide a platform for young people to showcase their talents, entrepreneurial ability, and creativity. Through carefully crafted stalls, these young entrepreneurs often offer unique creative products, self-employment opportunities, and novelty services such as 'jacking cat' and 'jacking dog', making their stalls a local favourite.

In particular, take Shenzhen as an example, the largest 103 Car boot sales in the city have demonstrated strong market competitiveness and innovation potential under the support of the policy, and has become China's net-red night market, which also provides useful guidance on how to manage and regulate the floor stall economy. Under China's policy of "mass entrepreneurship and mass innovation", Shenzhen has been ranked first in the comprehensive index of "dual creation" for six consecutive years[15]. According to Deloitte, the added value of strategic emerging industries in Shenzhen will account for 39.6% of GDP in 2021, ranking the first in the country[16]. The local government actively promotes innovation and entrepreneurship, and provides a series of policy support measures for the development of the new industry, such as simplifying the registration process, reducing or waiving taxes and fees, and providing venue support, which creates a favourable business environment for Car boot sales. In addition, the Shenzhen government has extended comprehensive policy support to the vehicle leasing industry, offering incentives such as financial subsidies, financing support, and tax reductions to facilitate the rapid development of the vehicle leasing service sector.

Shenzhen is renowned for its culture of innovation and entrepreneurial spirit, and is regarded as a thriving international city that is brimming with potential for future growth and youthful energy. The rapid growth of the local Car boot sales sector and its effectiveness in driving economic growth and balancing the relationship between informal economic employment and regulatory norms highlights its success in development.

4. The necessity and importance of developing the street stall economy.

4.1 Stimulate economic development:

On the one hand, the rapid circulation of commodities in the street stalls increased the income of self-employment and improved the living conditions of families. On the other hand, it can extend the sales chain of production enterprises, accelerate the recovery of enterprise funds and activate market demand. By providing personalized and localized goods and services, the street stall economy meets consumers' demand for quality, creativity and cultural experience. It not only meets the demand for low-end consumption, but also explores new paths of consumption upgrading and provides high-

quality, differentiated products and services. This helps to promote the upgrading of the consumption structure and the sustainable development of the economy.

4.2 Increase employment:

Due to the impact of the epidemic, many traditional business models have been severely affected. Under the circumstances, economic development has stagnated and unemployment has risen sharply. In the short term, the street stall economy has been instrumental in our economic recovery from the epidemic. As of May 21, 2020, there were 2,234 temporary stalls set up in Chengdu, and 20,891 points of operation for itinerant vendors were permitted, with 36,000 stalls adding up to more than 100,000 jobs[17]. It is conservatively estimate that if the policy is implemented in an orderly manner in other cities across the country, 500,000 stalls can be expected to open up, which is expected to create 1-1.5 million new jobs[18].

4.3 Convenient for people to shop:

Street stalls have become a useful supplement to large shopping malls, supermarkets and hypermarkets because they are less affected by space. Moreover, due to the low operating costs of the stalls, the prices of most commodities are lower than those of stores or supermarkets, which not only saves part of the expenses, but also meets the low consumption needs of the residents.

4.4 Build a city with hustle and bustle:

"Developing the nighttime economy can not only meet the people's growing needs for a better life, but also expand domestic demand, boom the market, create jobs, show local characteristics and culture, and revitalize the vitality of the city." Wang Yun, deputy director of the Institute of Foreign Economic Studies of the China Academy of Macroeconomic Research, said[19]. The development of street stalls gives a city a living soul. All of the alcohols and games in the street stalls, the directions of onlookers standing around chess in parks, and the music from the guitar player in the square are the humanistic sentiment of the development of modern urban civilization. They are also the demand of real life which reflects the enjoyable lifestyles.

5. Why car boot sales can continue to flourish?

5.1 The particularity of car boot sales:

Different from ordinary stalls, car boot sales rely on fashionable design and the unique atmosphere of steampunk, attracting a large number of young people. Jing Linbo, the president of the China Academy of Social Science Evaluation, believes that car boot sale is a new consuming market that satisfies people's desire for "hustle and bustle" and economic recovery[20].

Many young entrepreneurs have problems, such as little social experience, insufficient savings, and lack of experience in management and operation. Car boot sales is a good opportunity for small-cost entrepreneurship, because of its small investment, flexibility, low threshold, fast return on capital, and the ability to attract traffic to the physical stores through live broadcasts or special offers. There is no doubt that the increasing heat of car boot sales create more opportunities for entrepreneurs. The car boots can be not only a new landscape of the city, but also stimulating the vitality of consumption. Car boot sale is more like a place where young people releasing their passion of enterprise and express their aspirations for a better life, beside earning a living. Some of the stalls are obviously aiming to build brands, as from name design to new media operation are quite organized. Many vendors regard car boot sales as a transition to build their own brands. They create stylish and small-cost stores while solving the problems of survival and employment.

5.2 Customers enjoy the style and convenience of car boot sales:

According to survey data from the Nandu Polling Center, as shown in figure 1, after the relaxation of the management of floating vendors, 50% of the interviewed people said that they were willing to

visit the stalls[21]. Overall, our residents have a positive attitude towards the willingness to consume floating vendors. And compared to regular stalls, the spontaneous, comfortable and romantic style of car boot sales is more in line with the personalities of young people who pursue style and aspire to the future.



Source: Nandu Polling Center

Figure 1 Willingness to spend money at street stalls

A steady stream of young people come here either to take photos, punch in, dig up a favorite, or simply come to make friends with the car boots owners or customers. As a result, a new type of socializing called "stall socializing" has become popular among young people. In the interview, every time talking about the cause of the stall, many stall owners have confessed: "We don't all drive out to set up stalls to make money. We come here mainly because we've been at home for a long time and want to go out and make friends and talk." [22] In car boot sales, vendors and customers go from strangers to friends through face-to-face interaction. At the same time, there are some anchors, holding cell phones and other devices in front of the various stalls to broadcast live, occasionally interacting with the stall owners. It can be seen that the car boot sales, as a novel consumption model, is no longer limited to the pursuit of profit, but has the added value of a social attribute. Through night tours, night shopping, night entertainment and other ways, consumers can experience its "hustle and bustle" and "trendy flavor", and thus get more emotional value.

5.3.1 Government open-door policy:

In 2019, there were a combined total of 177 million urban and rural self-employed people in China, accounting for nearly 20% of the country's working-age population. The total annual turnover of China's self-employed households reached \$13.1 trillion, equivalent to 32% of the country's total social retail sales. From these data, we can get a glimpse of the prosperity of the street stalls and small stores [23].

Facing the epidemic, in February 2020, the turnover of self-employed households nationwide fell to 50 percent of the expected value. By the end of May, 12 million small stores and roadside stalls nationwide had achieved year-on-year revenue growth [18]. As an integral part of self-employment, the importance of floor stalls and small stores to employment is evident.

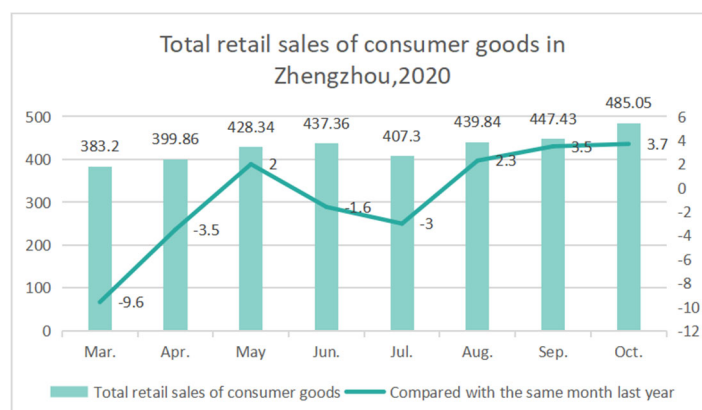
As shown in table 1, various cities have proposed different policies to promote the street stall economy. Some cities have merely relaxed their original blanket ban, while others have opened up many stall locations, but some (such as Zhengzhou) have even encouraged the stall economy with prizes.

Table 1: The policy of various cities

Date	City	The content of policy
March 14, 2020	Chengdu	Allow the setting up of temporary street-occupying stalls and stall areas; allow street-front stores to operate beyond their doors; allow large shopping malls to carry out street-occupying promotions; allow floating vendors to sell and operate; allow internet-rented bicycle enterprises to expand their parking areas; and adhere to flexible law enforcement and prudent and inclusive supervision.
June 2, 2020	Zhengzhou	Each county (city, district) or development zone should be reasonably to lay out 1 to 2 "night products, night shopping, night appreciation, night tour, night health" night economy agglomeration demonstration area and organized 1-3 night economy theme activities. To carry out the night economic activity selection of every county (city, district) and development zone, the city treasury awards the top three prizes of 1 million yuan, 800,000 yuan and 500,000 yuan, respectively
September 22, 2022	Shanghai	No unauthorized occupation of roads, bridges and other public places, peddling goods, but it is clear that the district people's government, township people's government can designate a certain public area for engaging in business activities such as setting up stalls and selling self-produced agricultural and sideline products
April 26, 2023	Shenzhen	Shopping malls, stores beyond the doors, windows outside the wall of the sale, business, should be in line with the norms; neighborhood offices may designate vendor operation sites according to the principles of convenience to the public, rational layout and orderly supervision.

Source: Chengdu Municipal Development and Reform Commission, 2020; Zhengzhou Municipal People's Government, 2020; Regulations on the Management of Cityscape and Environmental Hygiene of Shanghai, 2022; Guangdong Provincial People's Government Portal, 2023.

Compared with the time when the government regulated street stalls, Zhengzhou's total retail sales of consumer goods have been on the rise since the opening of the street stall economy (As shown in Figure 2). As of June 4, 2020, at least 50 places across the country are explicitly encouraging the development of the street stall economy by, among other things, setting up stall regulation points. The government encourages the return of the stall economy to the city by setting up standardized points for stalls, permitting on-street operation and stipulating clearly the time and scope of outside display of stalls.



Source: Zhengzhou Statistics Bureau

Figure 2 Total retail sales of consumer goods

5.3.2 Establish of a service-oriented government and proactively address all potential problems in the development of the street stalls:

As a typical representative city of the stall economy, Zibo barbecue was extraordinarily popular in the past May Day holiday, attracting more than 100,000 tourists every day coming to Zibo to enjoy the barbecue. Lei Ge, former editor-in-chief of the Information Times, a subsidiary of China's Guangzhou Daily Group, said, "Here, you can enjoy freedom and release your passion while the

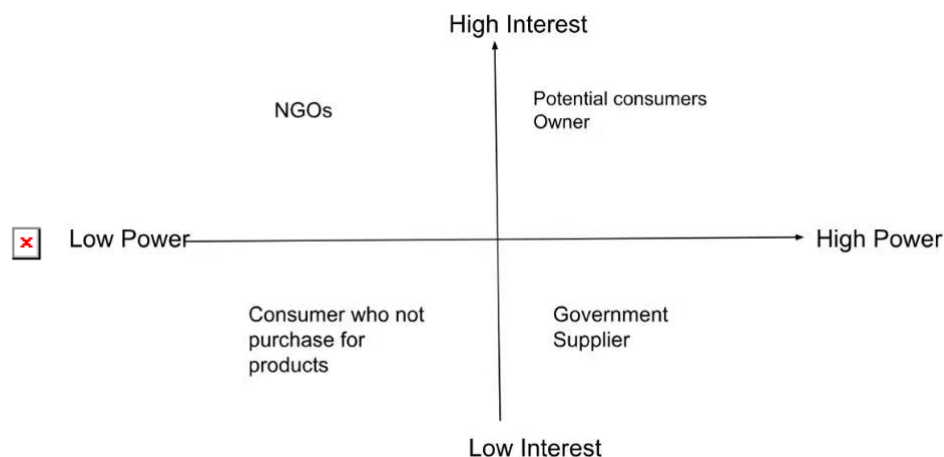
government only provides services for you. This is precisely the role that the Government should play.”[24] For the convenience of visitors, Zibo Municipal Government made careful planning and comprehensive packaging about the barbecue, such as organizing the "Zibo Barbecue Festival", setting up the "barbecue train", "barbecue bus line", launching a customized "barbecue map", opening the free public toilets and parking lots, increasing 5G base stations and providing free cell phone chargers. It is the warm, relaxed, kind, and welcoming city atmosphere created by the Zibo government that attracts so many visitors.

At the same time, despite the liberalization of the control of floating vendors, the regulation of individual vendors is still upheld in various places. Food safety and product quality to the credibility of the vendors are inspected from time to time and a specialized monitoring body is set up. From food safety and product quality to the reputation of the vendors, occasional inspections are being needed. So, the Government established the ombudsman institution. In order to ensure the safety of food operations, vendors are required to present health certificates, food business permits and other relevant licenses.

The government has begun to incorporate internet platforms to regulate vendors while facilitating the public. By the end of April 2023, the "South China Sea Night Economy" handheld service pilot was online. Simply through the "Foshan Nanhai Tongplus" WeChat program, Citizens can enter the "Nanhai Night Economy" module. You can learn more about the stall information and apply to become a stallholder online. At the same time, you can also view the stalls' information in the area, their business content and the business status of the day on your cell phone in real time.

6. Stakeholders

Under the macro influence based on social policies and economy, the behavior of stakeholders will also have a positive/negative impact on the development of the street stall economy represented by car boot sales. And as shown in figure 3, in this paragraph, the research will rely on stakeholder mapping[25] to classify and analyze the stakeholders of the Shenzhen car boot sale from the four perspectives of maintaining satisfaction, close management, maintaining information and supervision.



Source: self-restraint

Figure 3 Stakeholders

6.1 High power low interest --Keep satisfied

The stakeholders in this segment are governments and suppliers, who exhibit high rights and low interest in stakeholder pictures. High rights means that the stakeholder has the right to influence the behavior of the industry. Based on the characteristics of the government in the production of regulations and the issuance of policies and decrees, the articles published by the government and the

content published by the official account will have a role in promoting or stopping society. For example, on January 20, Kunming issued several policies[26] and measures to accelerate the stabilization and improvement of the economy, delineate more suitable areas to develop small and micro markets such as stall economies, car boot sale economies, morning markets and night markets, and release consumption potential. After the implementation of this policy, the passenger flow of some commercial blocks increased by 30% (ibid), the turnover of some shops increased by 10%-20% after commercial swinging, and the turnover of some stalls and restaurants even increased by more than 50%[27]. The rapid rise in operating profits of the stall economy also confirms that the promulgation of the government's active policy will have a positive operating profit impact on the business of vendors. Suppliers[28] will also have an impact on the development of the stall economy, which is mainly based on the diversification of the sales content of the stall economy, including some goods purchased from suppliers, such as the Zibo BBQ Night Market[29], which once exploded in 2023, as a must-have burrito, created a daily sales of 30,000+ benefits at the peak of tourists. "Orders have gone up more than 10 times(ibid.)." A burrito merchant said that the store could sell more than 2,000 packs of cakes a day, but recently orders have continued to rise for many days, and daily sales have exceeded 20,000 packs (ibid.), "orders have been scheduled for next month." However, under the pressure of an increasing number of tourists, burrito suppliers also have shortages due to insufficient manpower and machinery, resulting in night market vendors being unable to operate normally. This also corresponds to the bullwhip effect proposed by Procter & Gamble at the end of the last century[30], which means that the process of continuously expanding or shrinking the demand information of various stakeholders in the supply chain will affect each other. The promulgation of government policies and the speed and efficiency of suppliers' supply will have an impact on the development of the stall economy to a certain extent.

6.2 High interest high power -- Manage closely

Potential users and vendors are stakeholders in this segment, and they are mainly highly interested in the stall economy and have a high degree of management rights. A potential consumer is someone who is interested in an industry's product and has the financial means to make a purchase of it. In the research[31], it has been pointed out that potential consumers will influence the product industry through their shopping decisions and shopping feelings by tweeting (ibid), etc. On the current popular social media Tiktok[32], the function of intracity video allows some consumers to post comments on the food of stall owners to attract more potential consumers to come and consume. The spread and blessing of video traffic has made potential consumers' consumption rights greater, consumers have a more independent platform to publish and evaluate food, and consumers will also use the platform to record the video text of some pavers and recommend or not recommend to other consumers. Therefore, potential consumers, as part of the customer composition of the stall economy, not only determine the income trend of the stall economy but also affect the social network reputation of the stall economy. As the owner of the stall economy, the stall vendor has direct management rights over the operation of the stall. A positive and proactive approach to project operations can help stalls increase foot traffic. With the rise of live streaming, such as Xiaohongshu and Tiktok, some vendors choose to live broadcast on the platform while operating their paving to increase the popularity of their paving shops. For example, Xiaohongshu blogger "Aji's stall routine" in the tweet not only shoots the stall products but also broadcasts live in the process of the paving operation. The account blogger has 1.1 w followers, and a stable increase in the number of fans can not only increase the reputation of the stall but also help the stable economic growth of the paving. Therefore, potential consumers and vendors will have an important impact on the development of the industry.

6.3 High interest low power--Keep informed

Nonprofit organizations are stakeholders in this segment who have a higher interest but lower rights to influence the development of the stall economy[33]. Although some associations and nonprofit organizations have been calling for a ban on the consumption of food from roadside stalls, the share of food in the stall economy is still relatively high. For example, in September 2020, the Jiangsu

Association for Science and Technology published an article called Beware of Food from Stalls, which highly resisted the consumption of food from street stalls, and although the stall economy will be questioned for a short period of time, it will not affect the development of the stall economy in the long run[34]. Therefore, although nonprofit organizations are stakeholders in the stall economy, their impact on its development is not obvious.

6.4 Low interest low power--Monitor

Users who do not pay attention to the stall economy are stakeholders in this segment, with low interest and low influence. Taking the Shenzhen car boot sales as an example, its square can accommodate 100 vehicles to carry out stall economic activities at the same time, but compared with the total number of 17 million+ people in Shenzhen[35], there are still some consumers who are not interested in high-end stall economic activities. To a certain extent, this group of people will not have an impact on the development of the stall economy.

7. Development dilemma of car boot sales

The current high-end street stall economy is developing steadily, but it does not mean that there are no development problems. In this section, we will analyze and explore the development dilemma of the high-end street stall economy from the four aspects of street stall form, quality and business model based on actual case analysis.

7.1 Difficulties in management of the high-end street stall economy

As part of the high-end street stall economy, the car boot sale has gradually become one of the selling points in the car boot sales area due to its diversified product sales methods. Taking the area in Shenzhen as an example, in this area, coffee, barbecue and other foods are sold, as well as creative products such as clothing and bags. Diversified product sales can increase the fun of customers buying products in the park, but the relatively loose form of the street stall operation mode also brings difficulties to product management in the park. For example, the stalls selling catering will provide a small number of seats, but it is not certain that every customer who sits on the catering stalls comes to buy catering products. According to statistics[36], catering accounts for approximately 1/3 of the car boot sales, which also means that relatively more customers will stop and stay at the catering pavement, and the congestion and stagnation of the flow of people will also increase the market to a certain extent. The density of customers reduces the smoothness of personnel flow. According to an interview with xx, in the reflection and evaluation of customers in the street stall market, the sense of oppression caused by the overcrowding of the market will also become one of the reasons why they do not like it. Although car boot sales in Shenzhen has clearly defined booths, it is still impossible to control the management problem that the flow of customers will stop when there are many people.

7.2 Safety of product quality

Because the products sold in car boot sales are mainly catering and creative products, safety issues brought about by product quality are still worthy of attention. As described in the previous chapter, Xiaohongshu blogger "Aji" will record the way and process of making the food on the day by taking photos of the way of making the food of the day to reduce the purchaser's concern about the safety of the product. Although the emergence of this method can relieve her customers' worries about the product to a certain extent, most of these customers are followers of the stall owner's social account, and these followers will regularly watch and are willing to give the blogger trust. However, not all customers are willing to watch videos before buying food, so the audience and promotion level of this approach are relatively narrow, and it cannot be spread on a large scale. With the update of the street stall policy after the epidemic, stall owners can also choose to apply for a health certificate to prove their physical health, but the existence of this certificate is time-sensitive and cannot fully guarantee the stall owner's physical health at a specific point in time. Although the health certificate

is issued after being assessed by a professional organization, it does not mean that the cooking process and production process of the stall owner is completely free from hygiene and safety problems.

7.3 Unstable user traffic

Due to the rapid spread of social media and the wide coverage of the crowd, most of the main promotion channels for vendors and bazaars are through Xiaohongshu and Weibo Douyin. To a certain extent, it also means that the main customers of car boot sales rely on the recommendation of the media platform. According to statistics[36], more than half of the tourists come to car boot sales because of the recommendation of social media, and only 10%-20% of the tourists come because of friends' introductions or spontaneously. The high conversion rate of social media shows, to a certain extent, the skilled operation and conversion of the social media platform of the market, but it also means that the word-of-mouth communication rate of social media is relatively low to a certain extent. Word-of-mouth communication refers to the recommendation of a product through verbal communication among friends. The higher the word-of-mouth communication, the higher the brand's popularity among the masses to some extent.

8. Solutions and future trends of car boot sales

8.1 Solutions and suggestions

8.1.1 Establishment of a stall economic regulator

Although the rapid development of the stall economy has formed a unique advantage of fast consumption, there are still problems of product quality, health and safety in the consumption process, so this paper proposes to establish an independent stall economic regulator and invite the institution to register its official account on social media. The establishment of the stall regulator is independent of law enforcement agencies such as urban management and public security, and it will mainly conduct daily sampling inspections on the quality of the stall economy. This also means that the quality of the catering or clothing products manufactured by the stall owners is monitored by regular personnel on a daily basis, and the existence of the institution can increase the trust of customers in the economic products of the stalls. The establishment of an independent regulatory body can not only act as a third-party institution to express its views on the industry alone but also represent the views and opinions of the masses to a certain extent and communicate directly with stakeholders. Although the operation of football is different from the high street stall economy, a more advanced management model can be used by different industries.

8.1.2 Regulate the price of the stall economy

The rapid development of the stall economy depends on its low price factors, but the unstable pricing of the stall economy will also have an impact on the real economy, so this paper proposes to formulate the highest and lowest prices of the stall economy in the region according to the price level of different regions under the leadership of the Price Administration and other relevant parties to achieve the normal development of the stall economy while ensuring the operation of physical stores.

8.1.3 Future trends

In the future development of a high-end street stall economy, the development situation of the street stall economy will be more diversified at the same time with the combination of Internet applets/apps, forming the completion of the high-end street floor stall system that develops online and offline at the same time. Along with the emergence of Web3, the high-end street stall economy may also cooperate with the meta-universe, inviting customers and vendors to register their accounts in the virtual space and alleviating the congestion caused by queuing in the offline crowd by receiving queuing numbers online. The combination of reality and virtual can also increase the fun of the street stall economy. In the future, the development of the stall economy will also improve the screening of product quality and categories and differentiate the stall economy from the products sold in physical

shops so that the sales of products sold in physical shops will not be impacted to a greater extent while the characteristics of the stall products are increased.

9. Conclusion

In summary, the street stall economy represented by car boot sales has already had a relatively mature scale of development in Shenzhen and other cities with better economic development, and along with the continuous improvement of the market, more relevant regulations have also appeared. The emergence of various laws and regulations on the stall economy not only protects the rights of customers but also protects to a large extent the business rights of stall owners. The detailed division of labor in the stall economy has also made it possible for a diverse range of stall products to be discovered by the public, and despite the attendant disadvantages of difficult-to-guarantee quality levels and unstable prices, the street stall economy still attracts a large number of customers by virtue of its uniqueness and interesting nature. In the future development of the stall economy, there will be more and more perfect policies related to the stall economy to improve the current stall economy, such as the high duplication of goods. Since the target of this study is the street stall economy represented by the Shenzhen car boots sale, there is a lack of analysis of the street stall economy in cities with a low level of economic development in the limitations of the research's conclusions.

Author Contributions

This paper was jointly completed by Yifei Lai, Qirui Zeng, Dairui Lyu. Everyone has made equal efforts in the research of this topic, and their contribution to the paper is average. It is hereby explained.

References

- [1] Chinese government website. (2020).
- [2] Yu, X., & Pan, H. (2020). Research on the Problems and Solutions of "Street-Stall Economy." *OALib*, 07(08), 1-6. <https://doi.org/10.4236/oalib.1106663>
- [3] Shen, P. (2020). Analysis of the Development Model of the Street- Stall Economy under the Covid-19. *Academic Journal of Business & Management*, 2(4). <https://doi.org/10.25236/ajbm.2020.020415>
- [4] Zhang Guoping, Zhang Cangang(2008). Urban mobile street vendor management: transition and realization conditions of governance model . *Jinyang Academic Journal*, no. 5, pp. 51-54.
- [5] Zhao Yingjun, Huang Huaqiao(2000). The game behind the stall. *Business Economics and Management*, no. 10, pp. 13-15.
- [6] Meng, Yuzhu & Yao, Min. (2021). Theoretical Logic of "Street Stall Economy" and China's Path Choice. *Journal of Central China Normal University (Humanities and Social Sciences Edition)* (01), 45-52.<https://doi.org/10.3969/j.issn.1000-2456.2021.01.007>
- [7] Hu, Ruoke, Shuhan Peng & Lei Zhong. 2011 A new species of the genus *Lepidoptera* (Hymenoptera, Braconidae) from China. (2021). A study on the development of internal circulation in the post-epidemic groundscraper economy. *Rural Economy and Technology* (05), 174-175.
- [8] Zou, X. (2023). Management and Development of Street Stall Economy in the Epidemic Era. *Frontiers in Management Science*, 2(3), 15-17. <https://doi.org/10.56397/fms.2023.06.03>
- [9] Crewe, L., & Gregson, N. (1998). Tales of the Unexpected: exploring Car boot sales as marginal spaces of contemporary consumption. *Transactions of the Institute of British Geographers Transactions of the Institute of British Geographers*, 23(1), 39-53. <https://doi.org/10.1111/j.0020-2754.1998.00039.x>
- [10] Shen, P. (2020). Analysis of the Development Model of the Street- Stall Economy under the Covid-19. *Academic Journal of Business & Management*, 2(4). <https://doi.org/10.25236/ajbm.2020.020415>
- [11] Huang, Chao & Huang, Kunyang (2022). Consumption is the key to fulfilling your dreams. *Shenyang Daily*, 008. <https://doi.org/10.28770/n.cnki.nsyrb.2022.001963> .
- [12] Wuhan's first car boot fair held in Wuchang. (2009, April 15). http://www.jjckb.cn/cjxw/2009-04/15/content_153954.htm
- [13] Car boot economy_Baidu Encyclopedia (n.d.) <https://baike.baidu.com/item/%E5%90%8E%E5%A4%87%E7%AE%B1%E7%BB%8F%E6%B5%8E/61314297>
- [14] Gao Zitong. (2023). Characteristics and differences of economic policies for street stalls in large, medium and small cities in the post epidemic period. *China Market* (09), 68-70. <https://doi.org/10.13939/j.cnki.zgsc.2023.09.068>.
- [15] Shenzhen ranked No. 1 for sixth consecutive year in Dual Innovation Composite Index—Government News. (2022)

- [16] Chin Talks Bay Area Cities Series - Shenzhen. (2023). Deloitte China. <https://www2.deloitte.com/cn/zh/pages/about-deloitte/articles/gba-digest-series-of-perspectives-shenzhen-issue2.html>
- [17] Five allow one to insist on the integration of epidemic prevention and control to assist economic development measures of Chengdu. Chengdu Municipal Development and Reform Commission. (2020)
- [18] Foresight Industry Research Institute (FIRI). (2020). China stall economy industry research report 2020.
- [19] Qi, Z., Wang, W., & Zhang, W. (2022). Promoting high-quality development of the night-time economy. People's Daily (PRC Newspaper). Retrieved August 5, 2023, from https://www.gov.cn/xinwen/2022-09/30/content_5713967.htm.
- [20] Si, K. (2022). What do you know about this summer's "car boot sales"? Xinhua Net. Retrieved August 5, 2023, from <http://www.xinhuanet.com/sikepro/20220817/e020e63c787748d19f5762057d4e9ba2/c.html>.
- [21] Nandu Polling Center. (2020). Retrieved August 5, 2023.
- [22] Liu, L., & Yu, L. (2022). Open up a cart full of hustle and bustle. Chengdu Daily. Retrieved August 5, 2023, from <https://www.cdrb.com.cn/epaper/cdrbpc/202210/30/c106124.html>.
- [23] China Statistical Yearbook 2019. (2020). <http://www.stats.gov.cn/sj/ndsj/2019/indexch.htm>
- [24] Chen, J. (2023). China's stall economy is gradually lifted bans amid the economic downturn. ChinaVOA. Retrieved August 5, 2023, from <https://www.voachinese.com/a/china-s-stall-economy-is-gradually-lifted-bans-amid-the-economic-downturn-20230509/7085154.html>.
- [25] Walker, D.H.T., Bourne, L.M. and Shelley, A. (2008). Influence, stakeholder mapping and visualization. *Construction Management and Economics*, [online] 26(6), pp.645–658. doi:<https://doi.org/10.1080/01446190701882390>.
- [26] New.qq.com. (2023). street stall economy is back, 4 departments in Kunming did detailed explanations. [online] Available at: <https://new.qq.com/rain/a/20230316A059RI00> [Accessed 6 Aug. 2023].
- [27] Zhang, xu (2023). Many places issued documents to support street stall economy. How can it bring hustle and bustle to the city?. [online] www.stcn.com. Available at: <https://www.stcn.com/article/detail/858548.html> [Accessed 6 Aug. 2023].
- [28] Seres, L., Maric, M., Tumbas, P. and Pavlicevic, V. (2019b). UNIVERSITY STAKEHOLDER MAPPING. ICERI2019 Proceedings, [online] pp.9054–9062. Available at: <https://library.iated.org/view/SERES2019UNI>.
- [29] Zhao , R. (2023). Zibo sets hot pace with economic transformation. [online] [chinadailyhk](http://chinadailyhk.com). Available at: <https://www.chinadailyhk.com/article/332110> [Accessed 6 Aug. 2023].
- [30] Giard, V. and Sali, M. (2013). The bullwhip effect in supply chains: a study of contingent and incomplete literature. *International Journal of Production Research*, 51(13), pp.3880–3893. doi:<https://doi.org/10.1080/00207543.2012.754552>.
- [31] Newman, C.L., Howlett, E. and Burton, S. (2014). Shopper Response to Front-of-Package Nutrition Labeling Programs: Potential Consumer and Retail Store Benefits. *Journal of Retailing*, [online] 90(1), pp.13–26. doi:<https://doi.org/10.1016/j.jretai.2013.11.001>.
- [32] Guarda, T., Augusto, M.F., Victor, J.A., Mazón, L.M., Lopes, I. and Oliveira, P. (2021). The Impact of TikTok on Digital Marketing. *Marketing and Smart Technologies*, [online] 205, pp.35–44. doi:https://doi.org/10.1007/978-981-33-4183-8_4.
- [33] Van Huijstee, M. and Glasbergen, P. (2008). The practice of stakeholder dialogue between multinationals and NGOs. *Corporate Social Responsibility and Environmental Management*, 15(5), pp.298–310. doi:<https://doi.org/10.1002/csr.171>.
- [34] Jiangsu association for science and technology. (2020). Beware of food from stalls. <https://mbd.baidu.com/ma/s/EtnjjGtr>
- [35] Shenzhendaily (2021). City population stands at 17.56 million_Latest News-Shenzhen Government Online. [online] www.sz.gov.cn. Available at: http://www.sz.gov.cn/en_szgov/news/latest/content/post_8771774.html.
- [36] Iresearch. (2023). Week 6, 2023: Weekly Market Watch for the Food & Beverage Industry. WeChat Public Platform. https://mp.weixin.qq.com/s/-m7mMtqOIG_DgsDrK1kEWA