

# Research on the Lack of Night Economic Development in Third-tier Cities and Countermeasures

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## Abstract

"Night economy" is an emerging economy that promotes urban development, coordinates consumer demand, and promotes the coordinated development of social economy and the environment. Through investigation, this article analyzes the lack of development of night economy in Third-tier cities, draws on the excellent development experience of first- and second-tier cities, and puts forward targeted suggestions for the deficiencies of Third-tier cities.

## Keywords

Night Economy; Lack; Insufficient; Countermeasures.

## 1. Introduction

The main contradiction in our country is the people's growing need for a better life and the contradiction before the unbalanced and inadequate development. People's consumer demand is a concentrated expression of the demand for a better life, and the development of the night economy to increase the level of night consumption can meet the public's demand for consumption. At the same time, the development of the "night economy" can not only promote the economic development of some regions, but also narrow the gap between the rich and the poor; it is not only a "new blue ocean" for urban consumption, but also brings more industrial development opportunities to urban development. And the development of "night economy" can increase the country's consumption level and gross national product. However, the current night economic development model is not standardized, and the level of night economic development in various regions is not sufficiently balanced. Therefore, the night economic development model still needs to be improved.

## 2. Research on the Lack of Night Economy in Third-tier Cities

### 2.1. Single Form of Consumption at Night

Compared with the night economic development of economically developed cities, Third-tier cities have lower consumption levels and poor economic vitality, making it difficult to attract high-end brands. The disadvantaged position in the economic development pattern has prompted innovative or forward-looking service industries to move closer to Third-tier cities for investment. Therefore, the content and form of consumption at night are relatively simple, and the lack of innovative services makes it difficult to attract contemporary young people to consume at night. The traditional consumption model is difficult to maintain vitality and sustainable development is not strong.

In addition, the night economic consumption in Third-tier cities shows the problem of homogeneity. In different Third-tier cities and different business districts in different cities, you can find the same clothing brands, chain cinemas, and snack streets with almost the same structure. Homogeneous services make the night consumption mode under the contrast between Third-tier cities unattractive. Looking at the problem from the micro perspective of

the same city, even in the same Third-tier city, due to the single brand or consumer service form that has settled in, homogenized shopping malls abound. The two business districts of Yintai and Wanda have satisfied the consumer desires of social residents. The competitiveness of Wuyue Plaza has been weakened invisibly. When facing the same homogeneous service, consumer groups will choose the nearest consumer service out of the concept of high efficiency. Therefore, from the perspective of a city's macro-planning, such a night consumption mode construction will not only fail to increase the city's economy, but it will also disperse passenger flow and dissipate enthusiasm for consumption..

## **2.2. Confusion in Night-time Consumer Market Management**

The management of the Night-time consumer market in Third-tier cities is mainly managed by the staff assigned by the city administration, but the management content focuses on the concerns of urban environmental sanitation. From the perspective of market management, urban management has no influence on market prices, market operating hours, and market business order. A clear definition of the scope of management has led to a slight chaos in the order of the night consumer market. From the perspective of supervision, the business hours and consumption time period for night consumption are from 19:00 to 24:00 at night. This time period is not clear about the deployment system of market supervisors, which leads to the inability to carry out effective supervision at night, which breeds Market behavior. From a fiscal perspective, government fiscal funds in Third-tier cities mainly come from taxation. The government's financial support is relatively weak, and it is difficult to provide incentive policies for the deployment of human resources for night economic construction from an economic perspective. As a result, the investment cost in management and control is low and the benefit is poor. From the perspective of environmental sanitation, snacks and shopping are the main forms of consumption at night. The shops in the commercial streets of Third-tier cities are different from the shops in the commercial district, and there is no the same supervision of the building. Therefore, as a private merchandise store, under the assumption of an economic man, it will inevitably reduce costs in order to increase profits, thereby imposing its own environmental requirements From a perspective, the sanitary rectification of oneself is poor. At the same time, problems continue to breed and expand due to unsupervised, and these factors are real in the city.

## **2.3. Outdated Consumption Outlook of Residents in Third-tier Cities**

Due to the low level of economic development in Third-tier cities, residents in Third-tier cities have weak spending power, and reduced consumption desire will cause residents to have an inactive wait-and-see attitude towards new consumption patterns and consumer targets. The long-term consumption downturn and overly passive consumption status prompt residents The concept of consumption continues to fall behind. Third-tier cities are less tolerant of new fashion frontier entertainment methods, and Third-tier cities are not very capable of accepting new things. Therefore, there are fewer consumer groups for the new entertainment industry. Entertainment investors are reluctant to invest further after market assessment and accept internally. The exclusion restricts the effective inflow of information, so that it is difficult to shape and popularize the new consumption concept of Third-tier city residents, and the obsolete consumption concept has become an inevitable trend.

### **3. A Brief Talk on Countermeasures and Suggestions for the Lack of Night Economic Development in Third-tier Cities**

#### **3.1. Strengthen Government Management**

##### **3.1.1. Standardization System Construction**

Analyzed from the perspective of market operations, the relationship between the government and the market always has the role of night watchman. Therefore, although the government will not directly intervene in the construction of the market economy, the government has always played an irreplaceable role in the macro-control of the market. Analyzed from the perspective of social management, the government plays an important and critical role in supervision and management in many aspects such as social security, market order, public health, and commodity quality. Therefore, strengthening the government's efforts in market operation and management can effectively improve the development of the night economy. Market service quality. From the perspective of social construction in Third-tier cities, although Third-tier cities have a smaller geographical area and lower population mobility than first-tier cities, their flow of people will also cause social impacts when they operate within their own limited areas. At the same time, the development of night economy Expanding the original Night-time flow of people, and the rapid increase in the flow of people in a short time will produce an inevitable risk factor for social security. For example, there will be vicious incidents such as alcohol abuse, robbery, and theft. At this time, the government needs to play the role of night watchman, and the government should improve the management of social security. At the same time, a security system should be established. Large-scale events should be reported to the public security department, and the public security department should strengthen night management at night to severely crack down on illegal and criminal behaviors and protect the lives and property of consumers.

##### **3.1.2. Optimize Market Order**

From the perspective of market construction, market access and exit order should be strictly managed, a clear review and evaluation system should be established, and the operating conditions of operators applying for night consumption activities should be strictly reviewed to ensure that they meet the basic conditions for night activities. At the same time, operators who apply for exiting the night economic business circle should also have specific review conditions. In reality, operators with low operating profit or poor operating sanitary conditions and low security and safety factors should be reviewed and approved to withdraw. , Provide guidance and supervision to operators who voluntarily suspend business for rectification, approve those that meet the requirements, and resume business.

From the perspective of market competition, there are phenomena such as monopoly and oligopoly in the market. When market problems occur, vicious competition will directly affect market order, undermine market stability, and lead to market inflation or deflation. In the face of vicious competition, the government should regulate the order of market transactions. Take ethics as the bottom line and the law as the guarantee to establish a market transaction credit system, and clarify the punishment system for disgusting competition. In addition, the Market Supervision Administration should periodically conduct random inspections and evaluations of Night-time consumer operators, comprehensively evaluate the recognition and evaluation among merchants in the business circle, and conduct business suspension reforms for operators with irregular market transaction behaviors. Follow-up development is restricted.

##### **3.1.3. Environmental Sanitation Management**

With the construction and implementation of the national innovation city, the public health and environment of Third-tier cities have been significantly improved during the construction process. Taking Bengbu City as an example, the urban management bureau has established a

clear responsibility system for the snack street stalls in the business district. To conduct surprise health inspections, combined with epidemic prevention and control, public health and market order, it is necessary to increase the management and supervision of the industry. In order to ensure the quality of products, various industries should establish committees to supervise each other and work together to create a good night economic industry atmosphere and ensure the orderly development of the industry.

### **3.2. Shaping New Consumption Concepts**

To develop the night economy, it is necessary to break through the barriers of backward traditional consumption concepts, break the constraints of traditional consumption concepts, and guide the people to shape new consumption concepts. Analyzed from the perspective of traditional consumption concepts, people combine night consumption behaviors with unsafe, restless, and non-decent consciousness in the traditional consciousness. Those who uphold traditional concepts reject night consumption people, even slander them, and preach that they should not be used. The concept of going out at night, such as evasive thoughts and deliberate evasive behaviors to a certain extent hinder the acceptance of the crowd to the night economy, thereby restricting the development of the night economy and restricting the economic growth of night consumption.

In summary, changing the crowd's prejudice against night consumption traditions and guiding them to establish a correct understanding of night consumption is the breakthrough point to break the barriers to night consumption. First of all, formal propaganda can be carried out through traditional formal official platform media, etc., and the government will come forward to encourage night consumption behavior, so as to fundamentally change people's traditional outdated concepts in the country's extensive propaganda, and establish the people's correct concept of night consumption. At the same time, the government should encourage private businesses to use new media platforms to conduct standardized marketing and publicity, so as to expand their influence on new media platforms.

## **4. Conclusion**

### **4.1. Adjust Measures to Local Conditions**

The disadvantage of night economy development is that the night economy development model is single and boring, lacks characteristics, and its traditional industrial chain structure is single and does not have long-term sustainable development. Therefore, passenger flow will increase sharply in the short term, but it will decline in the long term. It is difficult to pick up. Analyzing from the perspective of adapting measures to local conditions, combining local characteristics with natural ecological resources, building and strengthening regional cultural and natural characteristic consumption methods is the source of maintaining the vitality of the night economy. Combining the night economy with the natural culture and ecology of the region can inherit national culture while expanding economic consumption productivity. From the perspective of poverty alleviation, the development of regional night consumption economy can effectively improve regional economic growth and drive the economic development of surrounding villages, thereby achieving targeted poverty alleviation. Finally, with the development of society, the Maslow demand curve proves that people's needs for their own spiritual civilization have exceeded traditional consumer needs, so from the perspective of meeting people's needs, the creation of cultural and creative products meets people's cultural needs. Therefore, the profit space of cultural and creative products is constantly expanding, and the development of night consumption mode in combination with culture is the key to the development of night economy and innovation.

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