

Study on the Achievement Mechanism of Public Interests Based on the Commercial Network Planning

Li Huiyang

Law School, Beijing Wuzi University, Beijing, China

ABSTRACT

Commercial network planning is the first step of building the commodity facilities. To make the commercial network planning is naturally the method of government intervention. We can learn the achievement mechanism of public interests better based on the features of commercial network planning including localization, comprehensiveness, pre-establishing, dynamic and legalization. Some public interests can be achieved by the commodity planning which balances the public interests and the private interests, and also by the process which people can have their opinions and give their advices when the commodity planning is being made.

KEYWORDS: Commercial network planning; Pre-establishing; Public Interests; Achievement mechanism

How to cite this paper: Li Huiyang "Study on the Achievement Mechanism of Public Interests Based on the Commercial Network Planning" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-6 | Issue-7, December 2022, pp.645-652, URL: www.ijtsrd.com/papers/ijtsrd52405.pdf



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I. INTRODUCTION

Commercial outlets refer to fixed places where operators engage in business activities such as commodity wholesale, retail, distribution, warehousing, and life services in order to realize the transfer of commodities from production to consumption. With the development and application of information network technology, the proportion of virtual stores and online transactions is increasing, but the functions of physical commercial outlets are still impossible to be completely replaced. There are still a large number of commodity experience stores, large-scale physical commercial outlets integrating shopping, entertainment, and catering. Commercial outlets not only involve the private interests of commercial outlet operators, but are also related to the interests of unspecified subjects such as consumers, producers, residents around commercial outlets, and small and medium-sized operators. The latter constitute the public interest in the commercial network. ^[1] As the goal pursued by commercial network operators, private interests are actively realized by commercial operators. The realization of public interest requires the intervention of public

power. Fundamentally speaking, the public interest in commercial network comes from its natural and social attributes. The natural attribute means that the commercial network, as a place of business, has its specific and definite spatial location. This fixed physical space makes the commercial outlets inextricably linked with the surrounding environment and the lives of the surrounding residents, thus involving public interests. Social attributes mean that commercial outlets, as a business entity, must have transaction relationships with consumers, producers, suppliers, and other market entities in the process of engaging in business activities, so that certain business activities are attached to them. attributes of public interest. How these public interests can be realized or guaranteed is a problem that needs to be considered in the process of commercial network construction. The author believes that the planning of commercial outlets is the starting point of commercial outlet construction, and the construction of commercial outlets is irreversible. If some public interests can be fully considered and properly handled during the planning stage of commercial outlets, it

will not only benefit the construction of commercial outlets themselves, but also prevent public-private conflicts of interest that may arise during the operation of commercial outlets. Therefore, this article intends to discuss the realization mechanism of some public interests related to commercial outlets from the perspective of commercial outlet planning.

II. Definition and attributes of commercial network planning

Defining commercial network planning and understanding the attributes of commercial network planning is the premise and basis for discussing the mechanism of public interest realization in the process of commercial network planning. The definition and attributes of commercial network planning are described below.

Definition of commercial network planning

A. The significance of planning to commercial outlets

A basic definition of planning is: Considering a second decision before making the first. For example, before deciding where to go at 1, think about where 2 will go. This is a very natural logical habit. In addition, whether an activity requires planning is determined by the characteristics of the activity itself, or in other words, whether planning is necessary depends on whether planning is meaningful to the activity. As an activity to determine important attributes such as the location, scale and format of commercial outlets, the construction of commercial outlets needs to be planned. Research shows that planning is required when a decision meets the following four conditions. The four conditions are: the decision is dependent, the decision is indivisible, the decision is irreversible, and the information on which the decision is based is incomplete.^[2] Each of the above conditions can well illustrate the significance of planning for commercial outlets.

Non-independence of decisions means that the outcome of one decision depends on the outcome of another decision, and vice versa. Dependency of decisions is common in urban planning and land use. In the private sector, a successful retail project is closely related to a successful nearby residential project, and the success of both projects is closely related to the successful construction of transport facilities and sewage facilities by the government. This non-independence determines the importance of effective planning for retail projects, residential projects and infrastructure investment projects.

The indivisibility of decisions means that some decisions cannot be infinitely subdivided, but can be divided into several discrete parts. Indivisibility is usually created by economies of scale. In the modern

circulation market, the profits of operators are often obtained through scale operation. The construction of large commercial outlets such as commercial streets, large retail centers, and urban complexes is a typical representative of commercial economies of scale. Reasonable location selection of large-scale commercial outlets must pay attention to the consumer groups, consumption structure and consumption scale in the area served by the outlet. The planning of large-scale commercial outlets is not only beneficial to the quality of life of residents in the areas they serve, but also beneficial to the large-scale commercial outlets themselves.

Irreversibility of decisions means that certain decisions cannot be reversed back to their original state without cost. In many cases, the formation of commercial facilities and the shaping of the business environment are the result of large-scale long-term capital investment. Once such an investment is made, it is difficult to reverse, or it needs to be revoked or changed at great cost. Obviously, such decisions have long-term effects, so they need to be carefully planned.

Incomplete information on a decision means that the future outcome of the decision is uncertain. In fact, expectations of future change are incomplete in most cases. But planning can reduce this uncertainty. In the process of urbanization in our country, the population, economic development, consumer preferences and environmental conditions of a specific area are uncertain in the future. However, we can reduce these uncertainties by analyzing trends, considering the long-term implications of decisions, and developing a series of well-thought-out courses of action. That is, uncertainty can be reduced through planning.

It is worth noting that people often have such a wrong understanding of planning, that is, planners can outline every detail of decision-making, formulate plans that fully meet actual needs, and implement them comprehensively. In fact, in reality this is impossible. It is impossible for any urban planning or commercial network planning to fully include all relevant information and elements. We must understand the significance of planning for commercial outlets on the premise of being clearly aware of this limitation.

B. Definition of commercial network planning

Generally speaking, the formation of commercial outlets is based on the following mechanisms. The first is formed through natural competition, that is, the total number of commercial outlets, outlet layout and business structure are naturally formed through competition among commercial outlet operators. The

second is to build commercial outlets completely under the government's plan. For example, the formation mode of commercial outlets before my country's reform and opening up was formed under a purely planned system. The third is comprehensive formation. That is to say, under the premise that the market mechanism plays a major role, the government will make a certain plan for the formation of commercial outlets, and form the total number of commercial outlets, outlet layout and business structure within the planning scope.

This paper refers to the government's plan on the total number of commercial outlets, outlet layout, and business structure based on factors such as the population, transportation, land value, and economic development level of the area where the government is located. A macroscopic grasp of content such as volume, outlet layout, and business structure. The significance of the planning of commercial outlets is to make the future development of commercial outlets and cities more certain, to enable the development of commercial outlets to overcome the shortcomings of the market mechanism, and to better play the due role of commercial outlets under the guidance of the government, so as to promote commercial development and Consumption, and ultimately maximize social welfare. In this sense, the planning of commercial outlets is an act of government intervention in commercial outlets, and it is also an intervention in commercial operations with commercial outlets as the carrier. However, this kind of intervention is not a comprehensive intervention, but a moderate intervention by the government in the formation of commercial outlets on the premise of taking into account the role of the market mechanism as much as possible.

Attributes of commercial network planning

Network planning refer to the nature and characteristics of commercial network planning itself. It is the key to distinguish commercial network planning from other planning activities, and it is also the basis and starting point for understanding the mechanism of realizing public interests in commercial network planning.

A. Locality of commercial network planning

The locality of commercial outlet planning is determined by the natural attributes of commercial outlets. Commercial outlets, as circulation nodes directly related to residents' lives, are concrete. It must exist in a certain spatial position, and it is a geographical coordinate that can be determined. It is not of much practical significance to discuss the total number of commercial outlets, outlet layout and business structure at the abstract national level, and

the same is true for provincial people's governments. The planning of commercial outlets has practical significance only when discussed in specific cities and rural areas at or below the municipal level. That is, the natural attributes of commercial outlets determine the locality of commercial outlets. From the perspective of planning, commercial network planning is mainly the task of local governments. Commercial network planning can only be scientifically and rationally planned based on specific factors such as the population size, traditional culture, geographical location, economic structure, consumption concept, and development level of a specific area. For example, urban planning and division of regional functions in the United States are mainly completed by local governments. That is to say, although all regions must carry out planning, the content of the planning can be different in different regions, and it is bound to be different.

B. Comprehensiveness of commercial network planning

The comprehensiveness of commercial network planning means that commercial network planning involves various departments of the city and many existing or potential market participants. The comprehensiveness of commercial network planning is determined by the natural attributes and social attributes of commercial networks. The physical location of the commercial network determines its relationship with the land planning management department. The passenger flow of a commercial outlet determines its relationship with the traffic management department. The commercial atmosphere of a commercial outlet determines its relationship with the historical and cultural management department. The crowd gathering effect of commercial outlets determines its relationship with public security, fire protection and other departments. The consumption characteristics of commercial outlets determine the relationship between them and existing market participants or potential market participants. The comprehensiveness of commercial outlets is actually a reflection that commercial outlets cannot exist independently from the social and economic life system. This comprehensiveness determines that the problem of commercial network planning cannot be limited to the commercial network itself, but must be included in the systematic planning of the life of the entire urban area. At the same time, it is necessary to comprehensively absorb the opinions of many relevant subjects in the system during the formulation of commercial network planning.

C. Presupposition of commercial network planning

The presupposition of commercial network planning means that commercial network planning is a kind of pre-design and planning in the final analysis. This kind of presupposition requires that the planning of commercial outlets must be designed based on the existing objective conditions, development laws and trends, and must be scientific and forward-looking. Planners should comprehensively consider the problems that may arise after the planning is formed, and incorporate them into the planning scheme. As far as commercial outlets are concerned, planners should try their best to avoid excessive competition or insufficient competition due to unreasonable layout of commercial outlets through commercial outlet layout and business structure design.

D. The dynamic nature of commercial network planning

The dynamic nature of commercial network planning means that commercial network planning is variable to a certain extent. This dynamic is determined by the characteristics of the planning itself. Planning is not the result of subjective conjecture, but based on certain realistic conditions, combined with development trends to make judgments and carry out preset plans. However, objective reality conditions are changing, and at the same time, accidental events may also affect the transformation of development trends. Therefore, the dynamic nature of commercial network planning is inevitable. On the contrary, completely static planning is unreasonable and does not conform to the actual situation. The dynamic nature of commercial network planning requires that after a certain period of time, commercial network planning should be adjusted accordingly when major changes occur with economic growth and social development, or when actual conditions and development trends are affected by accidental events. Plans have been amended.

E. Statutory nature of commercial network planning

The statutory nature of commercial network planning means that once the commercial network planning is made, it should have certain legal effect. The legality of commercial network planning is determined by the planning objectives. In a society ruled by law, government intervention in economic life should be carried out according to law. Commercial network planning has the attribute of intervention, and legalization is its proper meaning. At the same time, legality is also a necessary guarantee for the implementation of planning. The prerequisite for planning to function is that the plan is implemented.

If the plan can be easily revised by individual orders, then the plan is a piece of waste paper. In this sense, planning must be legal. Without legal procedures, the planning shall not be changed arbitrarily.

III. The realization mechanism of public interest based on the planning content of commercial outlets

The public interest realization mechanism based on the content of commercial network planning refers to the mechanism in which planners balance public and private interest conflicts and protect public interests in the content design of commercial network planning through scientific planning and arrangements in advance. The original intention of the plan is to solve the uncertainty of the future development of commercial outlets. The government can properly guide the total number of commercial outlets and the layout of commercial outlets through planning. All public interests related to the total number of commercial outlets and the layout of outlets can be realized to a certain extent through the planning of commercial outlets. For example, the principle of business planning in the United States is to make commercial facilities have a beneficial impact on the environment, oppose disorder, promote comprehensive utilization of land and related resources, enhance the efficiency of circulation and services, and promote the development of new cities. The specific content includes: reducing traffic jams; measures to prevent fires and respond to emergencies; help to improve residents' lives and ensure public health; keep a certain distance between buildings to prevent excessive use of land; ensure sufficient light and air; the space of commercial facilities should be compatible with the operating area to avoid overcrowding; promote local infrastructure construction and other seven items. Among them, traffic plays a decisive role in the distribution of commercial outlets. The construction of large-scale retail facilities must also consider the impact on existing businesses in all areas. Some state plans also make detailed regulations on specific commercial facilities, such as the size of the parking lot, the size and format of the signboard, the appearance of the building, and even the surrounding green space. [3] Specific to the situation in our country, the author believes that the following public interests can be achieved through planning.

Through planning, it is possible to balance public interest issues that are closely related to residents' basic living needs. For example, if there is a problem with the layout of the vegetable market, corresponding vegetable markets can be planned and set up in areas where there are insufficient vegetable

markets or in newly built communities, so as to solve the basic living needs of residents such as grocery shopping.

Through planning, public interests related to environmental protection can be balanced. For example, large-scale catering facilities, large-scale bathing facilities, large-scale entertainment facilities, and storage centers for dangerous goods are scientifically and reasonably planned to minimize the negative impact of these large-scale facilities on the living environment of surrounding residents and the urban environment.

Through planning, it is possible to balance the public interest related to the order of market competition, that is, the problems of excessive competition and monopoly. For example, some commercial outlets that can produce agglomeration effects are planned and set up in the form of commercial streets and commercial complexes around the city or in the outer suburbs, or the number of large supermarkets with homogeneous competition is limited in specific areas. In some cities, there are several large supermarkets of the same quality in succession only a few hundred meters apart, the competition is extremely fierce, and unfair competition is prone to occur.

Public interest issues related to public transport can be balanced through planning. Excessive concentration of commercial outlets, or the opening of large commercial outlets may bring a large number of shoppers, resulting in abnormal traffic congestion in the area. This requires that the traffic problems after the establishment of commercial outlets must be considered in the planning. Take a community in Beijing as an example. The community was completed in 1999, covering an area of about 8 square kilometers, with a planned construction area of 6 million square meters and a population of nearly 400,000. After the community was built, the area's commerce has been underdeveloped. As of August 2007, Longde Plaza, a large shopping center with a total construction area of 240,000 square meters, opened in the center of *Tiantongyuan* Community. The commercial needs of *Tiantongyuan* were released overnight. However, the original unreasonable traffic planning and the huge passenger flow brought by the establishment of the shopping center made the traffic the biggest flaw in the community and commercial facilities. Obviously, if there is a corresponding prior planning, and the commercial outlets, transportation, education, medical care, etc. are included in the scientific and reasonable system planning, then it is possible to avoid the subsequent traffic congestion.^[4]

Planning can also balance the public interests related to the survival of small and medium commercial outlets. Under normal circumstances, when setting up a new large-scale commercial outlet, there are often some small and medium-sized commercial outlet operators in the vicinity of the selected site, and they can basically meet the shopping needs of the residents in the area. It is inappropriate to set up a large commercial network in this area at this time. Otherwise, the operating performance of small and medium-sized commercial outlets may be affected, and these small and medium-sized commercial outlets may also take measures such as layoffs, resulting in a decrease in the total number of jobs and an increase in the number of unemployed.

IV. Public interest realization mechanism based on commercial network planning and formulation procedures

The pre -design of the planning content of commercial outlets, part of the public interests contained in commercial outlets can theoretically be balanced and guaranteed. But this requires a premise, that is, the scientificity, rationality and forward-looking issues of commercial network planning itself. Only when commercial network planning itself is scientific and reasonable can it not only protect the individual interests of commercial network operators, but also realize public interests to a certain extent, and achieve a balance of interests as a whole. To formulate a scientific, reasonable and forward-looking business network plan requires many conditions. These conditions can be summarized in several aspects such as technology, experience and procedures. Judging from the actual situation, the experience and technology of China's commercial network planning have been accumulating. Since the reform and opening up, China's economy has developed rapidly, the number of commercial outlets has continued to increase, the business structure of commercial outlets has continued to upgrade, and the total consumption of the country has continued to increase. The practice of commercial outlet development has provided a good practical basis for China's commercial outlet planning. At the same time, the existing successful experience of foreign countries also provides a reference for our country to do a good job in the planning of commercial outlets. Therefore, China's planning theory research, planning technology, planning means and planning talents are basically ready. It can be considered that from the perspective of technology, experience, and talent pool, the necessary conditions are already met for

doing a good job in commercial network planning. In contrast, our country is still lacking in the program construction of commercial network planning, especially the lack of theoretical research and practical experience on the participation methods and participation levels of relevant parties in the process of forming commercial network planning. A bottleneck of sex and rationality. Therefore, this article mainly discusses the realization mechanism of relevant public interests from the perspective of the formulation procedure of commercial network planning.

The formulation procedure of commercial network planning refers to the entire process or procedure of commercial network planning from proposal, design, demonstration and final planning. According to market theory, if the market mechanism plays a role completely, then the formation of commercial outlets is fundamentally the result of commercial operators participating in market competition, the result of the joint action of business investors' business decisions and consumer consumption decisions, and also the result of the action of the law of value on the supply and demand of commercial resources. However, the flaws in the market mechanism itself require us to make some necessary advance planning. On the one hand, these plans are a kind of pre-prevention or correction of possible defects in the market mechanism itself. It can be considered that planning is to prevent or correct the failure and deficiency of the market mechanism on the premise of acknowledging the inherent laws of the market mechanism. Therefore, how to reflect the internal law of the market mechanism in the planning formation stage is the key to whether the planning is scientific and reasonable. Specifically, it refers to how to reflect the joint effect of commercial investors' business decisions and consumer consumption decisions, and the role of the value law of commercial resource supply and demand in the process of commercial network planning. This requires the design and handling of the procedures for formulating commercial network planning, so that stakeholders related to commercial network can put forward their own opinions and suggestions during the formation stage of commercial network planning, and reasonably incorporate these opinions and suggestions into the final plan. Business network planning scheme. Therefore, the formulation procedure of the commercial network planning is actually the method and steps for the relevant stakeholders of the commercial network to participate in the completion of the commercial network planning scheme.

Analysis of stakeholders related to commercial network planning

The stakeholders related to commercial network planning mainly include the following categories, namely citizens, interest groups, planning technicians and city governments.

Citizens are groups with different value judgments and purposes. The motivation of citizens to participate in planning is mainly to express their opinions and protect their personal rights and interests. For ordinary citizens, they are more willing to participate in planning activities directly related to their interests, such as vegetable markets, community commercial outlets, large commercial outlets, etc., which will bring sanitation, traffic obstruction, lighting impact, noise intrusion, and occupation to their existing living conditions. Project planning of adverse impacts such as green space. Of course, if the living and living environment can be improved, the citizens will welcome it even more. The purpose of citizen participation is to ensure that the planned program is consistent with their value judgments and goals, so that their vested interests are not violated. However, citizen participation is not effective for abstract, generalized, and long-term planning issues. Therefore, when organizing citizen participation, it is necessary for planning technicians to provide sufficient knowledge support and correct guidance.

Interest groups have a good grasp of all kinds of information and can make technical judgments on the potential impact of planning decisions, but they are often unwilling to consider the external diseconomy brought about in order to realize their own interests. The motivation of interest groups to participate is mainly to influence planning and seek group self-interest. For example, in some cities, the economic development is relatively backward, and the government's finances are tight, so investment promotion is the focus of work. In order to attract foreign capital, while the government provides preferential policies, the control and management of investment projects will also be relaxed, and the phenomenon of planning to accommodate investment occurs from time to time, causing investor groups to decide on the location of construction projects, control of development intensity, and change of land use nature and other aspects have a voice that cannot be ignored.

Planners are all kinds of professional and technical personnel related to planning. Their participation method is to analyze, compare and demonstrate the various interests, needs and problems of the city in accordance with the planning principles, norms and standards from a technical point of view, and use

various technical means to propose comprehensive solutions to the problems for government and commercial outlets Operator decisions and choices.

The government is the main body of urban management. The most important goal is to serve the people and improve the local business environment. In the new era, the government should further transform its functions, shift the focus of work to how to plan and manage the city, give full play to the city's functions, establish a modernized and socialized comprehensive service system, improve the city's software and hardware environment, encourage citizens to participate, and provide citizens with good services. development environment and living conditions.

Specific participation methods of relevant stakeholders in commercial network planning

Among the stakeholders involved in commercial network planning, the participation methods of planners and the government are basically determined. Planners mainly solve technical problems of planning and provide planning solutions. The government mainly provides a good platform for citizens and interest groups to participate. Therefore, the participation methods of relevant subjects in commercial network planning mainly refer to the participation methods of citizens and interest groups. Regarding the specific methods of participation, the author believes that the British community participation statement on public participation planning is worthy of our reference. In the UK, the Community Engagement Statement is the pre-public engagement document for the local development framework. It is the early stage of planning planning, the organization and timing of planning agency consultation with local communities and other stakeholders in preparation for planning. An important outcome of the community engagement statement is to encourage "pre-landing", that is, to start consultation in the early stages of the preparation of each development document, so that the community can fully participate in the preparation of the plan. Each community participation statement must provide an open channel for information, actively encourage the community to put forward constructive opinions, and plan agencies to make qualified and timely feedback on this. The general ways of community participation are: during the consultation period, (draft) documents can be provided in central area libraries, local libraries, and local planning agency offices; writing to statutory agencies; network methods, such as websites, e-mails; multimedia, Such as newspapers and radio; leaflets or brochures; public displays, television,

roadside billboard displays; letters, formal written inquiries, questionnaires, community surveys; dedicated telephone lines; public meetings; meetings with neighboring district councils; discussion groups, seminars; planning assistance^[5]. In short, in the modern rule of law and democratic society, the method of deciding commercial network construction projects through participation and discussion of relevant public subjects is gradually replacing the traditional decision-making of urban commercial network planning by political elites and economic elites based on a single standard process. The decision-making power of urban commercial network planning is scattered in the hands of the government, the market, and the society. The city government, economic elites, and society all have the resources for urban governance. Society has the right to participate in urban affairs, and the government should not have absolute power to formulate and implement policies independently. Likewise, the private sector cannot independently formulate policies to promote urban development. The planning of urban commercial network can only resolve the conflict of public and private interests in the planning and construction of commercial network by considering the roles of different participants such as the government, the market, and the society in the planning of urban commercial network and following specific democratic participation procedures, to ensure the realization of the public interest.

V. Conclusion

Since the reform and opening up the living standards of the public in our country have been greatly improved, and the public's awareness of rights and social participation are increasing day by day. Urban construction is no longer just a unilateral act of the government. As an important part of urban construction, commercial network planning can ensure that the planning is practical, balance the interests of all parties, and ensure the healthy development of the city through scientific and democratic procedures such as public participation. The planning and management of commercial outlets is the carrier and platform where the government, the market, and the society work together. Scientific and reasonable commercial outlet planning content and formulation procedures are an important guarantee for the scientific and rationality of commercial outlet planning.

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