

problems, the correction institution is difficult to do with its own resources and abilities, and has high requirements for the qualifications of the treatment personnel, so it can be carried out through the government's purchase of services. Correction institutions for juvenile offenders can try to establish a fixed cooperative relationship with surrounding psychological counseling institutions or hospitals, and correction institutions can purchase professional psychological treatment services from cooperative units at relatively favorable prices when necessary.

Conclusions: It can be found that there is a causal relationship between the criminal behavior of minors and their mental health that cannot be ignored. The study of juvenile criminal behavior and corrective measures is inseparable from a detailed analysis of their psychology, and this requires reference to the relevant research results of psychology. For the common mental health problems of juvenile offenders, professional psychological counseling must be given to them. If necessary, they even need to take drugs for systematic treatment, otherwise the psychological problems are likely to continue to worsen. The introduction of psychological correction measures should be promoted step by step, and a certain degree of openness should be maintained in the process of institutionalization, allowing localities to explore based on actual conditions, and then promote them to legislation on the basis of accumulated experience.

* * * * *

PURCHASE INTENTION OF CULTURED MEAT PRODUCT: AN EMPIRICAL STUDY FROM CONSUMER PSYCHOLOGY PERSPECTIVE IN WUHAN

Cong Shen

School of management, Henan university of technology, Zhengzhou 450001, China

Background: Cultured meat products had become a substitute for traditional meat products in recent years, especially in the background of the shortage of global food supply under the COVID-19 epidemic. However, cultured meat products were still just getting started in the Chinese food market. For example, Kentucky Fried Chicken (KFC) and Burger King did not enter the Chinese cultured meat industry by the end of 2020. Although cultured meat was a new thing for the Chinese market, whether consumers had sufficient willingness to buy such products was seldom discussed. In order to broaden the plant-based cultured meat market and increase the consumer's enthusiasm, it was worthy of in-depth discussion to explore the factors affecting consumers' purchase intention from the consumer psychological perspective.

Subjects and Methods: An on-site survey was conducted in October 2020, with more than two hundred consumers who bought cultured meat products in two KFC stores in Wuhan. The survey aimed to determine the relationship between consumers' psychological perception and purchase intention and the factors that affect consumers' psychological perception. There were several reasons for selecting KFC consumers of Wuhan as objects in this study. First of all, KFC had a relatively large consumer group from different income levels in the Chinese market, making the survey objects more representative in selection. Secondly, Wuhan was one of the first six cities where KFC launched cultured meat products. Moreover, Wuhan city ranked No.4 among the new first-tier cities in China considering economic development, which could better reflect the current consumers' preference of first-tier cities. Besides, consumers in Wuhan were the group that we can reach with the least cost.

Study design: To ensure the validity of the data, we restricted the survey subjects to KFC cultured meat products consumers who were over 16 years old. An empirical analysis was used to construct a research model of factors affecting consumers' cultured meat purchase intention (as shown in Figure 1 below). SPSS and Amos were used as tools to analyze research data.

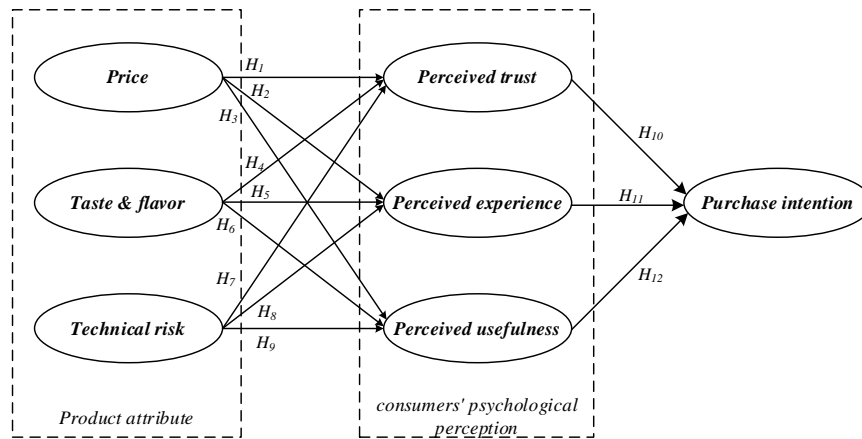


Figure 1. Research model of cultured meat purchase intention from consumer psychology perspective.

Results: Through the analysis of questionnaire investigation, we firstly found that among consumers' psychological perception characteristics, two psychological factors, perceived experience and perceived trust, significantly affected the purchase intention of cultured meat products. The perceived experience had the most significant impact on product purchase intention ($\beta=0.611$, $P<0.001$). A good perceived experience such as a happy mood and inner satisfaction would help increasing consumers' purchase intention. For example, many KFC stores would hold new product tasting activities to attract consumers before officially launching the products, which invisibly gave potential consumers a good perceived experience. Perceived trust was the second most affected factor on product purchase intention ($\beta=0.262$, $P<0.05$). It showed that when consumers had enough confidence in the quality and safety of cultured meat products, consumers were more inclined to buy these products. However, perceived usefulness had no significant impact on consumers' purchase intention ($\beta=0.017$, $P=0.877$). It reflected that the current consumers still believed that cultured meat was not a necessary thing. Although the introduction of new products could increase consumers' short-term purchasing enthusiasm, consumers might doubt cultured meat products becoming a substitute for traditional meat in the long run. It reflected that the acceptance of cultured meat products might require a long-term process. In addition, the study further found that the attributes of cultured meat products indirectly affected consumers' purchase intention by influencing consumers' psychological perception characteristics. Among all product attributes, the product price setting had the most significant impact on consumers' psychological perception characteristics. The technical risk and product flavor of cultured meat products had the second influence on consumers' psychological perception characteristics.

Conclusions: This study could reference cultured meat manufacturers and retailers to some extent. For manufacturers, the first thing was to reduce production costs. For example, to achieve the establishment of domestic factories and promote large-scale production, cost pressure, including raw materials, labor, and import tariffs, could be reduced. Secondly, manufacturers could improve the taste and flavor of cultured meat products by developing more advanced purification technologies. In addition, manufacturers should also strictly abide by industry regulations during the production process and strengthen market self-discipline to gain consumers' trust. As to retailers, the price setting of cultured meat products was suggested close to traditional meat products to cultivate consumers' long-term buying habits rather than a one-time purchase. In addition, retailers could provide consumers with a good experience, increase their purchase willingness by increasing discounts, and provide tasting cultured meat products. This research helps to understand better consumers' purchase willingness of cultured meat products from the perspective of consumer's psychological concern in domestic first-tier cities. The conclusions can also reference cultured meat manufacturers and retailers to stimulate consumer' purchasing enthusiasm.

* * * * *

GAME TEACHING ON CHILDREN'S COOPERATIVE BEHAVIOR AND MENTAL HEALTH

Siyu Wang*, Zhong Wan & Hai Liu

Personnel Division of Chengdu University, Chengdu 610106, China

Background: Children are in the primary stage of physical and psychological development, fast physical