

The survey results are 0-4, 0 is irrelevant, 1 indicates slight impedance, 2 indicates impedance, 3 indicates impedance is obvious and 4 indicates sufficient influence. In order to reduce the large subjective error caused in the evaluation, 500 employees were evaluated and took the average to rounding the results. The specific statistical table is shown in Table 1.

**Conclusions:** In the increasingly fierce competition, in order to be invincible, enterprises can only establish a firm foothold both inside and outside. On the one hand, we must pay attention to production links, reduce the cost of production and management, and produce marketable products. On the other hand, we must actively grasp the psychological construction of enterprise employees, build the material, spiritual and institutional levels of corporate culture, and try to overcome impetuous and short-term behavior. In the process of an enterprise from small to large, from weak to strong, the role of educational psychology is quite obvious. Embedding educational psychology into the construction process of enterprise culture, setting up the concept of people-oriented and the value system of group coexistence and prosperity is the proper meaning of enterprise development in the post-crisis era.

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## INFLUENCE OF CONSUMER PSYCHOLOGY ON THE OVERALL SPACE PLANNING OF URBAN ARCHITECTURE

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**Background:** Modern city, used to the fast pace of people need a convenient, fast, comfortable, economy and other functions of integrated space, enjoy the life and work of the high efficiency at the same time, it is hoped that the shopping behavior and leisure, entertainment, fitness, education, social interaction and other activities together, in order to relieve the pressure of work. These new trends of consumer activities make the single urban building community environment must develop with The Times to meet the psychological needs of consumers.

Nowadays, people's consumption concepts, consumption behaviors and consumer psychology have undergone great changes. The old urban architectural space environment can no longer meet their diverse and complex consumption needs. The construction and improvement of architectural space is imminent. Therefore, studying the influence of consumer psychology on the overall space planning of urban buildings can provide theoretical guidance and basis for urban architectural space construction.

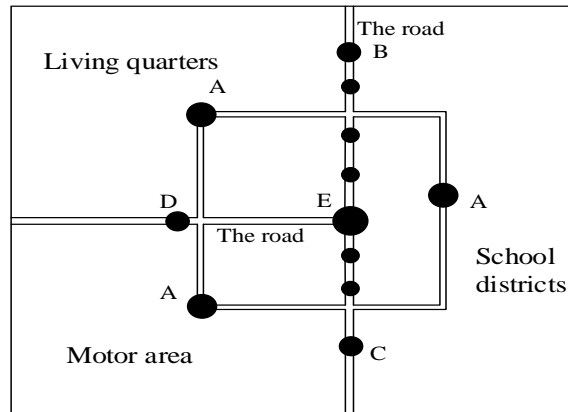
**Objective:** The overall change of the urban architectural environment needs to be combined with the status quo of land resources. The overall development trend of urban architecture is gradually increasing. It is not only a space for residents' shopping, dining, and entertainment, but also an important place for urban public open space and citizens' leisure and entertainment.

**Subjects and methods:** Based on the analysis of some problems existing in the existing urban buildings in China, and on the basis of theoretical research on related psychology, behavioral science and business operation rules, this paper discusses and studies the existing urban buildings from the aspects of functional construction, spatial organization and vertical traffic streamline, and finally draws a conclusion. Summarize and sort out the collected data, research results and analysis results, and conclude the research results.

Through field investigation and questionnaire survey of architectural space in many cities, the following two purposes are achieved: firstly, the first-hand data on consumer psychology, characteristics of consumer behavior, consumption structure, types of consumer behavior and characteristics of consumer behavior are collected comprehensively; the second detailed understanding of the current urban architectural space in all aspects of the situation. At the same time, extensive collection of architectural space design, urban space planning, external space design and other theoretical knowledge related to this study, clear sociology, economics, psychology, environmental science and other related disciplines guiding significance of this study. Combined with the site theory, external space design theory, environmental psychology and other related theories, this paper analyzes and summarizes the problems existing in the categories, planning and layout, spatial forms, environmental facilities and other aspects of university commercial space, thus putting forward reasonable strategies and suggestions for the planning and layout of urban architectural space and environmental design.

**Results:** The functional characteristics of urban architectural space focus on meeting consumer needs.

Similar to other functional Spaces, they all aim to serve the needs of consumers. However, different from other functional Spaces, urban architectural space is hardly set up alone, but is arranged in combination with other functional Spaces. In order to fully meet the consumption demand of consumers in different times, urban building space in the layout, respectively has the following layout: layout in living areas, such as the teaching areas, sports areas within A single function partition (as shown in Figure 1 A), the main commercial space in general this is suitable for in the central regions of the functional partition, the surrounding area can be combined with dot commercial space Settings; it is arranged at the junction of the teaching area and the living area (point B); it is arranged at the junction of the teaching area and the exercise area (point C); it is arranged at the junction of living area and sports area (D point); it is arranged at the junction of teaching area, living area and sports area (Point E), due to its wide service scope, this mode is mostly set at important road nodes or urban distribution centers, with large commercial scale and diverse forms.



**Figure 1.** Urban architectural space planning results considering consumer psychology.

**Conclusions:** Urban architectural space planning and environmental design should pay attention to the connection between urban architectural space and the overall space; pay attention to the integrity of the external environment of urban buildings and the environment; pay attention to the coordination of the scale of architectural space and surrounding commercial spaces. The specific strategies are as follows: 1) Urban building space planning and layout strategy: set separately in each functional zone; set at the junction of different zones. According to the specific situation, the three forms of point, line and surface are combined and set. The organization and connection of commercial space is mainly through the unified connection of road traffic and environmental design style. 2) Urban space environment creation strategy: strengthen the recognizability of urban buildings; create a good shopping atmosphere. Humanistic environment construction strategies are: pay attention to the communication of urban architectural space; pay attention to the humanization of architectural space; pay attention to the cultural nature of architectural space. The landscape environment construction strategy is: pay attention to the detailed treatment and humanized design of each landscape element. 3) The commercial construction format strategy focuses on the catering industry and commodity sales industry, as well as the life service industry; appropriate adjustments to the commercial space should be made according to the surrounding commercial conditions.

The significance of this research lies in: proposing reasonable planning strategies and environmental design suggestions for urban architectural spaces, in order to bring certain help to the healthy development of college commercial spaces.

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## REFORM SCHEME OF COLLEGE SPORTS TRAINING MODE BASED ON SOCIAL PSYCHOLOGY

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**Background:** Social psychology holds that school, as a social organization, has a complex nature, while