



Figure 1. Students' satisfaction with both schools.

**Conclusions:** With the rapid arrival of the era of knowledge economy, the basic contradiction between the rapid development of my country's economy and the shortage of talents has not been effectively resolved. The speed of talent training in our country is far from meeting the needs of rapid economic development. Researching the development and promotion path of the education and cultural industry from the perspective of cultural psychology will help enrich the methods of running schools, improve the efficiency of running schools, and provide better education services.

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## CONSUMPTION BEHAVIOR AND INFLUENCING FACTORS OF RURAL RESIDENTS FROM THE PERSPECTIVE OF PSYCHOLOGY

Huabei Yin

*College of Business, Central south University of Forestry and Technology, Changsha 410004, China*

**Background:** People's consumption behavior will be affected by their own psychological factors and show a phenomenon of differentiation. Therefore, it is necessary to analyze the consumption behavior and its influencing factors of rural residents from the psychological perspective. Nowadays, most urban residents' consumption units or families are only basic units of consumption activities, not production and operation activities. However, the dual economic functions of rural residents make their accumulation behavior and consumption behavior mixed together, so that their income is no longer the choice between saving and consumption, but between consumption and accumulation. On the surface, there seems to be no difference in this choice, but in fact, the consumption behavior of rural residents will be affected by their own dual attributes and show obvious psychological characteristics. It mainly shows that the rural residents' own economic ability is limited, and their psychology is influenced by their own economic level, and they show relatively conservative consumption behavior. For example, although we think that a large part of rural residents' accumulation belongs to funds with strong liquidity, such as bank deposits, rural residents will not use all their savings for future consumption, but will make choices based on the comprehensive consideration of the cost of multiple lives. The reason of this phenomenon is closely related to the psychology of rural residents. Therefore, this paper analyzes consumption behavior and its influencing factors from the psychological perspective, in order to accurately grasp the psychological factors of rural residents' consumption behavior, and thus to have a deeper understanding of the consumption behavior of

rural residents.

**Objective:** Farmers, who account for the vast majority of the population, have relatively low overall consumption level and great potential and room for development. Therefore, it is of great significance to deeply analyze the deep-seated causes of the current insufficient consumption of farmers and explore the possible countermeasures to expand domestic demand and promote economic development.

**Subjects and methods:** From the perspective of social psychology, this paper analyzes the consumption behavior of rural residents and its influencing factors. 60 rural residents from different cities are interviewed. The time of each interview is 1-4 hours, which is divided into two times. The first time is mainly to understand the family situation and personal growth process, and to establish a trust and friendly relationship with the interviewees; The second one focuses on the intergenerational influence of consumer behavior; At the end of each interview, the interviewee will receive a reward of 200 yuan. The total interview time is 100 hours. The interview outline is divided into four parts: (1) The background of the respondents; (2) Respondents' family situation, such as intergenerational values collision, family interaction mode, family experience events, etc.; (3) Personal consumption habit and family consumption habit; (4) Consumer behavior, especially brand choice. Excel software was used to calculate the interview results.

**Results:** Analysis of the interview results shows that the different factors affecting rural residents mainly include: Perceived risk, age and education level, gender, environmental sensitivity, growing place, family income, etc.

Because of the restriction of economic conditions, most rural residents generally have a more conservative consumption psychology, so they will pay more attention to the price of goods from the economic perspective when shopping. In the survey, the vast majority of residents' living expenses are only from agriculture. Because it is not easy to make money, they try to reduce their spending when shopping, choose goods with high utility and low prices, and form an economic purchase behavior, which is mainly affected by their psychological prediction of their own economic ability. According to the statistical results (as shown in Table 1), when rural residents buy commodities, especially food and consumer durables, they are less affected by the promotion forms such as product advertising and discount treatment. They often understand the performance and quality of products by reading product manuals and identifying brands according to their knowledge and ability, which belongs to rational purchasing behavior. The respondents said that when they buy food, they pay great attention to the product's instructions, delivery date, shelf life and trademark, and do not like to buy food at mobile stalls. When talking about the purchase of clothing, rural residents said that they are willing to buy according to their personal economic situation and preferences, and will not blindly follow the social trend, not pay attention to fashion, not pay attention to high-end, and like plain and elegant clothing.

**Table 1.** Purchase proportion of different types of goods.

Purchase of goods	Clothing	Daily necessities	Furniture	Household electrical appliances	Food
Commodity ratio	3.7	49.5	0.2	0.1	46.5

**Conclusions:** From the perspective of psychology, it can be found that the main cause of rural residents' conservative consumption behavior are psychological factors. Therefore, it is necessary to guide rural residents' consumption reasonably, so as to promote domestic demand and expand consumption. The main strategies are as follows: 1. To create a reasonable consumption demonstration can guide the reasonable consumption of rural residents from the perspective of psychology. Irrational comparison and demonstration effect play a catalytic role in the non benign expansion of consumer demand. To control the non benign expansion of consumer demand, we should start with rational consumption demonstration. Through broadcasting and the media, we should not only exaggerate the changes in food, clothing and use, but also introduce scientific consumption knowledge, norms and experience to help farmers determine reasonable consumption expectations, cultivate their consciousness of consumption and the ability to rational consumption decisions-making, reduce the randomness and blind imitation of consumption, and play down the phenomenon of emphasizing name but not reality. Improving the consumption environment of hardware and software is the key to guiding the consumption of rural residents. 2. Strengthen the construction of rural infrastructure, provide a good hardware environment for farmers' consumption, reduce the psychological urgency of rural residents, and promote their rational consumption. Therefore, we can strengthen the construction of public education and public medical security system, improve the stock of rural human capital and the quality of rural residents, improve the initial conditions for farmers to enter the market, and improve and stabilize the income expectations of farmers. We should also speed up the

construction of the land property rights system, provide stable system expectations and market expectations for farmers, increase farmers' income, further stabilize farmers' income expectations, and have a positive impact on farmers' consumption behavior and consumption trend. Finally, we should follow the principle of moderate development, pilot the development of rural consumer credit policy, gradually eliminate the constraints of the consumer credit system, and change the expected consumption into immediate consumption, so as to realize the reasonable guidance of rural residents' consumption behavior from the perspective of psychology.

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## EMBODIMENT OF HUMANISTIC PSYCHOLOGY IN THE ECOLOGICAL ENVIRONMENT PROTECTION OF TOURIST ATTRACTIONS

Zhijia Chen<sup>1</sup> & Lei Peng<sup>2\*</sup>

<sup>1</sup>*School of Business and Trade, Nanjing Vocational University of Industry Technology, Nanjing 210023, China*

<sup>2</sup>*Sol International School, Woosong University, Daejeon 34606, South Korea*

**Background:** Background: With the development of tourism, especially the development of historical and cultural heritage as a tourism resource, the destruction of the human and ecological environment has continued to deteriorate. For example, serious architectural pollution and destructive construction, serious destruction of cultural relics, proliferation of antique buildings, destruction of local traditional culture and customs, the sale of imitation antiques in tourist attractions, uncivilized tourist behavior by tourists, etc., these tourist activities not only destroy tourism The natural landscape of the district has reduced the value of cultural tourism resources, and will even cause irreparable damage to it, and at the same time have a negative impact on the local traditional culture. Although my country's Environmental Resources Protection Law has relevant provisions on the development of tourism resources and ecological environment protection, it has played a certain role in the protection and development, planning, construction, and management of scenic spots and key cultural relics in my country. However, it involves the content of humane ecological environmental protection is scattered and scattered, and there is a lack of regulations on rectifying the destroyed ecological environment. The protection of the humane ecological environment is a systematic project. Compared with developed countries with high levels of protection of the humane ecological environment abroad, my country's humane ecological environment management system is not perfect. Therefore, the humane ecological environment needs to be protected in the development of tourism resources, and analyze the main factors that cause the destruction of the ecological environment of tourist attractions from the perspective of humanistic psychology. Humanistic psychology refers to human rationality, emphasizing human value and respecting human needs. Individuals are the process of understanding self-concept through the cognitive process of their own behavior, attitudes, feelings, desires, motivations, ideas, etc. In the humanistic psychology, the motives of environmental destruction can be divided into negative environmental attitudes, habitual behaviors, negative conformity psychology, and personal entertainment needs. Master the motives of destroying the ecological environment of the scenic spot, so as to control the destruction of the ecological environment of the scenic spot from the root.

**Objective:** Scenic spots are mostly distributed in high mountains and deep valleys, areas that are difficult for humans to reach, and religious areas. The ecology of these areas is often extremely fragile and can easily cause irreversible damage to the natural ecosystem. Another example is the Beijing Forbidden City, the Great Wall and many other ancient human sites, ancient buildings and other historical relics. With their extremely high historical, cultural and artistic value, they have become precious world cultural heritages. Once they are destroyed, they cannot be restored to their original appearance. Even if it pays a huge price to imitate, its meaning is completely different. Therefore, this paper investigated the relevant personnel who caused damage to the scenic spot, and analyzed their psychological state through the data results.

**Subjects and methods:** Tourists' uncivilized tourism behavior is an important reason for the imbalance of the humane ecological environment ecosystem. Many tourists engraved on ancient trees, inscriptions, ancient architectural beams and pillars, trampled on the surface vegetation, picked flowers and trees, and threw garbage everywhere in the tourist area. These bad habits seriously damage the cultural landscape