

psychology. Therefore, the analysis and correct evaluation of social exchange theory from the perspective of psychology can promote the development of social psychology theory and perfect social psychology theory system.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results were determined by rounding off the average of 600 people, with the statistical table shown in Table 1.

Table 1. Influence of social psychology on exchange theory.

Factor	Principle of fairness	Principle of openness	Principle of moderation
Public	4	4	4

Conclusions: Modern social exchange theory, as an important theoretical school in the field of sociology, came into being and developed in the dialogue, reflection and criticism of structure-functionalism represented by Parsons. At the same time, the development and evolution of modern sociology exchange theory is also a continuous reference, learning from economics, anthropology and psychology, and inheriting and enriching the classical sociology exchange.

Acknowledgement: This research was supported by a grant from the National Natural Science Foundation of China (No. 71971141).

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PSYCHOLOGICAL STRATEGY RESEARCH ON ENHANCING CUSTOMER LOYALTY IN BRAND MARKETING

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Background: The world has entered the era of brand competition, how to make their brand stand out in many similar products, the recognition and love of consumers, has become an important issue related to enterprise life and death. Among them, establishing and maintaining customer loyalty to the brand has become the core issue of brand building. However, under the background of economic globalization and competition internationalization in the 21st century, consumers have higher requirements for brands, more diversified consumption behavior, faster brand switching frequency, and lower brand loyalty. To the enterprise brand operation and the brand loyalty cultivation proposed the sterner request. Under such circumstances, how to cultivate and improve the brand loyalty of customer groups in the operation and management of enterprises has become an important issue. Brand loyalty is the measure of consumer's affection for the brand. When the product of a certain brand appears and competes with other brands of the same product, what attitude the customer holds to him is a kind of criterion to judge the customer's loyalty to his brand. In 1978, Jacoby and Chestnut put forward the concept of behavior and attitude as two dimensions of brand loyalty by summarizing more than 50 viewpoints about brand loyalty in foreign literatures. Behavioral loyalty refers to the fact that consumers continue to buy a brand in practice. Attitude loyalty means that the personality of a brand coincides with the customers' life style and values, and the customers have feelings for the brand, and then show the desire and behavior of continuous purchase. The level of customer behavior loyalty is affected by attitude loyalty to a great extent.

Objective: With the development and perfection of our market economy system, the market competition is becoming more and more fierce. Market competition is the competition of customers, and it is the mission of enterprises to survive and develop. In this process, one of the obvious characteristics is that the traditional practice of building a competitive advantage with products as the core gradually weakens the role of competition gradually shifted to the channels and services. Enterprises should not only constantly strive for new channels, open up new markets and increase market share, but also strive to maintain the existing channels, cultivate loyal channels and stabilize market share. Channels play an intermediary role between enterprises and end customers, and their role is beyond doubt. Therefore, who has the channel, who has the market. Standardizing and strengthening channel relationship marketing and promoting channel loyalty is one of the effective ways to win the market and enhance the competitiveness of enterprises.

Subjects and methods: Marketing has a long history of research on human needs and motives. It is believed that customers will pursue maximum welfare according to rational judgment, and that customers are rational. This paper aims to promote customer loyalty by determining the importance of attributes in a

product category, collecting attribute information of competitive brands and judging the level of attributes of competitive brands.

Study design: Stratified cluster random sampling method was used to conduct a random survey of 600 customers, a total of 600 questionnaires, the recovery of 578 valid questionnaires.

Methods: Using Excel statistics brand marketing to enhance customer loyalty in the psychological strategy.

Results: The purchase behavior of the customer is produced by certain purchase motivation, and the purchase motivation is produced by some unsatisfied needs, including physiological needs and psychological needs. With the improvement of living standard and demand level, psychological needs play a more important role in purchasing motivation and purchasing behavior than physiological needs.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results are rounded to the average of 600 customers. The statistical table is shown in Table 1.

Table 1. Psychological strategies for enhancing customer loyalty in brand marketing.

Factor	Product category attribute importance	Competitive brand property information	Competitive brands by attribute level
Customer	4	4	4

Conclusions: In the market economy, more and more enterprises gradually realize that customer demand psychology is an important axis to promote the development of enterprises. Only by accurately grasping customer demand psychology and its changing law, coordinating the business decision-making and competitive strategy of enterprises, can we fight a beautiful “war of the heart” and occupy the market for a long time. The cost of access to new channels is often higher than the cost of maintaining loyal channels, especially in an oversupplied market, the cost of access to new channels will become increasingly expensive. But the contribution of the new channel to the profit of the enterprise is just less than the old channel, in some industries, the new channel cannot even provide profits to the enterprise in the short term. Formulating and implementing channel loyalty management strategies, providing comprehensive and differentiated services for channels, improving channel delivery value, fulfilling high channel commitment and shaping brand image are important guarantees for enterprises to maintain long-term and two-way interaction with channels. How to establish and protect channel loyalty has become a focus of channel relationship management theory and business circles. As a form of marketing innovation, psychological marketing is gradually being envisaged by scholars and marketing workers of all ages. Psychological marketing is a kind of marketing idea which is guided by market demand, applies psychological principles, studies customer’s psychological activities and their changes, and makes decisions accordingly. Psychological marketing is the inevitable result of the development of relationship marketing.

Acknowledgement: The research is supported by: the humanities and social sciences research project of Guangxi Department of education “Research on Guangxi brand construction from the perspective of value network” (No. lx2014377); Humanities and social sciences research project of Guangxi Education Department “Research on the formation mechanism and Countermeasures of Guangxi origin image” (No. 201204lx375).

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EMPIRICAL ANALYSIS OF ECONOMIC PSYCHOLOGY BASED ON CHINA’S FINANCIAL MARKET

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Background: There are many investors in China’s capital market, but they can be divided into two types: public funds, private funds, social security funds, insurance companies and small and medium investors. Institutional investors account for about 40% of the total funds, but due to their large amount of individual funds trading, coupled with information advantage in the trading process, so it is in the dominant position in the market. Despite the large number of small and medium investors, holding about 60% of the total amount of the market, but often in the transaction of their own, weak, in the market in a subordinate position. This kind of institutional investors as the core, many small investors as the basis of the investment