

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.

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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

structure is the most basic characteristics of China's capital market. Generally speaking, institutional investors have more professional means of investment and financial management, and the advantages of information also make their investment activities forward-looking. On the contrary, the medium and small investors can't compare with the institutional investors in investment idea and investment mode, and they have the characteristics of adaptability expectation. This also determines that the investment in China's capital market is an economic behavior guided by institutional investors and widely participated by small and medium investors.

Capital markets have wealth effects that benefit the majority during periods of upturn, while they also diminish wealth during downturns that cause losses for the majority of investors. It is the characteristics of the capital market that lead to the game relationship between small and medium investors and institutional investors. There are both cooperation and conflict.

Objective: The volatility of the market is largely due to irrational investment behavior of investors, and this investment behavior is closely related to people's psychological factors. The development of things has its internal law, so does the capital market, and its trend mainly depends on the economic fundamentals. But the capital market is also the activity place which the general investors widely participate in, its change also receives people's economic behavior and the psychological factor influence. The improvement of economic and psychological quality of investors is of great significance to reduce market fluctuations and investment losses.

Subjects and methods: The development of things has its internal law, so does the capital market, and its trend mainly depends on the economic fundamentals. But the capital market is also the activity place which the general investors widely participate in, its change also receives people's economic behavior and the psychological factor influence. The improvement of economic and psychological quality of investors is of great significance to reduce market fluctuations and investment losses. This paper aims to improve China's financial market by standardizing the corporate governance of listed companies, perfecting the rules and systems of stock trading, cracking down on various illegal acts and strengthening the stimulation or aid to the real economy.

Study design: Stratified cluster random sampling method was used to randomly select 600 people of different ages and genders in the financial market. 600 questionnaires were sent out and 569 valid questionnaires were collected.

Methods: Using Excel to analyze the economic psychology of China's financial market.

Results: In the age of full circulation, the structure of corporate governance is becoming more and more perfect, and the flexible incentive mechanism of employees makes the management level of the company continuously improve and correct the problems constantly, so as to establish the image of good faith of the company in the eyes of investors. We shall improve various rules and systems for stock trading, severely crack down on various illegal acts, set up a block trading platform, strictly punish insider trading, and regulate the reduction of holdings of large and small shares. Strengthen the stimulation or assistance to the real economy, and alleviate the real economy with higher costs caused by the appreciation of the RMB and the rise of raw material prices.

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. Economic psychology of China's financial markets.

Factor	Regulating corporate governance	Perfect stock trading rules	Aid for real economy
Public	4	4	4

Conclusions: Investor's investment behavior is not completely rational, in many cases are shown as an irrational behavior, especially in the loss, chagrined for investors to reduce the irrational factors of stock market volatility is multifaceted, any policy or economic environment changes, will have an impact on the stock price, the stock price ups and downs inevitable. The independent judgment of Chinese investors is poor, especially the small and medium investors. But its judgment ability enhancement, cannot leave the specialized knowledge the accumulation and to the information collection. Only through self-learning on the company's future development to make a comprehensive analysis and forecast, and then form their own accurate judgment. Finally, optimizing the structure of investors can also improve the overall economic and psychological quality of Chinese investors. China's investment structure is also an important factor causing market volatility, mainly because the proportion of small and medium investors is too large. Because of the limitation of investment mode and idea, the investment behavior of small and medium investors is often

irrational. When the market becomes better or worse, the herd effect will enlarge the market fluctuation, which is not conducive to the stability of the market. Therefore, to improve the current investment structure, on the one hand, we should vigorously develop institutional investors, increase their proportion in the market, to protect their investment ideas and the amount of capital play a leading role in the market, in order to maintain market stability. On the other hand, to strengthen the education and guidance of small and medium investors, so that they keep a good attitude in the changing market, reduce irrational behavior in operation.

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THE DESIGN AND DEVELOPMENT OF CERAMIC CREATIVE PRODUCTS FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: With the rapid development of China's economy in recent years and the arrival of the era of knowledge economy, cultural and creative industries in China have been germinating and developing. The emergence of this phenomenon is the inevitable requirement of economic restructuring, the symbolic embodiment of the era of knowledge-based economy, and the embodiment of human demand at a higher level. People's instinct is to constantly achieve their own material and spiritual "needs" to meet. After the physiological and security needs of the lower level are met, the higher level of social needs, respect needs and self-fulfillment needs begin to evolve. This demand usually connects the physical objects or service behavior, which is the original driving force of consumption. In other words, the rise and development of creative industries is to meet the high level of human demand, as well as stimulate consumer behavior. As one of the important branches of traditional industry, ceramic industry also needs to innovate and renew in the face of the transformation of economic structure and the upgrading of consumption demand.

With the development of economy and society, we have entered the era of knowledge-based economy in the 21st century. A series of changes about people's life style and spiritual pursuit caused by information expansion are forcing industrial design to face the historical turning point. Ceramic industry from the initial daily use of porcelain, porcelain art to the development of sanitary porcelain, porcelain and porcelain used in building industry and other areas of life. But from the perspective of the whole national economy, the whole ceramic industry is still a small category. From the material point of view, due to glass, plastic, hardware and other modern materials widely used, to a certain extent, replaced some of the ceramic categories, and make ceramic products market share decreased. From the scientific and technological point of view, the new research and development of domestic ceramics, new technology is slowly developing. From the design point of view, the homogenization of daily-use ceramic products is extremely serious and the awareness of new functions in new life scenes is weak. Ceramic products do not have enough innovative vitality factor, therefore, although the increasingly widespread use of ceramics, but the impact on people has become increasingly weakened.

Objective: Cultural and creative products are generally based on culture, creative ideas as the core, people's knowledge, wisdom and inspiration in specific industries materialized performance. It is different from the traditional manufacturing industry, which relies on machines, factories, resources and labor, but relies on cultural and creative resources, knowledge resources, creative groups of high culture, high technology, high knowledge, high management of intelligent industries; It is different from the products produced by traditional industries, cultural and creative products can be tangible goods, can also be intangible services. In terms of the final form of the product, cultural and creative products consist of two interdependent parts: Cultural creative content and hardware carrier. The particularity of cultural creative product differs from general product mainly lies in its cultural creative content, which is the core value of cultural creative product. But cultural creative content cannot exist independently, it must depend on the specific hardware carrier. The key to understand the meaning of cultural creative products lies in the research of ceramic cultural creative product design and development from the perspective of consumer psychology.

Subjects and methods: Ceramic creations take ceramics as the main material, creative ideas as the core thinking, cultural factors as the development elements, and emphasize the cultural consumer goods created according to the psychological needs of contemporary consumers. This article is mainly from the product function, shape, color, decorative techniques of ceramic products to develop, and then through marketing means to the market.