

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.

**Study design:** Stratified cluster random sampling method was used to randomly investigate 600 ceramic consumers. 600 questionnaires were sent out and 568 valid questionnaires were collected.

**Methods:** Research on the design and development of ceramic cultural creative products from the perspective of Excel statistical consumption psychology.

**Results:** With the development trend of socioeconomic and cultural diversification, cross-industry integration has become an inevitable topic in the next development exploration of each industry. Enterprises in the development of products if the use of cultural and creative product design concept, through different forms of stimulation behavior, enhance product creativity.

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 ceramic consumers. The specific statistical table is shown in Table 1.

**Table 1.** Research on the design and development of ceramic creative products from the perspective of consumer psychology.

Factor	Function	Morphology	Color	Decorative technique
Consumer	4	4	4	

**Conclusions:** Consumption psychology mainly studies the psychological phenomenon and behavior law of consumers in consumption activities. Its aim is to study the psychological activity law and individual psychological characteristics of people in the process of daily consumption and daily purchasing behavior. Through the study of consumer behavior in the whole process, psychological changes in the ceramic culture creative product design. These psychological activities are the intrinsic determinants that motivate consumers to buy or give up a product and dominate the implementation of consumer behavior. Through the study of the psychological process of consumer behavior, we can provide theoretical basis for designers to create ceramic cultural creative products. Designers and consumers can be easy to operate, manufacturers will be able to produce according to computer drawings out of his production. The creation of this software not only allows designers to reduce the design cycle, the concept is to emphasize the idea that everyone is a designer. Consumers create their own products independently, in order to show their uniqueness. Simultaneously this kind has the entertainment psychology to be able to increase the consumer when the creation joyful feeling.

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## THE PROMOTION OF HEALTH PSYCHOLOGY TO CULTURAL TOURISM

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**Background:** Psychological researchers believe that health psychology is a comprehensive subject, mainly for people how to maintain a healthy body and mind services. With the progress of the society and the development of the times, healthy psychology will be more and more important in people's daily life and work. Although psychologists have two views on the future development of psychology: One is the optimistic view that psychology will be valued by millions of people, even religious worship; Another is a pessimistic view, that "psychology has a long past, a short history and a vague future", that even after 10 years, psychology will not become a real science. But one thing cannot be ignored is that modern people to improve the quality of life, we must master some necessary knowledge of health psychology. It can be said that mastering the necessary knowledge of health psychology is not only the inevitable requirement of the times, but also an important guarantee for people to maintain physical and mental health, and even an important factor affecting people's career success or failure. Tourism, as a complex multidisciplinary phenomenon, has been concerned by many social sciences, including psychology. Most of the researches on tourism focus on social psychology and environmental psychology, including tourists' motives, residents' attitudes, relations between host and guest, tourists' or residents' attachments and community attachments. But looking at the field of psychology, especially its application in cross-cultural psychology, it is found that tourism literature rarely talks about the theory of cultural adaptation. Cultural adaptation is a process of adapting to the new cultural environment, including a person's attitude, behavior and cognitive changes in the new environment. Most acculturation studies have been conducted among groups such as migrants,