RESEARCH ON THE CHANGE OF E-COMMERCE OPERATION MODE BASED ON THE CHANGE OF CONSUMPTION PSYCHOLOGY FROM THE PERSPECTIVE OF CONSUMPTION PSYCHOLOGY

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Background: The emergence of E-commerce is the inevitable product of the development of the times. The rapid development of network technology in the 21st century is the backing of the rapid development of electronic commerce in modern times. E-commerce is a new way of marketing, which relies on network technology, so it has the characteristics of openness, low cost, high efficiency and no regional restriction. People can get the goods from any area they want through the Internet, which brings a lot of convenience to people's life, but people can't see the goods in time only by pictures to know the quality of products. E-commerce in people's lives more and more influence, consumer psychology is also with the development of E-commerce changes. The service subject of E-commerce is mainly individual consumers, not enterprise collectivity. The age, sex, occupation and education level of the consumers are different in different areas. The large proportion of young people in the consumption of modern E-commerce leads to the special psychological characteristics of the consumers. The goods in E-commerce not only include furniture, food, toys, clothes and so on, but also include travel service, stock and fund trade, which can reflect the special consumer group in E-commerce.

Objective: With the advent of the Internet era, the consumer groups under the E-commerce model are expanding day by day, and the development of media shape brings about the change of consumer mental model. Therefore, it is of great significance to study and analyze how E-commerce marketing changes and develops according to the psychological change law of marketing subject and object.

Subjects and methods: This paper mainly studies and analyzes the operation mode of E-commerce from the perspective of consumer psychology. Through cultural taste, personalized, convenient and efficient and cheap quality. A third-tier city was randomly selected to issue questionnaires to the citizens.

Study design: A population of 500 groups was investigated using stratified ensemble random sampling methods. Five hundred questionnaires 00 were issued, 478 were recovered and valid were 461.

Methods: The change effect of E-commerce operation mode by using the change of consumer psychology from the perspective of Excel statistical consumption psychology.

Results: Consumers' consumption motivation has much to do with their cultural education and social development. Consumers with different cultures and social backgrounds and their lifestyles have different consumption psychology and motives. With the collision of different cultures, the rise of modern E-commerce has also promoted the collision of global culture, but also played a great impact on people's consumer psychology. Modern people are receiving cultural information from all over the world, and people are more and more like to show their unique characteristics. The commodities in the traditional marketing mode can only meet people's basic consumption psychology and demand for services. People's growing curiosity and pursuit of personalized psychology bring greater challenges to the traditional marketing. The advent of E-commerce marketing model, reducing the geographical restrictions on the sale of goods, but also brought the pursuit of personalized demand for goods. Modern people are busy with work, life pressure no more time and energy to choose goods, people are increasingly pursuing efficient, convenient consumption patterns. Whether it is traditional consumption and E-commerce mode of consumption, people are very concerned about the price of goods. In the traditional consumption mode, people cannot intuitively compare the prices of the same item in different stores, traditional stores need to pay attention to salesmen and rental shops, these factors also increase the cost of the goods in the traditional physical stores, so the things that people buy in the traditional shopping mode are not very cheap. When people shop on the Internet, they can compare the prices of the same kind of goods intuitively, because the merchants don't need a lot of people and stores in the network platform, the cost is lower, and the prices of goods in the network marketing mode are more transparent, and the E-commerce marketing mode is easier to meet people's psychology of good quality and low price, which provides consumers with the convenience of price comparison.

The results of this survey use the influence values of 1 to 5 grades and specific quantitative factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, 4 indicating obvious influence, and 5 indicating full influence. In order to reduce the relatively large error caused by individual subjectivity in the evaluation, the evaluation values of 500 groups are adopted and the average values are obtained by rounding off the results. The specific statistical table is shown in Table 1.

Conclusions: Since the arrival of the 21st century, the rapid development of network technology. Along with the development of online shopping, the rise of E-commerce has also changed people's consumption

concepts and consumption patterns, for the development of business has brought new opportunities. The study of consumer psychoanalysis is of great significance to the development of modern business and people's consumption habits. However, E-commerce is a new type of marketing model, the historical experience is insufficient, so there are still many areas for improvement. Consumer psychological analysis can be more easily found in the shortcomings of modern electronic commerce, so as to promote the improvement of electronic commerce to promote socioeconomic development.

Table 1. Effects of changes in consumer psychology from the perspective of consumer psychology

Content	Cultural grade	Individuation	Convenient and efficient	Cheap and fine
College student group	5	5	5	5
White-collar group	4	4	4	4
Retirement group	4	4	4	5

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ANALYSIS OF CHINESE TRADITIONAL CULTURE COMMUNICATION BEHAVIOR FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Chinese traditional culture is the root and soul of the Chinese nation and the spiritual support of the Chinese people. It has rich cultural carriers and appears in daily life in a variety of forms. Although people do not specifically study traditional culture, they always know some about traditional Chinese painting, Peking Opera and shadow puppet. It is this sense of cultural identity that makes Chinese traditional culture easier to arouse the emotional resonance of the public. Chinese traditional culture is the spiritual power of Chinese people. It has imperceptibly integrated into Chinese people's daily life and formed people's values and personality traits. The pace of social development is accelerating, and traditional culture is constantly adapting to social development. New media are being used to enter the public's view. Cultural carriers such as Peking Opera, traditional Chinese painting, calligraphy, shadow puppets and ancient Chinese are using new media to shine. Using traditional culture to integrate interpersonal relationships and harmonious community is the advantage of traditional culture. By analyzing the communication behavior of Chinese traditional culture from the perspective of psychology, it improves people's communication ability and enhances the communication between all sectors of society. Communication behavior refers to the behavior that people communicate with each other through symbols to achieve mutual understanding, recognition and consistency. It is considered that the interaction and reaction between people in social labor and social life is a communication behavior involving the relationship between people.

Objective: Chinese traditional culture includes three mainstream cultures of Confucianism, Buddhism and Taoism, and Confucianism's benevolence, morality, etiquette and integrity. Taoism governs by inaction, conforms to nature, and man and nature live in harmony. Buddhism's kindness to others and the circulation of cause and effect are the basis for the formation of Chinese traditional culture. In different historical periods, the development of the three cultures has been interrupted, or they have reformed and innovated to adapt to the national conditions, but their spiritual connotation has not been erased, and the inheritance of culture has not been interrupted. It has imperceptibly affected the spiritual life of Chinese people from generation to generation.

Subjects and methods: With the development of modernization and the popularity of the Internet, online information exchange behavior has become a new way of Chinese traditional culture exchange, which makes the traditional culture recognized by the public in a fragmented, situational, role-based and popular way, stimulates the cultural gene of the public's potential, deepens national pride and integrates into the personal experience of the role, so that the psychological satisfaction of the public arises spontaneously. Based on the analysis of Chinese traditional culture communication behavior from the perspective of psychology, starting from the audience psychology of the people, the combination of network information