

translation theory. After six months of teaching, the teaching effect of foreign language teaching method is evaluated according to the students' test results.

Methods: The students' academic achievements were counted and analyzed by software SPSS 17.0.

Results: After teaching, the foreign language scores of the study group and the control group of the three groups were significantly improved ($P < 0.05$), but the foreign language scores of the control group were significantly lower than those of the study group ($P < 0.05$), as shown in Table 1. It shows that the teaching method of the combination of educational psychology and functional translation theory is more effective.

Table 1. Results of students in English Group

Timing	English achievement		<i>t</i>	<i>P</i>
	Research Group	Control group		
Before teaching	65.3±14.2	66.1±15.8	0.147	0.852
After teaching	86.7±10.4	75.7±14.9	8.051	0.009
<i>t</i>	9.475	4.352	-	-
<i>P</i>	0.001	0.043	-	-

Conclusions: Educational psychology can effectively make up for the defects of functional translation theory in teaching. The teaching method combined with functional translation theory can effectively improve students' foreign language achievement and translation level, and contribute to China's cultural exchange.

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RESEARCH ON COPING STRATEGIES OF CONSUMER BEHAVIOR BARRIERS IN MARKETING

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Background: With the development of science and technology and economy and the arrival of the era of economic globalization, China's market economy is developing rapidly, and the marketing of major enterprises is becoming more and more frequent. Marketing refers to the process and system in which enterprises create or transmit and communicate value to consumers for their own profits, so as to create economic value for customers, consumers, partners and the whole society. Specifically, it refers to the process in which the relevant staff carry out business activities and sales activities for the market. For enterprises, marketing is the basis and goal of marketing activities. In the last century, economists and financiers pointed out that the essence of marketing is to trigger marketing in the market environment through a series of effects, so as to guide consumers to make purchase decisions. Marketing is the most important part of an enterprise, including brand marketing, hunger marketing and other marketing means. Through marketing, enterprises can improve the brand awareness of their own products, form a good reputation, attract more consumers to buy their own products and increase the turnover. With sufficient funds, enterprises can improve the production quality and service quality of their products, improve the effect of word-of-mouth and marketing, and form a virtuous circle. Therefore, marketing activities are very important for the survival and development of enterprises.

Consumer behavior disorder refers to the factors that affect consumers to make purchase decisions. In previous studies, consumer behavior barriers are generally divided into six types, namely money cost barriers, image cost barriers, action cost barriers, learning cost barriers, health cost barriers and decision-making cost barriers. Among them, money cost barrier means that consumers have limited funds and are unable to buy products. The obstacle of image cost is that the image of the product is inconsistent with the expectations of consumers. The action cost is the action obstacle in the process of purchasing products, such as distance, operation complexity, etc. Learning cost barrier means that some products can only be used normally after consumers learn, which takes a lot of time. Health cost hindrance means that the product makes consumers worry about health, which affects the sales of the product. Decision cost barrier refers to consumers' trust in products. Consumers here not only refer to individuals, but also include consumers' family and friends' trust in products. Consumer behavior disorder is the biggest problem in the process of marketing. Discussing and studying the coping strategies of consumer behavior disorder in

marketing can effectively improve the turnover of enterprises and promote the growth of market economy.

Objective: Aiming at the consumer behavior disorder in marketing, this paper studies the questionnaire survey of consumers, analyzes the influencing factors of consumer behavior disorder, and puts forward corresponding strategies, in order to provide new solutions for consumer behavior disorder in market influence, improve enterprise turnover, and promote the development of market economy.

Research objects and methods: 600 consumers were randomly selected from four shopping malls for questionnaire survey, including 203 male consumers and 397 female consumers. The monthly consumption amount, frequency and consumption behavior obstacles of consumers shall be counted.

Research design: Calculate and count consumers' scores on five factors such as product reputation, appearance, quality, publicity and price, then analyze the influencing factors of consumer behavior disorder, and formulate the coping strategies of consumer behavior disorder in marketing according to the calculation results. The score range of consumers is 0 - 4. The higher the score, the more likely consumers are to make purchase decisions for the product because of this factor.

Methods: The data of the questionnaire results were statistically analyzed by SPSS 17.0 and excel.

Results: Male consumers paid more attention to the reputation and quality of products, while women paid more attention to the appearance, publicity and price of products. The ratings of male and female consumers on product appearance are shown in Figure 1.

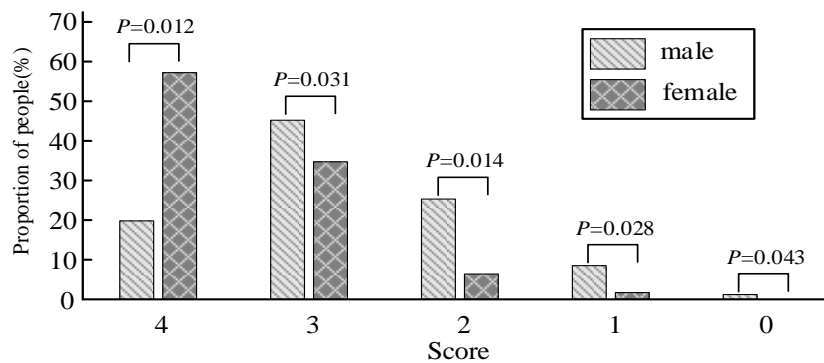


Figure 1. Ratings of male and female consumers on product appearance

Conclusions: Male consumers pay more attention to product reputation and quality, while female consumers pay more attention to product appearance, publicity and price. Therefore, in marketing, it is necessary to formulate targeted and differentiated marketing strategies according to the market positioning of products, so as to achieve twice the result with half the effort, effectively improve market sales and stimulate the development of market economy.

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THE INFLUENCE OF PSYCHOLOGICAL EFFECT ON SCIENTIFIC RESEARCH MANAGEMENT IN COLLEGES AND UNIVERSITIES

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Background: Scientific research is the main driving force and means to promote scientific and technological progress. The quantity and quality of scientific research results can also reflect a country's scientific and technological strength and comprehensive strength. Universities have a large number of disciplines, rich academic resources, more advanced scientific research equipment than private institutions, and have many experienced professors and passionate and energetic graduate students. Therefore, they are often selected as the base of scientific research. As one of the main responsibilities of colleges and universities, scientific research is of great significance to the cultivation of talents, the development of market economy and social development. Therefore, the scientific research level of colleges and universities is one of the main indicators to measure the overall strength of regions and even countries. Based on the above contents, it can be seen that the management of scientific research in colleges and universities is very important. The level of scientific research is closely related to the level of scientific research management. Efficient and scientific research management can promote the improvement of scientific research level in colleges and universities, improve the quality level of students, provide