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THE IMPACT OF NIGHT ECONOMIC DEVELOPMENT ON “NEW” CONSUMERS’ PSYCHOLOGY AND BEHAVIOR IN DAWAN DISTRICT OF GUANGDONG, HONG KONG AND MACAO FROM THE PERSPECTIVE OF FINANCE AND TAXATION

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Background: In the process of rapid economic and social development, people’s pace of life has become faster and faster, and they are facing more and more pressures, such as work pressure, competition pressure, family pressure and loan pressure. In this case, modern people are prone to psychological imbalance and suffer from psychological diseases, such as anxiety, depression, cognitive impairment and so on. In order to alleviate their negative emotions, many people will choose an appropriate way to relax after work to release pressure and regulate their emotions and state. Night economy is an economic development model based on consumption, which is closely related to residents’ consumption behavior and consumption psychology. At the same time, it is also an important way to release residents’ psychological pressure and environmental anxiety.

Consumer psychology is a subject that studies the law of consumers’ consumption decision-making psychology and consumption behavior. Its core idea is to take consumers as the core, provide consumers with high-quality products and services, and promote consumers to carry out consumption behavior. Consumer psychology mainly studies the psychological phenomena and behavior laws of consumers in consumption activities. Its purpose is to study the laws of psychological activities and individual psychological characteristics in the process of daily consumption and daily purchase behavior. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. Guangdong Hong Kong Macao Great Bay area is a hub connecting domestic circulation and international circulation. There are many fiscal and tax preferential policies, and the nighttime economy also develops rapidly. Based on consumer psychology, this study discusses the therapeutic effect of the night economic development of Guangdong, Hong Kong and Macao on consumers’ anxiety from many aspects, provides a new way for the release of pressure and anxiety relief of urban residents, and also promotes the night economic development of Guangdong, Hong Kong and Macao.

Objective: Modern people are easy to suffer from psychological imbalance and mental diseases, such as anxiety, depression, cognitive impairment and so on. Based on consumer psychology, this study discusses the therapeutic effect of night economic development on consumers’ anxiety in Dawan District of Guangdong, Hong Kong and Macao from many aspects, so as to provide a new way for urban residents to release pressure and alleviate anxiety.

Research objects and methods: 80 anxiety patients who had never spent money at night were selected as the research objects in a third-class hospital. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS) were used to evaluate the mental health status of patients.

Study design: Using random number table method, 80 patients were randomly divided into study group and control group, with 40 people in each group. In addition to routine treatment, the patients in the study group are recommended to spend money at night in the Dawan District of Guangdong, Hong Kong and Macao every day to release the pressure. The patients in the control group were only treated with routine treatment. After a period of time, the mental health status of the two groups was compared.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: After a period of time, the SAS score, SDS score and HADS score of patients in the study group were significantly lower than those in the control group ($P < 0.05$). The SDS scores of the two groups are shown in Table 1.

Conclusions: In the process of rapid economic and social development, people’s pace of life has become faster and faster, and they are facing more and more pressure. Therefore, they are very prone to mental diseases, such as anxiety, depression, cognitive impairment and so on. Based on consumer psychology, this study discusses the therapeutic effect of the night economic development of Guangdong, Hong Kong and Macao on consumers’ anxiety from many aspects, provides a new way for the release of pressure and anxiety relief of urban residents, and also promotes the night economic development of Guangdong, Hong

Kong and Macao. The results showed that after a period of time, the SAS score, SDS score and HADS score of patients in the study group were significantly lower than those in the control group ($P < 0.05$). The above results show that the nighttime economic development of Guangdong, Hong Kong and Macao Dawan district plays an important role in the stress release and anxiety treatment of urban residents.

Table 1. SAS scores of two groups of patients

Timing	SDS scores		<i>t</i>	<i>P</i>
	Research group	Control group		
Before intervention	72.2±12.3	71.5±13.1	0.304	0.653
After Intervention	52.6±6.7	62.5±7.9	4.420	0.013
<i>t</i>	7.371	6.421	-	-
<i>P</i>	0.000	0.09	-	-

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THINKING MODE OF CULTIVATING STUDENTS WITH THINKING LOGIC OBSTACLES IN OIL PAINTING TEACHING IN COLLEGES AND UNIVERSITIES

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Background: Thinking is the reaction and generalization of human brain to objective things. Individual thinking includes image, logic and epiphany. Among them, logical thinking is an advanced form of thinking. Logical thinking refers to a way of thinking formed by individual judgment and reasoning in the process of cognition. It is an abstract response to objective reality. It has strong abstract characteristics and reveals the essential attributes of things. Students’ thinking logic obstacles are mainly caused by three reasons: concept, appearance and tool. Students’ cognition of the connotation and extension of things is relatively vague, and they cannot grasp the essential attribute characteristics and core connotation of things, resulting in thinking logic obstacles to the concept of things. Due to the lack or interference of the representation of things, students may also have thinking logic obstacles. Students fail to rebuild the image of objective things in the process of learning, and do not establish the correct things in their mind. It is difficult for the representation to connect the connotation of things with the representation, so as to form thinking logic obstacles. And in the process of cognitive learning, students cannot establish a reasonable thinking model, which may also lead to thinking logic obstacles.

Oil painting is a foreign art form introduced from western countries. It has a short development time in China. China’s oil painting technology is slightly backward. The understanding and technical development speed of oil painting. Therefore, it is necessary to reform the oil painting teaching system and system in colleges and universities, strengthen the innovative education in oil painting art teaching in colleges and universities, and drive the further upgrading of China’s oil painting industry through the innovative development of oil painting. In recent years, China’s oil painting industry has made some achievements, but the cultivation of innovative thinking in oil painting needs to be strengthened. Colleges and universities are required to actively adjust the existing oil painting art teaching mode, emphasize the cultivation of students’ creative thinking in oil painting art teaching, and stimulate students’ enthusiasm and enthusiasm for optimization and creation.

Objective: To study and analyze the current situation of oil painting teaching in colleges and universities, understand the problems existing in oil painting art teaching in colleges and universities, promote the innovation education reform of oil painting art teaching in colleges and universities, and find a reasonable and scientific creative thinking teaching mode of oil painting art on this basis. Through the reform and upgrading of the teaching mode of oil painting art in colleges and universities, the research hopes to cultivate the thinking mode of students with thinking logic obstacles and enhance the learning ability and