

* * * * *

CONSTRUCTION OF NEW RETAIL SMART CIRCULATION SUPPLY CHAIN SYSTEM UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

Xu Xu

Comprehensive College, Shandong Vocational University of Foreign Affairs, Weihai 264504, China

Background: Cognitive psychology mainly studies people's cognitive process. It originated in the mid-1950s. At that time, behaviorism advocated the study of people's external behavior, while cognitive psychologists believed that we should pay attention to the study of psychological activities, not just superficial behavioral activities. Cognitive psychology became the mainstream school in the 1970s. At the specific level, cognitive psychologists study the internal mechanisms and processes that cannot be observed, such as memory processing, storage, retrieval and memory changes. From the perspective of information processing, the research on cognitive process is the mainstream of modern cognitive psychology. It can be said that cognitive psychology is equal to information processing psychology. It regards people as an information processing system, and holds that cognition is information processing, including the whole process of encoding, storing and extracting sensory input. According to this view, cognition can be divided into a series of stages, each stage is a unit that performs specific operations on the input information, and the reaction is the product of this series of stages and operations. The various components of the information processing system are interrelated to some extent. With the development of cognitive psychology, sequential processing is increasingly challenged by parallel processing theory and cognitive neuropsychology. It can be said that cognitive psychology is a psychology that studies the psychological process behind cognition and behavior (including thinking, decision-making, reasoning and the degree of some motivation and emotion). This science covers a wide range of research fields and aims to study the operation of memory, attention, perception, knowledge representation, reasoning, creativity and problem solving. Cognitive psychologists focus on the psychological mechanism as the basis of human behavior, and its core is the internal psychological process between input and output. However, people cannot directly observe the internal psychological process, but can only speculate by observing the input and output. Therefore, the method used by cognitive psychologists is to infer unobserved psychological processes from observable phenomena. Now, cognitive psychology research usually needs the joint support of experiment, cognitive neuroscience, cognitive neuropsychology and computer simulation. This multi-directional research is becoming more and more popular. By studying the brain, itself, cognitive psychologists hope to reveal the basic process of cognitive activity, not just speculate on its process. The most commonly used is to study the cognitive differences between patients with brain injury and normal people to prove the existence and specific patterns of cognitive processing. In short, both in theory and in practice, cognitive psychology has made important achievements. Therefore, it is worth continuing to expand the application scope of cognitive psychology.

In recent years, the information environment, technology environment and business environment of the new retail industry have undergone profound changes. The rise of big data, cloud computing, Internet of things, artificial intelligence and social media and their embedding in the new retail industry reflect these changes. In addition, the continuous maturity of 5G technology and the application of blockchain technology in the new retail industry have flattened the new retail industry. The data mining ability of the retail industry reflects the characteristics of digitization and ecology, the change and reorganization of supply chain structure, and consumers' consumption expectations in specific time and space, which are reflected in the business model of the new retail circulation supply chain. However, facing the changes of information environment, technology environment and business environment, the new retail circulation supply chain gradually presents the characteristics of flattening, digitization and ecology. However, the business model of the new retail smart circulation supply chain has not changed accordingly, which makes the overall operation of the new retail circulation supply chain poor. However, the business model innovation of the new retail smart circulation supply chain can solve the problems of long circulation time, complex circulation links and high circulation cost of the traditional retail industry, and improve the psychological experience of consumers through the reconstruction of the new retail circulation supply chain.

Objective: Based on cognitive psychology, this paper constructs a new retail smart circulation supply chain system, which aims to ensure the overall operation of the new retail circulation supply chain by improving consumers' psychological experience.

Research objects and methods: 100 consumers were randomly divided into control group and

experimental group, with 50 in each group. The control group adopts the conventional new retail smart circulation supply chain system, and the experimental group adopts the new retail smart circulation supply chain system based on cognitive psychology. Then, the psychological experience of the two groups of consumers is compared and analyzed. The evaluation indicators of consumers' psychological experience include: consumption expectation, consumption scene, business situation, service mode, community relationship and psychological demand. 0-3 points are dissatisfied, 4-6 points are satisfied, and 7-10 points are very satisfied.

Methods: Use Excel software for statistical data analysis.

Results: Table 1 shows the psychological experience of the two groups of consumers. It can be seen from Table 1 that compared with the control group, the experimental group of the new retail smart circulation supply chain system based on cognitive psychology has better psychological experience effect, and there is a statistical difference between the two groups ($P < 0.05$).

Table 1. Psychological experience of two groups of consumers ($n=100$)

Factor	Control group ($n=50$)	Experience group ($n=50$)	<i>P</i>
Consumption expectation	2	8	0.00
Consumption scenario	3	7	0.00
Business context	2	8	0.00
Service mode	1	8	0.00
Community relations	2	9	0.00
Psychological needs	3	8	0.00

Conclusions: The new retail smart circulation supply chain system based on cognitive psychology can effectively improve consumers' psychological experience, and then is of great significance to the overall operation of the new retail circulation supply chain.

Acknowledgement: The research is supported by: Research on the Development Path of Rural E-commerce in Shandong Province (No.2020-NDJJ-20). Humanities and Social Sciences Projects of Shandong Province in 2020.

* * * * *

INFLUENCE OF TRADITIONAL CLOTHING COLOR MATCHING ON PEOPLE WITH MEMORY IMPAIRMENT

Zhenzhen Chen

College of Humanities and Arts, Hainan College of Economics and Business, Haikou 571127, China

Background: Memory impairment is one of the main manifestations of mild cognitive impairment in the elderly. The prevalence of memory impairment among the elderly worldwide exceeds 3%. With the aging society in China, the incidence rate of memory impairment has increased year by year. This is a heavy burden on families and society. Memory impairment refers to the pathological state of functional decline or loss of any one or more links of memory, preservation, cognition and reproduction. It is a common symptom of neurological and mental illness. Memory impairment can be divided into long-term memory impairment, short-term memory impairment and short-term memory impairment. The disease can be improved by drug treatment, psychotherapy and other methods. At present, it cannot be completely cured. The etiology of memory impairment is complex. This is a syndrome that can occur in many diseases. It can come from brain and systemic diseases, including dementia, brain trauma, cerebrovascular diseases and so on. This disease often occurs in people with a family history of brain injury, cerebrovascular disease and degenerative diseases. It can be caused by infection and abnormal nutritional metabolism. At the level of dementia, it is an acquired and persistent intellectual impairment syndrome caused by brain dysfunction, including Alzheimer's disease, frontotemporal degeneration, vascular dementia and so on. The occurrence of dementia is slow and hidden, and memory loss is the main core symptom. In terms of brain injury, brain injury is caused by external forces. Damage to the brain parenchyma can lead to memory impairment, which may be temporary or permanent. At the level of cerebrovascular diseases, such as cerebral infarction and stroke, these diseases can lead to brain injury and memory impairment. When patients with memory impairment, severe memory impairment or diagnosed memory impairment have symptoms such as