

study analyzes the psychological characteristics and decision-making mode of people and organizations behind the working capital from the perspective of social psychology, looks for relevant data sets and establishes a regression model to analyze the social-psychological factors that will affect the local capital flow. The results of regression analysis show that the most effective protective factors to increase the net capital inflow of the economy are positive and optimistic national overall personality bias, moderate social openness and non-racial bias. This is because a positive and optimistic national overall character will bring higher production efficiency, and the incidence of social-psychological crimes is lower. A medium degree of social openness can achieve a high cost-effective balance between protecting national spiritual independence and obtaining external resources. Non-racial bias can enable citizens to carry out production activities under the condition of lower psychological burden and negative emotions.

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ON THE INFLUENCE OF MARKETING EFFICIENCY FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: Consumer psychology is an emerging discipline that studies various psychological changes and the law of psychological activities produced by consumers in consumer activities. It also belongs to the interdisciplinary discipline composed of consumer economics and psychology. The main research objects of consumer psychology are the psychological activity process and personality psychological characteristics of consumers, the psychological factors affecting consumer behavior, the impact of social environment on consumer psychology, consumer psychology and consumption habits, marketing methods and consumption psychology of consumer groups, and so on. Consumer psychology is of great significance to improve product sales revenue and expand product popularity. Consumers' purchase motivation is affected by various realistic and potential factors. It seems to be accidental. In fact, it has its profound reasons for consumer psychology, that is, a series of seemingly "accidental" consumer behaviors actually mainly depend on the influence of consumer psychological factors. Specifically, consumers' consumption psychology is mainly affected by advertising, past consumption experience and lifestyle, which is also the key point to improve marketing efficiency. Therefore, this study attempts to use consumer psychology to analyze the effective measures to improve marketing efficiency from the perspective of consumer psychology.

Objective: To analyze the consumer psychological factors affecting the marketing efficiency of enterprises, and put forward some suggestions to improve the marketing efficiency of enterprises, so as to contribute some ideas from different perspectives to improve the marketing ability and product competitiveness of domestic enterprises.

Objects and methods: Collect classic marketing and consumer psychology papers and books published at home and abroad, carefully study these materials, and summarize some consumer psychology that will affect enterprises to improve marketing efficiency from the perspective of consumer psychology according to the contents of these materials. Then a set of questionnaires is designed and carried out. The survey content is the influencing factors of consumers on enterprise marketing efficiency and the influence level of each factor. The influence degree is divided into five categories: no influence, slight influence, general influence, obvious influence and full influence, and assigned 1, 2, 3, 4 and 5 respectively. The questionnaire incorporates the consumer psychology proposed in this study for the respondents to choose. The reliability and validity of the questionnaire shall be tested. If one of the reliability or validity does not meet the requirements, the corresponding part of the questionnaire shall be adjusted and redesigned, and the reliability and validity shall be tested again until the reliability and validity of the questionnaire are qualified. The subjects of the questionnaire were 232 adults of different ages, occupations and genders, who were obtained by publishing the information of the convening of experimental volunteers in the administrative center of a commercially developed municipal administrative unit in China.

Results: After the questionnaire survey, the invalid questionnaire was collected and removed, the valid questionnaire was entered into the computer, and SPSS23.0 and Excel software has been used for statistical analysis, and the analysis results are shown in Table 1.

Compared with the average of the four psychological phenomena, the psychological degree of scarcity and the pursuit of market efficiency is more obvious. That is, the surveyed consumers believe that the impact of this two-consumer psychology on marketing efficiency is higher than the "obvious impact" on the whole level.

Table 1. Display of questionnaire survey results

Consumer psychological reasons	Explain	Mean score of influence degree	Standard deviation of influence score
Group psychology	Consumer behavior is influenced by other consumers	4.06	0.31
Conservative psychology	Once consumers get used to a product, their interest in other similar products will decrease	3.28	0.28
Comparative psychology	Consumers' perception of the value of products depends on the selected reference object	3.67	0.19
Pursuit of scarcity	Consumers are more interested in scarce products	4.25	0.25

Conclusions: In view of the marketing problems of some enterprises in China, such as low marketing efficiency and marketing content that cannot be recognized by consumers, after collecting and analyzing the classic marketing and consumer psychology papers and books published at home and abroad, this study summarizes some consumer psychological factors that will affect enterprises to improve marketing efficiency from the perspective of consumer psychology, and carry out a set of questionnaires to cross verify the rationality of these factors. The survey results show that consumers believe that the four psychological phenomena of conformity, conservatism, contrast and the pursuit of scarcity have an obvious impact on the marketing efficiency of enterprises, among which the pursuit of scarcity and conformity have the greatest impact. The analysis shows that this is because consumers are naturally more interested in scarce products, and consumers' consumption psychology will tend to be consistent due to the interference of other consumers to a large extent. Therefore, the reasonable use of marketing teams of hunger marketing, word-of-mouth publicity and community publicity in the market can usually achieve better marketing results.

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RURAL TOURISM DEVELOPMENT AND ECO-TOURISM INNOVATION PATH FROM THE PERSPECTIVE OF TOURISM PSYCHOLOGY

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Background: There are two logical starting points of tourism psychology, which are also closely related to the diversity and development of their own definitions. Firstly, tourism psychology is a subject with tourism psychology as the main research object and core concept. Secondly, it takes tourism as the research object and psychology as the research perspective. No matter which logical way, the final relationship between human tourism behavior and tourism psychology is the main starting point. From the perspective of tourism psychology, the psychological and behavioral phenomena of tourists, tourism workers and local residents have a significant impact on the whole set of social tourism behavior. Tourists' tourism psychology includes both static and dynamic psychological factors. Static psychological factors include tourists' inherent tourism emotion, tourism concept, tourism interest and other almost attribute factors. These factors will not change due to the dynamic changes in tourism behavior. It is the main psychological motivation for tourists to choose tourism destination and tourism behavior. Dynamic tourism psychological factors are caused by the dynamic psychological phenomena in the process of tourism behavior, such as tourism traffic psychology, tourism accommodation psychology, tourism psychology, tourism diet psychology and so on. In the process of developing rural ecotourism, both static tourism psychological factors and dynamic tourism psychological factors of tourists need to be taken into account. These innovative designs around tourists' psychological factors can be shown through rural ecotourism construction, and rural ecotourism construction with different emphases can be favored by different tourism groups. Therefore, through the innovation of rural ecotourism construction path, we can effectively grasp the psychology of tourists, accurately divide tourism groups according to the existing rural characteristics, and lay the foundation for further marketing and publicity means, so as to achieve the effect of revitalizing rural tourism and developing rural economy.

Objective: This study starts from the perspective of tourism psychology, by grasping the static tourism psychological factors and dynamic tourism psychological factors of tourists' psychology, provides path