

demand has five characteristics: objectiveness and variability. After consumers have some shopping demand, it will affect their shopping behavior. The more consumers need something, the more likely they are to buy it. The factors affecting consumers' consumption needs are subjective and objective. Subjectivity means that consumption needs will be affected by physiological and psychological conditions. The purchase motivation of consumers is divided into physiological consumption motivation and psychological consumption motivation. The former is the consumption motivation generated by the survival needs of consumers. For example, eating and drinking water are things that must be carried out for human survival. Generating consumption motivation on these things that must be consumed for survival belongs to physiological consumption motivation. Psychological consumption motivation means that consumers want to achieve respect needs and social needs, resulting in consumption motivation. For example, in order to make yourself look better, the idea of buying cosmetics comes into being, which belongs to psychological consumption motivation. After consumers have consumption motivation, they will evaluate what they want to buy and judge whether it is worth buying. In the purchase process, consumers will be affected by price, quality, brand, personal economic level, aesthetics and so on. Among them, in the brand factor, consumers will choose those products with higher recognition as their purchase choice. For example, consumers tend to recognize the same brands in the process of online shopping. When they compare the quality and cost performance of these products, they tend to recognize them more. According to the characteristics of consumer psychology and consumer behavior, this paper analyzes the impact of consumers' recognition of brand value on enterprise performance based on consumer psychology.

Objective: To understand the current consumer psychology and behavior law, and analyze the influencing reasons. On this basis, this paper studies the impact of consumers' recognition of brand value on enterprise performance. Through the influence of consumers' recognition of brand value on enterprise performance, make corresponding adjustments to enterprise management, so as to improve enterprise performance.

Research objects and methods: The research objects were consumers, and 100 consumers were randomly selected from a large shopping mall. These consumers come from different occupations, and there are differences in their education, family economic level, aesthetic hobbies and social status. Understand their daily consumption, consumption motivation and their views on the brand, and record relevant data. The fuzzy evaluation method is used to evaluate the impact of consumers' recognition of brand value on enterprise performance, and the relevant influencing factors are quantified. A score of 0-4 is used. 0-4 indicates no impact, slight impact, general impact, obvious impact and complete impact respectively. The data are processed and analyzed by Excel software and SAS software.

Results: Consumers' consumption psychology and behavior are affected by many factors. Personal economic conditions, product quality and brand awareness will affect consumers' consumption behavior and which product consumers choose as their final choice. Consumers' recognition of brand value will promote the growth of enterprise performance and create more benefits for enterprises. The impact of middle-aged consumers' cognitive recognition of brand value on enterprise performance is scored as 4 points, and the results are shown in Table 1.

Table 1. The influence of consumers' recognition of brand value on enterprise performance

Age group	Cognitive identity	Emotional identity	Identity
Youth	3	4	4
Young and middle-aged	3	4	3
Middle age	4	3	3

Conclusions: Consumers' recognition of brand value has a great impact on enterprise performance. In the process of enterprise management, we can expand the popularity of enterprises through advertising, maintaining and improving product quality and other measures, so that more consumers can understand the brand, recognize the brand value and choose to buy brand products.

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ANALYSIS OF PERSONAL INVESTMENT PSYCHOLOGY AND JOB ANXIETY BASED ON BEHAVIORAL FINANCE

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Background: Since the reform and opening up, China's economy has developed rapidly and people's disposable income has been increasing. In this context, China's financial market is also developing. Investment is an economic activity with high risk and high return. Many investors suffer from anxiety because they are too worried about investment risks. At the psychological level, anxiety belongs to a kind of negative emotion. It is a dangerous state in which individuals are unable to achieve their goals or overcome obstacles, which leads to the frustration of individual self-confidence and self-esteem, increases the sense of frustration and frustration, and then forms a state of tension, anxiety and fear. Long-term and excessive anxiety will damage the patient's body function and reduce the patient's mental health level. Patients with excessive anxiety often have a sense of near-death, loss of control and mental breakdown, so patients will lose confidence in life, leading to the idea of suicide. Therefore, finding an appropriate way to alleviate investors' anxiety is of great significance to investors' physical and mental health.

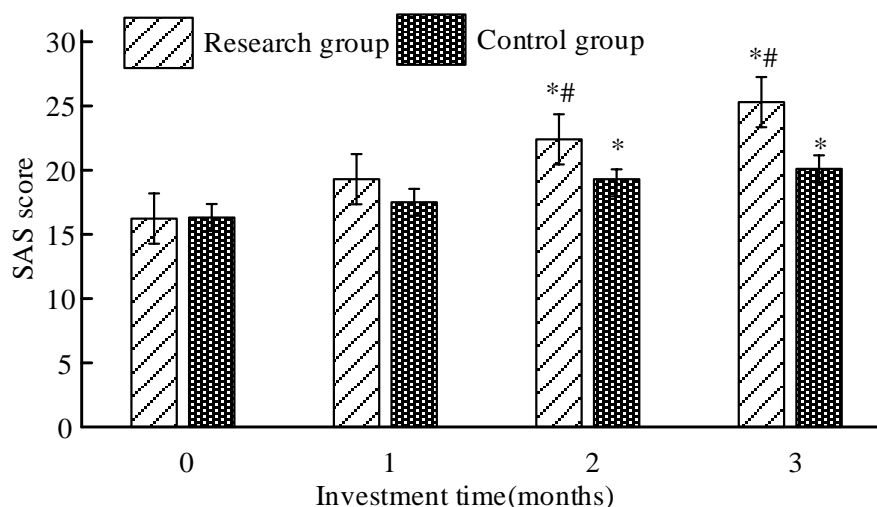
Cognitive psychology is a branch of psychology that began to rise in 1950. It mainly studies human advanced psychological processes, such as attention, perception, thinking and language. The orientation of cognitive psychology focuses on the mode of thinking and reasoning by using cognition, which is mainly to explain the law of individual psychological changes in the process of cognition. In the theory of cognitive psychology, individual learning process is actually a process of gradual construction and improvement of knowledge, not only the absorption and digestion of knowledge, but also the process of using their own knowledge to build new knowledge. After the environment stimulates the individual to produce information, the individual obtains the ability through the internal cognitive processing of these information, so that the learning and the learning situation are always consistent. Therefore, cognitive psychology believes that the individual cognitive process is essentially the process of individual brain processing symbolic information. The main human activities include three aspects: cognitive activities, emotional activities and will behavior, which can be explained and expounded by the theory of cognitive psychology. Based on cognitive psychology, this study analyzes investors' investment behavior, investment psychology and investment cognition by using behavioral finance, discusses the factors leading to investors' anxiety, and constructs an investment risk prediction model according to the analysis results to alleviate investors' anxiety.

Objective: Investment is an economic activity with high risk and high return. Many investors suffer from anxiety because they are too worried about investment risk. Based on cognitive psychology, this study uses behavioral finance to analyze investors' investment behavior, investment psychology and investment cognition, and constructs an investment risk prediction model according to the analysis results to alleviate investors' anxiety.

Research objects and methods: 80 investors with anxiety disorder were selected as the research objects. Self-rating Anxiety Scale (SAS) and Symptom Checklist-90 (SCL-90) were used to evaluate the mental health status of investors.

40 investors in each group were randomly divided into study group and control group. The research group used the investment risk prediction model based on cognitive psychology to carry out investment activities. The control group carried out investment activities based on traditional decision-making methods. After a period of time, compare the anxiety of the two groups of investors.

Methods: The relevant data were processed and analyzed by software SPSS17.0.



Note: * $P < 0.05$ compared with that before teaching; # It indicates that compared with the control group, $P < 0.05$.

Figure 1. Changes of SAS scores of two groups of investors before and after investment

Results: Before investment, there was no significant difference in SAS score and SCL-90 score between the two groups ($P > 0.05$). After a period of time, the SAS score and SCL-90 score of investors in the study group were significantly lower than those in the control group ($P < 0.05$). The changes of SAS scores of the two groups of investors before and after investment are shown in Figure 1.

Conclusions: Since the reform and opening up, China's economy has developed rapidly and people's disposable income has been increasing. In this context, China's financial market is also developing. Investment is an economic activity with high risk and high return. Many investors suffer from anxiety because they are too worried about investment risks. Based on cognitive psychology, this study analyzes investors' investment behavior, investment psychology and investment cognition by using behavioral finance, discusses the factors leading to investors' anxiety, and constructs an investment risk prediction model according to the analysis results to alleviate investors' anxiety. The results showed that there was no significant difference in SAS score and SCL-90 score between the two groups before investment ($P > 0.05$). After a period of time, the SAS score and SCL-90 score of investors in the study group were significantly lower than those in the control group ($P < 0.05$).

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THE INFLUENCE OF TRADITIONAL AESTHETICS IN ART DESIGN ON PEOPLE WITH COLOR VISUAL IMPAIRMENT UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: Due to congenital or acquired reasons, some people have different degrees of obstacles to some visual organs, resulting in color visual impairment. Patients with color visual impairment have weak perception of color, and some patients with color visual impairment have negative emotions such as depression and inferiority complex. When negative emotions are accumulated for a long time and cannot be released, it will damage the patient's body function, lead to damage to the cerebral cortex and cognitive impairment. Cognitive impairment is a pathological process involving brain function. Patients with cognitive impairment are often accompanied by learning impairment, memory impairment, aphasia and so on, which seriously affects the patients' daily life and reduces the patients' quality of life. At the same time, it also causes a large economic and management burden to the patients' family and society. Art design works can convey emotions and calm the mind. They can alleviate the negative emotions of the audience and then treat cognitive impairment. However, traditional art design pays attention to the use of color, and the treatment effect is not obvious for patients with cognitive impairment with color visual impairment. Therefore, it is of great significance for patients and their families to innovate art design so that people with color visual impairment can fully appreciate the beauty and emotion of art works, and then alleviate the degree of cognitive impairment of patients.

Design psychology can analyze people's psychological state and psychological needs, and apply the analysis results to art design. In addition, design psychology also studies the psychological changes of designers in the design process and the psychological impact of design works on social groups and social individuals, and applies these to art design, so that art design can more intuitively and appropriately reflect the psychology and emotion of the audience, so as to meet the psychological and aesthetic needs of the audience. Design psychology contains many contents, including visual design, color psychology, consumer psychology, product design, environmental design, personality tendency, hierarchical demand, etc. it also involves perceptual texture and psychological effect. Chinese traditional aesthetics, such as ink painting, poetry and calligraphy, do not pay attention to the application of color, but pay more attention to the expression of artistic conception. In the theory of design psychology, it meets the color psychology, psychological effect and hierarchical needs of people with color visual impairment. In addition, the emotional expression and cultural connotation contained in China's traditional aesthetics are easier to make the audience feel cordial and identity. Therefore, it is in line with the personality tendency, hierarchical needs and environmental design in the theory of design psychology. Therefore, based on design psychology, the research applies traditional aesthetics to art design, so as to innovate art design, better meet the visual aesthetic needs of people with color visual impairment, alleviate their cognitive impairment, reflect