

## RESEARCH ON THE RELATIONSHIP BETWEEN COMMUNITY SCENE MARKETING AND CONSUMERS' PSYCHOLOGICAL PURCHASE INTENTION

Yina Feng

*Sichuan Vocational College of Finance and Economics, Chengdu 610101, China*

**Background:** The research on consumer psychology can tap consumers' purchase intention. By capturing consumers' psychological activities and emotional demands, launching products that meet consumers' wishes and balancing them in price, product performance and other indicators, we can improve sales performance and meet consumers' purchase psychology at the same time. In the research on the psychological characteristics of consumers, the psychology of consumers has the characteristics of purpose, consciousness, development and change. The change of any factor will affect the sales effect. Therefore, in modern marketing strategy, it is necessary to reasonably excavate various characteristics of consumers and explore the purchase relationship between consumers and products, so as to further improve the quantity of sales and sales performance. With the continuous development of e-commerce industry, e-commerce shopping based on the Internet has become the main platform for consumers to buy goods. E-commerce shopping eliminates various expenses such as store fees and labor costs. By providing purchase relations through the network platform, consumers can buy the same products at a lower price, which is deeply loved by young groups. In addition, with the intensification of market competition, there is also a new consumption mode, community scenario marketing, which is different from traditional sales. Community marketing needs to grasp the psychological relationship of consumers' purchase and obtain the maximum benefit of sales through consumers' purchase psychology.

As a huge economic market in China, there are a large number of communities in various cities. Relying on community relations, a huge consumption network can be built through marketing strategies. Community scene marketing is rising rapidly in various cities in China. Different from the traditional distribution channel strategy, community scene marketing has higher participation, stronger adhesion and clearer theme eigenvalues. In community scenario marketing, we can build a community sales brand through the cohesion of the community, and customize products that meet the needs of community consumers through the research on the consumption psychology of community people. In the construction of community scene sales network, to improve the effect of community marketing, we should deeply explore the relationship between consumers' purchase intention, such as optimizing the product types and product prices concerned by consumers, and improving the marketing effect through the strategy of low price and high sales volume. At the same time, with the formation of community brand, in order to increase the viscosity of consumers and community marketing, marketing strategies such as member discounts and special point commodity discounts will be added in marketing, so as to improve the sales effect of the whole marketing community. Therefore, from the perspective of community scenario marketing, this paper discusses the relationship between consumer psychology and consumer purchase intention, so as to discuss the relationship between consumer psychology and community influence on consumption.

**Objective:** To study the psychology of consumers, analyze the relevant factors affecting consumers' purchase intention, and analyze the psychological relationship of consumers in community scene marketing, so as to improve the effect of community scene sales.

**Subjects and methods:** Taking a community scene network in a city as an example, randomly select 50 community consumers in the community scene to investigate the psychological purchase factors of consumers, optimize the marketing strategy of community scene through mastering the psychological data of consumers, and discuss the purchase intention of community consumers for their own products in a month.

**Results:** The change of purchase psychology of community consumers after one month is shown in Table 1. Through the research on the psychology of community consumers, the community scene marketing strategy is improved. After one month of sales, the sales performance and consumers' purchase intention of community marketing have been greatly improved. 1 to 4 are the index parameters. The higher the value, the better.

**Table 1.** The changes of purchase psychology of community consumers after one month are shown in the Table below

Project	Consumption intention	Satisfaction	Community sales	Commodity viscosity
Before	2	3	2	1
After	4	4	3	3
<i>P</i>	<0.05	<0.05	<0.05	<0.05

**Conclusions:** Community scenario marketing is different from traditional marketing strategies. In the community circle, consumers should be more viscous, interactive and willing to buy. To improve the effect of community scene sales, we need to reasonably grasp the psychological relationship between consumers and products, such as the balance between product price and sales quantity. Establish community brand and set up membership system. At the same time, pay attention to commodity promotion, continuously optimize the community marketing strategy through the evaluation of consumers' psychological purchase intention, which can improve consumers' purchase intention. At the same time, by reasonably balancing the relationship between price and quantity, it can also significantly improve the performance of community sales, so as to meet the development goal of community scenario marketing. With the continuous discovery of China's e-commerce market, more and more online e-commerce platforms have also established independent community marketing brands offline, which makes the sales of community products more diversified and more conducive to the purchase requirements of consumers. However, in community scenario marketing, we should always grasp the purchase psychology of consumers and reasonably optimize the marketing strategy, so as to meet the hearts of mass consumers, in order to achieve better development of community scene sales.

\* \* \* \* \*

## RESEARCH ON THE CURRENT SITUATION AND DEVELOPMENT OF WUSHU AND ITS IMPACT ON ALLEVIATING COLLEGE STUDENTS' LEARNING PSYCHOLOGICAL ANXIETY

Xikui Guo\* & Xianli Lyu

*Ankang University, Ankang 725000, China*

**Background:** Psychological anxiety is a psychological disease. People with psychological anxiety have tight nerves and are vulnerable to the influence of the external environment, resulting in problems such as depression, anorexia, poor sleep and so on. With the acceleration of the development of modern society, more and more young groups suffer from psychological anxiety, which has been widely concerned by the society. At present, college students generally suffer from learning psychological anxiety, and the causes of students' learning psychological anxiety mainly focus on learning problems, such as the psychological anxiety caused by the difficulty of professional courses and learning difficulties faced by many college students. For another example, the pressure of entering a higher school and graduation leads to the pressure of learning at home, resulting in mental stress problems. In addition, with the increase of English test, computer and other certification tests, the learning tasks of learning specialty and textual research are overlapped, and the students' academic tasks are increased, resulting in the problem of learning psychological anxiety. In addition, more and more students do not have reasonable adjustment and arrangement of study and rest time. For example, college students generally stay up late to study and increase learning tasks in the stage of facing the examination, coupled with the accumulation of various internship tasks, employment and other pressures, many college students are nervous and have the symptoms of learning psychological anxiety. Learning anxiety symptoms not only affect students' health, but also affect their academic development. Therefore, in modern college education, we need to pay attention to the psychological anxiety of students, put forward targeted measures according to the specific anxiety status of students, and improve students' psychological anxiety, which is very important to promote the scientific development of current education.

In the long-term research on college students' learning anxiety, psychological experts believe that the problem of psychological anxiety in colleges and universities is a universal phenomenon. We should not only look at the problem with a normal attitude, but also make reasonable adjustments to help current college students solve the problem of learning psychological anxiety. From the impact of learning psychological anxiety, experts found that physical and mental exercise can effectively alleviate students' learning anxiety, but also have the effect of strengthening their health. Wushu is one of the key sports in colleges and universities. By actively promoting Wushu activities in college education and calling on all students to participate in Wushu activities, it has important research significance for students who have been in a state of mental anxiety for a long time. Wushu not only provides Wushu movement guidance, but also a reasonable Wushu movement can relieve students' mental pressure and release students' pressure. Wushu training in the outdoor environment, with the participation of many students, can regulate students' body, psychology and emotion, which will have an important impact on improving students' learning anxiety. Therefore, facing the problem of learning anxiety of college students, this paper studies the impact of