

Therefore, some staff have doubts about their work ability, resulting in anxiety. Based on consumer psychology, the research analyzes the consumer psychological state of consumers, puts forward assumptions according to the analysis results, constructs an index system, reduces the research workload and alleviates the anxiety of staff.

**Subjects and methods:** 40 workers engaged in related industries were selected as the research objects. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety Scale (HADS) were used to evaluate the anxiety level of the subjects.

**Study design:** Using the random number table method, 40 subjects were randomly divided into study group and control group, with 20 people in each group. The research group used the index system based on consumer psychology to work. The control group used the traditional method to work. After a period of time, the anxiety and depression levels of the two groups were compared.

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

**Results:** Before the experiment, there was no significant difference in SAS score between the two groups ( $P > 0.05$ ). After the experiment, the SAS score of the staff in the research group decreased significantly ( $P < 0.05$ ), and was significantly lower than that in the control group ( $P < 0.05$ ). There was no significant change in SAS score in the control group ( $P > 0.05$ ). The SAS scores of the two groups are shown in Table 1.

**Table 1.** SAS scores of two groups of subjects

Timing	SAS scores		<i>t</i>	<i>P</i>
	Research group	Control group		
Before experiment	61.9±12.3	62.1±13.1	0.403	0.762
After experiment	42.6±6.2	60.3±10.1	7.354	0.000
<i>t</i>	8.019	0.431	-	-
<i>P</i>	0.000	0.437	-	-

**Conclusions:** The study of the impact of consumer psychology on regional economic development and construction has become a hot topic in recent years. However, the workload of the study is very large, and some staff members have anxiety. Based on consumer psychology, the research analyzes consumers' consumer psychological state, puts forward assumptions and constructs an index system according to the analysis results. The results showed that after working with the index system for a period of time, the SAS score of the staff in the study group decreased significantly ( $P < 0.05$ ), and was significantly lower than that in the control group ( $P < 0.05$ ). It shows that the index system can effectively reduce the research workload and alleviate the anxiety of staff.

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## ANALYSIS OF CHINESE URBAN RESIDENTS' PSYCHOLOGICAL CONSUMPTION EXPECTATION UNDER CONSUMPTION PSYCHOLOGY

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**Background:** In the 1930s, some scholars deeply analyzed and discussed consumers' psychology and purchase behavior, and then put forward the concept of consumer psychological expectation. Consumer psychological expectation means that in the process of consumer behavior, consumers make a comprehensive evaluation of the price and performance of the goods they want based on personal cognition and psychological expectation. Consumer psychological expectation usually includes consumers' psychological price and expected quality of goods. There are many factors that affect consumers' psychological expectation, such as the market price of goods, the functional practicability of goods, whether goods have a good after-sales service system, the brand popularity of goods and so on. In recent years, China's economic development, transformation and urbanization are advancing rapidly, and the income level and consumption level of urban residents have been greatly improved. Consumers' psychological expectation has an important impact on consumers' personal consumption behavior and purchase intention, as well as the operation of the overall economy. Therefore, the research and analysis of China's urban residents' consumption psychological expectation can provide reference for the steady and sustainable development of China's national economy.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and

psychological change law of consumers in consumer activities, including the process of consumers' psychological activities, consumers' personality psychological characteristics and so on. 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. Based on consumer psychology, this study analyzes the consumer psychological expectation of urban residents in China, so as to select the indicators affecting the consumer psychological expectation of urban residents and study the factors affecting the consumer psychological expectation.

**Objective:** Consumers' psychological expectation has an important impact on consumers' personal consumption behavior and purchase intention, as well as the operation of the overall economy. Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities. Therefore, based on consumption psychology, this study analyzes the consumption psychological expectation of urban residents in China, so as to select the indicators affecting the consumption psychological expectation of urban residents and study the factors affecting the consumption psychological expectation.

**Subjects and methods:** 600 urban residents were selected as the research object, and the Consumer Psychological Expectation Questionnaire (CPEQ) was developed based on consumer psychology to analyze the factors affecting consumer psychological expectation.

**Research design:** Using cluster sampling method (selecting research objects with different educational backgrounds and jobs from 6 cities), using the consumer psychological expectation questionnaire based on consumer psychology to investigate, and analyzing the factors affecting consumer psychological expectation according to the questionnaire survey results. Using the principal component analysis method to analyze the extracted factors, and extracting the principal factors with eigenvalues greater than 1.

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

**Results:** Five main factors are extracted by principal component analysis, which are macroeconomic situation expectation (factor 1), personal life and income expectation (factor 2), government economic policy expectation (factor 3), price trend expectation (factor 4) and emergency prevention expectation (factor 5). The alpha coefficients of the five main factors are high, and the alpha coefficients are 0.6862, 0.5963, 0.7345, 0.7664 and 0.6762 respectively, indicating that the results have high reliability. The alpha coefficients of the five main factors are shown in Table 1.

**Conclusions:** In recent years, China's economic development, transformation and urbanization are advancing rapidly, and the income level and consumption level of urban residents have been greatly improved. Therefore, the research and analysis of China's urban residents' consumption psychological expectation can provide reference for the steady and sustainable development of China's national economy. Based on consumer psychology, this study analyzes the consumer psychological expectation of urban residents in China, and formulates a consumer psychological expectation questionnaire according to the analysis results to analyze the factors affecting consumer psychological expectation. The results show that five principal factors are extracted by principal component analysis, and their alpha coefficients are 0.6862, 0.5963, 0.7345, 0.7664 and 0.6762 respectively, indicating that the results have high reliability.

**Table 1.** Coefficient of 5 principal factors

	Principal factor serial number				
	1	2	3	4	5
Alpha coefficient	0.6862	0.5963	0.7345	0.7664	0.6762

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## INFLUENCE MECHANISM OF DIVERSIFIED CONSUMPTION PSYCHOLOGICAL TREND ON ACTIVATING THE POTENTIAL DRIVING FORCE OF DIGITAL ECONOMY

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**Background:** The concept of digital economy was first put forward in 1996, which has aroused great repercussions in the economic community. With the development of computer information technology, the digital economy industry has also made great progress. In some areas of China, digital economy industry has become the pillar of local economy and made great contributions to improving the level of market economy