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## THE INFLUENCE OF VISUAL COMMUNICATION DESIGN UNDER BEHAVIORAL PSYCHOLOGY ON CONSUMERS' PURCHASE PSYCHOLOGY

Zhe Zhang

*Wuhan Sports University, Wuhan 430000, China*

**Background:** Behavioral psychology is a branch of psychology founded by American psychologist Watson. Behavioral psychology takes people's behavioral psychological activities as the research object, emphasizes the interaction between people's behavior and psychological characteristics, makes a comprehensive analysis of individuals from the law of behavioral psychology, and forms a psychological way of thinking of psychology and behavior. There are differences in personality, social role, family background and other factors among individuals, so individual behavior characteristics are also different. Behavioral psychology divides individual behavior activities into social behavior, necessary behavior and autonomous behavior. Social behavior is also called social behavior. Social behavior such as dinner with friends is social behavior. Individual social behavior is mainly affected by his hobbies and personal tendencies. In general, the necessity behavior of individuals is less affected by external factors, which refers to the behavior activities that must be carried out in the daily life of individuals. Autonomous behavior, also known as selective behavior, is an individual's behavior of independent choice. It is usually affected by environmental factors, such as individual autonomous behavior such as going out for a walk.

Aesthetics, practicability and other factors are the commodity conditions that consumers will consider when purchasing commodities. The value of commodities has an important relationship with the product itself and packaging. The visual communication effect of product packaging design directly affects consumers' first impression of commodities. Designers convey their ideas and ideas to consumers through the visual communication and appearance design of goods, attract consumers' attention and increase consumers' desire to buy goods. On the other hand, the packaging design of commodities is also a channel to show the information of commodities. Excellent commodity packaging design can effectively transmit the characteristic information of commodities, bring beautiful sensory experience to consumers and promote the efficiency of commodity trade. The packaging design of commodities needs to express commodity information and attract consumers' attention as the design premise, beautify the appearance packaging of commodities through pattern design, color matching and shape change, so as to make consumers have a deep visual impression and help consumers quickly understand the characteristic information of commodities. The packaging design of goods can promote consumers to deepen their impression of goods, making it difficult for consumers to forget the goods, so as to attract more consumers to buy or repurchase. Effective packaging design can promote consumers' cognition of goods, establish a good product impression in consumers' hearts, and increase the number of potential users of goods.

**Objective:** Based on the theory of behavioral psychology, this study explores the characteristics and change laws of psychological activities behind consumers' purchase behavior, studies the visual communication design of commodity packaging, combines the visual communication design of commodity packaging with consumers' purchase behavior and psychology, and puts forward the commodity visual communication design strategy for consumers' purchase behavior psychology. The research analyzes the relationship between consumers' purchase behavior psychology and commodity packaging design, hoping to provide reference for optimizing commodity packaging design from the perspective of behavioral psychology.

**Subjects and methods:** Using the method of correlation analysis, this paper analyzes the correlation between commodity packaging design and consumers' purchase behavior psychology, understands the potential relationship between commodity packaging design and consumption behavior, and optimizes the visual communication design of commodity packaging from the perspective of behavioral psychology. The research makes regression analysis on the relationship between independent variables and dependent variables, estimates the conditional expectation of dependent variables by giving independent variables, and realizes the exploration of the correlation between independent variables and dependent variables.

**Results:** The comparison results of consumer scores before and after the optimization of commodity packaging design are shown in Table 1. After the optimization of commodity packaging design based on behavioral psychology, consumers' satisfaction with information transmission, attention attraction and consumption promotion of commodity packaging design is improved.

**Table 1.** Comparison results of consumer scores before and after optimization of commodity packaging

design

Survey object	Before optimization	After optimization
Information transmission	2	4
Attention attraction	1	4
Purchase behavior promotion	1	4

**Conclusions:** From the perspective of behavioral psychology, optimizing and adjusting the packaging design of commodities can effectively improve the information transmission efficiency of commodities, attract consumers' attention, deepen consumers' impression and purchase desire of commodities, and realize the effective improvement of commodity trade efficiency. The packaging design of goods can make full use of the design and combination of packaging graphics to attract the attention of consumers, and enhance the appeal and design sense of commodity packaging through concrete or conscious graphic design, so that consumers can generate rich associations from the packaging design of goods and help promote consumer behavior. On the other hand, color matching is also the key factor to promote consumers' purchase desire. Commodity packaging design can start with color design and use consumers' sensitivity to color to promote consumption.

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## THE EFFECT OF THE REFORM OF ACCOUNTING AND AUDITING STANDARDS ON THE COGNITIVE PSYCHOLOGY OF ACCOUNTING PRACTITIONERS

Min Tang

*School of Accounting and Finance, Wuxi Vocational Institute of Commerce, Wuxi 214000, China*

**Background:** With the operation and improvement of China's market economic system, the development of enterprises has ushered in greater opportunities and faced more uncertain factors and challenges. If enterprises want to occupy an active position in the market competition market, they must actively improve their operation and management ability and core competitiveness. Under the background of the reform and implementation of the new special accounting and auditing standards, they must innovate the enterprise financial management and audit system and promote the improvement of enterprise financial management ability. The implementation of the new accounting and auditing standards puts forward higher requirements for the information accuracy of enterprise financial management. Enterprises need to improve their financial management level and strengthen the internal audit management of enterprise finance in order to better adapt to the changeable international competitive market. However, in order to seek their own rapid development and obtain more benefits, some enterprises choose to take some illegal operations in the risk, touch the bottom line of the law and forge the enterprise financial information. The implementation of the reform of the new accounting and auditing standards requires enterprises to ensure the objective authenticity of their own financial information and truly reflect their own economic status and operating benefits in financial management.

Human cognitive function is the advanced activity of human cerebral cortex. Human cognition of things is the process of receiving, coding, extracting and using information, including human perception, recognition, memory, reasoning and other thinking activities. Cognitive psychology holds that individuals obtain information from the outside world through their own perception, store cognitive information in memory, and combine it after cognition and knowledge accumulation. The sensory information of human body is directly obtained by sensory stimulation and has concrete characteristics, but the perceived information is simple information without processing, which is transformed into cognitive characteristic information after processing by human brain. Embodied cognitive psychology believes that cognition includes body cognition including human brain, and individual physical activity mode, sports experience, perception and other factors will have an impact on individual cognition. Individual cognition is based on body and activity mode. Individual cognition is provided by the body. Individual subjective feelings and physical activities provide the basic content for people's cognition, thought and language,

**Objective:** Taking cognitive psychology as the starting point, this study analyzes the cognitive psychological characteristics of accounting practitioners, and analyzes the cognitive psychological change characteristics of accounting practitioners under the background of the reform of new accounting and auditing standards, hoping to provide help for strengthening the psychological attention of accounting practitioners and promote the reform of new accounting and auditing standards and the long-term