ANALYSIS ON THE INFLUENCE OF EMPLOYEE ANXIETY ON THE FINANCING ABILITY OF SMALL AND MEDIUM-SIZED ENTERPRISES IN XIXIAN NEW AREA FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: Anxiety refers to negative and complex emotional states such as tension, uneasiness, worry and worry caused by possible dangers, losses and threats in the future. Its main clinical manifestations include panic disorder, such as sense of near death, sense of loss of control, sense of mental collapse, and physical symptoms of panic attack, such as rapid heartbeat, diarrhea, dizziness, etc. followed by generalized anxiety disorder, which is divided into mental anxiety Somatic anxiety and motor restlessness of nerves and muscles. Consumer psychology is a branch of psychology that mainly studies 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 of consumer groups, marketing methods and consumer psychology. Consumer psychology is of great significance to improve brand awareness and promote enterprise development. Xi'an new area is the Seventh National New Area in China. It is located between the urban construction areas of Xi'an and Xianyang in Shaanxi Province. The regional scope covers 23 townships and sub district offices in 7 counties (districts) under the jurisdiction of Xi'an and Xianyang. It is the core area of Guanzhong Tianshui Economic Zone. It has obvious geographical advantages, good economic foundation, collection of educational and scientific talents, profound historical and cultural heritage and good natural ecological environment. It has the conditions and strength to accelerate development. However, in recent years, due to sustained COVID-19, Sino US trade war and the war between Russia and Ukraine, some employees in the Xixian new area have had different degrees of anxiety, which may have a negative impact on the financing ability of the enterprises themselves.

Objective: Through interviews, questionnaires and other means, from the perspective of consumer psychology, to study whether the financing ability of small and medium-sized enterprises in Xi'an new area will be affected by employees with anxiety. If the research results show that there is a correlation between the two, we can put forward some suggestions that can help alleviate employees' anxiety and indirectly improve the financing ability of enterprises.

Subjects and methods: From the small and medium-sized enterprises in Xi'an new area, 42 enterprises with roughly the same scale and similar main business were selected. Then conduct SAS (Self-rating Anxiety Scale) test to employees willing to participate in this study in these enterprises. According to the test results, 160 people with different degrees of anxiety symptoms and 40 people without anxiety symptoms were selected as the research objects. The anxiety level is classified according to the SAS score. Employees with scores lower than 50, 50-59, 60-69 and greater than 69 will be divided into four levels: no anxiety, mild anxiety, moderate anxiety and severe anxiety respectively. The anxiety level with the largest number of people in the enterprise will be regarded as the overall anxiety level of the enterprise. Then 10 experts in the field of domestic enterprise financing are invited to form an expert group, and they are required to score the financing ability of the selected enterprises according to the percentage system. Finally, the relationship between SAS scores of employees and corporate financing ability scores is statistically analyzed. In addition, all measurement type features in the study are displayed in the form of mean combined with standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for chi square test. The significance level of difference is taken as 0.05, and the significant correlation level of person analysis is set as 0.05.

Results: After the experimental data were collected, the effective data were entered into the computer and used AMOS22.0 for statistical analysis. See Table 1 for the statistical results.

Table 1. Correlation Analysis between enterprise financing ability and enterprise financing ability

Statistical items	No anxiety group	Mild anxiety group	Moderate anxiety group	Severe anxiety group
SAS score	42.6±3.2	54.2±3.7	63.3±4.1	76.0±3.8
Financing ability score	87.5±6.4	82.6±5.8	78.3±9.5	63.7±10.5
Financing capacity level	Good	Good	Commonly	Relatively bad

Note: If the average score of enterprise group financing ability is greater than 90 points, 80-90 points, 70-80 points, 60-70 points and less than 60 points, it will be classified as excellent, good, average, poor and very poor financing ability.

It can be seen from Table 1 that with the increase of employee anxiety in each enterprise group, the enterprise financing ability shows an overall downward trend. Specifically, the average scores of financing ability of non-anxiety group and severe anxiety group were 87.5 and 63.7 respectively. The P value of person analysis of SAS score and financing ability score of each enterprise is 0.017, less than 0.05, and the correlation coefficient is -0.57. It is considered that there is a moderate negative correlation between them.

Conclusions: This study collected the data of employee anxiety and financing ability of several small and medium-sized enterprises in Xi'an new area, and analyzed their correlation. The analysis results showed that the P value of person analysis of SAS score and financing ability score of each enterprise was 0.017, less than 0.05, and the correlation coefficient was -0.57. It was considered that there was a moderate negative correlation between them. Consulting consumer psychology experts found that the main reason for the correlation between enterprise financing ability and employee anxiety is that employee anxiety will worsen the company's operation, which will lead to investors' more distrust of the enterprise, thus reducing the enterprise's financing ability. Therefore, it is suggested that enterprises invest more resources to regulate employees' anxiety, so as to reduce its impact on enterprise financing.

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STUDY ON THE INFLUENCE OF URBAN LANDSCAPE CONSTRUCTION ON URBAN RESIDENTS' PSYCHOLOGICAL ANXIETY BASED ON ENVIRONMENTAL PSYCHOLOGY

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Background: Environmental psychology is a psychology course derived from psychology research. Its main research direction is centered on psychology course. As an emerging marginal discipline rising rapidly in recent 20 years, its research object involves interdisciplinary courses of various disciplines. It is based on architecture, landscape science and psychology. At the same time, it is also related to urban planning, landscape design, anthropology, ecology and other disciplines. The main research content is the relationship between environment and psychology, which aims to meet people's higher-level psychological pursuit of the environment. The transformation of outdoor landscape design needs in China is in the stage of transition from low-rise to high-rise, that is, the transformation from meeting basic physiological needs to higher spiritual needs. In landscape design, whether a rockery or a group of plant landscapes are arranged, designers should not only consider many psychological factors of users and the relationship between them, but also consider the relationship between them and people. The main clinical manifestations of anxiety include panic disorder, such as sense of near death, sense of loss of control, sense of mental breakdown, and physical symptoms of panic attack, such as rapid heartbeat, diarrhea, dizziness, etc., followed by generalized anxiety disorder, which is divided into mental anxiety, physical anxiety, motor anxiety symptoms of nerves and muscles. The anxiety symptoms studied will have a negative impact on individual quality of life. In the past few decades, due to the rapid urbanization in China, the landscape design of some urban residential areas failed to use environmental psychology to analyze the relevant needs of residents, resulting in some residents' dissatisfaction with the landscape of the community. Relevant studies show that the community with poor landscape design will even lead to mild psychological anxiety of residents.

Objective: To investigate and analyze the psychology of residents in the process of urban landscape design by analyzing relevant literature, carrying out group social experiments and one-to-one off-line interviews, and apply the analysis results to landscape design and construction, so as to explore whether this will help alleviate the psychological anxiety of residents.

Subjects and methods: Select a number of domestic provinces and cities with roughly the same level of economic development, employment and per capita disposable income, and then select 54 residential areas whose main buildings have been completed and are undergoing landscape design. Finally, 20 residents who are willing to participate in the study are selected from each community as the research objects. After the beginning of the experiment, semi-structured interviews were conducted with residents to understand their psychological anxiety. The interview questions were designed by the research team in advance. Record the psychological anxiety scores of residents according to the interview results (the higher the score, the more serious the anxiety symptoms). Then the residents of 54 residential areas were divided into experimental