

the research puts forward language course teaching strategies based on educational psychology, in order to improve students' psychological tolerance and improve the teaching quality of colleges and universities.

Objective: This paper discusses the significance and value of educational psychology in college education and teaching, analyzes the current situation of students' psychological quality from the perspective of educational psychology, and puts forward the cultivation strategy of students' psychological quality in language courses based on educational psychology.

Subjects and methods: Taking 100 language majors in a school as the research object, the students were randomly divided into research group and control group, with 50 people in each group. Among them, the students in the research group used the training strategy of psychological quality based on educational psychology. The students in the control group used the traditional language course teaching and psychological quality training strategy teaching. The self-rating anxiety and depression scale was used to reflect the students' psychological negative emotions, and the changes of anxiety and depression degree and test scores before and after teaching were compared between the two groups.

Results: After two months of teaching, the SAS and SDS scores of the students in the study group decreased significantly ($P < 0.05$), and were significantly lower than those in the control group ($P < 0.05$). The academic performance of the study group was significantly higher than that of the control group ($P < 0.05$). The changes and differences of anxiety scores between the two groups are shown in Table 1.

Table 1. Changes and differences of anxiety between the two groups of students

Timing	SAS Score		<i>t</i>	<i>P</i>
	Research Group	Control group		
Before teaching	72.3±6.2	73.1±5.8	0.147	0.852
After teaching	48.7±6.4	62.7±4.9	7.051	0.009
<i>t</i>	9.475	4.352	-	-
<i>P</i>	0.000	0.033	-	-

Conclusions: The cultivation of college students' psychological quality has always been the focus of colleges and universities. How to use educational psychology to formulate reasonable and appropriate psychological quality cultivation strategies is an important direction for the development of colleges and universities. Based on educational psychology and taking college language course students as the research object, this paper puts forward the training strategy of language course psychological quality from the perspective of educational psychology, and reflects its effectiveness through teaching practice. The results show that under the psychological quality training teaching under educational psychology, students' anxiety and depression can be significantly alleviated, and students' professional performance can be significantly improved, indicating that educational psychology can affect students' psychological quality in college education. Therefore, in the teaching development of colleges and universities, we need to flexibly apply educational psychology to formulate comprehensive quality training strategies, so as to improve students' professional ability and psychological quality.

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RESEARCH ON THE INFLUENCE OF CONSUMER PSYCHOLOGY ON ECONOMIC MANAGEMENT AND GOVERNANCE IN THE ERA OF DIGITAL ECONOMY

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Background: Economic system is a system that develops and utilizes economic factor resources and creates specific value under specific time and space conditions. As a new economic form, digital economy processes a large amount of data through network technology facilities and smart phones, and uses information technologies such as Internet, cloud computing and Internet to produce, sell, serve, circulate and trade in the way of digital technology. Through the comprehensive and in-depth integration of virtual economy and real economy, reconstruct the industrial ecological value chain. 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 and GDP. Digital economy has greatly reduced social costs, improved the efficiency of optimal allocation of resources, increased the added value of production, enterprises and industrial products, promoted the rapid development of social productivity, and provided scientific and technological support. The advent of the era of digital economy has brought new development directions to a large number of enterprises. At the same time, due to its characteristics of platform, data and inclusiveness, the application scope of digital economy in life is expanding day by day. Under the influence of digital economy, a large number of consumer behaviors gradually shift from offline to online virtual consumption, which affects consumers' consumption psychology to a certain extent. At the same time, further feedback of consumers' consumption psychology changes will seriously affect the development of market economy and hinder the management of market economy. Therefore, analyzing consumers' psychological state will help to promote the development of market 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. In addition, some studies have proposed that consumer psychology is an important observation index in the development of economic market, consumer psychological demand is the key influencing factor to promote market production, and it is considered that consumer psychology is also an important influencing factor in the management of market economy. Therefore, by studying the psychological phenomena and psychological laws of consumers in consumption behavior, we can put forward economic management strategies, which plays a positive role in the development of the digital economy era.

Objective: This paper analyzes the psychological changes of consumers under the development of the digital economy era, explores the impact of consumers' psychological state on the development of economic market, and puts forward the economic management and governance scheme from the perspective of consumer psychology.

Subjects and methods: 500 consumers were randomly selected for investigation, and the self-made consumption psychological state evaluation scale was used to evaluate the consumption psychological state of the research object. Logistic regression analysis was used to solve the influencing factors of consumers' consumption psychological state in the digital economy market, and correlation analysis was used to evaluate the correlation between consumers' consumption psychological state and the development of economic market. Combined with the psychological state of consumers and the development status of the economic market, this paper puts forward the governance scheme of economic management, and puts forward the economic development path affecting consumers' consumption psychology.

Results: See Table 1 for the correlation between 500 consumers' consumption psychological impact status and economic market development. Table 1 shows that consumers' realism, vanity and conformity have a certain impact on economic governance.

Table 1. The influence of consumers' psychological state on the development of economic governance

Index	Realistic psychology	Vanity psychology	Group psychology	Economic governance
Realistic psychology	1	-0.312	-0.371	0.431
Vanity psychology	-0.312	1	0.279	0.664
Group psychology	-0.371	0.279	1	0.378
Economic governance	0.431	0.664	0.378	1

Conclusions: The development of digital economy not only drives the further development of China's economic market, but also has a significant impact on consumers' consumption psychology. Analyzing the impact of consumption psychology on economic governance under digital economy can effectively promote the development of economic market. Taking the current situation of consumer psychology as an example, this paper analyzes the impact of consumer realism, vanity and conformity on economic governance. The results show that there is a certain degree of correlation between consumers' realism, vanity and conformity psychology, that is, consumers' consumption psychology is affected by consumers' environment. At the same time, it can be found that under the action of consumers' realism, vanity and conformity psychology, the governance and development of economic market is significantly affected. Therefore, in order to realize the growth of China's digital economy and promote the healthy development of the economic market, we need to formulate the governance plan of the economic market based on the

psychology of consumers, so as to promote the sustainable development of the economic market and improve the quality of life of social people.

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THE POSITIVE INFLUENCE OF CULTURAL TOURISM INTEGRATION BASED ON CONSUMER PSYCHOLOGY ON TOURISTS' PSYCHOLOGICAL CONSTRUCTION

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Background: With the continuous development of China's social economy, the national cultural quality is also improving. At the same time, with the improvement of China's attention to culture, how to realize the wide-ranging dissemination of culture has become the main research object. The state continues to emphasize that culture is the soul of tourism and tourism is the intermediate carrier of culture. Cultural tourism is to respond to the national call and integrate culture into tourism. Cultural tourism takes local tourism as the intermediate carrier and culture as the material output to attract tourists to participate in tourism consumption, promote the economic development of scenic spots and achieve the purpose of spreading regional culture. From the perspective of tourist psychology, cultural tourism includes four main psychologies: novelty seeking, difference seeking, pleasure seeking and knowledge seeking. In the tourism psychology of tourists, tourists, as the main consumers of scenic spots, have been in the noisy environment of the city for a long time. Therefore, a large number of tourists locate the tourism location as a natural ecological area with unique culture, that is, tourists need to meet their own sense of novelty in tourism viewing, and also need to meet the knowledge seeking psychology of tourists for special cultural products. In addition, in cultural tourism, the consumer consumption psychology produced by tourists is also an important factor affecting the change of psychological quality in tourism. Therefore, how to use consumer consumption psychology to carry out psychological construction for tourists in cultural tourism is of great significance.

Consumer psychology is the psychological activity produced by consumers in the process of consumption, including the psychological feelings and experiences of consumers in observing goods, searching goods, contacting goods, choosing goods and purchasing goods. Consumer psychology generally includes four kinds: conformity, seeking differences, comparison and realism. Under the influence of conformity psychology, consumers tend to consume blindly, that is, they have no own ideas and determine whether they consume by relying on the information of the number of buyers of goods. The psychology of seeking differences means that consumers pursue novelty and uniqueness, only pay attention to the uniqueness of goods in commodity consumption, and it is difficult for consumers to evaluate the value of goods. The psychology of comparison is the vicious psychology of consumers when consuming goods. Driven by the psychology of comparison, consumers will not make a rational analysis of goods, but only require them to meet their psychological needs, which is an undesirable consumption psychology. Realistic psychology is the most common psychological activity in consumer psychology. Most consumers first pay attention to the practical value of goods and buy them after evaluating them. In cultural tourism, consumers' consumption psychology is based on the cultural connotation of cultural products. In order to carry out psychological construction of tourists in the process of tourism, based on the theory of consumption psychology, this paper analyzes the cultural connotation of cultural products in cultural tourism and its positive effect on tourists' psychological construction.

Objective: This paper analyzes the psychological performance of tourists in cultural tourism in Europe, evaluates the impact of cultural tourism on tourists' psychological quality, analyzes the psychological changes of tourists in Tourism under consumer psychology, and puts forward the promotion scheme of cultural tourism connotation based on consumer psychology to tourists' psychological construction.

Subjects and methods: Taking 200 tourists participating in cultural tourism as the research object, this paper analyzes the changes of tourists' psychological activities in cultural tourism, including tourists' anxiety psychology, social psychology and behavioral psychology. After that, it is proposed to use consumer psychology to optimize the expression of cultural connotation in cultural tourism, evaluate the changes of tourists' anxiety psychology, social psychology and behavioral psychology under the influence of consumer psychology, and put forward the construction scheme of tourists' psychology in cultural tourism.

Results: The changes of tourists' anxiety psychology, social psychology and behavioral psychology before and after the influence of consumer psychology are shown in Table 1. From Table 1, it can be seen that the cultural tourism cultural performance under the influence of consumer psychology can alleviate tourists'