

travel service safety and comfort psychology and the spatial design of urban historical and cultural tourist attractions. It is expected to guide the development of historical and cultural tourism resources from the perspective of psychological theory.

**Subjects and methods:** This study verifies the relationship between architectural design and development and tourists' consumption psychology and safety and comfort psychology according to the building and space design of historical and cultural scenic spots in a city. Many shops with different designs and plans in the cultural landscape were investigated to observe the flow of people and the density of tourists. Among them, the architectural space design indicators include the size of land occupation and whether there are historical and cultural consumption guide symbols, and the observation period is seven days.

**Results:** The pedestrian flow and crowd density of stores with different design specifications are shown in Table 1.

The pedestrian flow in Table 1 is the average value of one week's experimental cycle. The greater the value, the greater the attraction of store tourists. The crowd density is the weekly average of the crowd density at a specific time point every day. The larger the value, the smaller the space utilization of the store. It can be seen from the data in the table that under the same floor area, the pedestrian flow of shops with cultural consumption guide symbol design is greater than that of shops without cultural consumption guide symbol design. In terms of store floor area, although the store with the largest floor area of 150 m<sup>2</sup> has the largest passenger flow, the passenger flow is only 142 more than the store with an area of 100 m<sup>2</sup>, and its land utilization rate has decreased. Considering tourists' psychological presupposition of public social distance and their herd consumption psychology, 150 m<sup>2</sup> shops are not suitable for the development and design of historical and cultural tourism resources in the city. From the perspective of average crowd density, the largest crowd density is 0.86 m/person for shops with 100 m<sup>2</sup> and cultural guide symbols. 50 and the shops without cultural guide symbols have the lowest crowd density, which is 2.69 meters/person.

**Table 1.** Pedestrian flow and crowd density of stores with different design specifications

Floor area of the store (m <sup>2</sup> )	50		100		150	
	Cultural exhibition design	No culture display design	Cultural exhibition design	No culture display design	Cultural exhibition design	No culture display design
Average daily traffic	237	130	812	608	954	829
Daily average population density (m/person)	1.47	2.69	0.86	1.15	1.10	1.27

**Conclusions:** In recent years, with the continuous development of social economy and the increasing improvement of people's living standards, people's demand for cultural spirit also began to occupy an important position in the consumption of social market economy. The rational development of historical and cultural tourism resources is inseparable from the analysis of tourists' psychological needs. Starting with the architectural design and space place of urban cultural tourist attractions, this paper discusses the influence of design factors on the flow of people and the density of shops, and then explores the consumer tourism psychology reflected by it. Experiments show that in the development of urban historical and cultural tourism resources, the larger the floor area of shops, the greater the flow of people. However, considering the urban planning and land utilization rate, the shop area in the scenic spot is about 100 square meters, which is the best. In addition, store design with historical and cultural consumption-oriented symbols can improve travelers' consumption psychology.

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## THE INFLUENCE OF DIGITAL JEWELRY INNOVATIVE DESIGN BASED ON MALOS THEORY ON THE PSYCHOLOGICAL NEEDS OF CONTEMPORARY CONSUMERS

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**Background:** Consumer psychology is a subject that mainly studies the psychological phenomena and behavior laws of consumers in consumer activities, so as to help and guide the consumption behavior of subjects and reveal the mechanism laws between consumer psychological activities and consumption behavior. The learning content of consumer psychology includes the process of consumers' psychological activities, consumers' individual psychological characteristics, psychological factors, commodity factors and social environment that affect consumers' behavior. Consumers' consumption behavior and consumption psychology are affected by multiple factors, such as personal preference, social trend, commodity price and service, economic level and psychological tolerance, and then show different behavior consumption trends and dynamic mechanisms. The behavior activities guided by different psychological needs have individual differences, and have the difference deviation of subjective and objective factors. The consumption demand and motivation of different groups are also different, but the same thing is that consumers will consider seeking higher-level and psychological needs only after their basic consumption needs are met. Maslow's theory is based on the motivation theory of psychology, and holds that human needs are in a pyramid structure, with five demand levels increasing from low to top, namely physiology, safety, social needs, respect and self-realization. The psychological needs of consumers are high-level needs, which is the highest level pursued after meeting the basic physiological needs. At present, the innovation of jewelry design is not enough, and the style blindly pursues "trend" and shoddy production technology, which reduces consumers' purchase desire and leads to consumer resistance. Meanwhile, the shrinking jewelry retail market and the downturn of consumption form also make businessmen produce sales anxiety. Accelerating the innovative development of current jewelry design is an urgent task and top priority. Therefore, this paper studies the digital innovative development of jewelry design with the help of Maslow theory and psychology related theories, and explores its impact on the psychological needs of contemporary consumers.

**Objective:** With the development of market economy and the increase of social competitive pressure, most consumers have psychological problems and emotional regulation difficulties. Therefore, when carrying out consumption behavior, they will pay more attention to the satisfaction of their psychological needs, not only considering the value attribute of goods, but also giving artificially "psychological value" to goods is more important. At present, jewelry design is only superficial in innovative design, but ignores the grasp of consumers' higher demand level, which is difficult to stimulate consumers' purchase desire, and is easy to make designers have emotional experiences such as psychological fatigue. Therefore, based on Maslow's theory, this study explores the impact of digital jewelry innovative design on the psychological needs of contemporary consumers, in order to improve the negative emotions of designers and improve the psychological recognition of consumers.

**Subjects and methods:** Firstly, the consumption psychology scale is compiled to collect the basic information of consumers about jewelry design, such as consumption and shopping habits, consumption psychology, choice preference and psychological demand level. The study randomly selected 30 jewelry designers as the research objects. Firstly, the information of their design ideas and digital innovation methods was collected, and they were randomly divided into learning group and non-learning group. The research objects were invited to carry out the experiment of digital jewelry innovation design. Learn to learn relevant consumer psychology theory and Maslow theory in the experiment, and design jewelry drawings in combination with the results of consumer psychology scale, while the non-learning group does not learn any theory. The experimental time is six weeks. After the experiment, the design works of the research object are distributed to consumers, the satisfaction and realization effect of consumers' psychological needs are collected, and the experimental data are processed, counted and analyzed with the help of statistical analysis tools.

**Results:** The experimental results show that based on the guidance of Maslow theory and the analysis of consumers' psychological needs, jewelry designers can use digital means and technology to carry out targeted demand analysis, innovation and improvement, which reduces the assimilation and surface of product design. Table 1 shows the scores of consumers' satisfaction with the psychological needs of jewelry innovative design works of different research objects after the experiment.

**Table 1.** The score of consumers' satisfaction with the psychological needs of jewelry innovative design works of different research objects after the experiment

Psychological demand dimension	Study Group	Non learning group	<i>P</i>
Psychological affirmation	13.14±1.25	6.35±1.37	0.032
Psychological satisfaction	15.69±1.36	8.62±1.04	0.001
Psychological security	11.02±1.17	7.94±2.08	0.043

The results in Table 1 show that the research objects who have learned Maslow's theory can better meet

the consumers' psychological affirmation, psychological satisfaction and psychological security in the design of digital jewelry products. Their scores in the three dimensions are more than 10 points, and the differences between the two groups and the non-learning group are 7 points, 7 points and 4 points. The scores of psychological needs data of the two groups are statistically significant ( $P < 0.05$ ).

**Conclusions:** Focusing on the grasp of consumers' consumption psychology and demand level can better help designers use digital innovative technologies and means to improve the quality of jewelry design. Jewelry plays an important role in people's wearing design and the embodiment of life ritual. Based on Maslow theory, it can effectively meet people's aesthetic needs and psychological characteristics. The results show that jewelry designers who have learned Maslow's theory can better meet people's needs in the dimensions of psychological affirmation, psychological satisfaction and psychological security. Therefore, in the future design, decoration designers should actively pay attention to the aesthetic and psychological needs of consumers, make good use of digital technology to collect consumer demand data, and then design can effectively meet a variety of consumer demand levels of consumers.

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## A STUDY ON THE CORRELATION BETWEEN PROFESSIONAL TITLE EVALUATION PRESSURE AND TEACHERS & APOS: ANXIETY IN LOCAL COLLEGES AND UNIVERSITIES

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**Background:** As the main part of China's higher education system, local colleges and universities aim to serve regional social development and focus on cultivating high-quality talents for local areas. They have their own characteristics in management attributes and internal governance structure. Since the state streamlined administration and delegated power, they are given the autonomy of professional title evaluation. College teachers are the primary driving force for the development of local colleges and universities. Maintaining their good working conditions and stimulating their enthusiasm for work is the fundamental purpose of deepening the reform of the personnel system, and it is also the essence of ensuring the sound development of local colleges and universities. In recent years, with the deepening of the reform of higher education, the psychological pressure teachers experienced in professional title promotion, assessment and evaluation has gradually increased, and the stability of the teaching staff is facing challenges. Anxiety is an individual's response to a threatening situation and it has three characteristics: ubiquity, powerlessness and irrationality. The most important psychological cause of anxiety is individual's "pursuit of success" psychology. Many studies have shown that professional title promotion is the main factor causing the anxiety of college teachers. As the only channel for teachers' promotion in local colleges and universities, for teachers, it is a direct contest among teachers and is the survival of the fittest. It not only affects teachers' salary and lifelong income, but also psychologically affects the enthusiasm and initiative of teachers in all aspects.

**Subjects and methods:** Through investigation and interview, this paper aims to study the reform trend of professional title evaluation in local colleges and universities, and the difficulties faced by college teachers' during the process: the immature professional title evaluation system, the coexistence of professional title promotion and administrative intervention, the balance between work and family, etc. This paper also analyzes the importance of professional title promotion to local college teachers and the resulting psychological anxiety, such as the explicit impact on income and social status, the implicit impact on reputation and program application, and teachers' resignations caused by promotion failure, all show that professional title plays a vital role in the psychological status of teachers in colleges and universities.

**Results:** College teachers are a group with high self-expectation, they strive for success in professional title promotion and hope to be respected and affirmed by the school and society. According to statistics, the promotion ratio of senior titles in local colleges and universities is generally 50%, not only the elimination rate is high, but the review time is also long, about 6 months, which is the main factor causing the anxiety of college teachers. This competitive situation has crushed almost all teachers and brought varying degrees of anxiety. Long-term psychological anxiety will seriously restrict the normal performance of college teachers' teaching and scientific research, resulting in a certain degree of job burnout, which is harmful to teachers' physical and mental health, thus triggering a vicious circle.

**Conclusions:** For the sound development of local colleges, we must undertake the decentralization of professional title evaluation power, improve governance ability, ensure procedural fairness, formulate