

the traditional educational management mode. The experiment lasted for 6 months. PASW18.0 software package and Excel 2007 were used to process all the data, and the changes of students' psychological indicators before and after the experiment were evaluated based on the psychological scale indicators. The positive psychology scale has six dimensions, including the ability to love, learning ability, enthusiasm, civic virtue, social responsibility and well-being. It is used as the main index parameter to evaluate students' positive psychology.

**Results:** As shown in Table 1, it shows the changes of psychological indicators of students after participating in the experiment for 6 months. There is a significant difference in the changes of psychological indicators between the experimental group and the control group, in which the scores of students' psychological indicators in the experimental group are higher, while the changes of indicators in the control group have made some progress before and after the experiment, but they are not obvious. It shows that the educational management mode adopted is conducive to the cultivation of students' positive psychology.

**Table 1.** The changes of psychological indexes for students after participating in the experiment for 6 months

Project	Experiment group (n=50)	Control group (n=50)	P
The power of love	7.17±2.71	3.15±2.32	<0.05
Learning ability	4.19±3.25	3.23±2.23	<0.05
Enthusiasm	6.63±2.23	3.25±2.58	<0.05
Civic virtue	7.15±3.11	3.46±2.45	<0.05
Social responsibility	7.42±2.71	3.25±2.58	<0.05
Happiness	7.32±2.71	3.13±2.23	<0.05

**Conclusions:** Modern higher education needs to adhere to the people-oriented development concept, which should not only pay attention to the development of students' quality education, but also pay attention to the development of students' physical and mental physique. Psychology related theories are widely used in modern college education and teaching, and provide an important theoretical reference for the development of education. Positive psychology is conducive to the formation of students' personality, thinking, quality, comprehensive quality and other abilities, as well as the healthy development of students' body and mind. Under the influence of multiculturalism, more and more students' mental health is affected, so the educational management method is changed. The experimental results show that the adoption of the changed educational management model is conducive to the cultivation of students' positive psychology and the healthy development of students. The research content will provide important theoretical support for the reform and development of higher education in China.

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## A STUDY ON THE INFLUENCE OF FINANCIAL AND TAX POLICIES OF NIGHT-ECONOMY ON MARKET CONSUMPTION PSYCHOLOGY IN THE GUANGDONG-HONG KONG -MACAO GREATER BAY AREA

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**Background:** Market social psychology generally refers to the psychological process of the participants in the market, such as producers, middlemen, consumers, and individuals or groups. Due to the group nature of the research object of market social psychology, social psychology is a more suitable analytical tool. Compared with other psychological theories, social psychology pays more attention to group psychology and behavior. In its theory, individual psychology is formed and developed due to the influence of group psychology, while group psychology is formed through the collection of individual psychology. There is a dialectical and unified relationship between the two. Nowadays, social psychology has been studied and applied in various macro psychological problems. In the theory of social psychology, the attitude and psychological process of individuals and groups will change under the influence of external stimuli, and then affect and determine their behavior. Under the background of market social

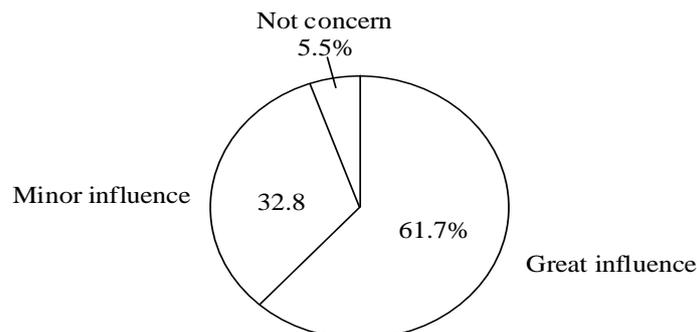
psychology, each subject participates in the market through production, sales, purchase and other behaviors, while the market and its managers change the behavior of the subject through the regulation of fiscal and tax policies. From the perspective of social psychology, the change of fiscal and tax policies is an external stimulus, and the psychology and attitude of each subject in the market are affected by it to change and change their behavior, then the purpose of fiscal and tax policies is achieved.

Night economy, as the name suggests, refers to the economic, social and cultural activities carried out at night in the urban center. This economic situation has a long history. Under the background of economic restructuring and expansion of consumption content in Guangdong Hong Kong Macao Bay area, the night economy in Guangdong Hong Kong Macao Bay area came into being. The region has rich catering culture, developed transportation, appropriate climate, active and diversified cultural exchanges, and has favorable conditions for developing night economy. However, for the main bodies involved in the night economy in Guangdong, Hong Kong, Macao and the residents in the area, there are also problems in the night economy in the area. First, the homogenization and externalization of consumption landmarks lead to the dilution of local culture, which has a negative impact on the cultural and psychological experience of residents and foreign tourists. The second is the spatial friction and conflict brought about by the economic development at night. The problems of noise pollution and mixed use of commercial and residential buildings make the individual's sense of security and comfort unable to be guaranteed. In addition, the overall governance level of the region needs to be improved, and non-standard operation, dirty, disorderly and poor, as well as conflicts of interest among the main bodies occur from time to time. Managers should pay attention to the particularity of Guangdong, Hong Kong and Macao Great Bay area and formulate targeted fiscal and tax policies.

**Objective:** By studying the market social psychology of the night economic subjects in Guangdong, Hong Kong and Macao, this paper explores the impact of fiscal and tax policies on the market social psychology.

**Subjects and methods:** The study recruited 310 merchants and 310 tourists from Guangdong, Hong Kong and Macao as the research objects, and conducted the survey by means of questionnaire and random sampling interview. In addition to the routine psychological survey of the subjects, the study also used the Dawan district night economic market social psychological scale compiled according to the characteristics of Guangdong, Hong Kong and Macao Dawan district.

**Results:** Figure 1 shows the individual survey results of the impact of fiscal and tax policies on their business revenue from the subjective perspective of the merchants in the social psychological quantity of the night economic market in Dawan district. According to the figure, 61.7% of the merchants believe that their business revenue is greatly affected by the local fiscal and tax policies, 32.8% of the merchants believe that the impact is small or no, and very few merchants do not care about the changes in fiscal and tax policies.



**Figure 1.** Impact of fiscal and tax policies on commercial revenue from the subjective perspective of merchants

**Conclusions:** From the perspective of psychology, the adjustment of fiscal and tax policies can be explained as changing the external environment faced by economic subjects, stimulating their psychological process and changing their behavior. Guangdong Hong Kong Macao Great Bay area is an economic region with unique resources and characteristics, and its night economy has also been developed for a long time. For the main body of night economy, the impact of fiscal and tax policies on it is the subject of this study. According to the survey of 620 merchants and tourists in Guangdong, Hong Kong and Macao, compared with tourists, merchants are obviously more concerned about fiscal and tax policies, and their response to the adjustment of fiscal and tax policies is also faster and more obvious. Fiscal and tax policies have a greater impact on the market and social psychology of merchants.

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## PRODUCT PACKAGING DESIGN INNOVATION BASED ON VISUAL COMMUNICATION FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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**Background:** Positive psychology is a branch of psychology. The difference between this discipline and other psychological disciplines is that its research focuses on the psychological development tendency of human positive forces and positive qualities, while other psychological disciplines usually pay more attention to negative psychological qualities and psychological problems. From the perspective of positive psychology, people’s emotional feelings and psychological processes mainly have two forms, one is the positive psychological satisfaction brought about by the pleasure of human senses, and the other is the positive psychological satisfaction in spirit. The latter can be understood as the pleasure brought about by individual self-breaking through their original psychological state. In the research of improving individual mental health through positive psychology, the combination of positive psychology and visual communication is a promising direction. Many art works bring unique emotional and aesthetic feelings to the audience through visual communication. Excellent works can usually have an impact on the audience’s psychology. Therefore, it is possible to integrate positive psychology into the visual communication of works and subtly stimulate the audience’s positive psychology through the expression of positive psychology in visual communication.

For product manufacturers, product packaging design is an important part of product design, including material, image, color, shape, text and other elements. Product packaging is one of the most important channels for consumers to understand products, and it is also an important factor to communicate with consumers and products and attract consumers to buy. Visual communication is a very important field in product packaging design. How to make the audience pay attention to and understand the goods through the visual effect of packaging, and establish a good impression on the goods and the company is the primary task of product packaging design. In the current form of aesthetic diversification and personalization, consumers’ shopping psychology is also changing. In order to occupy a place in the increasingly competitive market, products need to pay more cost in the visual communication of product packaging. Product packaging with good visual communication effect can make consumers have a good first impression and have a huge gain effect on product sales. If the psychological factors for the audience are integrated into the visual communication of product packaging design, on the one hand, it can further increase the attraction of the product to the audience, on the other hand, it can also bring a better psychological experience to the audience and maintain their mental health, which is a meaningful research direction.

**Objective:** Integrate positive psychological elements into the visual communication of product packaging design, and explore whether this design can increase consumers’ desire to buy and bring better psychological experience to consumers.

**Subjects and methods:** Two different packages are designed for the same product of a company, one of which integrates positive psychology elements, and the other is traditional packaging. The products of the two packages are put into stores in two populated areas with similar basic conditions to observe the purchase of consumers. In addition, 120 residents were selected as subjects in the two population concentration areas to observe the changes in their psychological state before and after exposure to the product.

**Results:** Table 1 shows the changes of shopping pleasure of residents in the two regions before and after exposure to products. It can be seen that the shopping pleasure before and after exposure to products in traditional packaging areas has shown a small fluctuation without significance ( $P < 0.05$ ). In contrast, the packaging designed in combination with positive psychology has significantly increased the shopping pleasure of shoppers ( $P > 0.05$ ).

**Conclusions:** Product packaging design is a very important part of product design. The visual communication effect of packaging design plays an important role in the sales performance of products. In the psychological theory, the audience’s aesthetic experience of art works including product packaging will affect their psychological state and feelings. If the visual communication of product packaging design can bring good psychological experience to consumers, it can promote the sales of products on the one hand, and contribute to the maintenance of the overall psychological health, pleasure and happiness of the society on the other hand.