

universities. The development and promotion of legal education in colleges and universities is not only an important educational support for the implementation of the rule of law in China, but also an important way for the implementation of the national strategy of rejuvenating the country through science and education. Strengthening the connection between law education and legal practice in colleges and universities can effectively help law students to exercise their legal communication ability in practical legal activities and alleviate their social fear obstacles.

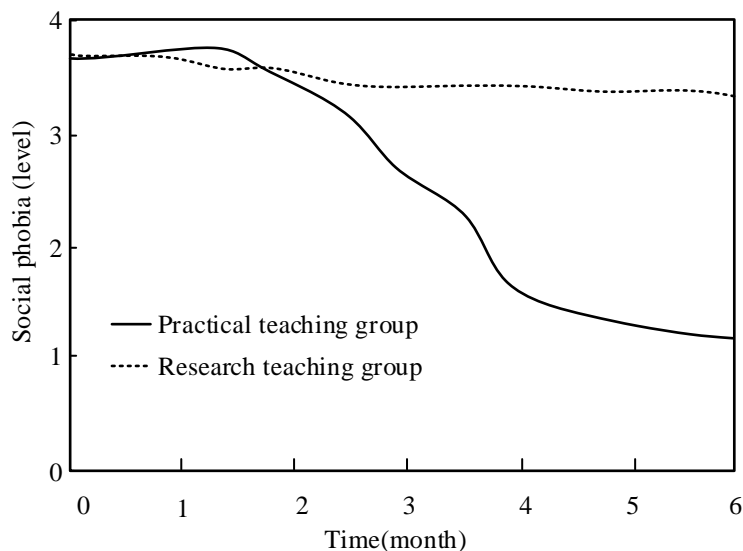


Figure 1. Changes in social phobia of the two groups of students during the pilot program

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ANALYSIS ON THE IMPACT OF DEALER EQUITY INCENTIVE ON ENTERPRISE FINANCIAL PERFORMANCE FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: Consumer psychology is a discipline that studies the psychology of consumer activities and the law of consumption. Through the research of consumer psychology, we can constantly optimize the consumption process to achieve the purpose of promoting the growth of consumer activities. In the research of consumer psychology, the research objects include the psychological change characteristics of consumers, the psychological characteristics of consumers’ personality, various factors affecting consumers’ consumption, the impact of social environment on consumption and so on. The study of consumer psychology is conducive to improve the sales performance of enterprises and improve the circular development effect of social economy. Consumer psychology is a branch of psychology research. It aims to explore the influencing factors in line with the promotion of consumption and realize the role of promoting the development of consumption activities through the study of all psychological activities and influencing factors of consumption environment. Under the economic and social background, enterprise development pays more and more attention to the research on consumer psychology. Reasonable research on consumer psychology can not only promote the growth of enterprise sales performance, but also study consumer psychology. At the same time, it can constantly adjust the enterprise development route, optimize enterprise management activities and promote the development of enterprises. As an important target customer of enterprise development, dealers will circulate a large part of their products to the market and improve the sales effect of enterprise goods. Therefore, in the development of modern enterprises, through the study of consumer psychology, constantly adjusting sales strategies can play a role in promoting the development of enterprises.

Enterprise financial performance is closely related to enterprise sales. In the process of development, enterprises will take a variety of effective measures to optimize enterprise financial performance and achieve the profit development goal of enterprises. At present, more and more enterprises establish close cooperative relations with dealers, expand the product sales chain of enterprises through the dealer relationship network, and improve the market influence and share of enterprises' products, which is also the product sales route of most enterprises in China. The relationship between dealers and enterprises is just like the relationship between manufacturers and consumers. Enterprises need to constantly improve the cooperative relationship with dealers in the development to improve the market rate of goods and improve the product sales effect, so as to achieve the growth of enterprise financial performance. From the perspective of consumer psychology, enterprises will study the consumer psychology of dealers, tap the consumer psychology of consumers, and take necessary measures to pull in the relationship with dealers according to the consumer psychology, so as to promote the purpose of enterprise product sales. Through the research on the consumption psychology of dealers, enterprises take equity incentive measures to pull in the relationship with dealers, and then affect the financial performance of enterprises, which has a significant impact on the development of enterprises. This paper analyzes the research content and performance characteristics of consumer psychology, studies the relationship between consumer psychology and enterprise development, and then discusses the impact of dealer equity incentive on enterprise financial performance from the perspective of consumer psychology, so as to promote the growth of enterprise sales performance.

Objective: To explore the research direction and content of consumer psychology, analyze the relationship between enterprise development and consumer psychology, so as to discuss the impact of dealer equity incentive on enterprise financial performance from the perspective of consumer psychology, so as to provide theoretical support for the growth of enterprise sales performance.

Subjects and methods: The research take 60 offline dealers of an enterprise as the object. Through the research on the consumption psychology of dealers, equity incentive measures are taken for dealers, and a six-month experimental test is conducted to record the changes of enterprise sales performance and dealers' psychological indicators, so as to evaluate the impact of the measures taken.

Results: As shown in Table 1, it shows the financial performance of the enterprise and the psychological changes of dealers six months after the experiment. The evaluation score is 1-4, and the higher the score, the better. It can be seen that after six months of experimental test, dealers' consumption enthusiasm, sales optimism index, sales desire and enterprise financial performance have been significantly improved.

Table 1. Financial performance of enterprises and psychological changes of dealers after 6 months of inspection

Positive psychology		Before experiment	After experiment	<i>P</i>
Dealer	Consumption enthusiasm	1	3	<0.05
psychological	Sales Optimism Index	2	4	<0.05
change index	Sales desire	1	3	<0.05
Enterprise financial performance		1	3	<0.05

Conclusions: Modern enterprises pay great attention to the work content of sales in their development. Sales performance directly affects the financial performance of enterprises and the development and growth of enterprises. Therefore, this paper studies and analyzes the research content and function of consumer psychology, analyzes the relationship between enterprise dealers and enterprises, and then puts forward to optimize the relationship between enterprises and dealers through equity incentive measures. The experimental results show that after six months of experimental testing, the psychological indicators of dealers have been improved. At the same time, the financial performance of enterprises has also been improved, which is conducive to promoting the scientific development of enterprises.

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TRADE OPENNESS, TECHNOLOGICAL INNOVATION AND GREEN TOTAL FACTOR PRODUCTIVITY FROM THE PERSPECTIVE OF MANAGEMENT PSYCHOLOGY

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