

of title and artistic structure.

**Results:** The traditional Pipa and poetry culture complement and promote each other. In the poetry culture, a large number of excellent poems were created by the literati to show the traditional Pipa music. These excellent poems are not only the wealth of literature, but also the wealth of music. The meaningful and elegant title of the poem and the rigorous structure influence the creation of the traditional Pipa Wenqu. Through the elegant title and the rigorous structure, people can play the traditional Pipa Wenqu like reading poetry. Appreciate the traditional Pipa Wenqu in the way of appreciating poetry, feel the traditional Pipa Wenqu's interpretation of poetry culture is also unique flavor.

**Conclusions:** The traditional Pipa culture is as popular as the poetry culture. Traditional Pipa Wenqu is the pearl of Chinese traditional culture, while poetry culture is the treasure of Chinese traditional culture, both of which are excellent Chinese traditional culture. All excellent cultures have something in common and can be used for reference.

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## ANALYSIS ON THE PSYCHOLOGICAL DIFFERENCES OF REAL ESTATE CONSUMERS UNDER THE INTERNATIONAL FINANCIAL CRISIS

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**Background:** Consumer psychology is an important branch of psychology. It mainly studies the impact of consumer psychological changes on commodity trading under the commodity trading environment, and promotes the development of consumer activities in a positive direction through various effective measures. The study of consumer psychology has an important impact on the success of the whole product marketing. Just as Professor Kotler, an American economist, said: the essence of marketing management is demand management. To understand the needs of consumers, we need to start with the psychological needs of consumers, and meet the consumer desire through a series of marketing, which is the purpose of effectively realizing product sales. In the process of understanding the development of consumer psychology, we first need to analyze the differences of consumer psychology more thoroughly. Different consumers have different psychological states. In the study of modern consumers' psychological activities, consumer psychology has a major impact on consumers' purchase decisions. The psychological performance of consumers has the mentality of seeking novelty. Consumers prefer fresh and innovative products. Such products often satisfy consumers' freshness and enhance their curiosity. New things will give consumers a preconceived feeling. However, when consumers are familiar with this product, the freshness will fade, which should be paid attention to in the sales process. The second is the psychology of seeking fame. Most Chinese consumers have the psychology of following the crowd. For example, whether the product is well-known or not is considered. Many consumers believe that well-known brands represent quality and value, and such famous products are more favored by consumers. Therefore, brand awareness is also an important marketing strategy. In addition, there are curiosity psychology, habit psychology and synchronous psychology, which affect consumers' purchase intention. In real estate consumption, special attention should be paid.

In the context of the international financial crisis, consumers' psychology and behavior will change. According to relevant data reports, during the financial crisis, consumers' liquidity tightened, decision-making cycle prolonged, and rational consumption behavior rose. Online shopping, rent and employment consumption and other behaviors show an increasing trend. In the context of the financial crisis, affected by the world economic turmoil, the global oil price has been pushing up, so the prices of house prices, food and other commodities have been rising, even causing inflation. This economic downturn will have a great impact on the real economy and the financial system, and lead to the loss of national finance and the decline of people's wealth. At the same time, consumers have panic about economic development. The reduction of wealth will restrain consumers' consumption desire, while rational consumption is dominant, which will have an important impact on the development of integrated society. In the context of the financial crisis, the real estate industry will be adversely affected, such as rising house prices and declining real estate sales. The psychology of real estate consumers is changeable. If the intended buyers are affected by adverse factors in the financial market and their own wealth is reduced, the demand for house purchase will be cancelled. At the same time, more consumers tend to rent houses, or rent houses for a long time to tide over the financial crisis. In this context, there are two phenomena in real estate consumption. One is that the consumption of house purchase has dropped sharply, and consumers'

desire for house purchase is depressed. The other is that the rental market is booming. More people choose to rent houses to survive the financial crisis, bringing new vitality to the real estate market.

**Objective:** This paper discusses the concept and research content of consumer psychology, and analyzes the psychological changes of consumers under the background of financial crisis. Then it discusses the psychological changes of real estate consumers under the background of the financial crisis, so as to provide important reference for the healthy development of China's real estate industry.

**Subjects and methods:** In the context of the financial crisis, 100 house purchasing consumers were randomly selected as the research objects. The real estate sales enterprises changed their sales ideas, vigorously developed the rental business, and put forward many noon preferential measures in the rental business to cope with the downturn of real estate sales under the financial crisis. The experimental period was 6 months, and the changes of consumer psychology and the economic development of real estate companies were recorded.

**Results:** The results of psychological changes of consumers over a period of 6 months are shown in Table 1. The score is 1-10. It can be seen from the data in Table 1 that the real estate sales performance declined significantly under the background of the financial crisis, but the rental performance showed an upward trend. At the same time, stimulated by the rental policy, the consumer psychology showed a positive state, and various psychological indicators showed an upward trend.

**Table 1.** It is the result of psychological changes of consumers for a period of 6 months

Psychological indicators	Before experiment	After experiment	<i>P</i>
Purchase intention	7	1	<0.05
Willingness to rent	2	8	<0.05
Rental satisfaction	4	8	<0.05
Purchase performance	6	1	<0.05
Rental performance	4	9	<0.05

**Conclusions:** Consumer psychology is an important branch of psychology research. It mainly studies the relationship between consumer psychology and sales activities, and constantly takes effective marketing means to achieve the purpose of promoting the development of sales activities. In the context of the financial crisis, consumers' psychology has undergone an important change. With the recession of the market economy and the tightening of people's income, more consumers have cancelled their demand for house purchase and opted to rent. The experimental results show that reasonable rental marketing can significantly improve the real estate rental business and reduce the impact of the decline in real estate sales performance. At the same time, reasonable rental measures can reduce the psychological burden of consumers, actively market consumers' psychology, and achieve the goal of promoting the healthy development of real estate economy. The research content is of great significance to promote the healthy and scientific development of China's real estate market.

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## RESEARCH ON TEACHING QUALITY IMPROVEMENT OF COLLEGE STUDENTS' DIVERSITY FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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**Background:** Educational psychology has always been an important research direction in the development of modern education. Educational psychology will more systematically and scientifically explain the relationship between human and material development in the educational environment, and intervene in teaching activities according to the requirements of scientific development to achieve the scientific development of teaching. Under the background of educational psychology, the development of education should adhere to the people-oriented development concept, reasonably arrange education according to the human development needs, psychological development needs, physiological experience and other indicators, and realize high-level teaching design to meet the learning and development needs of different students at different stages. Educational psychology is a complex subject. After decades of development of education in China, various educational theories and teaching systems have been gradually improved, but the application of educational psychology is still lacking. In particular, there are great