

the scenic spot is not completely helpless, the governance effect is very limited.

Subjects and methods: In the economic practice of ecotourism, there are some conflicts among the subjects because the objectives pursued by each subject are different. Developers only pay attention to how much revenue can be obtained. Tourists often only pay attention to their own physical and mental pleasure experience, and rarely think of protecting the ecological environment in the process of sightseeing. Therefore, from the perspective of social psychology, this paper focuses on the harmonious development between man and nature, the coordination between natural ecological relations and socio-economic relations, and strengthens the cultivation of ecological concepts, so as to improve the ecological ethics and moral mechanism, so as to promote the sustainable development of China's agricultural eco-tourism economy.

Study design: 600 tourists were investigated by stratified cluster random sampling. Randomly selected tourists from different tourist places, conducted a questionnaire survey on tourists of different genders and ages, distributed 600 questionnaires and recovered 564 valid questionnaires.

Methods: The influence of tourists' tourism behavior from the perspective of statistical psychology is analyzed by Excel.

Results: After analyzing tourists' psychology, the scenic spot cannot expect tourists to improve their self-cultivation independently, but should build the probability of tourists' independent non ecological behavior from their own point of view by strengthening education, active guidance, improving planning and construction level and strengthening supervision and management.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 600 tourists is adopted and the average is taken to obtain the result rounded, the specific statistical table is shown in Table 1.

Table 1. Impact of social psychology on the development of rural health resort tourism

Factor	Strengthen education	Active guidance	Improve the level of planning and construction	Strengthen supervision and management
Tourist	4	4	4	4

Conclusions: In order to improve the quality of domestic tourists, enhance the international image of Chinese tourists and eliminate the occurrence of Chinese people's independent non ecological behavior in the process of tourism, we also need to apply the knowledge of psychology, behavior and other disciplines to conduct more in-depth and multi angle analysis and research, and need the active participation of all tourism departments and all sectors of society. In particular, it is necessary for the scenic spot to continuously explore ideas and actively innovate in tourist management to improve its management performance.

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THE INFLUENCE OF GREEN BUILDING DESIGN ON CONSUMERS' PURCHASE PSYCHOLOGY FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Consumer psychology is an important branch of psychology. It studies the psychological phenomena and behavior laws of consumers in consumption activities. Consumer psychology is a new subject. Its purpose is to study the law of psychological activities and personality psychological characteristics in people's daily purchase behavior in the process of life consumption. The learning contents of consumer psychology include the process of consumers' psychological activities, consumers' individual psychological characteristics, psychological factors affecting consumers' behavior, psychological activities of consumers' purchase process, the impact of social environment on consumer psychology, consumer psychology and consumer behavior of consumer groups, consumer situation and consumer psychology, commodity factors and consumer psychology, marketing communication and consumer psychology.

With the development of society, green building has become an important part of China's implementation of the sustainable development strategy in the 21st century. Green building is an important part of sustainable development strategy in principle. In principle, green buildings adhere to sustainable development, pay attention to science in the overall design, emphasize naturalization in the design of integrated greening configuration, ventilation and daylighting, adopt low energy consumption materials for enclosure structure, and fully display humanities and architecture in the use of high and new technologies such as solar energy utilization, geothermal utilization, reclaimed water utilization, green building materials and intelligent control Harmony and unity of environment and science and technology. The core content of green building is to minimize energy and resource consumption, reduce damage to the environment, and adopt new technologies and materials conducive to improving living quality as much as possible. There should be reasonable site selection and planning, try to protect the original ecosystem, reduce the impact on the surrounding environment, and fully consider natural ventilation, sunshine, transportation and other factors. To realize the recycling of resources, colleges and universities should try to use renewable resources. Try to use natural energy such as solar energy, wind energy, geothermal energy and bioenergy. Minimize the discharge of wastewater, waste gas and solid waste, and adopt ecological technology to realize harmless and resource treatment of waste. Control the content of various chemical pollutants in the indoor air to ensure good indoor ventilation and sunshine conditions. At present, the topic of green environmental protection has become the main topic discussed by people. Because people pay more and more attention to environmental protection, based on consumer psychology, people's demand for green environmental protection products has also greatly increased.

Objective: The birth of the discipline of consumer psychology has a "blood relationship" with the formation of psychology, consumer economics and other branches. To a large extent, it is due to the continuous infiltration of psychological science theory into the field of consumer research in empirical research, and the social, economic and cultural problems related to consumption react on applied psychology. Any kind of consumption activity includes both consumers' psychological activities and consumers' consumption behavior. Accurately grasping consumers' psychological activities is the premise of accurately understanding consumer behavior. Consumer behavior is the external expression of consumer psychology, and consumer behavior is more realistic than consumer psychology.

Subjects and methods: This study mainly analyzes the impact of psychology on the sales of green building design products. It is studied from four aspects: herd psychology, community psychology, price psychology and green consumption psychology. A third-tier city was randomly selected and a questionnaire was distributed to citizens to statistically analyze the impact of psychology.

Study design: 500 people were investigated by stratified cluster random sampling. 500 questionnaires were distributed and 491 were recovered, with 475 valid copies.

Methods: The effect of green building design on consumers' purchase psychology from the perspective of Excel Statistical Psychology.

Results: Conformity is not only the same behavior as others, but also refers to changing their behavior or beliefs due to others. It is a common purchase motivation of consumers. This motivation is easier to be stimulated in small-scale farmers' online sales. Only by fully understanding the needs of consumers can we really control sales. With the strengthening of people's awareness of environmental protection and health, the concept of green consumption began to gradually affect the behavior mode of consumers. Organic agricultural products, green products and pollution-free agricultural products have become the priority products of some consumers.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation value of 500 groups is adopted and the average is taken to obtain the result rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of green building design on consumers' purchase psychology from the perspective of Psychology

Content	Group psychology	Community psychology	Price psychology	Green consumption psychology
Student group	3	5	5	3
Working group	4	4	4	4
Retired group	5	3	4	5

Conclusions: Psychology mainly studies people's psychological activities and behavior laws. Psychology takes consumers as the research object, that is, consumer psychology is formed. This study uses the concept

of consumer psychology to study and analyze the impact of green building design on consumers' purchase psychology. With the improvement of people's ideological consciousness, the concept of taking the road of sustainable development has been deeply rooted in the hearts of the people, and the green architectural design is also very recognized by consumers.

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THE MECHANISM OF IMPROVING PEOPLE'S PSYCHOLOGICAL HAPPINESS IN THE PROCESS OF SOCIAL GOVERNANCE COMMUNITY CONSTRUCTION

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Background: The social governance community highlights "everyone". It not only emphasizes that all social members are governance subjects and have the responsibility and obligation to participate, but also emphasizes the value concept that everyone shares the results of social governance. It is an organic combination of rigid management and flexible governance. The proposal of social governance community is not only the inevitable result of the deepening and expansion of social construction and social governance law by the Communist Party of China, but also the internal need to promote the modernization of national governance system and governance ability. The starting point and foothold of the construction of social governance community is "everyone", which deeply answers the major questions of who will lead and participate, what ways and means to connect the governance subjects, and how to effectively and fairly distribute the governance achievements, highlights the strong characteristics of the people, and highlights the people-centered development thought. Building a social governance community not only emphasizes that in the specific practice process, each social member is the governance subject and has the responsibility and obligation to participate, but also emphasizes the improvement of the people's self-organization ability, but also emphasizes that all social members share the achievements of social governance fairly and fairly. If we want to deeply understand the profound connotation of social governance community, we need to grasp it from the three dimensions of "everyone has a responsibility, everyone does his duty and everyone enjoys".

Objective: Idea is the forerunner of action, and system is the carrier of practicing idea. The transformation from pattern to system reflects the development from theoretical experience to system practice, but the core concept of "co construction, co governance and sharing" is consistent and integrated. This echoes with "everyone has a responsibility, everyone is responsible and everyone enjoys", embodies the people-centered thought, and clearly answers the fundamental question of "who governs, how to govern and for whom" in social governance. Co-construction, co governance and sharing are successive and progressive, blending, infiltrating and inseparable. Co-construction emphasizes "everyone's responsibility" and co governance highlights "everyone's responsibility". Together, it constitutes the fundamental premise for realizing "everyone's enjoyment" and is the source of shared resources and wealth. Sharing is not only the inevitable result of co construction and co-governance, but also provides a fundamental driving force for co construction and co governance. The three promote each other step by step, in a virtuous circle, and jointly promote the continuous improvement of the modernization level of social governance.

Subjects and methods: The Fourth Plenary Session of the 19th CPC Central Committee not only proposed the construction of a social governance community, but also defined the key tasks. In the new era, we should deeply understand the characteristics and laws of social governance modernization with Chinese characteristics, focus on building a social governance community, promote the continuous improvement of the level of social governance modernization with higher requirements, more practical measures and greater efforts, ensure that the society is full of vitality, harmonious and orderly, and create a good social environment for the people's good life. Social stability, order, harmony and stability are important prerequisites for building a strong modern socialist country. A safe social environment and good social order are important components of people's good life. The people are the basic unit of the family, and the family is the basic unit of the society. Only when the people are happy can the family be harmonious, the family be harmonious can the society be harmonious, and only when the cells are sound can the body be healthy. The family style marks the unique spiritual temperament and moral style of a family or family. A good family style is related to the healthy growth of family members and the shaping of a fresh social atmosphere, The formation of good family style is gradually cultivated by healthy families through correct tutoring. Therefore,