

THE IMPACT OF FAMILY COMPENSATORY CONSUMPTION ON CONSUMER COGNITIVE IMPAIRMENT FROM THE PERSPECTIVE OF POPULATION AGING

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Background: Since 2000, our country has been facing the irreversible trend of gradual increase of the aging population. The population born in the “baby boomers” in the 1950s entered retirement age in turn around 2010. The second wave of retirement tide has led to the further increase of the number of the elderly population and formed the peak of the growth of the elderly population. In the aging society, the increase of retirees affects the income, consumption and psychology of the residents and their families on the micro level, and on the macro level, the labor supply, social consumption and industrial structure. But the present compulsory retirement system in our country will make more and more people retire in the age of aging. A big problem in the realistic economic environment is that the consumption demand is insufficient in the new normal period of the economy. The retirement decision of these groups affects the development and lasting stability of social economy through the dynamic impact on residents’ consumption. The main characteristics of aging in our country are as follows: rapid development process and speed, economic pressure caused by aging before the rich, significant regional and urban-rural differences in aging, aging trend highlighted. As a symbol of the change of population structure, aging reflects the degree of civilization and the health level of human society. Its influence on economic development has both advantages and disadvantages, both positive and negative. It not only affects the labor force, labor productivity, industrial structure, consumption, savings, social investment and social security, but also affects the supply and cost of labor force, the responsibility and burden of enterprises, and the health, consumption demand, social participation and social support and assistance of the elderly at different levels.

Objective: The accelerated ageing of the population means, in theory, a decline in the proportion of the working-age population, indicating a relative decline in the supply of labor, a diminishing demographic dividend in abundance, and a growing proportion of retirees. It is well known that old age is the last stage of an individual’s life cycle. Retirement is often the beginning and symbol of old age. Retirees retire from the labor force and join the aging population. With the aging of the population, more and more people are facing the problem of retirement. The way of living, consumption demand and consumption behavior after retirement have great influence on the change of economic aggregate, trend and the setting of relevant policies. Therefore, it is of great significance to analyze family compensatory consumption from the perspective of population aging for consumer cognitive impairment.

Subjects and methods: At present, the severe aging of our country has formed a negative impact on the new normal of the economy in many aspects, such as the current situation of economic development, transformation and upgrading of the industrial structure, innovation-driven development and the conflict of interests among generations. At the same time, our country will still face the economic facts of insufficient consumption demand and unbalanced economic structure. Therefore, this paper mainly from the elderly consumption motivation, commodity prices, commodity practicality and expected impact, the four aspects of investigation and analysis.

Study design: Using stratified cluster random sampling method, 400 retired people of different genders and occupations were investigated on their consumption concept. 400 questionnaires were sent out, 387 were retrieved and 374 effective copies were obtained.

Methods: Using Excel to measure the effects of household compensatory consumption on consumer cognitive impairment in the context of an aging population.

Results: The consumption motivation of the elderly is more rational and their consumption habits are solidified, that is, consumption has habitual characteristics. Most of the commodity brands they choose are regular purchases with high loyalty. They don’t like to pursue innovation and altruistic consumption. The elderly is more sensitive to the price of goods or services improved by businesses. Especially after retirement, they prefer high-quality and low-cost products or services. At the same time, they are more practical and pay special attention to the practical functions of products. The consumption behavior of the elderly after retirement will be affected by expectations. The uncertainty of future life and health status promotes their consumption behavior to be more frugal, their marginal consumption propensity is low, and their preventive savings are high.

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. The specific statistical table is shown in Table 1.

Table 1. Effect of family compensatory consumption on consumer cognitive impairment from the

perspective of population aging

Factor	Consumption motivation	Commodity price	Commodity practicability	Expected impact
Elderly population	4	4	4	4

Conclusions: Aging is a population development problem of aging age structure in the process of natural population change, and it is also an inevitable product of economic and social development to a certain stage. The impact of the increase of the elderly population on social economy is a more complex process, affecting capital accumulation and economic growth, which cannot be underestimated. According to relevant statistics, so far, all economically developed countries or regions in the world have entered an aging society. China entered the ranks of aging countries in 2000 and is one of the developing countries that entered the aging society earlier. Affected by political economy, crazy society culture, population inertia, population multiplier and other factors, China's aging not only has similarities with other countries, but also has distinct characteristics in development characteristics and change trends. Compared with other groups, the elderly group itself has heterogeneity, which is mainly reflected in the great differences in the quality of the elderly, including physical quality, education level, personal experience, family environment, etc. Therefore, the consumption characteristics and effects of the elderly can be analyzed in the form of family compensatory consumption, so as to alleviate the cognitive barriers of the elderly consumers.

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APPLICATION OF VIRTUAL REALITY TECHNOLOGY IN MENTAL REHABILITATION OF COLLEGE STUDENTS

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Background: Autism, also known as autism, is the most typical disorder in the autism spectrum disorder (ASD). Autism, different from autism spectrum disorder, refers to a series of characteristics similar to autistic patients widely existing in the normal population. Autism will bring a series of hazards, including affecting the enthusiasm of learning, hindering the growth of college students, destroying the physical and mental health of college students, hindering social development, etc., the causes of college students' autism include personal, family, school and society. In recent years, the incidence rate of autism has increased year by year. However, the pathogenesis of autism has not been confirmed and there is no effective treatment to cure the core symptoms of autism. In contrast, behavioral therapy is currently mainly used to make autistic patients better adapt to the survival of modern society. Based on the relatively limited medical resources, educational resources and social investment, for lifelong diseases such as autism, the traditional intervention and treatment methods cannot well meet the needs of patients, their families and society. For example, psychotherapy is restricted by time, place and other factors. Because the etiology of autism has not been clearly studied, drug therapy cannot change the core symptoms of autism. Autism is called "mental cancer". The disease of autism has caused huge economic burden to thousands of families and our society. Therefore, it is urgent to find a safe, scientific, efficient, convenient and economic intervention and treatment method for autistic patients. Virtual reality technology is a technology developed rapidly in recent years. With the development of virtual reality technology, there are many experts in recent years. Scholars use virtual reality technology to assist in the treatment of mental diseases.

Objective: Autism is known as "mental cancer" because of its uncertain pathogenic factors, unsustainable lifelong diseases, limited treatment and increasing incidence rate. It is deeply troubled by many patients and their families all over the world. However, the cost of autism treatment and intervention is very large. Most families can't afford to find professionals for one-to-one teaching, and most special education schools can't well meet the group autism intervention treatment. There is only simple and targeted teaching, especially in the medical and education systems of developing countries. Even for families that can provide one-to-one intervention treatment for patients, due to the limitations of parents' own professional knowledge, and there are few ways to help autistic patients learn practical skills on the market, most intervention teaching still takes "normal life" as the main purpose. Combined with the characteristics of virtual reality technology and the thinking mechanism of autistic patients, aiming at the autistic phenomenon of college students and making up for the limitations of traditional treatment methods,