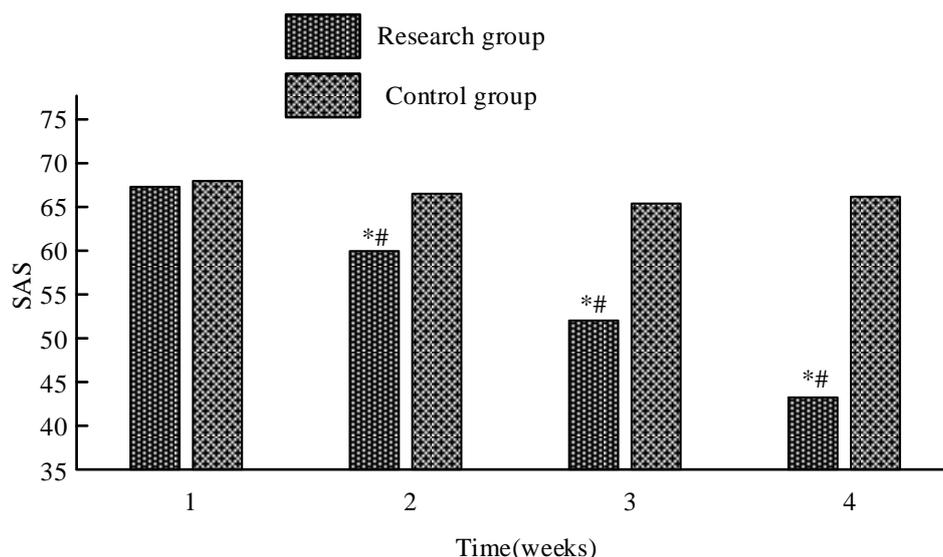


change in the control group ( $P > 0.05$ ). It shows that this method can effectively alleviate the affective disorder of foreign students.



**Figure 1.** SAS scores of two groups of students

Note: \*  $P < 0.05$  compared with that before intervention; # It indicates that compared with the control group,  $P < 0.05$ .

\* \* \* \* \*

## THE INFLUENCE OF CONSUMER PSYCHOLOGY ON REGIONAL ECONOMIC DEVELOPMENT AND CONSTRUCTION

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**Background:** Regional economy, also known as regional economy, refers to part of the national economy distributed in various administrative regions. Regional economy is regarded by economists as a microcosm of the national economy, which can reflect the prosperity of the national economy. Since the 1990s, China's economic development, transformation and urbanization have been advancing rapidly, and the income level and consumption level of urban residents have been greatly improved. In this context, the study of the impact of consumer psychology on regional economic development and construction has also become a hot topic in recent years. The impact of consumer psychology on regional economic development and construction involves many aspects, and the amount of data is also very huge and cumbersome. Some staff engaged in this industry cannot get accurate analysis results within the specified time. For a long time, some staff members have doubts about their ability to work, resulting in anxiety. Short term and mild anxiety can help staff set work goals and help staff reshape their work enthusiasm, so as to improve work efficiency. However, long-term and excessive anxiety will lead to psychological diseases, affect the physical and mental health of staff, bring pain to staff, and seriously affect the normal life and work of staff.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities, including the process of consumers' psychological activities, consumers' personality psychological characteristics and so on. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. Based on consumer psychology, the research analyzes the consumer psychological state of consumers, puts forward assumptions according to the analysis results, constructs an index system, and then studies the impact of consumer psychological state on regional economic development and construction, so as to finally alleviate the anxiety of staff.

**Objective:** The research on the impact of consumer psychological state on regional economic development and construction has a huge workload, which is often unable to be completed on time.

Therefore, some staff have doubts about their work ability, resulting in anxiety. Based on consumer psychology, the research analyzes the consumer psychological state of consumers, puts forward assumptions according to the analysis results, constructs an index system, reduces the research workload and alleviates the anxiety of staff.

**Subjects and methods:** 40 workers engaged in related industries were selected as the research objects. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety Scale (HADS) were used to evaluate the anxiety level of the subjects.

**Study design:** Using the random number table method, 40 subjects were randomly divided into study group and control group, with 20 people in each group. The research group used the index system based on consumer psychology to work. The control group used the traditional method to work. After a period of time, the anxiety and depression levels of the two groups were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS23.0.

**Results:** Before the experiment, there was no significant difference in SAS score between the two groups ( $P > 0.05$ ). After the experiment, the SAS score of the staff in the research group decreased significantly ( $P < 0.05$ ), and was significantly lower than that in the control group ( $P < 0.05$ ). There was no significant change in SAS score in the control group ( $P > 0.05$ ). The SAS scores of the two groups are shown in Table 1.

**Table 1.** SAS scores of two groups of subjects

Timing	SAS scores		<i>t</i>	<i>P</i>
	Research group	Control group		
Before experiment	61.9±12.3	62.1±13.1	0.403	0.762
After experiment	42.6±6.2	60.3±10.1	7.354	0.000
<i>t</i>	8.019	0.431	-	-
<i>P</i>	0.000	0.437	-	-

**Conclusions:** The study of the impact of consumer psychology on regional economic development and construction has become a hot topic in recent years. However, the workload of the study is very large, and some staff members have anxiety. Based on consumer psychology, the research analyzes consumers' consumer psychological state, puts forward assumptions and constructs an index system according to the analysis results. The results showed that after working with the index system for a period of time, the SAS score of the staff in the study group decreased significantly ( $P < 0.05$ ), and was significantly lower than that in the control group ( $P < 0.05$ ). It shows that the index system can effectively reduce the research workload and alleviate the anxiety of staff.

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## ANALYSIS OF CHINESE URBAN RESIDENTS' PSYCHOLOGICAL CONSUMPTION EXPECTATION UNDER CONSUMPTION PSYCHOLOGY

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**Background:** In the 1930s, some scholars deeply analyzed and discussed consumers' psychology and purchase behavior, and then put forward the concept of consumer psychological expectation. Consumer psychological expectation means that in the process of consumer behavior, consumers make a comprehensive evaluation of the price and performance of the goods they want based on personal cognition and psychological expectation. Consumer psychological expectation usually includes consumers' psychological price and expected quality of goods. There are many factors that affect consumers' psychological expectation, such as the market price of goods, the functional practicability of goods, whether goods have a good after-sales service system, the brand popularity of goods and so on. In recent years, China's economic development, transformation and urbanization are advancing rapidly, and the income level and consumption level of urban residents have been greatly improved. Consumers' psychological expectation has an important impact on consumers' personal consumption behavior and purchase intention, as well as the operation of the overall economy. Therefore, the research and analysis of China's urban residents' consumption psychological expectation can provide reference for the steady and sustainable development of China's national economy.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and