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## RESEARCH AND ANALYSIS ON THE COORDINATED DEVELOPMENT OF REAL ESTATE MARKET AND NATIONAL ECONOMY FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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**Background:** Consumer psychology is an important branch of psychology. It mainly studies the psychological phenomena and behavior laws of consumers in consumption activities, that is, it studies people's consumption behavior driven by the changes of psychological laws and individual psychological characteristics in the process of life and consumption. The learning contents of consumer psychology include the process of consumers' psychological activities and individual psychological characteristics, the psychological influencing factors of consumers' consumption behavior and consumer groups, consumption situation, commodity and product factors, and the relationship between marketing communication methods and consumer psychology. As the main body of consumption in the market economy, consumers' consumption behavior and consumption psychology are affected by multiple factors, such as personal preference, social trend, commodity price and service, economic level and psychological tolerance, and then show different behavior consumption trend and dynamic mechanism. Consumer psychology focuses on the consumer demand and behavior motivation of consumers. There are differences and deviations between subjective and objective factors, and the consumer demand and motivation of different groups are also different. Only when the basic consumer demand of consumers is met can they seek higher-level and psychological needs.

At the same time, the product life cycle needs to go through a stage of formation, growth, maturity and decline, and its product value is also different in different stages, which affects consumers' subjective judgment of value and consumer demand. In recent years, the profits created by China's real estate industry have contributed a lot to the healthy development of the national economy. It can not only provide the necessary means of production and production demand for the development of enterprises, but also enhance the overall material demand and spiritual civilization demand of the society. As a durable consumer commodity, the commodity price of real estate is mainly affected by the commodity value attribute and the external policy environment. Therefore, when considering consumer goods, consumers will integrate various information, and have the consumption psychology of psychological "speculation" and "leak picking". Then, in different life cycles of real estate products, consumers will show different consumption psychology and behavior motivation. The real estate market and the development of the national economy have relevance and timeliness correspondence. Therefore, it is of great value and significance to grasp the coupling and coordinated development of the real estate industry and the national economy. The consumer psychology of real estate commodities will have an important impact on their consumption behavior and the development of the real estate market.

**Objective:** Based on the theory of product life cycle and consumer psychology, the research explores the coordinated development relationship between the real estate market and the national economy, guides the real estate marketing strategy under the grasp of consumer psychology and demand, gives full play to the role of the real estate market in promoting the national economy, and then reduces consumers' improper subjective psychological tendency and consumption emotion.

**Subjects and methods:** The research take 1000 consumers in a city as the research object, and then collects the information of the research object's consumption and shopping habits, consumption psychology and views on the real estate market and commodity value with the help of the real estate consumption psychology scale questionnaire. Then it analyzes the relationship between real estate and national economy with the help of vector autoregressive model, and intervenes consumers' negative psychological emotion and consumption behavior motivation in the process of consumption with the theory of consumer psychology. The experimental intervention time was three weeks. After the experimental intervention, the consumer psychological status of the subjects was reassessed. Statistical analysis tools are used to process the experimental data, statistics and difference analysis, so as to obtain the experimental results.

**Results:** The development trend of the real estate market plays an important role in the national economy, and the fluctuation and impact of its real estate price have a short-term and small same direction impact on GDP, and a large reverse impact on consumers' consumption psychology and behavior intention. Consumers' consumption psychology will be affected by their understanding, emotion and emotional

process of goods, and show rational, impulsive and selective consumption behavior. Active intervention in their consumption psychology can effectively guide consumers to consume rationally and correctly treat the changes of market economy and the pursuit of their own value needs. Table 1 shows the correlation results between the real estate market and the national economy under consumer psychology.

**Table 1.** Correlation results between real estate market and national economy under consumer psychology

		Real estate market	National economy
Real estate market	Pearson correlation	1	0.286**
	Significant (bilateral)	-	0.000
National economy	Pearson correlation	0.551**	1
	Significant (bilateral)	0.000	-

Note: \*\* indicates significant correlation at 0.01 level (bilateral).

**Conclusions:** Consumers have different needs for products in different product life cycles. In the process of product marketing, the marketing subject can better select the marketing strategy by analyzing the psychology of consumers and the characteristics of the product life cycle, so as to maximize its profit. At the same time, consumers have different consumption emotions and psychological needs due to the influence of many factors in the consumption process, which makes them mainly focus on subjective tendency and emotional will when making consumption choices, which will inevitably produce entanglement, anxiety, anxiety and other psychological emotions. Therefore, the active intervention of consumers with the help of relevant theories of consumer psychology can effectively ensure their correct view of marketing strategies and product price changes, guide their rational consumption and improve their mental health level.

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## RESEARCH ON THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY

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**Background:** Psychological anxiety is a kind of negative emotion, which is caused by facing the real threat, or because there is no real reason. The individual experience of psychological anxiety produces tension, anxiety and other emotions that cannot be explained clearly. Psychological anxiety has no definite objective object, and the content of individual anxiety also has no specific and fixed content. This anxiety is also called floating anxiety or nameless anxiety. The generation of psychological anxiety is an individual instinctive response, which everyone will produce. When individuals are in a state of stress and are stimulated to some extent, they will have psychological anxiety. Psychological anxiety is in the normal range, which can help individuals solve emergencies. When the degree of psychological anxiety exceeds the scope of individual tolerance, and is in this state for a long time, individual psychological problems will occur, which will affect the healthy development of individual psychology. For college students, because they are in the stage of complete physical and mental development and maturity, their ability to control their emotions is not enough. When they face problems, they can't deal with them calmly. In this case, they will have psychological anxiety. There are many reasons for students' psychological anxiety, because the learning task is heavy, they can't catch up with the learning progress, and the learning effect is not ideal. Because of the fear that the test results are not ideal and cannot meet their own requirements, or the fear that the students will look at themselves differently because of their poor test results, resulting in psychological anxiety. Or because he is not good at getting along with others, his relationship with classmates and roommates is not harmonious and rigid, and he feels anxious and anxious. Or anxiety about employment, emotion, etc. Various problems have brought great psychological pressure to students, which has affected their life and study, resulting in a lack of sense of security and self-confidence.

At present, the ideological and political education in colleges and universities still has some problems in the mental health education of students. Students lack subjectivity. The modern ideological and political education system constructed by teachers and students emphasizes the dominant position of teachers, ignores the importance of students in ideological and political education, and reduces students' subjectivity.