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THE INFLUENCE OF MODERN ART DESIGN PRODUCTS ON CONSUMERS' PURCHASING POWER BASED ON CONSUMER PSYCHOLOGY

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Background: Since the 1990s, China's economic level has developed rapidly, people's disposable income has risen rapidly, and the quality of life is also improving. Nowadays, in addition to the pursuit of living standards, people's spiritual needs are also rising. In this context, modern art design is rising rapidly and has become an important part of art design specialty. At present, in order to cater to consumers, most modern art and design products blindly pursue beauty and novelty, ignoring cultural heritage and practical functions, resulting in lower added value of modern art and design products and a significant decline in consumers' consumption desire. Many designers have anxiety. Anxiety refers to the tension, anxiety, fear and other negative emotions caused by the threat or imminent threat of an individual to something. Many studies have pointed out that maintaining moderate anxiety can help individuals concentrate, so that they can focus more on their work and study, and then improve their work and learning efficiency. However, when the degree of anxiety is too high and lasts too long, the individual's physical and mental health will be damaged, affecting the individual's normal life, study and work. Therefore, the innovation of modern art design products and the improvement of consumers' purchasing power and desire are of great significance to alleviate the anxiety of designers.

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. By studying the psychological phenomena and psychological laws of consumers in their purchase behavior, we can improve and innovate modern art design products, improve consumers' purchase desire, improve consumers' purchasing power and alleviate designers' anxiety.

Objective: At present, most modern art design products ignore the cultural heritage and practical functions, resulting in a significant decline in consumers' consumption desire, and many designers have anxiety. Based on consumer psychology, the research analyzes the psychological phenomena and psychological laws of consumers in purchasing behavior, and improves and innovates modern art design products according to the analysis results, so as to enhance consumers' purchasing power and alleviate designers' anxiety.

Subjects and methods: 20 workers engaged in modern art design were selected as the research objects, and the anxiety degree of the research objects was evaluated by Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS). The purchasing power of consumers was evaluated by the number of art and design products sold each month.

Using random number table method, 20 subjects were randomly divided into study group and control group, with 10 people in each group. The designers of the research group adopt the design mode based on consumer psychology for modern art design. The designers of the control group used the traditional design mode for modern art design. After a period of time, the mental health status of the two groups of designers and the number of products sold were compared.

Methods: The corresponding data were processed and calculated by software SPSS22.0.

Results: Before the experiment, there was no significant difference in SAS scores between the two groups ($P > 0.05$). After the experiment, the SAS score of the designer in the study group decreased significantly compared with that before the experiment ($P < 0.05$), while the SAS score of the study group in the control group did not change significantly compared with that before the experiment ($P > 0.05$), and was significantly higher than that of the control group ($P < 0.05$). The SAS scores of the two groups are shown in Figure 1.

Conclusions: In recent years, modern art design has sprung up rapidly and become an important part of art design specialty. At present, most modern art design products ignore the cultural heritage and practical functions, resulting in a significant decline in consumers' consumption desire, and many designers have anxiety. When the degree of anxiety is too high and lasts too long, the individual's physical and mental

health will be damaged, affecting the individual's normal life, study and work. Therefore, based on consumer psychology, the research analyzes the psychological phenomena and psychological laws of consumers in purchasing behavior, and improves and innovates modern art design products according to the analysis results. The results showed that there was no significant difference in SAS scores between the two groups before the experiment ($P > 0.05$). After the experiment, the SAS score of the designer in the study group decreased significantly compared with that before the experiment ($P < 0.05$), while the SAS score of the study group in the control group did not change significantly compared with that before the experiment ($P > 0.05$), and was significantly higher than that of the control group ($P < 0.05$). It shows that the improvement and innovation of modern art design based on consumer psychology can effectively enhance the purchasing power of consumers and alleviate the anxiety of designers.

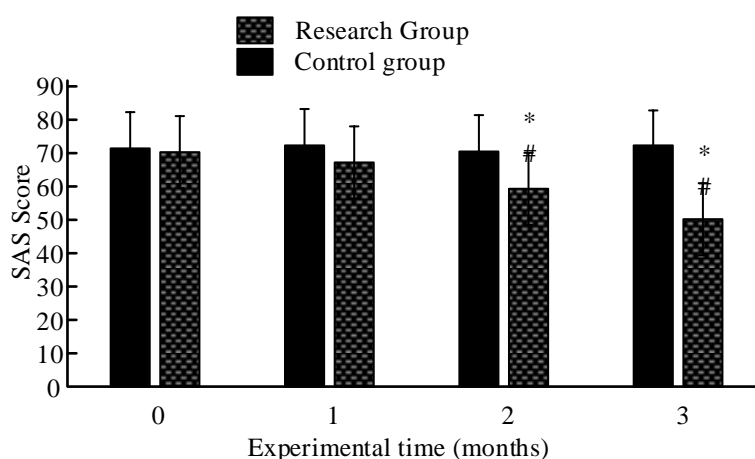


Figure 1. SAS scores of two groups of subjects

Note: * It means $P < 0.05$ compared with that before the test; # It means that compared with the control group at the same time, $P < 0.05$.

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THE INFLUENCE OF INTERNET INDUSTRY ANTITRUST ON CONSUMERS' CONSUMPTION PSYCHOLOGY

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Background: Consumer psychology is an emerging discipline that studies various psychological changes and the law of psychological activities produced by consumers in consumer activities. It also belongs to the interdisciplinary discipline composed of consumer economics and psychology. The main research objects of consumer psychology are the psychological activity process and personality psychological characteristics of consumers, the psychological factors affecting consumer behavior, the impact of social environment on consumer psychology, consumer psychology and consumption habits, marketing methods and consumption psychology of consumer groups, and so on. Consumer psychology is of great significance to improve product sales revenue and expand product popularity. Consumers' purchase motivation is affected by various realistic and potential factors. It seems to be accidental. In fact, it has its profound reasons of consumer psychology, that is, a series of seemingly "accidental" consumer behaviors actually mainly depend on the influence of consumer psychological factors. It can be seen that if you want to analyze consumers' consumption behavior, consumer psychology is an indispensable and effective tool. After entering the 21st century, China's Internet capital groups have developed rapidly, but behind this rapid development, there are some problems that will have an obvious negative impact on people's daily life, such as monopoly operation, "big data killing", disorderly expansion of capital and so on. Therefore, recently, the state has paid more attention to the antitrust work of the Internet industry. In this context, it is necessary to study the changes of consumers' consumption psychology.

Objective: To understand the current antitrust situation of China's Internet industry and the business strategies of Internet enterprises by analyzing relevant literature, telephone exchanges and offline interviews with experts and practitioners. On this basis, carry out several rounds of expert inquiries to understand the impact of experts on consumers' consumption psychology caused by antitrust in the Internet