Figure 1. Questionnaire on the Status Quo of Entrepreneurial Psychological Quality of College Students.

Conclusions: Positive psychology believes that the formation of an individual's positive experience and positive personality is not only determined by genes, but also largely affected by the external environment in which the individual lives. So to cultivate college students' positive psychological quality in business, you should constantly optimize the environment of colleges and universities, the social environment for college students venture to build a positive, optimistic upward of entrepreneurial environment, family can also change concept, build a good education system, promote the formation of the college students' entrepreneurship psychological quality.

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PERSONALIZED MARKETING MODE OF E-COMMERCE UNDER THE CONCEPT OF CONSUMER PSYCHOLOGY

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Background: With the rapid development of Internet technology, e-commerce gradually occupies an important position in the market driven by Internet technology. The advantage of e-commerce is that it is based on the Internet, breaks through the traditional concept of time and space, reduces the distance between production, circulation, distribution and consumption, and greatly improves the effective transmission and processing of logistics, capital flow and information flow. Today, with the development of e-commerce, online consumption psychology presents new features and trends. The rapid rise of

e-commerce has changed the market environment, which not only changes the consumer psychology, but also changes the marketing strategy of businesses.

Objective: Under the operation of the new marketing mode of e-commerce, how to grasp and cater to consumers' consumption psychology and behavior, and according to the information obtained, put forward effective solutions to speed up the development of e-commerce in China, which is a great event with social benefits and economic value. Therefore, it is necessary to build a consumer psychology model and analyze the personalized marketing mode of e-commerce under the concept of consumer psychology, so as to provide some reference for the long-term development of e-commerce.

Subjects and methods: By using the method of questionnaire statistics, 500 questionnaires were sent out to the society, and 476 of them were returned, with a recovery rate of 95.2%. The content of the questionnaire is mainly about the psychological state of users' consumption on the Internet. The psychological variables of online consumption include five values, which correspond to users' convenience, affordability, quality, personality and worry; The attribute variables are discount, price, grade, sales volume, evaluation, distance, brand and uniqueness. Statistics of the results of each questionnaire, the use of Bayesian network toolbox (BNT) has been integrated into the MATLAB software as an experimental tool to establish user network consumption psychological model. Based on the model, the corresponding personalized e-commerce product recommendation is given, and the recommendation results are fed back to the users who participate in the questionnaire survey, and the satisfaction of each user and the accuracy of the recommendation are counted.

Results: According to the results of the questionnaire survey, the probability table of users' online consumption psychological categories is obtained, as shown in Table 1. Users' online consumption psychology from strong to weak is quality, convenience, worry, benefit and personality. The statistical probability is sorted from large to small, and the psychological category of online consumption whose cumulative percentage is the first more than 75% is selected as the user's decision-making consumption psychological category. For users, the cumulative probability value of quality psychology, convenience psychology and worry psychology is more than 75%, and they think that users mainly focus on the quality of goods, convenience degree and related hidden dangers brought by online shopping in actual consumption.

Table 1. Probability table after statistics of users' online consumption psychological categories.

Convenient	Substantial benefits	Seeking quality	Personality	Worry
0.220	0.151	0.349	0.078	0.202

Thus, 10 kinds of goods are given, and the number of goods is 1-10. The probability of online consumption psychological category is obtained by using the online consumption psychological model, and the recommendation results are given according to the probability. The recommendation results in Table 2 are fed back to the online consumers who participate in the questionnaire survey, and the questionnaire statistics are conducted again to determine the accuracy of the recommendation results. According to the feedback statistics, the accuracy of recommendation is about 77.9%, and the satisfaction is 74.5%. It can be seen that under the concept of consumer psychology, the consumption psychology model of Internet users is constructed, and the personalized recommendation products are given according to the model, so as to improve the current non targeted marketing mode, optimize the personalized marketing system, and provide reference for e-commerce to provide direction and reference for the long-term development of the industry.

Table 2. Product recommendation results of Internet users.

Commodity number	Convenient	Substantial benefits	Seeking quality	Personality	Worry	Recommended results
1	0.176	0.037	0.654	0.098	0.035	Not recommended
2	0.098	0.213	0.302	0.298	0.089	Not recommended
3	0.308	0.062	0.401	0.021	0.208	Recommend
4	0.021	0.275	0.154	0.056	0.494	Not recommended
5	0.231	0.004	0.539	0.028	0.198	Recommend
6	0.221	0.054	0.407	0.102	0.216	Recommend
7	0.002	0.457	0.135	0.249	0.157	Not recommended
8	0.298	0.087	0.387	0.036	0.192	Recommend
9	0.104	0.241	0.207	0.296	0.152	Not recommended
10	0.174	0.133	0.468	0.216	0.009	Not recommended

Conclusions: Nowadays, consumers not only pay attention to the value of the commodity, but also pay more attention to the satisfaction of the internal psychological needs of the goods. Considering that users' consumption psychology is the key decision-making factor to determine their purchase behavior, it is a severe test for today's e-commerce enterprises to combine the consumption behavior and psychological characteristics of the target users, so as to make personalized and targeted marketing plans. From the perspective of consumer psychology, this paper studies the recommendation methods of users' online consumption psychology. The empirical analysis results show that the personalized recommendation given in this paper can provide a new reference for e-commerce marketing mode, and provide a certain reference for the sustainable development of e-commerce system.

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OPTIMIZATION ANALYSIS OF INDIVIDUALIZED EDUCATION MANAGEMENT MODE IN COLLEGES AND UNIVERSITIES BASED ON SOCIAL PSYCHOLOGY

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Background: The basic idea of social psychology is put forward by psychologist Irwood. The basis of research is group life. The main starting point of research is human habits, reaction, communication, instinct and other behaviors. At present, with the increasing enrollment of colleges and universities, personalized education management is facing a new form. The conventional education management mode pays attention to the mastery of students' textbook knowledge and ignores the role of personalized education in mental health education, which also leads to the poor overall effect of university education management. In order to adapt to the basic requirements of the new situation for the personalized management of colleges and universities, we need to improve the quality of education the relevant personnel actively adjust the management methods, adopt the relevant factors of social psychology on the basis of the conventional management mode, strengthen the communication with students, and improve the quality of management.

Objective: From the perspective of personalized psychology teaching in Colleges and universities, it can play an important role in the analysis and application of psychological teaching.

Subjects and methods: Through the interview survey of five comprehensive colleges and universities in a certain area and the distribution of network questionnaire, 200 questionnaires were distributed and 200 questionnaires were recovered in this survey. The recovery rate of the questionnaire is 100%, of which 180 are effective, and the effective rate of the questionnaire is 90%. The content of the questionnaire includes students' evaluation of their own personality, their preference for subjects and the reasons for their preference, specific learning methods, whether to make a plan for learning, whether to support the school to adopt personalized education programs and other 13 questions. Specific options are given, and the results of the questionnaire are summarized for statistical analysis.

Results: Take three questions as examples, which are "your learning attitude towards various subjects", "do you think the school's teaching methods can adopt personalized teaching" and "why don't you like learning", and give the statistical results. The specific results are shown in Table 1-3.

Table 1. Statistical results of learning attitude of each subject.

Learning attitude	Like it very much	Like	Don't like it or hate it	Hate
Proportion of people /%	13.6	47.9	36.4	2.1

Table 2. Views on whether the school can adopt personalized teaching.

View	Can	Not always	No	Can try
Proportion of people /%	20.8	26.7	5.8	46.7

Table 3. Reasons of dislike learning.

Reason	No interest	The course is difficult	The teacher didn't teach well	The classroom is boring
Proportion of people/%	0.5	43.7	29.3	26.5

From the experimental results in Table 1-3 above, it can be seen that most students don't like learning