Results: SPSS statistical software package was used to establish the research database. By comparing the purchasing ability of consumers before and after the optimization strategy, the author analyzes the e-commerce marketing model from the perspective of consumer psychology.

Table 1. Consumer annual purchasing power.

Age /annum	Annual purchasing power of consumers /(yuan)	
	Before the optimization of e-commerce model	The e-commerce model is optimized
12-18	3123	5742
19-25	24356	42511
26-30	34522	53421
31-40	43136	67542
41-50	76853	97864
Mean value	36389	53416

Comparison of Table 1 shows that people of different ages have different purchasing power. For those aged between 19 and 25, the annual purchasing power of consumers before the optimization of the e-commerce model is 3,123 yuan, and after the optimization of the e-commerce model, the annual purchasing power of consumers is 5,742 yuan. For those aged between 26 and 30, the annual purchasing power of consumers before the optimization of the e-commerce model is 34,522 yuan, and after the optimization of the e-commerce model, it is 53,421 yuan. It proves that the method in this paper can effectively improve consumers' annual purchasing power, and verifies the effectiveness of e-commerce marketing model optimization from the perspective of consumer psychology.

Conclusions: With the rapid development of network technology, the relationship between businesses and consumers has changed, and it also has a certain impact on consumers' consumption psychology. Therefore, the traditional marketing model for physical stores cannot meet the requirements of commodity marketing in the Internet era. Therefore, merchants need to constantly update the marketing model according to the changing characteristics of consumers' psychology, so that the newly constructed network marketing model can better meet the systematic and diversified needs of consumers. In a word, building a marketing model that matches the Internet era can not only enable businesses to be in an invincible position in the market competition, but also provide necessary channels for businesses to enhance their brand influence.

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INFLUENCE OF COGNITIVE PSYCHOLOGY ON THE STABILITY OF AGRICULTURAL SUPPLY CHAIN

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Background: With the development of new rural areas in China, the supply chain is a network chain system composed of farmers (producers of agricultural products), purchasing and processing enterprises and distribution enterprises of agricultural products, retailers and logistics distribution industry. The modern agricultural product supply chain model is a strategic alliance composed of agricultural product producers, agricultural products (food) processors, food distributors, retailers, consumers and other partners, which is market-oriented and consumer-oriented. Its core lies in providing customers with maximum value and best service at the minimum cost through close cooperation among supply chain members, thus improving the operation efficiency and economic benefit of the whole supply chain. And through a certain benefit

distribution mechanism, the economic benefits of all members of the supply chain are improved.

Interest distribution is the fundamental basis for the stability of the supply chain, but also influenced by cognitive psychology, cognitive psychology plays a role through interest distribution, interest distribution affects cognitive psychology, and their interaction affects the stability of the supply chain. But the study of cognitive psychological factors into the stability of agricultural products supply chain is still blank. In view of this, this paper draws cognitive psychology to the model of interest distribution of agricultural supply chain, and discusses the stability of secondary agricultural supply chain of "cooperative organization-leading enterprise" under Stackelberg equilibrium, Nash equilibrium and Pareto equilibrium.

Subjects and methods: This paper discusses the supply chain stability of secondary agricultural products based on asymmetric information. The research shows that in addition to the hard mechanism of interest factors affecting the supply chain stability, the psychological expectation soft mechanism of agricultural supply chain members to the objective natural state will also affect the supply chain stability. Asymmetric information, only under Nash equilibrium psychological expectations will not affect the stability of agricultural supply chain. Under the equilibrium of stackelberg and Pareto, the change of psychological expectation will affect the stability of agricultural product supply chain. Therefore, leading agricultural enterprises and agricultural cooperation organizations should strengthen communication and strengthen the establishment of trust mechanism on the basis of fair distribution of benefits. To promote the stable development of agricultural supply chain.

Study design: The stability of agricultural supply chain as a result of multifactor effect. Obviously, Different factors influence on the stability of agricultural supply chain relationship, and structural equation model is a hypothesis test of multiple dependent variables, Multiple factor variables can be considered and processed simultaneously, and has the characteristics of intolerance and large flexibility, Advantages in revealing variable action (or effect) relationships and degree of influence. Therefore, the structural equation model can verify the influence of the variables and identify the key factors, clarifying the influence on the stability of the agricultural supply chain relationship and identifying the key influencing factors. It is studied from model construction, data collection, sample analysis and model fitness test respectively.

Methods: In order to ensure the reliability and validity of the test conclusions. Before statistical analysis, the reliability of the questionnaire needs to be analyzed. By using the commonly used Clone Bach coefficient method, the AI Pha coefficient is 0.716 (between 0.6 and 0.8), which indicates that the reliability of the scale is acceptable. In addition, it is also necessary to reduce the dimension of the data. In this paper, factor analysis method (that is, a multivariate statistical analysis method classifies some variables with complex relationships into a few independent new comprehensive factors) is used to reflect the basic structure and main information of the data by a few independent non-observable variables.

Using SPSS17.0 to standardize the data and analyze the factors, the KMO value is 0.563 (between 0.5 and 0.7), which indicates that factor analysis can be carried out.

Results: This paper selects two absolute fitness indicators: GFI and AGFI, its values are between tables 10 and 1, the larger the value (closer to 1), the better the fit, that is, the higher the fitness. CFI index reflects the quantity of the degree of difference between the hypothetical model and the independent model without any covariation, A value between 0 and l. The larger the value (closer to 1), the better the fit, that is, the higher the fitness. PGFI is the abbreviation of the parsimony fitness index, its value is generally 0.5 as the lowest threshold. The experimental results are shown in Figure 1.
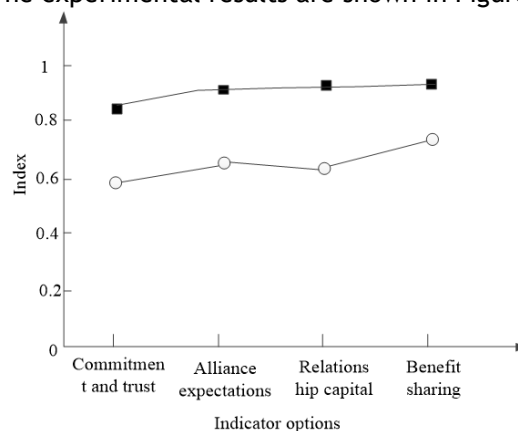
Figure 1. Grabble diagram.

As shown in Figure 1. Commitment and trust, alliance expectation, relationship capital and interest sharing slope are large, so all main factors, the 8 variables of (participation) factor analysis are more

common (all greater than 0.8), indicating that most of the information of the eight variables can be advanced by the factor, that is to say, the results of this factor analysis are effective.

Conclusions: Each hypothesis is verified and analyzed by structural equation and factor analysis. The results show that commitment and trust, alliance expectation, relationship capital, benefit sharing and market structure, market competition, policies and regulations are closely related to the stability of agricultural products supply chain. Compared with the pre-assumption model, the final model is basically consistent with the expected path relationship between the other elements except that the relationship between technical support and agricultural product supply chain stability path relationship is not significant and commitment and trust, alliance expectations, relationship capital, benefit sharing have reached a very significant level.

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EFFECT OF POSITIVE PSYCHOLOGY COUNSELING ON ALLEVIATING THE STUDY PRESSURE OF COLLEGE STUDENTS

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Background: Nowadays, under the pressure of a long-term academic burden, college students have great study pressure, which leads to a mental state of exhaustion, apathy and a low sense of achievement. Study pressure exists widely in the learning process of college students. In severe cases, it will also be accompanied by emotional exhaustion, sleep disorders, interpersonal withdrawal, Internet addiction and other psychological disorders. Learning pressure will not only lead to the decline of students' learning efficiency, the breeding of weariness, the decline of self-efficacy and other problems, but also have a negative effect on the personality growth and self-evaluation of college students can not be ignored.

In the process of human evolution, there are a large number of "positive genes", so people are born with positive psychological potential. At the same time, the experiment of clinical psychology and management proves that positive psychological counseling can also effectively relieve the study pressure of college students and help them improve their psychological quality and life quality.

Objective: In the case of study pressure, college students can take the initiative to seek help. To conduct self-counseling through self-study of positive psychology or to seek positive psychological counseling from counselors. These positive hints will promote college students to have better self-evaluation, thereby reducing learning pressure, forming a good self-concept and correct values, forming a virtuous cycle. Therefore, positive psychology plays a crucial role in alleviating the study pressure of college students. It can encourage college students to clarify their learning goals, adjust their cognition and treat learning problems with rational thinking.

Subjects and methods: Positive psychology can effectively alleviate college students' study pressure, help college students practice correct study view and knowledge subject status, and improve their comprehensive application ability. Optimistic attitude, self-control ability, perseverance and other positive forces are the core elements to resist the pressure of learning. This article mainly carries on the investigation analysis of positive psychological tutoring regarding improves university students' point of view, control ability, the three aspects of influence. Through the way of sending out questionnaires, statistical analysis of positive psychology to alleviate college students' learning pressure.

Study design: Stratified cluster random sampling method was used to investigate 500 college students in our city. Random sampling of the city's 3 universities, each grade randomly selected 1 major, a total of 12 professional students to carry out a questionnaire survey, a total of 500 473 recovered, the number of effective copies 457.

Methods: Statistical analysis of positive psychology counseling on the study pressure relief of college students in our city using Excel.

Results: The positive psychological counseling plays an important role in alleviating the study pressure of college students. After the positive psychological counseling, the study anxiety of college students has a significant downward trend, and they have a good positive learning mentality and the consciousness of facing setbacks.