

efficiency. Only by creating urban forests can the urban ecological environment be improved. This article mainly investigates and analyzes the residents' willingness to pay and the market-oriented innovation path of forest ecological services from the perspective of positive psychology. By issuing questionnaires, statistical analysis of the effects of positive psychology.

Study design: A questionnaire was issued to 500 urban residents. The questionnaire was required to be completed at one time. The time for each person to fill out the questionnaire was about 15-20 minutes. A total of 500 copies were issued, 479 copies were recovered, and the number of valid copies was 463.

Methods: Use Excel to calculate the application effect of positive psychology on residents' willingness to pay and the market-oriented innovation path of forest ecological services.

Results: Positive psychology can improve the self-discipline consciousness of urban residents and protect the ecological environment of urban forests. At the same time, with the improvement of living standards and the growth of economic income, positive psychology is conducive to strengthening residents' environmental awareness. As residents have demand for urban forest ecological services, their motivation to participate is stronger. Residents are more willing to contribute to the improvement of the urban ecological environment, which has a strong incentive effect.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact Individual subjective causes large errors. Take 500 residents' evaluation value and take the average, and the result is determined by rounding off. The specific statistics table obtained is shown in Table 1.

Table 1. Effect of positive psychology application.

Factor	Motivating effect	Environmental awareness	Restraint behavior
City dweller	3	3	4

Conclusions: As a public product, urban forest ecological services urgently need to establish a reasonable and stable diversified supply mechanism to ensure reasonable investment in urban forest construction, thereby speeding up the process of urban ecological environment construction. Due to the contradiction between the deteriorating urban ecology and the sustainable development of the urban economy, the contradiction between the increasing ecological needs of residents and the reduction of urban green natural space is still prominent, urban forests, which have the effect of improving the urban ecological environment, are receiving more and more attention. Pay more attention. Urban forest ecological services belong to the category of public services. Due to the limited government financial funds, there is a general phenomenon of insufficient investment. However, with the improvement of the living standards of urban residents and the enhancement of residents' environmental protection awareness, more residents will be willing to participate in the supply of urban forest ecological services, which will help to create a situation of diversified supply of urban forest ecological services.

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APPLICATION OF COLLEGE STUDENTS' PHYSICAL EXERCISE BEHAVIOR AND AEROBIC EXERCISE IN ADULTS' PSYCHOLOGICAL ANXIETY

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Background: The anxiety caused by social pressure causes adults to produce various behavioral disorders, which are mainly manifested in the problems of substance abuse and dependence, eating disorders and Internet addiction. Aerobic exercise refers to physical exercise performed by the human body under the condition of sufficient oxygen supply, that is, during the exercise, the oxygen inhaled by the human body is equal to the demand, reaching a physiological equilibrium state. A large number of studies have found that aerobic exercise can broadly increase the speed of fat decomposition in the body. The mechanism is to increase the activity of key lipoprotein lipase and liver lipase enzymes in muscles, liver and other tissues.

Aerobic exercise can also reduce blood lipids that cause arteriosclerosis and increase the level of protective factors against arteriosclerosis. Aerobic exercise can also reduce lipid peroxidation, increase free radical scavenging ability, and reduce the harm of free radicals to the human body. In the method of increasing bone calcium absorption and reducing bone loss, aerobic exercise can also significantly increase bone density. Aerobic exercise can also enhance self-confidence, reflect self-worth, improve personality, enhance happiness experience, reduce depression, and reduce the occurrence of mental illness. In addition, aerobic exercise plays an important role in the prevention and treatment of aging, obesity, cardiovascular disease, diabetes, and respiratory diseases. Aerobic exercise can improve the mood and sense of well-being of patients with substance use disorder, improve the excessive anxiety of patients with eating disorder about weight and body shape, and effectively divert the attention of patients with Internet addiction and reduce internet dependence.

“Anxiety” is a state of tension, worry, and anxiety caused by a certain stimulus. “Anxiety response” is a normal psychological phenomenon. Anxiety arises when a person’s desire is not fulfilled for a long time or the possibility of fulfillment is small. If the severity is serious, it is a disease such as “anxiety disorder.” Anxiety disorders often have a psychological problem that they cannot get rid of and are unwilling to face. Anxiety is only the manifestation of contradictions and conflicts, which can be used as a defense mechanism to avoid contact with the deeper troubles. At present, there is an increasing trend of anxiety and the incidence of anxiety among adults. It is urgent to explore the prevention and treatment of adult anxiety.

Objective: Aerobic exercise, known as aerobic metabolism exercise, it is relative to anaerobic exercise, refers to the aerobic metabolism of the cell to provide energy movement, its characteristics is low intensity, rhythm, uninterrupted, long duration. Contemporary adult life and learning pace has changed greatly, interpersonal relationship is more tense, at the same time by family and social pressure and other multiple, the mood is more impatient, emotional impulse. On the one hand, aerobic exercise can increase the human body’s demand for oxygen, improve the body’s oxygen consumption, improve the cardiopulmonary function; On the other hand, it can distract attention and transfer the experience of anxiety, so as to ease body and mind, regulate emotions and reduce anxiety symptoms.

Subjects and methods: Anxiety disorder has become a common mental illness in adults, affecting the study and life of adults. Exercise can prevent and treat anxiety. According to the onset of adult anxiety, it is proposed that aerobic exercise can be used to prevent and treat adult anxiety. This article mainly investigates and analyzes the degree of aerobic exercise to alleviate the psychological anxiety of adults. By issuing questionnaires, statistical analysis of the effects of aerobic exercise.

Study design: The questionnaire was distributed to 500 adults, and the questionnaire was required to be completed at one time. The time for each person to fill out the questionnaire was about 15-20 minutes. A total of 500 copies were issued, 489 copies were recovered, and the effective number of copies was 473.

Methods: Use Excel to calculate the relieving effect of aerobic exercise on adults’ psychological anxiety.

Results: Aerobic exercise can effectively regulate the anxiety of adults, relieve psychological tension and pressure, thereby forming a more stable psychological state. Adults engaging in physical activities that are in line with their age and interest characteristics can make the excitement and inhibition of the cerebral cortex tend to be coordinated. In particular, long-term low-intensity aerobic exercise has an irreplaceable special effect on regulating adults’ mental illness. It is one of the effective means to reduce anxiety.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact Individual subjective causes large errors. Take 500 adult ratings and take the average. The results are rounded off to determine the results. The specific statistical table is shown in Table 1.

Table 1. Relief effect of aerobic exercise on adults’ psychological anxiety.

Factor	Mental state	Excitement	Physical conditions
Adult	3	3	4

Conclusions: Aerobic exercise influence on adult behavior disorder is mainly embodied in that aerobics exercise on adult substance use disorders, eating disorders, plays a positive role on Internet addiction, aerobic exercise can make some students with behavior disorder change thinking and ways to deal with problems, to make them out of inferiority, depression and show confidence, strong and vibrant. Physical exercise is one of the effective means to treat mental illness, and aerobic exercise has a positive effect on the physical health of adults. Regular participation in aerobic exercise can improve physical quality, enhance the resistance of the human body to disease, make people energetic into daily study, work and life, so as to shape the healthy body of adults, for adults to lay a solid physiological foundation for mental health.

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THE EFFECT OF SUPPLY-SIDE STRUCTURAL REFORM IN PROMOTING THE VIRTUAL ECONOMY TO SERVE THE REAL ECONOMY—AN EMPIRICAL ANALYSIS BASED ON THE THEORY OF CONSUMER PSYCHOLOGY

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Background: After the reform and opening up, China’s economy began to develop, especially after the 1990s, the shortage of material supply in China gradually improved. Affected by the US financial crisis in 2008, China’s national economic growth slowed down and began to enter a new round of adjustment cycle. After 2011, China’s economy began to grow slowly and entered the new normal of rapid growth. At this time, the national economy gradually developed. While getting material satisfaction, people began to pursue psychological and spiritual satisfaction. The consumption mode has changed from daily demand consumption to psychological demand consumption. Consumer psychology is becoming increasingly prominent in the current economic development. In this economic context, national demand seems to have become a restrictive factor in China’s economic growth. For a long time, China has been inclined to use Keynesian demand management to guide China’s economic development, but this is no longer suitable for the current new economic normal. Based on the theory of consumer psychology, it can be recognized that China’s economic development is still in a superficial state of insufficient demand, covering up the essence of the imbalance between supply and demand. Whether the supply can meet the needs of consumers needs to be paid enough attention at this stage. Consumer psychological demand can guide market supply, and market supply can stimulate consumer psychological demand. Aggregate supply and aggregate demand are two important factors in economic development. The two factors complement each other and are indispensable. In order to adapt to the new trend of China’s economic development, only when the total supply and demand play their own role can we ensure the sustainability of China’s economic development.

At present, new technologies represented by the Internet, big data, cloud computing and artificial intelligence are deeply integrated with the real economy. While transforming the traditional economy, it also gave birth to a new real economy. With the deepening of the supply side structural reform, the traditional business philosophy, marketing mode and service mode of the real economy have been unable to meet the needs of economic development. We should comply with the trend, actively adapt to the new changes in economic development, and actively explore transformation and upgrading. Under the supply side structural reform, we should improve the supply constraints through the government’s macro-control, stimulate the consumer demand with the virtual economy service and the real economy, and meet the consumer psychology, so as to make the supply side structural reform achieve good results in promoting the virtual economy to serve the real economy.

Objective: The new real economy represented by “Internet +” takes innovation as its important driving force. Under the guidance of the new round of technological revolution, new technologies represented by big data, cloud computing, and artificial intelligence are transforming and upgrading traditional industries while transforming and upgrading traditional industries. It has also promoted the development of the physical industry in the direction of mobility, intelligence, and data, and has become a new trend of technological development. Make traditional industries have more resources for industrial innovation, establish links between products and consumers, and guide consumers to consume while considering consumers’ needs. Therefore, analyzing the theory of consumer psychology and obtaining specific practical results can effectively speed up the mechanism construction, product and service innovation capacity construction of enterprises, enhance the ability of sustainable development, drive their own industrial development and improve the competitiveness of enterprises while stimulating consumer demand.

Subjects and methods: Supply-side structural reforms can effectively promote virtual economy services and the real economy. This shows that the effective effects of supply-side structural reforms can be specifically studied through the theory of consumer psychology. Six large, medium and small enterprises are selected as the research objects, and questionnaires are issued to their employees to calculate the effect of supply-side structural reforms in promoting the virtual economy to serve the real economy.

Study design: A questionnaire was issued to a total of 500 employees in six companies, and the questionnaire was required to be completed at one time. The time for each person to fill out the questionnaire was about 15-20 minutes. A total of 500 copies were issued, 487 copies were recovered, and