

audiences are more willing to choose unique animation films.

Conclusion: To study the influence of audience psychology on the creative concept of animated films and the mediating role of creative self-efficacy. Analyze audience psychology using audience psychological stimuli or audience psychological clues, and then use creative concept measurement tools to directly or indirectly test the creative concept of animated films. Analyzing audience psychology can effectively improve the fluency, originality and cognitive flexibility of animated films when solving problems; the influence of audience psychology on creative concepts is through the mediating effect of creative self-efficacy; audience psychology positively affects the animation films Willingness to accept new animated films. Audience psychology improves the concept of animation film creation by creating self-efficacy.

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CHINA'S SMART LOGISTICS SUPPLY CHAIN INNOVATION BASED ON CONSUMER PSYCHOLOGY

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Background: China's smart logistics supply chain innovation refers to the process mode and performance of individuals in the process of continuous knowledge sharing and transfer, in order to gain their own competitive advantages, maintain their own core competitiveness, and then obtain continuous growth momentum and constantly shift the focus of knowledge. It emphasizes that individuals consciously use some innovative ideas, processes or methods in order to effectively improve the results of innovation. On the basis of predecessors' "individual innovation behavior path model", Janssen constructs China's smart logistics supply chain innovation measurement tool composed of three dimensions: "innovative thinking generation", "innovative thinking promotion" and "innovative thinking realization". In the research on the impact of learning goal orientation on the innovation of China's smart logistics supply chain, the innovation of China's smart logistics supply chain was investigated from four aspects: innovation desire, innovative actions, innovative applications and innovation results. As far as the influencing factors of innovation performance are concerned, existing studies have found that factors such as motivation, leadership behavior, teamwork, and resources all play a key role and are affected by the organization's task environment. Among them, innovation, as an implicit motivation mechanism and an important factor to promote employee innovation, has a significant correlation with the innovation of China's smart logistics supply chain.

The inclusion of consumer psychology can enable individuals to have psychological cognition and experience of organizational situations that affect the cultivation, development and application of their innovative abilities. As the consistent cognition and explanation of consumer psychology orientation, innovation characteristics and innovation support, consumer psychology has an important link function between the individual and consumer psychology behavior. From the perspective of research on the structure of consumer psychology and its measurement tools, the accumulation of Western research results has been relatively mature. At present, domestic research in this area needs to be improved. The consumer psychology measurement tools used by some researchers in their research are mostly translation revisions of foreign scales. In a recent study on consumer psychology measurement, scholars based on the Chinese cultural background and socio-economic development characteristics, compiled a COIC (Chinese Organizational Innovation Climate) questionnaire with good measurement technology characteristics called to compare the structure of other relevant questionnaires. The questionnaire includes the "leadership" factors that reflect the uniqueness of Chinese culture. Consumer psychology has an important positive predictive influence on the innovation of China's smart logistics supply chain, and has an important motivational effect on the individual's innovative behavior. In other words, the individual's innovation performance in the organization will have positive changes due to the stimulation of innovation-on-innovation behavior. The impact may include several effective process stages and composition results of China's smart logistics supply chain innovation. At present, domestic empirical research in this area is still highly lacking. To this end, this research aims to investigate the predictive effect of consumer psychology on the innovation of China's smart logistics supply chain in the context of Chinese culture.

Subjects and methods: The study distributed 500 questionnaires to 10 companies, including 413 valid data, with an effective rate of 82.6%. The age range is 21-58 years old, with an average age of 29.84 years; the average service life in this unit is 6.53 years (1 to 35 years); the average annual income is RMB 28,100. Among them, there are 229 males and 184 females; 306 general employees, 69 middle-level managers, and 38 senior managers; 24 people with education level below high school, 113 junior colleges (including higher

vocational colleges), 244 undergraduates, and 32 postgraduates. people.

Study design: Analysis of consumer psychology: COIC questionnaire compiled by Jin Shenghua and Zheng Jianjun. The tool has seven dimensions, including incentive mechanism, leadership, teamwork, superior support, resource guarantee, organization promotion, and independent work. It consists of 23 5-point scoring projects. Logistics supply chain innovation mechanism: using tools compiled by Han Yi, Liao Jianqiao and Long Lirong. The tool consists of 8 items to form a measurement of China's smart logistics supply chain innovation, and uses a 5-point scoring method to measure employees' willingness to innovate, actions, and results.

Methods of statistical analysis: In order to avoid the influence of the common method bias effect on the research results, on the basis of standardizing the questionnaire instruction, uniform training of the test subjects, and uniform measurement time, we use anonymous answering, changing the order of items, and changing the direction of answering items, etc. The technology controls the common method variation in the measurement procedure, and examines the bias effect caused by this. Use SPSS15.0 to manage and analyze the data.

Results: Correlation between consumer psychology and China's smart logistics supply chain innovation. The results in Table 1 show that there is a significant correlation between the dimensions of consumer psychology and the dimensions of the logistics supply chain innovation mechanism.

Table 1. Descriptive statistical results and correlation matrices for the variables ($n = 413$)

| Variable | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|-----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|
| 1 | 1 | | | | | | | | | |
| 2 | 0.69** | 1 | | | | | | | | |
| 3 | 0.51** | 0.61** | 1 | | | | | | | |
| 4 | 0.59** | 0.74** | 0.70** | 1 | | | | | | |
| 5 | 0.21** | 0.28** | 0.22** | 0.26** | 1 | | | | | |
| 6 | 0.60** | 0.68** | 0.61** | 0.67** | 0.22** | 1 | | | | |
| 7 | 0.34** | 0.47** | 0.39** | 0.53** | 0.15** | 0.46** | 1 | | | |
| 8 | 0.50** | 0.59** | 0.64** | 0.64** | 0.15** | 0.56** | 0.56** | 1 | | |
| 9 | 0.46** | 0.50** | 0.44** | 0.47** | 0.15** | 0.40** | 0.51** | 0.58** | 1 | |
| 10 | 0.53** | 0.56** | 0.44** | 0.53** | 0.11* | 0.45** | 0.57** | 0.62** | 0.66** | 1 |
| <i>M</i> | 3.25 | 3.56 | 3.96 | 3.66 | 3.20 | 3.67 | 3.31 | 3.68 | 3.36 | 3.08 |
| <i>SD</i> | 1.09 | 1.09 | 0.96 | 0.96 | 1.09 | 0.96 | 0.94 | 1.04 | 1.17 | 0.99 |

After research, after controlling the corresponding irrelevant variables, the hierarchical regression analysis is used to analyze them. Three hierarchical regression analyses are carried out with innovation willingness, innovation actions and innovation results as dependent variables. The first step is to enter the control variables such as gender, age, length of service, income, position and education into the equation, and the second step is to enter the consumer psychology variables into the equation. After controlling for the demographic variables, the incentive mechanism, leadership and independent work in the consumer psychology variables have a significant impact on the willingness to innovate, and the variance that can be explained is 41.0%; the team cooperation and resources in the consumer psychology variables Security and work independence have a significant impact on innovation actions, and the explainable variance is 44.5%; the incentive mechanism, resource security, and work autonomy in consumer psychology variables have a significant impact on innovation results, and the explainable variance it is 45.7%.

Conclusions: The "incentive mechanism" factor in consumer psychology has a significant positive predictive power for innovation willingness and results, which is consistent with the findings of existing studies: motivational factors affect their innovative behavior and results through the process of psychological activities. It also influences the innovative thinking and behavior of members of psychological activities in the form of salary rewards. In addition, this research clarifies the important influence of work autonomy in the atmosphere of consumer psychology on the three processes of China's smart logistics supply chain innovation. Corresponding to this result, work autonomy can not only stimulate the creation of new knowledge by employees, but also ensure that the creative thinking and actions of mental activity members are not disturbed, so as to obtain a good result of China's smart logistics supply chain innovation.

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THE INNOVATIVE EXPLORATION AND APPLICATION OF PHYSICS EDUCATION MODEL IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: School is an important environment for students to learn and grow, and teachers are the main body of education and teaching. For a long time, scholars have devoted themselves to exploring reasonable and effective education and management methods in school education research to promote the harmonious development of students' academic work and body and mind. For this reason, the leadership behavior adopted by teachers in the process of educating and managing students has attracted the attention of researchers. Some studies have shown that physical behavior in colleges and universities has a certain impact on students' school pressure, peer relationships, and emotional adaptation. This research intends to explore the characteristics of the innovation of college physics education model from the perspective of students and its relationship with students' mental health, in order to enrich the data of the research field of teacher behavior and student development.

This article discusses the characteristics of university physics education model innovation and its relationship with students' mental health from the perspective of educational psychology. A survey of 564 educational psychology in two middle schools in Xiangtan City was conducted using the college physical behavior questionnaire and the mental health scale for middle school students. From the perspective of educational psychology, college physics education model innovation can be classified into three types: democratic, authoritative, and laissez-faire; the distribution of different types in the total sample, school type, and grade is significantly different, and the gender distribution difference is close to significant. Under the vision of college physics education model innovation as a democratic type of students, their mental health level is significantly better than that of students under authoritative and laissez-faire leadership, while under the vision of authoritative and laissez-faire students, their student psychology There is no significant difference in the level of health. The innovation of college physics education model is closely related to the mental health of students.

Subjects and methods: Two classes were randomly selected from a key middle school and a general middle school in a city from the first to third grades as the survey subjects. A total of 603 educational psychology students from 12 natural classes participated in the survey, and finally 564 valid subjects were obtained. Among them, there are 191 in the first grade, 177 in the second grade, and 196 in the third grade; 320 in key middle schools, 244 in ordinary middle schools; 262 boys and 302 girls.

The cognitive psychology questionnaire adopts the “College Students Cognitive Psychology Questionnaire” compiled by the previous research. The questionnaire was compiled in accordance with standard norms, with a total of 61 items, including 5 subscales, including 19 introspective subscales, 11 interpersonal relationship subscales, 9 stress management subscales, and 11 adaptive subscales. General 9 questions on the cognitive subscale. The questionnaire is scored from 1 to 7, which are completely non-conforming, relatively non-conforming, somewhat non-conforming, uncertain, somewhat conforming, relatively conforming, and completely conforming. The higher the score, the higher the level of cognitive psychology. The questionnaire has good reliability and validity, and the internal consistency coefficient of the five subscales is between 0.695 and 0.806.

Study design: Using the Symptom Self-Rating Scale (SCL-90), the scale includes 9 factors such as somatization, obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, horror, paranoia, and psychosis, with a total of 90 items. Each item is scored with 5 grades, 1 to 5 points in turn represent asymptomatic to severe symptoms. According to the national norm standard, any factor score of more than 2 points is defined as positive, indicating that there may be mild psychological problems represented by the factor, more than 3 points may indicate more obvious psychological problems, and more than 4 points indicate that there may be Serious psychological problems.

Methods of statistical analysis: The researchers numbered the returned questionnaires, eliminated blank and incomplete questionnaires as invalid questionnaires, and used SPSS 20.0 for data management and statistical analysis.