

service innovation. The type, quantity and quality of entertainment service products directly affect customer satisfaction and brand loyalty. The promotion of residential entertainment service products shall, in light of the needs of the sources of tourists and in light of the geographical location and the characteristics of the humanistic environment, provide tourists with various kinds of healthy entertainment activities, and introduce various entertainment methods according to the nationality, gender, men and women, and age, such as fishing, mountain climbing, outing and other entertainment activities.

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## CONSUMER PSYCHOLOGY OF ONLINE CATERING OPERATION MODE WITH BLOCK CHAIN

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**Background:** Consumer psychology is an important branch of psychology, which studies the psychological phenomena and behavioral laws of consumers in consumption activities. Consumer psychology is a new subject. Its aim is to study the rules of psychological activities and individual psychological characteristics in people’s daily purchasing behavior. The study contents of consumer psychology include the process of consumer’s psychological activities, consumer’s individual psychological characteristics, psychological factors influencing consumer’s behavior, psychological activities in the process of consumer’s purchase, the influence of social environment on consumer’s psychology, consumer’s psychology and behavior, consumer’s tendency and psychology, commodity factor and consumer’s psychology, marketing communication and consumer’s psychology, etc. Consumer psychology is a component of consumer economics. Study of consumer psychology, for consumers, can improve the efficiency of consumption; For the operator, it can improve the operating efficiency. The main advantages of blockchain are that no intermediaries are involved, the process is efficient and transparent, and the cost is low, and the data is highly secure, so any one of these three needs will have access to blockchain technology. Blockchains are now used primarily in six scenarios: digital currency, data storage, data authentication, financial transactions, asset management, and election voting. On this basis, the block chain has been developing and expanding. In the catering operation mode, the merchants need to know the amount of goods in and out transparently, and the consumers need to know the details of the consumption process.

**Objective:** As an important part of all human consumption behavior, the study of the law and characteristics of food consumption psychology will deepen the understanding of the law of human consumption behavior. Among the numerous consumption behaviors, catering consumption behavior is the most important, only to meet the needs of food consumption, can constitute or implement other consumption activities. In real life, people’s food and beverage consumption is full of all kinds of psychological activities, especially the formation of needs and motives, desire and reality, attitude and change, level and standard, interpersonal relationship and food and beverage etiquette, seasonal consumption and daily consumption, etc. Blockchain technology has significant application advantages: The decentralized distributed structure improves the team writing process, improves the system expansibility, and saves the intermediary cost. Open data information can make the information that consumer gets more transparent, consume a process more at ease; Untameably timestamp can solve the problems of data tracing and information anti-counterfeiting. A secure trust mechanism can address the core flaws of IoT technology. As an industry closely related to people’s livelihood, the blockchain technology has been applied to the catering industry. Therefore, it will be helpful for the sustainable development of catering industry to study the consumption psychology of catering operation mode by means of blockchain embedding.

**Subjects and methods:** The aim of studying customer’s consumption psychology is to make the

management strategy of dishes and service according to the customer's psychological demand to achieve the expected management goal. Customers from the desire to purchase behavior depends on whether the customer is "willing" to buy, and the most direct expression of customers is "satisfied" or "dissatisfied". In order to satisfy the customers, it is necessary to know the various demands of the customers, such as actual demand and potential demand, reasonable demand and irrational demand, etc. Customer satisfaction is a kind of psychological experience that customers feel satisfied after consuming the corresponding products. At the same time, it is also a kind of management means and technology to explore customer's demand market constantly, then try to satisfy this market, and get customer's satisfaction. As an enterprise, should be based on customer requirements, to set the product satisfaction. Therefore, in this study, using blockchain embedding network technology to select higher sales of food and beverage outlets, customers on the consumer psychology questionnaire survey. Randomly selected 200 customers, distributed questionnaires, and mailed small gifts to customers after the survey was completed. The content of the questionnaire includes various factors affecting consumption psychology, mainly including quality (function, material, reliability, safety and economy), food design (color, shape, volume and taste), quantity (capacity and set), delivery time (timeliness and randomness), price (minimum price, psychological price and minimum price to quality ratio), service (comprehensiveness, compatibility, attitude and convenience) and grade (name brand feeling, flavor, local characteristics and diversification). Make the customer carry on the dining appraisal to the above index, obtains user's satisfaction degree as well as the psychological attention degree. The results of SPSS20.0 were used.

**Results:** Based on the evaluation of 200 customers, the statistical results are shown in Table 1.

**Table 1.** Customers' attention to various indicators of restaurants.

Indicators	Quality	Meal design	Quantity of meal	Delivery time	Price	Service	Grade
Attention/%	100	68	41	72	86	79	53

From this we can see that modern people pay great attention to health and health, the number of people concerned about food quality accounted for 100%, and compared with the number of indicators of low attention to food. This shows that customers pay less attention to the index, in the actual order, there may be customers want to try a variety of food, and not limited to the matching business.

**Conclusions:** Determine the customer's attention, to understand the customer satisfaction with the food, food and beverage business to improve food and beverage. Therefore, this paper puts forward the consumption psychology research of the online catering operation mode embedded in blockchain.

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## THE THEORY AND PRACTICE OF IDEOLOGICAL AND POLITICAL EDUCATION FOR COLLEGE STUDENTS FROM THE PERSPECTIVE OF PSYCHOLOGY

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**Background:** The core of ideological and political education is to educate and guide college students comprehensively with Marxist theory in China, to make them understand the value of political life, the theoretical form of Chinese economic practice and the law of scientific development, to form a firm identity of road, theory, system and culture, to continuously improve the moral level of college students and to realize the balance of morality and wisdom. Ideological and political education must also actively respond to the opportunities and challenges of the new era, theoretical and methodological innovation to drive the rapid development of the discipline. The realization of the goal of ideological and political education is inseparable from four unifications: First, the unity of fact and value. This is the scientific law that the subject of ideological and political education should follow when teaching, and is also the starting point of ideological and political work. Second, the unity of identity and internalization. This is the object of ideological and political education in the teaching process of the key. Ideological and political work is also an urgent need to overcome the difficulties; Third, the unity of knowledge and ability. This is the requirement of combining theory and practice closely, and it is also the standard to measure whether the