1 and Table 2:

Table 1. Test results of English grammar learning effect of different groups of students.

Test	Group	Average points/points	Value of *T*
First test	Experimental group	88.54	0.15
	Control group	88.08	
Second test	Experimental group	90.10	1.65
	Control group	88.84	
Third test	Experimental group	94.23	2.09
	Control group	90.06	

Table 2. Results of English grammar teaching effectiveness test for different groups of teachers.

Test	Group	Average points/points	Value of *T*
First test	Experimental group	93.54	1.66
	Control group	88.91	
Second test	Experimental group	95.10	1.73
	Control group	89.24	
Third test	Experimental group	98.05	1.95
	Control group	91.13	

As can be seen from Table 1, in the first test, the average score of the experimental group was slightly higher than that of the control group, but the T value was 0.15<1.645, indicating that there was no significant difference in English learning effect between the two groups in the first test. In the second test, the T value of the experimental group was 1.65>1.645, indicating that the results of the two groups were different. In the third test, the scores of the experimental group were significantly higher than those of the control group, indicating that the students in the experimental group had better grammar learning results.

Table 2 shows that in the three tests, the T value of the experimental group is always greater than 1.645, indicating that the average score of the experimental group teachers is always higher than that of the control group, indicating that the experimental group teachers have better grammar teaching effect.

To sum up, it is effective to apply cognitive psychology to English grammar teaching in colleges and universities, but the specific methods and application methods still need to be further studied.

Conclusions: Cognitive psychology attempts to unify all cognitive processes. It believes that cognitive phenomena such as attention, perception, memory and thinking are interwoven together, and understanding one group of phenomena helps explain another group of phenomena. Because of their interdependence, it is possible to discover a unified processing pattern of human cognitive processes. Because of this, the application of cognitive psychology to English grammar teaching in colleges and universities has produced effective results, which further expands the application scope of cognitive psychology.

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THE INFLUENCE MECHANISM OF E-COMMERCE USERS' DECISION-MAKING FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

Jing Liu

Economics and Management College, BEIJING POLYTECHNIC, Beijing 100176, China

Background: Consumer psychology is an important branch of psychology, its purpose is to study people in the process of life consumption, in the daily buying behavior of psychological activities and personality psychological characteristics. Consumer psychology of learning content including psychological activity in the consumer, the consumer's personality psychological characteristics, the psychological factors affecting consumer behavior, consumer buying process of psychological activity, the social environment's influence on consumer psychology and consumption trend and consumption psychology, commodities and consumer psychology, marketing, communication and consumer psychology and so on. It can be said that any kind of consumption activity contains both consumer psychological activities and consumer behavior. Accurately

grasping consumer's psychological activities is the premise of accurately understanding consumer behavior. And consumption behavior is the external manifestation of consumption psychology, consumption behavior is more realistic than consumption psychology. In broad terms, consumer psychology in generation and development of marketing activities in the consumer psychological phenomenon and its law as the research object of disciplines, in particular its emphasis on the following aspects: consumer psychological phenomenon in the marketing activities, psychological phenomenon in the consumer buying behavior and the general rule of consumer psychological activity. Through the application of consumer psychology, relevant experts have developed marketing strategies including mantissa pricing strategy, fat pricing strategy, reputation pricing strategy and so on. With the further development of information technology, e-commerce has gradually become one of the main ways of marketing. Studying the decision-making influence mechanism of e-commerce users is more conducive to analyzing consumers' consumption habits and psychology, which is of great significance for improving the effect of e-commerce marketing.

This study aims to judge consumers' purchasing intention, consumer trust and consumer support in e-commerce transactions through the analysis of consumer psychology, and to influence the decision-making results by studying the psychological change trend of consumers in the process of e-commerce shopping.

Subjects and methods: The research environment of this paper is e-commerce transaction environment, through the analysis of consumers' purchase intention, consumer trust and consumer support in e-commerce transaction to judge the trend of consumer psychological changes, and the application of this in the process of e-commerce marketing, so as to achieve the purpose of stimulating consumption.

Study design: In this study, consumers' purchase intention, consumer trust and consumer support are taken as analysis factors to judge the trend of psychological change of consumers, and then the trend of psychological change is taken as a moderating variable to influence the decision-making behavior of e-commerce users.

Methods of statistical analysis: This study on the analysis of electricity consumers purchase intention, consumers trust and support, after the introduction of the theory of consumer psychology, to consumers in the process of trading psychology change trend as a moderator variable, by adjusting the product price, brand effect and so on to stimulate the consumer decision making, and to participate in the consumer and the electricity marketing mode are analyzed. The 300 e-commerce consumers were divided into three groups on average, which were positive group, negative group and consumer psychology control group in order to test consumers' purchase intention, consumer trust and consumer support. The standard value of consumer buying intention, consumer trust and consumer support is 0.617, 0.841 and 0.853 respectively.

Results: Variance analysis was used to test the significant differences between the positive group, the negative group and the consumer psychology control group in the three aspects of consumers' purchase intention, consumer trust and consumer support. The results are shown in Table 1.

Table 1. Factor effect test results.

Factors	Group	Descriptive statistical results			Analysis of variance	
		The mean	The standard deviation	Number of samples / pieces	Value of *F*	Value of *P*
Consumer purchase intention	Active group	4.88	1.225	100	17.058	0.0007
	Negative group	3.63	1.963	100		
	Consumer psychology control group	3.46	1.970	100		
Consumer trust	Active group	2.59	0.220	100	0.700	0.0076
	Negative group	2.56	0.869	100		
	Consumer psychology control group	2.37	0.810	100		
Consumer support	Active group	4.85	1.178	100	0.417	0.0035
	Negative group	4.81	1.043	100		
	Consumer psychology control group	4.98	0.657	100		

Analysis results are shown in table 1 shows that under the environment of electricity, positive group and negative group and control group of consumers' purchase intention of mental consumption and consumers trust and support exists significant difference ($P < 0.01$), the results show that based on the analysis of consumer psychology to take corresponding measures to influence consumer purchase intention.

To sum up, the application of consumer psychology theory to the influence of e-commerce users'

decision-making can effectively make e-commerce marketing develop towards a benign trend, stimulate consumers' positive shopping mood, and increase the consumption amount. In other words, it is effective to use the theory of consumer psychology to study the decision-making process of e-commerce users.

Conclusions: Is the birth of the consumption psychology and consumption psychology, economics and other branch has generated "blood relationship", and is largely psychological science theory in the empirical study, continuously to the consumer research field penetration, and the social economic and cultural issues related to consumption is not caused by reaction in applied psychology. Research consumer psychology, for consumers can improve consumption efficiency, and for operators can improve management efficiency. Therefore, it is not difficult to see that consumer psychology has a broad application prospect, and its application in the e-commerce marketing industry can effectively stimulate consumers to make positive decisions.

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NEW WAYS OF COLLEGE STUDENTS' MENTAL HEALTH EDUCATION UNDER THE ENVIRONMENT OF NETWORK NEW MEDIA

Xiaobin Miao

School of Mechanical Engineering and Automation, Chongqing Industry Polytechnic College, Chongqing 401120, China

Background: With the continuous improvement of information level, intelligent devices have also been widely popularized. At present, almost all college students have a smart phone per capita. We can understand the Internet anytime and anywhere and obtain relevant information on the network. With the continuous improvement of new media technology, people can not only obtain information quickly and conveniently through intelligent devices, but also manufacture and disseminate information through intelligent devices. This not only greatly promotes the communication between people, but also innovates ideas and models for the development of College Students' education. College students are in a period of gradually mature ideas and rich psychological activities. At the same time, diversified campus activities and more in-depth social participation will also have a certain impact on College Students' psychology.

Subjects and methods: As a component of young groups, college students have both common social characteristics and special forms. Through the research on the relationship and influence between new media and college students, this paper tries to explore the new ideas of College Students' mental health education under the new media environment.

Study design: This paper studies the new ideas of College Students' mental health education under the new media environment from the following aspects: some students do not correctly understand their own value, produce inferiority complex, some students are limited to their own world and cannot integrate into the new environment, some students accept bad information, and the distortion of ideological values.

Methods of statistical analysis: Facing the new situation, the college mental health education model under the new media environment needs to be updated. It is one-sided to rely only on the traditional mental health education model. Therefore, according to the new characteristics of the development of new media, this study will actively explore new ways of thinking, new educational carriers and methods of mental health education, so as to make a beneficial exploration for college mental health education in the new media era.

Results: According to the data survey results, 52.7% of college students believe that their communication with teachers and students has been enhanced in the new media environment. If the school opens official microblog, WeChat or other social networking sites and forums to carry out mental health education activities and provide services, 63.8% of the students will pay attention. At the same time, compared with traditional media, 48.5% of students are willing to use new media for psychological discussion with people. These data show that new media has brought great opportunities for mental health education of college students, as shown in Table 1.

47.3% of college students believe that the school does not pay attention to the use of new media for mental health education, and the use of new media is insufficient. 37.8% of college students thought that the school only occasionally opened new media forms such as official website, microblog, WeChat and forum to carry out college students' mental health education. It shows that new media, as an effective way to carry out mental health education in colleges and universities, has insufficient application of new media technology and insufficient attention in colleges and universities, as shown in Table 2.

Table 1. Current situation of College Students' mental health education under the new media environment.