

**Conclusions:** According to the psychological anxiety problems of some contemporary college students, the scientific physical exercise intervention applied in this study can provide an effective sports rehabilitation program, and is expected to be popularized in the population, so as to improve the national mental health level. For the research object, help the patients with mental diseases improve their bad emotions, alleviate mental pressure and psychological pressure, which is conducive to their psychological intervention treatment and help them move towards a clearer future. For today's society, the future scientific research achievements of this project can not only lay the foundation for the clinical practice of psychology, but also provide a new direction for the treatment of mental diseases. At the same time, it provides a new idea for the future research trend in this field, and plays a certain role in promoting social stability, so as to create a good psychological environment and improve the national mental health level.

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## AGRICULTURAL ECONOMIC SERVICE MODE AND IMPLEMENTATION PATH BASED ON CONSUMER PSYCHOLOGY THEORY

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**Background:** Agriculture is the foundation of the country, agricultural production is the primary condition for human survival and creation of history, "three rural" issues in China has the most important position. However, due to various factors, the development of agricultural industry at this stage has failed to give full play to its due role and value. The low level of agricultural services is one of the important factors. Therefore, it is necessary to increase the income of farmers, extend the agricultural industrial chain, increase the added value of agriculture, and promote the continuous optimization and innovation of agricultural service modes in light of the local conditions, so as to promote the sustainable development of the agricultural industry and the continuous increase of the income of farmers. The agricultural socialized service in China has made great progress and established various agricultural service modes, which plays an active role in promoting the agricultural modernization. However, compared with foreign developed countries, there is still a certain gap in promoting the economic and social development of rural areas and increasing the income of farmers, mainly due to the broad positioning of agricultural service organizations. the imperfect operational mechanism of the grass-roots agricultural public service system. More services are productive services, and there is a lack of mid-and post-natal services. There is a certain gap between the types of services and the specific needs of farmers. In view of this, under the new normal of the economy, in order to promote the development of modern agriculture, we need to, based on the consumption psychology theory, establish the development thinking of the agricultural industry chain, constantly integrate and optimize the agricultural industry resources, and pay more attention to the post-natal marketing links and consumers' consumption experience, so as to better play the role of the agricultural service model and continuously enhance the added value of agriculture.

Agriculture is the basic industry of the country. The sustainable and healthy development of rural areas and the increase of farmers' income are inseparable from the modernization of agricultural industry. To achieve this goal, we cannot do without the transformation of agricultural economic service mode, timely grasp the market development, and provide rich and wide-ranging agricultural services. In the context of economic downturn, the use of consumer psychology to innovate the existing agricultural economic service model, and constantly improve the service content, and promote agricultural modernization.

Using the theory of consumer psychology to study the agricultural economic service model and the implementation path. This article mainly carries on the research analysis from the individuation experience, the consumer custom and the increase farmer income three aspects.

Based on the survey of agricultural service experience, the business model and development concept of agriculture are updated according to the consumption psychology to improve the actual integration.

**Methods:** The use of Excel statistical consumption psychology on agricultural economic service model and the impact of implementation path.

**Results:** With the development of the economy, the income level of residents is increasing, and there is

a higher demand level for consumer goods. The required products are not only used to solve the problem of food and clothing, but also to enjoy the personalized experience, which leads to the emergence of experience economy. Considering the different ways of combination between each service subject and farmer households, standing in the direction of driving force of agricultural transformation and upgrading under the new normal of economic development, it is emphasized that the division of agricultural service modes shall start from the object of service, focus on changing consumer habits and adapting to changes in consumer experience. The rights and interests of farmers shall be protected by optimizing the agricultural structure, promoting the agricultural industrialization, integrating human capital and coordinating the urban and rural development, and the products produced shall conform to the market development trends under the conditions of the experience economy, meet the demands of consumers, so as to obtain better sales of products and increase the income of farmers.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors, 0 indicating irrelevance, 1 indicating slight influence, 2 indicating general influence, 3 indicating obvious influence, 4 indicating full influence, and the obtained statistical table is shown in Table 1.

**Table 1.** Influence of consumer psychology on agricultural economic service mode and implementation path

Factor	Personalized experience	Consumer habits	Increase farmers' income
Consumer Psychology Theory	4	4	4

**Conclusions:** Based on the theory of consumer psychology, the agricultural economic service model and its implementation path realize the efficient integration of agriculture and service industry. Among them, the horizontal industrial integration path includes a variety of emerging industries of agriculture and service industry, which provides multiple development directions for enterprise development, government policy making, rural financial investment, hybrid talent cultivation and circulation. The longitudinal industrial integration path covers many links such as enterprises, capital, technology, talents, knowledge, products, market, policies, information platform, etc., and the longitudinal path stimulates the driving factors of industrial integration in each link, so that there are rules and regulations to follow in all links from the occurrence to maturity of industrial integration, which has practical guidance on how to develop emerging industries. The design of agricultural economic implementation path is based on the mechanism of cross amalgamation of agriculture and service industry, which can be supported by mathematical model and empirical analysis. Therefore, it is of great theoretical and practical significance to achieve the integration path of agricultural and service industries through consumer psychology.

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## THE CAUSES AND COUNTERMEASURES OF COLLEGE STUDENTS' LEARNING ANXIETY

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**Background:** Anxiety is a negative emotion. It is an emotional state with a sense of fear, which is formed by the individual's inability to achieve the expected goal or overcome the threat of obstacles, the frustration of self-esteem and self-confidence, or the increase of sense of failure and guilt. Continuous anxiety will cause certain physiological changes, which will affect a person's normal study, work and life. Learning anxiety is a psychological state that is stimulated by certain learning atmosphere pressure, restricted by individual cognitive evaluation ability, personality tendency and other physical and mental factors, with worry as the basic feature, defense or escape as the behavior mode, and through different degrees of emotional response. Psychology believes that moderate anxiety can promote students to study hard, but excessive tension will affect their learning state and affect their physical and mental health. Professional study is also the cause of college students' psychological anxiety. The grasp of the major is not comprehensive, and with the progress of learning, some college students will doubt their major. They don't know whether they are suitable for the major, can't find the interest points in the major, and even begin to question the development prospect of the major. This anxiety is the most common among freshmen and senior graduates. It can be summarized as follows: This psychological anxiety of freshmen comes from the impact of university professional education on comprehensive quality education in middle school. The anxiety of senior students does not know how to adapt themselves to this society and reflect their value through their professional knowledge. However, college students will eventually enter the society, so