

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.

* * * * *

THE CAUSES AND COUNTERMEASURES OF COLLEGE STUDENTS' LEARNING ANXIETY

Xi Chen

School of Marxism, Changsha University of Science & Technology, Changsha 410114, China

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

socialists are obliged to let college students overcome their anxiety before entering the society, so as to ensure that they can better adapt to the society in the future. First of all, when selecting talents, society should not only focus on the present, but should see the future development potential of college students. Compared with those who have not experienced college education and entered the society earlier, college graduates lack social experience. After entering the society, the social benefits and values generated are difficult to be reflected in the moment. At this time, the society needs to give college students enough patience to grow and progress. They can't give up the training of college graduates with a temporary success or failure. In addition, the atmosphere of the whole society also needs to be improved. We can't let the bad atmosphere such as corruption, cross flow of material desires and extravagance become the norm of the society, and let college students have a sense of fear and anxiety about entering the society. Of course, on the contrary, only by constantly injecting new positive energy into society by young people can we improve the overall atmosphere of society.

Objective: The work center of the university should be teaching. The university should strengthen the "three ethos" construction of study style, teaching style and school spirit. In recent years, the work objectives of many colleges and universities have shifted: The expansion of college enrollment has reduced the overall quality of college students. Some so-called school rankings and professional rankings enable colleges and universities to invest more funds and energy in the construction of school scale and hardware conditions, ignoring the basic undergraduate teaching, and the evaluation of teachers depends more on the social status of teachers the scientific research level has little relationship with its teaching level, which greatly reduces the teaching enthusiasm of university teachers, makes the overall learning atmosphere of the school not strong enough, and it is difficult for students to gain better in this atmosphere. Therefore, the university should be the best place to provide students with superior learning conditions. The ivory tower guides students to produce new ideas and put more energy into teaching. In addition, universities should support and organize some positive student activities. On the one hand, they can let students show themselves in the activities, release the pressure in learning, fully mobilize students' enthusiasm, find their own points of interest, and experience the happiness of progress and success. On the other hand, it is conducive for students to learn to get along and cooperate with others and form their own social circle, which will help college students overcome psychological anxiety and better adapt to the study and life of the university.

Subjects and methods: This study mainly makes research and analysis from three aspects: Strengthening professional scientific cognition, building an affinity classroom and guiding the evaluation view of rational learning ability.

Study design: 500 college students were randomly selected by questionnaire survey. A total of 500 questionnaires were distributed, 485 were recovered and 481 were valid.

Methods: Use Excel to count the causes and countermeasures of college students' learning anxiety.

Results: For the survey results, the influence values of specific factors are quantified in five levels of 0-4. 0 means irrelevant, 1 means slight influence, 2 means average influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Table 1. Causes and countermeasures of college students' learning anxiety

Factor	Natural resources	Green consumption	Development resources
Economics	4	4	4

Conclusions: University is not only an important stage in life, but also an important turning point in personal life and the transition period of social roles. How to spend this period smoothly has always been a subject that sociologists and educators need to study deeply. Today's fast-paced society and high pressure will produce many anxiety factors. As the last barrier for students to enter the society, universities need to cultivate the ability to overcome anxiety and overcome anxiety, which is not only the need for talent reserve for national development, but also the need to improve the mental health level of college students.

Acknowledgement: The research is supported by: Hunan Province Social Science Fund major projects: A study on the Fundamental, Strategic and Sourcing Function of the Communist Youth League in schools, 19WTA04.

* * * * *

APPLICATION OF COMPARATIVE PSYCHOLOGY IN EDUCATIONAL ECONOMICS

Fangfang Cheng¹ & Qingjiao Meng²