

Methods: The intervention effect of physical training on college students' behavior disorder was counted by Excel.

Results: In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 500 college students are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Intervention effect of physical training on college students' behavior disorder

Factor	Psychological emotion	Communication situation	Fitness psychology
Student	3	4	4

Conclusions: Pay attention to psychological quality education and create a good atmosphere for college students' mental health. Strengthen the construction of campus culture and create a good educational environment. Strive to cultivate college students' strong will and social adaptability. Help college students establish harmonious and harmonious interpersonal relationships. Improve the understanding of mental health of college students in physical education colleges and improve their mental health level. At the same time, strengthen the psychological expectation education of life events and psychological preparation for coping with pressure, narrow the contrast between personal expectation and reality, and enhance their adaptability. Physical exercise is to alleviate cognitive pressure. Therefore, leaders and teachers of colleges and universities should encourage students to often participate in physical exercise to relieve their pressure, so as to promote the development of students mental health .

Acknowledgement: The research is supported by: Research on the way of integrating intangible heritage traditional sports culture into university education.

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EFFECT OF BASKETBALL ON COLLEGE STUDENTS' MENTAL AND EMOTIONAL STRESS INDUCED BY EXERCISE

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Background: Emotional stress is emotional stress. An individual's psychological tension reaction or state formed under the action of emotions such as anxiety or fear. It is related to some unexpected environmental stimuli faced by individuals and the evaluation of their coping ability. For example, when individuals feel unable to cope with situational stimuli such as major blows from nature or society, they will experience emotional stress caused by tension. In this state, there will be biological reactions such as muscle tension, increased blood pressure, accelerated heart rate, increased respiratory rate and increased gland activity. Transient emotional stress helps individuals adapt to the environment and maintain the integrity of body function. However, the continuous stress state will affect the normal function of body organs, and even cause a variety of diseases, such as wind dampness pain, fibrous tissue inflammation, neurodermatitis, gastric ulcer and so on. Canadian scholar Serry said that maladjustment caused by emotional stress is a general adaptation syndrome, which includes three stages: startle, impedance and failure. In the startle stage, when the organism is stimulated by external tension, it carries out adaptive defense through the change and regulation of its own physiological function. In the impedance stage, human potential is fully mobilized to cope with environmental changes through changes such as accelerated heart rate and respiration, increased blood pressure and blood glucose. In the failure stage, the tight stimulation persists and the impedance continues. At this time, the necessary adaptability has been exhausted, and the body will be damaged by its own defense, resulting in adaptive diseases. In recent years, the trend of mental health problems among college students in China is bullish. The survey shows that more than 20% of college students have emotional stress reactions in different degrees and situations, which directly leads to the rise of college students' suspension and dropout rate and the decline of the output rate of excellent talents in colleges and universities. At present, colleges and universities in China have generally attached great importance to this problem, and strive to provide more support for students with psychological problems through the establishment of psychological counseling rooms and relevant student organizations.

Objective: With the rapid development of China's economy, the competition among talents is becoming

increasingly fierce, which has brought great employment pressure to contemporary college students. In addition, in the process of life and learning, contemporary college students also have to face the pressure from schoolwork, family, interpersonal communication and so on. Therefore, in recent years, the pressure of college students in China is increasing, and mental health problems are emerging. In order to improve the mental health level of college students, improve their pressure resistance and alleviate their mental and emotional pressure, exercise therapy is adopted to finally achieve the effect of inducing mental and emotional pressure. Basketball is a popular sport in colleges and universities. It is a useful attempt to combine basketball with mental health guidance.

Subjects and methods: Make full use of the advantages of two body integration of medical students and sports lovers to explore the spiritual source of college students' emotional stress. Through scientific and planned basketball training, release the psychological pressure of college students, let college students go out of dormitories and classrooms and rush to the basketball court, relieve the pressure and enhance the physical quality of college students. Improve the ability to resist pressure, so as to alleviate the psychological and emotional pressure of college students and prevent college students from suffering from mental diseases. This study mainly investigates and analyzes the effect of basketball on college students' mental stress induced by exercise. Through the way of issuing questionnaires, the effect of basketball is counted.

Study design: 200 college students were randomly selected for questionnaire survey. Ask for a one-time answer within a limited time. A total of 200 questionnaires were distributed, 189 questionnaires were recovered, the recovery rate was 94.5%, 186 valid questionnaires, and the effective rate was 93%.

Methods: The effect of basketball on college students' mental stress induced by exercise was counted by excel.

Results: In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 200 college students are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of basketball on college students' mental stress induced by exercise

Factor	Physical quality	Emotional relief	Stress relief
Adult	4	3	4

Conclusions: The purpose of college physical education teaching is to cultivate professional talents with physical and mental health and high quality, and then let students form a good physical exercise habit through some necessary physical exercise activities, comprehensively relieve emotional pressure and relax their mood and psychological state in the process of physical activities. Basketball can promote some students with high mental and emotional pressure to change their behavior of thinking and dealing with problems, so as to eliminate inferiority and depression, so as to show self-confidence, strength and vitality. Physical exercise is one of the effective means to treat mental diseases. Aerobic exercise has a positive impact on the health of adults. Regular participation in aerobic exercise can improve physical quality, enhance the body's resistance to diseases, and make people energetically invest in daily study, work and life, so as to shape the healthy physique of adults and lay a solid physiological foundation for their mental health.

Acknowledgement: 2020 Hubei Education Science Planning Project "Research on the Reform Path of Physical Education Teaching Mode in Colleges and Universities under the Background of Epidemic Prevention and Control" (2020GB124).

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THE INFLUENCE OF CONSUMER PSYCHOLOGICAL CHANGES ON ENTERPRISE MARKETING STRATEGY BASED ON E-COMMERCE

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Background: The psychology of consumers and the purchase behavior decided by them are always the focus of enterprises. For enterprises, to maximize profits, they must accurately predict and fully meet the needs of consumers. At present, E-commerce, which has caused fundamental changes in the field of