

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.

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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

information and commerce, has a great impact on people's way of life, work, and entertainment. Subsequently, consumers' psychology is bound to be affected by it and produce a series of changes. Because E-commerce has great "money" power and the online consumer market is expanding, many enterprises are extremely optimistic about the E-commerce model between B to C (enterprises and consumers) and vigorously enter this field. Therefore, a clear understanding of consumers in E-commerce environment plays an important role in enterprises' marketing planning and firmly mastering consumers. In the modern life with the gradual spread of E-commerce, the characteristics of consumer psychology are mainly reflected in: advocating individuality, paying attention to self and going its own way. Strive for independence, autonomy and equality. Eager to gather and communicate. Show fashion and cultural taste. Enjoy convenience and quickness. Avoid interference, self-protection and reduce pressure. Pursue high quality and low price. Enjoy shopping, entertainment and so on. In such a new and special sales background, enterprises under E-commerce must start from the needs and desires of consumers, consider all aspects of marketing mix more comprehensively, and provide products and services that can satisfy consumers.

Objective: Under the condition of E-commerce, the psychology of consumers changes accordingly, and operators should take corresponding measures. In terms of products, we should pay attention to the personalization, spiritualization, entertainment and supporting of products. In terms of price, the price positioning of commodities should be more flexible. In terms of distribution channels, we should adopt the method of combining online procurement and online distribution to accurately deliver goods to consumers on time. In terms of promotion, in order to use the network to attract more consumers, strategies such as search engine, online and offline promotion, public relations publicity and so on can be adopted. In terms of customer management, implement customer relationship management strategy and establish marketing database.

Subjects and methods: (1) Segment customer groups and fully understand the market in combination with customer portraits. More and more consumers begin to pursue personalized consumption, especially young groups. Network marketing should move closer to this aspect and bring consumers a more convenient, reliable and personalized platform. Especially for more and more E-commerce enterprises, if they want to be unique, they need to take consumers as the main body in marketing strategy, take consumers' position as the fundamental starting point, and do the corresponding personal design work in combination with the market situation. The personal design mentioned here includes not only the external publicity of the enterprise, but also the internal cultivation of the enterprise. Only on the basis of fully understanding the consumer demand of consumers and market reform, can we formulate relevant objectives in more detail. In the formulation of objectives, we should combine various new technologies, such as virtual reality technology, online and offline synchronous development technology, and do a good job in the design of corresponding marketing strategies. With the help of such corresponding adaptation strategies, the overall marketing efficiency will be greatly improved, and the recognition and reputation of the enterprise will be gradually improved. (2) Improve relevant laws and regulations and enhance customers' trust. As mentioned above, some false marketing and network security problems have seriously affected consumers' psychology. Therefore, the resulting changes in consumers' psychology are unfavorable to the actual development of E-commerce enterprises. Therefore, in the development process of E-commerce enterprises, we should improve the corresponding laws and regulations in combination with the design of the environment and the overall management, so as to improve the guarantee of the phenomenon and the standardization of the overall transaction process, so that the transaction behavior of customers can be truly guaranteed. The overall marketing strategy will also become more realistic, which is also very helpful to improve customers' trust. If the trust of customers is fundamentally improved, the overall psychological changes of consumers will change in a positive direction, and all kinds of marketing strategies made by enterprises as a whole will be fundamentally improved. (3) Improve the quality of products and services and establish a correct concept of price. Compared with traditional commerce, the advantage of E-commerce lies in price, which also meets the psychology of consumers trying to buy products at a low price. Therefore, while improving the quality of products and services, E-commerce enterprises should try to reduce the price, combined with the reduction of marketing channels and the reduction of agent costs to make profits to consumers. Combine the strategy of small profit and quick turnover to carry out the corresponding marketing design. However, it should be noted that the price also needs to be within the correct range. Price war is not a reasonable marketing method. Only by formulating the correct price can it be truly recognized by consumers.

Results: The favorable impact of consumer psychological changes on online shopping. (1) Herd mentality promotes follow-up buying. Consumers will be influenced by herd psychology in many purchase behaviors. For example, when searching for goods, choose businesses with high sales volume to buy, and choose those with high public recognition in the choice of brand. The double 11 event launched by Alibaba in 2009 had a turnover of 50 million yuan, which had exceeded the estimated sales volume. When the "double 11" sign was launched, consumers followed suit after initial questioning. By 2017, the total transaction volume of mall double 11 shopping Carnival had reached 168.2 billion, including 90% of wireless sales. Consumers were

all over 235 countries. This is also another embodiment of the herd mentality of consumers. E-commerce enterprises form an image of shopping in the “double 11” to attract consumers to shop and achieve the marketing of E-commerce enterprises. (2) Seeking cheap psychological stimulation sales. Seeking honesty is a psychological attitude to seek cheap and applicable goods. When purchasing goods, consumers pay special attention to commodity prices, hoping to buy high-quality and low-cost goods, and repeatedly compare the prices of similar products in the purchase process. Consumers’ personal subjective feelings make consumers have the illusion of high quality and low price, but there is no real sense of high quality and low price. The psychology of seeking honesty exists in different levels of income, and the corresponding degree is different, which shows that the psychology of seeking honesty is not only affected by income, but also other factors. (3) Easy to repent can eliminate concerns. Consumers’ suspicion, uneasiness, regret and other disharmonious negative psychological emotions after purchase, and lead to dissatisfied behavior. Consumers have an impulse to buy when they first contact the goods, so they make a purchase decision without thinking. However, after the impulse psychology of consumers subsides, they will regret the goods they have no plan to buy. On this point, major E-commerce companies have given corresponding solutions. There is no reason to return and exchange goods within 7 days. This special after-sales strategy promises that consumers can return, and exchange purchased products after impulsive consumption in accordance with the rules of the regulations and other publicity rules. 7 days of no reason to return and exchange goods is also written into the consumer protection service rules. The “right to regret” of online shopping also gives online shopping more choices.

The adverse impact of consumer psychological changes on online shopping. (1) The crisis of trust leads to the loss of consumers. In online shopping, there are some phishing websites, and consumers are deceived. The products that were originally hyped are found to be defective, and the sellers ignore the consumers after selling out, and the return and exchange of goods has also become a difficult problem. Traditional consumption is to conduct actual transactions in shopping malls, supermarkets and other stores. Consumers can get in touch with products at the first time and control the quality of products, which also increases consumers’ trust. With the rise of online shopping, consumers are newly exposed to the virtual shopping environment, and their trust in E-commerce enterprises is not high to a great extent. Consumers feel that the biggest problem of online shopping is that the quality of goods is difficult to guarantee. (2) The problem of transaction security damages the corporate image. When consumers enjoy the convenient service of online shopping, there is the possibility of information disclosure, which will lead to the fraud of criminals and fall into the situation of online fraud. For E-commerce enterprises, the biggest problem in the process of online shopping and payment is still security. In 2004, Taobao first introduced the third-party payment software “Alipay”, which used Alipay to play a balance role among buyers and sellers. It also effectively monitored and controlled the seller’s delivery and buyer’s payment process. But there are two sides to everything. While Alipay is playing a supervisory role, it also brings new problems. The registration of Alipay requires more detailed personal identity information and often brings more risks.

Conclusions: With the increasingly vigorous development of E-commerce, the wide popularity of online consumption concept and the favorable support of social environment, enterprises can accurately grasp the consumer psychology and behavior under E-commerce, and the prospect of online consumption will be infinitely bright.

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THE ADAPTIVE AGING DESIGN OF INTERIOR DESIGN UNDER THE HOME-BASED ELDERLY CARE MODE TO ALLEVIATE BEHAVIOR DISORDERS

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Background: At present, all parts of China have begun to implement diversified pension models and comprehensively build the pension environment to ensure that the elderly have a good living environment. A comprehensive discussion on the community home-based elderly care model can ensure that the elderly care space can be comprehensively improved, attract more researchers to pay attention to the elderly care construction plan and fully develop comprehensive elderly care resources. As China gradually enters an aging society, people pay more and more attention to the aging design of residential buildings. In order to ensure that the normal life of the elderly is not affected, designers must do a good job in the aging design of key parts of residential buildings. The population scale is expanding and the problem of population aging is becoming more and more serious. With the increase of age, the functions of the elderly in all aspects of the