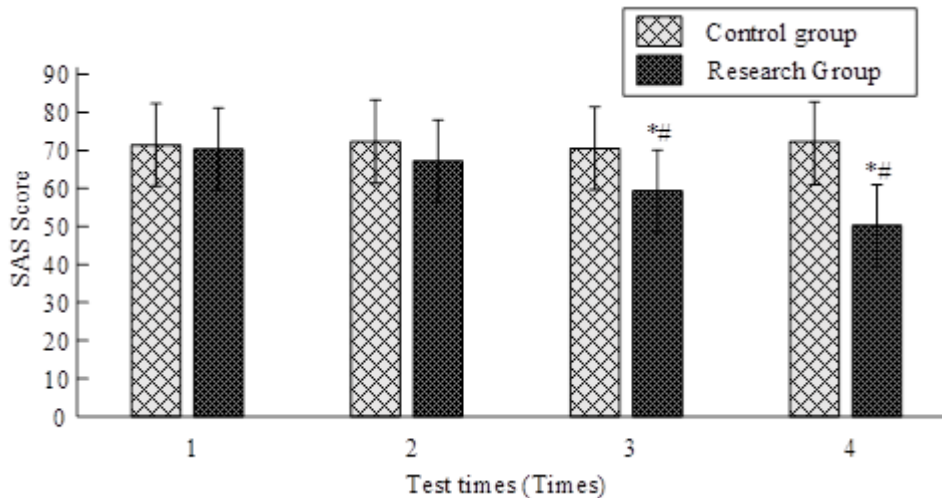


social stability and promoted the harmonious development of society to some extent. Consumers' choice anxiety will reduce consumers' consumption desire, affect consumers to make purchase decisions, and is unfavorable to the development of e-commerce industry. This paper discusses the causes of e-commerce shopping behavior choice anxiety, and puts forward solutions to effectively alleviate consumers' choice anxiety, promote consumers to make purchase decisions, and promote the development of e-commerce industry to a certain extent, so as to promote the development of social economy.



Note: \*It means  $P < 0.05$  compared with that before the test. # It means that compared with the control group at the same time,  $P < 0.05$ .

Figure 1. Choice anxiety of two groups of consumers

\* \* \* \* \*

## RESEARCH ON THE DEVELOPMENT TREND OF QUANTITATIVE INVESTMENT UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT AND ITS ENLIGHTENMENT TO CHINA

Dong Bo

*School of Economics, Hebei University, Baoding 071000, China*

**Background:** With the transformation and upgrading of market economy, the financial environment is also changing. Before investing, investors will summarize, summarize and analyze the objective laws of the financial market to ensure that their investment can get enough return. In recent years, the concept of quantitative investment began to rise in China, changed the traditional investment concept and provided better investment opportunities for investors. Quantitative investment is an investment strategy based on statistics, integrating and analyzing many data, extracting valuable information from a large amount of information, and then providing basis and support for investors' later investment decisions. When making quantitative investment, managers will build a quantitative investment model according to the information program, and use the model to detect and analyze the rationality and rate of return of investment activities. When the test results of the quantitative investment model show that the investment has great profit possibility, the investor can invest. On the contrary, we need to invest carefully. By constructing a quantitative investment model, we can reduce the impact of external factors on investors' behavior and thought and maximize income. From the above description, we can know that the two characteristics of quantitative investment, namely stable performance and rational investment, can reduce the investment risk of investors. The essence of quantitative investment is to use a large number of quantitative investment models to detect the investment of investment projects. At present, China's quantitative investment is still in a relatively primary stage, the practical experience of quantitative investment is less, the relevant theories of quantitative investment are relatively backward, and the steps and procedures of quantitative investment are relatively simple.

Cognition refers to a series of physiological, psychological and social behaviors, including learning, memory, language, thinking, emotion, spirit and so on. Cognitive impairment refers to the impairment of brain intelligent processing related to learning, memory and logical thinking judgment, resulting in learning impairment, memory impairment, aphasia, amnesia and other pathological conditions. In the research,

cognitive impairment refers to the insufficient cognition of Chinese investors on quantitative investment and the lack of corresponding theoretical knowledge and practical experience. Therefore, exploring the development trend of quantitative investment under the background of cognitive impairment and studying its enlightenment to China can promote the development and improvement of quantitative investment in China, and then reflect the changes of China's financial market to some extent, facilitate the government's macro-control, ensure the stability of China's financial market and promote the steady development and prosperity of China's financial market.

**Objective:** To explore the development trend of quantitative investment under the background of cognitive impairment and study its enlightenment to China, which can promote the development and improvement of quantitative investment in China, and then reflect the changes of China's financial market to some extent, facilitate the government's macro-control, ensure the stability of China's financial market, and promote the steady development and prosperity of China's financial market.

**Research objects and methods:** 65 investors were selected as the research objects, and a questionnaire was developed to investigate the research objects. The questionnaire contains a number of items related to the development trend of quantitative investment in China and China's financial market. According to the results of the questionnaire, the impact of the development trend of quantitative investment on China's financial market is evaluated.

**Research design:** 20 financial experts were invited to evaluate the questionnaire, and some questionnaire items were deleted according to the expert evaluation. Through the orthogonal rotation method, KMO measure and Bartley sphere test are used to evaluate the validity of the questionnaire, and then evaluate the reliability of the questionnaire results. According to the results of the questionnaire, this paper evaluates the impact of the development trend of quantitative investment on China's financial market.

**Methods:** The relevant data were processed and analyzed by IBM SPSS software.

**Results:** The validity of the questionnaire was evaluated by orthogonal rotation method, KMO measure and Bartley sphere test, and then the reliability of the questionnaire results was evaluated. The reliability test results show that the reliability of the questionnaire is good, as shown in Table 1, indicating that the questionnaire results have high reliability.

**Table 1.** Reliability test of questionnaire survey

Timing	Communication ability score		t	P
	Research Group	Control group		
Before teaching	57.1±10.2	56.4±11.1	0.246	0.752
After teaching	85.3±8.4	57.9±12.4	8.572	0.001
t	8.72	0.453	-	-
P	0.001	0.654	-	-

**Conclusions:** At present, China's quantitative investment is still in the primary stage, there is little practical experience in quantitative investment, the relevant theories of quantitative investment are relatively backward, and the steps and procedures of quantitative investment are relatively simple. Exploring the development trend of quantitative investment under the background of cognitive impairment and studying its enlightenment to China can promote the development and improvement of quantitative investment in China, and then reflect the changes of China's financial market to some extent, facilitate the government's macro-control, ensure the stability of China's financial market and promote the steady development and prosperity of China's financial market.

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## CAUSES AND COUNTERMEASURES OF COLLEGE STUDENTS' ENGLISH LEARNING ANXIETY BASED ON COGNITIVE IMPAIRMENT

Yansong Feng

*School of Foreign Languages, Xuzhou University of Technology, Xuzhou 221008, China*

**Background:** Cognitive impairment generally refers to the disorder of memory and learning caused by the abnormality of high-level brain activities related to human learning, memory and thinking. People with cognitive impairment are often accompanied by pathological symptoms such as aphasia, apraxia, agnosia and disability. In principle, the normal operation of the cerebral cortex is the basis for human cognitive