

commerce competition, they must have a deep understanding of consumers' consumption psychology and behavior. This paper studies consumer psychology and behavior in e-commerce, and puts forward corresponding countermeasures and suggestions in order to help enterprises create better benefits in e-commerce marketing. The huge information processing ability of e-commerce system provides consumers with a means of choice. Consumers only need to sit at home, search and view on the Internet, and they can directly face the goods provided by all businesses on the Internet. An enterprise that is committed to improving consumer satisfaction and loyalty, showing concern for consumers and realizing quick response to customers' personalized needs is the most competitive enterprise.

**Key words:** Electronic Commerce - Consumer psychology - Behavior - Personalized demand

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## THE INNOVATION OF SPECIAL EDUCATION METHODS BASED ON MENTAL HEALTH COUNSELING FOR DISABLED COLLEGE STUDENTS

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With the increasing protection of the rights of the disabled to receive education and work in China, more and more disabled students can enter the university campus. Disabled college students are a special vulnerable group in Colleges and universities. They have unique psychological characteristics and need special care. Therefore, colleges and universities should pay attention to the mental health education of disabled college students, which will also help to improve the psychological counseling ability and education level of counselors. In the face of students with hearing impairment, visual impairment and other defects, teachers should invest more care, establish a good relationship between teachers and students, and formulate targeted teaching methods in combination with the specific characteristics of each student. Gradually cultivate their self-confidence, effectively guide them according to their specific situation, make special students make greater progress and development, and realize the efficient teaching of special education in Colleges and universities. However, at the present stage, there are still various problems in the teaching methods of special education in Colleges and universities in our country. In view of this, the author discusses the innovative thinking of special education methods on mental health counseling for disabled college students.

**Key words:** disabled college students - mental health counseling - special education methods

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## APPLICATION OF EMOTIONAL PSYCHOLOGY IN ART DESIGN COLOR

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As an important element of art design, color can achieve unexpected visual communication effect. In the color of art design, designers need to scientifically use emotional psychology on the basis of respecting the law of individual psychological growth and the operation law of objective things. From the perspective of psychology, this paper is committed to studying the emotional impact of different color coordination on people, as well as the use value, cultural value and aesthetic value produced by this impact. Through the detailed investigation, analysis and induction of a series of emotional reactions of different color cooperation, this paper comprehensively analyzes and summarizes the emotional psychological effects caused by different color cooperation. According to the positive and negative effects they bring, they carry out psychological reflection emotionally. At the same time, color matching is carried out according to different positive emotional psychological reflection or negative emotional psychological

reflection. Through the research, it is concluded that the use of emotional psychology in art design works or daily necessities can greatly improve people's living standards. Relevant personnel should take individual psychological satisfaction as the basis and use scientific color matching to have a positive impact on people's emotions.

**Key words:** design color - emotional psychology - reflection - positive

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## THE INFLUENCE OF MUSEUM EXHIBITION DESIGN ON VISITORS' EMOTION AND BEHAVIOR

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Museums play a role in preserving and displaying cultural heritage. The study of museums can deeply understand the history and culture of different historical periods and regions. Cultural and creative products are the link between the past and the present. How to reshape the classic culture, bring the museum culture into daily life, meet the needs of the public for cultural products, and promote the construction of social spiritual civilization has become an important topic of current cultural research. This paper uses network data mining method, emotion analysis method, field research method, data literature review method and so on. Starting with people's emotions in items, this paper studies the influencing factors affecting people's emotions in item placement by using traditional research and big data research methods. The emotional values of influencing factors of different groups are calculated to provide basis for reasonable placement and transformation of items. According to the emotion research method, an emotion analysis model is preliminarily constructed. Through the study of people's emotions during the visit, we can understand the real emotional experience and provide basis for reasonable planning and transformation of Museum items. The emotion analysis model based on microblog data is preliminarily constructed, and the emotion influencing factors, the level of factor emotion value and the visit stay time provide the transformation design for the display of Museum items.

**Key words:** exhibition design - emotion and behavior - emotion analysis - data mining

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