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THE THERAPEUTIC EFFECT AND PROMOTING EFFECT OF RELIGIOUS BELIEF EMOTION ON MENTAL ANXIETY

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Background: Religious psychology is applied social psychology that specializes in the psychological activities produced by religious beliefs. Its research field covers almost all fields of psychology, and the relationship between religion and mental health has always been the research hotspot of this discipline. In real life, the vast majority of psychologists and psychological counselors engaged in mental health are atheists or anti-religious. However, in order to better treat patients' mental diseases, more and more mental health workers begin to pay attention to the relationship between religion and psychology. Bi Yi's religious concept, religious behavior and religious emotion also play a positive role, especially religion will affect the process of psychotherapy.

The contemporary social cognitive theory holds that our thinking will adopt specific strategies according to specific situations and goals, or make inferences according to specific theories to obtain enough correct understanding and judgment. Religion provides believers with a relatively complete set of thinking creeds, which constitutes the theoretical basis of believers' intuitive thinking. The consequence of this intuitive processing model is hypothesis deviation. That is, selective perception and memory prove some creeds, assumptions and schemata related to the world. The advantages of this strategy are high efficiency, fast judgment and less time-consuming. Although it is not necessarily correct, it may reduce the anxiety of patients with mental anxiety due to their addiction to unknown risks and fantasy scenes to a certain extent.

Objective: To analyze the advantages and disadvantages of various treatment methods for mental anxiety symptoms and the current situation of mental anxiety of religious people. On this basis, an experiment was designed to verify whether religious belief emotion is helpful to improve the treatment effect of mental anxiety symptoms.

Objects and methods: Collect research literature on mental anxiety and works on religious belief and mental health, and master the theoretical basis of religious belief in the treatment of mental anxiety. Then a treatment experiment was designed. The subjects were 200 adults with mental anxiety disorder. They were selected through the collection of social experiment volunteers. The subjects were divided into experimental group and control group, with 100 people in each group. The control group was given routine psychotherapy for mental anxiety disorder. On the basis of receiving the treatment scheme of the control group, the experimental group was also required to read religious works at least three times a week for no less than 20 minutes each time, watch religious lectures at least once a week, and record the viewing notes. The experiment lasted for 3 months. In addition, before and after the experiment, the subjects were required to self-evaluate the severity of mental anxiety symptoms. The evaluation method was a ten-point scale, in which 0, 2, 4, 6 and 8 respectively represented asymptomatic, mild, moderate and severe symptoms. Keep one significant digit after the decimal point of the score.

Results: The effective evaluation data of the two groups were entered into the computer and SPSS22.0 was used for statistical analysis. The quantitative data are displayed in the form of mean \pm standard deviation, and the significance test of *t*-value difference is carried out. The significance level is set to 0.05. See Table 1 for the statistical results.

Table 1. Statistics of self-assessment scores of mental anxiety severity of the two groups before and after the experiment

Self-assessment time	Experience group	Control group	Change value (%)	<i>P</i>
Before experiment	6.17 \pm 0.51	6.18 \pm 0.58	-0.16	2.440
After the experiment	2.24 \pm 0.49	4.77 \pm 0.42	-53.04	0.002

Note that “change value” in Table 1 means the change range of the average score of the experimental group at each time relative to the control group at the same time, and the unit is %. It can be seen from Table 1 that the *t*-test *P* value of the self-assessment score of mental anxiety severity of the two groups before the experiment is 2.440, which is far greater than the significance level of 0.05. It is considered that the data difference is not significant. After the experiment, the average self-assessment score of mental anxiety disorder severity in the experimental group decreased to 2.24 and that in the control group was 4.77. The former decreased by 53.04% compared with the latter, and the data difference was statistically significant.

Conclusions: In order to explore more effective non-drug treatment methods for mental anxiety, this study designed a mental anxiety treatment experiment based on the analysis of the advantages and disadvantages of various treatment methods for mental anxiety symptoms and the current situation of religious people’s mental anxiety. The experimental results show that the average self-assessment score of symptom severity in the experimental group combined with the principles of religious psychology is 2.24 and that in the control group is 4.77. The former is 53.04% lower than the latter, and the data difference is statistically significant. The data show that the method of integrating religious psychology into the treatment plan of patients with mental anxiety disorder is helpful to improve the treatment effect of patients. This is because after contacting religious works and ideas, patients will have more direct and simple things evaluation criteria, which can reduce the negative emotions of patients due to unwarranted anxiety about the current life situation and part of the future to a certain extent.

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RESEARCH ON THE INFLUENCE OF ANXIETY ON CONSUMERS’ PURCHASE INTENTION

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Background: Social anxiety is a typical irrational mentality, which refers to a widespread psychological state and emotion of tension, confusion and pessimism about the future. The anxiety psychology of people of different ages and different occupational attributes is different. For example, the anxiety psychology of teenagers is mainly based on recent and related trivia, and the consideration level is relatively narrow. Anxiety involves many aspects of age and psychology. The anxiety psychology of students mainly comes from their studies or family, while the anxiety psychology of working-class people mainly comes from work relations, human sophistication and so on. There are differences in the causes of anxiety in different groups, but it is undeniable that the tension caused by anxiety and the suspicion, irritability, fear, frustration, confrontation, as well as the accompanying confusion of thinking, mental laxity, lack of confidence and even psychological distortion will have a negative impact on people’s emotional regulation and behavior orientation. In serious cases, it will endanger personal physical and mental health and lead to antisocial behavior. Different levels of anxiety will make individual behavior different, which makes people easy to be guided by negative emotions when making things evaluation and decision-making, and make impulsive behavior and other behaviors that are not in line with reality and daily behavior. When dealing with anxiety, people often divert their attention and sight to avoid falling into anxiety for a long time, such as shopping behavior, exercise style, food decompression method and so on.

Among them, shopping behavior to alleviate anxiety refers to that people will show purchase intention and consumption behavior under the influence of consumption emotion, consumption motivation and other factors when choosing goods. Purchase intention is divided into positive purchase intention and negative purchase intention. Factors such as online word-of-mouth, selling price, service quality, logistics and price will affect consumers’ purchase intention, but the perceived value of the dominant factor in most purchase behaviors. Perceived value will affect people’s attitudes and views on purchase behavior, and then trigger purchase motivation. Emotional value plays an important role in guiding perceived value. For example, high and low emotions will make people have shopping behavior and affect their purchase intention. Merchants will also conduct emotional guidance to affect consumers’ purchase behavior. For example, the aesthetic style of “white, young and thin” advocated by businesses will the appearance anxiety of female consumers, and then drive them to produce consumption intention and consumption tendency. However, moderate