

Table 1. Survey results of psychological types of “people suing officials” [n (%)]

Psychological type: question 1	Reason with the government at that level (%)	Find a superior government to solve or petition (%)	Go to the people’s court and sue the government (%)	Swallow one’s breath and admit bad luck (%)
Dare farmers Sue?	80 (20)	154 (33.5)	120 (30)	43 (11.5)
Psychological type: question 2	No time and energy	Fear of government retaliation	Worried about the protection of officials	Because I don’t know the law
Psychological reasons why farmers do not file administrative litigation	44 (11)	32 (8)	98 (24.5)	226 (56.6)
Psychological type: question 3	Complete trust	More trust	Lack of trust	Total distrust
Farmers’ trust in the impartiality of the court	88 (22)	100 (25)	160 (40)	52 (13)

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THE INFLUENCE OF ANXIETY ON CONSUMER BEHAVIOR IN THE E-COMMERCE ENVIRONMENT

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Background: Since entering modern society, anxiety has become a common problem in daily life due to the gradual aggravation of social competition. The so-called anxiety belongs to the category of psychological diseases. The tension and fear caused by the inability to achieve their own goals or overcome external threats will not only frustrate people’s self-esteem and self-confidence but also distract people’s energy and attention, thus affecting people’s healthy life. From the physiological level, the increase of anxiety value is the result of disturbing brain memory and thinking, making people show anxiety, tension, indecision and disturbing emotional changes. Anxiety can lead to neurological dysfunction, mental illness, or abnormal anxiety. However, if these manifestations are excessive, they will evolve into anxiety disorders, even physical and language stiffness, mental breakdown, or common mental diseases in medicine, which will bring great inconvenience to people’s body and mind, work or study. It can be said that anxiety is not only a psychological disease, but also affects people’s judgment and form. That is to say, people in a state of anxiety will not be able to deviate from the normal track of daily life, but fall into an uncontrollable self-depression, so it is difficult to practice their own goals and linger in place in depression. Relevant studies have pointed out that anxiety will also have an impact on people’s consumption behavior, mainly manifested in extreme or irrational consumption, and produce depression and pessimism after consumption. In short, anxiety has spread to all areas of people’s daily life, which should be paid attention to.

During the 12th Five-Year Plan period, China’s e-commerce development has made remarkable achievements and achieved rapid development. E-commerce is developing fastest in the field of circulation. With the advantage of scale, it has won three world firsts: the first online shopping transaction volume, the first number of online shopping users and the first daily online shopping volume. While making remarkable achievements, China’s e-commerce development still has different regional development steps, the market development level is not high, and the market order needs to be further standardized. This is not only a major challenge for the development of the 13th Five-Year Plan, but also an important development focus. In recent years, online shopping has become a new way of life for more than 1 billion college students,

especially for those who are familiar with it. However, college students are in a specific stage of physical maturity and psychological immaturity. They are facing more and more social challenges, learning pressure and employment pressure, which leads to students' long-term tension and anxiety. According to the relevant survey data, the mental health or anxiety of college students is not optimistic. At present, about 30% of college students in China have varying degrees of mental health problems, mainly manifested in anxiety, depression, paranoia, compulsion, tension and so on. Therefore, taking college students as the research object, this paper focuses on the correlation between college students' emotional anxiety and their consumption behavior in the e-commerce environment, determines the psychological factors affecting college students' consumption, and provides corresponding suggestions to ensure college students' mental health and rational consumption.

Objective: Based on the era environment of e-commerce, this paper analyzes the impact of college students' anxiety on their consumption behavior, and provides guidance for college students' mental health and rational consumption based on the correlation between college students' anxiety and their consumption behavior.

Research objects and methods: 500 college students were randomly selected from five colleges and universities in our city. At the level of college students' anxiety emotion measurement: carry out college students' anxiety psychological measurement in combination with the diagnostic test of anxiety tendency. The scale contains 100 questions, including eight dimensions: learning anxiety tendency, anxiety tendency towards people, loneliness tendency, self-blame tendency, allergic tendency, physical symptoms, phobic tendency and impulsive tendency. Whether it is recorded as 1 point or not is recorded as 0. In the evaluation of college students' consumption behavior, the amount, frequency and quantity of consumption are used as indicators. So as to determine the correlation between college students' anxiety and their consumption behavior.

Methods: Excel software analysis was used for statistical data processing.

Results: Table 1 shows the correlation between college students' anxiety and their consumption behavior. On the whole, college students' anxiety psychology is positively correlated with their consumption amount, consumption frequency and consumption quantity, which indicates that college students will have extreme or irrational consumption behavior when they are in a state of anxiety.

Table 1. Correlation between anxiety and consumption behavior of college students

Factor	Consumption amount	Consumption frequency	Consumption quantity
Anxious learning	0.65	0.55	0.67
Communication anxiety	0.62	0.55	0.63
Loneliness tendency	0.43	0.33	0.54
Self-reproach tendency	0.34	0.44	0.34
Sensitive tendency	0.47	0.49	0.44
Physical symptoms	0.34	0.44	0.49
Terrorist tendency	0.46	0.49	0.44
Impulsive tendency	0.35	0.44	0.36
Total score	0.49	0.47	0.49

Conclusions: In the era of e-commerce, college students are the main force of online shopping. However, when college students are in anxiety, they will have extreme consumption or irrational consumption behavior. In this regard, special attention should be paid to ensure the coordinated development of college students' mental health and rational consumption.

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RESEARCH ON ADVERTISING PHOTOGRAPHY FUNCTION AND COMMUNICATION ADVANTAGE BASED ON AUDIENCE PSYCHOLOGY

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Background: People's psychological activities are not only colorful, but also extremely complex.