

Option	Frequency	Proportion (%)
Establish a correct outlook on life and values	81	17.76
Improve the ideological and theoretical level	67	14.69
Improve moral cultivation	132	28.95
Increase knowledge reserve	104	22.81
Little gain	72	15.79
Total	456	100.00

**Conclusions:** College students are in a special period vulnerable to external influence. The traditional way of ideological and political education is difficult to integrate with students' daily learning, life and psychological state. The ideological and political teaching based on educational psychology provides an effective way for college students' ideological and political education in the new era. Ideological and political education based on educational psychology should start with the concept of emotional teaching, respect and actively respond to students' thoughts and feelings, and stimulate students' interest in learning. In addition, we should also conduct teaching in the way of psychological counseling, relieve students' psychological pressure through infectious and dialogue psychological counseling, solve students' psychological confusion and cultivate students' positive mentality.

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## ANALYSIS ON THE INFLUENCE OF “ANXIETY” EMOTION ON CONSUMER BEHAVIOR IN E-COMMERCE ENVIRONMENT

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**Background:** In recent years, China has made great efforts to build infrastructure and develop computer technology, which has laid a solid foundation for the rise and rapid development of e-commerce. With the continuous development of Internet technology and the continuous improvement of national income, online shopping is gradually rising. With the rapid development of e-commerce and information technology in China, e-commerce has gradually become one of the mainstream development modes of consumers. E-commerce refers to a comprehensive business operation mode based on the Internet, which can carry out business activities without meeting between buyers and sellers. Through e-commerce, consumers can realize various business, transaction and financial activities such as online shopping, online transactions between merchants, and online electronic payment. Nowadays, the annual transaction scale of e-commerce market exceeds 10 trillion, which is an important part of China's market economy.

Consumers are prone to anxiety due to social and personal factors. For example, competitive anxiety caused by work pressure and learning pressure. Consumers' selective anxiety in the face of many choices, and social anxiety in the face of strange environments. Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities, including the process of consumers' psychological activities, consumers' personality psychological characteristics and so on. In the theory of consumer psychology, consumers' anxiety will have an uncertain impact on consumers' purchase decision. That is, different characteristics of anxiety will have different effects on consumers' purchase decisions. Generally speaking, anxiety will make consumers tend to make decisions to reduce losses and avoid risks. Therefore, anxiety is not conducive to the development of e-commerce market. Therefore, based on consumer psychology, the research analyzes the impact of consumer anxiety on consumer behavior, and puts forward strategies to improve the original e-commerce model, so as to alleviate consumers' anxiety and increase consumers' consumption desire, so as to promote the development of e-commerce industry and China's market economy.

**Objective:** Consumers' anxiety will have an uncertain impact on consumers' purchase decisions and affect the transaction volume of e-commerce. Based on consumer psychology, this study analyzes the impact of consumer anxiety on consumer behavior, and puts forward strategies to improve the original e-commerce model, hoping to alleviate consumers' anxiety and promote the development of e-commerce industry and China's market economy.

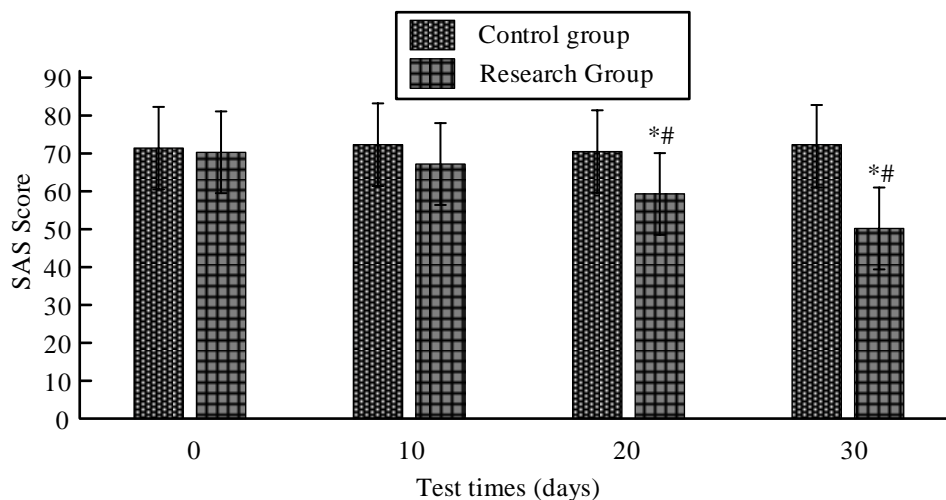
**Research objects and methods:** 100 e-commerce consumers were selected as the research objects, and

the anxiety degree of consumers was evaluated by Self-rating Anxiety Scale (SAS) and Hospital Anxiety and Depression Scale (HADS).

**Study design:** 100 consumers were randomly divided into study group and control group by random number table method, with 50 people in each group. Among them, consumers in the research group used the improved e-commerce model based on consumer psychology to shop and consume. The consumers in the control group used the traditional e-commerce model for shopping and consumption. One month later, the anxiety levels of the two groups of consumers were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS17.0.

**Results:** After one month of consumption, the SAS score of consumers in the study group was significantly lower than that of consumers in the control group ( $P < 0.05$ ), as shown in Figure 1.



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

**Figure 1.** The degree of anxiety of the two groups of consumers

**Conclusions:** Consumers are prone to anxiety due to social and personal factors. For example, competitive anxiety caused by work pressure and learning pressure, consumers' selective anxiety in the face of many choices, and social anxiety in the face of strange environments. Consumers' anxiety will have an uncertain impact on consumers' purchase decisions and affect the transaction volume of e-commerce. Therefore, based on consumer psychology, this study analyzes the impact of consumer anxiety on consumer behavior, and puts forward strategies to improve the original e-commerce model. The experimental results showed that after one month of consumption, the SAS score of consumers in the study group was significantly lower than that of consumers in the control group ( $P < 0.05$ ).

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## INHERITANCE OF TRADITIONAL CULTURE EDUCATION BASED ON SOCIAL PSYCHOLOGY IN COLLEGE CHINESE TEACHING

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**Background:** Social psychology takes the attitude of social individuals as the basic concept and the interaction law and phenomenon between social individuals and groups as the research object. In the contemporary complex information environment, the formation process of social psychology and the interaction process between individuals are relatively complex. Therefore, in this process, different factors affect each other, and the psychological impact on contemporary college students is also complex. College students are exposed to external social information, and the imperceptible influence of information of different values on students' psychological state will eventually act on students' behavior. Traditional culture education in college Chinese teaching can exert a subtle influence on college students, which can be called "the influence of spiritual environment" in social psychology. Social psychology believes that the