

improve their adaptation levels such as learning adaptation, role adaptation, interpersonal relationship adaptation and life self-care adaptation. A good adaptation should be conducive to a positive attitude and mental health.

* * * * *

INNOVATION OF NEW RETAIL MODEL AND THE DIFFERENCE BETWEEN INTERNET MARKETING MODEL FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

Yunfei Huang

Department of Business Administration (Modern Circulation National Experimental Teaching Demonstration Center), Shanghai Business School, Shanghai 201400, China,

Background: Relying on the Internet, new retail combines consumption with cloud computing, big data, Internet of things and AI technology to achieve a business structure and ecosystem that consumers can recognize, touch and experience. In the buyer's market, commercial competition can win the market only by carefully studying the law of psychological changes and activity motivation of consumers. However, the change of consumers' psychology is unpredictable and will be affected by factors such as consumption motivation, emotional attitude and values, which is very challenging for new retail. The psychological changes of consumers are determined by the influence of external environment and internal psychological characteristics. In the context of new retail with special emphasis on consumption experience, combined with the reconstruction of Internet formats, the boundaries of formats are blurred. Traditional retail needs to go deep into consumers' store network, while new retail also needs to strengthen the optimization of consumers' store to store experience. As an external influencing factor, format environment cannot be ignored. The change of consumer psychology also focuses on the influence of internal psychological characteristics, which endows consumer self-concept and even becomes a part of personality. A person's consumption psychology always starts from product cognition. If this product characteristic conforms to his own value system, consumers will have greater interest in product purchase, and this interest may rise to emotional loyalty to the brand, which will affect the purchase decision. The change of new retail is characterized by interaction and sharing. With the help of social media, information media or film and television media, consumers establish consumption perception from different channels and affect other consumers' perception through sharing and forwarding. Consumers' psychological cognition starts from browsing information and reaches mutual influence through evaluation and word-of-mouth transmission.

However, no matter Internet marketing or new retail, the existence of consumer demand cannot be ignored. It is with demand that consumer motivation will be generated. The cognitive bias of consumption may come from other people's views or specific scenes, but the rationality or impulse of purchase always depends on people's needs. The demand for products will bring subjective consumer psychological changes, but people's needs are objective. Any retail format serves the change of consumer demand, and the new retail must face the change of current consumer demand. New retail cannot ignore the existence of consumption motivation. New retail service is to meet the changes of consumer demand and return to the essence of retail and technology application. Any new retail format should emphasize new customer-oriented thinking, so that consumers can feel the unity of material and spiritual satisfaction.

Objective: This study attempts to compare the psychological status of consumers under the new retail innovation mode and Internet marketing mode, hoping to provide some reference for the innovation of new retail and traditional retail.

Research objects and methods: In order to ensure the availability and scientificity of research samples, data were collected from residents in multiple districts of a city, and the new retail model and Internet marketing model were evaluated respectively. The consumer psychological differences between the two models have been found.

Study design: The happiness index scale (IWB) is mainly used to investigate the happiness experienced by residents after using the new retail and traditional retail models. IWB scale is mainly divided into two parts: overall emotion index scale and life satisfaction questionnaire. Among them, the total emotion index scale has 8 items, which describe the connotation of emotion from various angles. The life satisfaction questionnaire has only one item. All items of the questionnaire adopt the 7-level scoring method. The overall emotion index (weight is 1). The closer the score is to 1, the more hopeful it is, and the closer it is to 7, the more hopeless it is.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: The total score of subjective well-being index, life satisfaction score and emotion index score of

residents in the new retail mode were significantly higher than those in the Internet marketing mode ($P < 0.05$).

Table 1. The scores of the two groups were compared

	New retail model	Internet marketing model
Affective index score	5.98	5.12
Life satisfaction score	5.82	5.13
Total score of happiness index	12.38	10.76

Conclusions: From the birth of department stores to new retail, the development of retail industry has generally experienced five stages, and the trend of diversification is obvious. The pattern of retail format depends on the classification standard, focusing on the three construction elements of “goods, field and people”, and finally forming a certain retail format according to the requirements of business scale, target customers, commodity structure, store facilities, business mode, service function and price strategy. With the progress of technology, retail formats accelerate the integration and reconstruction, and it is inevitable that multiple formats coexist and their boundaries are blurred. New retail is not only the result of the application of advanced technologies such as the Internet, big data and artificial intelligence, but also the result of the reconstruction of the three elements of “goods, market and people”. It highlights the importance of “people”. With consumers as the main body of the market, the impact of consumer psychological changes on factor combination and format integration cannot be ignored.

Acknowledgement: The research is supported by: Key Courses in Shanghai, First-class undergraduate courses in Shanghai (Shanghai Municipal Education Commission).

* * * * *

A QUALITATIVE STUDY ON THE COLLECTIVE EFFICACY OF MIDDLE SCHOOL STUDENTS' SPORTS TEAMS BASED ON CHINESE CULTURE FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Liangtao Li¹, Jian Yang² & Huihui Zhong¹

¹Department of Physical Education, Suzhou Vocational University, Suzhou 215104, China

²School of Physical Education and Health, East China Normal University, Shanghai 200241, China

Background: Middle school students in China are in a critical period of rapid development and change in physical health, mental health and social adaptation. The overall situation of their physical and mental health has attracted the attention of the whole society. On the premise of the great development of individual consciousness and subjective initiative, exploring the way of physical and mental health development of middle school students from the level of collective behavior has important theoretical significance and practical value. As a subjective perception of members' ability and confidence in their collective, collective efficacy has an important impact on individual behavior performance and behavior motivation in the collective. It also directly or indirectly affects the behavior performance and behavior results of the whole team. The research shows that the research of collective efficacy is mainly based on investigation, so the research conclusion is essentially related rather than causal. In the future, it may be necessary to intervene in the experimental method to manipulate the different levels of individual perceived collective efficacy through different information feedback, so as to explore the effect of perceived collective efficacy on middle school students' exercise psychology and behavior.

Self-efficacy is a subjective evaluation of an individual's ability to complete a certain aspect of work. The results of the evaluation will directly affect a person's behavioral motivation. Once the theory of self-efficacy was put forward, it aroused great interest in motivational psychologists. In the research on the influencing factors of collective efficacy, the influencing factors from the individual level, such as personal skills, attitudes, personality and so on, more belong to a person's objective ability or personality characteristics. Once formed, they will be more stably rooted in the individual value system and difficult to change. The external environmental factors, such as social system, task characteristics and family environment, have certain objectivity and uncontrollability and are difficult to operate and control. Therefore, people pay more attention to the importance of influencing factors from the collective level to the formation and development of collective efficacy. The research shows that the main factors affecting the formation of middle school students' collective efficacy include individual self-efficacy and team identity, successful experience at the team level and the influence of the family environment. In collective