

**Methods:** With the help of social statistical analysis tool SPSS23 the changes of consumers' anxiety and purchase intention before and after the experimental intervention were statistically compared.

**Results:** Consumers' consumption anxiety will affect consumers' shopping tendency and shopping intention, and then produce different emotional values and consumption behavior. Some businesses induce consumers' anxiety to promote consumers to buy self-improvement products. From the perspective of consumer experience and psychological theory, this study explores the influence and intervention mechanism of advertising marketing communication and consumer consumption anxiety, and finds that when individuals feel anxiety, individuals have higher self-improvement and consumption intention. Table 1 shows the scores of anxiety scale of consumers of different ages before and after the experimental intervention.

**Table 1.** Statistics of anxiety scale scores of consumers of different ages before and after experimental intervention

Before and after the experiment	Young consumers	Middle aged consumers	Elderly consumers
Before experiment	16.65±1.98	25.37±1.77	14.14±1.72
After the experiment	9.34±1.24	8.16±1.47	9.66±1.07

**Conclusions:** Different emotional values will affect people's different consumption tendencies and shopping intentions, and consumers' purchase behavior will be affected by consumption motivation, perception, learning stimulation and behavior attitude. Consumers' consumption anxiety will produce different emotional tendencies and consumption intentions when choosing goods and services, and different products will bring consumers different experiences and feelings. Advertising marketing will have an impact on consumers' psychology. Good marketing communication means can effectively improve consumers' anxiety.

**Acknowledgement:** The research is supported by: Chongqing Social Science Planning (Doctoral), A Strategy Study on National Image Enhanced by Tiktok Short Video from aspect of International Voice. No. 2021BS009.

\* \* \* \* \*

## THE INFLUENCE OF PHYSICAL EDUCATION IN UNDERGRADUATE COLLEGES ON THE CULTIVATION OF STUDENTS' PSYCHOLOGICAL QUALITY

Lu Zhang

*Department of Physical Education, Luoyang Institute of Science and Technology, Luoyang 471000, China*

**Background:** College students are in a special moment of life, facing academic pressure, work pressure and social pressure, so they are very prone to mental diseases, such as anxiety, depression and so on. Generally speaking, when an individual is nervous about something, such as learning, work, social networking, etc., the individual will be attracted most of the attention by the event, and make a lot of efforts and imagination assumptions to solve or complete the event. When individuals pay more attention to the event because of repeated failures, until they break through the critical point, individuals will feel anxious. Many studies have shown that maintaining moderate anxiety can help students concentrate, so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life.

Physical education can strengthen students' physique, enhance students' self-confidence, and then cultivate students' psychological quality to avoid students suffering from psychological diseases. However, there are many defects in traditional college physical education, such as students' low interest and insufficient practice, which leads to poor teaching quality and cannot play its role in improving students' physical and psychological quality. Educational psychology is a branch of psychology. Its main research direction is the learning effect of students, the effect of teaching intervention, the teaching psychology of teachers and the social psychology of school organization under the educational situation. Educational psychology is to apply psychological theory to education, so as to improve teaching methods, improve students' learning enthusiasm, and help students solve various problems in the process of learning and growth. Therefore, the research is based on educational psychology to innovate and improve physical

education in undergraduate colleges, so as to improve the teaching quality, improve students' physical quality, establish students' confidence, help students alleviate negative emotions and avoid psychological diseases.

**Objective:** College students are in a special moment of life, facing academic pressure, work pressure and social pressure, so they are very easy to suffer from mental diseases, such as anxiety, depression and so on. Physical education can strengthen students' physique, enhance students' self-confidence, and then cultivate students' psychological quality. Based on educational psychology, the research innovates and improves physical education in undergraduate colleges, so as to improve the teaching quality, improve students' physical quality, establish students' confidence, help students alleviate negative emotions and avoid mental diseases.

**Research objects and methods:** 80 students with anxiety disorder were selected as the research objects in a university. Self-rating Anxiety Scale (SAS) and Self-Rating Depression Scale (SDS) were used to evaluate students' mental health, and the examination results of physical education courses were used to evaluate the teaching effect.

**Design:** 40 students in each group were randomly divided into study group and control group. Among them, the students in the research group used the improved college physical education teaching model based on educational psychology to teach. The students in the control group used the traditional teaching mode of college physical education. After a period of time, the anxiety and test scores of the two groups were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS18.0 and Excel.

**Results:** After two months of teaching, the SAS and SDS scores of the students in the study group decreased significantly ( $P < 0.05$ ), and were significantly lower than those in the control group ( $P < 0.05$ ). The academic performance of the study group was significantly higher than that of the control group ( $P < 0.05$ ). The changes in the degree of depression of the two groups are shown in Table 1.

**Table 1.** Changes in the degree of depression of the two groups of students

Timing	SDS Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	75.3±12.2	76.1±11.8	0.147	0.852
After teaching	46.7±6.4	65.7±14.9	8.051	0.009
<i>t</i>	9.475	4.352	-	-
<i>P</i>	0.000	0.043	-	-

**Conclusions:** College students are in a special moment of life, facing academic pressure, work pressure and social pressure, so they are very easy to suffer from mental diseases, such as anxiety, depression and so on. Based on educational psychology, the research innovates and improves physical education in undergraduate colleges, so as to improve the teaching quality, improve students' physical quality, establish students' confidence, help students alleviate negative emotions and avoid mental diseases. The results showed that after two months of teaching, the SAS and SDS scores of the students in the study group decreased significantly ( $P < 0.05$ ), and were significantly lower than those in the control group ( $P < 0.05$ ). The academic performance of the study group was significantly higher than that of the control group ( $P < 0.05$ ).

\* \* \* \* \*

## A COMPARATIVE ANALYSIS OF THE IMAGES OF "SUPERFLUOUS PEOPLE" IN RUSSIAN LITERATURE FROM THE PERSPECTIVE OF PSYCHOLOGY

Rong Du

*School of Foreign Languages, Xinxiang University, Xinxiang 453003, China*

**Background:** Psychology is a science that studies human behavior and psychological laws. Modern psychology believes that psychological perspectives include six aspects: biological perspective, cognitive perspective, behaviorism perspective, whole person perspective, development perspective and social and cultural perspective. Its theoretical content involves connection theory, behaviorism theory and humanistic theory. Psychology focuses on people's cognitive activities, psychological activities, individual spiritual core and influencing factors, and guides people's behavior mechanism and psychological changes from the perspective of long-term development. Connectionist theory holds that the essence of learning is the