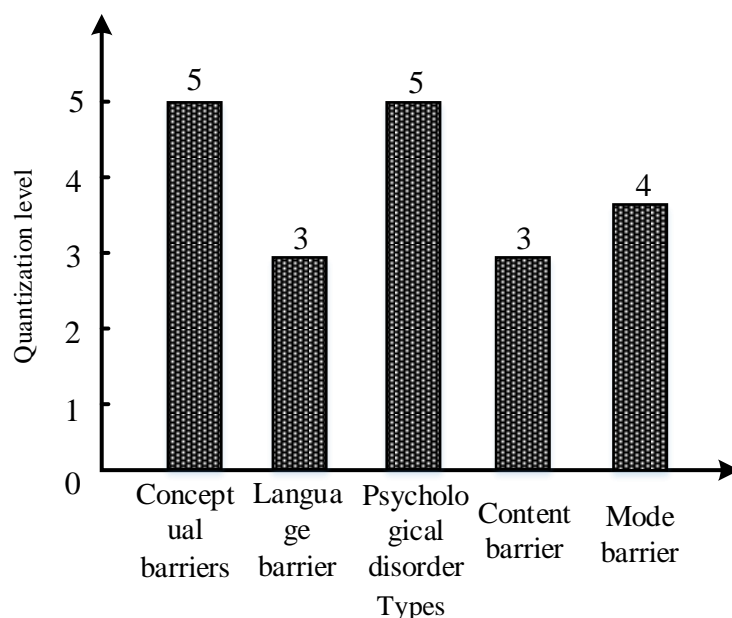


life.



**Figure 1.** Analysis of types of communication barriers

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## CORRELATION ANALYSIS BETWEEN VISUAL DESIGN OF PRODUCT PACKAGING AND CONSUMER PSYCHOLOGY

Qiyuan Lu

*Lanzhou City University, Lanzhou 730070, China*

**Background:** Consumer psychology is a psychological theory that takes consumer behavior as the main research content in psychology. In consumer psychology, consumer behavior is based on the premise of specific social overall level and consumption level, that is, consumers buy goods according to psychological needs and actual needs. At this time, consumers’ psychological activities and psychological laws can be tracked and controlled. In the face of consumption choice, consumers’ consumption psychology is affected by three factors: consumption psychological demand, consumption preference and behavior preference. These consumption behaviors can often reflect the different consumption psychology of different consumers. Before carrying out a series of commercial activities such as promotion activities, sellers and designers need to observe consumers’ consumption behavior, so as to master consumers’ consumption psychology and guide consumers’ consumption behavior. People’s consumption activity is not a step-by-step mechanical activity, but a fluctuating form of consumption psychology in a certain field. Consumer psychology can be simply divided into two categories: consumer psychology dominated by physiological factors and consumer psychology dominated by social consumption environment. The consumption psychology dominated by physiological factors is the consumption psychology dominated by demand in the normal living state. The consumption psychology dominated by physiological factors is relatively easy to predict, while the consumption psychology dominated by social consumption environment is the consumption psychological demand caused by the influence of external social environment, and the consumption psychology dominated by social consumption environment is relatively difficult to predict. In e-commerce, businesses’ visual design of product packaging can greatly increase consumers’ consumption psychology. Through the guidance from two parts: physiological factors and social consumption environmental factors, a guiding trend can be formed from the perspective of consumers’ psychology, so as to improve product sales and form product brand impression.

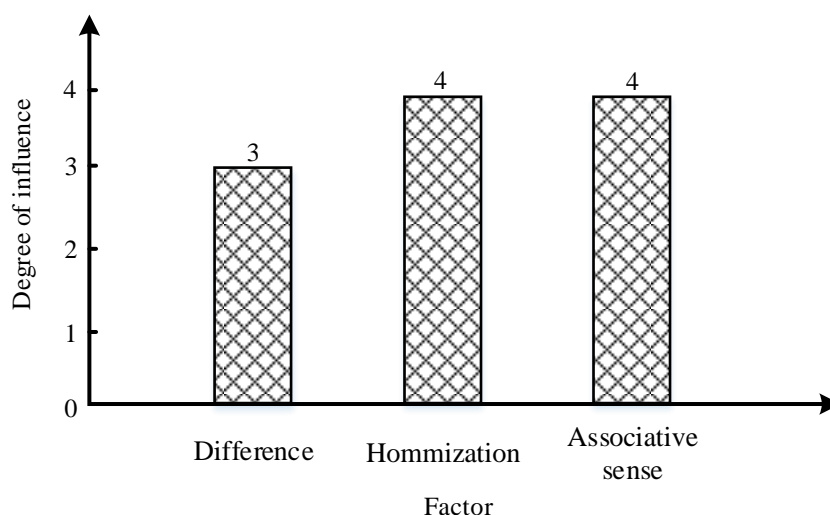
**Objective:** This study uses the theory of consumer psychology as the research basis, divides consumer behavior into different behavior preference modes from the psychological dimension, and then explores the impact of product packaging visual design on consumer psychology, so as to provide merchants and consumers with a win-win psychological action law exploration model which is more beneficial to the development of commodity packaging market.

**Subjects and methods:** 410 various consumer groups were taken as the main research object. This study uses the combination of correlation analysis and factor analysis to analyze the correlation between product packaging visual design and consumer psychology. Firstly, the correlation between consumer psychology and product packaging visual design is analyzed through correlation analysis, and then the factor impact analysis is carried out based on the correlation between them.

**Study design:** This study mainly adopts a two-step approach. Firstly, the correlation between product packaging visual design and consumer psychology is established by correlation analysis. Once the correlation chain is established, consumer psychological elements can be divided into different categories and action ways by factor analysis, and combined with product packaging visual design elements. The relationship between product packaging visual design and consumer psychology is studied through the analysis of the influence path corresponding to the elements one by one.

**Methods:** SPSS19.0 was used in this study for data statistics and further analysis.

**Results:** The analysis of consumer psychological elements in the visual design of product packaging is shown in Figure 1.



**Figure 1.** Analysis of consumer psychological factors

It can be seen from Figure 1 that the influence of humanization and association elements in consumer psychological elements on consumers reaches level 4 of the influence level, forming a significant impact. The impact of differentiated elements in consumer psychological elements on consumers reaches level 3 of the impact level, which constitutes an obvious impact. It can be seen that the elements of humanization and association are important factors for the preference of main consumers' consumption behavior. In the design process, we should focus on these two points.

**Conclusions:** Consumer psychology can affect consumers' consumption behavior from the way of consumption tendency and consumption preference, and then affect whether products sell well. In product packaging visual design, consumers are the first part to contact in consumption behavior. Through the analysis of the two, we can confirm which elements in product packaging visual design can enhance consumers' purchase intention from the perspective of consumer psychology, then in the design process, through the control of these design factors to guide consumers' consumption psychology. The research results show that the impact of humanization and associative elements on consumers reaches level 4 of the impact level, which constitutes a significant impact. In the visual design of product packaging, these two factors are the factors that can best enhance consumers' consumption intention. Therefore, in the design process, we should focus on humanization and associative elements, so as to improve the purchase rate and market share of products.

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## RESEARCH ON THE INFLUENCE OF COMPUTER TEACHING ON COLLEGE STUDENTS' ANXIETY DISORDER IN HIGHER VOCATIONAL COLLEGES

Wei Luo

*Chongqing Three Gorges Vocational College, Chongqing 400155, China*

**Background:** With the development of society, anxiety psychology has attracted more and more attention. Some studies have shown that anxiety psychology can lead to behavioral disorders such as overeating, which will have a dual malignant impact on the physical and mental health of individuals with anxiety disorder. The state of being in anxiety for a long time has a bad impact on the physical and mental health of individuals. In psychological theory, the external pressure faced by individuals, that is, the source of realistic anxiety, is a relationship between human individuals and the external environment. This relationship requires individuals to actively respond to it and turn it into positive psychological feedback. This basic source of anxiety coping ability is the basic pressure resistance of the human body. For college students, the reasonable growth pressure and learning pressure they face in the growth process are the external factors that promote the formation of college students' stress resistance system, which can play a positive role to a certain extent. For example, a certain sense of anxiety in student competition can promote students to form a stronger sense of urgency, stimulate stronger ability, and generate stronger self-confidence after receiving feedback. But the premise is that the influence of anxiety is within a reasonable range. Different college students have different ways to deal with the source of anxiety in their growth. Due to different feelings, the source of anxiety will also show different forms of influence on different students. Once the impact of the source of anxiety exceeds the boundary of students' feeling and bearing, that is, the physical and mental bearing range of college students, it will cause students' anxiety symptoms. In the process of computer teaching in higher vocational colleges, college students often form psychological anxiety due to the difficulty of computer learning and actual operation. Therefore, in the teaching process, the teaching side should not only pay attention to the students' academic performance, but should treat the teaching psychological counseling as a part of the teaching behavior, and timely control the students' anxiety through counseling, so as to provide environmental conditions for the healthy growth of students' body and mind.

**Objective:** This study takes the computer student group in higher vocational colleges as the main research group, combined with the computer learning characteristics of higher vocational colleges, analyzes the main anxiety psychological characteristics of the computer student group in higher vocational colleges, provides a theoretical basis for the establishment of the anxiety psychological counseling mechanism for this student group, helps students get rid of anxiety and improve learning efficiency.

**Subjects and methods:** This paper takes 200 computer majors in higher vocational colleges as the main research object. This study combines the experimental method, interview method and index analysis method to investigate the intervention impact received by students in the experiment in the form of setting up computer improved courses in higher vocational colleges for students' anxiety symptoms. It is divided into different dimensions and indicators to analyze the psychological anxiety state of students before and after the course.

**Study design:** The experiment of this study is mainly conducted in the way of comparative experiment. During the experiment, the psychological data of students are collected by means of short interview. The interview is conducted before, during and after the experiment. On this basis, the research will establish relevant index system for analysis according to the psychological change state of students. Through the way of index comparison, this paper analyzes the benign impact of the improved curriculum on students.

**Methods:** SPSS18.0 was used in this study for statistics and analysis of research data.

**Results:** The distribution of anxiety degree of computer majors in higher vocational colleges is shown in Figure 1.

It can be seen from Figure 1 that 19% of students are in mild anxiety, 42% are in moderate anxiety, 33% are in severe anxiety and 6% are in very serious anxiety. It can be seen that in the distribution of anxiety psychology of computer major students in higher vocational colleges, the number of students in moderate anxiety state is the largest, followed by severe anxiety state. These two anxiety states are the most common anxiety state among students' psychological anxiety at present.

**Conclusions:** In the process of computer teaching in higher vocational colleges, college students often form psychological anxiety due to the difficulty of computer learning and practical operation. This study uses the method of comparative experiment to establish the improved benign teaching classroom, and on this basis, establishes the student anxiety psychological index system, and uses the index system to compare and analyze the effect of the improved computer teaching classroom on students' anxiety symptoms. By analyzing the influence of computer teaching in higher vocational colleges on college students' anxiety disorder, we can effectively help college teachers find teaching methods that fit students'