

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, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. Based on consumer psychology, this study analyzes the consumer psychological expectation of urban residents in China, so as to select the indicators affecting the consumer psychological expectation of urban residents and study the factors affecting the consumer psychological expectation.

Objective: Consumers' psychological expectation has an important impact on consumers' personal consumption behavior and purchase intention, as well as the operation of the overall economy. Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities. Therefore, based on consumption psychology, this study analyzes the consumption psychological expectation of urban residents in China, so as to select the indicators affecting the consumption psychological expectation of urban residents and study the factors affecting the consumption psychological expectation.

Subjects and methods: 600 urban residents were selected as the research object, and the Consumer Psychological Expectation Questionnaire (CPEQ) was developed based on consumer psychology to analyze the factors affecting consumer psychological expectation.

Research design: Using cluster sampling method (selecting research objects with different educational backgrounds and jobs from 6 cities), using the consumer psychological expectation questionnaire based on consumer psychology to investigate, and analyzing the factors affecting consumer psychological expectation according to the questionnaire survey results. Using the principal component analysis method to analyze the extracted factors, and extracting the principal factors with eigenvalues greater than 1.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: Five main factors are extracted by principal component analysis, which are macroeconomic situation expectation (factor 1), personal life and income expectation (factor 2), government economic policy expectation (factor 3), price trend expectation (factor 4) and emergency prevention expectation (factor 5). The alpha coefficients of the five main factors are high, and the alpha coefficients are 0.6862, 0.5963, 0.7345, 0.7664 and 0.6762 respectively, indicating that the results have high reliability. The alpha coefficients of the five main factors are shown in Table 1.

Conclusions: In recent years, China's economic development, transformation and urbanization are advancing rapidly, and the income level and consumption level of urban residents have been greatly improved. Therefore, the research and analysis of China's urban residents' consumption psychological expectation can provide reference for the steady and sustainable development of China's national economy. Based on consumer psychology, this study analyzes the consumer psychological expectation of urban residents in China, and formulates a consumer psychological expectation questionnaire according to the analysis results to analyze the factors affecting consumer psychological expectation. The results show that five principal factors are extracted by principal component analysis, and their alpha coefficients are 0.6862, 0.5963, 0.7345, 0.7664 and 0.6762 respectively, indicating that the results have high reliability.

Table 1. Coefficient of 5 principal factors

	Principal factor serial number				
	1	2	3	4	5
Alpha coefficient	0.6862	0.5963	0.7345	0.7664	0.6762

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INFLUENCE MECHANISM OF DIVERSIFIED CONSUMPTION PSYCHOLOGICAL TREND ON ACTIVATING THE POTENTIAL DRIVING FORCE OF DIGITAL ECONOMY

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Background: The concept of digital economy was first put forward in 1996, which has aroused great repercussions in the economic community. With the development of computer information technology, the digital economy industry has also made great progress. In some areas of China, digital economy industry has become the pillar of local economy and made great contributions to improving the level of market economy

and GDP. Some studies have shown that consumers' consumption behavior and consumption trend have a significant impact on the activation of digital potential power, which can promote the technological innovation and industrial upgrading of digital economy industry and promote the development of digital economy industry. Therefore, it is the work of most digital economy enterprises to study the influence mechanism of consumer psychology and consumer behavior on the potential driving force of digital economy. However, the factors involved in this work include all aspects. The workload is heavy and cumbersome, so many employees have anxiety, depression and other emotions. Long term and excessive anxiety will lead to psychological diseases, affect the physical and mental health of staff, bring pain to staff, and seriously affect the normal life and work of staff.

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, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. Based on consumer psychology, this study analyzes consumers' consumption behavior and consumption psychology, and believes that consumers have diversified consumption psychology trends. The diversified consumption trend drives the digital economy enterprises to innovate and develop continuously, which stimulates the potential driving force of the digital economy and drives the development of the digital economy industry. Based on consumer psychology, analyzing the influence mechanism of consumers' diversity and consumer psychological trend on activating the potential power of digital economy can effectively reduce the workload, improve the accuracy of analysis results, and then alleviate the anxiety of staff.

Objective: To study the influence mechanism of consumer psychology and consumer behavior on the potential power of digital economy, which is the work of most digital economy enterprises. However, the factors involved in this work include all aspects. The workload is heavy and cumbersome. Many employees have anxiety, depression and other emotions, which affect their physical and mental health. Based on consumer psychology, the research analyzes the influence mechanism of consumers' diversity and consumer psychological trend on activating the potential power of digital economy, effectively reduces the workload, improves the accuracy of analysis results, and then alleviates the anxiety of staff.

Subjects and methods: 80 workers engaged in related industries from 7 digital economy enterprises were selected as the research objects, and the anxiety degree of the research objects was evaluated by Self-rating Anxiety Scale (SAS), Hospital Anxiety and Depression Scale (HADS) and Symptom Checklist 90 (SCL-90).

Study design: The subjects were randomly divided into study group and control group by random number table method, with 4 in each group 0 people. Among them, the research group used the method based on consumer psychology for analysis. The control group was analyzed by traditional methods. After a period of time, compare the mental health status of the two groups before and after the experiment.

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

Results: After a period of work, the scores of somatizations, obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia and psychosis of the staff in the study group were significantly lower than those in the control group ($P < 0.05$), as shown in Figure 1.

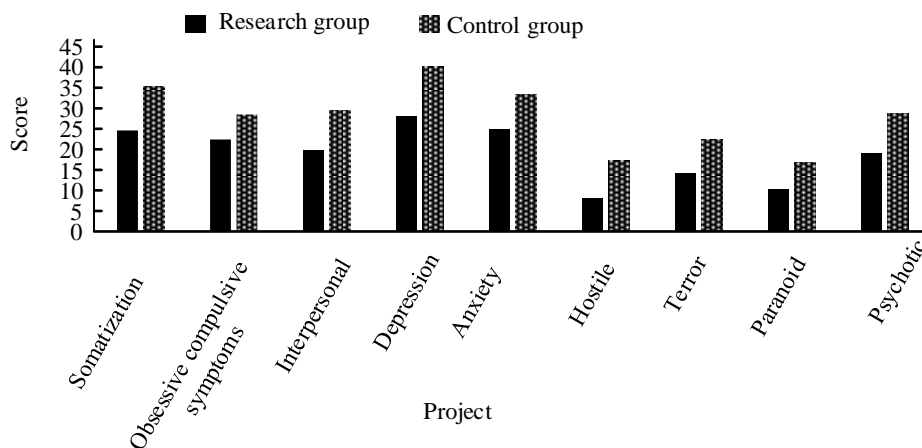


Figure 1. SCL-90 score of two groups

Conclusions: With the development of computer information technology, the digital economy industry has also made great progress. Consumer behavior and consumption trend have a significant impact on the activation of digital potential power. Therefore, the research on the influence mechanism of consumer psychology and consumer behavior on the potential power of digital economy is the work of most digital economy enterprises. However, the workload of this work is large and cumbersome, which is easy to cause anxiety among staff. The research analyzes consumers' consumption behavior and consumption psychology based on consumption psychology, so as to analyze the influence mechanism of consumers' diversified consumption psychology trend on activating the potential driving force of digital economy, effectively reduce the workload, improve the accuracy of analysis results, and then alleviate the anxiety of staff. The results showed that after a period of work, the scores of somatizations, obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia and psychosis of the staff in the study group were significantly lower than those in the control group ($P < 0.05$).

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THE INFLUENCE OF INNOVATION PATH OF COLLEGE PHYSICAL EDUCATION TEACHING MODEL ON STUDENTS' ANXIETY

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Background: Colleges and universities are the main positions for cultivating high-quality and high-level talents for the society. In recent years, the speed of social development has been accelerating, and the competition has begun to become more and fiercer. College students should not only face the pressure of learning, but also face the pressure from life, employment, interpersonal communication, economy and so on. Under many pressures, college students are prone to psychological problems, such as anxiety, depression and so on. Moderate anxiety helps students have a sense of crisis, so as to concentrate and improve learning efficiency. However, long-term excessive anxiety will affect students' hormone secretion, and then affect students' organ function, causing damage to students' physical and mental health. Students' self-regulation ability will also have problems and obstacles, and their psychological endurance and anti-frustration ability will be reduced, resulting in bad psychology such as inferiority complex, impulse, fear, cowardice and so on. In addition, excessive anxiety will also lead to the loss of learning motivation of college students, which will further lead to the increase of students' academic pressure, resulting in the loss of self-confidence, mental tension, insomnia, test anxiety and other problems. Therefore, alleviating college students' anxiety and improving students' mental health are of great significance to students' study, life and future development.

Physical education in colleges and universities can improve students' physical quality, improve students' immunity and self-confidence, vent their accumulated emotions, and then improve students' physical and mental health and alleviate students' anxiety. The traditional teaching mode of physical education has many defects in alleviating students' anxiety, but it is not ideal enough. Educational psychology is an important part of applied psychology. It is a psychological theory put forward under the background of teaching reform. It has important theoretical and practical significance in promoting the reform of education system. In addition, educational psychology is also of great significance to the improvement of educators' psychological quality and teaching methods. Educational psychology contains many related theories, including psychological content, students' psychological change law in the learning process, teachers' analysis and cultivation of students' learning motivation, teachers' transfer and promotion of students' learning, teachers' analysis of students' cognitive ability development, teachers' cultivation of students' cognitive understanding, students' memory development, students' knowledge consolidation methods, students' cognitive strategy formation cultivate students' problem-solving ability and innovation ability, cultivate students' correct self-consciousness, students' group psychology and students' mental health education. The research is based on educational psychology to innovate the college physical education teaching mode in order to improve the quality of education and alleviate students' anxiety.

Objective: In recent years, the speed of social development has been accelerating, and the competition has begun to become more and more intense. Under many pressures, college students are prone to psychological problems, such as anxiety, depression and so on. The research is based on educational psychology to innovate the college physical education teaching mode in order to improve the quality of education and alleviate students' anxiety.

Subjects and methods: Two classes were randomly selected as the research objects in a university.