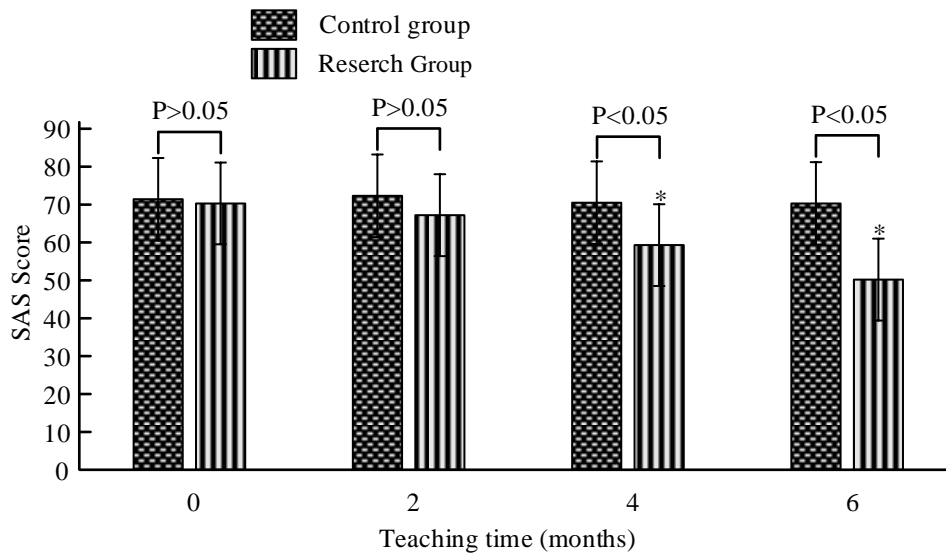


was significantly lower than that of students in the control group ( $P < 0.05$ ). The SAS scores of the two groups of students are shown in Figure 1.



**Figure 1.** SAS scores of two groups of students  
Note: \* $P < 0.05$  compared with that before teaching.

**Conclusion:** Higher vocational college students are at the junction of study and employment, and face the dual pressure of study and employment, so they are very easy to have employment anxiety. Finding a suitable method to reduce the employment pressure of college students and alleviate their employment anxiety is of great significance to the future development of students and the progress of society. Based on social psychology, this study discusses the impact of the collaborative education mode of industry education integration on students' employment anxiety, hoping to find an education mode that can effectively improve students' practical ability and alleviate students' employment anxiety. The experimental results showed that there was no significant difference in SAS scores between the two groups before teaching ( $P > 0.05$ ). After teaching, the SAS score of students in the research group decreased significantly ( $P < 0.05$ ), and was significantly lower than that of students in the control group ( $P < 0.05$ ).

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## PERFORMANCE AND ADJUSTMENT STRATEGIES OF EMPLOYMENT PSYCHOLOGICAL PROBLEMS OF COLLEGE STUDENTS IN THE PILOT OF MODERN APPRENTICESHIP SYSTEM

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**Background:** College students are the future hope of national construction and valuable national talent resources. The talent quality level of college students is also directly related to the development of national economy and the progress of social science and technology. In recent years, with the continuous improvement of the state's assistance to the entrepreneurship and employment of college graduates, the gradual deepening and improvement of the relevant system of independent employment of college graduates in China has provided college graduates with a broad platform and opportunities for fair competition and employment, and helped capable college graduates to display their talents in their work. However, some college students majoring in the pilot of modern apprenticeship failed to make psychological preparations in time in the process of employment and adapt to the transformation of their professional identity, resulting in varying degrees of employment psychological problems, which had a serious negative impact on the smooth employment of students. In view of the psychological obstacles of college students

majoring in modern apprenticeship pilot in the process of job selection and employment, the government and colleges and universities should strengthen the employment guidance and intervention for students, help the students of pilot majors understand their psychological problems in time, and quickly carry out psychological response and adjustment, so as to establish good psychological quality in the process of employment and job search and adapt to the transformation of their social and professional identity.

Psychological problems refer to a kind of unhealthy psychological state caused by the stimulation of realistic factors. The severity of psychological problems is not high, and the duration of this unhealthy psychological state is often not long. Under psychological problems, the individual's emotional response is still within the scope of rational control, and there will be no serious damage to social functions. However, if we do not intervene in time, with the extension of time, the severity of individual psychological problems may continue to increase, resulting in serious psychological obstacles and a serious impact on individual physical and mental development. College graduates may have a variety of employment psychological problems in the process of employment. The employment psychological problems of students majoring in the pilot of modern apprenticeship system are mainly manifested in anxiety and depression, unclear self-cognition, herd psychology, excessive delusion and so on. They show the symptoms of psychological problems in the three dimensions of social psychology, cognitive psychology and emotional psychology. Students majoring in the pilot of modern apprenticeship system may be affected by the herd mentality, and lose their self-judgment and choice in the process of job selection. Moreover, college students are prone to be eager for quick success and instant benefit, have too high job expectations and self-ability level, and are afraid of difficulties in job hunting and work. Being restless and at a loss is also one of the psychological problems that are easy to appear among the students of pilot majors. They show self-abandonment and depression in the process of employment.

**Objective:** Through the in-depth analysis of students' employment psychological problems, the research hopes to grasp the root causes of employment psychological problems of students majoring in the pilot of modern apprenticeship, provide help for students majoring in the pilot of modern apprenticeship to overcome employment psychological obstacles, promote the active employment and healthy employment of college graduates, and provide psychological suggestions and strategies for further promoting the pilot of modern apprenticeship.

**Subjects and methods:** This study analyzes the employment psychological problems of students majoring in the pilot of modern apprenticeship in the process of job hunting, explores the symptoms of employment psychological problems of students majoring in the pilot of modern apprenticeship, and puts forward the adjustment strategies of students' employment psychological problems. Based on the employment psychological problems of students majoring in the pilot of modern apprenticeship, this paper uses the evaluation method of artificial neural network to analyze the impact of employment psychological adjustment strategies of students majoring in the pilot of modern apprenticeship on students' employment psychological problems, and uses the advantages of artificial neural network in information mining and in-depth learning to solve the intervention and guidance effect of psychological adjustment strategies on students' employment psychological problems. Based on the evaluation results of neural network, this paper discusses the scientific and effective adjustment strategies of students' employment psychological problems, so as to provide help to alleviate the employment psychological problems of college graduates.

**Results:** The scores of modern apprenticeship pilot students with psychological problems on the application effect of psychological adjustment strategies are shown in Table 1. All pilot students recognized the application effect of psychological adjustment strategies.

**Table 1.** Evaluation on the application effect of psychological adjustment strategies by students majoring in the pilot of modern apprenticeship system

Survey object	Male	Female
Positive psychological suggestion	4	4
Adjust employment expectations	3	4
Active psychological catharsis	4	3

**Conclusion:** Anxiety, conformity and other employment psychological problems are common problems of college graduates in the process of job hunting and employment. Students majoring in the pilot of modern apprenticeship system should actively carry out self-psychological suggestion in the process of employment, establish a healthy and reasonable outlook on job selection and employment, appropriately adjust their employment psychological expectations, and accurately locate their self-cognitive level.

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## THE INFLUENCE OF VISUAL COMMUNICATION DESIGN UNDER BEHAVIORAL PSYCHOLOGY ON CONSUMERS' PURCHASE PSYCHOLOGY

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**Background:** Behavioral psychology is a branch of psychology founded by American psychologist Watson. Behavioral psychology takes people's behavioral psychological activities as the research object, emphasizes the interaction between people's behavior and psychological characteristics, makes a comprehensive analysis of individuals from the law of behavioral psychology, and forms a psychological way of thinking of psychology and behavior. There are differences in personality, social role, family background and other factors among individuals, so individual behavior characteristics are also different. Behavioral psychology divides individual behavior activities into social behavior, necessary behavior and autonomous behavior. Social behavior is also called social behavior. Social behavior such as dinner with friends is social behavior. Individual social behavior is mainly affected by his hobbies and personal tendencies. In general, the necessity behavior of individuals is less affected by external factors, which refers to the behavior activities that must be carried out in the daily life of individuals. Autonomous behavior, also known as selective behavior, is an individual's behavior of independent choice. It is usually affected by environmental factors, such as individual autonomous behavior such as going out for a walk.

Aesthetics, practicability and other factors are the commodity conditions that consumers will consider when purchasing commodities. The value of commodities has an important relationship with the product itself and packaging. The visual communication effect of product packaging design directly affects consumers' first impression of commodities. Designers convey their ideas and ideas to consumers through the visual communication and appearance design of goods, attract consumers' attention and increase consumers' desire to buy goods. On the other hand, the packaging design of commodities is also a channel to show the information of commodities. Excellent commodity packaging design can effectively transmit the characteristic information of commodities, bring beautiful sensory experience to consumers and promote the efficiency of commodity trade. The packaging design of commodities needs to express commodity information and attract consumers' attention as the design premise, beautify the appearance packaging of commodities through pattern design, color matching and shape change, so as to make consumers have a deep visual impression and help consumers quickly understand the characteristic information of commodities. The packaging design of goods can promote consumers to deepen their impression of goods, making it difficult for consumers to forget the goods, so as to attract more consumers to buy or repurchase. Effective packaging design can promote consumers' cognition of goods, establish a good product impression in consumers' hearts, and increase the number of potential users of goods.

**Objective:** Based on the theory of behavioral psychology, this study explores the characteristics and change laws of psychological activities behind consumers' purchase behavior, studies the visual communication design of commodity packaging, combines the visual communication design of commodity packaging with consumers' purchase behavior and psychology, and puts forward the commodity visual communication design strategy for consumers' purchase behavior psychology. The research analyzes the relationship between consumers' purchase behavior psychology and commodity packaging design, hoping to provide reference for optimizing commodity packaging design from the perspective of behavioral psychology.

**Subjects and methods:** Using the method of correlation analysis, this paper analyzes the correlation between commodity packaging design and consumers' purchase behavior psychology, understands the potential relationship between commodity packaging design and consumption behavior, and optimizes the visual communication design of commodity packaging from the perspective of behavioral psychology. The research makes regression analysis on the relationship between independent variables and dependent variables, estimates the conditional expectation of dependent variables by giving independent variables, and realizes the exploration of the correlation between independent variables and dependent variables.

**Results:** The comparison results of consumer scores before and after the optimization of commodity packaging design are shown in Table 1. After the optimization of commodity packaging design based on behavioral psychology, consumers' satisfaction with information transmission, attention attraction and consumption promotion of commodity packaging design is improved.

**Table 1.** Comparison results of consumer scores before and after optimization of commodity packaging