

Table 1. Changes of psychological anxiety of insurance customers

Project	Business handling		Intervene	
	Before handling	After handling	Presence intervention	No intervention
Zone 1	59.33±2.31	67.11±2.28	44.36±1.87*	64.45±1.37
Zone 2	57.39±2.17	67.34±2.21	44.82±1.83*	66.18±1.33
Zone 3	58.82±2.39	64.10±2.44	42.32±1.77*	61.45±1.43

Note: * indicates the difference between customers with and without intervention ($P < 0.05$).

Conclusions: In order to alleviate the transaction anxiety in the economic market, the research takes the psychological anxiety of customers in insurance business handling as the research object, and realizes the psychological intervention by expressing the effect of strict implementation of civil and commercial law to customers. The psychological anxiety score of customers shows that the psychological anxiety score of customers increases after business handling because customers do not know the benefits brought by the transaction results. After explaining the effect of civil and commercial law, after some customers understand their own interest protection mechanism, the psychological anxiety score decreases significantly, and there is a significant difference between customers and material intervention customers, which is statistically significant. Therefore, in order to maintain the development of the economic market and encourage individuals to participate in transactions, we should fully explain the importance and effectiveness of civil and commercial law to individuals, so as to alleviate individual transaction anxiety, so as to promote the good development of the economic market.

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A STUDY ON THE PSYCHOLOGICAL PROBLEMS OF COLLEGE STUDENTS IN RETURNING HOME AND STARTING A BUSINESS UNDER THE REVITALIZATION OF RURAL AREAS

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Background: In 2018, the state put forward the important strategy of “five revitalizations”, emphasized the importance of rural industry revitalization in national development, and pointed out that rural industry revitalization requires scientific overall planning from the top-level design to ensure the implementation of rural revitalization strategy. The proposal of rural revitalization strategy meets the needs of urban-rural integrated development, meets the requirements of reducing the development gap between urban and rural areas under the new situation, and has important practical significance for establishing the mutual supply and feedback mechanism between rural and urban areas. As the main strategy of China’s current development, the “Rural Revitalization” strategy has been paid more and more attention by all sectors of society. In the “Rural Revitalization” strategy, we take the countryside as the strategic point and drive the rural development by looking for the rural development path. At present, China’s “Rural Revitalization” is mainly concentrated in the poorer inland areas. By opening up the road from the countryside to the economic market, with the help of China’s relatively developed economic market, we can expand the rural external contact area, and then sell the relevant products in the countryside.

Anxiety is a kind of comprehensive negative emotion, which refers to the tension and anxiety caused by individuals’ excessive worry about the future and destiny. When individuals subjectively predict the pressure and threat they will face, and it is difficult to find countermeasures quickly, individuals may have a variety of psychological states such as anxiety, tension and panic. Many factors such as society, family and environment may lead to individual anxiety, make individuals fall into a restless psychological state, and reduce the quality of individual mental health. In recent years, with the acceleration of social and economic development, the social employment situation is becoming increasingly severe, the talent market is saturated, and the problem of difficult employment of college students is also highlighted. On the other hand, the proposal of college enrollment expansion policy in recent years has also led to a sharp increase in the number of college graduates, further increasing the employment difficulty of college students. Under this social situation, many college students bear strong employment anxiety, and feel nervous and uneasy about the future employment prospects at the stage of college study. College students’ psychological preparation for employment during graduation is insufficient. In the face of employment competition, they

may have employment anxiety, mental tension, fear and panic. In serious cases, this Employment anxiety will directly affect the daily life and study of college students, which is not conducive to the job hunting and employment of college students.

Objective: The research analyzes the employment situation of college students, discusses the psychological problems of college students in employment and entrepreneurship, and takes the employment anxiety of college students as the starting point to explore the role of college students' returning home and entrepreneurship in alleviating the psychological anxiety of college students' graduation and employment under the background of rural revitalization. The research analyzes the correlation between college students' psychological anxiety and returning home entrepreneurship, excavates the effect of college students' returning home entrepreneurship in solving college students' employment problems and alleviating college students' employment anxiety, expects to put forward new solutions to alleviate college students' employment anxiety, provide data support for promoting college students' active returning home entrepreneurship, encourage college students to return home entrepreneurship and promote rural revitalization.

Subjects and methods: Through the analysis of college students' employment anxiety, this study understands the degree of college students' anxiety about their own employment prospects, grasps the mental health level of contemporary college students, and discusses the causes of college students' employment anxiety. This study uses Pearson correlation coefficient to analyze the correlation between the employment psychological anxiety level of college students and returning home for entrepreneurship, discusses the potential relationship between the mitigation of employment anxiety of college students and returning home for employment and entrepreneurship, understands the action point of returning home for entrepreneurship to alleviate college students' employment psychological anxiety through correlation analysis, and puts forward new solutions to the employment anxiety of college students, open up a new development direction for the difficult employment of college students. It also compares the employment anxiety level of returning college students before and after entrepreneurship, and explores the role of returning college students' entrepreneurship in alleviating college students' psychological anxiety about graduation employment.

Results: The statistical results of employment anxiety of college students before returning home to start a business are shown in Table 1. The employment anxiety of college students shows certain differences in grades. With the approaching of employment period, the employment anxiety of college students gradually increases.

Table 1. Statistical results of employment anxiety of college students before returning home to start a business

Survey object	Freshman	Sophomore	Junior	Senior
Employment direction	3.47	3.46	4.02	4.47
Employment mode	3.10	3.13	4.01	4.35

Conclusions: The employment problem of college students is serious, which leads to the employment anxiety of many college students, and seriously affects their daily life and study. The employment problem of college students is the key issue of people's livelihood. In order to alleviate the employment anxiety of college students, college students should actively expand the forms of employment and entrepreneurship, explore employment ideas, actively respond to the national call and return home to start a business, so as to realize self-employment, alleviate the employment anxiety of college students and promote the improvement of college students' mental health level.

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THE INFLUENCE OF PSYCHOLOGICAL ANXIETY OF RETURNING ENTREPRENEURS ON ENTREPRENEURIAL QUALITY UNDER THE BACKGROUND OF RURAL REVITALIZATION

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Background: Anxiety refers to the tension, anxiety and other emotions caused by an individual's