

and discuss with them. This teaching mode improves the efficiency of classroom learning, can effectively train students' divergent thinking and critical thinking, and improve students' communication skills. As a subject that attaches great importance to accumulation, the traditional teaching mode of English teaching only through classroom teaching is often unable to satisfy all students. Therefore, by flipping the classroom and turning the classroom into a scene of teacher-student communication, on the one hand, it can improve learning efficiency. On the one hand, it can also effectively train students' English application ability and effectively consolidate English knowledge.

Objective: To study whether the reform of the flipped classroom model of college English teaching has a greater impact on college students' foreign language learning anxiety than the traditional model, and to explore whether this effect can be used to alleviate college students' foreign language learning anxiety.

Subjects and methods: Find 280 college students with obvious foreign language learning anxiety problems and similar basic conditions from a university, and divide them into two equal groups, one of which receives flipped classroom English teaching, and the other group receives traditional English teaching, to analyze and compare the foreign language learning anxiety of the two groups of college students.

Study design: The duration of the teaching experiment is one month. Before and after the experiment, tests and interviews were used to evaluate the foreign language learning anxiety of the two groups of students. After the experiment, statistical analysis was used to explore whether the flipped classroom had an advantage over the traditional model. The psychometric tool used in the study is the Foreign Language Learning Anxiety Scale (FLCAS), which is comprehensive in four dimensions: communication comprehension, test anxiety, fear of negative evaluation, and other anxiety.

Methods: Relevant data were calculated and counted using Excel software and SPSS20.0 software.

Results: Table 1 shows the *P*-value analysis of the learning anxiety assessment results of students who received flipped classroom education before and after experimental teaching. The students in this group improved in all four dimensions compared with those before teaching, and the improvement in all three dimensions except other anxiety was statistically significant ($P < 0.05$).

Table 1. The impact of flipped classroom on foreign language learning anxiety

Item	Communication apprehension	Test anxiety	Fear of negative evaluation	Other kinds of anxiety
<i>P</i>	0.032	0.048	0.007	0.112

Conclusions: Language learning anxiety is a kind of anxiety that is not uncommon for foreign language learners, but when the level of language learning anxiety is too high, it will affect the learning efficiency and communication ability of foreign language learners. Most of the current college students have the need to learn English, so schools should pay attention to students' language learning anxiety and give appropriate interventions to students who need help. The research explores the influence of the flipped classroom model on the language learning anxiety of college students. The results show that the flipped classroom model can better relieve students' foreign language learning anxiety problems than the traditional model, and it can remarkably improve three of the four dimensions of foreign language learning anxiety.

* * * * *

RESEARCH ON THE INFLUENCE MECHANISM OF ENTREPRENEURIAL ENVIRONMENT ON COLLEGE STUDENTS' ENTREPRENEURIAL PERFORMANCE BASED ON PSYCHOLOGY

Xi Zhao^{1*}, Xuan Lin¹, Mengyao Chen¹ & Sadaf Mahmood²

¹Hefei University, Hefei 230601, China

²Government College University Faisalabad, Faisalabad 38000, Pakistan

Background: With the advancement of the process of economic and social development, the popularization rate of higher education in China is increasing, and the scale of fresh college graduates is expanding year by year, showing a rising trend. The increase of the number of competitors leads to the increasingly severe employment situation of college students, the huge pressure of the labor market, and college students are facing the problem of employment difficulties in the graduation season. In recent years, the state has put forward the development direction of "mass entrepreneurship and innovation", encouraging college students to actively change their outlook on employment, promote employment with

entrepreneurship and expand the employment scope of college students. However, the entrepreneurship rate and success rate of college students are generally low, and there are many problems in college students' entrepreneurship. It is required to analyze and explore the influencing factors of college students' entrepreneurship, and put forward corresponding improvement countermeasures on this basis to help college students increase the success rate of entrepreneurship. Among the many factors affecting college students' entrepreneurial success, entrepreneurial environment is an important background factor. College students' entrepreneurial environment includes related entrepreneurial policies, financing environment, social culture and other factors.

The quality of the entrepreneurial environment will directly affect the psychological stress state of college students' entrepreneurs. College students generally have psychological anxiety in the process of entrepreneurship, and a good entrepreneurial environment can effectively alleviate the psychological anxiety of college students' entrepreneurs, have a chain impact on the entrepreneurial performance of college students' entrepreneurship, and promote the improvement of entrepreneurial performance of college students' entrepreneurs. In the process of entrepreneurship, entrepreneurship anxiety is a common psychological emotion among college students' entrepreneurs. Anxiety refers to the tension, anxiety and other emotions caused by an individual's excessive worry about safety, future and destiny. Individual anxiety includes anxiety, tension, panic and other psychological states. 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. Appropriate entrepreneurial anxiety can effectively promote college students' entrepreneurs to actively face and solve the difficulties encountered in the entrepreneurial process, but excessive entrepreneurial anxiety will have a serious negative impact on the entrepreneurial performance of college students' entrepreneurs, make college students' entrepreneurs fall into anxiety, affect the decision-making of college students' entrepreneurs in the entrepreneurial process, and reduce the entrepreneurial quality and performance of college students' entrepreneurs.

Objective: The research analyzes the influencing conditions of college students' entrepreneurs, explores the impact of entrepreneurial environment on college students' entrepreneurial process, takes the entrepreneurial psychological anxiety state of college students' entrepreneurs as the starting point, and analyzes the internal mechanism of entrepreneurial environmental factors on college students' entrepreneurs' psychological anxiety and entrepreneurial performance, so as to analyze the impact of entrepreneurial environmental factors on college students' entrepreneurial performance from the perspective of psychology. Research and analyze the impact mechanism of entrepreneurial environment on college students' entrepreneurial performance, hoping to provide help to promote college students' entrepreneurial success and alleviate college students' entrepreneurial anxiety in the process of entrepreneurship.

Subjects and methods: The study uses the method of correlation analysis to explore the correlation between entrepreneurial environmental factors and college students' entrepreneurial psychological anxiety and entrepreneurial performance, and analyzes the relationship between college students' entrepreneurial psychological anxiety and their entrepreneurial quality and performance, so as to explore the potential relationship between entrepreneurial environment and college students' entrepreneurial performance. Through correlation analysis, this study understands the influence mechanism of entrepreneurial environment on college students' entrepreneurial performance, puts forward new ideas to improve college students' mental health level and entrepreneurial performance, and analyzes the value and significance of entrepreneurial environment factors in college students' entrepreneurial process. To explore the relationship between college students' entrepreneurial environment, psychological anxiety and entrepreneurial performance, and explore the correlation between college students' entrepreneurial environment and entrepreneurial performance.

Results: The correlation analysis results between different entrepreneurial environmental factors and entrepreneurial anxiety of college students' entrepreneurs are shown in Table 1.

Table 1. Results of correlation analysis between different entrepreneurial environmental factors and entrepreneurial anxiety of college students' entrepreneurs

Project	Entrepreneurial anxiety	Entrepreneurial success anxiety	Entrepreneurial crisis anxiety
Relevant entrepreneurship policies	-0.482	-0.536	-0.497
Financing environment	-0.391	-0.441	-0.436
Society and culture	-0.314	-0.267	-0.314

Conclusions: With the advent of the new era, the number of college students participating in entrepreneurial activities is gradually increasing, and the anxiety of college students in entrepreneurship

will seriously affect their entrepreneurial achievements. Therefore, based on college students' psychology and psychology as the theoretical basis, this study analyzes the impact of college students' entrepreneurial environment on students' psychology, and evaluates students' entrepreneurial performance. The results show that college students' entrepreneurial environment has a significant impact on students' psychology, and different entrepreneurial environments will lead to changes in entrepreneurs' psychological anxiety. The above results show that in the entrepreneurial activities of college students, their entrepreneurial environment is the main factor affecting their entrepreneurial performance, and the main mechanism affecting students' entrepreneurial performance is to affect students' entrepreneurial anxiety. Therefore, in order to improve students' entrepreneurial performance, we can alleviate students' entrepreneurial anxiety by changing the entrepreneurial environment, so as to promote the development of entrepreneurship.

Acknowledgement: The research is supported by the National Social Science Fund of China's Research Project "Research on the institutional environment evaluation and policy optimization of Chinese female Micro-entrepreneurship" (No. 18BJY043).

* * * * *

THE EFFECT OF THE SOUL OF PACKAGING DISPLAY DESIGN OF CULTURAL AND CREATIVE PRODUCTS ON CONSUMERS' PSYCHOLOGICAL WILL

Shenghe Cheng* & Yifeng Zheng

Jinling Institute of Technology, Nanjing 211169, China

Background: Consumer psychology is an important branch of psychology. Taking the phenomenon of people's psychological activities in the process of consumption as the research object, this paper studies and analyzes the psychological characteristics and laws of psychological activities of consumers in their daily purchase behavior. The theory of consumer psychology takes the consumer's consumption activities as the research starting point, and analyzes the law of consumer behavior through the grasp of consumer psychology, so as to provide psychological theoretical reference for businesses to design business strategies. Consumer psychology is the psychological activity produced by consumers in the process of consumption, including the psychological feelings and experiences of consumers in observing goods, searching goods, contacting goods, choosing goods and purchasing goods. Consumer psychology generally includes four kinds: conformity, seeking differences, comparison and realism. Under the influence of conformity psychology, consumers tend to consume blindly, that is, they have no own ideas and determine whether they consume by relying on the information of the number of buyers of goods. The psychology of seeking differences means that consumers pursue novelty and uniqueness, only pay attention to the uniqueness of goods in commodity consumption, and it is difficult for consumers to evaluate the value of goods. The psychology of comparison is the vicious psychology of consumers when consuming goods. Driven by the psychology of comparison, consumers will not make a rational analysis of goods, but only require them to meet their psychological needs, which is an undesirable consumption psychology. Realistic psychology is the most common psychological activity in consumer psychology. Most consumers first pay attention to the practical value of goods and buy them after evaluating them.

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