

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.

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

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**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

good product impression in consumers' hearts, and increase the number of potential users of cultural and creative products.

**Objective:** From the perspective of consumer psychology, the research explores the characteristics and change laws of consumer psychological activities behind consumers' purchase behavior, studies the packaging design of cultural and creative products, combines the packaging design of cultural and creative products with consumers' purchase behavior and psychology, and puts forward the design strategy of cultural and creative products according to consumers' purchase behavior psychology. The research analyzes the relationship between consumers' purchase behavior psychology and the packaging design of cultural and creative products, hoping to provide reference for optimizing the packaging design of cultural and creative products from the perspective of consumer psychology.

**Subjects and methods:** The research use the method of correlation analysis to analyze the correlation between the packaging design of cultural and creative products and the psychology of consumers' purchase behavior, understand the potential relationship between the packaging design of cultural and creative products and consumer behavior, and optimize the packaging design of cultural and creative products from the perspective of consumer 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 consumers' purchase intention before and after the packaging design optimization of cultural and creative products are shown in Table 1. After the packaging design optimization of cultural and creative products, consumers' purchase intention of cultural and creative products has increased significantly.

**Table 1.** Comparison results of consumers' purchase intention before and after packaging design optimization of cultural and creative products

Survey object	Before optimization	After optimization
Purchase intention	2.21	4.15

**Conclusions:** From the perspective of consumer psychology, optimizing and adjusting the packaging design of cultural and creative products can effectively improve consumers' impression and purchase desire of cultural and creative products, and realize the effective improvement of the sales efficiency of cultural and creative products. The packaging design of cultural and creative products can enhance the appeal and sense of design of the packaging of cultural and creative products through concrete or conscious graphic design, so as to help promote the consumption behavior. On the other hand, the packaging design of cultural and creative products can start with color design and use consumers' sensitivity to color to promote consumption.

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## STUDY ON THE EFFECT OF PHYSICAL EXERCISE ON ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY

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**Background:** It refers to the situation that it is difficult to predict the individual's future when they are faced with a variety of subjective anxiety and anxiety. 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. University campus is the epitome of society. College students need to face a variety of interpersonal scene requirements on campus. College students have strong interpersonal and communication skills. However, most college students in China are only children, and their family life is relatively closed and restrained, so they are shy and introverted. A long time alone leads to the low ability of these college students to deal with problems in interpersonal communication and cannot form a normal interpersonal relationship, which makes college students prone to psychological anxiety in the face of interpersonal communication and communication. On the other hand, with the improvement of social and economic level, the connivance of parents to students in modern society is increasing day by day. Some parents spoil students too much, resulting in students' low psychological pressure resistance and fragile psychological defense line. Therefore, when students leave their families for collective life, they are prone