

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.

\* \* \* \* \*

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

Xiang Li

*Suqian University, Suqian 223800, China*

**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

to problems with low willpower and emotional control in the face of difficulties and setbacks, and are troubled by negative emotions such as psychological anxiety in the process of problem solving.

Physical exercise is physical exercise. It refers to the purposeful and planned physical exercise activities on the basis of following the scientific law of exercise, so as to promote people's physical and mental health development, enhance individual physique and enrich personal life. Physical exercise can exercise individual muscle strength on the basis of optimizing physical quality and maintain a good physical level. And physical exercise can also improve the function of human digestive system and respiratory system, promote the growth and development of human bones and muscles, and prevent some diseases to a certain extent. As a positive way of physiological assistance, physical exercise and physical learning can effectively resist individual psychological tension, help alleviate psychological pressure, and establish a self-protection mechanism in appropriate sports. And high-intensity sports training can reduce the level of individual perceived pressure, reduce individual psychological stress response, and enhance individual tolerance to pressure and frustration.

**Objective:** Through the analysis of the mental health level and physical exercise status of college students in China, this study understands the mental health level of college students, grasps the physical exercise needs and problems of college students, deeply excavates the relationship between physical exercise and psychological anxiety relief, and opens up new development ideas for improving the mental health level of college students. This study makes a comprehensive analysis of China's traditional physical exercise, analyzes the impact of China's traditional physical exercise on alleviating college students' psychological anxiety, and hopes to put forward a new physical exercise intervention scheme to alleviate college students' psychological anxiety and promote the improvement of college students' psychological health quality.

**Subjects and methods:** This study uses the method of correlation analysis to analyze the relationship between college students' mental health level and physical exercise, discusses the potential relationship between college students' mental health problems and traditional physical exercise, understands the action point of traditional physical exercise on greatly improving college students' mental health quality through correlation analysis, and puts forward new ideas for improving college students' mental health level. This study uses correlation analysis to explore the relationship between traditional physical exercise and college students' interpersonal sensitivity, psychological pressure resistance and psychological anxiety, and deeply excavate the impact of traditional physical exercise on college students' mental health.

**Results:** The statistical analysis results of college students' psychological anxiety level are shown in Table 1. College students' psychological anxiety is generally high, and college students' psychological anxiety in academic, personal development, employment and interpersonal aspects is high.

**Table 1.** Statistical analysis results of psychological anxiety level of college students

Survey object	Freshman	Sophomore	Junior	Senior
Academic anxiety	2	2	3	2
Developmental anxiety	3	4	3	4
Employment anxiety	4	3	3	4
Interpersonal anxiety	3	4	4	3

**Conclusions:** Regular physical exercise can help people form good exercise habits, maintain the vitality of the body, exercise the cardiopulmonary function and core function of the body through appropriate amount of exercise. In addition to the optimization of body function, physical exercise can also promote the healthy development of psychology and spirit, and help individuals eliminate mental fatigue and maintain a positive mental state through sports training, so as to achieve the purpose of improving learning and work efficiency. On the other hand, as a way of sports that requires full-time investment, physical exercise can effectively help college students shift their attention to life difficulties, help students release their inner pressure in physical exercise, and alleviate the psychological anxiety of college students.

\* \* \* \* \*

## RESEARCH ON THE INFLUENCE OF PSYCHOLOGICAL ADJUSTMENT OF VOCAL MUSIC COURSE ON STUDENTS' MENTAL HEALTH

Li Wang<sup>1,2</sup>