

process of goods, and show rational, impulsive and selective consumption behavior. Active intervention in their consumption psychology can effectively guide consumers to consume rationally and correctly treat the changes of market economy and the pursuit of their own value needs. Table 1 shows the correlation results between the real estate market and the national economy under consumer psychology.

**Table 1.** Correlation results between real estate market and national economy under consumer psychology

		Real estate market	National economy
Real estate market	Pearson correlation	1	0.286**
	Significant (bilateral)	-	0.000
National economy	Pearson correlation	0.551**	1
	Significant (bilateral)	0.000	-

Note: \*\* indicates significant correlation at 0.01 level (bilateral).

**Conclusions:** Consumers have different needs for products in different product life cycles. In the process of product marketing, the marketing subject can better select the marketing strategy by analyzing the psychology of consumers and the characteristics of the product life cycle, so as to maximize its profit. At the same time, consumers have different consumption emotions and psychological needs due to the influence of many factors in the consumption process, which makes them mainly focus on subjective tendency and emotional will when making consumption choices, which will inevitably produce entanglement, anxiety, anxiety and other psychological emotions. Therefore, the active intervention of consumers with the help of relevant theories of consumer psychology can effectively ensure their correct view of marketing strategies and product price changes, guide their rational consumption and improve their mental health level.

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## RESEARCH ON THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY

Shanjiang Li & Laihong Tang

*Hunan University of Information Technology, Changsha 410151, China*

**Background:** Psychological anxiety is a kind of negative emotion, which is caused by facing the real threat, or because there is no real reason. The individual experience of psychological anxiety produces tension, anxiety and other emotions that cannot be explained clearly. Psychological anxiety has no definite objective object, and the content of individual anxiety also has no specific and fixed content. This anxiety is also called floating anxiety or nameless anxiety. The generation of psychological anxiety is an individual instinctive response, which everyone will produce. When individuals are in a state of stress and are stimulated to some extent, they will have psychological anxiety. Psychological anxiety is in the normal range, which can help individuals solve emergencies. When the degree of psychological anxiety exceeds the scope of individual tolerance, and is in this state for a long time, individual psychological problems will occur, which will affect the healthy development of individual psychology. For college students, because they are in the stage of complete physical and mental development and maturity, their ability to control their emotions is not enough. When they face problems, they can't deal with them calmly. In this case, they will have psychological anxiety. There are many reasons for students' psychological anxiety, because the learning task is heavy, they can't catch up with the learning progress, and the learning effect is not ideal. Because of the fear that the test results are not ideal and cannot meet their own requirements, or the fear that the students will look at themselves differently because of their poor test results, resulting in psychological anxiety. Or because he is not good at getting along with others, his relationship with classmates and roommates is not harmonious and rigid, and he feels anxious and anxious. Or anxiety about employment, emotion, etc. Various problems have brought great psychological pressure to students, which has affected their life and study, resulting in a lack of sense of security and self-confidence.

At present, the ideological and political education in colleges and universities still has some problems in the mental health education of students. Students lack subjectivity. The modern ideological and political education system constructed by teachers and students emphasizes the dominant position of teachers, ignores the importance of students in ideological and political education, and reduces students' subjectivity.

Open ideological and political course teaching will have some disadvantages. Large classroom teaching reduces the interaction between teachers and students, which is not conducive to teachers' mental health education for students. While teaching ideological and political knowledge, small class teaching of mental health education should also be carried out to help students solve mental health problems. In addition, the construction of ideological and political education team lags behind, and the training funds of teachers are insufficient. When ideological and political teachers give consideration to mental health teachers, there is a disconnection phenomenon, which is not conducive to the timely counseling of students' mental health problems.

**Objective:** To understand the current situation and shortcomings of ideological and political education in colleges and universities, as well as the psychological anxiety of students, and to analyze the causes of psychological anxiety of college students. On this basis, improve the timeliness of college ideological and political teachers in students' mental health problems, intervene students' mental problems in time, and improve students' psychological anxiety. By enhancing students' subject status, students' sense of responsibility is enhanced, and students' self-thinking ability is improved in the equal interactive relationship between teachers and students, so that students' enthusiasm is improved and students' awareness of subject participation is enhanced, so as to improve the timeliness of mental health, timely intervene students' psychological problems and better alleviate students' psychological anxiety.

**Subjects and methods:** The research objects were college students. Four colleges and universities were randomly selected, and 280 college students were randomly selected from the selected colleges and universities. These college students come from different majors and grades. Understand their personal information, mental health status and the problems existing in the current ideological and political education, and analyze the causes of their psychological anxiety. The reformed ideological and political education for these students lasts for one semester, during which the relevant data of students are recorded. Statistical software was used to analyze the psychological anxiety of students before and after the reform of ideological and political education. Grade 1-5 was used. The higher the score, the heavier the degree of correlation. SAS software was used to process and analyze the data.

**Results:** In recent years, students are facing more and more pressure, and many students have psychological anxiety. By strengthening the dominant position of students in ideological and political education, students can actively participate in ideological and political education and psychological education, so that students' psychological anxiety can be intervened in time. After one semester, the anxiety of English majors has been significantly improved, and the anxiety score is 1. The results are shown in Table 1.

**Table 1.** Anxiety scores of students in different grades after cheerleading teaching

Major	Uneasy	Fear	Anxious
English major	2	1	1
Finance major	2	1	2
Engineering cost Specialty	1	1	2

**Conclusions:** By strengthening the subject status of students, coordinating the relationship between ideological and political education and mental health education, and strengthening the construction of teachers, we can mobilize students' enthusiasm and let students actively participate in relevant teaching activities in a loose and comfortable educational environment. Under the teaching of teachers with high teaching ability, we can timely and effectively alleviate students' psychological anxiety and improve students' mental health level.

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## RESEARCH ON THE IMPACT OF PSYCHOLOGICAL STRESS RESISTANCE OF SCIENTIFIC AND TECHNOLOGICAL PERSONNEL IN SHAANXI AEROSPACE ENTERPRISES ON THE STRATEGIC ANALYSIS OF AEROSPACE SCIENCE AND TECHNOLOGY PROJECTS UNDER FOREIGN EXCHANGE RISK MANAGEMENT

Yanghe Zhao\*

*Xi'an Kedagaoxin University, Xi'an 710109, China*