

health will be damaged, affecting the individual's normal life, study and work. Therefore, based on consumer psychology, the research analyzes the psychological phenomena and psychological laws of consumers in purchasing behavior, and improves and innovates modern art design products according to the analysis results. The results showed that there was no significant difference in SAS scores between the two groups before the experiment ($P > 0.05$). After the experiment, the SAS score of the designer in the study group decreased significantly compared with that before the experiment ($P < 0.05$), while the SAS score of the study group in the control group did not change significantly compared with that before the experiment ($P > 0.05$), and was significantly higher than that of the control group ($P < 0.05$). It shows that the improvement and innovation of modern art design based on consumer psychology can effectively enhance the purchasing power of consumers and alleviate the anxiety of designers.

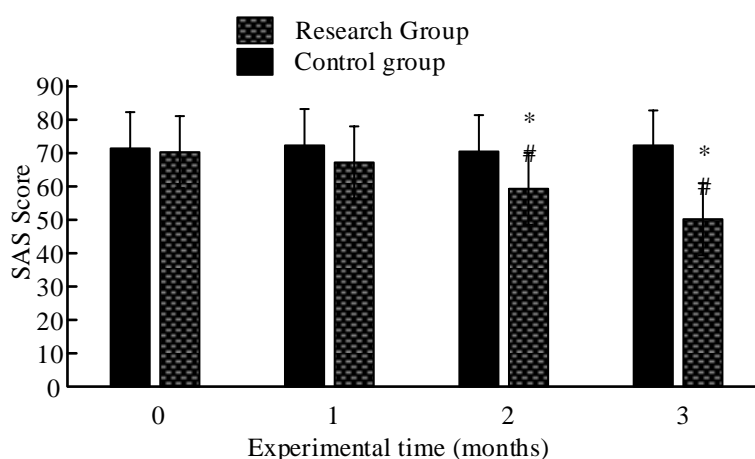


Figure 1. SAS scores of two groups of subjects

Note: * It means $P < 0.05$ compared with that before the test; # It means that compared with the control group at the same time, $P < 0.05$.

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THE INFLUENCE OF INTERNET INDUSTRY ANTITRUST ON CONSUMERS' CONSUMPTION PSYCHOLOGY

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Background: Consumer psychology is an emerging discipline that studies various psychological changes and the law of psychological activities produced by consumers in consumer activities. It also belongs to the interdisciplinary discipline composed of consumer economics and psychology. The main research objects of consumer psychology are the psychological activity process and personality psychological characteristics of consumers, the psychological factors affecting consumer behavior, the impact of social environment on consumer psychology, consumer psychology and consumption habits, marketing methods and consumption psychology of consumer groups, and so on. Consumer psychology is of great significance to improve product sales revenue and expand product popularity. Consumers' purchase motivation is affected by various realistic and potential factors. It seems to be accidental. In fact, it has its profound reasons of consumer psychology, that is, a series of seemingly "accidental" consumer behaviors actually mainly depend on the influence of consumer psychological factors. It can be seen that if you want to analyze consumers' consumption behavior, consumer psychology is an indispensable and effective tool. After entering the 21st century, China's Internet capital groups have developed rapidly, but behind this rapid development, there are some problems that will have an obvious negative impact on people's daily life, such as monopoly operation, "big data killing", disorderly expansion of capital and so on. Therefore, recently, the state has paid more attention to the antitrust work of the Internet industry. In this context, it is necessary to study the changes of consumers' consumption psychology.

Objective: To understand the current antitrust situation of China's Internet industry and the business strategies of Internet enterprises by analyzing relevant literature, telephone exchanges and offline interviews with experts and practitioners. On this basis, carry out several rounds of expert inquiries to understand the impact of experts on consumers' consumption psychology caused by antitrust in the Internet

industry, so as to provide some practical references for improving consumers' consumption quality and consumption satisfaction in China.

Subjects and methods: Collect the literature on monopoly management of Internet enterprises, national antitrust, consumer psychology and consumer psychology published at home and abroad in recent five years, and design some possible consumer psychological factors affected by antitrust of Internet industry after detailed study. Then, an expert group composed of 55 Internet enterprise executives, leaders of the national antitrust department and professors of consumer psychology was established to send the analysis results of the research team on the research topics to the expert group, and the members of the expert group were asked to evaluate the received information, specifically to add, delete and modify the specific impact of antitrust in the Internet industry on consumer psychology. And grade the influence degree caused by each influencing factor. The impact level is divided into five categories: no impact, slight impact, general impact, obvious impact and full impact. In addition, in order to improve the accuracy of the research results, when statistically analyzing the impact level information, give the above impact level with five integers of 1, 2, 3, 4 and 5 respectively. After the members of the expert group return the evaluation opinions, the research team needs to integrate the feedback information, and then send the sorting results to the members of the expert group again and ask them to evaluate again until the members of the expert group reach an agreement on the evaluation content. In order to improve the authenticity of the inquiry results, any form of communication between expert members is not allowed in the inquiry process.

Results: After the last round of expert inquiry, the final opinions were counted and the results in Table 1 were obtained.

Table 1. Evaluation results of the expert group on the research content

Consumer psychology	No effect	Slight impact	General impact	Obvious influence	Full impact
Pursuit of cost performance psychology	10	16	19	8	2
Greedy for small and cheap psychology	5	7	14	14	15
Fear of being cheated by the store owner	2	7	10	20	16
Group psychology	8	11	22	10	4

The first column in Table 1 shows the main consumer psychology that the expert group believes is affected by the antitrust of the Internet industry. The data in each cell represents the number of experts in the expert group who believe that the degree of impact on a certain consumer psychology is the corresponding level. It can be seen from Table 1 that the expert group believes that the two-consumer psychology of "fear of being cheated by stores" and "greed for small and cheap" are most significantly affected by the antitrust of the Internet industry, and the "pursuit of cost performance" is the least affected. The number of consumers whose psychological impact level is "fully affected" selected by the expert group are 16, 15 and 2 respectively.

Conclusions: In order to explore the specific impact of Internet industry antitrust on consumers' psychology, this study designed an experiment based on Delphi method. The experimental results show that the expert group believes that the two-consumer psychology of "fear of being cheated by the store" and "greed for small and cheap" are most significantly affected by the antitrust of the Internet industry, and the "pursuit of cost performance" is the least affected. The number of consumers whose psychological impact level is "fully affected" selected by the expert group are 16, 15 and 2 respectively. The experimental results show that the antitrust work of the Internet industry will have a certain impact on the psychology of ordinary consumers, which is mainly reflected in the price of goods and the decision-making of buying brands.

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ON THE INFLUENCE OF PROFESSIONAL TEACHING MODE OF SPORTS ON STUDENTS' ANXIETY PSYCHOLOGY

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