

ANALYSIS ON THE INTERACTION BETWEEN ADJUSTING FOCUS AND PSYCHOLOGICAL DISTANCE ON THE ADOPTION OF NEW ENERGY VEHICLES AND THE PSYCHOLOGICAL ANXIETY OF VEHICLE OWNERS

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Background: Mental health refers to the development of an individual's state of mind into the best state within the scope of physical, intellectual and emotional non contradiction with the mental health of others. It is an important part of the concept of complete health. In modern society, with fierce competition, frequent stress and fast pace, people are overwhelmed by unprecedented psychological pressure, and mental health problems are becoming increasingly prominent. The physiological characteristics of anxiety disorder include insomnia, dreaminess, general weakness, dizziness, headache, dry mouth, loss of appetite, frequent urination, etc. Intellectual characteristics include inattention, dizziness, thinking disorder, etc. Emotional characteristics include irritability, tension, uneasiness, pessimism, etc. The main social characteristics are lack of self-confidence and inferiority. Although moderate anxiety has certain positive significance to life, anxiety is always a negative emotion. Excessive anxiety will bring a series of negative effects to life. Anxiety is not only harmful to physical and mental health, but also accompanied by many bad emotions, such as serious sleep disorders, cognitive disorders, mental disorders and so on. At present, both government departments and enterprise marketers have not paid attention to the in-depth understanding and grasp of the psychological process mechanism of consumers' adoption of new energy vehicles. From the perspective of theoretical research, the existing literature also ignores the in-depth research on the psychological changes and response mechanism of consumers in the process of innovation adoption to a great extent. There is also a lack of relevant research on how to arrange appropriate "stimulation" to affect or even reverse consumers' psychological cognition and preferences, so as to stimulate consumers' positive response. From the perspective of marketing, when promoting new energy vehicles, marketers should not only accurately grasp the psychology and needs of consumers, but also clearly convey the interests of new energy vehicles. Considering that one of the biggest obstacles to the adoption of "energy-saving and environmental protection" products is that consumers do not know the range of benefits they can obtain from using these products, and consumers' expectations for the adoption results of innovative products largely affect their adoption behavior, so by improving consumers' significant awareness of the benefits of the adoption results of new energy vehicles, consumers' worry and anxiety about products can be reduced, It may promote consumers to have a positive adoption response to a great extent. New energy vehicles have different prominent characteristics and comparative advantages from traditional vehicles, such as energy conservation, environmental protection, meeting the needs of urban short-distance driving, but because its social interests are more prominent than personal interests, and the realization of its interests is often not close at hand, it is more difficult for consumers to recognize the benefits of new energy vehicles.

Objective: This study takes how to promote the adoption of new energy vehicles by consumers as the research entry point, deeply analyzes the psychological mechanism behind the adoption behavior of new energy vehicles from the perspective of consumer psychology, deeply excavates the exquisite marketing strategies to promote the rapid adoption of new energy vehicles, and promote the sustainable consumption of vehicles.

Subjects and methods: Starting from the time distance framework, this study tests the synergistic matching effect of emphasizing current or future interests, information and individual adjustment focus. Based on the time distance dimension, this paper studies the joint impact of the time distance framework of the interest demands of the adoption results of new energy vehicles, its adjustment focus information framework and individual adjustment focus tendency on consumers' willingness to adopt new energy vehicles, that is, testing hypotheses H1, H1a and H1b. Randomly start the promotion focus or prevention focus of the subjects. The subjects in the same adjustment focus state will be randomly assigned to any one of the four groups of "promotion focus / current framework", "promotion focus / future framework", "prevention focus / current framework" and "prevention focus / future framework", so as to investigate the response of the eight groups of subjects to the willingness to adopt new energy vehicles after seeing the stimulation materials under different conditions. The relevant data are in Excel and SPSS20.0 software for calculation and statistics.

Results: The results show that for individuals who promote focused information, whether promoting focused information or preventing focused information, the self-interest framework is far better than the social framework to stimulate consumers' willingness to adopt new energy vehicles. At this time, the self-interest framework plays an absolutely dominant role. For prevention focused individuals, under the prevention focused information framework, the willingness to adopt new energy vehicles inspired by the

social benefit framework is greater than that inspired by the self-interest framework, indicating that the social distance framework has a significant regulatory impact on the regulatory correlation.

Conclusions: Starting from the time distance framework, this study tests the synergistic matching effect of emphasizing current or future interests, information and individual adjustment focus. The results show that the promotion and focus of information demands that emphasize the current interests can best stimulate the willingness of focus consumers to adopt new energy vehicles, while the prevention and focus of information demands that emphasize the future interests can best stimulate the willingness of focus consumers to adopt new energy vehicles.

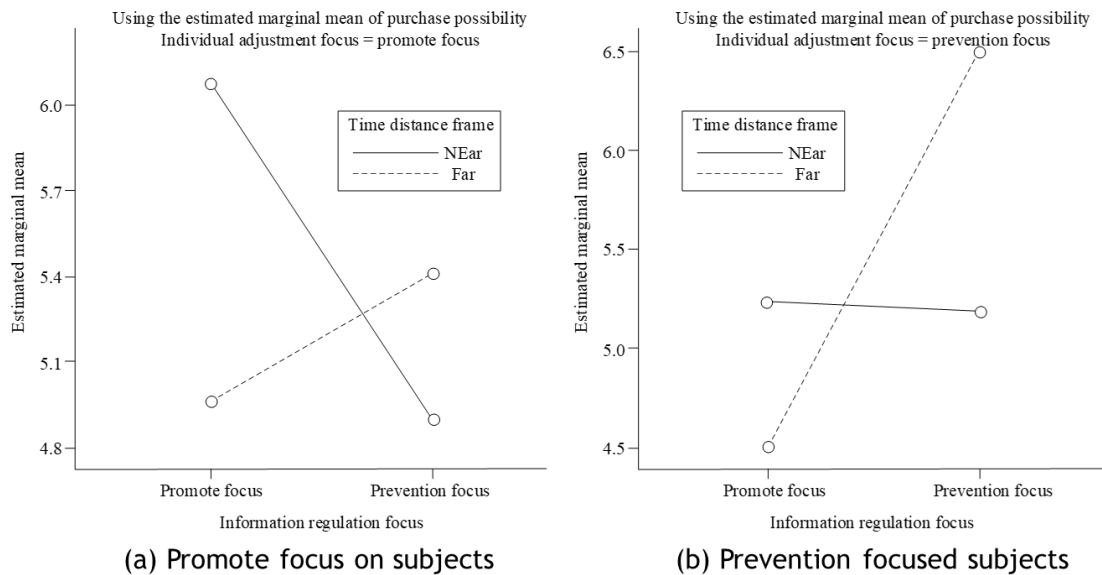


Figure 1. New energy vehicle adoption response

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RESEARCH ON THE INFLUENCE MECHANISM OF HIGHER EDUCATION COOPERATION PROJECT QUALITY ON IMPROVING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY BASED ON SUPER EFFICIENCY DEA THEORY

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Background: With the continuous development of society, the incidence rate of adult anxiety and anxiety disorder is on the rise. "Anxiety reaction" is a normal psychological phenomenon. When a person's wish is not realized for a long time, or the possibility of realization is estimated to be very small, anxiety will occur, but excessive anxiety will cause anxiety disorder. In the heart of anxiety disorder, there is often a psychological problem that can't be rid of and unwilling to face. Anxiety is only a manifestation of contradiction and conflict, which can be used as a defense mechanism to avoid deeper troubles. Due to the change of college students' role and the influence of social environment after entering the university, many college students will have varying degrees of anxiety. A survey on the relationship between college students' self-efficacy, self-esteem and depression shows that about 10%-40% of college students have different degrees of bad psychological emotions, and anxiety is the most common psychological problem. Mild anxiety may have some positive significance, but long-term anxiety will affect people's work, study, and even physical and mental health. Anxiety is gradually becoming an important factor affecting college students' mental health. Therefore, it is of great significance to understand the characteristics of college students' psychological development and pay attention to college students' anxiety when facing problems. With the deepening of the construction of an innovative country, colleges and universities have gradually become the backbone of the national innovation system and play an increasingly important role in economic and social development with rich talent resources, complete disciplines and sufficient information resources. In recent years, the government has attached great importance to scientific research and innovation in colleges and universities. While increasing the investment in scientific research funds, it has formulated a