

Subjects and methods: Select two businesses selling the same products on an e-commerce website as the research object. One merchant was randomly selected as the study group and another merchant as the control group. The study group adopted the logistics packaging design strategy based on consumer psychology, while the control group adopted the traditional logistics packaging design strategy. After a period of time, compare the product sales volume, consumer evaluation and the degree of anxiety of the two groups of merchants. The evaluation value of consumers ranges from 0 to 5. The higher the score, the higher the satisfaction of consumers. The anxiety level of merchants was assessed by Self-rating Anxiety Scale (SAS) and stress perception scale (Chinese version) (CPSS).

Results: The experimental results show that the consumers in the study group have higher evaluation values on the products, and the sales volume is also significantly higher than that of the merchants in the control group ($P < 0.05$). It shows that the logistics packaging design strategy based on consumer psychology can significantly improve consumers' satisfaction, improve product sales and alleviate businesses' anxiety. Before the experiment, there was no significant difference in CPSS scores between the two groups ($P > 0.05$), and the degree of anxiety was the same. After the experiment, the CPSS scores of merchants in the study group decreased significantly ($P < 0.05$), while the CPSS scores of merchants in the control group had no significant change compared with those before the experiment ($P > 0.05$), and were significantly higher than those in the study group ($P < 0.05$). The CPSS scores of the two groups of merchants are shown in Figure 1.

Conclusions: In recent years, businesses have paid more attention to product display and ignored logistics packaging design, resulting in poor first impression of products by consumers, loss of trust in products and decline in product sales. In this case, businesses are prone to anxiety. Excessive anxiety will damage the physical and mental health of patients and affect their normal life and work. Therefore, finding an appropriate logistics packaging design strategy is of great significance to improve product sales and alleviate the anxiety of businesses. Based on consumer psychology, this paper analyzes the psychological needs of consumers, and puts forward logistics packaging strategies to improve consumer satisfaction. The experimental results show that the logistics packaging design strategy based on consumer psychology can significantly improve consumers' satisfaction, improve product sales and alleviate merchants' anxiety.

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A STUDY ON THE PSYCHOLOGICAL CONNOTATION AND CREATIVE THOUGHT OF LU XUN'S CHARACTERS

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Background: Lu Xun is one of the important figures in the history of Chinese literature in the 20th century. Lu Xun's works such as "hesitation" and "cry" are classic works in modern Chinese literature and have high research and discussion value. Most of Lu Xun's literary works have the characteristics of psychological realism. He often combines psychological ideas in the process of literary characterization, but this psychological connotation is contained between the lines of his works and cannot be directly perceived and perceived by people. The academic circle has always paid more attention to the psychological connotation and related creative ideas in Lu Xun's literary works. Until the 1940s, Shi Zhecun first put forward the study of sexual psychology in Lu Xun's literary works, and deeply analyzed and discussed Lu Xun's tomorrow based on Freud's sexual psychology theory. He analyzed the psychological characteristics and creative connotation of sister-in-law Shan Si's desire for maternal love and sex, and analyzed the psychological connotation and psychological creative thought in the characterization of Lu Xun's works from the perspective of sexual psychology. In the follow-up research and analysis, Libo, LV Junhua and others successively analyzed the Ah Q image created by Lu Xun from the perspective of psychology, interpreted the psychological connotation of Ah Q spirit and its character image creation, and made multiple analysis on the negative Ah Q image and spirit from multiple negative aspects such as social psychology and abnormal psychology.

Under the influence of Lu Xun's literary works, a large number of readers have had great psychological changes. Most of them are mainly affected by the psychological connotation of Lu Xun's characters, as well as the psychological thought of Lu Xun's literary works. From the perspective of psychology, the ideological connotation contained in literary works is the main factor affecting the psychology of readers, and it is found that the author of literary works will add his own thoughts to any character image in his works. Under the influence of the character image characteristics, readers will be affected by their psychological changes.

Some studies directly point out that the character psychology in literary works is the main carrier for the author to express his creative ideas, that is, the author's creative psychology can be understood by interpreting the character image psychology in literary works. As an important writer in China, Lu Xun has rich characters in his works. At the same time, under the background of the times, Lu Xun's creative thought has remarkable characteristics under the influence of the surrounding environment. Therefore, it is very important to analyze the author's creative thought from the psychological connotation of Lu Xun's characters, and on this basis to induce the readers to produce good psychological values.

Objective: As the classic works in modern Chinese literary works, the research on the social connotation and literary thought in many of Lu Xun's works has been quite mature, and scholars often ignore the psychological connotation and psychological creative thought of Lu Xun's characters in the research. Therefore, from the perspective of psychology, the research further analyzes and expands on the basis of the research on the literary connotation of traditional Lu Xun's works, examines the psychological connotation and psychological creative thought of characterization in Lu Xun's works from the perspective of psychology, and hopes to provide help for promoting the research progress of modern Chinese literary works and promoting the mutual integration and development of literature and psychology.

Subjects and methods: Taking a university student as the research object, 100 students were randomly selected from the school library as the experimental object. All the students participating in the experiment understood the experimental content and steps, and signed the informed consent form. All the students who participated in the study read Lu Xun's literary works in turn within four months. During this period, all the students were given regular psychological tests to evaluate the changes of students' psychological emotions such as inferiority complex, delusion and anxiety expectation, and analyze the influence of Lu Xun's characters on readers' psychological emotions.

Results: The changes of psychological emotions such as inferiority complex, delusion and anxiety expectation shown by students in Lu Xun's literature reading are shown in Table 1. 0-10 points are used to indicate the mild to severe degree of psychological emotions in turn. Table 1 shows that the inferiority complex, delusion and anxiety expectation of all students show a gradual easing trend during reading.

Table 1. Changes of students' negative emotions in the process of reading

	0 month	1 month	2 months	3 months	4 months
Inferiority	7.21±0.37	6.78±0.61	5.84±0.28	5.17±0.43	4.07±0.36
Delusion	6.68±0.49	6.02±0.46	5.38±0.42	4.52±0.35	3.11±0.49
Anxiety expectation	7.06±0.81	6.65±0.33	6.02±0.49	5.37±0.55	3.12±0.32

Conclusions: College students will inevitably produce unpredictable psychological negative emotions in their growth. Most students will find emotional resonance by reading, but few students will control their emotions with the help of the character image psychology in excellent literary works and the author's creative ideas. Taking Lu Xun's literature as an example, this paper analyzes the psychological connotation of Lu Xun's characters, infers Lu Xun's creative thought, and analyzes the impact of Lu Xun's literary thought on students' negative emotions. The results show that in the process of Lu Xun's literature reading, students can also alleviate their inferiority, delusion, anxiety and expectation by emphasizing their understanding of the ideological connotation. The above results show that the literary thoughts in literary works can help students alleviate their negative emotions and promote their healthy development.

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PRACTICAL RESEARCH ON IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGE ENGLISH COURSE AND ITS IMPACT ON STUDENTS' PSYCHOLOGICAL OBSTACLES IN COMMUNICATION AND ADAPTATION

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Background: A message or opinion is disturbed by language or other factors in the transmission process, which distorts or distorts the information, so that the communication cannot receive the expected effect.