

RESEARCH ON THE INFLUENCE OF RURAL E-COMMERCE DEVELOPMENT ON RURAL CONSUMPTION PSYCHOLOGY UNDER THE BACKGROUND OF RURAL REVITALIZATION

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Background: Consumer psychology mainly focuses on consumers, studying their psychological changes in consumption activities and the behavior mechanism driven by psychological characteristics. The learning contents of consumer psychology include the process of consumer psychological activities and individual psychological characteristics, the psychological influence factors of consumer behavior and consumer groups, consumption situation, commodity and product factors, the relationship between marketing communication methods and consumer psychology, and so on. Consumer psychology focuses on consumer demand and behavior motivation, which are subjective and objective, and are influenced by many factors, showing individual diversity and group sociality. Different groups' consumption demand and motivation are also different. Only when consumers' basic consumption needs are met can they seek higher-level and psychological needs. As the main body of consumption in the market economy, consumers' consumption behavior and consumption psychology are affected by personal preferences, social trends, commodity prices and services, economic level and psychological endurance, and their consumption psychology is phased and progressive, that is, according to the process characteristics of their purchase psychology, they can be divided into three levels: attention memory, imagination emotion and desire purchase. Consumer behavior includes impulsive consumption in a short period of time, such as purchase psychology and behavior suddenly attracted by commodity price or quality, as well as changes and attempts in consumption philosophy and behavior brought about by changes in consumption psychology for a long period of time. At the same time, the development of market economy and the emergence of new things will also have an impact on consumers' consumption psychology. The rapid development of information technology also provides consumers with more consumption choices, such as the development of shopping e-commerce. The development of rural e-commerce has created huge economic and social benefits in promoting the upgrading of China's agricultural industry and Rural Revitalization. It plays an important role in promoting employment and promoting the promotion of agricultural products. The development of e-commerce with mobile payment as the main consumption mode has provided a new consumption experience for rural consumers, and the way of grafting various services to rural resources through the network platform has not only expanded the rural information service business, but also impacted the consumption concept and consumption psychology of rural people. At the same time, the insecurity of e-commerce infrastructure construction and farmers' concern about e-commerce consumption make them have negative emotions and psychological problems in the process of consumption. Therefore, the research on the theory of consumer psychology explores the consumer psychological mechanism of rural e-commerce development to rural consumers under the background of rural revitalization, in order to improve consumers' negative emotions and provide corresponding countermeasures to meet rural consumers' consumer needs and psychological aesthetics in the process of e-commerce development.

Subjects and methods: Firstly, the information about rural consumers' consumption behavior, consumption habits, consumption preferences, consumption experience, consumption experience and other information under the e-commerce development platform is collected, and then the rural consumers with psychological problems and negative emotions are taken as the research objects and invited to participate in the experimental design. To study the basic information of consumers' e-commerce consumption and shopping habits, consumption psychology and their views on commodity value attributes, and to evaluate the changes of consumption psychology of the research objects in the process of the experiment. Secondly, the research objects were randomly divided into the intervention group and the reference group. The intervention group learned the relevant consumer psychology theory in the experiment, and made consumer decisions and consumer Q & A. A under the guidance of professionals to improve the objective view of e-commerce shopping platform consumption, while the reference group did not learn any theory. The experiment lasted for three weeks. After the experiment, data collection and statistics were carried out on the change characteristics of consumption psychology and consumption behavior mechanism of the research object, and the experimental data were processed, counted and analyzed with the help of statistical analysis tools, so as to better explore the consumption psychology of farmers under the development of rural e-commerce and give some intervention guidance.

Results: The experimental results show that under the guidance of consumer psychology theory and expert psychological intervention, rural consumers can view e-commerce shopping behavior objectively and comprehensively, improve their acceptance of e-commerce shopping, effectively reduce negative consumer

emotions and consumer psychological problems, and improve their mental health. Table 1 shows the changes of consumption psychology of the subjects before and after the experiment. The score indicates the degree of influence from heavy to light, and 5 points is the maximum value.

Table 1 shows that before the experiment, the consumption anxiety of rural consumers was basically above 4 points, and the consumption tendency was basically about 2 points. There was no significant difference between the experimental data of the two groups. After the intervention, the consumption anxiety score of the intervention group decreased to 1.69, significantly lower than the 3.25 of the reference group. The anxiety score of the two groups decreased significantly before and after the experiment. In addition, the consumption preference of the intervention group increased significantly, from 2.43 to 4.05, which had a significant effect on the psychological intervention of consumers and effectively improved the consumption mental health level of rural consumers.

Table 1. Changes of consumption psychology of the subjects before and after the experiment

Experimental grouping	Time	Consumption anxiety	Propensity to consume
Intervention group	Before experiment	4.82	2.43
	After experiment	1.69	4.05
Reference group	Before experiment	4.74	2.47
	After experiment	3.25	3.18

Conclusions: By analyzing the impact mechanism of rural e-commerce development on rural consumers' consumption psychology with the help of consumption psychology, we can effectively grasp the change of their consumption psychology, actively promote the transformation and boosting effect of e-commerce shopping situation on rural economy, and improve consumers' acceptance, psychological preference and mental health of emerging shopping methods. Therefore, when recommending products, e-commerce merchants should actively pay attention to the consumer demand and consumer acceptance of the audience, and try their best to do a good job in consumer shopping orientation to meet the psychological needs of consumers.

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ANALYSIS ON THE INFLUENCE OF IMPROVING THE ABILITY OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON STUDENTS' SPIRITUAL EMOTION UNDER THE BACKGROUND OF THE INTEGRATION OF INDUSTRY AND EDUCATION

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Background: Emotion is the attitude, experience and corresponding behavioral response to objective things. When objective things or situations meet the needs and wishes of the subject, positive emotional experience will be generated. On the contrary, when objective things or situations do not meet the needs and wishes of the subject, negative and negative emotional experiences will occur, that is, when people are stimulated by the situation and judge whether they meet their own needs, they will have behavioral changes, physiological changes and subjective experiences of attitudes towards things. Emotion consists of subjective experience, external performance and physiological arousal. In the field of psychological research, emotion has been regarded as an important factor affecting human behavior, and plays an important role in interpersonal communication, attitude change, work performance and even learning and memory. The emotion is controllable within a certain range, which can be expressed as a short-term state feedback or a long-term mental state. In addition to being affected by the internal cognitive structure and psychological acceptance level, individual emotions are also disturbed by the external objective