

Note: Compared with group A, ^a $P < 0.05$; Compared with group B, ^b $P < 0.05$.

Conclusions: As one of the compulsory courses for college students, vocal music teaching in colleges and universities plays an important role in the daily teaching process. College students' emotional anxiety is a common negative psychological phenomenon, which has a great negative impact on the development of their normal learning activities, the maintenance of social relations, and the realization of their comprehensive development. The results of comparative analysis of educational intervention treatment show that vocal music teaching in colleges and universities can reduce the MAS score of college students to a certain extent and alleviate their emotional anxiety. The improved and optimized vocal music teaching mode in colleges and universities can significantly reduce the MAS score of college students, significantly improve their emotional anxiety symptoms, and make them no longer accompanied by anxiety.

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RESEARCH ON THE CHARACTERISTICS OF LOGISTICS PACKAGING RECYCLING BEHAVIOR BASED ON CONSUMER PSYCHOLOGY

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Background: Consumers' purchase motivation is influenced by various realistic and potential factors. It seems to be accidental, but there are actually profound consumer psychological reasons, that is, a series of seemingly "accidental" consumer behaviors actually depend mainly on the influence of consumer psychological factors. And consumer psychology is a subject that is specially used to study the various psychological changes and the laws of psychological activities of consumers in their consumption activities. It also belongs to the interdisciplinary subject composed of consumer economics and psychology. The main research objects of consumer psychology are the process of consumer psychological activities and individual psychological characteristics, the psychological factors that affect consumer behavior, the impact of social environment on consumer psychology, consumer psychology and consumption habits, marketing methods and consumer psychology, etc. Consumer psychology is of great significance to improve product sales revenue and expand product popularity. At present, due to the rapid development of e-commerce, its demand for logistics packaging is also quite huge. However, the relevant statistical results show that a large number of logistics packaging has not been recycled, but has been thrown away after only one use, which not only pollutes the environment, but also wastes resources. This behavior is closely related to consumer psychology. Therefore, this study attempts to use consumer psychology to build a variety of countermeasures, and try to improve the incidence of consumer behavior of recycling logistics packaging.

Subjects and methods: Firstly, we need to select a number of consumer psychologists with market employment experience and enterprise managers in China to form an expert group, and then consult each expert on the same issues, that is, starting from consumer psychology, we should put forward some strategies that can help promote consumers' recovery of logistics packaging, and also require experts to evaluate the impact of each behavior on the purpose. However, in order to reduce the difficulty of expert evaluation, the impact degree is divided according to several fixed impact levels, namely, no impact, slight impact, ordinary impact, significant impact and full impact, and is given five integers of 1, 2, 3, 4 and 5 respectively for quantification. After the members of the expert group return the evaluation opinions, the research team will integrate the opinions, and then send the sorting results to the members of the expert group again, and ask them to give evaluation again. The cycle will continue until the members of the expert group reach an agreement on the evaluation of the evaluation content. In addition, in order to improve the authenticity of the inquiry results, it is not allowed to conduct any form of communication between expert members during the inquiry process. Finally, all the measurement type features in the study are displayed in the form of mean \pm standard deviation for *t*-test, and the counting type features are displayed in the form of number or number proportion for chi square test. The significance level of difference is taken as 0.05.

Results: After the Delphi method investigation, the opinions of the consulted are integrated to obtain Table 1.

It can be seen from Table 1 that the members of the expert group believe that from the perspective of consumer psychology, the three countermeasures of "recycling packaging for money", "recycling packaging for goods" and "recycling packaging for refund" are helpful to promote consumers to adopt the behavior of recycling logistics packaging, and the average scores of the three strategies on the impact of logistics packaging recycling are 3.65, 2.73 and 4.15 respectively. The best solution is to "recycle the packaging and

refund the money”, because from the perspective of consumer psychology, consumers generally have loss aversion. They pay the refunded deposit in the form of a part of the commodity price in advance when shopping. Consumers will prefer to return the logistics packaging because they are unwilling to lose this part of the money, even if the amount of the refunded deposit is small.

Table 1. Statistics of final reply results of consultation questions

Countermeasure	Countermeasure	Impact score	Explain
#1	Recycle packaging for money	3.65±0.26	Return the package to the designated location and give monetary reward
#2	Recycle packaging and exchange	2.73±0.18	Return the package to the designated location and reward the optional items
#3	Refund for recycled packaging	4.15±0.24	Return the package to the designated location and return a certain amount of shopping deposit

Conclusions: With the maturity of commodity economy, China’s e-commerce business has spawned a large number of logistics packaging services, but the current domestic logistics packaging waste is serious. Therefore, this research attempts to use several principles and methods of consumer psychology, and consult consumer psychology experts to try to find methods that can help consumers recycle logistics packaging. The consultation results show that the members of the expert group believe that from the perspective of consumer psychology, the three strategies of “recycling packaging for money”, “recycling packaging for goods” and “recycling packaging for refund” are helpful to promote consumers to adopt the behavior of recycling logistics packaging, and the average scores of the impact of these three strategies on logistics packaging recycling are 3.65, 2.73 and 4.15 respectively. The most effective countermeasure is “recycling packaging and refund”, and the principle of this strategy is the loss aversion of consumers.

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A STUDY ON THE INFLUENCE OF PURE ENGLISH TEACHING ON STUDENTS’ LEARNING ANXIETY AND LANGUAGE ABILITY FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology is a kind of psychological mechanism as the basis of human behavior, which can comprehensively analyze the internal psychological process between input and output. As one of the important branches of psychology, cognitive psychology has become the main research direction of western psychology, emphasizing the study of people’s advanced psychological processes, including attention, memory, thinking, perception, language and other cognitive processes. Cognitive psychology can be regarded as information processing psychology, which mainly regards the individual as a complete system for information processing, and can complete the coding, storage and extraction of sensory input. In the relevant theories of cognitive psychology, cognition can be divided into multiple processing stages, each stage carries out specific operations on the input information, and then obtains different responses. From the perspective of cognitive psychology, pure English teaching is very important for students to improve their comprehensive English level, which has a positive role in promoting. In the process of economic globalization, international exchanges and cooperation are more in-depth and extensive, which makes the ability of cross-cultural communication one of the comprehensive qualities that college students must have. As one of the most widely used international languages, English is no longer just a foreign language subject, but has become a necessary skill to meet the needs of social development. As the backbone of China’s future development, college students play a decisive role in the development of society and the country. Their comprehensive quality and ability and English level are very important. The current situation of pure English teaching in colleges and universities is not optimistic. There are some restrictive factors, which lead to students’ learning anxiety and language ability decline in the process of English learning, and it is difficult to ensure the teaching quality of pure English teaching. Integrating the relevant theories of cognitive psychology into the process of pure English teaching in colleges and universities can improve the potential disadvantages of pure English teaching to a certain extent, and improve the teaching quality and