

The study explored whether product packaging combined with positive psychological elements had a significant impact on consumers' psychology through comparative tests of different packaging. The results showed that consumers who bought new packaging products had a higher sense of shopping pleasure than those who bought traditional packaging. From the perspective of consumer desire reflected by product sales, new packaging also had a better performance.

Table 1. Changes in shopping pleasure of residents in the two regions before and after exposure to products

	Normal package	Designed package
Before	2.76	2.73
After	2.79	2.85*
<i>P</i>	>0.05	<0.05

Note: * indicates that the data is significantly different from that of the other group.

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RESEARCH ON THE CULTIVATION OF STUDENTS' SINGING PSYCHOLOGICAL QUALITY IN VOCAL MUSIC EDUCATION

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Background: Singing psychology is an interdisciplinary subject between vocal music and psychology. Its research content includes singing psychology, attention, emotion and imagination of vocal singers. This discipline mainly reveals the internal artistic laws of singing and occurrence based on the psychological reflection, will, imagination, emotion and emotion, memory and ability of the object, provides the theoretical basis of psychology for vocal music teachers, and finds scientific vocal music learning methods for singers. It has strong theoretical and practical significance, as well as a wide range of applications. With the continuous development of vocal music teaching, singing psychology has been paid more and more attention, and has been developed and improved. It not only provides an important theoretical basis for vocal music teaching, but also becomes an important way to improve the quality of vocal music teaching. Singers first need to have a set of scientific vocal methods, mobilize and deploy their body organs to achieve the harmony and unity of vocal music and body, so as to have the professional ability to complete an excellent singing performance. Secondly, they also need to have good psychological quality. They must overcome the psychological problems such as on-the-spot nervousness and stage fright when performing on the stage, so as to avoid the problems such as rhythm disruption and abnormal play caused by physical characteristics such as rapid heartbeat, red face, sweating and unstable breath caused by tension and other negative emotions. This requires vocal performers not only to improve their professional ability, but also to improve their psychological quality. However, in the current vocal music teaching, some students often only pay attention to the professional training of singing skills, ignoring the role of singing psychology in vocal music singing and teaching. Considering the important influence of singing psychology on singing performance and the important role of singing psychology training in vocal music teaching, vocal music teaching should pay attention to developing relevant courses such as the cultivation and training of singers' psychological quality, and actively study more scientific and effective teaching methods according to the internal characteristics of vocal music art, so as to improve the quality of vocal music teaching.

Objective: Through off-line interviews, telephone communication, data analysis and other means, we can understand the psychological situation and score scores of the students of a vocal music college in Chengdu when performing on the stage with or without psychological quality training, analyze the performance of the students under different psychological quality, and develop and improve the content of vocal music education courses.

Subjects and methods: The results of 50 singing competitions of students who give consideration to the cultivation of singing professional ability and psychological quality are selected as the experimental group, and the results of 50 singing competitions of students who only pay attention to the improvement of singing professional ability are selected as the control group. The training of psychological quality includes strengthening the training before performance, strengthening the singer's will training, strengthening the adjustment training, and increasing the number of large-scale activities. Before the performance, teachers should guide students to keep a normal attitude towards the performance and

the competition, establish positive psychological hints, and keep their hearts calm. You can also remove the tension of performing on stage by diverting your attention. Let students have a correct understanding of singing, do not shrink back in the face of failure and frustration, and use willpower to overcome the psychological obstacles in the process of singing. Correct the problems of tone deviation and excessive exertion in daily training, and avoid the problems of sound suppression caused by tension during singing, and the inability of normal muscles to carry out. By participating in large-scale singing activities to improve psychological quality, overcome and get rid of tension and stage fright. In the experiment, the measurement type features were displayed by means of mean \pm standard deviation, and the difference significance level was taken as 0.05.

Results: The competition scores of the students in these statistics are composed of professional scores and stage performance, of which professional scores account for 60% of the total scores and stage performance accounts for 40%. The results are shown in Table 1.

Table 1. Results of singing competition

Group	Professional score	Stage performance	Comprehensive score	Significance level
Only focus on professional ability improvement	94 \pm 0.23	76 \pm 0.18	86.8 \pm 0.25	0.03
Give consideration to professional ability and psychological quality training	88 \pm 0.16	92 \pm 0.26	89.6 \pm .015	0.02

As can be seen from Table 1, the students who only pay attention to the improvement of professional ability spend a lot of time to improve their professional singing ability, but rarely spend time on psychological quality training. Therefore, the average professional score obtained in the singing competition is high, while the average score of stage performance is not ideal, which lowers the score of comprehensive score. While the students who give consideration to professional ability and psychological quality training, although the average professional score is lower than that of the former, the overall score of the final comprehensive performance is higher than that of the former due to the higher score of stage performance. The standard deviation in the statistics is lower than 0.03, and the significant difference is less than 0.05, indicating that the statistics are statistically significant.

Conclusions: The joint improvement of students' professional singing ability and psychological quality will make the performance achieve an excellent effect, and is conducive to the long-term development of students' singing career. Therefore, in vocal music education, we must strengthen the training of students' psychological quality, and require teachers to update the training content according to the challenges in singing performance, so as to provide better vocal music education for students.

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ON THE TEACHING REFORM OF COLLEGE PHYSICAL EDUCATION BASKETBALL COURSE FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Physical training is a kind of teaching course based on sports. In the physical teaching course, teachers urge students to carry out physical activities and guide students to carry out scientific and effective physical exercise. Physical training is one of the indispensable teaching courses in college teaching. In the development of education in China, it has always been emphasized to improve students' comprehensive physical quality and ensure that students have good physical ability to support huge learning activities in the learning process. In the current college physical education, basketball, as a national sport, has always maintained a high course selection rate, but the traditional physical education basketball teaching model has been difficult to meet the rising needs of students. In sports basketball training, with the deepening of teaching, it is found that students' physical quality is not only improved in basketball teaching, but also their psychological quality has been significantly improved. In addition, some studies have proposed that the negative emotions of students in basketball class will also affect the normal development of the course. The cultivation of students' psychological quality can effectively improve students' comprehensive quality, enhance students' ability to use their brains, and then improve students' professional level in college learning. Therefore, in order to promote the growth of