

stage fright, etc. Combat preparation is an ideal pre match psychological state, which can ensure that basketball players can give full play to their own advantages and technical level in the competitive process. Indifference is mainly manifested in basketball players' slow movement, depression and low mood. Blind self-confidence mainly means that basketball players do not fully understand and reasonably evaluate the difficulty of the game or the level of their opponents, or overestimate their own ability level in an overly impetuous state.

Results: Table 1 shows the evaluation results of basketball players' psychological state and its impact on the stable play of the game. It can be seen from Table 1 that among 125 basketball players, the number of basketball players whose evaluation results are excessive tension, indifference and blind self-confidence is 61, 13 and 24 respectively, accounting for 48.80%, 10.40% and 19.20% respectively. These three types of psychological states will have a great negative impact on the stable play of basketball players in the game and make them lose the game. There are 27 basketball players whose psychological state evaluation results are combat preparation, accounting for only 21.60%. This kind of psychological state will have a significant positive impact on their stable play in the game, promote them to complete the game with normal skill level, and help them win the basketball game.

Table 1. Evaluation results of basketball players' psychological state and its influence on the stable play of the game

Mentality	Excessive tension	Combat readiness	Apathy	Blind confidence
Number of basketball players	61	27	13	24
Proportion (%)	48.80	21.60	10.40	19.20
Influence on the stable play of the game	Negative effect	Positive impact	Negative effect	Negative effect

Conclusions: In the field of psychology, the importance of sports psychology cannot be underestimated. Its main research object is the psychological phenomena and laws of athletes in the process of sports training and competition. Combined with the guidance of sports psychology, we can objectively and accurately evaluate the psychological state of basketball players, and obtain the influence of different psychological states on their stable play in the game. The results show that only 21.60% of the 125 basketball players can maintain the psychological state of combat readiness, which has a significant positive impact on the stability of their games.

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A STUDY ON THE CHINESE CULTURAL IDENTITY PATH OF COLLEGE STUDENTS IN GUANGDONG-HONG KONG-MACAO GREATER BAY AREA FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Jingyun Zheng^{1,2}

¹Guangdong Agriculture Industry Business Polytechnic, Guangzhou 510507, China

²South China Normal University, Guangzhou 510631, China

Background: Social psychology is to study the psychological behavior and change law between individuals and groups in the social interaction. Social psychology defines "identity" as the psychological mechanism of the combination of self and group, the individual's cognition of the group to which he belongs, and establishes some emotion or psychological quality from the group, and takes the theory of social identity as an innovative paradigm of social psychology. The group has cognitive, emotional and value significance to the individual. All individuals are in the cultural context and social environment of the group. The psychological process of the external situation shaping the emotional connection between individuals and groups can be observed and understood through "identification". Cultural identity is one of many identities in social relations. Cultural identity for Hong Kong and Macao college students, their direct feelings are obtained through practical experience on the basis of cultural cognition. Through similar experience, they can deepen their recognition of Chinese culture. Cultural identity is the influence of culture on psychological activities and the value judgment of psychology on the culture. For the educated, education should be carried out step by step, and the cultivation of cultural identity cannot be completed in a short time. Due to historical and political reasons, most Hong Kong and Macao college students have

limitations in their understanding of Chinese history and traditional culture, and they know very little about the current construction of socialism with Chinese characteristics. They do not have integrity and even distorted understanding. Identity is based on cognition and understanding. It is difficult to form cultural identity because of the ambiguity of cognition and the lack of practical experience. College students are a key period to cultivate correct cultural, national and national views. Strengthening the cultural identity education of Hong Kong and Macao college students, awakening their cultural memory and repairing their cultural faults play an important role in their own growth. As a new force for upholding and innovating the excellent traditional Chinese culture, teenagers are not only the mission of mainland college students, but also the social responsibility of Hong Kong and Macao college students. Therefore, the implementation of cultural experience identity education is the basic guarantee for enhancing national pride and cultural self-confidence and continuing the excellent traditional Chinese culture.

Objective: For Hong Kong and Macao college students to have a comprehensive and systematic understanding of the mainland, understand Chinese culture and identify with Chinese culture, so as to achieve the identification of socialism with Chinese characteristics, and become a bridge to promote cultural exchanges and a firm practitioner of “one country, two systems”. From the perspective of social psychology, the study explores the path of Chinese cultural identity of college students in Guangdong, Hong Kong, Macao and the Great Bay area.

Subjects and methods: The study selected 50 students from Guangdong, Hong Kong, Macao and the Greater Bay area from four universities to participate in the experiment on the psychological impact of Chinese culture. The subjects were divided into four groups, one of which was the control group, and the remaining three groups were the experimental group. The number of people in each group was 50. Considering that the cultivation of cultural identity is a long process, the duration of the experiment was set as 4 months. The self-made cultural identity psychological evaluation scale was used in the experiment. The scale contains 50 evaluation items, and each evaluation item has a corresponding score. According to the score changes of each group, the psychological changes of cultural identity of the subjects were judged. The higher the score, the stronger the recognition of Chinese culture. The statistical software SPSS23.0 was used to analyze the experimental results.

Results: Figure 1 shows the scores of cultural identity psychological assessment of each group in the experiment. It can be seen from Figure 1 that in the experiment of the control group, the scores of the subjects in this group were at a low level. The scores before and after the experiment were 38 and 41 respectively. There was no significant change in the scores during the experiment. In the remaining experimental groups, with the progress of the experiment, the evaluation scores of each group increased with time. The final scores of the three experimental groups after the experiment were 73, 82 and 78.

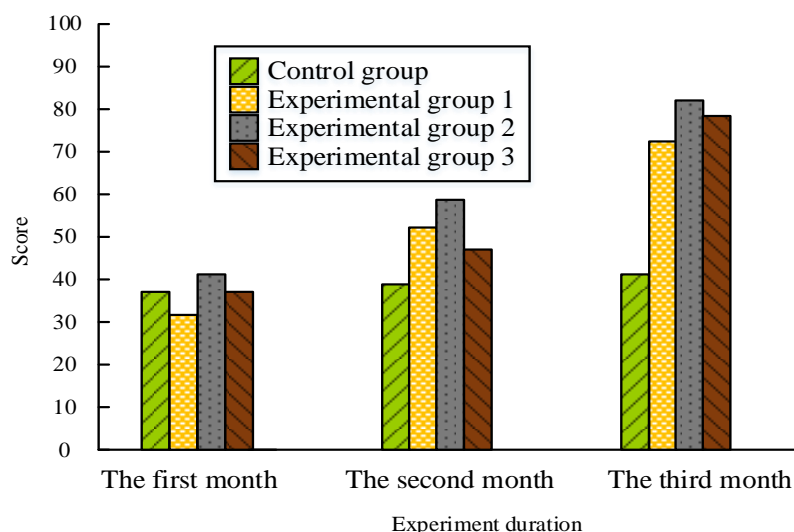


Figure 1. Scores of cultural identity psychological assessment of each group

Conclusions: From the perspective of social psychology, the research explores the path to achieve cultural identity and combines it with college teaching. From the experimental results, it can be seen that this method is feasible to help students in Guangdong, Hong Kong and Macao Bay area cultivate correct social and national views, promote the psychological development of this group, and identify with and inherit China’s excellent traditional culture and modern Chinese characteristic culture.

Acknowledgement: The research is supported by: The 13th Five-Year Plan Project of Education Science of Guangdong Province, “A Study on the Identity Mechanism of the Cultural Circle in the Guangdong-Hong

Kong-Macao Greater Bay Area – Based on the Perspective of Cultural Confidence” (Project No. 2020GXJK291).

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ANALYSIS ON THE INFLUENCE OF OPTIMIZATION PATH OF LOGISTICS SUPPLY CHAIN ECONOMIC MANAGEMENT ON CONSUMERS' ONLINE SHOPPING PSYCHOLOGY

Mingfeng Wu

Jiangsu Vocational College of Information Technology, Wuxi 214153, China

Background: Consumer psychology is one of the important branches of psychology. It mainly studies the psychological phenomena and behavior laws of consumers in consumption activities. Purchasing psychology is one of the important contents of consumer psychology research. Purchasing psychology refers to what consumers think when they consume. All consumption behaviors cover the psychological activities and consumption behaviors of consumers. An accurate grasp of consumers' psychological activities is a prerequisite for an accurate understanding of consumption behaviors. Consumer behavior is the external manifestation of consumer psychology, which is more realistic. At present, with the development of e-commerce, online shopping is becoming more and more common. Online shopping psychology is a kind of purchasing psychology. The common group in online shopping is young people. Understanding the psychological characteristics of young consumers plays an important role in the development of e-commerce industry, and the development of e-commerce has a significant impact on consumers' purchasing psychology. At present, e-commerce enterprises have transitioned from product competition to logistics supply chain competition. For logistics enterprises, having a strong supply chain directly determines their core competitiveness. Therefore, large enterprises will basically establish their own logistics supply chain. Each link in the supply chain is a business department of the enterprise. Comprehensive management is carried out for each link, especially the optimization of economic management, which can improve the overall competitive strength in logistics. The efficient management of logistics supply chain is of great significance to improve transportation efficiency, reduce transportation costs and ensure logistics transportation safety, and plays a positive role in establishing long-term cooperative relations with customers. At present, under the environment of e-commerce, it is necessary to strengthen the understanding of the economic management of enterprise logistics and supply chain, and actively apply creative elements to improve the management of logistics supply chain. However, in practical work, there are many problems in the economic management of logistics supply chain, such as one-sided cognition in economic management, lack of effective information sharing, and lack of corresponding supporting facilities.

Objective: With the development of the Internet of things, e-commerce continues to make progress. More and more consumers really choose the online shopping mode, thus forming the logistics supply chain industry. By optimizing the economic management of the logistics supply chain, the research explores its impact on consumers' online shopping psychology, so as to promote the stable development of e-commerce enterprises and promote the steady progress of social economy.

Subjects and methods: The study selected 258 consumers who often use the online shopping consumption mode as the research object, and made 258 consumers participate in the impact experiment of the optimization of logistics supply chain economic management on consumers' online shopping psychology. The duration of the experiment is set as 10 weeks. The first 5 weeks are when the economic management of the logistics supply chain has not been optimized, and the last 5 weeks are when the economic management of the logistics supply chain has been optimized. Before, during and after the experiment, the online shopping psychology and psychological state of the subjects were recorded and evaluated. The research was evaluated through the self-made online consumption psychology scale, which contains 30 evaluation items. The higher the score, the better the effect of consumers' online shopping psychological experience. Each evaluation item is divided into grades of 1-4. The minimum score of the scale is 30 and the maximum score is 120. Scores from 30 to 45 indicate extremely poor psychological experience in online shopping, 46 to 60 indicate poor psychological experience in online shopping, 61 to 75 indicate poor psychological experience in online shopping, 76 to 90 indicate good psychological experience in online shopping, 91 to 105 indicate good psychological experience, and 106 to 120 indicate excellent psychological experience.

Results: Table 1 shows the changes in the scores of consumers' online shopping psychology caused by the