

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

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**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

optimization of logistics supply chain economic management. In the five weeks before the experiment, the scores of consumers' online shopping psychological experience showed a downward trend, in which the number of "poor experience" and "poor experience" showed an increasing trend, from 82 and 67 to 132 and 91 respectively. In the five weeks after the experiment, the psychological experience of online shopping of the subjects was significantly improved, and the number of people with positive psychological experience showed an upward trend. At the end of the experiment, the score ratio of the number of people in each stage from low to high was 0, 6, 11, 58, 103 and 80.

**Table 1.** Comparison results of scores at different time nodes before and after intervention

Experimental time interval	Evaluation type	Number of persons (pcs.)	
		Before experiment	After experiment
Economic management of logistics supply chain has not been optimized	Extremely poor experience	82	132
	Poor experience	67	91
	Slightly poor experience	53	32
	Slightly better experience	45	3
	Good experience	9	0
	Excellent experience	2	0
Optimize the economic management of logistics supply chain	Extremely poor experience	75	0
	Poor experience	77	6
	Slightly poor experience	43	11
	Slightly better experience	53	58
	Good experience	8	103
	Excellent experience	2	80

**Conclusions:** The research optimizes the economic management of logistics supply chain, and analyzes its impact on consumers' purchasing psychology by using optimization methods. The results show that the optimization of economic management of logistics supply chain has a positive effect on consumers' online shopping psychology, ensuring consumers' healthy psychology and promoting the stable development of logistics economy.

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## IMPLEMENTATION AND DISCUSSION OF HOW TO CARRY OUT SCHOOL HEALTH CARE PREVENTION WORK UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

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**Background:** Educational psychology is a science that studies the psychological laws of teaching and learning in teaching situations. Educational psychology is an interdisciplinary subject of general psychology and pedagogy, so its research object has many ways. First, it is an educational method that takes pedagogy as the system to comprehensively develop the moral, intellectual, physical, artistic and labor of individuals. Second, individual psychological results are the research object of educational psychology. Taking the law of psychological activities in the process of education as the system, this paper explores the psychological phenomena in the educational environment, mainly including family education, school education and social education. Third, apply general psychology directly to educational work, explore the psychological principles in educational practice, and speed up the way of training. Fourthly, taking the nature, condition, effect and evaluation of teaching subject classroom as the research object, this paper studies the learning theory and knowledge skills. Fifthly, the psychological phenomenon and its development law under the influence of education and teaching, combined with the theoretical system put forward by educational psychology, reform teaching or education to improve teaching quality. Therefore, educational psychology is of great significance in education.

At present, the development of education is also one of the directions that the state attaches great importance to. A large number of funds and technologies have been invested in the optimization and