

**Subjects and methods:** With the rapid development of China's economy, the B2C model of e-commerce is becoming more and more mature, but there are still some consumer psychological factors affecting the development of modern e-commerce. This paper analyzes several factors affecting the development of e-commerce B2C mode, and introduces four coping strategies, hoping to be beneficial to deal with the consumer psychology hindering the development of e-commerce B2C mode.

**Results:** This paper holds that the factors affecting consumption in e-commerce B2C model include the insecurity of online consumption, the disadvantages of distribution process, the characteristics of seeing is believing shopping and the psychological constraints of bargaining. Based on this, it is proposed to adhere to B2C Sales integrity, improve customer trust, B2C companies strengthen cooperation, improve commodity distribution efficiency, pay attention to B2C website design, improve customer purchase, combine e-commerce with physical stores, offset the constraints of traditional consumption psychology, provide diversified products and meet customers' personalized needs. In order to impress consumers on businesses, firstly, the advertising content should highlight the personality of businesses, make use of the psychological characteristics of consumers seeking innovation and differences, and convey the personalized B2C business image with the help of advertising. While seeking innovation and differences, we should also abide by basic moral issues and should not exaggerate or resort to fraud.

**Conclusions:** There are many factors affecting consumers' purchase behavior in e-commerce B2C mode, among which consumers' purchase psychology and merchants' sales mode are very important factors. In the gradually developing e-commerce sales model, consumers' behavior is complex and changeable. Therefore, it is very important to master customers' consumption psychology. Only by grasping consumers' consumption psychology and implementing various corresponding strategies, can we have a good development prospect in the field of e-commerce.

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## ANALYSIS ON THE INFORMATION NEEDS OF TV NEWS AUDIENCE'S PSYCHOLOGICAL DIVERSIFICATION

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**Background:** Under the new situation, China's TV news industry continues to innovate, and the quality requirements and standards for TV news staff are gradually improved. It is no longer limited to professional theoretical knowledge, language expression ability and program production ability, but focuses more on the psychology of the audience. How to comply with the development requirements of the times and the audience psychological needs of TV viewers has become an important factor to be considered by TV news editors. Facing the complex social news environment, how to effectively meet the psychological needs of social audiences is very difficult for TV news editors. Therefore, in the new era, in order to promote the development of TV news industry, we also need to improve the professional ability of news editors, innovate TV news editing work and meet the audience psychology, so as to optimize the overall TV news transmission effect and promote the progress of TV news industry in the new era.

**Subjects and methods:** With the improvement of the national economic level at this stage, people's living standards are also improving day by day, and the masses have put forward more requirements for the quality of news information. Moreover, under the new situation, facing the emergence of emerging technologies such as the Internet, while promoting the reform of the TV news industry, it also further brings great pressure to the development of TV news, and the industry competition is becoming increasingly fierce. Therefore, how to grasp the psychological needs of the audience and innovate the editing work of TV news is of great significance for the development of the industry. Based on this, this paper effectively combs the needs of the current news audience, further reveals the current situation and shortcomings of TV news editing, and puts forward reasonable suggestions for the innovation of TV news editing.

**Results:** This paper holds that the main psychological characteristics and needs of news audiences are diversified information needs, timeliness of information needs and aesthetic requirements of information. At present, the means of TV news editing is single, the application of technology is not strong, the concept of program production lags behind and lacks innovation. Therefore, it is proposed to enrich program content, innovate editing means, strengthen TV news editing team, and create a diversified information collection and news transmission platform.

**Conclusions:** To sum up, in the face of the current rapid development of the news media industry, diversified information media platforms are the future development trend. In order to obtain a favorable position in the fierce competition, the traditional TV news industry also needs to constantly adapt to the development of the times and the needs of news audiences, adjust the direction of program production reform and improve the level of TV news editing. In this paper, the author objectively analyzes the current development status and shortcomings of TV news editing, and further innovates TV news editing based on the psychological needs of the audience, so as to promote the reform of TV news industry in the new era and provide better TV news programs for the audience.

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## STUDY ON THE INFLUENCE OF COLLEGE STUDENTS' REGRET TOURISM EMOTION ON FOLLOW-UP BEHAVIOR INTENTION

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**Background:** With the development of tourism industry and the frequent tourism activities of tourists, tourists' view of tourism consumption is becoming more and more mature. Tourism activities are no longer as simple as the traditional guide's mouth. China's tourism development is still in an imperfect stage in all aspects, and many factors may lead to tourism regret. So what causes tourists to regret? What kind of follow-up behavior intention will tourists have after regret? Therefore, the purpose of this paper is to find out the causes of regret, analyze the dimensions of follow-up behavior intention, and understand the causal relationship between them, in order to put forward useful suggestions for the development of tourism.

**Subjects and methods:** Based on the previous theoretical research, this paper comprehensively uses the methods of literature research, questionnaire survey and statistical analysis. Through the questionnaire survey of 284 college students and the data analysis with spss17 statistical software, the research results of this paper are obtained.

**Results:** Through factor analysis, the main factors of tourism regret psychology are: decision-making and psychological factors, experience and expectation factors, destination service quality factors, information asymmetry factors. The intention of follow-up behavior is mainly reflected in four dimensions: Taking confrontational behavior, complaining to the management department, negative emotion and negative oral communication, learning from experience and adjusting mentality. In terms of gender characteristics, after independent phase t-test, the p value of experience expectation factor (bilateral) is 0.041. It can be seen that gender differences will have a significant impact on experience and expectation factors, have no significant impact on decision-making and psychological factors, destination service quality factors, information asymmetry factors, and gender differences will not have a significant impact on follow-up behavior intention.

**Conclusions:** Tourism service itself is a comprehensive product. There are many reasons for tourists' regret. Generally speaking, it involves tourism management departments, tourism enterprises and tourists themselves. The tourism management department is the leader of the industry, the tourism enterprise is the executor of the industry, and the tourists are the main body of tourism. The poor leadership of the leader leads to the poor implementation of the executor, and finally the main body is injured. This development of tourism is like a cycle, and this cycle is vicious. To develop, we need to jump out of this cycle.

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## ANALYSIS, UTILIZATION AND REGULATION OF STUDENTS' PSYCHOLOGICAL FACTORS IN VOCAL MUSIC TEACHING

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**Background:** Vocal music activities are full of artistic power and imagination, and have many demands on people's psychological factors. The analysis of psychological factors in vocal music teaching is mainly reflected in students' feelings and imagination of works, as well as their psychological cognition of the essence of vocal music activities. The cultivation of psychological factors plays a vital role in vocal music