

## INVESTIGATION ON PSYCHOLOGICAL AND SOCIAL STRESS BEHAVIOR OF AUTOMOBILE CONSUMPTION TENDENCY IN CHINA

Wenyan Zhu & Wenzheng Cai

*School of Mechanical and Electrical Engineering, Guangdong University of Science and Technology,  
Dongguan, 523000, China*

In today's society, the road transportation system extending in all directions saves the round-trip time, makes people contact, increases the efficiency of enterprises, and brings historic changes to mankind. Consumers have different psychological changes. This survey is mainly to understand the purchase psychology of automobile consumers more clearly. Marketers are most interested in how consumers will respond to the marketing incentives arranged by the company. Companies that can truly grasp consumers' reactions to different product features, prices and advertising requirements will have a greater competitive advantage than their competitors. Therefore, automobile enterprises have also tried their best to study the "black box", study the automobile consumption psychology of consumers, and strive to share more cake in China's big market. The buyer's behavior pattern generally consists of three parts. It works in the following ways, and the boundary stimulus affects the buyer and leads to the buyer's response. This paper puts forward some personal views on the consumer psychology of Chinese cars.

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## EMOTION MANAGEMENT STRATEGIES OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

Wenzheng Cai

*Academic Affairs Office, Guangdong University of Science and Technology, Dongguan, 523000, China*

At present, the research on positive psychology at home and abroad mainly includes three research contents: positive emotion and experience, positive personality traits and positive organizational system. Among them, positive emotion and experience are important parts of positive psychology research, and are the core content of psychology research. As an adaptive emotion in human emotions and an important part of mental health, healthy emotion has a wide range of functions and significance in stimulating human life vitality, changing unreasonable cognition, transforming negative emotions into positive emotions, adjusting mentality and promoting physical and mental health. Nowadays, college students' physical and mental injuries caused by emotional management problems, obstacles to growth and other related problems continue to occur. By exploring new methods and ways to solve the mental health problems of college students, this paper gives better play to the leading role of positive emotion management in solving college students' emotional problems. Fully reflect the pertinence and effectiveness of College Students' emotional management education.

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## APPLICATION OF MENTAL HEALTH EDUCATION BASED ON COLLEGE STUDENTS' COMPETITIVE ANXIETY IN COLLEGE STUDENTS' MANAGEMENT

Wenzheng Cai & Wenyan Zhu

*Academic Affairs Office, Guangdong University of Science and Technology, Dongguan, 523000, China*

To carry out mental health education in Colleges and universities, we should pay attention to effectiveness and diversification of forms. First, in the curriculum, the content of mental health education should have the characteristics of the times and novelty, and introduce some social hot issues of interest

to college students into the classroom. With the rapid development of society, the demand for talents is also increasing, and the pace of life is also accelerating. For college students, the pressure of study and employment is increasing, which is prone to various psychological problems, which has a direct impact on their life and study. In view of this situation, it is very necessary to carry out mental health education in Colleges and universities. This paper expounds the current situation of college student management in China, the important role and effective application of mental health education in college management, hoping to provide reference for college management.

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## PSYCHOLOGICAL ANALYSIS OF COLOR IN FINE ART PAINTING

Dai Li

*Academy of Fine Arts, Dalian Art College, Dalian, 116600, China*

Stream of consciousness is a term in Western psychology, and Bergson's intuitionism, William, James' theories of psychology, and Freud's psychoanalytic theory laid the theoretical foundation for stream of consciousness, so that stream of consciousness was widely used in various disciplines. With the prosperity of the socialist market economy and the improvement of the people's material living standards, people's pursuit of spiritual and cultural life and the field of art has become more and more urgent. The rapid development of modern art has also made theoretical research in the field of art begin to be extensive. As a visual art, painting art is inseparable from people's thinking ability, and the ability to create a perceptual psychological experience, that is, color psychology. The reflection of visual perception on the shape of the whole picture always tends to give people a sense of physical and mental pleasure of simplicity and appropriateness, and with the continuous development of painting art and the continuous evolution and innovation of art genres, painting gradually tends to be complex and diverse construction. Through the analysis of the psychology of painting and the application of color psychology in the field of art, as well as the use of painting psychology, the role of emotion and consciousness in psychological consciousness painting is demonstrated. And through their own practice to explore a more accurate interpretation of the psychology of painting this form of painting role in painting.

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## INTERVENTION OF MEDR MUSIC THERAPY TECHNOLOGY ON STUDENTS' EMPLOYMENT ANXIETY

Yang Sun

*School of Music, Shenyang Normal University, Shenyang, 110034, China*

Today's severe employment situation makes college graduates bear great psychological pressure the anxiety of college students due to employment and job selection and various problems caused by it have increasingly attracted the attention of all sectors of society. Today's severe employment situation makes college graduates bear great psychological pressure. The anxiety of college students due to employment and job selection and various problems caused by it have increasingly attracted the attention of all sectors of society. The so-called "test anxiety" refers to a common psychological problem in middle school students' learning. It is the emotional tension caused by many reasons, which not only affects students' test results, but also brings serious psychological burden and mental pressure to students. This phenomenon is very common in the study and life of middle school students, if it can not be effectively alleviated. This problem will directly affect students' physical health and physical and mental development. The purpose of this study is to use music synchronous desensitization reprocessing (MEDR) technology to intervene the traumatic events and emotions of patients with spastic vocal disorder caused by trauma, so as to improve the symptoms of patients.

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