

and to explore the influencing factors of public vaccine hesitation in the late stage of novel coronavirus pneumonia epidemic, so as to provide scientific reference for reducing public vaccine hesitation and improving vaccination rate in the future Carry out health promotion activities according to the characteristics of different populations. Based on the health belief model, whether an individual adopts health behavior is also affected by factors. Different factors, such as the same nationality and different families, will affect health behavior and its effect. Pay attention to the formulation of differentiated health education programs, differentiated health promotion strategies and measures, and strengthen the effectiveness of health promotion activities, so as to promote people's health.

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THE RELATIONSHIP BETWEEN COMMUNITY GROUP PURCHASE AND PURCHASE INTENTION BASED ON CONSUMER PSYCHOLOGY

Yue Zhao

Department of Economics and Management, Yunnan Technology and Business University, Yunnan, 651700, China.

At present, China's domestic online group buying industry is developing rapidly, but it is also facing the problems of fierce competitive environment and increasingly saturated market. How to improve consumers' group purchase intention has become the focus of many businesses. Due to the community attribute and local attribute of the community online group buying platform, it has a high reputation and user stickiness since its birth. In the past, there were few studies on the influencing factors of community online group buying platform use intention. Most of these studies focus on the introduction of the operation mechanism and function of this new network consumption model. Based on the SOR theory, this paper constructs a theoretical model with perceived value as an intermediary variable. From four aspects of community residents reference group factor, product quality factor, service quality factor and new logistics distribution factor. From the perspective of empirical analysis, this paper uses data to speak, which has a strong reference value for how to avoid some contradictions caused by the traditional group buying model and better promote this new consumption model in real life.

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THE DEVELOPMENT OF MENTAL HEALTH EDUCATION RESOURCES IN PHYSICAL EDUCATION CURRICULUM FROM THE PERSPECTIVE OF MORALITY EDUCATION

Jian Ping Guo

Department of Physical Education, Southeast University, Nanjing, 211189, China

With the progress and development of society, people have gradually realized the importance of mental health. However, the research on mental health has certain ambiguity after its launch, and it is difficult for the academic community to accurately define mental health. In 1946, the Third International Conference on Mental Health defined mental health as: to develop personal mood into the best state within the scope of physical, intellectual and emotional incongruous with the mental health of others. Moral education as a task of education, cultivate moral, intellectual, physical, aesthetic all-round development of talents. The school-running objectives and specific requirements of colleges and universities mainly include physical education. Most students have positive attitudes towards physical exercise, but their exercise behavior lags behind. There are significant differences in the frequency, time, experience and load of physical exercise among students of different grades. It is concluded that the purpose of students' participation in physical exercise is clear, the participation rate is low, there are learning pressure and mental pressure, and the lack of perseverance. Schools should take various interventions to improve students' enthusiasm and enthusiasm. Some scholars are concerned about the scientific research personnel (doctor professor etc.) this group, in the existing research conclusions, scholars have affirmed the role of physical exercise on the physical and mental health of scientific research personnel, and accurately find out the current status of the development of physical and mental

health of scientific research personnel, scholars agree that the current scientific research personnel whether physical or psychological problems, most scientific research personnel can realize the importance of physical exercise on their own, but the exercise behavior lags behind. Many researchers have excessive long-term mental pressure, so it can be said that most researchers in China are in a sub-health state. Studies have shown that physical exercise has a positive impact on the mental health of people with high mental stress.

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ORGANIC COMBINATION OF PHYSICAL EDUCATION AND MENTAL HEALTH EDUCATION

Jian Ping Guo

Department of Physical Education, Southeast University, Nanjing, 211189, China

Health is defined as health is not only no disease and no harm, but also includes physical, psychological and social integrity. In this era of peace, people's living standards are also rising. In recent years, people have gradually paid attention to the improvement of mental health while paying attention to physical health. Due to the improvement of people's living standards, many people are no longer worried about food shortage, and the pace of life is gradually accelerating. People are under increasing pressure. In this context, a series of mental health problems are presented, such as anxiety, depression, schizophrenia, suicide and so on. Through the transformation of students' understanding of sports and the reform and practice of classroom teaching, sports teachers reveal the methods of cultivating students' exercise habits in physical education teaching. Teachers should not only exercise students' physical quality and make them have a strong body, but also can not ignore the exercise of students' psychological quality, guide them to shape a sound personality and achieve comprehensive quality. This is an effective way to educate students to engage in lifelong sports. In this paper, through the investigation found that the use of physical exercise this way, to explore the influence of physical exercise on college students' mental health, realize the status of physical education in college students' heart, through the field investigation of college students, design experiments to explore, more comprehensive to elaborate the influence of physical exercise on college students' mental health.

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THE IMPACT OF THE USE OF COLOR IN CLOTHING ON VISUAL PSYCHOLOGY AND SENSORY EXPERIENCE

Junyang Tian, Dengdeng Li & Shengjie Shui

Department of Fashion Design, Tongmyong University, 428 Sinseon-ro, Nam-gu, Busan, 48520, South Korea

The overall development trend of color psychology in China tends to be practical application, which has the adaptability of China's unique culture, such as the study of traditional art in China, the study of the unique emotions of certain colors, and the application of color psychology to clothing design or architectural design in large quantities. In recent years, with the popularity of computers and smartphones, there have also been many research literature related to the psychology of color in network design, most of which are simple applications of color preference theory. This paper starts from the physical psychology of color, the physiological mechanism of color psychology, color psychology and its artistic design, etc., collects a wealth of information, and also conducts field investigation and research, more comprehensive, in-depth, overall research and analysis of color physical causes, color physiological mechanisms and color perception, association, symbolism and other color cognitive processes, color emotions and preferences and other color personality psychology and other content, the color psychology theory is closely combined with visual communication design, clothing design and environmental design and other artistic design. From ancient times to the present, people's exploration and pursuit of color have been continuous, expanding the visual space and bringing a different visual and sensory experience.

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