

character writing in primary schools in Yunnan Province (No. 2019j0598), a project approved by the scientific research fund of the Department of education of Yunnan Province.

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COLLEGE STUDENTS' PHYSICAL EXERCISE BEHAVIOR AND AEROBIC EXERCISE ON THE CURE OF COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY

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Background: Various behavioral disorders of adults generally stem from anxiety caused by social pressure, which are mainly manifested in dependence, eating disorder and Internet addiction. Aerobic exercise refers to the physical exercise carried out by the human body under the condition of sufficient oxygen supply, that is, in the process of exercise, the oxygen inhaled by the human body is equal to the demand to achieve a physiological balance. A large number of studies have found that aerobic exercise can widely improve the speed of fat decomposition, and its mechanism is to improve the activities of lipoprotein lipase, liver lipase and other key enzymes of fat decomposition in muscle, liver and other tissues. Aerobic exercise can also reduce the blood lipid index causing arteriosclerosis and increase the level of protective factors against arteriosclerosis. Aerobic exercise can also reduce lipid peroxidation, increase free radical scavenging ability and reduce the harm of free radicals to human body. In the methods of increasing bone calcium absorption and reducing bone loss, aerobic exercise can also significantly increase bone mineral density. Aerobic exercise can also enhance self-confidence, reflect self-worth, improve personality, enhance happy experience, reduce depression and reduce the occurrence of mental diseases. In addition, aerobic exercise plays an important role in the prevention and treatment of aging, obesity, cardiovascular disease, diabetes and respiratory diseases. Aerobic exercise can improve the mood and well-being of patients with substance use disorders, improve the excessive anxiety of patients with eating disorders about weight and body shape, effectively divert the attention of patients with internet addiction and reduce Internet dependence. "Anxiety" is a state of tension, worry and anxiety caused by certain stimuli. "Anxiety reaction" is a normal psychological phenomenon. Anxiety occurs when a person's desire is not realized for a long time or the possibility of realization is estimated to be very small. If it's serious, it's a disease, such as "anxiety disorder". Deep in the heart of anxiety disorder, there is often a psychological problem that cannot be extricated and unwilling to face up to. Anxiety is only the manifestation of contradictions and conflicts, which can be used as a defense mechanism to avoid contacting the deeper troubles. At present, the incidence of anxiety and anxiety disorders in adults is on the rise. Therefore, we should pay attention to and timely explore the prevention and treatment of adult anxiety disorders.

Objective: Aerobic exercise, fully known as aerobic metabolic exercise, is relative to anaerobic exercise. It refers to the exercise that provides energy by aerobic metabolism in cells. Its characteristics are low intensity, rhythmic, uninterrupted and long duration. The rhythm of contemporary adults' life and learning has changed greatly compared with the previous ones. Their interpersonal relationships are tense. At the same time, they are subject to multiple pressures from family and society. They are impatient and impulsive. On the one hand, aerobic exercise can increase the human body's demand for oxygen, improve the human body's oxygen consumption and improve cardiopulmonary function. On the other hand, it can distract attention and divert the experience of anxiety, so as to relax body and mind, regulate emotion and reduce anxiety symptoms.

Subjects and methods: Due to the fast pace of modern people's life, resulting in great life pressure, adults suffering from anxiety has become the norm, and has seriously affected adults' life and learning. Exercise can prevent and treat anxiety disorder. According to the incidence of adult anxiety disorder, aerobic exercise can be used to prevent and treat adult anxiety disorder. This paper mainly investigates and analyzes the degree of relief of adult psychological anxiety by aerobic exercise. The effect of aerobic exercise was statistically analyzed by issuing questionnaires.

Study design: A questionnaire is distributed to 600 adults. The questionnaire is required to be completed at one time. It takes about 10-20 minutes for each person to fill in the questionnaire. A total of 600 copies were distributed, 582 copies were recovered, and the number of valid copies was 475.

Methods: Excel was used to count the relief degree of aerobic exercise on adult psychological anxiety.

Results: Aerobic exercise can enable adults to effectively regulate anxiety and relieve psychological tension, so as to form a more stable psychological state. Adults engaged in sports activities in line with their

age and interest characteristics can make the excitement and inhibition of their cerebral cortex tend to be coordinated. In particular, long-term and low-intensity aerobic exercise has irreplaceable special curative effect on regulating adult mental diseases. It is one of the effective means to reduce anxiety.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 600 adults are taken as the average and the results are rounded. The specific statistical table is shown in Table 1.

Table 1. Relieving effect of aerobic exercise on psychological anxiety of adults

Factor	Mentality	Excited consciousness	Physical condition
Adult	4	4	5

Conclusions: The impact of aerobic exercise on adult behavior disorders is mainly reflected in that aerobic exercise plays a positive role in adult material use disorders, eating disorders and Internet addiction. Aerobic exercise can promote some students with behavior disorders to change their behavior of thinking and dealing with problems, so as to eliminate inferiority and depression, so as to show self-confidence, strength and vitality. Physical exercise is one of the effective means to treat mental diseases. Aerobic exercise has a positive impact on the health of adults. Regular participation in aerobic exercise can improve physical quality, enhance the body's resistance to diseases, and make people energetically invest in daily study, work and life, so as to shape the healthy physique of adults and lay a solid physiological foundation for their mental health.

Acknowledgement: The research is supported by: Hunan Philosophy and Social Science Fund Project "Research on the development of football events and online video integration based on symbiosis theory" Project number: 20YBA178. Hunan Provincial Department of Education Project "Research on the comprehensive governance of social football events based on the law of minimum quantity" Project number: 18C0044.

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THE INFLUENCE OF CONSUMER PSYCHOLOGY IN INTERNATIONAL E-COMMERCE MARKETING AND ITS APPLICATION COUNTERMEASURES

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Background: Among consumers' purchase motives, there are two most basic ones, namely, the psychological motivation of pursuing practicality and the psychological motivation of seeking honesty. On the E-commerce platform, businesses can save the rent, labor cost and advertising cost required by physical stores, which naturally brings the impression of low price to consumers who consume online, and quality is the general requirement of consumers. If the commodity price is low, but the quality cannot meet the standard, consumers will not buy it. If these two aspects meet consumers' psychological expectations, consumers are likely to buy. At the same time, people pursue the psychological characteristics of convenient and fast consumption. The traditional business is characterized by fixed sales place and fixed sales time. Network sales is carried out through online stores characterized by information base, so its sales space extends with the extension of network system. There are no time and space obstacles. Therefore, E-commerce sales have time and space advantages over traditional sales, which can meet the psychological needs of online users to a greater extent and in a wider range. In recent years, the E-commerce industry has developed rapidly, but the relevant laws and regulations are not perfect. Therefore, some illegal acts have been transferred to the E-commerce platform. Illegal acts such as fraud, MLM, unfair competition, publishing false advertisements, infringing the exclusive right to use registered trademarks and unlicensed operation occur from time to time, which will affect the order of E-commerce transactions and reduce consumers' trust in transactions. From the perspective of payment, E-commerce transactions still lack a safe and effective credit system and online payment means. Online payment has three security problems: system security risk, man-made security risk and credit security risk. With the rapid development of Internet technology, E-commerce has become an integral part of people's daily consumption. Under the operation of