

cognitive thinking training. The results show that the comparative literature training method of English translation culture turn will have a positive impact on patients with cognitive impairment in basic concept cognition ability, cross-cultural speculation ability and memory ability. Through low-cost cognitive training, patients with cognitive impairment can achieve effective self-help in their daily life.

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THE INFLUENCE OF ADVERTISING MARKETING COMMUNICATION AND CONSUMER CONSUMPTION ANXIETY – FROM THE PERSPECTIVE OF CUSTOMER EXPERIENCE

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Background: Social anxiety is a typical irrational mentality, which refers to a widespread psychological state and emotion of tension, confusion and pessimism about the future. The anxiety psychology of people of different ages and different occupational attributes are different. For example, the anxiety psychology of teenagers is mainly based on recent and related trivia, and the consideration level is relatively narrow. The anxiety psychology of older groups is complex and multifaceted, and involves more networks and things. The anxiety psychology of students mainly comes from their studies or family, while the anxiety psychology of working-class people mainly comes from work relations, human sophistication and so on. The tension caused by anxiety and the suspicion, irritability, fear, frustration, confrontation, as well as the accompanying confusion of thinking, mental laxity, lack of confidence, and even psychological distortion, will have a negative impact on people's emotional regulation and behavior guidance. In serious cases, it will endanger personal physical and mental health and lead to antisocial behavior. When people make different psychological decisions and behaviors, they are not easy to be guided by different degrees of anxiety. Consumer consumption anxiety refers to a kind of indecisive, anxious and uneasy psychological emotion and performance caused by the influence and interference of various factors such as consumption emotion and consumption motivation, which further affects their purchase intention, shopping behavior and psychological mechanism.

Any commercial communication activity must have a clear intention, and advertising marketing communication is to carry out commodity publicity and promotion by means of advertising and other forms, and improve consumers' attention to commodities by conveying commodity information and corporate image to consumers. At the same time, advertising marketing communication promotes consumers to produce corresponding purchase behavior by guiding consumers' consumption tendency and psychological emotion. However, some bad businesses ignore the value and safety of goods in order to achieve high profits, and carry out a series of consumer promotion behaviors such as false publicity and advertising fraud, which damage consumers' physical health and psychological emotion and affect their experience perspective. For example, the aesthetic style of "white, young and thin" advocated by businesses will aggravate the appearance anxiety of female consumers, and then drive them to produce consumption intention and consumption tendency. Consumers' moderate consumption anxiety will promote its transformation to the good. Therefore, exploring the relationship between it and advertising marketing communication from the perspective of consumers' anxiety psychology will help to improve consumers' anxiety psychology from the perspective of behavior regulation and guide them to consume correctly and rationally.

Objective: To explore the internal and external drivers of consumers' purchase intention and the causes of consumers' consumption anxiety, and to explore the impact of advertising marketing communication and consumers' consumption anxiety from the perspective of psychology and consumer experience, in order to make a normal intervention on consumers' anxiety and consumption psychology, so as to improve their mental health level.

Research objects and methods: 1000 consumers of different ages and occupations were randomly selected as the research objects, and the anxiety psychology of consumers was adjusted with the help of self-rating anxiety scale. Then the research objects were randomly divided into groups to arrange different shopping behavior instructions and shopping intentions, consciously intervene in advertising and marketing, and then guide their rational consumption, then explore the influence and intervention mechanism of advertising marketing communication and consumer consumption anxiety.

Method design: Firstly, the degree of anxiety and willingness of daily shopping behavior of consumers were collected, and then they were randomly divided into groups according to the characteristics of subjects, and their shopping behavior intervention was carried out. After a period of four weeks, the anxiety psychology and anxiety level of consumers were collected by using the Self-Rating Anxiety Scale.

Methods: With the help of social statistical analysis tool SPSS23 the changes of consumers' anxiety and purchase intention before and after the experimental intervention were statistically compared.

Results: Consumers' consumption anxiety will affect consumers' shopping tendency and shopping intention, and then produce different emotional values and consumption behavior. Some businesses induce consumers' anxiety to promote consumers to buy self-improvement products. From the perspective of consumer experience and psychological theory, this study explores the influence and intervention mechanism of advertising marketing communication and consumer consumption anxiety, and finds that when individuals feel anxiety, individuals have higher self-improvement and consumption intention. Table 1 shows the scores of anxiety scale of consumers of different ages before and after the experimental intervention.

Table 1. Statistics of anxiety scale scores of consumers of different ages before and after experimental intervention

Before and after the experiment	Young consumers	Middle aged consumers	Elderly consumers
Before experiment	16.65±1.98	25.37±1.77	14.14±1.72
After the experiment	9.34±1.24	8.16±1.47	9.66±1.07

Conclusions: Different emotional values will affect people's different consumption tendencies and shopping intentions, and consumers' purchase behavior will be affected by consumption motivation, perception, learning stimulation and behavior attitude. Consumers' consumption anxiety will produce different emotional tendencies and consumption intentions when choosing goods and services, and different products will bring consumers different experiences and feelings. Advertising marketing will have an impact on consumers' psychology. Good marketing communication means can effectively improve consumers' anxiety.

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THE INFLUENCE OF PHYSICAL EDUCATION IN UNDERGRADUATE COLLEGES ON THE CULTIVATION OF STUDENTS' PSYCHOLOGICAL QUALITY

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Background: College students are in a special moment of life, facing academic pressure, work pressure and social pressure, so they are very prone to mental diseases, such as anxiety, depression and so on. Generally speaking, when an individual is nervous about something, such as learning, work, social networking, etc., the individual will be attracted most of the attention by the event, and make a lot of efforts and imagination assumptions to solve or complete the event. When individuals pay more attention to the event because of repeated failures, until they break through the critical point, individuals will feel anxious. Many studies have shown that maintaining moderate anxiety can help students concentrate, so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life.

Physical education can strengthen students' physique, enhance students' self-confidence, and then cultivate students' psychological quality to avoid students suffering from psychological diseases. However, there are many defects in traditional college physical education, such as students' low interest and insufficient practice, which leads to poor teaching quality and cannot play its role in improving students' physical and psychological quality. Educational psychology is a branch of psychology. Its main research direction is the learning effect of students, the effect of teaching intervention, the teaching psychology of teachers and the social psychology of school organization under the educational situation. Educational psychology is to apply psychological theory to education, so as to improve teaching methods, improve students' learning enthusiasm, and help students solve various problems in the process of learning and growth. Therefore, the research is based on educational psychology to innovate and improve physical