

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.

* * * * *

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

Jing Zeng^{1,2}, Lei Zhou¹ & Xiaoyi Hu³

¹*School of Business and Trade, Nanchang Institute of Science & Technology, Nanchang 330108, China*

²*Institute of Educational Sciences, Hubei University of Education, Wuhan 430205, China*

³*Construction Management Office, Hubei Engineering University, Xiaogan 432000, China*

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

the new model of E-commerce, how to grasp and cater to the consumer psychology of consumers, formulate effective marketing strategies according to the obtained information, increase the income of enterprises and accelerate the development of E-commerce in China is of dual significance of social benefits and economic value. This paper focuses on the consumer psychology of E-commerce consumers, and puts forward the corresponding marketing strategies according to the consumer psychology.

Objective: E-commerce belongs to the characteristics of the Internet era. It has gradually become a global operation and management means with strategic significance, and has brought new challenges and opportunities to social development. At present, there is no unified definition of the concept of E-commerce, which is only summarized on the basis of practical application. E-commerce is a business activity based on information technology, which connects different links to all activities of production and consumption. E-commerce has the characteristics of network openness, flexibility, globalization, high efficiency and low cost. Consumer psychology and consumer behavior are the starting point and basis for enterprises to formulate business strategies, especially marketing strategies. Facing the special consumption form of E-commerce, consumers' consumption psychology and behavior are more complex and subtle, which directly affects the business effect and development space of E-commerce. In depth study of consumer psychology and consumer behavior is of great significance to further expand E-commerce.

Subjects and methods: This paper mainly synthesizes the influence of consumer psychology on the development of international E-commerce marketing, pays attention to the characteristics of consumer psychology from all aspects, defines the main forms of international E-commerce marketing, and analyzes the effective ways of E-commerce marketing. Based on the questionnaire survey, according to the literature and practical problem experience, the consumer groups are selected and sent through the online questionnaire invitation link by using the network questionnaire system and random sampling method. At the same time, Epi Data is used to establish the original database, implement comparative research methods, and pay attention to consumers' self-diagnosis. Using the case analysis method, this paper analyzes the typical cases caused by the problems of international E-commerce marketing, and points out the main problems and relevant paths of international E-commerce marketing.

Results: Firstly, most of the commodities in E-commerce are virtual, and it is difficult for consumers to understand the real value of enterprises or commodities. At this time, establishing a correct corporate image and cultivating brand value, whether due to the herd mentality, the pursuit of the brand, or the popularity of the brand, a certain understanding of the brand's goods and services will promote consumers' purchase behavior. Kevin I Keller, a famous American brand research expert, put forward the concept of brand asset value, which is mainly measured from the psychological response of consumers to the brand, rather than from the financial aspect. Therefore, cultivating brand value and promoting consumers' dependence on brand are two-way processes. Secondly, in order to meet the psychological motivation of consumers to pursue practicality and honesty, E-commerce enterprises should keep product prices open and preferential, and consumers can make purchase decisions through E-commerce. Most of the current E-commerce market belongs to the buyer's market. In this case, enterprises must choose a flexible pricing strategy, that is, flexibly adjust the price according to factors such as seasons, holidays, changes in market demand and prices of similar commodities, or allow consumers to negotiate the price directly with merchants online. Under the trend of increasingly fine division and specialization of social division of labor, consumers are tired of and distrust the traditional single marketing. In E-commerce, consumers often take the initiative to obtain commodity related information through various possible ways and analyze and compare it. They can obtain a psychological balance to reduce the sense of risk and enhance their trust in products and psychological satisfaction. Under E-commerce, consumers can choose more abundant and diversified commodities, and the competition among businesses is becoming increasingly fierce.

According to the actual needs of customers, they can stand out in the fierce competition and occupy the dominant position in the market. At present, businesses can use the advantages of big data technology to sort out and plan the actual needs of customers in the huge customer information, and accurately locate the needs of customers, so as to formulate appropriate marketing methods and launch corresponding products or services to attract more customers to consume. Businesses can also use computing technology and network technology to establish their own customer communication platform, so that businesses can receive customer feedback in time, master customers' actual needs according to customers' feedback, and then improve their own shortcomings and adjust their own marketing strategy.

Conclusions: Under the E-commerce mode, consumers have unique consumer psychological characteristics, which puts forward higher requirements for the development of E-commerce. In order to improve the better development of E-commerce mode, it is necessary to continue to study and explore from the perspective of consumers.

* * * * *

DISASTER AVOIDANCE GREEN SPACE PLANNING IN URBAN GREEN SPACE SYSTEM PLANNING BASED ON PUBLIC PSYCHOLOGY

Wenshu Chen

International School of Design, University of Sanya, Sanya 572000, China

Background: As a type of urban land, urban green space is relative to other urban construction land. It is a green open space with unrestricted attributes (or multiple functions). At ordinary times, people see more ecological, recreational, landscape, cultural and other contributions of urban green space. Yes, so in the eyes of a considerable number of people, green space is just “good-looking” and “fun” “Play” problem. At present, when advocating an energy-saving society, because of the need of “land saving”, the city urban green space is once again facing the situation of being “shrunk”. However, Tangshan in 1976 Earthquake, Hanshin earthquake in Japan in 1995, Wenchuan earthquake in Sichuan in 2008. When people must face huge natural disasters again and again, the disaster prevention and avoidance of urban green space Its contribution to urban security has been gradually recognized by people. In the of “every inch of land, every inch of gold”. The necessity of green space in urban area, the rationality of green space layout and the scientific of green space design and the sociality of green space use has once again become our topic.

Objective: With the emphasis on urban public safety and the development of related planning research, there are some definitions and concepts related to the disaster prevention and avoidance function of urban green space, but there is no unified standard or consensus. It should be said that at present, our research on the disaster prevention and avoidance function of urban green space is still in its infancy. Therefore, it is necessary to deliberate and discuss some basic concepts, to facilitate the follow-up research and the scientific development of planning and design practice. In order to facilitate the scientific development of follow-up research and planning and design practice. The policy of “putting prevention first and combining defense with relief” is the key to improve the city’s ability to resist disasters comprehensive embodiment, emphasizing the common positive actions in peacetime and disaster time. Current “urban green” “Land classification standard” is classified according to the function of green space in normal, and “protective green space” is reflected it is the protection and defense function relative to disasters at ordinary times, such as sanitary isolation and protective green space setting of windbreak, etc. The concept of “urban disaster avoidance green space” reflects the time of disaster urban green space that can play the role of disaster reduction and bear the function of disaster avoidance, such as the “park green space” used in emergency shelters can ensure the disaster relief channel and disaster avoidance channel in case of disaster smooth “protective green space” and “road green space” with a certain width.

Subjects and methods: Disaster avoidance green space is an integral part of urban emergency shelter system venues, cultural and educational facilities, sports venues and other urban facilities are used as the basis for urban disaster avoidance and disaster relief point. Therefore, the measurement of the rationality of disaster avoidance green space layout must be combined with what can be done in the city. The layout relationship of other open spaces and public facilities in disaster avoidance and disaster relief strongholds is generally analyzed body measurement, rather than simply measuring the service radius of disaster avoidance green space itself. In other words, in a certain area of the city, there are few disasters avoidance green space points and the layout is not reasonable, which does not explain this emergency hedging ability of a region is poor. The spatial layout of disaster avoidance green space cannot be equal to disaster avoidance green space. The analysis of service radius is helpful to the rational layout of disaster avoidance green space in space, but the service radius of disaster avoidance green space and park green space cannot be simply equivalent. (1) Disaster avoidance green space is not equal to park green space, so the coverage of service radius is only partial overlap. (2) At present, the coverage of 500 m service radius of park green space in most cities in China is not enough this paper analyzes the quantitative analysis relationship between the scale of park green space and the number of service population. It can be said that the construction of garden and green space is not critical, but for shelters (especially disaster-prone areas) the configuration of emergency shelters is a fatal factor. So, in people with high population density and small scale of a single refuge, the service radius of the refuge shall be less than 500 m. (3) At present, the coverage analysis of 500 m service radius of park green space in many cities is not enough “Harsh”, the analysis of the use path is not in place, such as cutting of urban trunk roads, railways, etc. Service scope and other issues, which are inconvenient in daily use, but in case of disaster, it is a life safety problem that needs to be avoided.

Results: From the perspective of urban disaster avoidance green space planning, it is the main guidance for the design and construction of disaster avoidance green space. It should be reflected in: (1) Qualitatively define what kind of emergency hedging function to undertake. (2) Quantitatively put forward design requirements to ensure the implementation of planning indicators. (3) Put forward corresponding facilities and equipment according to the given functions.

Conclusion: Urban green space is a type of urban land, but it is compared with other types of land It has