

Note that “change value” in Table 1 means the change range of the average score of the experimental group at each time relative to the control group at the same time, and the unit is %. It can be seen from Table 1 that the *t*-test *P* value of the self-assessment score of mental anxiety severity of the two groups before the experiment is 2.440, which is far greater than the significance level of 0.05. It is considered that the data difference is not significant. After the experiment, the average self-assessment score of mental anxiety disorder severity in the experimental group decreased to 2.24 and that in the control group was 4.77. The former decreased by 53.04% compared with the latter, and the data difference was statistically significant.

**Conclusions:** In order to explore more effective non-drug treatment methods for mental anxiety, this study designed a mental anxiety treatment experiment based on the analysis of the advantages and disadvantages of various treatment methods for mental anxiety symptoms and the current situation of religious people’s mental anxiety. The experimental results show that the average self-assessment score of symptom severity in the experimental group combined with the principles of religious psychology is 2.24 and that in the control group is 4.77. The former is 53.04% lower than the latter, and the data difference is statistically significant. The data show that the method of integrating religious psychology into the treatment plan of patients with mental anxiety disorder is helpful to improve the treatment effect of patients. This is because after contacting religious works and ideas, patients will have more direct and simple things evaluation criteria, which can reduce the negative emotions of patients due to unwarranted anxiety about the current life situation and part of the future to a certain extent.

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## RESEARCH ON THE INFLUENCE OF ANXIETY ON CONSUMERS’ PURCHASE INTENTION

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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 is different. For example, the anxiety psychology of teenagers is mainly based on recent and related trivia, and the consideration level is relatively narrow. Anxiety involves many aspects of age and psychology. 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. There are differences in the causes of anxiety in different groups, but it is undeniable that 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 orientation. In serious cases, it will endanger personal physical and mental health and lead to antisocial behavior. Different levels of anxiety will make individual behavior different, which makes people easy to be guided by negative emotions when making things evaluation and decision-making, and make impulsive behavior and other behaviors that are not in line with reality and daily behavior. When dealing with anxiety, people often divert their attention and sight to avoid falling into anxiety for a long time, such as shopping behavior, exercise style, food decompression method and so on.

Among them, shopping behavior to alleviate anxiety refers to that people will show purchase intention and consumption behavior under the influence of consumption emotion, consumption motivation and other factors when choosing goods. Purchase intention is divided into positive purchase intention and negative purchase intention. Factors such as online word-of-mouth, selling price, service quality, logistics and price will affect consumers’ purchase intention, but the perceived value of the dominant factor in most purchase behaviors. Perceived value will affect people’s attitudes and views on purchase behavior, and then trigger purchase motivation. Emotional value plays an important role in guiding perceived value. For example, high and low emotions will make people have shopping behavior and affect their purchase intention. Merchants will also conduct emotional guidance to affect consumers’ purchase behavior. For example, the aesthetic style of “white, young and thin” advocated by businesses will the appearance anxiety of female consumers, and then drive them to produce consumption intention and consumption tendency. However, moderate

anxiety will promote people to change to the good, and consumers' purchase intention will also affect their anxiety. Therefore, exploring the relationship between it and consumers' purchase intention from the perspective of anxiety psychology will help to improve consumers' anxiety psychology from the perspective of behavior regulation and guide them to consume correctly and rationally.

**Objective:** In order to better explore the internal and external drivers of consumers' purchase intention, help them treat consumption behavior correctly, improve their anxiety psychology, promote the normal intervention of anxiety psychology and consumption psychology, and then improve the level of mental health.

**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 a self-rating anxiety scale. Then the research objects were randomly divided into groups to arrange different shopping behavior instructions and shopping intentions to guide their rational consumption. Then explore the psychological changes of consumers' anxiety under different shopping intentions.

**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 anxiety scale score.

**Methods:** With the help of social statistical analysis tool SPSS23.0, the changes of consumers' anxiety and purchase intention before and after the experimental intervention were statistically compared.

**Results:** Consumption is increasingly related to individual psychological needs, and the emotions generated by individuals will have an impact on subsequent consumption behavior. Some businesses urge consumers to buy self-improvement products by inducing consumers' anxiety. Through the influence mechanism of anxiety psychology on consumers' purchase intention, it is found that when individuals feel anxiety, individuals' self-improvement consumption intention is higher. 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	17.65±1.98	26.37±1.68	15.14±1.72
After experiment	9.24±1.24	8.26±1.47	9.65±1.05

**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. Anxiety individuals often use the methods of emotional activation and psychosocial stress exposure to alleviate anxiety. Through the correct guidance of shopping behavior, they can effectively reduce consumers' psychological pressure and negative emotions, help them improve their anxiety and rational consumption, and then improve their mental health level.

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## THE EFFECT OF MUSIC TEACHING IN COLLEGES AND UNIVERSITIES ON PSYCHOLOGICAL RELIEF OF PATIENTS WITH ANXIETY DISORDER

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**Background:** With the increase of social pressure and the limitation of individual tolerance, more and more people suffer from mental anxiety and emotional regulation difficulties, resulting in many psychological problems, such as anxiety disorder, depression, thinking disorder and so on, among which anxiety disorder is more common. Anxiety disorder can be divided into generalized anxiety and acute anxiety, and its etiology is complex and diverse, including genetic factors, stress factors, disease factors, etc. clinically, it is often manifested as motor agitation and sympathetic hyperfunction, accompanied by negative emotions such as anxiety, shame, disappointment, anxiety and fear. Anxiety experience is the main feature. According to the statistics of who, the proportion of patients with anxiety disorder receiving correct treatment in China is less than 10%. At present, the main treatment means of anxiety disorder is drug treatment, but drug treatment has compliance, and most patients with anxiety disorder are difficult to