

anxiety scores of the students in the research group is also significantly higher than that of the students in the control group. Comparing the differences in scores and anxiety scores of the two groups of students after teaching shows that they have statistical significance ( $P < 0.05$ ).

**Table 1.** Changes of students' scores and employment anxiety before and after teaching

Project	Test scores		Anxiety score	
	Research group	Control group	Research group	Control group
Before teaching	61.91±12.35	62.18±13.18	72.31±5.14	72.44±5.87
After teaching	82.65±6.23 <sup>*</sup>	75.39±10.17	41.69±3.26 <sup>*</sup>	64.38±4.52
<i>P</i>	0.000	0.024	0.000	0.041

Note: <sup>\*</sup> indicates that there is a statistically significant difference between the study group and the control group ( $P < 0.05$ ).

**Conclusions:** College students' entrepreneurship planning is the premise to ensure students' good development in the future. How to use students' psychology to carry out innovation and entrepreneurship education planning, and thus reduce students' employment anxiety is of great significance. In the research, educational psychology is used to analyze the psychological changes of students in the cultivation of innovation and entrepreneurship ability, and educational psychology is used to construct the cultivation scheme of innovation and entrepreneurship ability. The ability training program under educational psychology is applied to the education of college students. The results show that after the intervention of educational psychology, students' test scores are significantly improved, and students' employment anxiety scores are significantly reduced. Therefore, in the teaching of innovation and entrepreneurship in colleges and universities, it is of great significance to use educational psychology to help students alleviate their employment anxiety.

**Acknowledgement:** The research is supported by: Jiangsu Province Higher Education Teaching Reform Research Project: "Exploration and practice of innovation and entrepreneurship teaching reform for college students in agricultural vocational colleges – taking Suzhou polytechnic institute of agriculture as an example" (No. 2021JSJG472).

\* \* \* \* \*

## APPLICATION OF BIM TECHNOLOGY IN PREFABRICATED BUILDINGS IMPROVEMENT MECHANISM OF EMPLOYEES' WILLINGNESS TO USE BEHAVIOR AND COGNITIVE DIFFERENCES

Hanchao Liao<sup>1,2\*</sup> & Miyuan Shan<sup>1</sup>

<sup>1</sup>Hunan University, Changsha 410082, China

<sup>2</sup>Changsha University, Changsha 410022, China

**Background:** Psychological research holds that attitude determines behavior, that is, an individual's behavior mechanism is carried out under a certain attitude will. Attitude is a psychological mechanism for an individual to actively participate in and take action to solve or prevent problems. A benign behavior will make an individual act as a good behavior under a good goal orientation and achieve better results, while a negative and negative behavior will make an individual have resistance and negative psychological problems. It is difficult to have a positive attitude and concept towards the surrounding things, which will affect the quality of life and work performance. Among them, cognitive differences will be affected by individual cognitive structure, age level, personality characteristics, social experience and other factors, and show different behavior results in different periods. The cognitive level with large deviation will also lead to cognitive impairment and other serious mental diseases. At present, there are still some problems in the project management of prefabricated construction projects, such as the imperfect production and processing operation management mode, the lagging operation system, and the inability to adapt to the progress of development. In addition, in the process of project management, the relevant management personnel lack the management concept, and there is a cognitive deviation phenomenon, which leads to the assembled building does not give full play to the advantages of the building model, hinders the development of construction engineering, and leads to a series of problems, such as the wrong location of components and fittings, unreasonable planning of purchasing accessories, etc. Therefore, it is necessary to improve the management concept and management mode of prefabricated buildings to solve the problems existing in

the previous prefabricated construction project management. BIM Technology is a kind of analysis management mode, which manages the design and construction of related projects on the three-dimensional model of the real building information. This technology is intuitive and digital. It can be used in construction projects to comprehensively plan the construction technology information, accelerate the progress of project construction, improve the use efficiency of resources, and improve the management efficiency of construction project managers. Under the influence of BIM technology, these managers can change their management concepts, keep up with the pace of the times, and also help reduce the workload of relevant employees. BIM technology, to a certain extent, is an impact on the work style and work concept of construction workers, and it is a relatively new challenge. Therefore, exploring the improvement mechanism of BIM technology in prefabricated buildings on employees' willingness to use behavior and cognitive differences can effectively strengthen the intervention on employees' psychological conditions.

**Subjects and methods:** The research selected the employees of a prefabricated construction company as the research object. Firstly, the basic information was collected about their current mental health status, work status, acceptance of BIM technology, and the problems that prefabricated buildings can only exist. Subsequently, the research innovates the management mode of the existing prefabricated buildings, and improves and innovates the management mode by using BIM technology and relevant psychological theories. And the management model is applied to the research object to explore the changes of their behavioral willingness and cognitive level. The subjects were invited to participate in the BIM technology experience. The experimental time was three weeks. After the experimental time, the information about the changes in the psychological status of the subjects before and after the experiment was collected with the help of the behavioral attitude scale and cognitive assessment tools, and the influence degree of the scoring items was assigned by using the 5-level scale. With the help of statistical analysis tools, the experimental data were sorted out and statistically analyzed.

**Results:** The traditional management mode of prefabricated buildings is relatively backward, which can no longer meet the development needs of prefabricated buildings. The management concepts of relevant managers need to be changed to correct their previous misconceptions about the project management of prefabricated buildings. After applying BIM technology to the management of prefabricated construction projects, the management concept of relevant managers has changed greatly. In particular, the cognitive deviation score of middle-aged female managers has decreased significantly, with a score of 2.35. The results are shown in Table 1.

**Table 1.** Evaluation of cognitive bias and willingness to use of managers of different gender and age groups after BIM technology is integrated into prefabricated construction project management

Age group	Gender	Cognitive bias	Willingness to use
Youth	Male	1.84	4.86
	Female	1.98	4.81
Young and middle-aged	Male	2.15	4.35
	Female	2.24	4.30
Middle age	Male	2.18	4.26
	Female	2.35	4.26

**Conclusions:** Prefabricated building is a kind of building type assembled by prefabricated parts. According to the different forms of prefabricated parts and construction modes, it can be divided into various building types, such as plate building type. The application of different technologies in the assembled building will bring different work experiences and emotional conditions to the builders. The research realized the innovation of management mode by adding BIM technology to the prefabricated buildings, effectively improved the work efficiency, reduced the employees' misunderstanding and disapproval of the new technology to a certain extent, and improved their use intention and mental health level.

**Acknowledgement:** The research is supported by: The research is supported by Scientific Research Project of Hunan Provincial Department of Education – Innovation research on BIM talent training and effect evaluation based on innovation value (No. 20C0156); Collaborative Education Project of Industry University Cooperation of The Ministry of Education – School-enterprise co-construction practice base based on BIM innovation ability training (No. 202002256028).

\* \* \* \* \*

## RESEARCH ON THE INFLUENCE OF RURAL E-COMMERCE DEVELOPMENT ON RURAL CONSUMPTION PSYCHOLOGY UNDER THE BACKGROUND OF RURAL REVITALIZATION

Lu Liu

*Yancheng Polytechnic College, Yancheng 224005, China*

**Background:** Consumer psychology mainly focuses on consumers, studying their psychological changes in consumption activities and the behavior mechanism driven by psychological characteristics. The learning contents of consumer psychology include the process of consumer psychological activities and individual psychological characteristics, the psychological influence factors of consumer behavior and consumer groups, consumption situation, commodity and product factors, the relationship between marketing communication methods and consumer psychology, and so on. Consumer psychology focuses on consumer demand and behavior motivation, which are subjective and objective, and are influenced by many factors, showing individual diversity and group sociality. Different groups' consumption demand and motivation are also different. Only when consumers' basic consumption needs are met can they seek higher-level and psychological needs. As the main body of consumption in the market economy, consumers' consumption behavior and consumption psychology are affected by personal preferences, social trends, commodity prices and services, economic level and psychological endurance, and their consumption psychology is phased and progressive, that is, according to the process characteristics of their purchase psychology, they can be divided into three levels: attention memory, imagination emotion and desire purchase. Consumer behavior includes impulsive consumption in a short period of time, such as purchase psychology and behavior suddenly attracted by commodity price or quality, as well as changes and attempts in consumption philosophy and behavior brought about by changes in consumption psychology for a long period of time. At the same time, the development of market economy and the emergence of new things will also have an impact on consumers' consumption psychology. The rapid development of information technology also provides consumers with more consumption choices, such as the development of shopping e-commerce. The development of rural e-commerce has created huge economic and social benefits in promoting the upgrading of China's agricultural industry and Rural Revitalization. It plays an important role in promoting employment and promoting the promotion of agricultural products. The development of e-commerce with mobile payment as the main consumption mode has provided a new consumption experience for rural consumers, and the way of grafting various services to rural resources through the network platform has not only expanded the rural information service business, but also impacted the consumption concept and consumption psychology of rural people. At the same time, the insecurity of e-commerce infrastructure construction and farmers' concern about e-commerce consumption make them have negative emotions and psychological problems in the process of consumption. Therefore, the research on the theory of consumer psychology explores the consumer psychological mechanism of rural e-commerce development to rural consumers under the background of rural revitalization, in order to improve consumers' negative emotions and provide corresponding countermeasures to meet rural consumers' consumer needs and psychological aesthetics in the process of e-commerce development.

**Subjects and methods:** Firstly, the information about rural consumers' consumption behavior, consumption habits, consumption preferences, consumption experience, consumption experience and other information under the e-commerce development platform is collected, and then the rural consumers with psychological problems and negative emotions are taken as the research objects and invited to participate in the experimental design. To study the basic information of consumers' e-commerce consumption and shopping habits, consumption psychology and their views on commodity value attributes, and to evaluate the changes of consumption psychology of the research objects in the process of the experiment. Secondly, the research objects were randomly divided into the intervention group and the reference group. The intervention group learned the relevant consumer psychology theory in the experiment, and made consumer decisions and consumer Q & A. A under the guidance of professionals to improve the objective view of e-commerce shopping platform consumption, while the reference group did not learn any theory. The experiment lasted for three weeks. After the experiment, data collection and statistics were carried out on the change characteristics of consumption psychology and consumption behavior mechanism of the research object, and the experimental data were processed, counted and analyzed with the help of statistical analysis tools, so as to better explore the consumption psychology of farmers under the development of rural e-commerce and give some intervention guidance.

**Results:** The experimental results show that under the guidance of consumer psychology theory and expert psychological intervention, rural consumers can view e-commerce shopping behavior objectively and comprehensively, improve their acceptance of e-commerce shopping, effectively reduce negative consumer