

strong visual stance camp, ensuring that the pattern design approach of Gestalt psychology is more complete, thus showing the richness of the creative connotations of clothing design.

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THE CHOICE BEHAVIOUR OF NEW ENERGY VEHICLES BASED ON PSYCHOLOGICAL LATENT VARIABLES

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Background: The automobile industry is an important part of China's national economy. Under the modern industrialization development model, the urbanization process continues to advance, bringing a high quality of life to urban residents while intensifying the pressure on energy and the environment. In recent years, there has been an explosion in the number of family fueled vehicles, which on the one hand has increased China's demand for oil resources, and on the other hand, the increased emissions of carbon dioxide and various air pollutants from vehicle fuels have posed a major challenge to social and environmental management. At this stage, domestic and international research on new energy vehicles is mostly theoretical. In this context, it is particularly important to conduct research on the choice behaviour of new energy vehicles, improve the market promotion and formulate corresponding subsidy policies. This perceptual choice is the inhibition of negative emotions and the excitement of positive emotions. These two psychological forces compete and compete with each other. The result of the game is not the functional disorder of the nervous system, but the behavior that endangers society and endangers itself.

Objective: A study on the choice behaviour of new energy vehicles based on psychological latent variables can effectively improve the market competitiveness of new energy vehicles, focusing on the questions "What are the specific characteristics of new energy vehicle consumers?" The study will focus on "What are the specific characteristics of new energy vehicle consumers?", "What is the practical utility of financial subsidies for the development of new energy vehicles?" and "What is the impact of new energy vehicle parameters on consumer preferences?" and "How do the parameters of new energy vehicles affect consumers' preferences? By increasing the sales of new energy vehicles, the new energy vehicle industry will be vigorously developed to ease urban traffic congestion and solve the problems of difficult and expensive urban parking. To achieve the modern development of the technology industry, combined with automotive research and development of energy-saving technologies, to reduce the pollution of the environment from residents' travel and to achieve a sustainable economy.

Subjects and methods: In this experiment, in order to analyse consumers' attitudes towards different influencing factors, the theory of acceptance behaviour was introduced, and a structural equation model of travel intention was constructed based on the technology acceptance model TAM. The technology acceptance model, as well as the SEM upper level model and the RPLM lower level model were developed and fitted to solve the structural equation model of consumers' travel intentions with the help of AMOS software to ensure the validity of the subsequent sampling data. The survey was conducted by means of questionnaires and statistics in a random sample of high-traffic shopping areas in a certain region. The content of the questionnaires mainly included a number of latent variables such as purchase intention, perceived ease of use, perceived environmental awareness and perceived risk of new energy vehicles, with a number of detailed questions. Four variables were included in the set of individual consumer characteristics: consumer education, consumer driving age, consumer gender, and consumer annual household income. After the survey results were collated, descriptive statistics and reliability analysis were conducted to analyse the relationship between the psychological latent variables and the effect of the psychological latent variables on the choice behaviour of new energy vehicles. The survey data were then substituted into the SEM model, and the estimates of the different observed variables were simulated according to the corresponding dimensions of the psychological latent variables, and the

mechanism of the influence of the psychological latent variables on new energy vehicles was calculated separately. In order to test the accuracy of the findings, the experimenters also set up a classical MNL model, which was compared with the SEM model to produce the corresponding results.

Result: Firstly, highly educated consumers are more accepting of new things, have lower perceived risk of new energy vehicles, and have higher perceived ease of use and purchase intentions. Secondly, consumers with high driving experience have lower perceived ease of use and perceived usefulness of new energy vehicles, and are therefore more likely to purchase traditional fuel vehicles. Thirdly, compared to different genders, women have a lower perceived risk and higher perceived ease of use of new energy vehicles, and are more willing to purchase new energy vehicles in the purchase decision process. Fourthly, compared to households with different annual incomes, households with higher incomes have a stronger perceived risk of new energy vehicles and may therefore prefer traditional fuel vehicles.

Conclusion: Based on the above findings regarding the psychological latent variables of new energy vehicle choice behaviour, the following conclusions are summarised: Firstly, at this stage, new energy vehicles are not yet accepted by everyone, and there are still consumers who believe that new energy vehicles have safety risks. The media and car manufacturers need to reduce the perceived risk of new energy vehicles and actively promote the benefits of new energy vehicles from a safety perspective to address consumers' concerns. Secondly, as a consumer product, perceived usefulness is a necessary condition for consumers to buy new energy vehicles. The government should promote a series of supportive policies for new energy vehicles, including tax breaks, the provision of specialised lanes and the construction of rechargeable buildings, to encourage consumers to buy new energy vehicles. Lastly, it is important to emphasise the perceived ease of use of new energy vehicles and their positive role in energy conservation and environmental protection, rather than to dispel consumers' psychological concerns. The importance of new energy vehicles should be explained through various channels such as media campaigns, official public websites and internet software, and through cartoons, articles and posters. Add content on new energy vehicles to the driving licence test and provide drivers with the opportunity to simulate driving new energy vehicles.

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PSYCHOLOGICAL HEALTH CHARACTERISTICS OF COLLEGE STUDENTS' MORAL EDUCATION IN THE ERA OF INTERNET PLUS

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Background: The development of the Internet plus era has changed the way of learning and life for college students. College students have become more and more diverse and easy to contact with network information. Their thought, psychological and behavioral characteristics inevitably bear the mark of the times. The specific manifestations are as follows: first, students are addicted to the online virtual world, withdrawn, self closed and unwilling to communicate with others. They even reject the real world and are more willing to find a sense of existence and the meaning of life in the online virtual world. Due to the influence of family environment and family education, some college students' character is too introverted and withdrawn under the powerful education of their parents, which makes it difficult to open their heart to others, which will also affect college students' learning, make them feel inferior, unwilling to communicate with others, gradually lack correct self-awareness, appear self belittling and extremely resistant to life, and can only seek spiritual asylum from the online virtual world. Second, many students live in a superior family environment since childhood, and their growth path rarely encounters setbacks. When students leave home and enter the society alone, many college students will show the problems of weak pressure resistance and extreme way of doing things. Moreover, many college students' lives are almost taken care of by their parents, and they rarely have suffered. Therefore, in the face of difficulties, college students lack tenacious willpower and the ability to resist crowding pressure, lack a complete value system in their heart, and are often easily affected by people and things in the external environment. Once they encounter setbacks, they will fall into a sub-health state, so as to invest in the virtual world. Based on the above social realities, we need to strengthen the moral education of college students, especially to help students adjust their psychological state and improve their psychological quality.