Research Objects and Methods: This study takes life moral education as the research object. Starting from life epistemology and moral education, this study adopts literature analysis, qualitative research and interdisciplinary research methods based on the perspectives of psychology, ethics and pedagogy. Taking human life as the research object, this paper analyzes the internal relationship between life and morality from the three dimensions of material life, spiritual life and possible life, expounds the ethical value of moral education in guiding a happy life, demonstrates the realistic path, and establishes a happy life. In order to explore the impact of moral education on the three-dimensional degree of well-being and reduce emotional barriers, this study attempts to conduct a questionnaire survey on 200 subjects from an empirical perspective. The main tool used in the survey is the generalized anxiety disorder-7 (GAD-7). GAD-7 is mainly used to screen the symptoms of generalized anxiety and assess the severity of anxiety. Domestic studies have shown that GAD-7 also has high reliability and validity in Chinese population. There are 7 items in the scale, which are scored at levels 0 (not at all) ~ 3 (almost every day), with a total score of 21 points. ≥10 points indicates anxiety. The higher the score, the more serious the anxiety level. The scale Cronbach’s α Is 0.93.. In addition, the study also used the Cognitive Emotion Regulation Questionnaire (CERQ) to evaluate the different cognitive emotion regulation strategies selected by individuals after experiencing negative life events. Some scholars have launched a simplified version of cerq18 topics and proved that it has good reliability and validity. There are 18 items and 9 dimensions in the questionnaire, which are self-blame, meditation, disaster, blaming others for acceptance, self-comfort, refocus on planning, active re-focus and active refocus.

Results: The reason why moral education can be related to human happiness is that happiness is the state of human subject consciousness. The essence of moral education is to construct and transform people's subject world, which is directly related to people's internal spiritual activities. A reasonable consumption mode and a reasonable outlook on material life need moral education to cultivate and educate. Moral education must pay attention to the individual spiritual world in order to change people's happy life. People's spiritual happiness is produced in their spiritual life. Only by living a dignified life can one be happy. Moral education is the grasp of a dimension of possible life. It places people's consciousness and behavior in the possible world in real life, and examines and evaluates good and evil according to what should be and what should be. This leads people to pursue ideal mental state and behavior.

Conclusion: Moral education is a special form of life, a purposeful and purposeful activity, which has the characteristics of coexistence of reality and possibility. Moral education should play a unique leading role in people's moral growth, guide people to correctly deal with the relationship between material consumption and material happiness, promote people to realize the unity of spiritual freedom and spiritual happiness, and encourage people to constantly surpass themselves and pursue the truth of their own life. Moral education can show its charm only if it is rooted in life, coexists with life and leads the construction of life. Only by guiding people to be good through moral education and realizing the unity of knowledge and practice can we achieve the goal of happiness in life.

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EXPLORATION OF MOBILE MARKET: POPULATION DISTRIBUTION AND EMOTIONAL BEHAVIOR CHANGES IN SOUTHEAST AND SOUTH ASIAN COUNTRIES

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Background: Population structure and per capita mobile phones are related to the information infrastructure of countries. The association of Southeast Asian Nations (ASEAN) is a regional organization composed of Southeast Asian countries, including Indonesia, Malaysia, the Philippines, Singapore, Thailand, Brunei, Cambodia, Laos, Myanmar and Vietnam. In addition, South Asian countries include Afghanistan, Bangladesh, Bhutan, Maldives, Nepal, India, Pakistan and Sri Lanka. Many previous studies have discussed strategies or countermeasures to deal with the problem of “China's rise” and the emotional behavior of Chinese people on mobile phones.

The rise of China has almost balanced the trade differences between China and other countries such as the United States, the European Union, the United Kingdom and Japan.

Research objects and methods: The population structure and per capita mobile phones of the association of Southeast Asian Nations (ASEAN & SA) and South Asian countries (ASEAN & SA) were classified by bilateral standard deviation method. The steps are: 1) clustering the population structure through bilateral standard deviation; 2) Analysis of mobile cellular network per capita in various countries; 3) The relationship between population structure and per capita mobile phone. 4) Using the method of questionnaire, this paper investigates the emotional micro behavior of using Chinese mobile phones in different countries and regions. This study also used the emotion regulation scale (ERS), which was compiled by Wang Li and others on the basis of gross’s emotion regulation scale. The scale has a score of 7 points (1 completely disagree to 7 completely agree), with a total of 14 items. There were 7 items of re evaluation and expression inhibition strategies respectively. The higher the score of the scale, the higher the frequency of using the strategy. In this study, the internal consistency coefficient of the scale is 0.74. Re evaluation and expression inhibition of the two subscales α The coefficients are 0.84 and 0.77 respectively.

Results: The results show that India, Indonesia, the Philippines, Sri Lanka and Thailand have potential markets for mobile communications. According to the classification of countries, when these countries are included in the same cluster, the population structure is very similar. According to the analysis, the number of mobile phones per capita in Singapore is very high, and the population structure is also aging. Malaysia and Vietnam have high per capita mobile traffic and a general population structure. Thailand, Indonesia and the Philippines all have mobile phones. Generally speaking, countries with elderly population structure have a high per capita mobile cellular network in ASEAN. In this process, we also analyzed the correlation between emotional behavior and telephone use. The results showed that there was a negative correlation between social support and anxiety level. There is a significant positive correlation between social reevaluation and social support. At the same time, social support was negatively correlated with expression inhibition, and expression...
inhibition was positively correlated with anxiety. The same statistical method was used to explore expression inhibition as an intermediary variable between social support and adolescent anxiety. It can be seen from table 4 that the regression coefficients of the first and second steps are significant. In the third step, after inserting the intermediary variable expression inhibition, the impact of social support on Teenagers’ anxiety level is still significant. It can be seen that expression inhibition plays a partial intermediary role in the relationship between social support and teenagers’ anxiety level, and its effect value is 0.01, accounting for the percentage of the total effect of $-0.02 \ast 0.23 / -0.05 = 9.2\%$. According to the calculation of bias corrected bootstrap method, the 95% confidence interval of the mediating effect of expression inhibition is $[0.077, 0.381]$, and 0 is not within the upper and lower limits, indicating that expression inhibition plays an intermediary role in social support and adolescent anxiety.

**Conclusion:** The main contribution of this study is to explore the relationship between population structure and per capita mobile phone in ASEAN and southern African countries. The world’s population is growing rapidly, which is a problem because the earth’s resources are limited. The uniform probability distribution with time (year) as the variable is considered to be the optimal population distribution of a country, that is, the human resources of the country are constant. Therefore, the ideal shape of the pyramid of the times is square. It is also a standard form for examining population structure. In addition, it is reasonable to share the experience of China’s rise, which supports the mobile business model of ASEAN and southern African countries.

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**RESEARCH ON THE INFLUENCE FACTORS OF FRESH STORE LAYOUT ON CONSUMERS’ BEHAVIOR IN BEIJING**

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**Background:** In recent years, the development of online retail has faced difficulties, intensified competition and reduced dividends. At the same time, the development situation of offline retail is still grim, retail enterprises are forced to transform, and the new retail format of deep integration of online and offline has developed rapidly in China. Fresh hippo is its typical representative. It implements the sales model of “supermarket + catering”, and stores provide fresh retail, processing and takeout services. Studying the spatial layout of fresh HEMA store can provide a scientific reference for the location of new retail enterprises. This study examines the influence mechanism of consumer emotion and emotion from the perspective of consumer psychology.

**Subjects and methods:** Using the POI data of 2021 Beijing fresh blood horse store, the spatial distribution of fresh blood horses was described by standard deviation ellipse analysis, buffer analysis, kernel density estimation and average nearest neighbor index. Combined with consumer psychology, this paper discusses the factors affecting their location choice, and uses binary logistic model to verify it. At the same time, in order to verify the impact of spatial layout on consumers’ emotion, this study uses relevant scales to investigate. (1) Positive emotion scale. The Panas emotion scale developed by Wason and others is widely used to measure emotion. The scale includes two dimensions of positive emotion and negative emotion as measurement indicators. There are 6 questions in this dimension, which are scored by Likert 5 points (1 means “very inconsistent”, 5 means “very consistent”); the same below). In this study, the clonbach coefficient of the questionnaire is 0.90. (2) Motivation scale. The topic of measuring motivation mainly refers to the entrepreneurial motivation scale compiled by Phan, which has 8 questions and adopts Likert’s 5-point scoring. (3) Social support scale. The scale is adapted from the social support scale prepared by Ye Yuemei and others. It has 8 questions and is scored by Likert 5 points. Clone Bach of the scale α the coefficient is 0.87. (4) Behavioral propensity scale. Entrepreneurial orientation dimension in intention measurement [4]. The scale has 6 questions and is scored by Likert 5 points. The clonbach coefficient of the scale is 0.95.

**Results:** The fresh blood horse shop was distributed in the Northeast southwest direction around the center of Beijing, with a low high low radial distribution; Its high-value core density area is located between the second ring road and the Fourth Ring Road in Beijing, close to large commercial areas or communities, presenting a multi center structure. The distribution of stores is mutually exclusive and scattered. In urban areas, the location of stores is greatly affected by the population, subway traffic environment and store rent level, while the distribution of traditional retail competitors has little impact, which can meet the convenience needs of consumers.

**Conclusions:** “Supermarket + catering” new retail stores should increase the layout of residents’ activity places such as main business districts and office buildings, and launch convenience stores that more meet the needs of the site; Strengthen the layout of the suburbs and reduce the operation cost of stores while occupying the new retail market in the suburbs; Increase the layout in areas with convenient transportation, take advantage of transportation advantages, expand the distribution scope, consider the distribution of competitors in space, and avoid excessive competition, so as to optimize the layout of stores and expand enterprise profits. The suggestions of this paper can not only provide reference for the spatial layout and location improvement of “supermarket + catering” new stores, but also provide reference for the layout of other new stores, which has certain practical significance. However, the research scope of this paper is relatively small. This will be improved in future research. In short, the important influence of spatial layout design factors on consumers’ emotions should be fully taken into account, the changes of their psychological emotions and behaviors and their impact on positive and active behaviors should be actively concerned, and efforts should be made to tune builders, managers, coordinators and collaborators.

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