

**Conclusions:** For expressionism dance, psychological distance is an essential factor in its aesthetic activities. Because of the dialectic, transcendence and utilitarian nature of psychological distance, expressionism dance can achieve the desired goal under special social background, neither too biased towards idealism and romanticism, nor too high Nature is too realistic, making dance art a vulgar entertainment. Therefore, we can think that psychological distance plays an important role in promoting the appreciation of dance art movement.

\* \* \* \* \*

## INFLUENCE OF MARKETING MODE ON CONSUMER PSYCHOLOGY IN THE INTERNET ERA

Chen Cheng<sup>1,2</sup> & Meng Li<sup>2\*</sup>

<sup>1</sup>*Business School, Fuyang Normal University, Fuyan 236041, China*

<sup>2</sup>*International Business Management, Woosong University, Daejeon 34606, Korea*

**Background:** With the further development of the Internet era, network marketing has become an essential link in the development of contemporary marketing. The volume of online transactions increases sharply every year. In the process of network marketing, it is of great significance to understand the consumption psychology of online consumers.

In the Internet era, facing more and more fierce market competition, how to better touch the heartstrings of consumers and maximize the positive promotion effect of enterprise promotional activities as a marketing tool needs to uncover the mystery of consumers' psychological decision-making process and deeply study the internal psychological reaction mechanism before consumers make purchase decisions. Anticipatory regret comes into being before purchasing action, which is the anticipatory experience of regret emotion formed by counterfactual thinking and evaluation of decision-making results when people choose goods. Due to the different expected choice results, consumers will eventually take opposite actions. Under the background of the Internet era, the shopping environment is no longer single, which makes the uncertainty of shopping higher. Expected regret plays an increasingly significant role in consumers' daily purchase decisions. This paper discusses the impact of promotion strategies on consumers' expected regret. It is of great significance to reveal the psychological mechanism behind consumers' limited rational behavior in shopping, and to promote marketing practice and strengthen consumers' expectation of inaction.

Based on the current situation of contemporary network consumption, this paper analyzes the consumer psychology that may appear in the process of network consumption, and further expounds the influence of marketing mode on consumer psychology, so as to enhance the attention of network marketing groups to consumer psychology. Based on consumer psychology to develop more perfect network marketing strategy, help to improve the level of network marketing.

**Subjects and methods:** Research design: In this paper, according to reading a lot of literature, summed up the four marketing strategies of network marketing, namely: perceived quality, cultural marketing, nostalgic advertising, service quality marketing, the four marketing strategies selected above cannot include all the marketing strategies, but due to the limited research ability, only the above strategies are selected for research.

The questionnaire of this study is distributed in the form of questionnaire star on a large scale. The specific method is to send questionnaires to students, relatives and friends through chat tools and ask them to fill in. At the same time, they are required to send questionnaires to their classmates and colleagues to expand the scope of the survey and obtain the survey data by snowballing. At least 200 questionnaires are required.

From May to June in 2020, a total of 265 questionnaires were received in 31 days. Through the careful examination of the answers to the questionnaire, the number of effective questionnaires was 244, and the effective rate was 92.07%.

**Methods of statistical analysis:** Using the method of mathematical statistics to analyze the data and test the research hypothesis. In this study, through the design of the questionnaire and the pre survey, the design of the questionnaire is tested, and on this basis, whether there are bad items in the questionnaire is analyzed. After the pre survey, formal survey was conducted to verify the research hypothesis with a large number of data collected. The statistical analysis tool used in this study is SPSS17.0.

**Results:** Correlation analysis method is mainly used to study the dependency relationship between variables. If there is a dependency relationship, then analyze the direction and degree of correlation. It is

usually required that the correlation between the two marketing models should be high, and their correlation coefficient should be statistically significant. Pearson correlation analysis is used in this paper. The correlation coefficient is used to express the linear correlation degree between two variables, which is in (-1, +1) interval. The closer to -1 or +1, the higher the degree of correlation. The related effects of different marketing models on consumer psychology are shown in Table 1.

**Table 1.** Results of different marketing models on consumer psychology.

| Related variables                     | Correlation coefficient |
|---------------------------------------|-------------------------|
| Perceived quality–Cognitive trust     | 0.397**                 |
| Perceived quality–Emotional trust     | 0.392**                 |
| Cultural marketing–Cognitive trust    | 0.386**                 |
| Cultural marketing–Emotional trust    | 0.370**                 |
| Nostalgic advertising–Cognitive trust | 0.609**                 |
| Nostalgic advertising–Emotional trust | 0.569**                 |
| Service quality–Cognitive trust       | 0.637**                 |
| Service quality–Emotional trust       | 0.585**                 |
| Cognitive trust–Emotional trust       | 0.717**                 |
| Cognitive trust–Purchase intention    | 0.645**                 |
| Emotional trust–Purchase intention    | 0.628**                 |

Note: \*\*indicates significant correlation at 0.01 level.

It can be seen from Table 1 that the four marketing models in the study are significantly correlated and positively correlated. Therefore, the impact of the four marketing models has been preliminarily verified. However, when there is a significant positive correlation between the four models, it does not mean that the significant correlation can still be obtained when multiple models are tested at the same time, so it is necessary to make regression analysis on the research hypotheses.

Regression analysis is one of the most commonly used data statistical analysis methods, using regression analysis can understand the quantitative relationship of each variable. In order to ensure the correctness of multiple regression analysis and multiple regression analysis at the same time.

*D-W* value was used to test the sequence autocorrelation. When *D-W* value is about 2, there is no autocorrelation. For the test of multicollinearity, we can use the *VIF* value (variance expansion factor). When the *VIF* value is less than 10, there is no significant multicollinearity.

By using the stepwise regression analysis method, this paper takes perceived quality, cultural marketing, nostalgic advertising and service quality as independent variables, and cognitive trust as dependent variables for regression analysis. The analysis results are shown in Table 2.

**Table 2.** Summary of regression models.

| Model  | <i>R</i>           | <i>R</i> <sup>2</sup> | Adjust <i>R</i> <sup>2</sup> | Standard error of estimation | <i>D-W</i> | <i>F</i> | Sig.               |
|--------|--------------------|-----------------------|------------------------------|------------------------------|------------|----------|--------------------|
| 1      | 0.655 <sup>a</sup> | 0.429                 | 0.426                        | 1.800                        |            | 159.299  | 0.000 <sup>a</sup> |
| 2      | 0.706 <sup>b</sup> | 0.498                 | 0.493                        | 1.691                        | 2.156      | 104.708  | 0.000 <sup>b</sup> |
| 3      | 0.720 <sup>c</sup> | 0.519                 | 0.512                        | 1.660                        |            | 75.443   | 0.000 <sup>c</sup> |
| 40.665 | 0.727 <sup>d</sup> | 0.529                 | 0.520                        | 1.646                        |            | 58.679   | 0.000 <sup>d</sup> |

a. Predictive variables: (constant), quality of service

b. Predictors: (constant), service quality, nostalgic advertising

c. Predictive variables: (constant), quality of service, nostalgia advertising, perceived quality

d. Predictive variables: (constant), service quality, nostalgic advertising, perceived quality, cultural marketing

e. Dependent variable: cognitive model

It can be seen from the results in Table 2 that the adjusted coefficient of determination *R*<sup>2</sup> is 0.520, which indicates that the regression equation explains 52.0% of the total variables. At the same time, the *D-W* value is 2.156, which is about 2, so there is no sequence correlation. The significance level of *F* value is 0.000, which indicates that the linear relationship of the four regression equations is significant.

**Conclusion:** Based on the literature review and the summary of previous research results, this paper

puts forward four kinds of marketing stimulation modes in the Internet era, namely perceived quality, cultural marketing, nostalgic advertising and service quality. These four variables can affect consumers' purchase intention of Internet marketing products, and they are all positive.

\* \* \* \* \*

## EDUCATIONAL MODEL OF PROFESSIONAL DANCE ROLE BEHAVIOR CHARACTERISTICS FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Yuanzhong An

*School of Art and Literature, Shihezi University, Shihezi 832000, China*

**Background:** Social psychology is a branch of psychology that studies the social psychological phenomena of individuals and groups. It has a wide range of concepts. Various factors of Social psychology have different effects on dance teaching. It can not only promote the development of dance teaching, but also have certain restrictive and interfering effects on dance teaching. Social psychology holds that school, as a social organization, has a complex nature, while class is a relatively independent psychological unit in the social organization of school. The level of interaction between teachers and students directly affects the teaching effect. The traditional teaching pays attention to the teacher in the classroom the importance, neglects student's main body status, over time will let the teacher and the student have some estrangement psychologically. Modern teaching theory puts students' autonomous learning and independent personality in the first place, and pays attention to the equal communication and interaction between teachers and students. Therefore, the study of dance teaching methods from the perspective of social psychology is of great significance to professional dance character behavior constraints.

**Objective:** From the point of view of social psychology, this paper analyzes the root causes of contradictions in dance teaching, clarifies the behavior characteristics of professional dancers, and puts forward some interactive modes to solve these contradictions.

**Subjects and methods:** Teachers' cognition of their own roles and their emotions in class will inevitably lead to the fluctuation of students' enthusiasm for learning. On the contrary, whether students are serious in learning and whether classroom discipline is good or bad will also affect teachers' enthusiasm for teaching. Therefore, in dance teaching, whether teachers or students, their speech or voice, their every body movement, expression and gesture have a symbolic meaning and interaction, will affect the level of role playing and the effect of teaching activities.

Using the method of interview, a questionnaire was designed for 30 teachers and 45 students in a dance college. The contents of the questionnaire include satisfaction, interest, whether the teacher's teaching content can meet the students' psychological needs, whether the students can effectively understand the classroom content and the teaching direction that can be improved.

**Results:** The result of the questionnaire shows that the students are not satisfied with the classroom arrangement. The first is the communication in the teaching process, the proportion is 93.5%, the reason is that the teaching content mostly stays in the traditional body dance traditional routine teaching, does not pay attention to the communication with student. The reason is that teachers think that they have certain leadership and control in dance teaching, students cannot play the main performance and dissatisfaction with teachers, this dissatisfaction is mainly manifested in the low enthusiasm of students in learning, in teaching tiredness behavior. Students do not want to be limited by too many teachers, I hope they can have more freedom in dance training, to be able to train independently. It is precisely because of the students' autonomy and freedom, conflicts with teachers are unavoidable. Social psychology often refers to this kind of conflict as social distance, or cultural and traditional barriers. Thus, in the traditional dance teaching in the past, the relationship between teachers and students is only a subject and control. This kind of relation neglects the student's psychology, neglects the student's classroom main body status.

The second place is the teaching venues and facilities, accounting for 79.6% of the total. Wall mirrors, levers and multimedia video facilities are relatively old. Not only can the current venues not meet the needs of teaching, but also cannot create a proper physical dance atmosphere. In this environment, learning psychology is more depressed and not comfortable. Questionnaire feedback: the process of dance teaching is not only the transfer of dance knowledge and skills, but also the emotional exchange between teachers and students, and the interaction and influence of attitude and behavior. At the same time, the modern teaching theory of information feedback and sociology of symbolic interaction theory, the teaching process is the two-way information communication and interpersonal interaction process. Based on the above two-way communication and interaction theory, three modes of interaction and communication in