

From the data results in Table 1, it can be seen that before the experiment, the number of people in each segment of the oil painting works of the experimental group and the control group is exactly the same, and there is no statistical difference. After using color psychology teaching methods to train the painters in the experimental group, the number of painters in each score segment changed significantly. A detailed analysis of the data results in Table 1 shows that before the experiment, the number of people in the experimental group and the control group in the 60-80 range was 3 after the experiment, the number of people in the 60-80 interval was 6 people, and after the experiment, the number of people in the control group was 3 people in the 60-80 interval. A comprehensive analysis of the above results shows that there are obvious statistical differences between the experimental group and the control group after the experiment.

Using color difference as the evaluation index of visual perception effect, the difference between the experimental group and the control group was compared, and the results are shown in Table 2.

**Table 2.** Comparison results of color difference between experimental group and control group

Score	Experimental group	Control group
10-20	0	2
20-40	0	2
40-60	1	2
60-80	5	3
80-100	4	1

Analysis of the data results in Table 2 shows that the experimental group has more people in the higher score interval. When the scores are 10-20 and 20-40, the number of people is 0, while the distribution of the control group is more even, but in comparison, the score of the experimental group is higher. It shows that under the intervention of color psychology, the color expressiveness of image oil painting can be effectively improved, and the color performance is more obvious.

**Conclusions:** The color embodied in art design is not only a way of material expression, but also a creative artistic element of inner emotion and meaning expressed by designers. To sum up, people's daily life contains colorful colors. For any item, there can be no graphics or text, but colors are absolutely inseparable. Color is closely related to people's psychological feelings. If the principles of color psychology can be used reasonably in the process of art design, it will produce unexpected effects.

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## EFFECT OF CONSUMERS' CONSUMPTION PSYCHOLOGY CHANGES ON THE ECONOMIC GROWTH OF ENTERPRISES

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**Background:** Since the successful "soft landing" of the corporate economy in 1999, the shortage of goods that has plagued residents for a long time has been fundamentally eliminated. The characteristics of the buyer's market in the corporate economy have become increasingly obvious, especially in recent years, where deflation has even appeared. This fully shows that the mode of corporate economic growth has changed from supply-constrained to demand-constrained. With the shift from a seller's market to a buyer's market, the main driving force for corporate economic growth has shifted from being driven by supply to driven by consumption. Whether consumer demand can effectively grow has become a decisive force in stimulating economic growth. However, the activation of consumer demand is the most difficult. This is because consumer consumption is a purely personal behavior, which not only depends on residents' income, but also on consumers' consumption habits, expectations, and expectations. The impact of many factors such as the economic environment, consumption policies, and institutional cognitive analysis capabilities. In other words, the key to initiating consumer demand for consumption to drive economic growth is to understand the changes in consumers' consumer psychology, grasp the characteristics of their various psychological factors, and formulate effective consumer policies. Since 1997, our country's policy practice of stimulating consumption and stimulating domestic demand has shown that the initiation of consumer consumption cannot be accomplished overnight. It is necessary to grasp the psychological characteristics of consumers and adopt a multi-pronged approach. Therefore, this article analyzes the effect of changes in

consumer psychology on corporate economic growth.

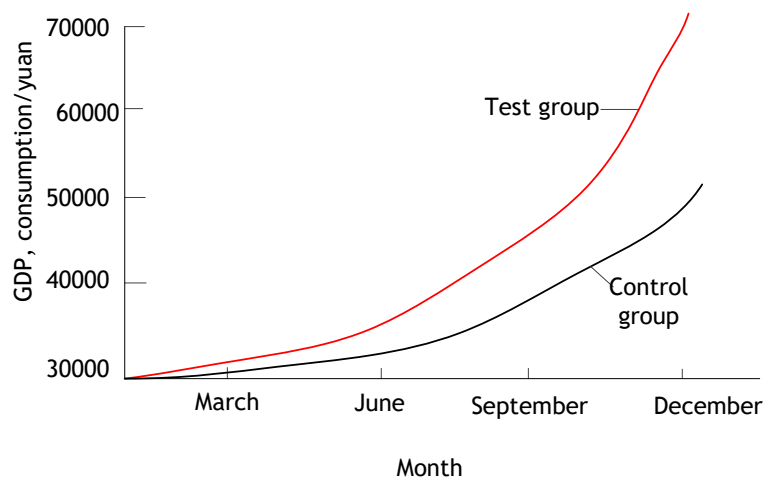
**Subjects and methods:** In order to comprehensively analyze the effect of consumer psychology changes on corporate economic growth, this article selects consumers in a certain community as the experimental subjects, with an average age of 35 years old. Among them, 10 consumers who have undergone psychological training for one week are the experimental group. And 10 ordinary consumers are the control group. Before the experiment, the changes in consumer psychology of the two groups of consumers were tested, and the results showed that there was no significant difference in the changes in consumer psychology before the experiment.

**Study design:** The test standards of the two groups are the same. The experimental group uses targeted psychological training methods to conduct psychological training on 10 consumers. Implementation plan: Before the experiment, two groups of consumers were consumed to compare the psychological changes. In the experiment, psychological training was conducted on 10 consumers in the experimental group, and various psychological training methods were used to conduct psychological training and adjustment of the experimental group during the whole experiment.

Aiming at the four-consumer psychology of excessive frugality, pessimistic expectations, lagging consumption, and trust crisis, the effects of changes in consumer psychology of the experimental group who have undergone psychological training on the economic growth of enterprises and the effects of changes in consumer psychology of the control group without psychological training are respectively the role of corporate economic growth is analyzed.

**Methods of statistical analysis:** Aiming at the economic growth of enterprises, the two groups of consumer psychology were compared, and SPSS19.0 was used to statistically analyze the two groups of data.

**Results:** The experimental group that has undergone psychological training and the control group that has not undergone psychological training are compared and analyzed on the economic growth of enterprises, and the comparison results are shown in Figure 1.



**Figure 1.** Comparison results of enterprise economic growth.

According to Figure 1, as the months increase, the economic growth of enterprises in the experimental group and the control group is gradually increasing, and the economic growth of enterprises in the experimental group is higher than that in the control group. This is because the consumers in the experimental group are over-targeted. The four-consumer psychology of thrift, pessimistic expectations, lagging consumption, and crisis of trust have been psychologically trained, thereby enhancing the corporate economy.

**Conclusions:** Under the current buyer's market conditions, we should mainly focus on correcting the irrational consumer behaviors caused by traditional consumer concepts from the following aspects: On the one hand, we must adapt consumer policies to new changes in the buyer's market, and actively develop credit-supported businesses. Consumption, expand the scale of consumer credit, increase credit varieties and forms, strengthen my country's current consumer credit policy reform, change its current cumbersome procedures, reduce its high fees, and lower its "threshold" to make it a popular way of consumption. Relying on the new growth in consumption, it solves the embarrassment caused by the current widespread consumption gap of "under-purchasing but surplus". On the other hand, we should guide consumers to get rid of the influence of traditional culture and customs, update the old and backward consumption concept, establish a new consumption concept suitable for the socialist market economy, let people learn rational

consumption, promote the transformation of consumption from self accumulation to credit support, and on this basis, actively increase consumption, increase people's positive development while carrying out material consumption Spiritual consumption, and constantly improve their level of consumption and consumption quality.

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## INFLUENCE OF ART AND LITERATURE WORKS ON RELIEVING PATIENTS WITH DEPRESSION

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**Background:** As early as the ancient times, people realized the soothing and therapeutic effect of literary works on the soul. With the development and enrichment of psychotherapy theory and technology, psychological researchers began to incorporate the psychological significance of literary works into the field of psychotherapy, and thus developed the theory of reading therapy. However, the existing research at home and abroad found that the significance of aesthetic appreciation of literary works on mental health has not been fully explored, in fact, the research of evidence is rare. At present, the psychological problems of college students are prominent in China, and the symptoms of depression and anxiety are developing in epidemic trend. The mental health education of college students has attracted the attention of the competent education departments and has been vigorously implemented in the practice of school education.

A large number of studies have confirmed that reading therapy has a good effect on improving depression. Cuijpers found that reading therapy is as effective as individual therapy and group therapy in the treatment of depression, especially for mild to moderate depression. Therefore, he believed that it is necessary to formulate criteria for selecting patients, so as to better integrate reading therapy into clinical practice.

Floyd et al. Compared the effects of personal psychotherapy and reading therapy on depression in the elderly. The results showed that the self-report of the personal psychotherapy group was better than that of the reading therapy group, but there was no difference in the clinical scale between the two groups, and the state of the reading therapy group continued to improve after the treatment.

**Subjects and methods:** This paper uses quantitative and qualitative research methods, including questionnaire, experiment and interview.

(1) Questionnaire survey method.

Before the experiment, we used Zhang Kuo's College Students' Yeli capital questionnaire and self-designed questionnaire to understand the basic situation of the subjects and divide them into groups. After the experiment, we tested all the subjects again with the college students' Yeli capital questionnaire to evaluate the effect of the experimental intervention.

(2) Experimental method.

This paper designs an experiment of using reading therapy to intervene in college students' rational capital. 30 subjects are recruited and divided into three groups. Different intervention methods are applied to the three groups. Combined with the pre-test and post-test data obtained by questionnaire method, ANOVA and paired sample t-test are used to compare and analyze the measurement data between group H and each group before and after the experiment, and the experimental results are obtained.

(3) Interview method.

Using semi-structured in-depth interview method, according to the interview outline, the interviewees are encouraged to actively express their gains and attribution, as well as their feelings and suggestions on the reading therapy experiment, so as to obtain qualitative data, find out the factors influencing the effect of reading therapy, and establish the mechanism model of reading therapy.

**Methods of statistical analysis:** Each activity follows the route of "sharing, discussing, reading and playing". Among them, sharing and discussion is a kind of warm-up activity for members of the interactive group to share the words that touch them in the book and the thoughts they cause, so as to drive the young lady to communicate with one of the key problems. Theme reading is the author around the theme of each activity points out and briefly explain the key points in the book, so that members can read and think about the relevant content, in order to ensure that members complete the most basic reading task, and guide members to read without deviation. The game activity is designed for the theme of the activity by drawing lessons from the activities often used in group counseling and combining with the intervention model path of Yeli capital. The purpose is to mobilize the enthusiasm of members, activate the scene atmosphere and consolidate the reading theme. At the end of the experiment, members need to submit a copy of their