

Table 1. The moderating effect of cognition and family on character image design.

Variable	Coefficient	Standard deviation	<i>t</i>	<i>P</i>
Cognition>character image design	0.381	0.064	5.660	0.000
Family>character image design	0.231	0.066	3.530	0.000
Cognition and family>character image design	-0.100	0.057	-1.760	0.080

Table 2. The moderating effect of social relationship and interpersonal relationship on character image design.

Variable	Coefficient	Standard deviation	<i>t</i>	<i>P</i>
Social relations>character image design	0.334	0.064	5.210	0.000
Interpersonal relationship>character image design	0.104	0.069	1.510	0.132
Interpersonal and social relations>character image design	0.311	0.062	5.020	0.000

As can be seen from Table 2, the corresponding *P* value of interpersonal relationship is 0.00, less than 0.05. Therefore, it can be considered that at the significant level of $\alpha=0.05$, the coefficient is significantly greater than zero. The corresponding *P* value of social relationship is 0.132, which is greater than 0.05. Therefore, it can be considered that at the significant level of $\alpha=0.05$, social relationship has a significant impact on character image design.

Through the analysis of the relationship among cognition, interpersonal relationship, social relationship, family and character image design, we can know that the interaction between cognition and family is significant, and the influence of cognition and family on character image design is not significant. Interpersonal relationship has no significant influence on character image design, while social relationship has significant influence on character image design.

Conclusions: To sum up, character image design is to transform or reconstruct the original imperfect image of the subject to achieve the purpose of benefiting the subject. It is not only limited to the hairstyle, make-up and clothing suitable for individual body, but also needs to serve the real work and life, which leads to its cognitive ability, family situation, interpersonal and social relations affect the effect of character image design. In this regard, in the design process, the analysis of the cognitive situation, interpersonal relations, social relations and family relations of the characters on the psychological changes and the relationship between the characters can effectively improve the design effect of the characters.

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ANALYSIS AND OPTIMIZATION MEASURES OF E-COMMERCE MARKETING MODE FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: In recent years, with the rapid development of mobile Internet in China, people's demand for mobile Internet for social networking is increasing. These e-commerce sales all make use of the theory of consumer psychology, through various e-commerce marketing modes such as the social e-commerce platform of Little Red Book, the distribution marketing model of key opinion leaders (KOL), and the Pinduoduo represented by Pinduoduo marketing model. According to the prediction of China Internet Data Platform, by 2020, the scale of China's social e-commerce market will break through trillions. In the face of such rapid

growth and huge future potential of the e-commerce model, although it has been widely used by various e-commerce platforms, due to the pace of development is too large, there are also various problems in the process, which need to be solved urgently.

Therefore, although China's e-commerce marketing development speed is fast, but the hidden problems deserve our attention and further study, especially for the choice of e-commerce marketing mode, should be more careful. The choice of e-commerce platforms for their own marketing mode is based on the analysis of consumer psychology, which requires e-commerce businesses to focus on the in-depth needs of consumer psychology and make full use of them. The purpose of this study is to analyze the e-commerce marketing model from the perspective of consumer psychology and give optimization measures.

Subjects and methods: This study analyzes the types of online consumer psychology from the perspective of consumer psychology, and optimizes the e-commerce marketing model according to the consumer psychology. Network consumption psychology is divided into the following aspects.

First of all, personalized network consumption psychology. Compared with the traditional sales model, the advantage of online sales lies in the consumer as the fundamental orientation. Consumers have certain freedom and choice space. As a sales channel with rapid information transmission and low cost, network marketing can provide a variety of services according to the individual needs of consumers.

Secondly, "childlike" consumer psychology. The main body of network consumption is those who pursue personalized consumption group, they flout themselves, do as they like, hoping to fully reflect their own value in the process of consumption. From the level of enterprises, in the development of network marketing to accurately grasp the psychological characteristics of consumers, develop the corresponding marketing strategy, this is the current network sales can be used in marketing.

Finally, hope to get rid of passive shopping. At present, the consumption concept of consumers is changing constantly. Not only the use value of goods, but also the spiritual pursuit, in other words, the pursuit of spiritual pleasure. Various emotional experiences have gradually merged into a new demand. Therefore, consumers want to be able to shop without outside interference, especially in a noisy environment and under the condition of being influenced by others' shopping. But in the real world, shopping is usually influenced by a confluence of factors. Whether it is the shopping environment, the surrounding crowd and the attitude of the waiter, will have an impact on consumers' shopping psychology and commodity selection.

Study design: For this reason, 100 people aged 12-18, 19-25, 26-30, 31-40 and 41-50 are selected in this paper to calculate the effect of e-commerce marketing model of consumers of different ages from the perspective of consumer psychology.

Methods of statistical analysis: Under the background of the Internet era, consumers' consumption psychology has certain characteristics, so businesses need to change the traditional sales model and build a new sales strategy model of consumer psychology to meet the needs of consumers under the background of the Internet.

(1) Optimize service experience.

Businesses at the time of selling goods, need to give full consideration to consumers is difficult to come into contact with the actual situation of the goods, in the process of network goods marketing, should start from the demands of consumers, the use of network to introduce the advantages and disadvantages of commodities as well as the performance, at the same time for commodity itself in the process of using new timely delivery to customers, enabling consumers to feel full respect, so as to form positive emotional experience.

(2) Improve after-sales service.

Merchants should not only pay attention to the shopping experience when shopping, but also need to improve the after-sales service mechanism after the consumption. As consumer activity came to an end, consumers still can feel from the merchant's considerate service, making customers whether shopping online or offline shopping can get the same after-sale service, only in this way can be offset when consumers to purchase goods produced, fully stimulate consumer goods purchase desire. At the same time, improving the after-sales service system is an important measure for businesses to gain repeat customers.

(3) Improve transaction security.

The key factor affecting online consumption is that consumers have certain doubts about the security of consumption, which will have a direct impact on merchants' trust. Therefore, merchants need to enhance transaction security.

(4) Pay attention to the individual needs of consumers.

Some consumers choose the cause of the network consumption is to show individual needs, which requires between consumers and businesses to build up communication form of "one to one", according to the diversification of consumer needs, and different characteristics, using the matching service, to meet consumer demand diversity, enables the consumer to feel the full recognition and respect.

Results: SPSS statistical software package was used to establish the research database. By comparing the purchasing ability of consumers before and after the optimization strategy, the author analyzes the e-commerce marketing model from the perspective of consumer psychology.

Table 1. Consumer annual purchasing power.

Age /annum	Annual purchasing power of consumers /(yuan)	
	Before the optimization of e-commerce model	The e-commerce model is optimized
12-18	3123	5742
19-25	24356	42511
26-30	34522	53421
31-40	43136	67542
41-50	76853	97864
Mean value	36389	53416

Comparison of Table 1 shows that people of different ages have different purchasing power. For those aged between 19 and 25, the annual purchasing power of consumers before the optimization of the e-commerce model is 3,123 yuan, and after the optimization of the e-commerce model, the annual purchasing power of consumers is 5,742 yuan. For those aged between 26 and 30, the annual purchasing power of consumers before the optimization of the e-commerce model is 34,522 yuan, and after the optimization of the e-commerce model, it is 53,421 yuan. It proves that the method in this paper can effectively improve consumers' annual purchasing power, and verifies the effectiveness of e-commerce marketing model optimization from the perspective of consumer psychology.

Conclusions: With the rapid development of network technology, the relationship between businesses and consumers has changed, and it also has a certain impact on consumers' consumption psychology. Therefore, the traditional marketing model for physical stores cannot meet the requirements of commodity marketing in the Internet era. Therefore, merchants need to constantly update the marketing model according to the changing characteristics of consumers' psychology, so that the newly constructed network marketing model can better meet the systematic and diversified needs of consumers. In a word, building a marketing model that matches the Internet era can not only enable businesses to be in an invincible position in the market competition, but also provide necessary channels for businesses to enhance their brand influence.

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INFLUENCE OF COGNITIVE PSYCHOLOGY ON THE STABILITY OF AGRICULTURAL SUPPLY CHAIN

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Background: With the development of new rural areas in China, the supply chain is a network chain system composed of farmers (producers of agricultural products), purchasing and processing enterprises and distribution enterprises of agricultural products, retailers and logistics distribution industry. The modern agricultural product supply chain model is a strategic alliance composed of agricultural product producers, agricultural products (food) processors, food distributors, retailers, consumers and other partners, which is market-oriented and consumer-oriented. Its core lies in providing customers with maximum value and best service at the minimum cost through close cooperation among supply chain members, thus improving the operation efficiency and economic benefit of the whole supply chain. And through a certain benefit