

cluster random sampling. 300 students, white-collar workers and retirees were randomly selected for questionnaire survey. A total of 900 questionnaires were distributed, 886 were recovered, and the number of effective copies was 873.

**Methods:** The influence of intelligent cognition on thinking logic disorder by using Excel statistical electronic technology.

**Results:** Human thought is from phenomenon to essence, from superficial to profound, and constantly deepened to infinity. The intelligent cognition of electronic technology can be gradually deepened by changing people's experience. Representation is the reflection of the internal nature of things. The same nature often shows similar phenomena, but similar phenomena do not necessarily reflect the same essence. Therefore, the intelligent cognition of electronic technology can build a bridge between appearance and essence, cultivate personal thinking logic, pay attention to the cultivation of personal abstract thinking ability, and can effectively strengthen logic ability.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation values of 900 social groups are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

**Table 1.** Influence of intelligent cognition of electronic technology on thinking logic disorder

Factor	Improve thinking awareness	Building a bridge between appearance and essence	Strengthen logical ability
Student group	4	3	3
Working group	3	4	3
Retired group	3	3	4

**Conclusions:** Electronic technology must have a broader development space in the future, and the problems of thinking logic obstacles at this stage can be solved more effectively. Therefore, the future electronic technology is still the key link of social and economic development and the basis for promoting the stable development of social economy. As an important link in the development of science and technology in the new era, electronic technology has been fully used in the field of intelligence. In the future process of industrial development, electronic technology will promote the development of social economy. Therefore, as an enterprise, we should fully realize the importance of electronic technology and apply it in daily production and life, so as to realize the innovation of technical level and lay a solid foundation for future economic development.

\* \* \* \* \*

## THE INFLUENCE OF TOURISM PRODUCT MARKETING STRATEGY ON PATIENTS WITH AFFECTIVE DISORDER

Pengfei Zhang

*Department of Tourist Management, Hospitality Institute of Sanya, Sanya 572000, China*

**Background:** The occurrence of affective disorder is closely related to their own attitude towards life and their views on things. If effective intervention measures are not implemented as soon as possible, it can lead to serious consequences and even suicidal or hurting others. Therefore, it is very important to actively implement intervention measures. The research object of tourism behavior is the floating or floating people. Tourism behavior refers to the characteristics of tourists' choice of tourism destination, tourism season, tourism purpose and tourism mode, as well as the closely related characteristics of tourism consciousness, tourism effect and tourism demand. In tourism research, tourists, as the main body of tourism and tourism research, have always been valued by scholars all over the world. The research on tourist behavior in various countries is mainly carried out from the perspectives of economics, sociology, anthropology and psychology. The marketing strategy of tourism products belongs to the economic perspective of tourism. The study of tourists' behavior from the perspective of economics is the starting point of tourists' behavior research. Looking back on the long academic development of tourism in the past 100 years, we can clearly see that the research of the whole tourism discipline starts from the study of economic phenomena. The research on tourist behavior from the perspective of economics is prominently reflected in the continuous improvement of research methods and the deepening of measurement in recent

100 years, so that the research on tourist behavior in this field is closer to the measurement of natural science. In terms of research methods, from simple statistical analysis to measuring and describing tourists' behavior through investigation, field research and experimental research, economic methods are introduced to construct models for explanation. In terms of research purpose, it has risen from exploratory research to explanatory research. Through the design of more complex experiments or research methods, it can detect the variable relationship in tourists' behavior, so as to obtain a regular explanatory model.

**Objective:** In order to survive and develop in the complex social environment, human beings need to properly deal with various social relations and take appropriate social behavior, which requires correct social cognition as the basis. Affective disorder is one of the common clinical diseases, also known as emotional disorder. The typical clinical manifestation is persistent depression, accompanied by clinical symptoms such as anxiety and physical discomfort. Through clinical investigation, it is found that the occurrence of the disease is closely related to the acceleration of the pace of life and the increase of work pressure, which leads to the increasing incidence of affective disorder in clinic. The occurrence of the disease can not only have an adverse impact on their own health, but also have a serious impact on family development. Therefore, clinical attention should be paid to it, Through the implementation of corresponding intervention measures to reduce clinical symptoms.

**Subjects and methods:** Since the differentiation of consumers' demand for tourism products is very obvious, enterprises must consider the physiological and psychological characteristics of consumers and develop products targeted. Therefore, this paper investigates and studies the population of tourism patients with affective disorder, and discusses the impact of tourism product marketing strategy on patients with affective disorder. 50 patients with affective disorders were selected from the tourist population, and the needs of patients with affective disorders, their views and suggestions on current tourism products were understood in the form of interviews. At the same time, different tourism product suggestions and strategies were given to judge the acceptance of patients with affective disorders. The interview time is 50-90 min / time. Use Excel software to count the survey results.

**Results:** The study found that patients with affective disorders have a particularly obvious need for convenience and nearby purchase (as shown in Table 1). In order to meet the need for convenience, the marketing channels should also be adjusted. Therefore, you can open some convenience stores or scenic spot chain supermarkets. Open shopping malls in places with dense consumers and counters in shopping malls. In order to reduce consumers' shopping time cost, energy cost and physical cost, we can use direct marketing, telemarketing, TV marketing, mail order, E-commerce and other ways to sell products. At the same time, we can also use direct sales and visiting sales.

**Table 1.** Actual demand survey results / proportion of patients with affective disorders

Demand project	Convenient and nearby purchase	Price	Accommodation in scenic spot	Service quality
Proportion of people / %	87.2	47.2	52.4	77.2

**Conclusions:** Tourism product marketing enterprises should pay attention to the form and strategy of advertising, do more image advertising, and improve the loyalty of consumers with emotional disorders. In the choice of media, we should pay attention to the role of radio, leaflets and road signs. For some new commodities, soft text advertising is better than traditional advertising forms, and the advertising language should be simple and concise. In terms of appeal mode, we should give consideration to emotional appeal mode and rational appeal mode, and give full play to the publicity role of word-of-mouth. Public relations activities are an important way to win consumers. First, enterprises should shape their corporate image and play more emotional cards when promoting products. Secondly, based on scenic spots, enterprises can also sponsor consumers to hold some useful fitness activities and fellowship activities. With the help of some festivals and typical deeds, enterprise employees can carry out warm sending activities, shorten the distance with consumers and expand the influence of enterprises. In addition, free trial, free tasting and health knowledge lectures can make more consumers familiar with products and enterprises. Enterprises should also turn passivity into initiative, carry out visiting marketing and conference lecture marketing to consumers, move consumers with emotion, and turn patients with emotional disorders into real consumers.

\* \* \* \* \*

## ON THE THERAPEUTIC EFFECT OF PIANO MUSIC ON SCHIZOPHRENIA

Zhongguo Yang