

## RESEARCH ON CHARACTERISTIC AGRICULTURAL PRODUCTS NETWORK MARKETING STRATEGY UNDER THE GUIDANCE OF CONSUMPTION PSYCHOLOGY

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**Background:** The advent of the Internet era, to promote the product marketing model at this stage of earth-shaking changes in product marketing level showed a growing trend. In this context, the use of Internet marketing of specialty agricultural products can help people have a more comprehensive understanding of the characteristics of specialty agricultural products, and stimulate people's desire to buy. However, there are still some deficiencies in the development of the network marketing mode of characteristic agricultural products at present, which will affect its marketing effect to a certain extent. But the characteristic agricultural product network marketing still has the question. Compared with the Internet penetration rate in urban areas, the Internet penetration rate in rural areas is only half of that in urban areas. However, as the source of characteristic agricultural products, the Internet penetration rate in rural areas cannot meet the actual marketing needs, and the Internet access conditions and hardware facilities in rural areas are relatively lagging behind, resulting in great restrictions on the marketing of characteristic agricultural products. On the other hand, some farmers' cognition of network technology only stays at the initial stage, so they know little about network marketing, and question the security and reputation of network marketing. In addition, the lack of network marketing talents in rural areas leads to the development of network marketing of characteristic agricultural products is limited. The so-called characteristics of agricultural products, refers to the local characteristics of agricultural products, production in specific areas, with special product quality products. Although the marketing of characteristic agricultural products has many advantages, it also brings great limitation to the marketing of characteristic agricultural products. Because of the influence of climate, region and other factors, it is difficult to produce special agricultural products in a centralized and large- scale way in the production process. At the same time, our country has a vast territory, so there are many kinds of special agricultural products in our country. Even if they are the same agricultural products, there are also great differences in the harvest period and the growth period because of the difference of climate, geology and other factors. Most of the characteristic agricultural products are small-scale and decentralized, which leads to the inability of brand production and marketing of characteristic products.

**Objective:** Because of the existence of E-commerce, the product trade breaks through the limitation of traditional time and place, people can buy the product at home, and people can use the mobile terminal to buy the product. People's consumption patterns have undergone earth-shaking changes, and the number of network users has shown an increasing trend. Under this background, the marketing mode of characteristic agricultural products must be changed into network marketing, so as to cater to the consumption demand of the masses, clarify the consumption psychology of the masses and ensure the long-term development of the marketing of characteristic agricultural products.

**Subjects and methods:** In the process of the supply-side structural reform of agriculture, it has become the focus of the development of modern agriculture in all regions of the country. With the rapid development of Internet and E-commerce, the networking process of characteristic agriculture is speeding up. The traditional marketing channel of agricultural products cannot meet the current consumption demand. In order to alleviate the upward pressure and improve the marketing ability of regional characteristic agricultural products, this paper, based on consumption psychology, analyzes the problems existing in the network marketing of regional characteristic agricultural products in the current E-commerce environment, explores the construction path of network marketing system of regional characteristic agricultural products, and puts forward some countermeasures and suggestions for the development of network marketing of regional characteristic agricultural products in combination with the new development of network marketing.

**Study design:** Randomly selected 100 audiences were surveyed. There is no age limit, gender limit, occupation limit. Questionnaire survey was used. A total of 100 questionnaires were distributed, 96 questionnaires were retrieved and 95 were valid.

**Methods:** Using excel statistics under the guidance of consumer psychology characteristics of agricultural products network marketing strategy.

**Results:** In this survey, the influence value of specific factors is 0-4, which means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the results are determined by rounding off the numbers of 100 people. The specific statistical table is shown in Table 1.

**Conclusions:** Throughout the present stage, the development of network marketing of characteristic agricultural products in our country is in the initial stage, so there are still some problems. Based on this,

under the guidance of consumer psychology, in order to further strengthen the development of network marketing, we should solve the problems of network marketing of agricultural products at this stage by scientific countermeasures, and then greatly enhance the level of network marketing of agricultural products.

**Table 1:** Influence of marketing strategies of characteristic agricultural products on consumer psychology

Factor	Raise the awareness of network marketing	Strengthen network infrastructure	Improve the logistics distribution system	Strengthen the brand building of characteristic agricultural products
Audience	3	4	4	4

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## EFFECT OF PHYSICAL EXERCISE ON DEPRESSION AND ANXIETY SYMPTOMS

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**Background:** Anxiety disorder, also known as anxiety neurosis, is the most common of neurosis, which is characterized by the experience of anxiety. Anxiety is a relatively good treatment of neurosis, better prognosis of the disease. Psychotherapy and medication are commonly used. Psychotherapy means that clinicians establish a good doctor-patient relationship through verbal or nonverbal communication, apply the professional knowledge of psychology and medicine, and guide and help patients to change their behavioral habits and cognitive coping styles. Drug treatment is a temporary cure, psychological treatment is a permanent cure, both are indispensable. Medication can have side effects, so there is psychotherapy biofeedback therapy for anxiety disorders, relaxation therapy, music therapy and sports therapy. Medical gymnastics is the most commonly used method of exercise therapy. It can be trained according to the required movement mode, speed, range of movement, coordination and muscle strength. Medical gymnastics can be systemic, local, or a combination of systemic and local. Apparatus may be used in medical gymnastics and may also be unarmed. Divided into active movement, that is, the use of patients themselves actively, passive movement is the use of external forces to increase the range of motion and muscle strength joints. External forces include the healthy side of the body, the strength of others or the strength of the instrument. Medical gymnastics can be used to prevent diseases, to promote health, and to treat injuries and diseases. According to the characteristics, functional conditions and therapeutic purposes of diseases and injuries, appropriate medical gymnastics can be selected for training. You can choose different ways, such as muscle strength training, joint activity training, endurance training, relaxation training, breathing training, balance exercise and so on. About the movement quantity, the movement intensity, the movement scope, should according to the patient to the movement tolerance situation, promptly give the adjustment. Also, may carry on the training in stages according to the condition and the situation. Aerobic training is a kind of endurance training aiming at increasing the ability of breathing, transporting and using oxygen. It is also to improve aerobic metabolism of the body fitness methods. This kind of training method is simple, easy, the movement way is not high to the skill request, is easy to carry out, its movement way has walks, the gymnastics, the swimming, the bicycle, runs in situ, ascends the stairs, skips rope and so on.

**Objective:** In exercise therapy, the physiological load is determined by the intensity of exercise, the number of trainings, duration of each training, and the human body can self-monitoring training, so safe and effective. Generally, moderate endurance training has a good effect on cardiopulmonary function, can increase load, increase oxygen carrying capacity, and can improve aerobic catabolism and anabolism process, and can also increase muscle contractility. There are many methods of aerobic training, but the Cooper method is representative and can be used by people at all levels of training.

**Subjects and methods:** A total of 60 patients with depression and anxiety symptoms were randomly selected and divided into experimental group and control group, 30 in each group. There was no significant difference in general data such as sex, age and onset time between the two groups before the trial ( $P > 0.05$ ), which could be compared, and all 60 patients volunteered to participate in the study.

**Study design:** The control group received routine rehabilitation treatment. The contents shall include: First, rectifying the cognition of patients, training and strengthening the cognition of patients with neurocognitive rectifying manual, the time shall be kept at 45 minutes, and shall be conducted four times a week. Second, behavioral training, including psychological counseling for patients, conscious guidance for