

difference was significant.

Conclusions: With the rapid development of China's economy, the people's aesthetic demand for the living environment is higher and higher. The Chinese ancient style interior design integrates the elements of China's ancient architectural culture and can meet the psychological needs of some residents for the aesthetic of the living environment to a certain extent. However, modern aesthetic psychology is not considered enough in Chinese antique interior design. In particular, red, brown and black are widely used as the main colors in Chinese antique interior design, which greatly limits the development and promotion of this genre. Therefore, this study designs a decoration experiment of Chinese antique interior design. The experimental results show that, some negative psychological performances of residents in the experimental group considering the psychological impact of color on residents were improved. The experiment shows that in the process of Chinese ancient style interior design, considering the color psychology to reasonably match the environmental color is helpful to improve the mental health level of residents.

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THE INFLUENCE OF CUSTOMER FIT OF AFFECTIVE DISORDER CONSUMERS ON VALUE CO CREATION BEHAVIOR IN SOCIAL NETWORK

Qiang Li¹, Di Xiang¹ & Yingji Li^{2*}

¹*School of Economics and Management, Shanghai Technical Institute of Electronics & Information, Shanghai 201411, China*

²*School of Management, Chongqing Institute of Engineering, Chongqing 400056, China*

Background: Affective disorder refers to a psychological disease that cannot control one's emotional expression by virtue of self-consciousness. Its main causes include family heredity, negative personality and social experience. The main symptoms of the affective disorder include running away, slow thinking, psychomotor excitement or inhibition, manic state and depression. The manifestations of these symptoms are abnormal high mood and abnormal low mood.

Customer fit refers to a psychological state in which the cognition, emotion and behavior of the brand will be driven by some motivation and change with the situation in the interaction between customers and product brands. From the perspective of behavior, customer fit can also be understood as the non-transactional behavior or performance of customers towards the enterprise or brand driven by some motivation (these behaviors mainly include word-of-mouth, recommendation, helping others, comments, etc.). Value co-creation is the theory that the value of goods and services is created by the providers and consumers of goods or services. With the development of China's market economy, the competition among enterprises is becoming more and more fierce. Making more customers in a state of value fit and carrying out value co-creation for the company will help to improve the long-term profitability and customer loyalty of enterprises. However, for consumers with emotional disorders, their value co-creation in social networks and the effect of enterprise product marketing behavior may be restrained or even become negative due to inappropriate emotional expression in communication. Therefore, it is necessary to study the customer fit state and value co-creation behavior of affective disorder consumers in social networks.

Objective: To explore the impact of the characteristics, types and value co-creation behavior of emotional barrier consumers on enterprises in social networks, so as to provide some references for improving the level of relationship marketing, word-of-mouth marketing and customer value co-creation of Chinese enterprises.

Objects and methods: To study the academic literature and books published in China in recent years on emotional disorders, customer fit and consumer business value co-creation, and put forward some main clinical manifestations of emotional disorders in the current population and typical behaviors of enterprise value co-creation and customer fit in the background of social network. 47 experts and scholars from affective disorder and marketing, enterprise management and other fields were invited to form an expert group in China to send the sorted information to them and ask them to give the impact of these affective disorder symptoms of consumers with affective disorder on various listed typical behaviors. The impact degree is divided into five levels: no impact, slight impact, general impact, obvious impact and full impact. In order to facilitate quantitative statistics, the five impact degree levels are given the numbers 1, 2, 3, 4 and 5 in turn.

Results: After the expert group reached an agreement, they sorted out and counted their views on the research problems, as shown in Table 1, the quantitative score of impact grade is quantitative data, which is described in the form of mean ± standard deviation.

Table 1. Expert group’s evaluation on the impact of symptoms on typical behaviors of consumers with affective disorder

Affective disorder symptoms	Participate in product design	Product recommendation	Product usage review	Online marketing
Thinking run	3.20±2.15	2.21±0.18	1.36±0.24	1.73±0.42
Slow thinking	4.62±0.33	4.25±0.15	2.14±0.46	1.87±0.53
Manic	4.75±0.16	4.80±0.67	3.74±0.25	3.09±0.74
Depressed	3.86±0.24	4.31±0.37	3.63±0.58	2.89±0.38

It can be seen from Table 1 that the expert group believes that the impact of various affective disorder symptoms on consumer value co-creation and marketing behavior is different. Specifically, the impact of thinking retardation and manic symptoms on consumer value co-creation and marketing behavior is relatively similar, both of which have an overall impact on “participating in product design” and “product recommendation” that exceeds the level of “significant impact”. Thinking Bentley has the greatest impact on the behavior of “participating in product design”, and depressive symptoms have the greatest impact on the behavior of “product recommendation”.

Conclusions: In order to analyze the impact of emotional barrier consumers on value co-creation and customer fit behavior in social networks, this study analyzes the characteristics, types and typical value co-creation behavior of emotional barrier consumers in current social networks, and then solicits the opinions of the expert group on this basis. Analyzing the final opinion of the expert group, it is found that the expert group believes that the impact of thinking retardation and manic symptoms on consumer value co-creation and marketing behavior is relatively similar, both of which have an overall impact on “participating in product design” and “product recommendation” that exceeds the level of “significant impact”. Thinking Bentley has the greatest impact on the behavior of “participating in product design”, and depressive symptoms have the greatest impact on the behavior of “product recommendation”. The expert consultation results show that consumer affective disorder will have a certain negative impact on customer fit behavior and value co-creation behavior. It is suggested that enterprises avoid using such customers to carry out relevant marketing work.

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IMPORTANT EXPOSITION OF MARX AND ENGELS’ LETTERS ON IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Yuefeng Ding

Party School of Gansu Provincial Committee of C.P.C (Gansu Academy of Governance), Teaching and Research Section of Scientific Socialism, Lanzhou 730010, China

Background: Social psychology is a subject that studies the psychological and behavioral conditions of individuals and organizations in the social environment, and summarizes the laws used to solve the corresponding social problems. Social psychology is an interdisciplinary subject of sociology and psychology. Compared with traditional psychology, it focuses on language, friends, family, living environment while the learning environment has an impact on itself, it also pays attention to the communication mode, group behavior norms, group thinking and habits of group organizations at the social level. Because the research object of social psychology involves human organizations, it is necessary to strictly abide by the principle of value neutrality, systematic principle and ethical principle in the process of case study, so as to improve the reliability and accuracy of research results.

There is a close relationship between the content of Marx and Engels’ classic letters and the current ideological and political teaching in colleges and universities. In theory, letters reflect the criticality of ideological and political education. In practice, letters are helpful to enhance students’ interest in ideological and political courses. However, it will be particularly stiff and unnatural to directly combine letters with ideological and political courses. Therefore, it is necessary to consider using the theoretical methods of social psychology to analyze students’ learning psychology, so as to organically and flexibly integrate Marx and Engels’ letters into ideological and political education in colleges and universities.

Objective: To use the theoretical method of social psychology to analyze the psychological status and psychological needs of college students in learning ideological and political courses, and take this as the starting point to integrate the contents of Marx and Engels’ classic letters and social psychology knowledge