

majoring in human geography is scored as 4 points, and the results are shown in Table 1.

Table 1. The influence of ideological and political curriculum obstacles on students' will education in colleges and universities

Major	Social survey	Cosplay	Cultivate students' positive psychological quality
Mathematics major	5	4	5
Human geography	4	4	5
Accounting profession	4	5	5

Conclusions: After the reform and innovation of the practice of ideological and political education for college students, the mental and emotional disorders of college students have been slowly alleviated and cured after innovative education, their learning attention has been significantly improved, they no longer feel worried and uneasy about what has not happened, and their emotions have become positive.

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EFFECTIVENESS OF POSITIVE PSYCHOLOGY IN PROMOTING IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

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Background: Positive psychology belongs to psychology, which rose at the end of last century. It mainly studies human positive psychology, virtue and other positive aspects. Positive psychology attaches importance to the positive promotion of human positive psychological quality in different industries, and has a wide range of applications, including enterprise management, education, society and so on. In the research of positive psychology, it is emphasized to use scientific methods on the principle of adhering to science to guide the positive psychological quality of individuals. Through positive psychology, individuals with psychological problems are guided to pay attention to the positive aspects of things, and slowly become positive and optimistic under the stimulation of various positive things, broaden their mind and alleviate the negative emotions in their hearts. When you look at things, you will no longer blindly look at the bad side of things, and you will maintain a positive and optimistic attitude. In the face of difficulties, meet challenges bravely, make unremitting efforts, and actively adjust the direction of efforts according to the situation until success. The application of positive psychology in the process of relevant education and training will create a positive atmosphere, promote the smooth development of these activities and improve the effect of activities, so as to make individuals and groups develop well, improve people's quality of life and contribute to the stability of social security.

At present, ideological and political education in colleges and universities has achieved some good results after continuous reform, but there are still some problems. For students, they do not pay much attention to the role of ideological and political education. In class, many students simply listen to the class without in-depth thinking, do not know much about the role of ideological and political education, and their learning enthusiasm is low. Some students even regard the ideological and political education course as a course of playing with mobile phones. They often look down at the mobile phone and don't listen to what the teacher is talking about. They are even perfunctory about the homework of the ideological and political education course. On the whole, the teaching effect of ideological and political education course is not very good, and the students' harvest is limited. For teachers, their teaching and research level still needs to be continuously improved. Some teachers' teaching ideas do not keep up with the pace of teaching development, and there is a lag phenomenon. The teaching methods used by teachers in ideological and political education courses are single and relatively old, the innovation of teaching mode is insufficient, the relevant evaluation mechanism needs to be improved, and there is a phenomenon that theory is light of practice. The real performance of students cannot be reflected in the examination results. According to the role of positive psychology, it is applied to improve the effectiveness of ideological and political education in colleges and universities, stimulate students' learning enthusiasm, let teachers actively explore and research in ideological and political education, and carry out all-round innovation.

Objective: To analyze the current situation of students, teachers and teaching in ideological and political education in colleges and universities, and study its causes. In view of the current problems, this paper analyzes the path to improve the effectiveness of effective ideological and political education, and integrates positive psychology into this process. Update the teaching concept, pay attention to the needs and development of students, connect social life in teaching, attract students' attention, stimulate students' learning enthusiasm, and enable students to think together with the teaching content to achieve the purpose of teaching. When teaching, teachers are full of teaching enthusiasm, pass this positive emotion to students, drive students' emotions, stimulate students' positive strength, and shape students' positive psychological quality. In addition, through the reform of teaching methods, diversified and personalized evaluation and encouraging evaluation, students can learn and feel the knowledge of ideological and political education in the ideological and political education curriculum, help teachers understand students' learning more clearly, and adjust the teaching plan, so that students can study more actively and experience the sense of learning achievement.

Research objects and methods: The research objects were college students. Three colleges and universities were selected, and 260 college students were randomly selected from these colleges and universities. Analyze the learning and personal situation of these college students and their views and suggestions on ideological and political education. Carry out the teaching of the reformed ideological and political education course for these students for one semester, 90 minutes a week, record relevant data, and carry out the impact of the reformed ideological and political education on students' learning effect through fuzzy comprehensive evaluation. Grade 1-5 is adopted, use SAS software to process and analyze data.

Results: In recent years, students have not realized the importance of ideological and political education in colleges and universities, and their attitude towards lectures is more perfunctory. Many of them are bow-headed parties, do not care about what teachers say, and their learning enthusiasm is very low. Teachers just teach textbook knowledge to different students, which is not innovative and boring, and their teaching enthusiasm is not high. By applying positive psychology to the teaching reform of ideological and political education, students' learning enthusiasm and learning effect have been significantly improved, and the sense of achievement of civil engineering students has been significantly improved. The score is 4 points. See Table 1 for the results.

Table 1. Evaluation of students' positive psychological quality after the teaching reform of ideological and political education

Major	Fulfillment	Optimistic	Self-confidence
Civil engineering	4	5	4
Garden specialty	5	4	4
Business English major	4	5	5

Conclusions: The application of positive psychology in the teaching reform of ideological and political education can improve the effectiveness of teaching, improve students' learning enthusiasm, guide students to cultivate positive psychological quality, and improve teachers' teaching level.

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IMPACT OF CONSUMERS' RECOGNITION OF BRAND VALUE ON ENTERPRISE PERFORMANCE BASED ON CONSUMER PSYCHOLOGY

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Background: Consumer psychology is a branch of psychology. It studies the psychological and behavioral changes of consumers in the process of consumption, as well as the laws of their psychological and behavioral changes. Consumer psychology involves many disciplines such as social psychology and economics, and studies consumers' consumption motivation and consumption needs. Need means the subjective feeling that an individual lacks something. It is a response to objective needs. For example, consumers' needs for clothing, food, housing and transportation. Demand means that after consumers have the conditions to change the dissatisfying status quo, they pursue the demand that can make them more satisfied. Consumer