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

demand has five characteristics: objectiveness and variability. After consumers have some shopping demand, it will affect their shopping behavior. The more consumers need something, the more likely they are to buy it. The factors affecting consumers' consumption needs are subjective and objective. Subjectivity means that consumption needs will be affected by physiological and psychological conditions. The purchase motivation of consumers is divided into physiological consumption motivation and psychological consumption motivation. The former is the consumption motivation generated by the survival needs of consumers. For example, eating and drinking water are things that must be carried out for human survival. Generating consumption motivation on these things that must be consumed for survival belongs to physiological consumption motivation. Psychological consumption motivation means that consumers want to achieve respect needs and social needs, resulting in consumption motivation. For example, in order to make yourself look better, the idea of buying cosmetics comes into being, which belongs to psychological consumption motivation. After consumers have consumption motivation, they will evaluate what they want to buy and judge whether it is worth buying. In the purchase process, consumers will be affected by price, quality, brand, personal economic level, aesthetics and so on. Among them, in the brand factor, consumers will choose those products with higher recognition as their purchase choice. For example, consumers tend to recognize the same brands in the process of online shopping. When they compare the quality and cost performance of these products, they tend to recognize them more. According to the characteristics of consumer psychology and consumer behavior, this paper analyzes the impact of consumers' recognition of brand value on enterprise performance based on consumer psychology.

Objective: To understand the current consumer psychology and behavior law, and analyze the influencing reasons. On this basis, this paper studies the impact of consumers' recognition of brand value on enterprise performance. Through the influence of consumers' recognition of brand value on enterprise performance, make corresponding adjustments to enterprise management, so as to improve enterprise performance.

Research objects and methods: The research objects were consumers, and 100 consumers were randomly selected from a large shopping mall. These consumers come from different occupations, and there are differences in their education, family economic level, aesthetic hobbies and social status. Understand their daily consumption, consumption motivation and their views on the brand, and record relevant data. The fuzzy evaluation method is used to evaluate the impact of consumers' recognition of brand value on enterprise performance, and the relevant influencing factors are quantified. A score of 0-4 is used. 0-4 indicates no impact, slight impact, general impact, obvious impact and complete impact respectively. The data are processed and analyzed by Excel software and SAS software.

Results: Consumers' consumption psychology and behavior are affected by many factors. Personal economic conditions, product quality and brand awareness will affect consumers' consumption behavior and which product consumers choose as their final choice. Consumers' recognition of brand value will promote the growth of enterprise performance and create more benefits for enterprises. The impact of middle-aged consumers' cognitive recognition of brand value on enterprise performance is scored as 4 points, and the results are shown in Table 1.

Table 1. The influence of consumers' recognition of brand value on enterprise performance

Age group	Cognitive identity	Emotional identity	Identity
Youth	3	4	4
Young and middle-aged	3	4	3
Middle age	4	3	3

Conclusions: Consumers' recognition of brand value has a great impact on enterprise performance. In the process of enterprise management, we can expand the popularity of enterprises through advertising, maintaining and improving product quality and other measures, so that more consumers can understand the brand, recognize the brand value and choose to buy brand products.

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ANALYSIS OF PERSONAL INVESTMENT PSYCHOLOGY AND JOB ANXIETY BASED ON BEHAVIORAL FINANCE

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