

attention and emotion and gives meaning to short-term memory or stimuli.

This will have a very negative effect on people's life, work and study. There are many problems caused by different cognition in the combination of modern art and design with traditional aesthetics, which can be reflected in the poor integration effect of modern art and design, the narrow application scope of traditional aesthetics and so on. Painting, calligraphy, paper cutting and other arts, as traditional Chinese aesthetic arts, have become works in line with people's aesthetics through funeral etiquette and festival customs. Traditional art is a very important folk art. It has obvious and strong modeling characteristics, regional characteristics and universality of the masses. Combining traditional art with modern art design for development and inheritance is of great positive significance. The combination of traditional art in modern art design has the characteristics of diversified forms of expression and extensibility in other design fields. In the process of modern art design, the integration of traditional art is reflected in the following aspects: modern illustration and traditional art, film and television creation and traditional art, advertising design and traditional art, packaging design and traditional art, book design and traditional art. Therefore, the combination of modern art and traditional art is considered to be the most popular field for designers in the future, which helps to improve the integration effect of traditional elements of modern art.

Objective: In order to analyze the effect of the integration of traditional art design and modern art on residents' cognitive psychology, this paper aims to provide constructive suggestions for the improvement of people's cognitive psychology.

Research objects and methods: 100 residents in a certain area were selected as the research object. The effect of the integration of traditional art design and modern art on people's cognitive psychology was evaluated by support vector machine algorithm. The experimental duration was 1 month. Set the evaluation index as correlation degree, and quantify the correlation degree through five levels of 0-4. The numerical numbers 0, 1, 2, 3 and 4 respectively mean no correlation, slight correlation, general correlation, serious correlation and complete correlation. The evaluation contents include long-term memory, attention, thinking, speech and appearance. In order to ensure the rationality and reliability of the final result, the average value of the audience used is selected as the final result.

Methods: Through BMDP data analysis software, this paper analyzes the effect of the integration of traditional art design and modern art on people's cognitive psychology.

Results: Table 1 refers to the effects on people's cognitive psychology before and after the integration of traditional art design and modern art. On the whole, in the five cognitive psychologies of long-term memory, attention, thinking, speech and image, the correlation degree of the five cognitive psychologies after the integration of traditional art design and modern art increases gradually with the increase of time. Therefore, the integration of traditional art design and modern art plays a positive role in the improvement of cognitive psychology.

Table 1. The effect of the integration of traditional art design and modern art on people's cognitive psychology

Mental health indicators	After 1 month	After 2 months	After 3 months
Long-term memory	72.0	81.0	86.0
Attention	72.0	82.0	88.0
Thinking	71.0	82.0	85.0
Speech	74.0	82.0	89.0
Appearance	73.0	78.0	88.0

Conclusions: Under cognitive psychology, the integration of traditional art design and modern art has an excellent improvement effect on people's cognitive psychology, especially in the four psychological cognition aspects of long-term memory, attention, speech and image. The proposed design scheme integrating modern art has a certain promotion value and can play a considerable role in the field of follow-up modern design.

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THE INFLUENCE MECHANISM OF BRAND PERSONALITY ON CUSTOMER PERCEIVED VALUE BASED ON PSYCHOLOGY

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Background: In today's social situation, the acceleration of economic development makes the enterprise competition increasingly fierce, and the product brands emerge one after another in the market, resulting in the problem of homogenization between products. It is the core way for enterprises to establish distinctive brand image in the market competition, and it is also an important way to help enterprises to achieve brand identity in the market competition. The homogenization between the technology, design and other factors of enterprise products will affect the perceived value of customers' products, and the perceived difference of customers' product functionality gradually decreases. Enterprises are required to establish a unique brand image and enhance customers' purchase satisfaction and satisfaction with products. In the process of establishing brand personality, enterprises should start from their own development direction and path, combine the advantages of self-contained products, fully consider customers' perceived value and customers' interests, strengthen the contribution of enterprise brand to customers' emotion, value and attribute interests, strengthen customers' satisfaction with enterprise brand and products from multiple angles, and enhance customers' loyalty to brand.

In the process of market sales, the consumer psychological characteristics of customers are also the key issues that need to be paid attention to in market operation. Enterprises are required to deeply analyze the consumer psychology of customers, take the consumer psychological characteristics and change law of customers in the process of product purchase as the starting point, establish a unique enterprise brand personality image, and enhance the market core competitiveness of enterprises. In the process of consumption, customers have the characteristics of habit psychology, and customers often have their own different consumption habits. The expression of emotional demands in the personality of enterprise brand can stimulate customers' consumption psychology and desire, cultivate customers' consumption habits, and have a subtle impact on customers. Customers also have the characteristics of identity psychology in consumption. Customers pay great attention to whether the enterprise brand is consistent with their own identity attributes. The enterprise brand personality image directly affects the identity attributes of the audience of enterprise products. Value consumption psychology is a very important consumer psychological feature in the consumption process. Most customers pay great attention to the value attribute of products and hope that the products they buy have higher value in similar products. Therefore, value attribute is also an important consideration in the establishment of enterprise product personality image.

Objective: Based on the consumer psychological analysis of customers in the consumption process, to explore the psychological characteristics mechanism and change law of customers in the consumption of enterprise products, and to analyze the basis of psychological factors behind customers' perceived value, so as to provide reference for promoting the establishment of enterprise brand personality image. From the perspective of psychology, the research deeply analyzes the relationship between customer perceived value and enterprise brand personality, and explores the impact of enterprise brand personality on customer perceived value, hoping to provide help for promoting the establishment of enterprise brand personality image.

Research design: Study and analyze the psychological characteristics of customers in the process of consumption and shopping, master the characteristics and change laws of customers' consumption psychological activities, combined with the mining and in-depth research of customers' consumption psychology, analyze customers' perceived value of the brand from the perspectives of emotion, value and attribute. Through the analysis of the factors of enterprise brand personality, this paper establishes the structural model of enterprise brand personality, analyzes the driving factors of the formation of enterprise brand personality, and puts forward the research hypothesis of the impact of enterprise brand personality on customer perceived value. The research uses regression analysis to explore the influence mechanism of enterprise brand personality on customer attribute interests, and analyzes the influence mechanism of enterprise brand personality on customer perceived value, so as to provide reference for promoting enterprise market management and the establishment of enterprise brand personality image.

Results: The results of the retrospective analysis of the main effect of corporate brand personality on customer perceived value are shown in Table 1.

Table 1. Review and analysis of the main effect of enterprise brand personality on customer perceived value

Model	Standardization coefficient	t	P
Functionality	0.345	4.752	0.000
Emotionality	0.326	4.429	0.000
Value	0.356	4.936	0.000

Conclusions: Brand personality takes the personalization and humanization of consumers as the concept

of brand marketing, which can help enterprises convey a positive corporate image to the society and the public, and promote the improvement of customers' consumption desire by means of consumers' emotional resonance. Perceived value is the sum of the functional, emotional and value benefits of products perceived by customers. The study found that brand personality has a positive impact on perceived value. Brand personality can stimulate consumers' purchase desire, help customers distinguish enterprise products from other similar products, and enhance customers' loyalty to enterprise products. Brand personality can improve customers' cognitive value, affect customers' perceived value of enterprise products and image, enhance the market competitiveness of enterprises, and promote the development of market operation of enterprises. Starting from the consumer psychological characteristics of customers, the research analyzes the degree to which the consumer psychological factors of customers are affected by the brand personality, and finds that the perceived value of customers' brand personality has an impact on their shopping and consumption behavior. The customer's perception of the emotion, value and attribute value of brand personality will help the brand establish a personality image in the hearts of consumers and stimulate consumers' purchase desire.

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DISCUSSION AND ANALYSIS ON THE POLITICAL PSYCHOLOGY AND VALUES OF THE US GOVERNMENT IN POWER FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY – TAKING THE INAUGURAL SPEECHES OF OBAMA AND TRUMP AS AN EXAMPLE

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Background: Social psychology is mainly used to study the psychology, emotion and behavior of individuals and organizations in the social environment, and summarize the laws to solve relevant social problems. It is an interdisciplinary subject based on sociology and psychology. Compared with traditional psychology, it pays attention to the impact of language, friends, family, living environment and learning environment on itself in the process of individual socialization. It also pays attention to the communication mode, group behavior norms, group thinking and habits of group organizations at the social level. In addition, 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 prevent the introduction of irrelevant variables affecting the results in case study. In recent years, there have been significant changes in the governing philosophy of several US governments. For example, the Obama administration supports multilateralism and international trade, while the Trump administration supports our priority. The fundamental reason for this drastic change is that the social psychology and concepts of the American people have changed greatly, which is what this study needs to analyze.

Objective: To analyze the governing psychology and values of former US presidents Barack Obama and Trump, and use the expert consultation method to consult experts on the influence of the mass social psychology behind the various governing psychology of the two US presidents, so as to understand the reasons and laws of the changes in the governing style and mode of some US governments.

Objects and methods: Repeatedly study the contents of the inaugural speeches and speech videos of former US presidents Barack Obama and Trump, analyze the elements of their speeches, such as discourse, gesture, expression, intonation, volume, audience response and so on, and then analyze their political psychology and value ideas in combination with the ruling ideas of the political parties and personal historical experience of Barack Obama and Trump. 54 experts on American issues, international politics and relations and social psychology were selected from China to form an expert group. Send the summarized governing psychology and values of Obama and Trump to the expert group, and ask the members of the expert group to judge whether these governing psychology and values are accurate, whether there are omissions and the mass social psychological factors behind their governing psychology in combination with social psychology. If there are omissions, ask them to supplement them. Sort out and summarize the feedback of the expert group, and then send it to the expert group for comments again. Cycle back and forth. When the expert group reaches an agreement, stop asking. The influence degree of the social psychological factors of the masses on the president's ruling psychology is subdivided into five categories: no influence, slight influence, general influence, obvious influence and full influence, which are successively given 1-5 five-digit integers for quantification.

Results: After the consultation of the expert group, the opinions of the members of the statistical