

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

experts were obtained in Table 1 note that the measurement type is displayed in the form of mean ± standard deviation.

Table 1. Evaluation of the expert group on the reasons of mass social psychology of Obama and Trump’s governing psychology and values

Governing psychology	No effect	Slight impact	General impact	Obvious influence	Full impact
Worried about the rising cost of living	1	10	4	18	9
Fear of unemployment or declining income	0	1	9	13	19
Demand to improve social order	7	14	15	5	1
Improve other social problems	11	20	9	2	0

The psychological impact of Obama’s ruling group on the “number of people” and “people’s fear of unemployment” is relatively small, followed by the “psychological impact of Trump’s ruling group on the number of people and “people’s fear of improving the level of public security”, which will have a relatively large impact on the “number of people in power” and “people’s fear of unemployment” respectively 0 people.

Conclusions: This time, the social psychology specially used to study the psychological factors between individuals and organizations in social organizations is used to analyze the main governing psychology and values of American politicians, as well as the social psychological factors of American people that produce this governing psychology, and a Delphi consulting experiment is designed. The “psychological impact” of President Obama’s request for “full improvement” on the social life of the people in the United States, followed by the “psychological impact” of President Trump’s request for “full improvement” on the social life of the people in the United States 910. This is because people’s income level directly affects their living standards. When a large number of Americans lose their jobs or their income decreases, a large number of people will have distrust, disgust and other psychology and emotions towards the government, which will affect the stability of the president’s vote, which will bring considerable pressure to the politicians’ ruling psychology.

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THE INFLUENCE OF INTEGRATING DEVELOPMENTAL PSYCHOLOGY INTO MACROECONOMIC REGULATION ON THE MENTAL HEALTH OF COLLEGE STUDENTS

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Background: Developmental psychology is a subject that studies the occurrence and development of germline and individual psychology. Psychological development refers to the psychological evolution process from animals to humans. Individual psychological development refers to the process of birth and development of human individuals from fertilized eggs to birth, maturity and aging. Developmental psychology mainly includes animal (comparative) psychology, children’s psychology, middle-aged psychology and elderly psychology. Among them, children’s (including teenagers) psychology is the main content of developmental psychology. The narrow concept of developmental psychology refers to children’s psychology. The meaning of developmental psychology can be divided into broad sense and narrow sense. The broad sense refers to the development of psychology, including the development of species, race and individual psychology. In the narrow sense, psychological development only refers to individual psychological development. “Development” refers to the process in which an individual’s behavior changes continuously and expansively from conception to death. In this process, individual behavior is constantly enriched, from simple and complex, from rough and fine, from separation to harmony, and from differentiation to integration. The general academic consensus is that both congenital and acquired factors have an impact on psychological development, and sometimes it is even difficult to distinguish. Among the acquired factors, the influence of education is undeniable. There is no doubt that the way of college education has an important impact on the future of students. Research and support for college education will have a strong impact on the future of college students, especially negative experience will have an impact on the development of college students.