

## RESEARCH ON THE IMPACT OF THE IMPROVEMENT OF RURAL GRASS-ROOTS SOCIAL GOVERNANCE ABILITY ON FARMERS' PSYCHOLOGY UNDER THE BACKGROUND OF RURAL REVITALIZATION

Xiaobiao Tian

*Hainan Tropical Ocean University, Sanya 572000, China*

**Background:** In the context of rural revitalization, the improvement of rural grass-roots governance capacity means the improvement of rural public facilities and resources, the development of rural economy and the improvement of rural ecological environment. From the perspective of social psychology, the improvement of rural grass-roots social governance ability will mainly have a positive impact on farmers' social cognitive psychology and family cognitive psychology. Farmers' cognition of social organization and management form is relatively traditional, and they pay more attention to the benefits and consequences brought by management behavior. When the external stimulation generated by the excellent achievements brought by grass-roots governance matches the internal needs of the masses, the psychological factors of the subjective tendency of the masses towards governance policies will be deeply affected, so as to urge the masses to maintain social order and governance policies from the bottom of their hearts. Similarly, farmers' cognitive concept of family comes from long-term historical tradition. Therefore, the masses have a very keen sense of responsibility of family members and urgent psychology of family construction. If the improvement of grass-roots social governance ability meets the needs of the people at the family level, thousands of people will have the same goals and cohesion in different families. In detail, the psychological needs at the family level involve the expectation of children's life and growth, the positive attitude towards the growth of family economic strength and the self-confidence in the expansion of family functions. Therefore, the improvement of rural grass-roots social governance ability can not only increase the collective identity psychology and social order maintenance psychology of the farmers, but also stimulate the enterprising psychology of the people for family construction and improve the motivation of the farmers to actively pursue individual happiness and family harmony. In order to achieve the above objectives, rural grass-roots social governance should improve the ability of grass-roots managers based on the principles of fair and honest management, effective environmental governance and the combination of theory and market practice.

**Objective:** The purpose of this study is to explore the relationship between the improvement of rural grass-roots social governance ability and the positive psychological impact of farmers. Based on social psychology and family cognitive psychology, this paper analyzes the psychological needs of farmers, and discusses the direction and principles of rural grass-roots social governance, which should be based on fair and honest management, effective environmental governance, the combination of theory and market practice, etc.

**Subjects and methods:** The object of this study is the farmers in a county. 450 questionnaires were randomly distributed to the farmers in this area. The research objects include the cooperative farmers and non cooperative farmers of a farming Reclamation Investment Holding Group Co., Ltd. The purpose of the questionnaire is to evaluate the people's internal family construction enthusiasm and family cohesion. The evaluation indicators of the questionnaire include the mutual attention of family members, the company time of family members, the driving force of family members to develop and expand family economic strength, and the values of family members. 437 questionnaires were effectively recovered from 450 questionnaires, including 184 non cooperative farmers and 253 cooperative farmers. The non cooperative farmers were set as the control group, and the cooperative farmers were regarded as the experimental group to investigate the guiding role of market cooperation in rural grass-roots social governance on the positive factors within rural families.

**Results:** The evaluation results of family construction psychological indicators of farmers with different business modes are shown in Table 1.

**Table 1.** Evaluation of psychological indicators of family construction of farmers with different business modes

| Household grouping | Mutual attention of family members | Company time of family members | The driving force of expanding family economic strength | Value identity of family members |
|--------------------|------------------------------------|--------------------------------|---|----------------------------------|
| Comparison group   | 2.86                               | 2.38                           | 2.69  | 2.65                             |
| Experience group   | 3.64                               | 3.22                           | 3.37  | 3.31                             |

The score value in Table 1 indicates the psychological evaluation of farmers on the internal construction

of the family, with a value range of 1-5. From low to high, it indicates five stages: very dissatisfied, dissatisfied, satisfied, relatively satisfied and very satisfied. It can be seen from the data in the table that the market cooperation measures in rural grass-roots social governance can improve the four indicators of farmers' internal construction. 184 families in the control group were dissatisfied and satisfied with the internal construction of the four indicators, while 253 families in the experimental group were satisfied and relatively satisfied with their internal construction. Among them, the evaluation difference of family members accompany time index is the largest, with a score difference of 0.84, while the evaluation difference of family members' values index is the smallest, and the score difference between the control group and the experiment is 0.66.

**Conclusions:** At this stage, the improvement of rural grass-roots governance capacity is still in the only display of surface interests as the construction and development achievements, and fails to combine the psychology of farmers with the concept of grass-roots governance. Starting from the social cognitive psychology and family cognitive psychology of farmers, this study explores the guiding role of grass-roots rural governance ability constructed and improved in the direction of fair and honest management, effective environmental governance and the combination of theory and market practice on the internal construction and positive cognition of farmers' families. The experiment shows that the governance construction of market cooperation in grass-roots social governance has a positive impact on the internal construction of farmers' families, and has a positive guiding effect on the mutual attention of farmers' family members, the company time of family members, the driving force of family members to develop and expand family economic strength, and the value identification of family members.

\* \* \* \* \*

## RESEARCH ON MARKETING STRATEGY OF GEOGRAPHICAL INDICATION AGRICULTURAL PRODUCTS ENTERPRISES UNDER THE BACKGROUND OF CONSUMER PSYCHOLOGY

Shengnan Wang<sup>1</sup>, Hui Liu<sup>1\*</sup>, Pan Ren<sup>2</sup>, Yan Liu<sup>1</sup>, Min Yuan<sup>1</sup> & Lu Shen<sup>1</sup>

<sup>1</sup>*Baoji University of Arts and Sciences, Baoji 721000, China*

<sup>2</sup>*Lyceum of the Philippines University, Manila 10000, Philippines*

**Background:** Price quality effect is one of the important components of consumer psychology. Consumers usually think that the price of goods should be directly proportional to the quality of goods in similar goods. On the contrary, under the influence of this psychology, consumers will also think that the goods with higher price in similar goods tend to have higher quality. Therefore, when the quality of a commodity is high, consumers will be less sensitive to its price, which will make consumers more inclined to buy this kind of commodity. In this case, consumers usually have their own price expectation for a commodity. This expectation is a psychological price of consumers, which mainly depends on the cognitive judgment of consumers on the value and quality of the commodity. For most consumers, if the actual price of the commodity is lower or close to the expected price, that is, the psychological price, consumers are willing to buy the commodity. On the contrary, if it is higher than the psychological expectation, consumers' willingness to buy will be significantly reduced. Therefore, for the marketing strategy of a commodity, increasing the psychological price of consumers without reducing the commodity price is a practical and effective topic worthy of study.

Geographical indication of agricultural products refers to a unique agricultural product named after the regional name, which indicates the specific region of the product, and the product quality and related characteristics mainly depend on the natural ecological environment and historical and cultural factors. This kind of agricultural products generally have the characteristics of high product quality, regional characteristics, limited production area and unique natural ecological environment. At present, although geographical indication agricultural products occupy a certain share in the market, they still occupy a small proportion compared with traditional agricultural products. Such agricultural products will face marketing difficulties due to insufficient publicity, insufficient brand building ability, insufficient popularity and other reasons. The production and transportation costs of most geographical indication agricultural products are higher than those of traditional agricultural products. However, due to the lack of corresponding marketing strategies, consumers have insufficient awareness of the product quality of such products, and there is often a small gap between psychological prices and traditional agricultural products, resulting in the overall weak willingness of consumers to buy such agricultural products. The brand of geographical indication agricultural products must reduce the price in order to increase sales, which significantly reduces the profit