

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.

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

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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

of a single commodity. Therefore, geographical indication agricultural products need to choose appropriate marketing strategies to get out of the sales dilemma.

Objective: To study whether the psychological price of consumers can be improved from many aspects through the price quality effect, to increase the sales of geographical indication agricultural products, to increase the sales.

Subjects and methods: After the consumption survey, 1000 consumers who meet the requirements in terms of purchasing power and commodity demand are randomly selected. They first carry out routine publicity and recommendation, and then carry out marketing publicity to consumers through the price quality effect. Under these two publicity conditions, the purchase intention of consumers for the same sample of geographical indication agricultural products at the same price is recorded and the number of buyers is counted.

Results: Table 1 shows the number of consumers willing to buy the same geographical indication agricultural product under different marketing and publicity strategies. It can be seen from Table 1 that after the consumer psychological marketing and publicity of price quality effect, the number of buyers and purchasing power have been significantly improved. Through statistical analysis, it can be found that there is a significant difference in the anxiety level between the two groups after the end of teaching ($P < 0.05$). It shows that this method can significantly promote consumers' purchase intention of sample geographical indication agricultural products.

Table 1. Comparison of purchase intention under two marketing strategies

	Number of consumers	Consumption rate (%)
Regular marketing publicity	442	44.2
Price-quality effect marketing publicity	679	67.9

Conclusions: Consumer psychology is mainly a kind of psychology that studies the law of psychological activities and personality psychological characteristics of consumers in the process of life consumption. The price quality effect mainly studies the impact of commodity price and commodity quality on consumers' psychological behavior. In order to promote consumers' purchase of geographical indication agricultural products, make such agricultural products get out of the marketing dilemma, and enable consumers to have more and more rational cognition of geographical indication agricultural products, this paper studies the use of price quality marketing strategy, explores consumers' purchase intention of geographical indication agricultural products, successively uses conventional marketing strategy and consumer psychology marketing strategy, and counts the impact on consumers' purchase intention. The experimental results show that the price quality marketing strategy can significantly promote consumers' purchase intention of this kind of geographical indication agricultural products.

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RESEARCH ON THE INTEGRATION STRATEGY OF MUSIC EDUCATION AND MENTAL HEALTH

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Background: In the current situation of high learning pressure, students are prone to accumulate negative emotions due to school, family and other environmental reasons, and depression is a common one. The accumulation of depression is also easy to lead to individual physical and psychological diseases, which can lead to depression in severe cases. Depression is a kind of psychological disease with depression as the main symptom. The causes are emotional disorder, affective disorder and so on. At present, the clinical manifestations of depression are high prevalence, high recurrence rate and high suicide rate. The cognitive functions such as attention and memory of patients with depression will be damaged in varying degrees, manifested as poor attention and memory function. If students suffer from depression, they can't achieve normal study and life when their condition is relatively mild. At present, the common intervention measures are to set up lectures on professional knowledge of mental health and carry out personalized psychological intervention. The former popularizes common psychological problems and the adverse effects of