

measured with a 5-level score, with a total score of 70 points. The higher the score, the more serious the anxiety phenomenon. In order to ensure the accuracy of the results, the corresponding weights of students' test and learning anxiety are set, and the final calculation results are taken as the final results.

Results: Table 1 refers to the effect of online and offline mixed teaching mode of tax law course on students' learning and test score anxiety. It can be seen from Table 1 that the proposed online and offline mixed teaching mode can improve students' learning and test anxiety. Therefore, teachers should strive to implement the online and offline mixed teaching mode, so as to avoid students' anxiety and other phenomena in the teaching process.

Table 1. Effect of online and offline mixed teaching mode of tax law course on students' learning anxiety and test scores

Strategy	Study	Examination
Strategy A	21.36±2.36	23.36±2.14
Strategy B	18.35±3.21	21.22±2.18
Strategy C	16.36±2.16	19.32±3.14
Strategy D	15.63±3.69	18.63±2.98
Strategy E	23.02±2.96	22.26±2.47

Conclusions: The problems existing in the current hybrid teaching reform are as follows: the requirements for teachers have been raised, the situation of paying attention to form but ignoring content often occurs, the evaluation results are distorted due to asymmetric information, the number of excellent teaching resources is limited, which leads to the inability to meet the teaching needs, and the network speed of mobile communication terminal does not meet the requirements of hybrid teaching. The online and offline mixed teaching mode of tax law course has a positive therapeutic effect on students' learning and test score anxiety. Teachers should promote this model to promote students' learning ability and mental health.

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RESEARCH ON THE INFLUENCE OF CURRICULUM IDEOLOGICAL AND POLITICAL CONSTRUCTION ON COLLEGE STUDENTS' MENTAL HEALTH UNDER THE BACKGROUND OF INDUSTRY EDUCATION INTEGRATION

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Background: The standard of mental health refers to that an individual has a good ability of psychological adjustment and emotional control, and can make a good psychological response and state to the changes and stimuli of the surrounding environment. The specific performance is that he has a strong ability of self cognition, a peaceful mood and a stable and positive mood, a strong sense of happiness, and his behavior is purposeful and self-conscious. Strong self-awareness means that individuals can comprehensively, objectively and clearly evaluate their own advantages and disadvantages, and do not feel self deprecating or self regretting due to external evaluation or frustration. Emotional stability and high sense of well-being enable individuals to deal with themselves and the relationship with the surrounding environment with a positive and optimistic attitude towards life. At the same time, different individuals show different psychological conditions at different stages. Mental health is easily affected by others' evaluation, inner endurance, cognitive level differences and group feedback mechanism, and then shows different levels of mental health and behavior mechanism guidance. The quality of mental health status will be directly reflected in the individual's emotional expression and thinking logic, that is, psychological emotion. If the long-term negative emotion is not relieved in time, it will be accumulated in the heart and affect the physical and mental health, so it will fall into a vicious circle. Among them, because the physical and mental development of college students is not yet fully mature, they are more likely to be affected by internal and external factors such as learning pressure, employment examination, teacher criticism and so on, and show different emotional experiences and psychological states. The positive psychological state can

effectively enable individuals to deal with the surrounding environment in a positive manner, but the negative psychological state will make individuals have a non-objective evaluation of their own value. The current ideological and political education in colleges and universities makes it difficult for students to show good mental state and emotional feedback because of the old educational concept and the boring teaching classroom, and it is not conducive to give full play to the guiding mechanism of Ideological and political education on students' psychological status. Therefore, the research aims to realize the improvement of teachers' ideological and political teaching ability in colleges and universities in the form of integration of production and education, strengthen their intervention on students' psychological state and emotion, and improve their enthusiasm to participate in the classroom, the mechanism of spiritual adjustment and the level of mental health.

Subjects and methods: In order to strengthen the intervention mechanism for the mental health status of college students, 1000 college students of different grades in a certain university were selected as the research objects. First, the basic information on the learning situation, ideological and political classroom performance and views, mental state, mental health status and other data of the research objects were collected. Then the subjects were divided into the ideological and political improvement group and the ideological and political routine group. The ideological and political routine group conducted teaching according to the conventional ideological and political teaching mode, while the ideological and political improvement group added the production education integration mode to the ideological and political teaching, combining classroom teaching with field practice teaching to promote the innovation of the ideological and political teaching mode. With the help of mental health assessment scale and mental emotion scale, the data of students' mental health before and after the improvement of teaching mode were collected. The experimental teaching time is four weeks. After the experiment, the correlation analysis and inter group test of experimental data information are realized with the help of statistical analysis tools, so as to better explore the intervention mechanism of Ideological and political education integrating production and education on college students' mental health.

Results: The ideological and political education classroom in colleges and universities under the integration of industry and education can effectively realize the reality and feasibility of ideological and political education, realize the combination of theory and practice, and then ensure students' understanding of teaching knowledge, give full play to the role of ideological and political education in students' psychological guidance, and reduce their negative emotions and psychological problems. Figure 1 shows the statistics of anxiety scores of the subjects before and after the experimental intervention.

The results in Figure 1 show that the anxiety score of the subjects who adopted the ideological and political teaching improvement mode decreased significantly higher than that of the subjects who adopted the conventional teaching, and the maximum anxiety score of the improvement group decreased by more than 20 points.

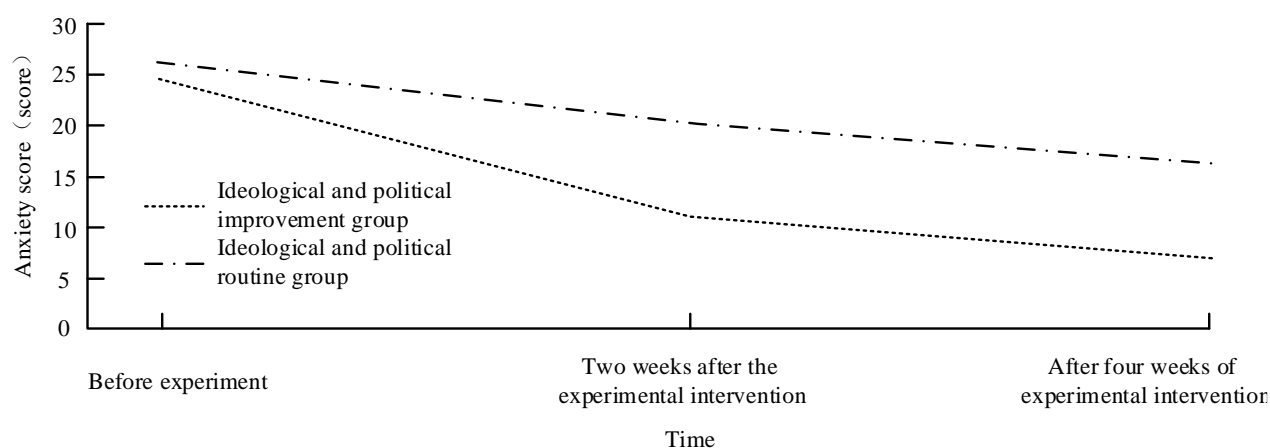


Figure 1. The subjects' anxiety scores before and after the experimental intervention

Conclusions: Ideological and political education is an important part of the construction of spiritual civilization. Strengthening students' ideological and political education is one of the important construction goals of the current ideological and political classroom, and the psychological and emotional conditions of college students under the influence of a variety of internal and external factors will have a great impact on their physical and mental health, learning and life. The integration of industry and education proposed in the study can effectively realize the transformation of Ideological and political teaching achievements,

strengthen the ideological and guiding play of ideological and political education, effectively improve the negative emotions and negative psychological states of college students, and improve their mental health level.

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MODERN ENTERPRISE BRAND MARKETING REFORM BASED ON THE PSYCHOLOGY OF INTERNET CONSUMERS

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Background: In order to make network marketing develop efficiently, for modern enterprises, we must deeply grasp the psychological changes and trends of network consumers. From the perspective of the psychological characteristics of online consumers, at this stage, online consumers are becoming more and more personalized, autonomous, convenient, fashionable, pursuing high quality and low price and anti-interference in their consumption psychology, which are also the psychological characteristics of online consumers. There are many influencing factors that cause the psychological changes of online consumers, mainly including the influence of traditional consumption concept, price expectation, privacy protection, transaction security, negative information and distribution service. These influencing factors have a certain impact on consumers' consumption psychology when they choose online shopping. For e-commerce, it has many characteristics such as global, high efficiency, openness and low cost, which makes it widely used in various fields. The emergence of e-marketing has directly promoted the rapid development of e-commerce. When enterprises carry out e-marketing on products, they must formulate reasonable business strategies in combination with consumers' psychology and purchasing behavior. Therefore, for modern enterprises, it is of great significance to deeply analyze the characteristics of consumers' psychology and consumption behavior. The change of consumers' buying behavior is determined by their psychology, which is also a subject that marketers must pay attention to, especially in online marketing. For the marketing revolution, the reason is consumers. When consumers choose a large number of goods and deal with more diverse marketing strategies, their consumption psychology is becoming more rational than before.

Objective: With the continuous development of network technology, China has ushered in the rapid rise of e-commerce, which also provides a huge opportunity for the product marketing of modern enterprises in China. At the same time, the emergence of e-commerce has also brought more challenges to the marketing of traditional enterprises in China. From the perspective of online marketing, this paper puts forward the marketing reform path of modern enterprises based on the psychology of online consumers, and makes an in-depth analysis of the psychological characteristics of online consumers according to the current online red economy live broadcast mode.

Subjects and methods: The questionnaire for this study was issued from February 2022 to April 2020. The survey subjects were consumers watching webcast. A questionnaire survey was used to study the impact of the characteristics of webcast delivery on consumers' purchase intention under the online red economy model. In the questionnaire, identify the research objects by the topics such as "have you ever watched live broadcast with goods" to ensure the validity of the questionnaire data. A total of 402 questionnaires were distributed and 361 were recovered, with a recovery rate of 89.8%. Excluding illogical and invalid questionnaires, there were 310 valid questionnaires, with an effective rate of 85.9%. Relevant data are calculated and counted by Excel software and SPSS20.0 software.

Results: Set 5000 sampling times and set the confidence interval to the 95% level to further test the mediating role of perceived trust and perceived usefulness between live broadcast features and purchase intention. The test results are shown in Table 1. The results show that the indirect effect of visibility on purchase intention through perceived trust is 0.386, and the asymmetric interval is [0.298,0.474]. The indirect effect of interactivity on purchase intention through perceived trust is 0.400, and the asymmetric interval is [0.318,0.483]. The indirect effect of authenticity on purchase intention through perceived trust is 0.616, and the asymmetric interval is [0.515,0.718]. The indirect effect of entertainment on purchase intention through perceived trust is 0.534, and the asymmetric interval is [0.447,0.621].

Conclusions: For modern enterprises, in the process of network marketing reform, we must fully grasp the shopping psychology of network consumers, adopt more flexible, efficient, safe and diverse network marketing means, and improve their corporate image in the hearts of consumers. Only in this way can we continue to promote the good development of modern enterprises. The adoption of the webcast marketing mode should pay attention to the needs of consumers and make personalized recommendations. The anchor