

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

can display the products in an all-round way, strengthen the authenticity of the products and the sense of on-site substitution, and create a feeling of offline shopping for customers. Enrich the professional skills of the anchor and enhance the trust of consumers. The anchor needs to continuously improve his professional ability, understand the performance and composition of the product, and increase the perceived trust and perceived usefulness of consumers. Add entertainment links, strengthen the flow experience of consumers, maximize the emotional stimulation of consumers, attract consumers to participate in the anchor interaction in the entertainment links, enable consumers to establish emotional connection with the anchor and form emotional resonance, and generate purchase intention for the products recommended by the anchor.

Table 1. Test results of indirect effects of perceived trust and perceived usefulness

| Mediation path | Indirect effect value | Boot standard error | Boot lower limit | Boot upper limit |
|---|-----------------------|---------------------|------------------|------------------|
| Visibility → perceived trust → purchase intention | 0.386 | 0.045 | 0.298 | 0.474. |
| Visibility → perceived usefulness → purchase intention | 0.235 | 0.038 | 0.161 | 0.310 |
| Interactivity → perceived trust → purchase intention | 0.400 | 0.042 | 0.318 | 0.483 |
| Interactivity → perceived usefulness → purchase intention | 0.206 | 0.040 | 0.127 | 0.285 |
| Authenticity → perceived trust → purchase intention | 0.616 | 0.052 | 0.515 | 0.718. |
| Authenticity → perceived usefulness → purchase intention | 0.377 | 0.048 | 0.283 | 0.471 |
| Entertainment → perceived trust → purchase intention | 0.534 | 0.044 | 0.447 | 0.621 |
| Entertainment → perceived usefulness → purchase intention | 0.302 | 0.047 | 0.209 | 0.395 |

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RESEARCH ON THE INFLUENCE OF THE ARTISTIC CHARACTERISTICS OF FILM AND TELEVISION DRAMA LITERATURE ON ALLEVIATING THE AUDIENCE'S PSYCHOLOGY UNDER THE BACKGROUND OF NEW MEDIA

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Background: As a comprehensive art form that keeps pace with the development of the times, film and television drama literature not only has the four functions of venting emotion, relaxing pressure, purifying emotion and cultivating sentiment with other psychotherapy, but also has its unique charm. A director who is good at capturing the audience's identity psychology will try his best to create an image that caters to the audience's psychology with the help of the charm of the actors, so that the audience can join the plot in the illusory space of the film and television drama. Visitors with the same mood can easily resonate with the characters in the film and enter the best consultation state. Film and television drama literature and art therapy is an effective method to treat psychological diseases by combining film and television aesthetic education psychology with audience acceptance psychology. This kind of art can affect the emotions of the audience. The story plot and the fate of the characters can resonate with the audience, and even help the patients to untie the depression in their hearts. It can help psychologists and counselors to have a comprehensive understanding of the personality, internal motivation and intention, social interpersonal relations, emotional content and methods, psychological problems of morbid complex, subconscious