

The research subjects were randomly invited to participate in the teaching experiment, and different teaching experiments were carried out on them according to their cognitive structure differences. One group used the original teaching mode, and the other group used the teaching improvement mode. The scores of students' cognitive level and creative psychology were counted during the four-week experiment period. During the experiment, the data of the subjects were collected with the help of creative psychological evaluation tools, such as creative mentality, creative ideas, etc., and the statistical analysis tools were used to realize the differential analysis of the experimental data.

Results: Cognitive psychology can effectively help students better understand the limitations of their cognitive level and make continuous improvement, so as to reduce the occurrence of their creative psychological problems. The combination of rural art elements and ceramic teaching creation can effectively expand people's creative thinking, improve the multi-deformation of aesthetics, and improve the practical creative ability can effectively help students improve their mood. The scores of design creativity of the subjects before and after the experiment.

Table 1. The scores of design creativity of the subjects before and after the experiment

Evaluating indicator	Before intervention	After intervention	<i>t</i>	<i>P</i>
Artistic creativity	7.68±3.52	15.08±2.76	2.77	0.012
Artistic aesthetics	3.24±2.13	21.07±1.51	3.68	0.039

The results in Table 1 show that after the experimental intervention, the scores of artistic creativity and artistic aesthetics of the subjects are improved to a large extent, and the data have significant statistical differences ($P < 0.05$).

Conclusions: Under the background of building a beautiful countryside, we should gather all kinds of high-quality art resources, integrate rural art elements with ceramic design, and build a ceramic "era sample" with rich connotation and artistic upgrading. Therefore, the focus of current ceramic art teaching is to interpret the unique artistic style of rural art elements, display the due aesthetic characteristics, and interpret the design aesthetics contained in ceramic art from multiple perspectives such as content creation and emotional output. The transformation of ceramic art teaching mode and the enrichment of teaching content effectively realize the positive intervention effect on students' creative psychology.

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ON THE GUIDANCE OF ACCURATE POSITIONING OF ADVERTISING PLANNING TO CONSUMER DEMAND AND CONSUMER PSYCHOLOGY

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Background: Advertising planning is one of the important links in advertising activities, but people's own consumption behavior is largely affected by psychological activities, such as the time selection point of consumption, consumption tendency, consumption intention, etc., will be driven by the product's own commodity attributes and external marketing plans, and then think and judge the consumption behavior. The psychological characteristic occurring in the process of consumption activities is consumer psychological activities. Consumer demand and consumption psychology are the consumption characteristics that consumers show when considering their own consumption purpose when making consumption behavior choices. They will be restricted and affected by a variety of internal and external factors, such as personal preferences, social trends, commodity prices and services, economic level and psychological tolerance, and will make certain consumption behavior decisions driven by certain consumption psychology. Among them, consumer psychology can explore consumer psychology and consumer behavior. Consumer psychology is an important branch of psychology, which mainly studies the psychological phenomena and behavior laws of consumers in consumption activities, that is, it studies people's consumption behavior driven by changes in psychological laws and personality psychological characteristics in the process of life consumption. Advertising planning requires high professional quality of planners, and requires them to have an understanding of psychology, marketing and consumption. Only in this way can the designed advertising content and marketing plan meet the aesthetics and needs of consumers, and promote them to have clear consumption tendencies and preferences. Consumer psychology is the psychological basis of successful advertising planning. In the process of advertising

communication, whether the information conveyed in advertising can be recognized and accepted by the audience psychologically is often related to the success or failure of advertising planning and advertising activities to a great extent. In order to make the audience recognize and accept the information in the advertising communication, it is necessary to guide the audience to pay attention to the information in the advertising first. In such a “attention” psychological state, consumers will be able to carry out psychological processing at the level of consciousness. Therefore, in the process of formulating advertising strategies and implementing advertising planning, relevant advertisers should take the differences in consumer psychology as the basis, and then effectively achieve the advertising purpose, influence the audience’s own consumption psychology and purchase decision, and then achieve the marketing plan goal and effectively achieve the ultimate goal of sales. Therefore, the research explores the guiding mechanism of accurate positioning of advertising planning on consumer demand and consumer psychology, aiming to effectively help designers improve consumers’ purchase desire on the basis of grasping their consumer psychology, and reduce the negative emotions generated in the process of advertising design.

Subjects and methods: First, the scale of consumer psychology is compiled to collect the basic information about consumers’ consumption habits, consumption psychology, consumption choice preference method and so on. The study randomly selected 60 advertising planning designers as the research objects. First, the data on their design ideas and design ideas were collected. Then the research objects were randomly divided into design intervention group and design routine group. The design intervention group learned relevant consumer psychology theories in the experiment and carried out advertising planning design in combination with the results of the consumer psychology scale, while the design routine group did not learn any theories. The experiment lasted for three weeks. After the experiment, the design results of the research object were evaluated with the help of the consumption scale and the planning and design test of the advertising scheme, and the design results were distributed to consumers to collect the change data of consumer behavior preferences and consumer psychology. The experimental data were processed, counted and analyzed with the help of statistical analysis tools.

Results: The experimental results show that, based on the guidance of consumer psychology theory and the grasp of consumers’ psychological status, advertising designers can better understand consumers’ consumption preferences and promote the consumption choice tendency of advertising planning. Table 1 shows the scoring statistics of consumers’ psychological preferences for advertising planning and design schemes of different research objects after the experiment. 5 is the full score. The higher the score, the higher the degree of preference.

Table1. The score statistics of consumers’ psychological preferences for advertising planning and design schemes of different research objects after the experiment

Grouping	Pertinence of product scheme	Satisfaction of product requirements	Aesthetics of product planning
Design intervention group	4	3	4
Design general group	1	1	2

Conclusions: The object and foothold of advertising is consumers. To be successful, advertising should conform to consumers’ own behavior and psychological characteristics. Only by timely guiding consumers’ consumption psychology, analyzing and studying the advertising audience, and achieving accurate positioning, can we formulate advertising strategies and planning products that meet the needs of the audience. The accurate positioning of advertising planning means that it can optimize the advertising planning scheme on the basis of considering consumer demand and consumer psychology, effectively comprehensively consider the audience demand, consumer psychological preference and consumer considerations of consumer groups, make full use of advertising psychological strategies on the basis of highlighting advertising themes, and achieve active intervention in consumer behavior.

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VALUE ANALYSIS OF ECOLOGICAL ECONOMIC COUPLING AND COORDINATION ON RESIDENTS’ COGNITIVE BARRIERS - A CASE STUDY OF NINGXIA REGION IN THE YELLOW RIVER BASIN

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