

believes that in the near future, with the further development of domestic network infrastructure, the popularization of cloud technology and the emergence of new audio and video protocols, the real-time communication system will provide better communication functions for network users.

Key words: mental - communication protocols - users

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MARKETING STRATEGY OF AGRICULTURAL PRODUCTS BASED ON CONSUMERS' MENTAL NEEDS

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Background: In recent years, China's agricultural ecological environment has been effectively improved, the pace of agricultural standardization has accelerated significantly, the quality level of agricultural products has been significantly improved, and the domestic demand for agricultural products has also changed from energy-based and nutritional-type to healthy, cultural-type superposition, leisure agriculture, and e-commerce to expand the colorful and unlimited potential of agricultural development space. However, in this context, in many places, agricultural products are still difficult to sell, agricultural products cannot be sold at good prices, and family farms are struggling to sell, and the problem of marketing agricultural products is becoming more and more prominent. The connotation of agricultural product marketing, the analysis of consumers' psychological motivation to buy and the marketing strategy of agricultural products, the value of customer transfer and the marketing of agricultural products.

Objective: This paper introduces agricultural product marketing and its strategy from three aspects: the connotation of agricultural product marketing, the analysis of consumers' purchase mental motivation and agricultural product marketing strategy, and the combination of customer delivered value and agricultural product marketing strategy.

Subjects and methods: 1. Consumer demand. Need refers to a mental state in which people feel a certain lack in individual life and social life and strive to be satisfied. In other words, the lack of a certain physiological or mental state of consumers is the needs of consumers. If consumers feel hungry, they will have a need for food; When you feel cold, you will need warm clothes; When you feel lonely, you will have the need for entertainment and communication; When you feel despised, you will have a need for social status and valuable commodities. Consumers' needs for agricultural products, It mainly includes: (1) The need for the use value of agricultural products. The use value is not only the basic attribute of commodities, but also the basic content of consumer demand. (2) the aesthetic need for agricultural products. The pursuit of beauty is human nature, and consumers' aesthetic requirements for the color, flavor and shape of agricultural products are advancing with the times. (3) The contemporary needs of agricultural products. Endow agricultural products with fashion value and meet the contemporary requirements of consumers for agricultural products. (4) The need for social symbols of agricultural products. Eating seasonal and local (origin) agricultural products has become a consumption mode of social elites. (5) The main body of agricultural product marketing must establish the service consciousness of taking consumers as the center.

2. Mental motivation of consumers to buy agricultural products. Different from the traditional product purchase mental motivation, for the consumption of agricultural products, there are mainly the following aspects of purchase mental motivation. (1) Mental motivation for peace. The consumption of agricultural products is related to everyone's survival and health. With the improvement of people's living and consumption standards, people's demand for agricultural products has changed from pursuing energy (food and clothing) to health, safety and nutrition. (2) Leisure mental motivation. With the development of social economy, people begin to understand "slow life" , enhance the desire for leisure life and expect to obtain the consumption of leisure agricultural products. (3) Experience mental motivation. Urbanization has caused environmental pollution, tense life and lack of green living environment, which makes people have the experience consumption motivation to escape from the "pressure mountain" and "get close to nature". (4) convenience mental motivation. Consumers regard the convenience of using and purchasing agricultural products as the first standard for choosing the mode of consumption and purchase of agricultural products.

Results: 1. Use the mental of seeking security to develop green agricultural products. Green food is a pollution-free, safe, high-quality and nutritious food that follows the principle of sustainable development, is produced according to specific production methods, is certified by special institutions and is licensed to use the green food logo. First, enhance consumers' awareness of green food. The more you know about green agricultural products, the more it helps to stimulate consumers' inner needs for safety and health, and then improve the consumption of green agricultural products. Do not just print the green food logo on the package and paste it. We should often effectively publicize consumers, enhance consumers' understanding of the safety of agricultural products and identify the green food logo. Second, reasonable pricing. We should fully consider the production cost, certification cost and the acceptance of consumer groups in the target market. For example, the price of organic food in Japan is more than 10% higher than that of ordinary agricultural products, and that in Europe is 20% ~ 50% higher than that of ordinary agricultural products. The price of green agricultural products that Chinese consumers are willing to accept is 15% ~ 25% higher than that of ordinary agricultural products. Third, select the appropriate target population. Consumers' age, economic status, sense of anxiety about health and safety, and whether there are minors in the family will affect their consumption of green agricultural products. The consumption groups of green agricultural products in China mainly include government organs and institutions, white-collar class dominated by senior intellectuals, young people and some elderly people, pregnant women, pregnant women There are four types of consumer groups dominated by infants and young children.

2. Use leisure mental to develop leisure agricultural products. Leisure agricultural products refer to the edible, playing and ornamental agricultural products consumed by people in leisure and rest. Its main function is to delight consumers' mood. For example, Boli seaweed is a leisure food and succulent plants are ornamental plants. The main consumer groups of such agricultural products are middle-aged and young women, students, children, foreign tourists and frequent business trips. First, attract customers' taste buds and eyeballs, and launch delicious and novel products. It is difficult for consumers to resist the temptation of delicious and beautiful products. The second is to embody the concept of healthy consumption. Leisure agricultural products should be non-toxic and harmless. In particular, snack food should ensure quality and good flavor, and take low calorie, low fat and low sugar as the mainstream of product development. Third, with the help of cultural and entertainment elements. Express warm, healthy and commemorative information with the help of cultural and entertainment elements, in order to arouse consumers' resonance with the brand. Such as "auspicious three treasures" and "mother Tian". Fourth, the package is exquisite and convenient to buy. Leisure agricultural products are often travel consumer goods or gifts with small volume and beautiful packaging. It is not only convenient to carry, but also buyers can obtain multiple products with the same physique, which can be shared by more relatives and friends at low cost.

3. Use experience mental to develop sightseeing agricultural park. Sightseeing agricultural park is an agricultural park mainly engaged in the production of crops, horticultural crops, flowers, tea, etc., so that urban tourists can participate in production, management, harvest and other activities, enjoy pastoral fun, and enjoy, taste and buy. First, develop according to local conditions. The site selection of sightseeing agricultural park shall meet the "trilateral" conditions, that is, around the city, around the scenic spot and around the traffic trunk line. Second, moderate scale operation with obvious agricultural characteristics. It has distinct uniqueness and regionality, and has connotation and value that others can't imitate. Third, highlight the new and strange, and constantly transform the landscape of the park. Sightseeing agricultural parks should make full use of agricultural natural landscape, agricultural pastoral landscape and agricultural production landscape, and improve the production and living environment. It can meet the needs of consumers for photographing and adapt to today's mobile phone family's communication through wechat, QQ, microblog and other self media. Fourth, pay attention to experience, so that tourists can get the feeling value. Let visitors have a visual experience and see red flowers and green fruits, rice field paintings, etc; Let visitors hear the gurgling water, insects and birds; Let visitors experience the taste and taste farmhouse tofu, fruit and vegetable tea, etc; Let tourists smell, smell the fragrance of flowers and plants, and experience the fragrance in the face; Let visitors feel the experience, pick, make, process, etc.

4. Use convenience seeking mental to develop digital marketing. The so-called digital marketing is based on computer network technology and realizes marketing through e-commerce. It has the advantages of all-weather characteristics in time, cross regional characteristics in space, convenience of settlement and quickness of logistics. First, target market positioning. The positioning of the target population is the primary consideration of the e-commerce platform for agricultural products. If the target population is targeted at the elderly who basically can't surf the Internet or people with low consumption ability, it will obviously face losses. Second, choose brand logistics. Due to the particularity of agricultural products,

there must be refrigerated and frozen mixed distribution vehicles, refrigerated turnover boxes and constant temperature equipment for distribution. Otherwise, no matter how good the original quality of products is, customers will receive goods with quality problems. Therefore, logistics distribution and its cost will become the biggest problem to test the e-commerce platform of agricultural products. Third, improve the quality and standardization of agricultural products. The external specifications and internal quality of agricultural products in the same batch and different batches shall be basically the same. Fourth, pay attention to network publicity. E-commerce platform is not only a trading platform, but also a publicity window. We should timely publicize the consumer groups through news broadcasting, watching pictures and telling stories, so as to seize the hearts of consumers.

Conclusions: With the development of economy, consumers' demand for agricultural products is undergoing profound changes. People are no longer satisfied with the functional value brought by agricultural products, and more and more consumers are pursuing a new shopping experience. In order to succeed in the increasingly fierce market competition, agricultural product management enterprises should not only provide safe and high-quality products to meet the physiological and safety needs of consumers, but also pay attention to consumers' needs for experience, emotion, brand and communication. Therefore, agricultural product management enterprises should attach great importance to the role of experience marketing from a strategic perspective, and carry out various forms of experience activities with consumer demand as the guide, situation as the stage, emotional demand as the breakthrough and brand as the link, so as to achieve the goal of enterprise management.

Key words: consumers' mental - agricultural products - marketing

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APPLICATION OF GESTALT PSYCHOLOGY IN ENVIRONMENTAL CERAMIC DESIGN

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Background: In recent years, with the improvement of people's living standards and the development of cities, environmental ceramics has gradually come into people's vision and become an important part of the public environment. As a comprehensive and emerging art category, environmental ceramics is involved in people's public living space with the traditional material of ceramics and the popular public environmental art. The temperament with historical and cultural connotation embodied in ceramics brings people spiritual pleasure, and the attention to "people" advocated by the current public environmental art reflects the people-oriented artistic pursuit of this emerging art category. Gestalt psychology is a major school of western psychology. It was founded in Germany by M. Wertheimer, K. Koffka and W. Kohler in 1912. It is transliteration, which means organizational structure or whole. The second school believes that the most basic feature of psychological phenomena is the structure or integrity shown in conscious experience. Gestalt psychology is not only a major school of contemporary psychology, but also one of the important schools in the contemporary west because it is directly used to explain some problems in aesthetics and artistic creation. The starting point of the research on the principle of Gestalt psychology and its related theories is based on the "form" of human psychology, and any "form" is the result of the spontaneous organization of human visual perception, which does not exist objectively. The purpose of this paper is to understand the human perception law of the shape of objective things, study the presentation of Gestalt theory in environmental ceramic works, find its corresponding law, and verify the feasibility of Gestalt theory in environmental ceramic design practice through this law.

Objective: This paper expounds the relevant theories of the principles of Gestalt psychology, and tries to connect the Gestalt visual perception principle, mind object field theory, holism and people's perception law of graphic visual perception in the principles of Gestalt psychology with environmental ceramic design, and study the corresponding law between the principles of Gestalt psychology and environmental ceramic design methods in the process of environmental ceramic design.

Subjects and methods: Gestalt means Gestalt, so Gestalt psychology is also called Gestalt psychology. It was founded in Germany in 1912 by Huiertimer and others, and has developed into an important school in contemporary psychological research. Because this school is based on the theory of people's visual perception of graphics to study people's psychological and physiological activities, Gestalt psychology is closely related to the visual psychological feeling in artistic creation and even architectural environment