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DEVELOPMENT COUNTERMEASURES OF INTERNATIONAL E-COMMERCE BASED ON NETWORK CONSUMPTION PSYCHOLOGY

Jing Zeng^{1,2}, Lei Zhou¹ & Xiaoyi Hu³

¹*School of Business and Trade, Nanchang Institute of Science & Technology, Nanchang 330108, China*

²*Institute of Educational Sciences, Hubei University of Education, Wuhan 430205, China*

³*Construction Management Office, Hubei Engineering University, Xiaogan 432000, China*

Background: Consumer psychology is an objective social phenomenon. It is in the whole consumption process, that is, determining the shopping intention, shopping method, understanding the properties of various specifications and performance of purchased products, selecting the purchase brand and merchant, price negotiation, commodity quality evaluation, brand after-sales service quality evaluation. The comprehensive results of various psychological activities in the process of business service quality evaluation. Consumer psychology directly determines consumers' consumption behavior and the success or failure of commodity trading process. Therefore, both consumers and enterprises can only deeply understand and analyze consumers' consumption psychology in the process of online shopping and explore the internal regularity and inevitability factors, so that consumers can buy satisfactory goods, and enterprises can carry out targeted marketing activities and achieve success. Therefore, to explore the psychological characteristics of consumers' online shopping and the network marketing countermeasures of enterprises has positive promoting significance and important practical significance for enterprises to seize market opportunities, capture market opportunities and meet the challenges of the network era.

Objective: Nowadays, enterprises are facing unprecedented market competition, and products are in short supply. The seller's market will gradually become history, and the buyer's market dominated by consumers has come. In the buyer's market, consumers will face a wider range of goods and their brand choices. This change makes the shopping psychology of contemporary consumers present a new trend and characteristics compared with the past.

First, consumption initiative is enhanced. The enhancement of consumption initiative comes from the increase of uncertainty in modern society and human pursuit desire for psychological stability and balance. Under the trend of increasingly fine division and specialization of social division of labor, consumers' sense of risk of purchase increases with the increase of choice, and they are tired and distrustful of one-way "spoon feeding" marketing communication. In the purchase of many daily necessities, organizations should allocate resources around brands, so as to stand out in the complex market and defeat competitors. Brand evergreen is not the goal of the marketing department, but the goal of the whole organization and the whole enterprise. No matter whether the brand management is in the charge of the brand manager or not, there is no doubt that the brand management should be promoted to the height of organizational strategy. Therefore, only relying on one department cannot complete this responsibility, which requires the unified coordination and planning of senior managers. Once the core value of the brand is established, it should be maintained for a long time and should not change frequently. Usually, the core value of the brand should not be changed. This is because if the core value of the brand is changed, a series of activities such as brand positioning and brand communication will follow. In this way, the existing brand image in the minds of consumers is easy to be blurred. More extreme, once the new core value and the old value. In a sudden, consumers will be at a loss. With the further development of the market economy and the gradual strengthening of the degree of openness, China's national brands will face the competition of international brands to a greater extent. While strengthening the enterprise's own strength and improving the management level, the brand construction is also a long-term process, which cannot be achieved overnight. We should look at it from a long-term perspective. Especially in the purchase of some large durable consumer goods (such as refrigerators, air conditioners and computers), consumers will take the initiative to obtain, analyze and compare the information related to the goods through various possible channels. These analyses may not be sufficient and accurate, but consumers can obtain a psychological balance to reduce the risk or the possibility of regret after purchase, increase trust in products and strive for psychological satisfaction. Second, price is still an important factor affecting consumer psychology. In order to avoid vicious price cutting competition, although a considerable number of enterprises have taken various measures to weaken consumers' sensitivity to price, but price always has an important impact on consumer psychology. For example, in the price reduction war of microwave ovens in recent years, although Galan, as a market leader, has the advantages in technology, quality and service, it was finally forced to announce its return to the price reduction competition and fight for market share. This shows that even in the face of contemporary

developed marketing technology, the role of price cannot be ignored.

Subjects and methods: The biggest characteristic of network marketing is that it is dominated by consumers have greater freedom of choice than in the past. Consumers can look for goods around the world according to their individual characteristics and needs, without geographical restrictions. By entering the interested enterprise website or virtual store, consumers can obtain more relevant information and make shopping more personalized. This development of personalized consumption will urge enterprises to reconsider their marketing strategy and take consumers' personalized needs as the starting point of product and service provision.

Results: Network marketing has established convenient and fast communication channels between consumers, producers and operators, so that small and medium-sized enterprises can collect consumers' opinions on a series of issues from product design to pricing and services at a lower cost through electronic bulletin boards, online discussion squares or e-mail, which can make the enterprise's marketing strategy targeted, improve consumer participation, enthusiasm and satisfaction.

Conclusions: The network provides 24-hour service without holidays or business hours. Eliminate consumers can check the required information or shopping at any time. The inquiry and shopping process takes very short time, and the program is simple and fast. This feature is especially favored by analytical consumers who need a lot of information to make decisions or consumers who aim to shorten shopping time. Network marketing has jumped out of the traditional manufacturers, wholesalers, middlemen and retailers, the logistics mode of consumers can directly deliver goods to consumers. Businesses can face consumers directly and put aside the middle dealers, which can save huge promotion and circulation costs for enterprises and businesses and make it possible to reduce product costs and prices.

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THE INFLUENCE OF AUDIO-VISUAL LANGUAGE ON AUDIENCE PSYCHOLOGY IN FILMS

Guang Li

School of Animation and Media, Qingdao Agricultural University, Qingdao 266109, China

Background: Film is a new industry developed after the second industrial revolution. It is an art form developed with the use of and the gradual maturity of photography technology. It continuously highlights a specific theme with an intuitive performance and combined with the corresponding emotion and atmosphere, bringing unprecedented visual feeling and psychological shock to the audience, to achieve the purpose of educating and displaying folk culture. This is an effect that previous art forms could not achieve. The prominence of the film theme and the shaping of the atmosphere not only rely on the scene and the performance of the actors, but also rely on the sound. Whether it is music or sound, it can make the audience empathize and completely enter the film world. The development of film can be traced back to the 1890s. Film was born in December 28, 1895. At that time, Auguste and Louis of France screened the factory "Gate" and "baby lunch", these are two short films without any modification and processing, and only less than forty people watched them, but later people regarded them as the history of film. The beginning of indicates the emergence of film. At first, the film just passed the real performance camera technology moved to the screen without any processing, but it promoted the development of art dissemination. The films at this stage only play images and do not cooperate with others. The auxiliary facilities have no sound cooperation, so it is called the silent era of film. The film at that time was called "mime", which vividly explained the film and television at that time characteristic, this stage lasted about thirty years. In the early nineteenth century, the film Jazz. The king of songs was released. The play was shot by Warner film company in the United States. The difference between the short film and the short film is that the film adds some music and accompaniment to it and cooperates with its part of the actor's dialogue was. This indicates that the development of film has entered a new stage, that is, the audio era of film. Today, the film has become a door is a perfect art form, which not only combines sound and other means to deepen the feelings of the audience. There are 3D and even 4D films, which make use of unique shooting skills and 3D glasses, the audience has the feeling of being in the scene.

Objective: Audio visual language is an important means of expression of film and television art. Through the comprehensive application of music, color, language, and sound, it can convey information vividly, three-dimensional, and vividly rest. Film and television films not only need scientific information transmission, but also need artistic expression. Exploring the application rules and methods of audio-visual language in film and television films and observing its impact on the psychology of the audience, has certain guiding