

of a single commodity. Therefore, geographical indication agricultural products need to choose appropriate marketing strategies to get out of the sales dilemma.

Objective: To study whether the psychological price of consumers can be improved from many aspects through the price quality effect, to increase the sales of geographical indication agricultural products, to increase the sales.

Subjects and methods: After the consumption survey, 1000 consumers who meet the requirements in terms of purchasing power and commodity demand are randomly selected. They first carry out routine publicity and recommendation, and then carry out marketing publicity to consumers through the price quality effect. Under these two publicity conditions, the purchase intention of consumers for the same sample of geographical indication agricultural products at the same price is recorded and the number of buyers is counted.

Results: Table 1 shows the number of consumers willing to buy the same geographical indication agricultural product under different marketing and publicity strategies. It can be seen from Table 1 that after the consumer psychological marketing and publicity of price quality effect, the number of buyers and purchasing power have been significantly improved. Through statistical analysis, it can be found that there is a significant difference in the anxiety level between the two groups after the end of teaching ($P < 0.05$). It shows that this method can significantly promote consumers' purchase intention of sample geographical indication agricultural products.

Table 1. Comparison of purchase intention under two marketing strategies

	Number of consumers	Consumption rate (%)
Regular marketing publicity	442	44.2
Price-quality effect marketing publicity	679	67.9

Conclusions: Consumer psychology is mainly a kind of psychology that studies the law of psychological activities and personality psychological characteristics of consumers in the process of life consumption. The price quality effect mainly studies the impact of commodity price and commodity quality on consumers' psychological behavior. In order to promote consumers' purchase of geographical indication agricultural products, make such agricultural products get out of the marketing dilemma, and enable consumers to have more and more rational cognition of geographical indication agricultural products, this paper studies the use of price quality marketing strategy, explores consumers' purchase intention of geographical indication agricultural products, successively uses conventional marketing strategy and consumer psychology marketing strategy, and counts the impact on consumers' purchase intention. The experimental results show that the price quality marketing strategy can significantly promote consumers' purchase intention of this kind of geographical indication agricultural products.

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RESEARCH ON THE INTEGRATION STRATEGY OF MUSIC EDUCATION AND MENTAL HEALTH

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Background: In the current situation of high learning pressure, students are prone to accumulate negative emotions due to school, family and other environmental reasons, and depression is a common one. The accumulation of depression is also easy to lead to individual physical and psychological diseases, which can lead to depression in severe cases. Depression is a kind of psychological disease with depression as the main symptom. The causes are emotional disorder, affective disorder and so on. At present, the clinical manifestations of depression are high prevalence, high recurrence rate and high suicide rate. The cognitive functions such as attention and memory of patients with depression will be damaged in varying degrees, manifested as poor attention and memory function. If students suffer from depression, they can't achieve normal study and life when their condition is relatively mild. At present, the common intervention measures are to set up lectures on professional knowledge of mental health and carry out personalized psychological intervention. The former popularizes common psychological problems and the adverse effects of

psychological problems to patients through regular lectures on mental health knowledge, and provides students with a channel to obtain psychological assistance. The latter alleviates and improves psychological problems through positive psychological intervention measures, and sets up a special psychological counseling room to complete psychological counseling. However, these depression intervention schemes are difficult to implement, and their effect is not good, which has great limitations in solving the psychological problems of patients with depression.

Music education is a specialized specialty in colleges and universities, which belongs to education specialty. Music education will cultivate students' all-round development of morality, intelligence, physique and beauty, cultivate students' humanistic quality, and increase students' professional knowledge and basic theory of music. Music education has the functions of cultivating sentiment, improving aesthetic psychology and relaxing mood for individuals. Therefore, the curriculum of music education plays an irreplaceable role for students. Under the influence of increasing learning pressure and other factors, music education courses in schools are often squeezed in time, and students have less time to receive music education. The lack and lack of music education has a significant impact on students. Therefore, increasing the time and depth of music education is particularly important for the improvement of students' psychological problems and the alleviation of negative emotions.

Objective: To analyze the influence of deepening music education curriculum on students' depressive psychology, in order to improve students' mental health level and reduce the level of students' depressive psychology.

Subjects and methods: 300 students with similar basic conditions were found from the same school, and they were divided into two groups according to the principle of equal number. One group used basic education with additional belly music education courses. This group was used as the experimental group, and the other group used the traditional basic education method as the control group. The teaching period is 4 months. Every month during the teaching period, before and after the teaching, the students' psychological state and depression level are tested and compared. The Self-rating Depression Scale (SDS) was used in the study.

Results: Table 1 shows the improvement of depressive psychology of the two groups of students after the experiment. It is easy to see from Table 1 that the depression level of the two groups of students before the music education experiment is similar, while the depression level of the experimental group decreases significantly after the music education experiment, while there is no significant change in the control group. After statistical analysis, it can be found that there is a significant difference in the anxiety level between the two groups after teaching ($P < 0.05$).

Table 1. Comparison of self-rating depression test results between the two groups

	Before	After
Control group	59	57
Experimental group	58	39

Conclusions: Depression, as one of the more common negative emotions among students, is still not paid enough attention. Depressive psychology may produce emotional disorders and affective disorders for individuals, which will seriously lead to psychological diseases such as depression and a variety of physiological diseases. Therefore, the depressive mood of students should be paid attention to and alleviated. According to the positive effect of music education on personal psychology, the study added an additional deepening music education course to the traditional education in the experimental group, and compared it with the control group of traditional education. The experimental results show that music education can significantly alleviate students' depression from SDS scale.

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ANALYSIS ON THE INFLUENCE OF INTEGRATING EDUCATIONAL PSYCHOLOGY INTO MIXED TEACHING ON THE LEARNING ENTHUSIASM OF ART MAJORS

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Background: Educational psychology is a kind of social psychology subject that studies human learning, the effect of educational intervention, teaching psychology and school organization under the educational