

Conclusions: On the whole, the implementation process of college students' ideological and political education reflects the psychological cognitive process of educators and students. Using the relevant theories of cognitive psychology to analyze the psychological cognition problems in the process of ideological and political education, we can see the cognitive structure. Construction and transformation play an important role in ideological and political education in universities. Educators should adopt a variety of methods to optimize the cognitive structure of educational objects to enhance the acceptance of ideological and political education.

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APPLICATION OF PSYCHOLOGY IN CHARACTER IMAGE DESIGN

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Background: Image design is to transform or reconstruct the original imperfect image of the subject to achieve the purpose of benefiting the subject. It is not only suitable for personal characteristics of hair, make-up and clothing, but also for the real work and life services, which is very similar to corporate CI design, are for the long-term future development. Therefore, its content includes the external form, such as clothing, make-up, but also includes the external performance of internal character, such as temperament, behavior, speech, living habits and so on. From this height of character image design, is not the ability of makeup artist or fashion designer can complete, but the objective environment for the confirmation of the main image has a long process, not overnight. At present, there is no professional character designer. Therefore, many character designers are transformed from makeup artists, which makes the public understand the concept of character designer as stylist. In fact, the design of character image is not only to change the appearance of appearance and clothing, but also to make full use of psychology to change customers from the inside out.

The purpose of this study is to analyze the situation of character image design from the perspective of psychology, optimize the effect of character image design, and study the influence of psychological changes on the effect of character image design based on the character's perception, cognition, emotion, personality and behavior.

Subjects and methods: This study is mainly through the psychological point of view of the character image design, in the design process, fully consider the psychological changes in the process of image design, improve the effect of character image design. This study mainly adopts the form of questionnaire survey. In order to ensure the quality of the questionnaire survey, the paper questionnaire of field survey is distributed. The distribution method is personal distribution. The main choice is the personnel who participate in the character image design for indoor collection. In order to ensure the quality and efficiency of the questionnaire, the questionnaire was distributed on site, supervised and collected on site. A total of 300 questionnaires were collected, and 280 valid questionnaires were collected, with an effective rate of 93.33%.

Study design: This paper takes cognition, interpersonal relationship, social relationship and family as independent variables, and takes the image of characters as dependent variables to analyze the influence of psychology on the design of character image.

Methods of statistical analysis: In this paper, SPSS22.0 is used to analyze the data, descriptive statistical method is used to analyze the basic situation of the survey object, independent sample *t*-test and one-way ANOVA are used to analyze the influence of psychology on character image design.

Results: For the regression of the above variables, the results are shown in Table 1. It can be seen from Table 1 that if the *P* value of the interaction item of cognition and family is greater than the significant level, the coefficient of the interaction item of cognition and family is not significant, which indicates that the moderating effect of cognition and family on character image is not significant. However, if the interaction between cognition and family is greater than the significant level, it indicates that the interaction between cognition and family is significant.

Table 1. The moderating effect of cognition and family on character image design.

Variable	Coefficient	Standard deviation	<i>t</i>	<i>P</i>
Cognition>character image design	0.381	0.064	5.660	0.000
Family>character image design	0.231	0.066	3.530	0.000
Cognition and family>character image design	-0.100	0.057	-1.760	0.080

Table 2. The moderating effect of social relationship and interpersonal relationship on character image design.

Variable	Coefficient	Standard deviation	<i>t</i>	<i>P</i>
Social relations>character image design	0.334	0.064	5.210	0.000
Interpersonal relationship>character image design	0.104	0.069	1.510	0.132
Interpersonal and social relations>character image design	0.311	0.062	5.020	0.000

As can be seen from Table 2, the corresponding *P* value of interpersonal relationship is 0.00, less than 0.05. Therefore, it can be considered that at the significant level of $\alpha=0.05$, the coefficient is significantly greater than zero. The corresponding *P* value of social relationship is 0.132, which is greater than 0.05. Therefore, it can be considered that at the significant level of $\alpha=0.05$, social relationship has a significant impact on character image design.

Through the analysis of the relationship among cognition, interpersonal relationship, social relationship, family and character image design, we can know that the interaction between cognition and family is significant, and the influence of cognition and family on character image design is not significant. Interpersonal relationship has no significant influence on character image design, while social relationship has significant influence on character image design.

Conclusions: To sum up, character image design is to transform or reconstruct the original imperfect image of the subject to achieve the purpose of benefiting the subject. It is not only limited to the hairstyle, make-up and clothing suitable for individual body, but also needs to serve the real work and life, which leads to its cognitive ability, family situation, interpersonal and social relations affect the effect of character image design. In this regard, in the design process, the analysis of the cognitive situation, interpersonal relations, social relations and family relations of the characters on the psychological changes and the relationship between the characters can effectively improve the design effect of the characters.

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ANALYSIS AND OPTIMIZATION MEASURES OF E-COMMERCE MARKETING MODE FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: In recent years, with the rapid development of mobile Internet in China, people's demand for mobile Internet for social networking is increasing. These e-commerce sales all make use of the theory of consumer psychology, through various e-commerce marketing modes such as the social e-commerce platform of Little Red Book, the distribution marketing model of key opinion leaders (KOL), and the Pinduoduo represented by Pinduoduo marketing model. According to the prediction of China Internet Data Platform, by 2020, the scale of China's social e-commerce market will break through trillions. In the face of such rapid