

incorruptibility and the construction of incorruptibility culture. Incorruptibility should not be a luxury for the public, but a daily necessity that can be consumed by the public. It should be infiltrated into people's daily experience and the soul of a nation. The clean government culture of a country, it should not be high above, for people to see, but should crouch low profile, and dance with the people; The incorruptible propaganda of a society, it should not cover up, stagnate backward, and should be open and transparent, advance with the times. Clean government is also a psychological need of the people, it is a trust and trust between the public and the government needs to be a relationship, if handled well, both glory and glory, otherwise, both losses. In the final analysis, the incorruptibility education of college students cannot be separated from the propaganda of the state, the guidance of social ethos, the education of schools and the edification of families.

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AESTHETIC DESIGN OF SMART HOME PRODUCTS BASED ON CONSUMPTION PSYCHOLOGY

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Background: Under the market condition today, the product category unprecedented is rich. How to make products recognized by consumers and deeply rooted in the hearts of the people, has become one of the concerns of businesses. A lot of excellent product design is to stand in the angle of consumer to think the problem solves a problem, sufficient think for consumer. That is, from consumer demand to predict market trends in order to correctly guide product design. Emotional smart home products is the development of the times and the inevitable result. The connotation of emotional design of household products is: in the original use function, the emotional connotation of household products is given so that they can convey certain emotional factors to people, so that they can resonate with people, touch people's inner world, and people spontaneously accept the product and fall in love with the design. Home products is the embodiment of people's way of life, promote comfort, shell, and cost-effective, has a strong pertinence. No matter what brand, what enterprises need a certain degree of competitiveness, its aim is to avoid homogenization of the market. What is a more humane design, the user as the first perspective to analysis can be concluded that it is more targeted. Speaking from the consumer own one kind of experience, not only includes their use psychology, but also should include esthetic psychology and so on. The emotional design of smart home is based on the era of individuality. Designers seize the emotional needs of this major feature, its emotional integration of people into the product. There are many factors to consider in the design process and should not be simple functionality. Design out of the product must be happy, feel happy, give users a kind of joy psychology. We can see that for consumers to bring more than convenience.

Objective: If we don't know the consumers who can influence the product design deeply, it will lead to the wrong product design orientation, and at the same time, it will lose a large number of consumers. Therefore, the investigation and research on the factors that affect consumers' psychology can create more market opportunities and realize more profits. Only in this way can we make our products in an invincible position in the fierce market competition.

Subjects and methods: Consumption psychology is a form of psychological cognition, which will affect the aesthetic design of smart home products. This article mainly carries on the investigation analysis from the expense psychology to the intelligent household product design influence. Through the questionnaire, the effect of consumer psychology on the design of smart home products is statistically analyzed.

Study design: Stratified cluster random sampling method was used to investigate and analyze 500 different gender and age audiences, 500 questionnaires were issued, 484 were retrieved, and 471 valid copies were obtained.

Methods: Using Excel statistics of consumer psychology on the design of smart home products.

Results: Smart home products can stand out in many products because of its "people-oriented" design concept, so designers should adhere to this concept, innovative product modeling, seize the psychological needs of consumers, to meet consumer demand for home products, will be the perfect combination of

emotion and function. Color plays an important role in people's interest, hobby and emotion. Different colors are bound to affect people's mood, and ultimately affect people's feelings of life. Should choose has affinity, the recycling, the sustainable use, the environmental protection type material, causes the people from the mind to feel the nature, the perception nature.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results are rounded off using an average of 500 audiences, and the statistical table is shown in Table 1.

Table 1. Effects of consumer psychology on smart home product design.

Factor	Product modeling	Color	Material
Audience	4	4	4

Conclusions: Emotional design is the trend and trend of contemporary product design, including home products. Home products are inseparable from our lives, it is closely related to our lives. In the design of a product, should be more considered and pay attention to the emotional experience of products, home products to bring people better spiritual enjoyment, enrich our spiritual world. Home product design can be considered from object shape, object color, product material, human-computer interaction and other aspects, and then design to meet people's spiritual and emotional needs. As a product closely related to people's life, designers should cater to people's needs through various considerations in the design, especially emotional design, an excellent emotional smart home product is bound to bring people a pleasant spiritual and emotional experience. It can be said that emotional design is to seek a balance point between people and things, is a people-oriented design philosophy, so emotional design of smart home products is the trend of product design and trends.

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THE INFLUENCE OF ENTERPRISE PERFORMANCE INNOVATION BASED ON POSITIVE PSYCHOLOGY ON ECONOMIC DEVELOPMENT

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Background: With the advent of the information age and the development of knowledge economy, innovation has become an important means for enterprises to obtain competitive advantages and maintain young vitality. Employees play a vital role in innovation activities. Under the given conditions of policy, market and financial environment, positive psychology can effectively stimulate employees' innovation potential and improve innovation performance. Knowledge is the cornerstone of innovation. Enterprises should not only improve staff's ability to collect and reserve knowledge, but also strengthen the flow of knowledge to obtain the value of knowledge. Knowledge sharing refers to the exchange of knowledge, experience and skills among employees, and further proliferation and sublimation. The main purpose of knowledge sharing is to increase the mobility of ideas.

With the development of economic globalization, enterprises are facing more and more market competition. In order to survive and develop in the increasingly stimulating competitive environment and maintain their own competitive advantages, enterprises need to innovate constantly. With the development of society, economy and science and technology, innovation has become the theme of human society. The key competitive factors of a nation are closely related to its innovation ability. Innovation is the primary driving force leading the development of society, economy and other aspects. In the process of economic development, innovation should be placed at the core of national development. At the same time, innovation is also a necessary condition for the survival and development of enterprises, which is conducive to the acquisition of competitive resources and promotes enterprises to develop and advance in the increasingly fierce market competition environment.

Objective: Man is the main body of innovation activities, and there is no innovation form and content apart from man. Traditional resources, such as capital and technology, are being imitated by competitors at a faster and faster speed. Therefore, these traditional resources are difficult to become the competitive