

and daily study.

Table 1. Students' preference for traditional music

Groups	Before experiment	After the experiment
Experimental group	1	3
Control group	1	2

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RESEARCH ON FOLK PRODUCT IMAGE DESIGN AND PROMOTION STRATEGY BASED ON CONSUMER PSYCHOLOGY

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Background: With the rapid development of China's economy in recent years and the arrival of the era of knowledge economy, product image design and promotion in the country has been budding and developing. The emergence of this phenomenon is the inevitable requirement of economic restructuring, the symbolic embodiment of the era of knowledge-based economy, and the embodiment of human demand at a higher level. People's instinct is to constantly achieve their own material and spiritual "needs" to meet. After the physiological and security needs of the lower level are met, the higher level of social needs, respect needs and self-fulfillment needs begin to evolve. This demand usually connects the physical objects or service behavior, which is the original driving force of consumption. In other words, the rise and development of product image is to meet the high-level human needs, as well as stimulate consumer behavior. As one of the important branches of traditional industries, folk products need to be renovated in the face of the transformation of economic structure and the upgrading of consumption demand.

With the development of economy and society, we have entered the era of knowledge-based economy in the 21st century. A series of changes about people's life style and spiritual pursuit caused by information expansion are forcing industrial design to face the historical turning point. Folk products from the initial embroidery, Chinese painting, dough, tiger hat, calligraphy and other development to wine culture, tea culture, food culture, flower culture and other areas of life. But from the point of view of the whole national economy, the whole folk product is still a small category. From a fresh point of view, due to the contemporary people's love and pursuit of new things, to a certain extent, ignoring the folk products, and make the market share of folk products decreased. From the perspective of social development, science and technology in the development of progress, the replacement of new research and development of products, new technologies are in development. From the design point of view, the phenomenon of homogenization of folk products is extremely serious and the awareness of new functions research under the new life scene is weak. Folk products do not have enough innovative vitality factor, therefore, although the use of Folk products is increasingly widespread, but the impact on people is gradually weakened.

Objective: In recent years, with the rapid economic growth, the continuous increase of the urban population and the change of people's consumption ability and consumption concept, more and more people begin to pursue folklore products. Folklore products are generally based on national, customs and ideas as the core, people's knowledge, wisdom and inspiration in specific industries materialized performance. It is different from the traditional manufacturing industry and other labor-intensive industries relying on machinery, factory buildings, resources and labor force, but depends on folk product resources, knowledge resources, creative groups of high-tech, high-tech, high knowledge, high management of intelligent industries. it is different from the products produced by traditional industries, folk product can be tangible goods, can also be intangible services. From the final form of the product, the folklore product contains two interdependent parts: the product design content and the hardware carrier. The particularity of folk product design differs from general product mainly lies in its image design content, which is the core value of folk product design. But the content of folk product design cannot exist independently, it must depend on the specific hardware carrier. The key to understand the meaning of creative product lies in the research of folk product image design and development from the perspective of consumption psychology. From the final form of the product, the folklore product contains two interdependent parts: the product design content and the hardware carrier. The particularity of folk product design differs from general product mainly lies in its image design content, which is the core value of folk product design. But the content of folk product

design cannot exist independently, it must depend on the specific hardware carrier. The key to understand the meaning of creative product lies in the research of folk product image design and development from the perspective of consumption psychology.

Subjects and methods: The image design of folk products takes breaking tradition as the basic idea, innovation as the core thinking, culture as the development factor, and emphasizes the creation of cultural consumer goods. This article is mainly from the product function, shape, color, decorative methods of folk product development, image design, and then through marketing means to the market.

Study design: Stratified cluster random sampling method was used to conduct a random survey of 600 consumers of folk products. 600 questionnaires were distributed and 578 valid questionnaires were collected.

Methods of statistical analysis: The research on folk product image design and promotion strategy using excel statistical consumption psychology.

Results: With the development trend of socioeconomic and cultural diversification, cross-industry integration has become an inevitable topic in the next development exploration of each industry. Enterprises in the development of products if the use of folk product image design concept, through different forms of stimulation behavior, enhance product creativity.

In this survey, the influence value of specific factors is 0 to 4 grades, which means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation value of 600 consumers of folk products shall be rounded off and the result shall be determined by means of averaging. The specific statistical table is shown in Table 1.

Table 1. Folk product image design and promotion strategies in consumer psychology

Factor	Function	Morphology	Color packaging	Decorative technique
Consumer	4	4	4	4

Conclusions: Consumption psychology mainly studies the psychological phenomenon and behavior law of consumers in consumption activities. Its aim is to study the psychological activity law and individual psychological characteristics of people in the process of daily consumption and daily purchasing behavior. Through the study of consumer behavior in the whole process, psychological changes in the image of folk products to design and promote. These psychological activities are the intrinsic determinants that motivate consumers to buy or give up a product and dominate the implementation of consumer behavior. Through the study of the psychological process of consumer behavior, we can provide theoretical basis for designers to create the image of folk products. Consumers create their own products independently, in order to show their uniqueness. Simultaneously this kind has the entertainment psychology to be able to increase the consumer when the creation joyful feeling.

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PSYCHOLOGICAL CHARACTERISTICS OF CONTEMPORARY YOUNG PEOPLE FROM TIKTOK VIDEOS

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Background: The so-called psychological characteristics refer to the stable characteristics of individual or group psychological activities, which are reflected in differences in ability, temperament and personality. The short video of shaking *Tiktok* reflects the following five aspects of psychological characteristics of young people: (1) Advocating external beauty. (2) Eager to express themselves. (3) Look forward to being recognized. (4) Curious. (5) Seek a sense of belonging.

Short video *Tiktok* is the main user of App, and the jitter is one of the short video App used by young people nowadays. *Tiktok* is short of video content, and its content is diverse. It has both attributes and style in the characteristics. They reflect the psychological characteristics of contemporary young people, such as advocating external beauty, eager to express themselves, looking forward to recognition, full of curiosity, seeking a sense of belonging and so on. These psychological characteristics of young people have