psychology, analyze how they affect consumers' consumption choices, and provide valuable reference materials for brand training and management of agricultural products.

Objective: To study the influence of consumer psychology on the brand cultivation mode of agricultural products through questionnaire survey and comparative experiment. Find out the main factors affecting the sales of agricultural products, and based on this, put forward suggestions to optimize the brand cultivation mode of agricultural products, so as to provide some reference value for improving the competitiveness of China's agricultural products.

Participants and methods: A set of questionnaires was designed to investigate consumers' consumption psychology of agricultural products. 100 residents of different occupations, genders and ages were randomly selected from a domestic city to conduct a questionnaire survey, and the consumption psychology collected from the survey was summarized and analyzed. Based on this, this paper puts forward targeted suggestions on brand cultivation of agricultural products. Then randomly select 10 agricultural product production and sales enterprises with no significant difference in scale, operating products and sales mode from China, share the above suggestions with them, and guide them to reform the brand cultivation mode according to the suggestions. Six months later, the sales of agricultural products and the satisfaction of consumers to the agricultural products of these enterprises were investigated.

Results: After all investigations were completed, the effective data collected were sorted out and Table 1 was obtained.

Table 1. Statistical results of enterprise agricultural product sales and consumer satisfaction before and after the reform

Statistical items	Before reform	After reform	t value	P value
Average sales volume of agricultural products in the first three months / ton	45216 ± 7455	57481 ± 8692	2.645	<0.05
Average sales of agricultural products in the first three months / 100 million	2.712 ± 0.634	4.139 ± 0.819	2.846	<0.05
Consumer satisfaction	0.648 ± 0.337	0.972 ± 0.412	1.241	<0.05

As shown in Table 1, before and after the reform, the P value of t-test of agricultural product sales, sales and consumer satisfaction data of the enterprises participating in the research is less than 0.05, which is considered to have significant difference, and the performance of the three data of the enterprises after the reform is significantly better than that before the reform.

Conclusions: The research on brand cultivation model of agricultural products based on consumer psychology is research aimed at the characteristics of post-80s and post-90s consumers, which has great theoretical and practical significance. On the basis of combing the communication theory and the related theories of agricultural product brand cultivation, this study carried out some exploratory analysis according to the consumer psychological characteristics of new consumers. The results show that: Firstly, the establishment process of agricultural product brand is actually the process of consumer attitude change. In brand cultivation, we should fully consider the characteristics of new consumers. Moreover, the establishment of agricultural product brand will be affected by the product quality and brand communication level. Secondly, for new consumer groups, the docking of agricultural product brand communication and experience is an effective way to cultivate brands. Nowadays, consumers need more experiences to enrich their lives, especially shopping experience, entertainment experience and so on. Therefore, if the brand builds an experience platform for consumers, it can better win the love of consumers and make the brand firmly rooted in the hearts of consumers.

* * * * *

RESEARCH ON THE THINKING LOGIC BARRIER IN DRESS DESIGN IN THE INHERITANCE AND DEVELOPMENT OF INTANGIBLE CULTURAL HERITAGE

Huiming Ke[1], Minjia Liu[2] & Yongyi Tan[3]

[1]College of Fine Arts, Guangdong Polytechnic Normal University, Guangzhou 510665, China
[2]Student Service Centre, Guangdong Polytechnic of Environmental Protection Engineering, Foshan 528216, China
[3]College of Art, South China Agricultural University, Guangzhou 510000, China

Background: As a branch of practical art, fashion art design must meet some practical functional requirements of clothing. Nowadays, on the premise of promoting the development of modern fashion design technology and creating an innovative design thinking mode, in addition to ensuring the practical function of clothing, the artistic demand for fashion design works in the industry is also gradually increasing. In the whole process of conception and creation of fashion design, the thinking and creation process of design is an important link to determine the overall style, temperament and tonality of fashion design works. The differentiated and diversified way of thinking is an important factor affecting the artistry and practicability of fashion design, and even triggering deeper thinking in the industry. At the same time, in fashion art design, there is usually only a vague boundary between the artistry and practicability of works, and the two cannot be clearly and completely separated.

Through visits, research and other means, this paper makes a field investigation on the Intangible Cultural Heritage related to fashion design in some areas of China, and finds that due to the thinking logic obstacles of relevant people, the inheritance of Intangible Cultural Heritage related to fashion design in some areas of China is facing some problems. For example, some inheritors of intangible cultural heritage are older at present. Due to their traditional thinking and values, they are unwilling to publish the contents of cultural heritage and only accept oral and heart-to-heart instruction for inheritance, which is prone to the phenomenon of no successor of cultural heritage. In addition, some cultural heritages are incompatible with modern life, and the inheritors are unwilling to innovate and adjust them, resulting in the design style is difficult to meet the aesthetic needs of consumers after they are applied to clothing, which seriously limits the inheritance and development of such cultural heritages.

Objective: To study the thinking logic obstacles that lead to the difficulty of inheriting Intangible Cultural Heritage related to fashion design in China through questionnaires, visits, interviews and other forms and research methods. Then provide a targeted solution and verify its specific application effect.

Objects and methods: This study designed a set of questionnaires to understand the thinking logic obstacles that lead to the difficulty of inheriting Intangible Cultural Heritage related to fashion design in China, and randomly selected 100 inheritors of intangible cultural heritage in China as the research objects for questionnaire survey and interview.

Results: After the questionnaire survey was completed, the effective questionnaire data were counted by SPSS 17.0, and Table 1 was obtained.

Table 1. Statistics of thinking obstacles in the inheritance of intangible cultural heritage related to fashion design

Problem type Old way of inheritance	Impact on Intangible Cultural Heritage Inheritance				
	No effect (%)	Slight impact (%)	General impact (%)	Obvious influence (%)	Full impact (%)
Cultural heritage lacks innovation and attraction	3	11	24	41	21
The protection mode of cultural heritage is single	2	17	28	36	17
Under the diversified cultural environment, the attention of traditional cultural heritage is reduced	10	25	33	23	9
Problem type	5	25	35	21	14

As shown in Table 1, the selected inheritors of intangible cultural heritage believe that the old inheritance mode and the lack of innovation and attraction of cultural heritage are the main thinking obstacles affecting their inheritance. The number of people who choose the impact level of "obvious impact" is 41% and 36% respectively, followed by "single protection mode of cultural heritage" and the proportion of people who choose "general impact", "obvious impact" and "full impact" as the impact level of "reduced attention to traditional cultural heritage in a diversified cultural environment" is 33%, 23%, 9% and 35%, 21% and 14% respectively.

Conclusions: From the process and results of this research, it can be seen that scientific thinking and logical thinking play an important role in fashion design. As a modern fashion designer, how to better use scientific thinking and logical thinking to skillfully integrate the intangible cultural heritage in traditional culture into modern fashion design under the impact of the rapid development of the times and the great change of people's aesthetic concept. On the other hand, the way of thinking can not only control the artistry and practicability of fashion design works, but also affect the creation and conception path of designers in the design process. The way of thinking helps us build the structural framework of fashion

design in the creation process, and the flexible application of knowledge is to supplement the fashion design. Only through continuous hard practice and exploration can creators discover and create new fashion design forms, techniques and skills. Only by mobilizing their psychological functions such as imagination and emotion and integrating their thoughts into the creative theme can they find their own unique artistic expression and break the design thought limited to imitation and supplement Dimension limit, really innovate in art design, avoid being affected by the inertia of "imitation" and stop. The research results have a certain reference value for improving the protection of Intangible Cultural Heritage related to fashion design in China.

* * * * *

CONSTRUCTION OF SHARED TEACHING RESOURCE PLATFORM JOINTLY BUILT BY SCHOOLS AND ENTERPRISES FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

Chengxia Zhang & Qun Xia

Department of Landscape and Horticulture, Jiangsu Agri-animal Husbandry Vocational College, Taizhou 225300, China

Background: With the development of modern society, enterprises have higher and higher requirements for the quality of talents. At present, education experts, university teachers and enterprise human resource managers have realized the importance of teaching resources in the process of talent training. Only the two cooperate with each other to create a high-quality shared resource platform, realize the sharing of high-quality teaching resources and serve teachers' teaching and students' learning, only in this way can we cultivate applied talents who can meet the needs of enterprise development.

Positive psychology is a discipline that studies the law of human psychological activities from a positive perspective. Because it is committed to using scientific methods to study happiness and human positive psychological quality, it can play a positive role in building a large and complex task of sharing teaching resources platform between schools and enterprises. Specifically, the construction of a school enterprise shared teaching resource platform integrating positive psychology theory and method has the following practical significance. Firstly, higher vocational colleges and enterprises can share educational resources through this platform. By jointly building a resource platform, enterprises can provide corresponding supporting equipment and technical support for higher vocational colleges, promote students' autonomous learning and training by using the platform, make up for the limitations of face-to-face education, make it more able to meet the needs of enterprises and improve the employment rate of students. Secondly, the platform can promote the sustainable development of the specialty. Through the combination of Higher Vocational Colleges and enterprises, the teaching team can grasp the industry dynamics in time, so as to strengthen the specialty construction, optimize the specialty structure and improve the specialty level, which is of great help to the talent training. Thirdly, the sharing teaching platform can improve the sharing efficiency of financial funds, and the active participation of government departments can improve the credibility of the government. The government can mobilize the enthusiasm of the school to build a platform by setting up special development funds and carrying out the selection of excellent teachers in higher vocational colleges.

Objective: To explore the impact of positive psychology on the construction of shared teaching resource platform jointly built by schools and enterprises by designing and carrying out questionnaire survey and comparative experiment. In order to improve the construction quality of the teaching resource platform jointly built by schools and enterprises and the use satisfaction of students.

Methods: 20 pairs of schools and enterprises were randomly selected from the combination of schools and enterprises that plan to jointly build a school enterprise teaching resource sharing platform, and divided into experimental group and control group, with 10 pairs of schools and enterprises in each group. The theoretical knowledge of positive psychology will be integrated into the construction of teaching resource platform in the experimental group. In the process of platform construction in the control group, no positive psychology related intervention was carried out. A set of questionnaires is designed to investigate students' satisfaction and suggestions on the shared teaching resource platform jointly built by schools and enterprises. After the construction of the school enterprise shared teaching resource platform was completed and put into use for 3 months, 100 students were randomly selected from each participating school to conduct a questionnaire survey on the satisfaction of the platform.