

coupling optimization of communication elements. In the process of ideological and political education, strengthening these factors can improve the effectiveness of dialogue, improve the understanding validity of college students for communication content, and promote the fit of communication consensus, so as to achieve the effect of intervention on the symptoms of communication obstacles of college students.

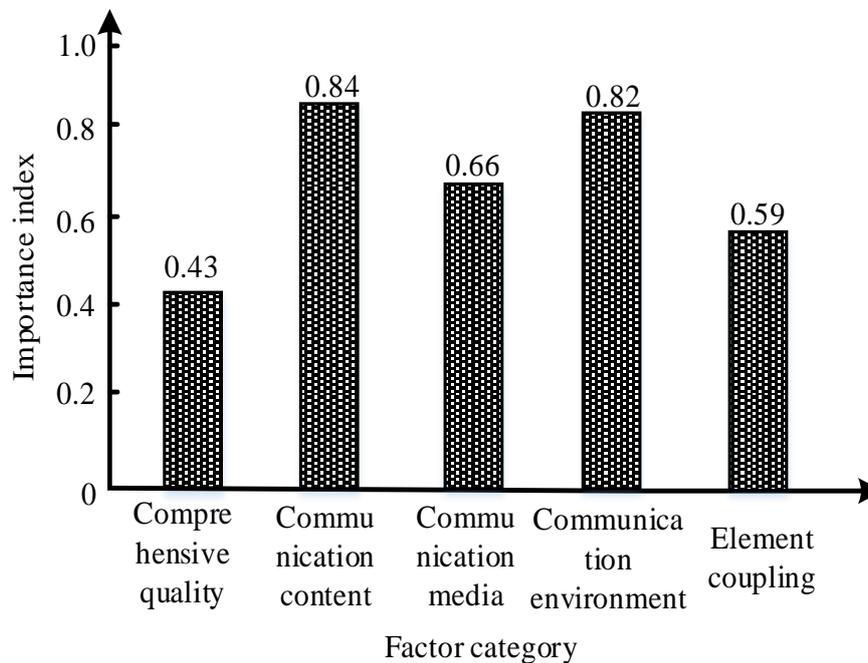


Figure 1. Correlation analysis

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INNOVATIVE RESEARCH ON THE INTEGRATION OF TRADITIONAL HAN CLOTHING ACCESSORIES INTO WOMEN'S CLOTHING BRAND DESIGN FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: Consumer psychology is the psychological activity produced when consumers choose and judge consumer goods according to their own psychological needs and selection preferences. Consumer behavior is produced under the action of consumer psychology. Therefore, the diversity of consumption behavior largely depends on the complexity of consumption psychology. Consumer psychology can be simply summed up as a directional behavioral motivation psychology, that is, consumer motivation is derived from consumer demand, and then a series of psychological changes of consumer behavior are derived from consumer motivation. The psychological needs of consumers are often generated from the necessary conditions for individual or group production and development under certain conditions. It reflects a certain lack of consumers' physiological or psychological experience. This lack is directly related to consumers' desire and appeal for consumption objects. Under the influence of consumption psychology, consumers' Consumption Motivation exists as an internal driving force connecting demand and action. It is not only the result of demand, but also the cause of action. Individual consumption motivation often has the characteristics of subjectivity, recessiveness and practicality. It has four functions: starting, pointing, strengthening and stopping. The initial effect is reflected in the driving force of consumption motivation on consumption behavior; Pointing behavior is reflected in the purchase direction of consumers; Strengthening behavior is manifested in the ability of consumption behavior to hasten and strengthen the next behavior; The suspension behavior is manifested in the suspension of consumption behavior when the consumption demand is met. Consumers have different needs and motives at different stages, and their behavior will also change greatly. It is extremely important to master consumers' consumption psychology in women's clothing

design. With the rise of traditional national fashion elements, adding traditional Han clothing accessories to women's clothing brand design is more likely to awaken women's deep sense of national identity and pride, so as to manifest this part of psychological needs and add power to women's clothing design and sales.

Objective: By analyzing the psychological characteristics of women's clothing consumers, this study integrates the traditional Han clothing accessories and characteristics into women's clothing brand design, so as to awaken the national identity needs of women's consumers and urge women's clothing design innovation.

Subjects and methods: This study uses the method of assigning perceptual elements to quantitative evaluation, uses the k-means method to analyze the data of traditional Chinese clothing accessories and elements, studies the contribution of traditional Chinese clothing accessories and elements to national style in women's clothing brand design, and further associates them with women's consumer psychology.

Study design: This study will number the elements of Han clothing decoration, traditional materials and colors such as embroidery, buttons, step shaking and earrings, and finally gather them into data groups with different characteristics. Cluster analysis is carried out by K-means method to study the influence of different characteristics of traditional Han clothing accessories on the degree of national style in women's clothing design. Then, the correlation analysis is carried out by investigating women's preference for traditional elements.

Methods: The data were analyzed by SPSS.

Results: According to the five main factors of pattern, color, style, detail and fabric in the process of dress design, this study carries out grouping and style analysis. The results of different clustering centers of K-means algorithm are shown in Table 1. Table 1 shows the design combinations of six groups of ethnic styles, among which the groups with "*" are more popular with women. It can be seen that moderate ethnic styles are more popular with women.

Table 1. Cluster center results

Essential factor	Group 1	Group 2	Group 3*	Group 4*	Group 5	Group 6
Pattern	3.61	4.01	3.44	0.36	0.65	0.25
Color	3.32	3.72	2.62	2.84	2.93	0.71
Style	3.62	3.41	3.16	3.91	3.02	3.52
Details	3.53	0.75	3.82	3.52	3.62	3.56
Fabric	3.51	4.12	0.95	3.33	0.63	1.91
Total score	17.59	16.01	13.99	13.96	10.85	9.95
Strength of national style	Strong	Strong	Secondary	Secondary	Weak	Weak

Conclusions: Consumers' consumption behavior is greatly influenced by their consumption psychology. By adding traditional Han costume accessories and elements to women's clothing design, we can arouse contemporary women's deep sense of national identity, and then promote the consumption demand at the psychological level. Traditional Han clothing accessories and elements can affect the overall national style of clothing from five aspects: pattern, color, style, detail and fabric, and then affect the preferences of female consumers. By controlling different elements in the design process, we can achieve the effect of improving the national style of clothing and the love of female consumers, and provide a new path for the innovative design of female clothing.

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THE DEVELOPMENT TREND OF NEW MEDIA IN 5G ERA BASED ON SOCIAL PSYCHOLOGY

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Background: 5G (5th generation) is the abbreviation of "the fifth-generation mobile communication technology". It is a new generation of broadband mobile communication technology with the characteristics of high rate and low time delay. This technology can interconnect people, machines and things, and provides great convenience for people's daily life and work. Since the release of the first 5G standard in 2018 and the subsequent networking construction, and then the combination of 5G technology with the