

record relevant research data in the investigation and research, and judge the motivation of showing off or non-showing off with a score of 1-5. The following three points indicate non-showing off, and more than three points indicate showing off. The influencing factors of non-conspicuous consumption are detected by principal component analysis. The larger the variance of the common factor, the more effective it is in explaining the relevant results. Using SPSS software for data processing and analysis, this paper studies the motivation of post-95s non-conspicuous psychology of luxury consumption based on the obstacle of thinking logic.

Results: The non-ostentatious motivation of consumers with thinking logic disorder in luxury consumption was studied. Through principal component analysis, the common factor variance of four motives and non-ostentatious psychology was tested. It was found that the common factor variance of these indicators was greater than 0.4, indicating that the selection of these indicators can significantly affect the overall results. In the mean value of relevant conspicuous degree factors, the factor scores of consumers with high school education or below is higher than that of consumers with a college education. The factor score of consumers with a college education is 2.71. The relevant results are shown in Table 1.

Table 1. Factor score of conspicuous degree of post-95s thinking logic barrier consumers in luxury consumption

Education level	High school and below	Junior college	Undergraduate	Graduate and above
Factor mean	3.39	2.71	2.52	2.80

Conclusions: With the change of luxury consumption psychology, women and public institutions are more inclined to non-conspicuous consumption. The consumption behavior of the rich class began to change, and their consumption behavior became more rational. The symbolic meaning of luxury goods has been weakened to a certain extent. By studying the consumption psychology of luxury consumer groups, we can promote social healthy consumption and make the consumption psychology of luxury consumer groups more rational and legal, so as to promote social fair consumption.

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HUMAN RESOURCE MANAGEMENT IN THE MANAGEMENT OF COMMUNICATION ADAPTATION OBSTACLES AND EXECUTIVE ADAPTABILITY OF ENTERPRISE EMPLOYEES

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Background: Patients with communication adaptation disorder will have poor communication in the process of communication, so that communication adaptation patients will produce negative emotions, resulting in emotional disorders such as anxiety, depression, uneasiness and cramping. It will produce a kind of exclusion and avoidance psychology for communication, which will seriously affect life and work. The cause of the disease is the comprehensive effect of psychosocial stress and individual quality. Patients with communication adaptation disorder will have emotional disorders and short-term mild troubles. For employees with communication adaptation barriers in the enterprise, in the actual work process, due to the employees' own personality, the work communication with other employees or leaders is not smooth, and the actual problems and personal work needs cannot be solved, which affects the work progress, has a certain impact on the performance of the department, and makes the employees with communication adaptation barriers feel great pressure, produce negative emotions such as anxiety, anxiety, self-doubt and self-denial, which will affect the normal work of employees and even the work of other colleagues. In the long run, it will form a vicious circle, which is not conducive to human resource management and company development.

In addition, communication adaptation barriers and employees' executive adaptability also affect the development of enterprises. Executive adaptability includes executive ability and adaptability. Executive ability refers to the ability to effectively use resources to achieve goals with quality and quantity. In the face of different objects, the interpretation of executive ability is different. The executive ability of

enterprise employees means the ability of employees to handle affairs, the executive ability of the team represents the combat effectiveness of the team, and the executive ability of the enterprise means the business ability of the enterprise. Whether the enterprise can succeed has a great relationship with the executive ability of these three aspects. The ability to cope with changes means the ability of employees to solve problems timely and effectively after changes in the environment and opponents. The ability to cope with changes is affected by experience, knowledge, individual intelligence and so on. Through the training and reasonable allocation of human resources, we can stimulate the enthusiasm of employees and enhance the value of human resources. According to the characteristics of human resource management, this paper analyzes the management of communication and adaptability of employees in enterprises.

Objective: To understand the performance of communication adaptation barriers of employees with communication adaptation barriers in enterprises and their executive adaptability, determine the importance of communication in human resource management, analyze the reasons for their poor communication and insufficient executive adaptability, and put forward solutions. By strengthening the two-sided communication between managers and employees, creating a favorable communication environment, improving the communication system and building an effective communication platform, we can alleviate the communication adaptation barriers of employees. Promote the improvement of employees' executive ability through the construction of executive culture, and strengthen employees' awareness of executive adaptability under the training of executive ability and adaptability.

Research objects and methods: The research objects were employees with communication adaptation disorder. 120 employees with communication adaptation disorder were randomly selected from 4 large enterprises. These employees came from different occupations, education levels and ages. Understand their communication skills, executive adaptability, relevant work needs and work progress in the process of work. Record relevant data and adopt fuzzy evaluation to study the satisfaction evaluation of employees with communication adaptation barriers to human resources management reform and the changes of employees' communication adaptation barriers. Using SPSS17.0 software processes and analyzes the data. The satisfaction evaluation adopts a grade 1-5 score. The higher the score, the higher the satisfaction.

Results: In many enterprises, employees have different degrees of communication and adaptation barriers, and their executive adaptability is different. Through the reform of human resources management, the communication adaptation obstacles of employees have been alleviated to varying degrees. The satisfaction score of employees with high school education and below in strengthening the two-sided communication measures between managers and employees is 4 points, which is 1 point lower than that in creating a favorable communication environment. The relevant results are shown in Table 1.

Table 1. Evaluation of employees with communication adaptation barriers' satisfaction with human resource management reform

Education level	Strengthen the two-sided communication between managers and employees	Create a favorable communication environment	Carry out executive adaptability training	Establish competitive incentive mechanism
High school and below	4	5	4	5
Specialty	5	5	5	4
Undergraduate	4	4	4	4
Graduate student	5	4	4	5

Conclusions: How to solve the communication adaptation obstacles and executive adaptability of employees is a problem that enterprises need to solve at present. By strengthening the two-sided communication between enterprise leaders and employees, we can timely understand the work needs of employees, correctly treat the work opinions of employees, and adopt and communicate appropriately. In the relevant human resource management communication measures and implementation response capacity measures, the communication adaptation obstacles of employees are alleviated and the implementation response capacity of employees is improved.

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INFLUENCE OF THE INTEGRATION OF NATIONAL TRADITIONAL CULTURE INTO MODERN FASHION DESIGN ON PATIENTS WITH COMMUNICATION ADAPTATION DISORDER

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Background: Communication adaptation disorder means that in the process of communication, the communication is not smooth, resulting in patients with emotional disorders such as worry and depression. Among them, communication has been in trouble for a long time. Communication adaptation disorder will lead to maladaptive behavior, such as irregular life, and lead to physiological dysfunction such as poor sleep, which will affect social function. The cause of the disease is the comprehensive effect of psychosocial stress and individual quality. Patients with communication adaptation disorder will have emotional disorders and short-term mild troubles. It will change into a mental illness, but it will not affect the quality of life. Communication adaptation disorder can be divided into six types: anxiety, depression, abnormal conduct, mixed emotion and conduct, mixed emotional performance and so on. Each type has corresponding symptoms. For example, patients with anxiety communication adaptation disorder will show tension, uneasiness, upset, palpitation, sometimes panting and fidgeting. Patients with abnormal conduct and communication adaptation disorder are mostly seen in teenagers. These patients will have bad behaviors such as truancy, absenteeism and theft, which will infringe on the rights of others.

There are 56 ethnic groups in China. There are great cultural differences among ethnic groups. Many ethnic groups have their own cultural language. If the culture and language are not interlinked and do not understand each other's cultural habits, it will be difficult for ethnic communication, which is very difficult for patients with communication adaptation disorder. In order to prevent the stimulation of inter-ethnic cultural barriers to patients with communication adaptation disorder, resulting in large fluctuations in their emotions, we can integrate the national traditional culture into modern fashion design, reduce the sense of ethnic differences, and make them feel familiar when communicating face-to-face. Therefore, we can integrate national traditional culture into modern fashion design and make a specific analysis and research on the impact of communication adaptation disorder patients.

Objective: To analyze the national traditional culture, understand the clothing characteristics of various nationalities, list the elements of national clothing, and analyze the characteristics of these elements. For example, the pattern elements adopt the way of giving up the shape and taking the meaning, which visually symbolizes all kinds of animals and creatures and turns them into the pattern of clothing. In the process elements, a variety of processes are adopted, such as tie-dyeing and embroidery, and accessories are used to match, to increase the beauty and coordination of clothing. In addition, the elements of national clothing also include structural modeling elements and fabric elements. Integrating these national clothing elements into modern clothing design can not only meet the material needs of patients with communication disorders, but also meet their spiritual needs so that they can increase their sense of national familiarity and draw the distance between them when communicating among different nationalities.

Research objects and methods: The research objects are college students with communication and communication disabilities. Using data mining technology, 310 college students with communication and communication disabilities are randomly mined from the mental health database of three universities to understand their usual behavior and psychological status, grasp their views on fashion design and their understanding of national traditional culture. Record the relevant data through SPSS18.0 software to process data, and analyze and study the impact of the integration of national traditional culture into modern fashion design on patients with communication adaptation disorder. When quantifying relevant influencing factors, grade 1-5 is adopted. 1-3 points indicate no impact, slight impact and general impact, and 4 and 5 points respectively indicate obvious impact and complete impact.

Results: Stimulated by the long-term difficulties of the outside world, patients with communication adaptation disorder will become irritable and bored, produce a lot of negative emotions, and show them in words and deeds. When communicating with people of different nationalities, the differences of national cultural habits will aggravate the stimulation of communication difficulties and make the mood of patients with communication adaptation disorder fluctuate. In order to reduce this cultural strangeness, the traditional national culture is integrated into modern fashion design, and the familiarity with other national cultures is increased imperceptibly. Freshmen with communication and adaptation barriers believe that the integration of pattern elements of national clothing into modern clothing design has a complete impact on them. The score is 5 points. The specific results are shown in Table 1.

Conclusions: Patients with communication adaptation disorder have certain obstacles in communicating with others, which will produce negative emotions such as tension and uneasiness, and do not know what to