

been greatly alleviated, and their work efficiency has been significantly improved.

**Table 1.** The influence of enterprise managers' incentive management on employees' communication and adaptation barriers

Age group	Advance and retreat with employees	Establish a two-way information sharing mechanism	Respect employees' suggestions	Provide more job options
Youth	4	5	4	5
Young and middle-aged	5	4	5	5
Middle age	5	4	4	4

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## THE APPLICATION OF COLOR PSYCHOLOGY IN FASHION DESIGN

Na Wei & Chengyi Zhang

*College of Textiles & Clothing, Qingdao University, Qingdao 266000, China*

**Background:** Consumer psychology belongs to psychology. Its main research content is the law of psychological and behavioral changes of consumers in relevant consumption activities. In consumer psychology, consumer behavior is affected by many factors, such as consumer income level, individual personality characteristics, age, price, commodity quality and so on. These influencing factors can be divided into internal factors and external factors. Internal factors include consumers' psychological activities in the process of consumption and psychological factors affecting consumer behavior. External factors include social environment, consumer groups, consumption trend, consumer goods and other influencing factors. Consumer psychology is mainly divided into four kinds: conformity psychology, difference-seeking psychology, comparison psychology and truth-seeking psychology. Herd mentality means that consumers tend to buy goods that most people buy. Showing imitation and blindness. The psychology of seeking differences means that the individual pursues being different from the public aesthetics, pursues the uniqueness of the commodity when purchasing the commodity, and has its own unique pursuit in the design, color, material and other aspects of the commodity. The psychology of comparison shows that some consumers will buy more expensive goods to get the envy of others and feel that they are nobler than others after seeing that others have bought some high-value goods. Realistic psychology means that consumers will pay more attention to the practicability, price and quality of goods in the process of commodity purchase, and do not pay attention to the beauty, color matching and sense of goods. This kind of consumption behavior belongs to rational consumption.

In fashion design, different colors have different effects on people's emotions and consciousness. Different colors are used to vent different emotions. There is a close relationship between color and psychology. For example, red will give people a sense of oppression and expansion visually, make people feel vivid, lively and enthusiastic, and stimulate the secretion of adrenaline. This color can represent the characteristics of an extroverted personality. Yellow represents a variety of psychology such as happiness and nobility. When yellow is matched with other colors, it will show different emotional meanings. For example, matching black with yellow will give people a positive and powerful feeling, and matching white with yellow will make people feel tired and powerless. Green stimulates people mildly. It symbolizes life, youth and other meanings. Wearing green clothes gives people a fresh and lively feeling. At the same time, green is also a color often used in environmental protection activities. Blue presents a sense of space and belongs to the cool color system. It will give people a calm and calm feeling in wearing collocation. According to the different meanings and functions of different colors, they are applied in fashion design to meet the different psychological needs of different consumers.

**Objective:** To understand the clothing requirements of different consumers, study their consumption psychology and consumption needs involved in the process of clothing consumption, select, match and design clothing colors according to these consumption psychological needs, follow the five design principles of balance, rhythm and proportion, and flexibly use the reset method, style method emotional method and other clothing psychological design methods make the designer clothing meet the consumer psychological needs of different groups of consumers.

**Research objects and methods:** The research objects were consumers. 100 consumers were randomly selected from three large shopping malls to understand their consumption demand, consumption tendency, clothing color selection tendency and consumer personality characteristics, and record relevant data. The

fuzzy evaluation method is used to evaluate the impact of different design elements on consumers' consumption psychology in fashion design. The relevant influencing factors are scored by 1-5 grades. The higher the score, the greater the degree of influence. The relevant data are processed by Excel software and SAS software.

**Results:** Color belongs to the elements of fashion design and is an important component of fashion design. According to the different emotions represented by different colors and their different effects on people's emotional consciousness, different colors are applied in fashion design to meet the consumer psychological needs of different consumer groups. In the evaluation of the impact of different design elements on consumers' consumption psychology, color has the greatest impact on teenagers' consumption psychology, with a score of 5 points. The results are shown in Table 1.

**Table 1.** Influence of different design elements on consumers' consumption psychology

Age group	Color	Style	Fabric
Juvenile	5	5	3
Youth	4	4	4
Young and middle-aged	3	4	5

**Conclusions:** Color plays an important role in the process of people's life. The scope of color application is relatively wide. It shows diversity and multifaceted in color psychology, and people show complexity in clothing color psychology. In the color application of fashion design, we should first understand the consumer psychological needs of different consumer groups, so as to design clothes to meet the consumer needs of different consumer groups.

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## THE IMPROVEMENT OF COLLEGE AEROBICS TEACHING REFORM ON STUDENTS WITH COMMUNICATION AND ADAPTATION BARRIERS

Min Xue<sup>1</sup>, Jingwen Xu<sup>2</sup> & Pei Sun<sup>3\*</sup>

<sup>1</sup>Department of Physical Education, Jiangsu Vocational Institute of Commerce, Nanjing 210000, China

<sup>2</sup>State Owned Assets Management Office, Jiangsu Vocational Institute of Commerce, Nanjing 210000, China

<sup>3</sup>Ministry of Sports, China Pharmaceutical University, Nanjing 210000, China

**Background:** When individuals cannot communicate normally, the expression, transmission and reception of information fail, and individuals show anxiety, anxiety and other psychology, which repels communication. This situation becomes an obstacle to communication adaptation. The scenarios of communication adaptation disorder are the communication between interpersonal relationships, the exchange of opinions among members of the collective and the transmission of information in the process of communication. Interpersonal communication includes many types, such as communication between friends, a conversation between family members, communication with different students, a discussion between students and teachers, etc. Because each individual has his own personality, thought and behavior mode, there are differences in values and family background. The degree to which the communicator wants to send the message will be affected by the incompleteness of the message. There are different emotional changes in the process of communication. These emotional changes will affect the expression and reception of information, lead to incomplete information, misinterpretation of information, obstacles to communication and communication, affect the mood of both parties, so as to make individuals feel angry, wronged, uneasy and other emotions, and then repel communication and form communication adaptation obstacles. Communication adaptation disorder will affect the good physical and mental development of individuals. Long-term exclusion of communication and communication will lead to depression, moderate and severe anxiety, and damage the physical and mental health of individuals.

Aerobics is a kind of sport that runs and jumps with music. When doing aerobics, we will keep up with the rhythm of music, carry out various aerobics' actions with the change of music, stretch the body, alleviate the tension and stiffness symptoms of the body, promote individual metabolism, vent the emotions in the heart, forget all the annoyance, anxiety and anxiety, relax the heart and maintain a positive and active state. Aerobics is a group activity. At present, college students have different degrees of communication