

THE POSITIVE INFLUENCE OF ARTS AND CRAFTS DECORATION PATTERN INNOVATION ON CONSUMERS' SHOPPING INTENTION AND CONSUMPTION TENDENCY UNDER THE DESIGN PSYCHOLOGY

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Background: The design process of arts and crafts products needs to be combined with design psychology to bring people a “medium intensity” positive emotional experience and make people feel relaxed and happy. The theory of design psychology points out that emotional design should pay attention to people's practical function and emotional experience of products, and distinguish the key points. People's perception depends on the stimulation of the external environment. The new and different stimuli include the degree of harmony, novelty and complexity. People need to have the following characteristics to experience the positive regional extreme emotion process: a certain degree of familiarity, coordinated color system, distribution law, orderly arrangement of elements, symmetrical and balanced modeling, and overall concise modeling. Emotional design includes the particularity, hierarchy and sensibility of emotion. Particularity specifically refers to the practical art of design, the integration into the design process, the combination of sensibility and rational emotion, and the diversity of emotional expression. Emotional level refers to instinctive emotion, behavioral emotion and reflective emotion. At the sensory level, design products include sadness stimulation, terror stimulation, pornographic stimulation and various stimuli. Emotional product design will have a positive impact on people's emotions, and play a role in pleasing the body and mind and relaxing the body and mind.

Modern arts and crafts design needs innovative thinking, rich connotation, integration of ideas and attention to accumulation. The innovation strategies for decorative patterns of arts and crafts are as follows: first, the combination of interior decoration and arts and crafts. The innovation of decorative patterns not only needs to maximize the content and form of traditional arts and crafts, but also needs to reflect the deeper cultural connotation. Arts and crafts and interior decoration design are not only simple combinations, but also reflect the beauty of arts and crafts while integrating modern elements. In the process of ordinary decoration design, decoration design should pay attention to the needs of green environmental protection on the basis of meeting the indoor decoration style. Second, the role of traditional arts and crafts in modern graphic design. Arts and crafts will have a positive impact on modern graphic design and people's value orientation and aesthetic orientation. Third, the integration of arts and crafts and modern industry. The connotation of traditional culture contained in traditional arts and crafts is one of the driving forces for modern industrial design to strive for perfection, and plays a spiritual guiding role in modern life.

Objective: In order to analyze the effect of arts and crafts decorative pattern innovation combined with design psychology on consumers' consumption tendency and shopping intention, and to promote the emergence of consumer behavior.

Subjects and methods: Consumers in four cities are selected as the research object, and the particle swarm optimization algorithm is used to analyze the effect of arts and crafts decoration pattern innovation combined with design psychology on consumers. The innovative scheme for decorative patterns of arts and crafts includes the combination of interior decoration and arts and crafts, the role of traditional arts and crafts in modern graphic design, and the integration of arts and crafts and modern industry, which are respectively represented by strategy1-3. Both consumption propensity and purchase intention are expressed by 50-100. The higher the value, the more significant the effect is. In order to ensure the scientific and accuracy of the research results, the average \pm standard error of all objects is taken as the final result, and the decimal point value is reserved to two digits.

Results: Table 1 refers to the effect of arts and crafts decoration pattern innovation combined with design psychology on consumers' consumption tendency and shopping intention. On the whole, different innovation schemes will positively affect consumers' consumption behavior and shopping impulse. However, the combination of interior decoration and arts and crafts, the role of traditional arts and crafts in modern graphic design, and the integration of arts and crafts and modern industry all have a greater positive effect on consumers' shopping intention.

Conclusions: Arts and crafts is an art integrating materials, aesthetics, crafts, technology and culture. Arts and crafts have unique artistic characteristics and rich artistic connotation. After experiencing the trend of the times, arts and crafts have enlightenment and reference significance for all aspects of today's social life. Only continuous innovation is the best inheritance and development. Modern life pays attention to and needs traditional arts and crafts, combines traditional elements with modern life, and then inherits traditional arts and crafts and enriches social and cultural heritage. The three different innovation schemes

will positively affect consumers' consumption behavior and shopping impulse, and have a greater positive effect on consumers' shopping intention.

Table 1. Effects of Arts and crafts decoration pattern innovation combined with design psychology on consumers' consumption tendency and shopping intention

Strategy	Propensity to consume	Shopping intention
Strategy1	78.62±3.98	82.36±4.02
Strategy2	77.52±4.26	81.02±6.32
Strategy3	76.25±4.36	80.12±5.26

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STUDY ON THE RELIEVING EFFECT OF CERAMIC ART OF CLASSICAL DESIGN STYLE ON THE ANXIETY OF CONNOISSEURS

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Background: Anxiety is a very complex psychological and emotional problem. It is usually manifested clinically as motor agitation and sympathetic hyperfunction. The causes are depression, mental stimulation, personality, congenital inheritance, etc., and it is manifested as negative emotions such as anxiety, shame, disappointment, anxiety, fear, etc. Anxiety is a normal psychological phenomenon of people. As a member of ordinary people, art connoisseurs have different degrees of anxiety. Moderate anxiety in normal life and work has a positive effect on the healthy growth of individuals, while excessive anxiety is extremely detrimental to people's life and work. Compared with ordinary groups, appreciation has a unique aesthetic ability, which makes it easy for them to establish a good psychological process in the process of appreciating art works. If the connoisseurs have different levels of anxiety, their aesthetic ability will be affected, which will no longer have reference value for the evaluation and appreciation of artistic works.

The research of psychological society points out that ceramic art combined with classical design style has a positive effect on the anxiety of connoisseurs. Painted pottery is painted with natural minerals on the polished orange red, and then fired in the kiln to obtain patterns of different colors such as white, black and ochre red. Drawing on the classical design style, the painted pottery culture can be divided into five types, namely Banpo type, Miaodigou type, Majiayao type, Banshan type and Machang type. Machang type has crease and zigzag pattern, mainly human pattern. The pattern organization of Banshan type mainly includes the application of zigzag patterns, and the painted lines alternate red and black. The gourd pattern is used as the surface division to ensure that the decorative surface area is divided into several units. The decoration is composed of swirl patterns. The types of Majia kiln are urn, bottle, pot and other utensils. Large decorative area. The patterns are mainly dot, vortex, wavy and arc triangle patterns, with dense composition and changeable gyration. The popular techniques of Miaodigou type are dot pattern, vertical arc pattern, whirling hook pattern, grid pattern, feather leaf pattern, etc., the typical figurative pattern is bird pattern. Banpo type painting forms are bottom type flat bottom bowl, flat bottom basin, Peng belly pot, thin neck bottle, etc., and the patterns are painted on the mouth edge, shoulder, upper abdomen, etc.

Objective: This paper analyzes the correlation between the ceramic art types of classical design style and the relief of anxiety of connoisseurs, in order to provide a new scheme for the recovery of their mental health.

Subjects and methods: Through Pearson product moment correlation coefficient, this study analyzes the correlation between the ceramic art types of classical design style and the relief of anxiety of connoisseurs. Anxiety was analyzed by Self-rating Anxiety Scale (SAS). In order to ensure the stability and reliability of the research results, the relevant data of connoisseurs in three cities were selected for the study, and the average value of all personnel was taken as the final result. $P < 0.05$ means that the difference has significant statistical difference, and $P < 0.01$ means that the difference has very significant statistical difference. The value range of correlation coefficient is set as follows, 0.8-1.0 refers to very strong correlation. 0.6-0.8 refers to strong correlation. 0.4-0.6 indicates moderate intensity correlation.