

Note: ** $P < 0.01$; *** $P < 0.001$.

Results: Gender, grade and sports duration were included in the regression equation as control variables for analysis. The results show that sports can significantly and positively predict the mental health quality of college students ($P < 0.001$), and can also significantly and positively predict the four dimensions of college students' mental health quality ($P < 0.001$).

Conclusions: The overall situation of college students' participation in sports is not optimistic. The level of psychological toughness is medium to low, and the level of psychological health quality is medium to high. There is a significant positive correlation between sports status and psychological toughness, college students' psychological health quality, cognitive quality dimension, emotional quality dimension, personality quality dimension and adaptive quality dimension, which shows that with the increase of sports volume, college students' psychological toughness will be higher. The higher the psychological tenacity, the stronger the psychological health quality of college students. Sports have a significant positive predictive effect on college students' mental health quality. Among them, mental toughness plays a part of intermediary role between sports and college students' mental health quality, indicating that sports indirectly affect college students' mental health quality by affecting individual mental toughness.

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CORRELATION ANALYSIS BETWEEN COLOR ELEMENTS IN CERAMIC DESIGN AND CONSUMER PSYCHOLOGY

Jing Wang

Xuchang University, Xuchang 461000, China

Background: With the development of modern diversified society, people's consumption demand is becoming more and more diversified. Under the background of modern consumer psychology, new design concepts are used to strive for the multi-dimensional innovation and development of the color design of life ceramics. Modern people's consumption psychology is complex and diverse, such as the pursuit of novelty, classics, retro, personality and so on. According to the consumption concept of modern people and the characteristics of ceramic art, it is also an innovative way to design with the help of antique color elements. On the one hand, it can satisfy modern people's desire to possess classics and their retro mentality. On the other hand, it has embarked on the road of innovation of ceramic color elements that are traditional, traditional and modern, and beyond the traditional. With the continuous development of modern technology, people can reproduce the classic color elements, pursue the symbolism of color, restore people's dreams, and meet the consumption psychology of symbolization of ceramic art color in modern consumers' lives. Art originates from imitation, which is one of the theories of the origin of art. Vivid examples can be seen from different ways of artistic expression. It is human instinct to express all things in nature, and it is also a manifestation of human understanding, understanding, mastering all things and loving life. Compared with the industrial products that face machinery every day, the life pottery products full of vitality and color elements multiply the kindness and warmth for life, and just meet the psychological needs of modern people. The movement of everything in the world unconsciously follows certain laws, as do the art forms such as music, calligraphy, painting and design. The formation and development of these art forms follow the basic principle of unity of opposites. For example, painting, calligraphy and music are the concrete embodiment of the law of unity of opposites. In the process of the development of visual art, although the application of this principle is different due to the changes of people's ideas and lifestyles, it cannot go beyond the limitations of this principle. As a visual art, ceramic art must also follow this principle. "Unity" refers to the repetition of certain elements or characteristics in creation, which will bring a sense of visual coherence and integrity. Unity is the most basic and important requirement of visual art. If a ceramic work loses unity or violates the principle of unity, then the various parts will be in an irregular connection, like a plate of scattered sand, without rhythm, let alone expressing a certain spirit and a certain culture. Such creation cannot bring spiritual enjoyment and pleasure to the viewer. At best, it is just a simple and blind behavior.

Objective: Consumer products in modern society are increasingly showing the characteristics of diversity and multi-level. When consumers choose consumer products, they have complex consumer psychology, such as practicality, aesthetics, novelty, or conformity. It is of practical significance in modern society to explore the correlation between color elements in life ceramic art design and consumer psychology, so as to meet the consumer needs of more consumers.

Subjects and methods: In this study, a total of 500 questionnaires were distributed, including 374 online and 126 offline. 48 invalid questionnaires were eliminated according to the criteria of missing and continuous selection of the same answer. A total of 452 valid questionnaires were recovered, with a recovery rate of 90.4%. In order to explore the influence of ceramic color perceived value on purchase intention, this study constructs the dimension of ceramic color perceived value and develops a scale to analyze consumers' consumption psychology. The ceramic color perceived value scale mainly includes four dimensions: aesthetic value, functional value, emotional value and social value.

Results: SPSS20.0 is used for statistical analysis of variables to measure the mean value, standard deviation and correlation between variables of sample data, as shown in Table 1. Aesthetic value was positively correlated with satisfaction ($r = 0.345$) and purchase intention ($r = 0.264$). Functional value was positively correlated with satisfaction ($r = 0.320$) and purchase intention ($r = 0.221$). Emotional value was positively correlated with satisfaction ($r = 0.433$) and purchase intention ($r = 0.416$). Aesthetic value was positively correlated with satisfaction ($r = 0.533$) and purchase intention ($r = 0.516$). Satisfaction was positively correlated with purchase intention ($r = 0.788$). The correlation between variables is significant ($P < 0.01$), so the causal relationship between variables can be further studied.

Table 1. Mean value, standard deviation and correlation coefficient of variables

Variable	1	2	3	4	5	6
Mean	3.605	3.600	3.254	3.219	3.352	3.103
SD	0.748	0.652	0.798	0.756	0.769	0.726
1. Aesthetic value	1.000	0.000	0.000	0.000	0.346**	0.265**
2. Functional value	-	1.000	0.000	0.000	0.321**	0.222**
3. Motional value	-	-	1.000	0.000	0.434**	0.417**
4. Social value	-	-	-	1.000	0.534**	0.517**
5. Satisfaction	-	-	-	-	1.000	0.789**
6. Purchase intention	-	-	-	-	-	1.000

Note: * $P < 0.05$; ** $P < 0.01$; *** $P < 0.001$; Mean is the mean value; SD is the standard deviation.

Conclusions: Based on the analysis of the impact of ceramic color perceived value on consumers' purchase intention, this paper takes the perception of color elements in ceramic design as the research object, combined with literature analysis, in-depth interview, questionnaire survey, regression analysis, simple effect analysis and other research methods, mainly including the concept definition, dimension composition and scale development of ceramic color perceived value. Then, the developed scale is verified, and the mature theoretical framework of the impact of perceived value on purchase intention is selected to further test the validity of the scale. The results are analyzed according to the impact of ceramic color perceived value dimension. Finally, the impact of ceramic color perceived value on consumers' purchase intention is studied by using the developed scale.

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THE POSITIVE INFLUENCE OF CHINESE DRAMA LITERATURE ON COLLEGE STUDENTS' MENTAL HEALTH FROM THE PERSPECTIVE OF TRADITIONAL CULTURE

Mei Li

China Institute of language and Literature, Xinjiang Normal University, Urumqi 830000, China

Background: University is the advanced stage of national talent training. College students are the elite talents to rely on for the healthy development of the future society and the pillars of the motherland. However, in university education, most of them only pay attention to moral and intellectual education, while mental health education is often ignored. As a special social group, college students are in the transitional stage of getting rid of their dependence on their parents and living independently in society. They have to undergo great changes both physically and psychologically. In this process, it is easy to produce emotional distress. In order to successfully complete these changes and enable students to grow up healthily, schools need to carry out mental health education for students, especially in emotion regulation, so as to improve students' mental health level. College students are at the transition stage between adolescence and adulthood, aged 18-22. They are sensitive and immature, and are prone to emotional distress. If it