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RESEARCH ON THE INFLUENCE OF THE ARTISTIC CHARACTERISTICS OF CERAMIC FIGURINES' COSTUMES ON CONSUMERS' AESTHETIC PSYCHOLOGY

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Background: Ceramic figure figurines are an important cultural product born in the historical development of China. Ceramic figure figurines are artistic products based on figure images and made of ceramic art. In the development of social civilization in China, there are significant differences in the character image characteristics of ceramic figure figurines in different dynasties, and because of the vast territory of China, there are also significant differences in ceramic figure figurines in different regional cultural backgrounds. The ceramic figurines in different cultural backgrounds are not only the differences of characters, but also the significant differences of clothing characteristics in different regions. Generally speaking, ceramic figurines are used to record local ethnic characteristics in a certain area and are used as a carrier for cultural production. Therefore, the clothing art = characteristics of the figurines also contain rich national thoughts. With the social development of our country, the image of ceramic figurines has become more and more abundant, and the clothing characteristics of the figurines have become more and more clear. In the tourism industry, in order to carry out better cultural inheritance, a large number of tourist attractions began to sell ceramic figurines as a souvenir with national characteristics. In addition, the ceramic figurines in the tourism industry are not only a kind of tourism consumer goods. In the psychological research, it is believed that the rich cultural ideas contained in the ceramic figurines can greatly affect the psychological behavior of consumers, and can help the tourists with psychological problems to some extent. Therefore, it has become the main means for psychologists to cultivate consumers' mental health by using the artistic characteristics of costumes in ceramic figurines, in which consumers' aesthetic psychology is more significantly affected.

The aesthetic psychology of consumers is a kind of psychological behavior based on the image of works of art. In psychology, it is believed that the primary subjective impression of an individual on things is established through the external image, and the establishment of the external image is the expression of the individual aesthetic psychology. Some psychological studies have proposed that aesthetic psychology can reflect the psychological activities of individuals in social communication. Often in individual social communication, visual effect is an important factor affecting the depth of communication. In addition, aesthetic psychology will also affect individual consumption behavior, and a large number of studies have proved that consumers with different aesthetic psychology have different demands for products, and the economic benefits are also significantly different. In tourism activities, psychologists believe that consumers' aesthetic psychology is the main factor affecting the sales of tourism consumer goods. In tourism social interaction, consumers' aesthetic psychology is also affected by the product image in the tourism process. And a number of studies have pointed out that works of art under the traditional culture can better affect consumers' aesthetic psychology, among which the external image of products under the traditional culture has a more obvious impact. With the continuous diversification of ceramic figurine art, the impact of its clothing art features on consumers' aesthetic psychology has gradually become prominent. However, there is little research on the changes of aesthetic psychology caused by the ceramic figurine clothing art features. Therefore, the research deeply analyzes the changes of tourism consumers' aesthetic psychology under the influence of the ceramic figurine clothing art features.

Objective: This paper discusses the development status of ceramic figure figurines, analyzes the differences of dress art characteristics of ceramic figure figurines in different regions, and analyzes the differences and changes of aesthetic psychology of tourists and consumers under the dress art characteristics of different ceramic figure figurines.

Subjects and methods: With the help of machine vision technology to extract the clothing characteristics of ceramic figurines, including clothing types and clothing colors, 200 online and offline tourism consumers were recruited to participate in the experimental test. Using the clothing characteristics of ceramic figurines extracted by machine vision technology, this paper makes a visual impact on 200 tourism consumers, and evaluates the aesthetic psychological differences of consumers under different clothing characteristics. According to the differences of consumers' aesthetic psychology, this paper constructs a model of the influence of the artistic characteristics of ceramic figurines' costumes on

consumers' aesthetic psychology, applies the model to the shaping of consumers' aesthetic psychology, and evaluates the changes of students' aesthetic psychology under the influence of the model with 500 college students as the research objects.

Results: Under the intervention of the influence model, the changes of college students' aesthetic psychology are shown in Table 1.

Table 1. Changes of aesthetic psychology of student consumers

Project	First month	The second month	The third month
Freshman	17.02	28.31	41.26
Sophomore	16.77	28.19	42.37
Junior	16.24	27.93	41.85
Senior	17.83	28.44	44.62

Conclusions: Consumer aesthetic psychology is the key factor to promote the development of tourism economy, and it is also of great significance to the inheritance of national cultural products. In order to improve the aesthetic psychology of consumers, this paper analyzes the influence of the clothing characteristics of ceramic figurines on the aesthetic psychology based on the clothing art characteristics of ceramic figurines. In the research, the influence model of ceramic figurine costume characteristics on aesthetic psychology is constructed, and the changes of college students' aesthetic psychology under the influence model are analyzed. The results show that under the intervention of the influence model, the evaluation scores of college students' aesthetic psychology show a rising trend. Therefore, from the research results, we can know that the clothing art characteristics of ceramic figurines can significantly affect consumers' aesthetic psychology.

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RESEARCH ON THE INFLUENCE OF VISUAL LANGUAGE ANALYSIS OF ANIMATION ADVERTISING ON CONSUMERS' CONSUMPTION CONSCIOUSNESS

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Background: In recent years, with the rapid development of economy, the consumption level of Chinese residents has significantly improved. Consumption is becoming increasingly important in social, economic and cultural life. Consumers are the main group in the economic market. For economic development, consumer behavior can significantly affect its development speed and direction. In consumption activities, consumers' consumption behavior is controlled by their consumption consciousness, and the weakness of consumption consciousness directly determines the size of consumption intensity. In psychological research, it is believed that the production of consumers' consumption consciousness is caused by consumption psychology, which is the change of consumers' psychological needs in consumption activities. Under different consumption psychology, consumers' consumption consciousness also has a significant gap. In addition, some studies believe that consumers have a variety of consumption consciousness in consumption, including cultural appreciation consciousness and value consciousness, but in consumer behavior, their consumption consciousness also has two kinds of excessive consumption and moderate consumption. In order to improve consumers' consumption awareness, a large number of psychological studies have proposed the use of media and viewing methods to promote the cultivation of consumers' rational consumption awareness.

In the cultivation of consumer awareness, communication and viewing channels have a significant effect, among which the use of animation works to improve consumer awareness is the main way at present. In animation works, many enterprises design their product promotion advertisements into animation forms to induce consumers to consume according to consumers' consumption behavior. In the process of watching animation ads, consumers' awareness of consumption will change with the visual expression in animation ads. therefore, in the design of enterprise animation ads, sales promotion language will be added to animation through visual communication effect. However, with the continuous development of China's economic market, consumers' consumption consciousness is also changing. The effect of visual language