

clothing of different countries and nations embodies different material, cultural and psychological connotations. Consumption is the behavior of consuming material materials, survival and development in order to meet people's material and cultural needs. Clothing consumption demand can be divided into two types, physiological demand and psychological demand. Physiological needs are the needs formed in the process of human development to maintain life and maintain body balance. Psychological demand is a high-level demand determined by historical conditions, social systems and national customs. It reflects human sociality and is the inevitable result of social development. There are certain differences in the physiology, psychology, economy, culture, nationality, customs and habits of consumers. Therefore, the consumer demand is also diverse. Even for the same kind of clothes, there are different requirements for product specifications, colors and quality. When designing clothes, fashion designers should fully consider the psychological needs, aesthetic psychological characteristics and clothing behavior psychology of clothing users. Color is an important factor affecting consumer psychology. Using color psychology in fashion design can design a variety of products suitable for different consumer groups according to different psychological needs of consumers.

Subjects and methods: The basic information of students majoring in Humanities and Social Sciences, science and engineering, art and sports in a comprehensive university is analyzed. According to their basic information, the general psychological characteristics of clothing consumption of students of different majors are extracted. On the basis of white T-shirts with the same fabric and pattern design, T-shirts with different colors are designed for students of different majors. The influence of clothing design based on color psychology on consumers' psychological needs is explained by studying the purchase desire of students of different majors for T-shirts with the same fabric and pattern before and after the experiment. The experimental results are shown in Table 1.

Results: It can be seen from Table 1 that before the experiment, students of different majors generally did not have a strong desire to buy the same white T-shirts. After the experiment, students of different majors had a significantly increased desire to buy T-Shirts with the same fabric and pattern design. Among them, the number of students of science and engineering who wanted to buy T-Shirts increased most significantly before and after the experiment, an increase of 85.7%. Followed by students majoring in sports, humanities and Social Sciences and arts, with an increase of 61.5%, 56.1% and 49.2% respectively. This shows that according to the different psychological characteristics of the subdivided groups, the application of color psychology in clothing design can increase consumers' desire to buy clothing and meet their psychological needs.

Table 1. Different students' desire to buy clothes before and after the experiment

Major	Desire to buy before experiment	Desire to buy after experiment	Lifting ratio (%)
Humanities and Social Sciences	57	89	56.1
Science and Engineering	42	78	85.7
Art	59	88	49.2
Sports	52	84	61.5

Conclusions: As a necessity in human life, the practical function of clothing cannot fully meet the consumption psychology of contemporary people. As one of the important elements in fashion design, color is also one of the consideration factors for consumers to choose whether to buy or not. As individuals have different perceptions of color, different color combinations of the same clothing will have different effects on individuals. The application of color psychology in fashion design can not only help fashion designers better design products in line with the market, but also meet consumers' higher-level psychological consumption needs.

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APPLICATION RESEARCH ON THE INTEGRATED DEVELOPMENT OF PARTY BUILDING AND EDUCATION MANAGEMENT IN COLLEGES AND UNIVERSITIES IN THE CULTIVATION OF STUDENTS' PERSONALITY PSYCHOLOGY

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Background: As a special kind of social youth, college students have both the particularity of students and the universality of youth. There are great differences in the social environment, family environment, cultural customs and so on. After entering the University, their personalities are also different. College students are selected from local high school students who have just graduated. They are healthy, energetic, curious, self-motivated and talented. They are in the late stage of physical development, and their physical functions, physiological functions, thoughts and emotions are in the process of development and change. Although the outlook on life, values, world outlook and other aspects are basically formed, the psychological changes are not stable, so the external objective conditions will affect the thoughts, emotions, psychology and other aspects, thus showing greater volatility and plasticity. Correctly mastering the personality characteristics of college students in the learning process is of great significance to ensure that college students successfully complete their studies, adapt to social development, and change from ordinary college students to social construction talents.

The development of higher education cannot be separated from the leadership and educational management of the party. We must strengthen the combination of Party building in colleges and universities and educational management of college students, so as to lay a solid foundation for deepening party building in colleges and universities and deepening the reform of student education management system. Specifically, strengthen the ideological and political work of college students and change the management methods of colleges and universities. Change the administrative management mode and build a "Party member oriented" management mode, so that the status of college students in the grass-roots party organizations can be brought into full play to the greatest extent. We should change our negative attitude and cultivate the initiative, self-consciousness and self-discipline of student party members. In educational activities, educators should educate, manage, respect, train and guide people, and create a good stage for the growth of student party members. At the same time, we should strengthen the ability to deal with and solve management problems, and the teaching management of colleges and universities should keep pace with the times. In the new era, the thought of socialism with Chinese characteristics runs through the teaching management of the school, strengthening the students' sense of identity and mission. With the rapid development of science and technology and the deepening of Party building in colleges and universities, information technology provides new ideas for the development of Party building and management in colleges and universities. The combination of Party building and educational management in colleges and universities can be reformed by using the Internet thinking mode. Through the establishment of microblog and wechat official account, the party masses of college students are established, major party building information is regularly released, and analyzed and guided in combination with ideological and political views, so that students can draw ideological energy from it.

Subjects and methods: This study assessed the mental health status of college students with the Stress Self-test Scale (PSTR). The college students are divided into experimental group and control group. The students in the experimental group accept the integrated management informatization improvement mode of Party building and education management in colleges and universities, and the students in the control group accept the integrated management mode of Party building and education management in traditional colleges and universities. The teaching duration of both groups is controlled to 3 months. The experimental data are counted by spss23.0 software. The experimental results are shown in Figure 1.

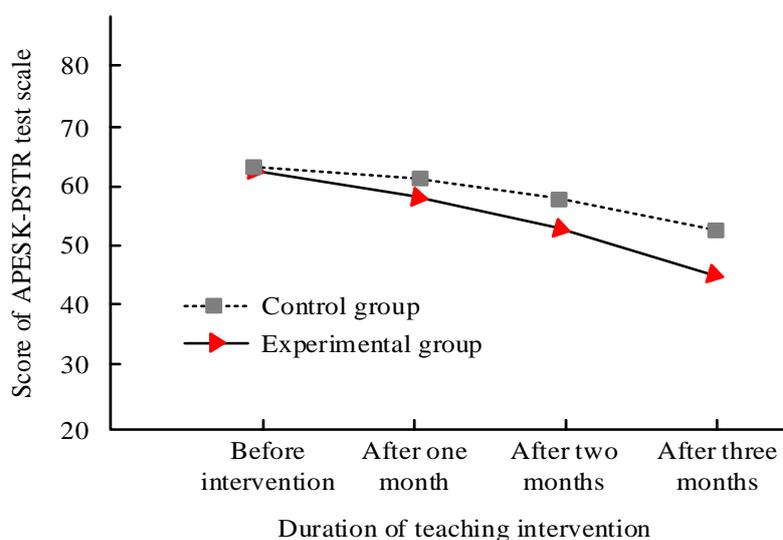


Figure 1. Scores of two groups of scales before and after the experiment

Results: Before the experiment, there was no significant difference in the scores of PSTR between the experimental group and the control group, and the students in the experimental group and the control group all had higher self-rated stress. After the experiment, the PSTR scores of the experimental group and the control group decreased, and the difference was significant, and the gap widened with the increase of the duration of the experiment. This shows that the integration of Party building and education management in colleges and universities can help students improve their psychological quality and have a certain effect on improving the cultivation of students' personality psychology.

Conclusions: University environmental factors are the main factors affecting the development of college students' personality and psychology, including natural environment, cultural environment, management and education mode, system and so on. Under such a special environment and management mode, students gradually grow into young people with independent personality. The development of higher education is closely related to the leadership of the party and educational management, and the management and education of universities often cultivate students into talents with subjective expectations in a relatively fixed way. Under the background of informatization, the reform and integration of party building and educational management in colleges and universities by using the Internet thinking mode will help to further improve students' personality.

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RESEARCH ON THE EFFECT OF THE REFORM OF TALENT TRAINING MODE FOR INTERNATIONAL ECONOMICS AND TRADE MAJORS ON THE CULTIVATION OF STUDENTS' PERSONALITY PSYCHOLOGY BASED ON CLOUD SPACE

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Background: In psychological research, personality psychology is an important field of psychological research, which can be simply understood as the study of people's unique behavior patterns. In the study of people's personality psychology, it is necessary to understand what personality is. Some people often call the attribute characteristics of people as personality. In English, it is "personality", but in the study of psychology, it is defined as "personality". "Personality" is different from personality, with a wider range, and includes many attributes that people have, including personality, beliefs, self-concept and so on. Therefore, in psychological research, "personality" refers to a cluster of consistent behavioral characteristics of a person. Different people often have great differences in personality characteristics, so their personality characteristics are also different. This uniqueness causes people to have different attitudes and performances when they encounter problems and deal with them. Some people will face them positively, while others will deal with them negatively, and even have an adverse impact on personal development and life. In the research of personality psychology, some personality psychologists have studied the constitution of human personality in order to systematically master the influence relationship between human behavior and events. Generally speaking, personality is a collection of many behavioral characteristics of a person, including a series of human development characteristics such as emotion, ability, needs, motivation, interest, values, temperament, etc. in the process of human development, these characteristics are conducive to a better understanding of oneself and the realization of the development needs of one's own comprehensive ability. However, under the influence of environment, ideology and various complex factors, people are easily disturbed by unhealthy psychological factors in their self-development, which makes the personality thoughts change and has an adverse impact on people's development. Especially with the development of modernization, the personality psychology of college students has been affected and has been widely concerned by the society.

The cultivation of personality psychology has a very intuitive impact on the development of contemporary college students. It not only affects students' learning and personal development, but also has an impact on personal social interaction, intelligence, body and mind. Good personality psychology means students' psychological health, which is conducive to improving students' comprehensive quality and promoting students' development. However, the development of modern society is affected by many factors. The behavior, character and emotion of contemporary college students have changed greatly. More and more college students have extreme and irritable behavior characteristics, and their emotions are diversified, which affects the development of students' personality. There are many factors for students to have these problems, such as the development of information society, people highly rely on information technology to meet their personal service needs, and the collision of multiculturalism and ideas has an impact on students'