

universities in China have set up BIM courses, and the quality of BIM Technology teaching materials is also uneven. The teaching contents of teachers in different schools are very different. However, with the promotion of BIM application technology, more and more colleges and universities and undergraduate colleges have built BIM comprehensive laboratories, many universities in China, such as Tsinghua University, South China University of technology and other former 985 universities, have successively set up BIM research laboratories, but most of them also have problems such as weak teachers. At the same time, many higher vocational colleges have taken the lead in the construction of BIM laboratory and the application and practical teaching of BIM Technology in practical engineering, which has played a good exemplary role in other colleges.

**Table 1.** Quantitative statistical results of some engineering management professional abilities of the two groups of students after the teaching experiment

Statistical items	Experience group	Control group	t value	P value
Project visualization capability	1.614±0.412	0.501±0.547	1.587	<0.05
Cost budget calculation capability	1.217±0.313	1.209±0.572	0.416	0.862
Engineering modeling capability	1.538±0.562	0.682±0.665	0.873	<0.05
Project operation and maintenance capability	1.270±0.295	0.984±0.613	1.240	<0.05

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## BRAND CULTIVATION MODEL OF AGRICULTURAL PRODUCTS FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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**Background:** At present, China’s agricultural products industry is facing two tests. First, after China joined the World Trade Organization in 2001, foreign brands in many countries occupied a dominant position in the Chinese market, while domestic agricultural products were relatively weak in policy protection, resulting in increasing pressure on the competitiveness of local agricultural products. Secondly, the growth of per capita disposable income of Chinese residents has rapidly upgraded the overall consumer market, and consumers’ demand for high-quality brand agricultural products has also increased. On the other hand, consumers’ demand for non-brand agricultural products has not increased in proportion to their income. At the same time, most of China’s local agricultural products circulate to the market through the cultivation and sales of individual farmers. The number of brands is small, there are fewer world-famous brands, and the brand quality is low. The brand construction of agricultural products is seriously insufficient. Building a high-quality brand of agricultural products has become the common goal of farmers, businessmen and entrepreneurs. This reflects that people’s consumption habits have changed from meeting basic needs in the primary stage to gradually pursuing commodity quality and connotation, and even now are completely attracted by product concept and derived meaning. Consumers’ brand awareness has gone through the process from not to gradually sprouting and even now gradually solidifying. It is the economic development that has improved people’s living standards. With the development of agricultural products market and the continuous enrichment of commodity types, people’s brand awareness is bound to gradually awaken, which reflects a new factor affecting consumers’ purchase behavior, namely consumer psychology. Only on the premise of fully grasping the psychological needs of consumers can products occupy the leading position in the market, which also provides a new topic for agricultural product brand operators, that is, how to tap the explicit and implicit needs of customers, popularize their own brand concept and reshape the use value of products. In this context, this study intends to study the factors that affect consumers’ consumption

psychology, analyze how they affect consumers' consumption choices, and provide valuable reference materials for brand training and management of agricultural products.

**Objective:** To study the influence of consumer psychology on the brand cultivation mode of agricultural products through questionnaire survey and comparative experiment. Find out the main factors affecting the sales of agricultural products, and based on this, put forward suggestions to optimize the brand cultivation mode of agricultural products, so as to provide some reference value for improving the competitiveness of China's agricultural products.

**Participants and methods:** A set of questionnaires was designed to investigate consumers' consumption psychology of agricultural products. 100 residents of different occupations, genders and ages were randomly selected from a domestic city to conduct a questionnaire survey, and the consumption psychology collected from the survey was summarized and analyzed. Based on this, this paper puts forward targeted suggestions on brand cultivation of agricultural products. Then randomly select 10 agricultural product production and sales enterprises with no significant difference in scale, operating products and sales mode from China, share the above suggestions with them, and guide them to reform the brand cultivation mode according to the suggestions. Six months later, the sales of agricultural products and the satisfaction of consumers to the agricultural products of these enterprises were investigated.

**Results:** After all investigations were completed, the effective data collected were sorted out and Table 1 was obtained.

**Table 1.** Statistical results of enterprise agricultural product sales and consumer satisfaction before and after the reform

Statistical items	Before reform	After reform	t value	P value
Average sales volume of agricultural products in the first three months / ton	45216 ± 7455	57481 ± 8692	2.645	<0.05
Average sales of agricultural products in the first three months / 100 million	2.712 ± 0.634	4.139 ± 0.819	2.846	<0.05
Consumer satisfaction	0.648 ± 0.337	0.972 ± 0.412	1.241	<0.05

As shown in Table 1, before and after the reform, the P value of t-test of agricultural product sales, sales and consumer satisfaction data of the enterprises participating in the research is less than 0.05, which is considered to have significant difference, and the performance of the three data of the enterprises after the reform is significantly better than that before the reform.

**Conclusions:** The research on brand cultivation model of agricultural products based on consumer psychology is research aimed at the characteristics of post-80s and post-90s consumers, which has great theoretical and practical significance. On the basis of combing the communication theory and the related theories of agricultural product brand cultivation, this study carried out some exploratory analysis according to the consumer psychological characteristics of new consumers. The results show that: Firstly, the establishment process of agricultural product brand is actually the process of consumer attitude change. In brand cultivation, we should fully consider the characteristics of new consumers. Moreover, the establishment of agricultural product brand will be affected by the product quality and brand communication level. Secondly, for new consumer groups, the docking of agricultural product brand communication and experience is an effective way to cultivate brands. Nowadays, consumers need more experiences to enrich their lives, especially shopping experience, entertainment experience and so on. Therefore, if the brand builds an experience platform for consumers, it can better win the love of consumers and make the brand firmly rooted in the hearts of consumers.

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## RESEARCH ON THE THINKING LOGIC BARRIER IN DRESS DESIGN IN THE INHERITANCE AND DEVELOPMENT OF INTANGIBLE CULTURAL HERITAGE

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