

sales. Sellers should use artificial intelligence technology and big data analysis to catch potential adverse comments. Reasonable controls should be put in place before adverse comments are formed, and remedial measures should be taken to effectively reduce the percentage of adverse comments as much as possible. In addition, high attention has to be paid to adverse comments that may have a significant impact on potential consumers' purchase intentions, and actively remedial measures that have to be taken which can improve customer's satisfactions and maintain good product comments through online and offline communications, timely products replacement, coupons or discounts offers, etc.

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## POSITIVE INFLUENCE OF CAMPUS FOOTBALL ON THE MENTAL HEALTH OF RURAL PRIMARY SCHOOL STUDENTS

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**Background:** With the rapid development of China's economy, the investment in the field of education is increasing, and the cause of education has also made a huge leap. However, the duality of urban and rural education has always been the shackle of the development of China's basic education. The imbalance of urban and rural education results in the polarization of educational opportunities, educational resources and educational quality between urban and rural primary school students. In addition, with the needs of China's economic and social development, in recent years, all over the country vigorously promote the construction of urbanization, prompting many young people in rural areas to go out and work in cities for a living, resulting in a large number of primary school students who are in the critical period of growth and mental health growth lack the company of their parents and become left behind children. Under the influence of these factors, some primary school students appear lonely, timid, lack of self-confidence and sense of cooperation and other psychological problems, which seriously affect the healthy growth of primary school students, and even their adult life problems. Therefore, the mental health of primary school students has naturally become a topic of concern from all walks of life, and it is also an urgent social problem to be solved by education and other relevant departments.

As the first sport in the world, football can not only strengthen people's health, but also promote the formation of healthy psychology. In view of the mental health problems of rural primary school students, actively participating in campus football activities has a positive effect and function on the mental health of rural primary school students. Since 2009, the development of campus football in China has been led by the General Administration of sports, led by the Ministry of education, and developed from "quantity" to "quality". Supporting the development of rural campus football has become one of the important contents of deepening the school sports reform demonstration project. The development of rural campus football can not only improve students' enjoyment and physique, but also improve their personality and will. Therefore, in the context of the current social development and driven by the school sports reform and development policy, this study uses a variety of ways and means to carry out rural campus football, multi-dimensional intervention of rural primary school students' mental health problems, so as to solve the bad psychology of rural primary school students and promote the formation of rural primary school students' healthy psychology.

**Objective:** By supporting the development of rural primary school campus football, from the aspects of football teachers, football teaching and training, football competition, football culture construction and so on, we can overcome the adverse factors in a multidimensional way, and enhance the positive intervention on rural primary school students' mental health, so as to build a practice platform for primary school students' mental health development in the process of realizing the goal of balanced education in China, to provide important support and guarantee for its healthy growth.

**Subjects and methods:** His study takes the rural primary school students as the research object, randomly selects one rural primary school students in Central China and one in Northeast China as the sample, and uses the methods of literature review, interview, questionnaire survey and mathematical statistics to analyze the positive impact of campus football on rural primary school students' mental health intervention.

**Result:** Through the investigation and analysis of the sample, the conclusions are as follows: (1). The excellent teachers of campus football can make use of the opportunities of campus football cultural activities, such as football carnival, football knowledge competition, to help and improve the mental health problems of rural primary school students, such as inferiority, loneliness, timidity and cowardice. For

example, can actively participate in campus football activities.

(2). Through the influence of regular teaching and daily training of campus football, rural primary school students can enjoy more sports fun, enhance their positive attitude to the needs of healthy constitution, actively communicate with others and cooperate with others, understand and share their troubles and puzzles; In the communication activities between the class and the football training team, their collective attachment and belonging are stronger.

(3). Through participating in football competitions, including class competition, grade competition, school level exchange competition, principal cup, county head cup, Mayor Cup and other football competitions, rural primary school students can understand football etiquette, respect opponents and referees, and form a sense of civilization; Through participating in multi-level competition, we can cultivate the sense of teamwork, tenacious struggle and other good will and morality, so as to effectively overcome the rebellious psychology, correctly deal with their own actions and emotions, and correctly deal with the sunshine character and healthy psychology of success and failure. In addition, the survey and interview found that more times rural primary school students participate in campus football field, the stronger the positive impact on their mental health.

**Conclusion:** Through the government, society and market to support the development of rural primary school campus football, the use of football teachers, football teaching and training, football competition, football cultural activities and other ways, multi-dimensional give rural primary school students a positive impact on mental health, can effectively promote the improvement and formation of rural primary school students' mental health.

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## NODE SELECTION OPTIMIZATION OF LOGISTICS DISTRIBUTION PATH BASED ON CUSTOMER EXPECTATIONS

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**Background:** In logistics distribution, the rationality of distribution route has great influence on distribution speed, cost and customer service level, especially the determination of multi-user distribution route is more complicated. It is an important work in logistics distribution to use scientific and reasonable methods to determine the distribution route. On the premise of reducing costs, customers' psychological expectations should be taken into account in the optimization of logistics distribution routes. Customers' psychological preference for time affects customers' satisfaction with logistics distribution services. How to find a balance between reducing logistics costs and improving customers' psychological satisfaction has become an important and urgent research topic. Therefore, it is of great practical significance to study the optimization of cooperative distribution path based on customers' psychological expectations. The psychological basis of customer satisfaction customer satisfaction is "customer's feeling of the degree to which their requirements have been met". Requirements are "explicit, usually implicit or must fulfill needs and expectations". Obviously, requirements are based on needs and expectations, which may or may not be equal to needs and expectations, Generally less than or lower than the needs and expectations. If the requirements are equal to the customer's needs and expectations, and are fully met, the customer will be satisfied. If the requirements are less than the customer's needs and expectations, even if all the requirements are met, the customer's satisfaction may still have a considerable gap.

Customer psychological expectation is a psychological reaction to the post-purchase evaluation of the value of the product or service after the consumer buys the product or service in a specific trading situation. Customer psychological expectation is a targeted emotional response in the event of a specific transaction. It defines customer satisfaction from the perspective of use situation and thinks that customer satisfaction is the emotional response of customer to the value of product use. From the perspective of consumer attitude formation process, this paper analyzes customer psychological expectation, and points out that customer satisfaction is the degree of like or disgust after consumption buys and uses the product. It is a