

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

holistic attitude based on experience to define customer satisfaction as a comprehensive measure of all purchase and consumption experience. Customer psychological expectation is the subjective evaluation feeling produced by consumers after purchasing or using. When consumers feel that products or services are good, they produce satisfactory emotions, and vice versa. Therefore, this paper puts forward the optimization method of logistics distribution path node selection based on customer psychological expectation, which provides a theoretical basis for improving logistics distribution path node selection optimization.

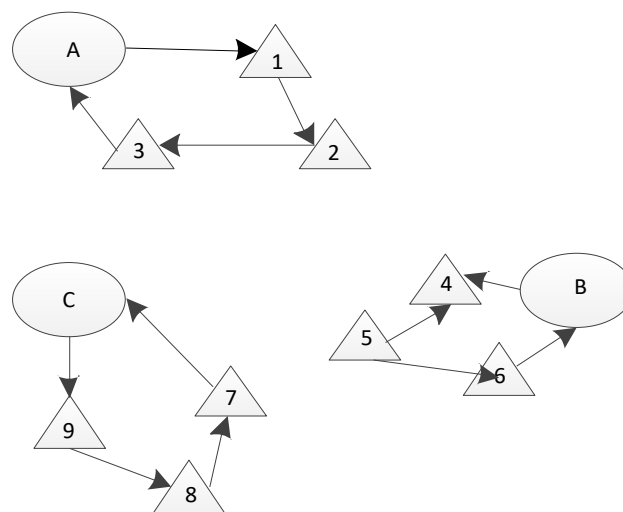
**Study design:** In order to improve the choice of logistics distribution path node can meet customer psychological expectations, this paper analyzes the degree of customer psychological expectations, combined with a variety of factors affecting customer psychological expectations, in order to improve the efficiency of logistics distribution, in order to maximize node optimization. Maximize the use of human, financial, material and other resources efficiency.

**Methods of statistical analysis:** There are three fixed distribution points, which have a total of 20 transport vehicles. These vehicles start from this point and distribute goods distributed in different geographical locations. Cargo delivery requirements and allow the latest arrival time are set by the customer according to their own circumstances, according to this setting to measure the effect of logistics distribution node selection. Among them, customer satisfaction score as a measure, the customer according to psychological expectations to score, the specific score as shown in Table 1.

**Table 1.** Customer satisfaction rating.

Satisfaction	Score
Very pleased	10
Satisfied	8-9
Commonly	6-7
Unsatisfied	<5

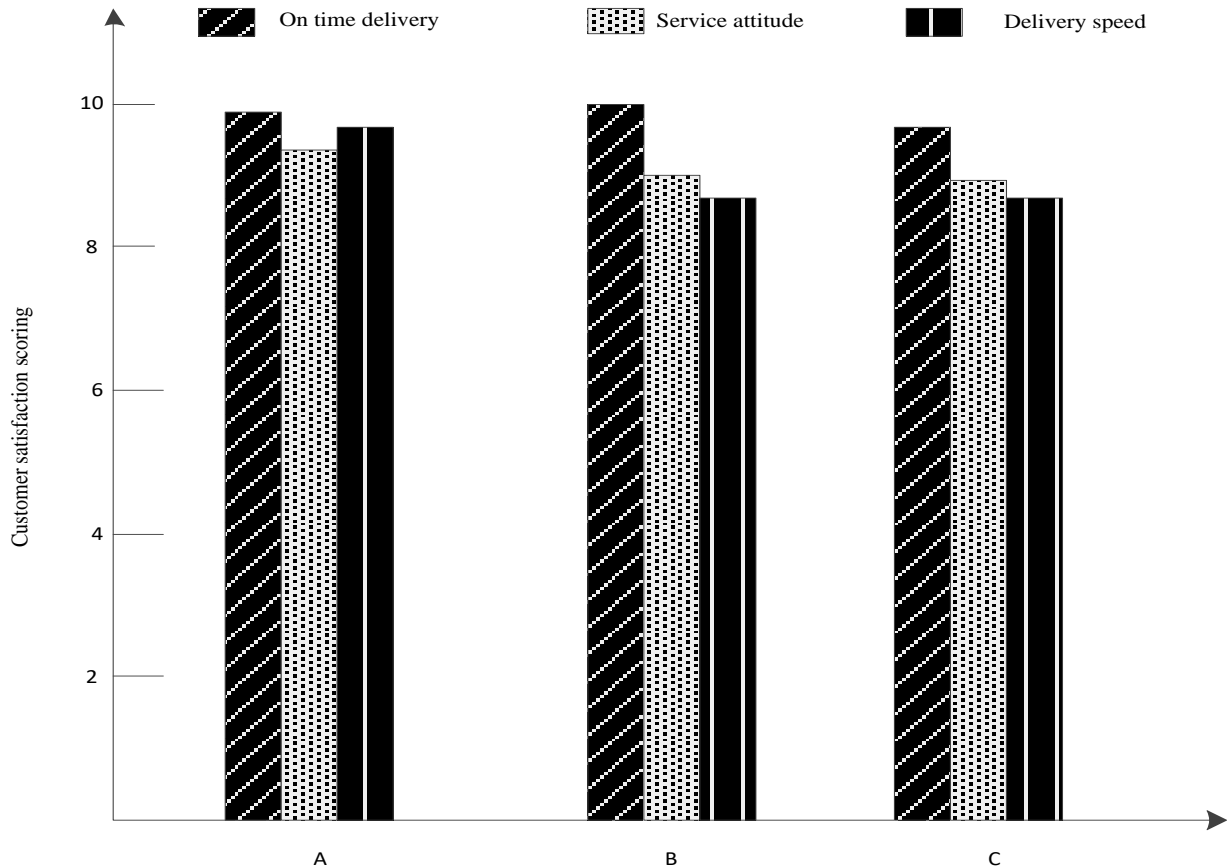
To reflect the logistics distribution path node selection can meet customer psychological expectations, it is assumed that 9 customers are distributed from three distribution nodes, of which 1,2,3 customers are distributed by A points ,4,5,6 customers are distributed by B points, and the remaining distribution by C points. The distribution path is shown in Figure 1.



**Figure 1.** Distribution path planning.

**Statistical analysis methods:** During this study, the data of customer psychological expectation satisfaction in distribution research are analyzed in detail through SPSS19.0.

**Results:** According to the above environment, a total of 9 customers in this analysis scored satisfaction, respectively, the corresponding distribution node selection psychological prediction, the final experimental results are shown in Figure 2.



**Figure 2.** Results of Customer Satisfaction Score.

Analysis of the data in Figure 2 shows that through the three dimensions of timing delivery, service attitude and distribution efficiency, 9 customers are more satisfied with the time of delivery on time, and the scores are higher than the other two. In contrast, the service attitude of logistics distribution is the second, indicating that service attitude is also an important factor affecting customer psychological expectation. Therefore, in the optimization of logistics node selection, the influencing factors of customer psychological expectation should be considered to improve customer satisfaction.

**Conclusion:** In the increasingly fierce competition environment, in order to better maintain the friendly relationship between logistics distribution and customers, logistics distribution services are carried out to customers within the psychological expectations of customers, so as to enhance the competitiveness of logistics and achieve customer satisfaction. With the enterprise paying more attention to the service level and enjoying better service, the expected value of the customer is also increasing accordingly, but considering the influence of the distribution node on the customer distribution service. It is necessary to optimize the selection of logistics distribution path node. Based on the psychological expectation of customer satisfaction, this paper optimizes the logistics node to improve customer satisfaction.

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## THE CONFLICT OF EMOTION AND REASON IN CONFUCIANISM BASED ON EMOTIONAL PSYCHOLOGY

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**Background:** Chinese philosophy has gradually stepped onto the world stage, and the Confucian