

mental health education. According to the requirements of relevant departments, colleges should set up compulsory courses and elective courses of mental health education, and carry out some special lectures and training classes on mental health for students of different grades in colleges in a planned way, so as to help students overcome psychological obstacles and promote students to establish correct life values. Finally, we can carry out a variety of mental health education activities to guide students to actively participate in various mental health education activities, so as to guide students to develop in a positive direction. Colleges and universities can carry out mental health education activities through various channels, stimulate students' enthusiasm for participation, and help students set up correct life herding treasures.

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## THE PERSPECTIVE OF EXCHANGE THEORY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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**Background:** As a major theoretical school in the post-Parsons era, modern social exchange theory came into being and gradually developed from the reflection and criticism of Parsons' structural-functionalism. Based on the basic hypotheses of psychology, economics and anthropology, combined with the classical sociological exchange theory, sociological research paradigm and philosophical speculative logic form, the theory tries to give a more reasonable and more convincing explanation of human behavior, social structure, social order and the relationship between human and society. Although its core concepts and basic hypotheses converge in the course of its development for many years, the focus and direction of its development and the vision of its theoretical research have shown a great division in the process of its continuation by later scholars. Summing up the main ideas of modern social exchange theory, we find that many of its conceptual assumptions and theoretical statements can be traced back to classical sociological theory and other disciplines. To be exact, the modern exchange theory is gradually perfected in the process of revising and subsuming different exchange theories inside and outside the discipline. Behaviorism exchange theory embodies its theoretical proposition by constructing a series of theoretical propositions. It includes successful proposition, stimulating proposition, value proposition, deprivation satisfaction proposition, attacking approval proposition and rational proposition. Looking at these theoretical propositions constructed by Horman, it is easy to find that the premise assumptions of these propositions are rational people. In his world of theory, people repeat paid actions, respond to these rewards related stimuli, and act according to the values they place on things. The criterion of fairness depends on the past experience of the actors and the comparative group that the actors identify with. He explains the origins of power and authority in terms of the minimum interest, holding that power arises when one person's ability to provide remuneration to another is greater than the ability of the other to provide it to him.

**Objective:** Social exchange theory is different from the structural functionalism theory. Social exchange theory pays attention to the exchange behavior between people. Social exchange theory holds that human behavior is based on reasonable choice, and people hope to maximize the benefits through action, and the cost of expectation is the smallest.

**Subjects and methods:** From the point of view of psychology, the social exchange theory has some connotative value. Social exchange theory recognizes the hierarchical system of society. Because of the different living environment and social status, each person's social status is different, so the resources that each person has for exchange have been determined by his social status to some extent. Therefore, people's social status is not equal, in the exchange of relations cannot be equally exchanged. Therefore, this article mainly analyzes the exchange theory through the principle of fairness, the principle of openness and the principle of moderation.

**Study design:** Stratified cluster random sampling method was used to randomly select 600 people of different ages and sexes, a total of 600 questionnaires, 573 valid questionnaires were collected.

**Methods:** Using Excel statistical analysis of social psychology on the exchange theory.

**Results:** Social exchange theory is the result of the study of human social behavior. Social exchange theory is the product of the fusion of sociology and psychology and belongs to the research results of social

psychology. Therefore, the analysis and correct evaluation of social exchange theory from the perspective of psychology can promote the development of social psychology theory and perfect social psychology theory system.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results were determined by rounding off the average of 600 people, with the statistical table shown in Table 1.

**Table 1.** Influence of social psychology on exchange theory.

Factor	Principle of fairness	Principle of openness	Principle of moderation
Public	4	4	4

**Conclusions:** Modern social exchange theory, as an important theoretical school in the field of sociology, came into being and developed in the dialogue, reflection and criticism of structure-functionalism represented by Parsons. At the same time, the development and evolution of modern sociology exchange theory is also a continuous reference, learning from economics, anthropology and psychology, and inheriting and enriching the classical sociology exchange.

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## PSYCHOLOGICAL STRATEGY RESEARCH ON ENHANCING CUSTOMER LOYALTY IN BRAND MARKETING

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**Background:** The world has entered the era of brand competition, how to make their brand stand out in many similar products, the recognition and love of consumers, has become an important issue related to enterprise life and death. Among them, establishing and maintaining customer loyalty to the brand has become the core issue of brand building. However, under the background of economic globalization and competition internationalization in the 21st century, consumers have higher requirements for brands, more diversified consumption behavior, faster brand switching frequency, and lower brand loyalty. To the enterprise brand operation and the brand loyalty cultivation proposed the sterner request. Under such circumstances, how to cultivate and improve the brand loyalty of customer groups in the operation and management of enterprises has become an important issue. Brand loyalty is the measure of consumer's affection for the brand. When the product of a certain brand appears and competes with other brands of the same product, what attitude the customer holds to him is a kind of criterion to judge the customer's loyalty to his brand. In 1978, Jacoby and Chestnut put forward the concept of behavior and attitude as two dimensions of brand loyalty by summarizing more than 50 viewpoints about brand loyalty in foreign literatures. Behavioral loyalty refers to the fact that consumers continue to buy a brand in practice. Attitude loyalty means that the personality of a brand coincides with the customers' life style and values, and the customers have feelings for the brand, and then show the desire and behavior of continuous purchase. The level of customer behavior loyalty is affected by attitude loyalty to a great extent.

**Objective:** With the development and perfection of our market economy system, the market competition is becoming more and more fierce. Market competition is the competition of customers, and it is the mission of enterprises to survive and develop. In this process, one of the obvious characteristics is that the traditional practice of building a competitive advantage with products as the core gradually weakens the role of competition gradually shifted to the channels and services. Enterprises should not only constantly strive for new channels, open up new markets and increase market share, but also strive to maintain the existing channels, cultivate loyal channels and stabilize market share. Channels play an intermediary role between enterprises and end customers, and their role is beyond doubt. Therefore, who has the channel, who has the market. Standardizing and strengthening channel relationship marketing and promoting channel loyalty is one of the effective ways to win the market and enhance the competitiveness of enterprises.

**Subjects and methods:** Marketing has a long history of research on human needs and motives. It is believed that customers will pursue maximum welfare according to rational judgment, and that customers are rational. This paper aims to promote customer loyalty by determining the importance of attributes in a