

THE RELATIONSHIP BETWEEN JOB STRESSORS AND JOB BURNOUT OF EMPLOYEES IN LOGISTICS ENTERPRISES

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The problem of work pressure has a long history. In today's era, the professional environment has become a common phenomenon. Job stress is not only related to employees' physical and mental health, but also has an important relationship with the organization's management concept and system. In recent years, with the vigorous development of the logistics industry, the demand for logistics practitioners has increased. A large number of logistics enterprises came into being. Under the condition of fierce market competition, employees are facing increasing work pressure, and job burnout is spreading among professional groups in the express industry. This is not only detrimental to the psychological and physical health of employees in express enterprises, but also has a great negative impact on the quality of work and life of employees in express enterprises. The sustained and healthy development of express enterprises and express industry is also closely related to this. In this case, alleviating employees' work pressure, improving employees' job satisfaction and reducing employees' job burnout have become the problems that many logistics enterprises must face and solve. This paper analyzes the relationship between job stress and job burnout, and puts forward relevant solutions.

Key words: working pressure source - logistics enterprises - job burnout - occupational stress

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FOREIGN LANGUAGE ANXIETY OF COLLEGE ENGLISH TEACHERS AND ITS COUNTERMEASURES

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In recent years, English teaching has attracted more and more attention in China, especially college English teaching is the focus of linguists and teachers' research. With the continuous reform of higher English education system, College English teachers' anxiety is increasing. Anxiety is a part of teachers' emotional experience in their daily work. It is normal to produce anxiety, but the degree of anxiety needs to be effectively controlled. Excessive anxiety will not only damage the physical and mental health of College English teachers, but also affect the full play of their talents. Therefore, we must effectively resolve the anxiety of College English teachers and ensure the smooth progress of College English teaching. Foreign language anxiety is the biggest obstacle in College English learning and teaching, which determines the effect of College English learning and teaching. Previous studies on foreign language anxiety focused on students' learning anxiety in listening, speaking, reading and writing, while ignoring teachers' teaching anxiety in the teaching process. Teachers play an important role in guiding and organizing the classroom, and effectively reducing teachers' foreign language teaching anxiety is of great significance to improve students' comprehensive quality.

Key words: college english - foreign language anxiety - english teachers - countermeasures

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PSYCHOLOGICAL MECHANISM MODEL OF BRAND EXTENSION AND BRAND MARKETING STRATEGY DESIGN

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With the continuous improvement of living standards, consumers pay more attention to brands in addition to pursuing products themselves. The personalized needs of consumers are also stronger, and enterprises also focus on different demands. Brand extension is a marketing strategy, which refers to applying the original brand to new products or services on the basis of brands with considerable popularity and market influence, so as to reduce the risk of new products entering the market. Brand extension is widely concerned by business circles and marketing theorists. The psychological mechanism of brand extension is an important content and cutting-edge topic in the research of contemporary consumer psychology and brand theory. The success of brand extension is restricted by many factors, including consumers' cognitive (knowledge) attitude, emotion and their interaction with the original brand. Relevant research has become an important content and hot topic in the research of advertising and consumer psychology in recent years. This paper studies and analyzes the psychological mechanism model of brand extension and the design of brand marketing strategy, so as to provide some reference value for promoting the success of brand extension.

Key words: brand extension - brand marketing - planning and design - psychological mechanism model

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EXPLORATION OF MARKETING STRATEGY BASED ON CULTURAL CONSUMPTION PSYCHOLOGICAL PREFERENCE AND HABIT

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Cultural preference is a certain cognitive tendency formed by consumers under the influence of the common cultural environment. Consumers' perception, sensitivity, tendency and other psychological characteristics of goods depend on consumers' cultural preferences. Therefore, cultural preference determines the priority of consumers in purchasing goods and the choice of consumers' purchasing behavior. Due to the deep-rooted influence of social culture, modern commodity price is not only the monetary expression of commodity value, but also has the function of measuring commodity value. It is also the embodiment of consumers' cultural psychology and cultural preference in shopping behavior. Cultural preference increasingly affects consumers' purchase decisions. In-depth study of consumers' price psychology and cultural preference in price decision-making, and consciously cater to consumers' cultural consumption psychological preference in price setting has a certain positive role. Therefore, it is of great significance to explore the relevant characteristics of consumer psychological preferences and habits based on consumer culture for putting forward appropriate marketing strategies.

Key words: cultural preference - consumer psychology - marketing strategy - consumption habits

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PEER COUNSELOR TRAINING TO IMPROVE THE MENTAL HEALTH LEVEL OF HIGHER VOCATIONAL COLLEGE STUDENTS

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The concept of peer education originates from the practice of mental health education. "Peer" means "friend" and "peer". It usually refers to people of the same age, people of the same age ("peer") or people who have been associated and trusted. Peer counselors for freshmen refer to excellent students selected from graduate students or senior students. Take advantage of their age, the same or similar values,