

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,

experience, lifestyle and other advantages, and let them provide guidance and help in learning, life, psychology and other aspects for freshmen as friends and peers. This provides reasonable education and guidance to freshmen in order to find and solve problems earlier and faster. As a special form of adaptive education for freshmen, peer counseling has its own advantages compared with full-time counselors. It plays a very important role in the adaptive education of college freshmen. By analyzing the influence of peer counselors on the mental health level of higher vocational college students, this paper puts forward relevant suggestions.

Key words: peer counselor - higher vocational college students - mental health - train

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BRAIN COGNITIVE CHARACTERISTICS OF EMOTIONAL RESPONSE OF COLLEGE STUDENTS IN ENGLISH LEARNING

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Psychology holds that interest is the conscious tendency of people to understand something and engage in an activity. It shows people's selective attitude and positive emotional response to something and activity. Music learning emotion, referred to as the sense of music learning or music learning, is the emotion that individuals are willing to learn, which belongs to one of the categories of rational emotion. It has the characteristics of implicit and relatively stable. Like other emotions, music and learning emotions are implicit. But it will be expressed in the form of emotion in the individual specific situation, that is, learning activities, and experienced by the individual. Through the search of literature, it is found that individuals with happy learning emotion will produce various positive emotional experiences when learning meets their needs, such as happiness, pride, hope and so on. When learning does not meet their needs, it will lead to a variety of negative emotional experiences, such as boredom, anxiety, disappointment, anger and so on. This paper hopes to provide some reference for relevant research by analyzing the brain cognitive characteristics of emotional response of English happy college students in English learning.

Key words: English learning - college student - English learning - emotional response

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THE RELATIONSHIP BETWEEN CHILDREN'S PERCEIVED TEACHER SUPPORT, MATHEMATICS SELF-EFFICACY AND MATHEMATICS ACHIEVEMENT

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As one of the three traditional university subjects, mathematics is an extremely important part of basic education, which has had an extremely far-reaching impact on all previous students. As an important social environment for pupils to study and live, school plays an important role in students' growth. Academic achievement is a kind of result feedback of students' learning and an important reference index of individual learning results, which has been paid special attention by teachers and parents. Some studies have shown that teacher support is an important factor affecting mathematics self-efficacy and mathematics achievement. Teacher support, an external environmental factor, plays a special role in children's academic development. Previous studies have found that perceived teacher support can effectively predict students' basic psychological needs and enhance self-confidence. During this period, children's self-efficacy began to develop, and this internal factor also had a prominent impact on academic development. This paper analyzes the relationship between children's perceived teacher support, mathematics self-efficacy and mathematics achievement, and provides some corresponding measures to promote children's mathematics learning in China.

Key words: teacher support - child perception - self efficacy - mathematics achievement

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