

training group is 1 point lower than that of the fitness group. The relevant results are shown in Table 1.

Table 1. Scoring of college students' learning anxiety after leisure sports

Group	Classroom anxiety	Test anxiety	Inattention
Learning anxiety group	4	4	4
Fitness group	2	2	1
Basketball training group	1	2	1
Aerobics group	2	1	2

Conclusions: Leisure sports basketball training can promote the metabolism of college students, help them improve their bad living habits, alleviate some negative emotions, such as learning anxiety, and improve the physical and mental health level of college students.

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MOTIVATION OF NON-OSTENTATIOUS PSYCHOLOGY OF LUXURY CONSUMPTION POST-95S BASED ON THE OBSTACLE OF THINKING LOGIC

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Background: Thinking logic disorder belongs to cognitive disorder. If the description is more accurate, thinking logic disorder belongs to thinking disorder. Thinking logic barriers can be divided into four types: symbolic thinking, new words, logical fallacy thinking and sophistry thinking. In symbolic thinking, a person uses more common words and actions to express some meanings that ordinary people can't understand. Symbolic thinking shows the association barrier between image concept and abstract thinking. For example, schizophrenic patients wear clothes backwards. In the new works of words and expressions, patients will fuse and piece together some concepts, and create text symbols with special concepts. Most of this thinking logic disorder is juvenile schizophrenia. The logical fallacy thinking will appear logical oddity. Without logic, we can't find the basis of reasoning and understand this kind of thinking expression. Sophistry thinking belongs to the association barrier. The understanding of views is relatively vague and has no exact basis. It is just talking with confidence. The patient's relevant speech statements are far-fetched and will not accept other people's suggestions and criticisms.

With the rapid development of economy, people's living standards have been greatly improved, the capital investment of consumption has increased to a certain extent, and the proportion of luxury goods in the market has increased year by year. In luxury consumption, there is a situation of "showing off wealth", and the purchased luxury goods are displayed through the Internet, which is disgusted by morality. People's "hatred of wealth" is not only a simple resentment, but also a moral value judgment. This psychology belongs to symbolic thinking in the logical barrier of thinking. And in the process of the continuous development of luxury consumption, there is a symbolic trend of luxury, that is, luxury can reflect social status, which is still the performance of symbolic thinking. However, with the passage of time, the luxury consumption post-95s gradually tend to be rational, and the impulsive consumption behavior gradually decreases. In view of this, under the obstacle of thinking logic, this paper studies the motivation of the non-conspicuous psychology of luxury consumption post-95s.

Objective: To understand the performance of consumers with thinking logic disorder in luxury goods, and to study the relationship between non-ostentatious consumption of luxury goods and self-realization needs. This paper makes a specific analysis of the motivation of non-conspicuous consumption psychology, studies the relationship between non-conspicuous consumption psychology and four motives: quality follow, cultural identity, group ownership and risk avoidance, and understanding the impact of each factor on it. This paper makes a specific analysis on the motivation of non-conspicuous psychology of luxury consumption post-95s, and understands the relationship between education level, family income level, occupation, habitual residence, gender and conspicuous degree.

Research objects and methods: The research objects are post-95s social people who consume in high-end luxury places. 210 post-95s social personages who consume luxury goods were randomly selected from five major luxury stores in a city understand the luxury consumption experience of these social people, record their occupation, education level, gender, family income and other relevant personal information,

record relevant research data in the investigation and research, and judge the motivation of showing off or non-showing off with a score of 1-5. The following three points indicate non-showing off, and more than three points indicate showing off. The influencing factors of non-conspicuous consumption are detected by principal component analysis. The larger the variance of the common factor, the more effective it is in explaining the relevant results. Using SPSS software for data processing and analysis, this paper studies the motivation of post-95s non-conspicuous psychology of luxury consumption based on the obstacle of thinking logic.

Results: The non-ostentatious motivation of consumers with thinking logic disorder in luxury consumption was studied. Through principal component analysis, the common factor variance of four motives and non-ostentatious psychology was tested. It was found that the common factor variance of these indicators was greater than 0.4, indicating that the selection of these indicators can significantly affect the overall results. In the mean value of relevant conspicuous degree factors, the factor scores of consumers with high school education or below is higher than that of consumers with a college education. The factor score of consumers with a college education is 2.71. The relevant results are shown in Table 1.

Table 1. Factor score of conspicuous degree of post-95s thinking logic barrier consumers in luxury consumption

Education level	High school and below	Junior college	Undergraduate	Graduate and above
Factor mean	3.39	2.71	2.52	2.80

Conclusions: With the change of luxury consumption psychology, women and public institutions are more inclined to non-conspicuous consumption. The consumption behavior of the rich class began to change, and their consumption behavior became more rational. The symbolic meaning of luxury goods has been weakened to a certain extent. By studying the consumption psychology of luxury consumer groups, we can promote social healthy consumption and make the consumption psychology of luxury consumer groups more rational and legal, so as to promote social fair consumption.

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HUMAN RESOURCE MANAGEMENT IN THE MANAGEMENT OF COMMUNICATION ADAPTATION OBSTACLES AND EXECUTIVE ADAPTABILITY OF ENTERPRISE EMPLOYEES

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Background: Patients with communication adaptation disorder will have poor communication in the process of communication, so that communication adaptation patients will produce negative emotions, resulting in emotional disorders such as anxiety, depression, uneasiness and cramping. It will produce a kind of exclusion and avoidance psychology for communication, which will seriously affect life and work. The cause of the disease is the comprehensive effect of psychosocial stress and individual quality. Patients with communication adaptation disorder will have emotional disorders and short-term mild troubles. For employees with communication adaptation barriers in the enterprise, in the actual work process, due to the employees' own personality, the work communication with other employees or leaders is not smooth, and the actual problems and personal work needs cannot be solved, which affects the work progress, has a certain impact on the performance of the department, and makes the employees with communication adaptation barriers feel great pressure, produce negative emotions such as anxiety, anxiety, self-doubt and self-denial, which will affect the normal work of employees and even the work of other colleagues. In the long run, it will form a vicious circle, which is not conducive to human resource management and company development.

In addition, communication adaptation barriers and employees' executive adaptability also affect the development of enterprises. Executive adaptability includes executive ability and adaptability. Executive ability refers to the ability to effectively use resources to achieve goals with quality and quantity. In the face of different objects, the interpretation of executive ability is different. The executive ability of