on consumer psychology, the research analyzes the psychological changes and behavior patterns of consumers in purchasing activities, and puts forward strategies to improve and innovate the cross-border e-commerce model, so as to alleviate consumers' anxiety and improve the sales volume of cross-border e-commerce, which is of positive significance to the development of cross-border e-commerce industry and the development of China's market economy.

Subjects and methods: 200 consumers with selection anxiety were selected as the research object. The subjects were randomly divided into study group and control group by random number table method, with 100 people in each group. Among them, consumers in the research group consume on the cross-border e-commerce platform adopting the innovative cross-border e-commerce model based on consumer psychology. Consumers in the control group consume on the traditional cross-border e-commerce platform. After a period of time, compare the anxiety of the two groups of consumers. Consumers' anxiety was assessed by Self-rating Anxiety Scale (SAS), Beck Rafael Sen Mania Rating Scale (BRMS) and other tools.

Results: Before the beginning of the experiment, there was no significant difference in the degree of anxiety between the two groups of consumers ($P > 0.05$). After the intervention, the degree of anxiety of consumers in the study group decreased significantly ($P < 0.05$), while there was no significant change in the degree of anxiety of consumers in the control group ($P > 0.05$), which was significantly lower than that of consumers in the study group ($P < 0.05$). The above results show that the innovation of cross-border e-commerce model based on consumer psychology can effectively alleviate consumers' choice anxiety, improve cross-border e-commerce sales and promote the development of cross-border e-commerce industry. The BRMS scores of the two groups of consumers before and after the intervention are shown in Table 1.

Table 1. BRMS scores of two groups

Grouping	Quantity (example)	BRMS score	
		Before experiment	After experiment
Research group	50	19.02±2.03	7.03±2.11[*]
Control group	50	19.01±2.45	14.17±3.96[*]
t	-	0.051	6.711
P	-	0.932	0.000

Note: [*] $P < 0.05$ compared with that before teaching.

Conclusions: Choice anxiety is a typical mental anxiety, which will affect consumers' purchase decisions and reduce consumption desire, thus affecting the transaction volume of cross-border e-commerce and the development of China's market economy. Therefore, the cross-border e-commerce model urgently needs innovation. Based on consumer psychology, the research analyzes the psychological change law and behavior pattern of consumers in purchasing activities, and puts forward strategies to improve and innovate the cross-border e-commerce model. The results showed that before the beginning of the experiment, there was no significant difference in the degree of anxiety between the two groups ($P > 0.05$). After the intervention, the degree of anxiety of consumers in the study group decreased significantly ($P < 0.05$), while the degree of anxiety of consumers in the control group did not change significantly ($P > 0.05$), and was significantly lower than that of consumers in the study group ($P < 0.05$). The above results show that the innovation of cross-border e-commerce model based on consumer psychology can effectively alleviate consumers' choice anxiety, improve cross-border e-commerce sales and promote the development of cross-border e-commerce industry.

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STUDY ON THE IMPACT OF COMMUNITY ELDERLY CARE SERVICE ON THE IMPROVEMENT OF MENTAL HEALTH OF THE ELDERLY

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Background: With the advancement of the aging process of the population, the total proportion of the elderly in the social population is gradually increasing, and the number of the elderly with dementia is also showing a gradual upward trend. Many elderly people have the problem of cognitive impairment, which seriously reduces the quality of daily life of the elderly. Alzheimer's disease hinders the development of the

normal life of the elderly. The elderly with dementia in the coming year often have slow perception or over sensitivity, hallucinations, memory loss and other conditions. In serious cases, they are also accompanied by pathological symptoms such as aphasia and agnosia. At present, the elderly pension methods are gradually showing a diversified trend. Among them, the community pension model is a pension method that combines pension and community environment, so that the elderly can carry out pension life in their own environment. At home, they can not only be taken care of by their children, but also enjoy the pension services of professional community facilities. With the acceleration of social development, the combination of foreign advanced pension ideas and the actual situation and needs of domestic pension has derived the community home-based pension model under the new concept to create an intelligent pension community, combine community resources with home-based pension, and improve the quality of life of the elderly. This new pension model with strong habitability is more suitable for the elderly with Alzheimer's symptoms and mental health problems. It can provide professional pension services for the elderly and use the intelligent living environment to improve the living standards of the elderly.

With the increase of the number of young migrant workers, more and more elderly people stay at home. Because of insufficient economic support and lack of emotional comfort, the quality of life of the left behind elderly is generally not high. Now it has become a social problem that people from all walks of life pay close attention to. In recent years, the number of the left behind elderly is still growing. Therefore, many scholars have conducted in-depth research on the living conditions of the left behind elderly. In the relevant research of the left behind elderly, the mental health status of the left behind elderly is the focus of the research. Good mental health can improve the mental state of the left behind elderly and improve the quality of life of the left behind elderly. Many studies have shown that the vast majority of the left behind elderly have a strong sense of loneliness and their mental health is very unsatisfactory, which not only greatly affects the quality of life of the left behind elderly, but also may lead to mental health problems of the left behind elderly, increase the family burden and affect the construction of a harmonious society. The analysis of the loneliness and mental health of the left behind elderly is conducive to the society to provide targeted assistance to the left behind elderly and improve the mental health level of the left behind elderly.

Objective: The research studies the factors that lead to the mental health problems of the left behind elderly, so as to provide theoretical support for the mental health care of the left behind elderly and the improvement of the quality of life, alleviate the loneliness of the left behind elderly and improve the mental health of the left behind elderly. The study analyzes the relationship between personality traits, self-esteem and loneliness of the left behind elderly, hoping to provide theoretical support for improving the mental state of the left behind elderly and improving the quality of life of the left behind elderly, so as to promote the construction and development of a harmonious society in China.

Subjects and methods: The research adopts the method of random sampling, selects three communities in a city to carry out the pilot implementation of the community home-based elderly care model, compares and analyzes the mental health status of the elderly in the community before and after the pilot experiment, explores the impact of community elderly care service on the improvement of the mental health of the elderly, and analyzes the improvement of the psychological loneliness of the elderly under the community home-based elderly care service. By comparing the mental health level of the elderly before and after the provision of community elderly care services, combined with the follow-up survey of the elderly under the community elderly care mode, this study analyzes the positive role of the community home-based elderly care mode in the mental health intervention of the elderly. Combined with the way of regression analysis, this paper explores the causes of psychological problems such as loneliness of the elderly, takes the loneliness of the elderly as the dependent variable, and uses the stepwise regression method for multiple regression analysis, so as to provide data reference for promoting the improvement of the quality of community elderly care service.

Results: The regression analysis results of psychological loneliness of the elderly are shown in Table 1. The total variation of 50.2% is explained by three factors: extraversion, neuroticism and attention to their own mental health.

Table 1. Regression analysis of psychological loneliness in the elderly

Variable	Standard value	R	Adjusted R^2	Added R^2 value	t	P
Extraversion	-0.496	0.642	0.411	0.409	-11.172	<0.001
Nervous	0.310	0.701	0.486	0.074	7.065	<0.001
Self-mental health concerns	-0.315	0.714	0.501	0.019	-3.395	0.001

Conclusions: Because the young people at home go out to work, most of the left behind elderly have a

strong sense of loneliness, and their mental health is very unsatisfactory. The research analyzes the relationship between personality traits, self-esteem and the loneliness of the rural left behind elderly, analyzes the community home-based elderly care model, and analyzes the improvement effect of community elderly care service on the mental health of the elderly, which provides theoretical support for improving the quality of life of the rural left behind elderly, and can effectively promote the construction and development of a harmonious society in China.

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FACTORS AFFECTING COMPETITION EMOTION OF WUSHU ROUTINE ATHLETES AND PSYCHOLOGICAL TRAINING METHODS

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Background: The standard of mental health refers to that all aspects of psychology and its activity process are in a continuous and positive psychological state. In this state, the subject can make good adaptation and give full play to its physical and mental potential. When the individual's psychological condition changes or is stimulated by conditional factors, it will produce a certain amount of psychological pressure, and psychological pressure refers to the positive or negative experience of the brain in order to help us focus on coping with challenging situations. Moderate and positive psychological pressure can promote individuals to continuously stimulate their own potential and development motivation, and deal with the changes of environment and individuals with a more upward and fuller psychological attitude; Excessive and negative psychological pressure will cause individuals to have negative psychological emotions about upcoming things, cause behavioral cognitive conflict, and hit the individual's enthusiasm and initiative to solve things. In the long run, it is easy to cause a vicious closed-loop cycle and damage their physical and mental health, life and work. When individuals are under certain psychological pressure, they will correspondingly show certain external negative emotions, such as anxiety, striving, impatience, uneasiness, etc. If individual emotions are not controlled and intervened in time and effectively, they will have emotional regulation obstacles, and it is difficult to show a stable and positive psychological state on the basis of dealing with the surrounding environmental things. Wushu routine athletes are often affected by tension, anxiety and anxiety, so they are difficult to give full play to their best strength in competition activities, and then miss the championship. There are many factors that affect the competition emotion of Wushu routine athletes. In addition to the subjective factors such as the athletes' psychological quality, emotion regulation ability and competition experience, they will also be affected by the external objective factors such as the competition site environment, the audience's reflection, the opponent's strength and psychological status. Negative emotions will affect the athletes' competition confidence and mental health. Therefore, we need to pay attention to their emotional changes and put forward corresponding psychological intervention methods in time to help athletes actively adjust their competition emotions and improve their mental health level and ability.

Subjects and methods: The research take Wushu routine athletes as the research object. Firstly, the basic information such as psychological pressure, competition situation and competition emotion of the research object are collected before the experiment, and then the psychological status of athletes is divided into grades. Then, the subjects were divided into different groups by different psychological training methods, that is, they were divided into self-suggestion group, simulation training group, action reproduction training group and the group without any psychological training. The self-suggestion group is to reduce the doubt of self-professional ability through the positive suggestion of competition confidence and self-ability. The simulation training group is to help athletes overcome the tension caused by the reaction of the competition venue and the audience and make them adapt to this situation. The action reproduction training is to let athletes reproduce and recall the existing training actions in the process of daily training, increase focus to reduce distracting negative emotions. The experiment lasted for three months. After the experiment, the experimental data were collected and sorted out with the help of