

control group. The above results show that the improved teaching mode of mental health education based on school psychology can significantly improve the teaching effect of mental health education, so as to alleviate children's negative emotions, solve children's various psychological problems and improve children's mental health level.

**Table 1.** CSHQ scores of children in the two groups

Project	Score		t	P
	Research group	Control group		
Sleep impedance	12.0±3.1	9.2±1.5	4.124	0.001
Sleep delay	1.9±0.7	0.8±0.5	5.131	0.001
Sleep duration	5.1±1.8	3.3±1.2	4.451	0.001
Sleep anxiety	6.9±1.8	5.6±1.2	3.153	0.001
Wake up at night	4.3±1.7	3.6±1.0	2.524	0.001
Abnormal sleep	9.7±3.1	7.8±1.2	4.135	0.001
Sleep disordered breathing	4.2±1.5	3.1±0.6	2.517	0.001
Daytime sleepiness	13.0±3.1	10.3±0.5	3.852	0.001
CSHQ total score	52.3±8.1	40.9±5.4	6.753	0.001

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## ANALYSIS OF THE IMPACT OF CROSS-BORDER E-COMMERCE MODEL INNOVATION ON CONSUMERS' ANXIETY FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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**Background:** Through e-commerce, consumers can realize various business, transaction and financial activities such as online shopping, online transactions between merchants, and online electronic payment. In the context of economic globalization, the regional restrictions on consumption have also been broken, and cross-border e-commerce retail imports are increasingly favored by consumers and investors. With the continuous development of cross-border e-commerce industry, many cross-border e-commerce platforms provide a large number of products, and many of them have similar functions, appearance and price. This leads to some consumers' choice anxiety, which leads to irritable psychology, reduces consumption desire and makes it difficult to make purchase decisions. At the psychological level, anxiety refers to a negative emotion that includes irritability, anxiety, sadness, worry, tension, panic and uneasiness due to excessive worry about the life, safety and future of themselves or the people they care about. At the same time, anxiety is also an emotional symptom syndrome. According to the performance of patients, anxiety is divided into three types: mental anxiety, exercise anxiety and somatic anxiety. 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.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities, including the process of consumers' psychological activities, consumers' personality psychological characteristics and so on. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. 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. Building an innovative cross-border e-commerce model based on consumer psychology can effectively 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.

**Objective:** Many cross-border e-commerce platforms offer a wide range of products, and many of them have similar functions, appearance and prices. This leads to some consumers' choice anxiety, which leads to irritable psychology, reduces consumption desire and makes it difficult to make purchase decisions. Based

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*
<i>t</i>	-	0.051	6.711
<i>P</i>	-	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