

For example, when searching for goods, choose businesses with high sales volume to buy, and choose those with high public recognition in the choice of brand. The double 11 event launched by Alibaba in 2009 had a turnover of 50 million yuan, which had exceeded the estimated sales volume. When the “double 11” sign was launched, consumers followed suit after initial questioning. By 2017, the total transaction volume of mall double 11 shopping Carnival had reached 168.2 billion, including 90% of wireless sales. Consumers were all over 235 countries. This is also another embodiment of the herd mentality of consumers. E-commerce enterprises form an image of shopping in the “double 11” to attract consumers to shop and achieve the marketing of E-commerce enterprises. (2) Seeking cheap psychological stimulation sales. Seeking honesty is a psychological attitude to seek cheap and applicable goods. When purchasing goods, consumers pay special attention to commodity prices, hoping to buy high-quality and low-cost goods, and repeatedly compare the prices of similar products in the purchase process. Consumers’ personal subjective feelings make consumers have the illusion of high quality and low price, but there is no real sense of high quality and low price. The psychology of seeking honesty exists in different levels of income, and the corresponding degree is different, which shows that the psychology of seeking honesty is not only affected by income, but also other factors. (3) Easy to repent can eliminate concerns. Consumers’ suspicion, uneasiness, regret and other disharmonious negative psychological emotions after purchase, and lead to dissatisfied behavior. Consumers have an impulse to buy when they first contact the goods, so they make a purchase decision without thinking. However, after the impulse psychology of consumers subsides, they will regret the goods they have no plan to buy. On this point, major E-commerce companies have given corresponding solutions. There is no reason to return and exchange goods within 7 days. This special after-sales strategy promises that consumers can return, and exchange purchased products after impulsive consumption in accordance with the rules of the regulations and other publicity rules. 7 days of no reason to return and exchange goods is also written into the consumer protection service rules. The “right to regret” of online shopping also gives online shopping more choices.

The adverse impact of consumer psychological changes on online shopping. (1) The crisis of trust leads to the loss of consumers. In online shopping, there are some phishing websites, and consumers are deceived. The products that were originally hyped are found to be defective, and the sellers ignore the consumers after selling out, and the return and exchange of goods has also become a difficult problem. Traditional consumption is to conduct actual transactions in shopping malls, supermarkets and other stores. Consumers can get in touch with products at the first time and control the quality of products, which also increases consumers’ trust. With the rise of online shopping, consumers are newly exposed to the virtual shopping environment, and their trust in E-commerce enterprises is not high to a great extent. Consumers feel that the biggest problem of online shopping is that the quality of goods is difficult to guarantee. (2) The problem of transaction security damages the corporate image. When consumers enjoy the convenient service of online shopping, there is the possibility of information disclosure, which will lead to the fraud of criminals and fall into the situation of online fraud. For E-commerce enterprises, the biggest problem in the process of online shopping and payment is still security. In 2004, Taobao first introduced the third-party payment software “Alipay”, which used Alipay to play a balance role among buyers and sellers. It also effectively monitored and controlled the seller’s delivery and buyer’s payment process. But there are two sides to everything. While Alipay is playing a supervisory role, it also brings new problems. The registration of Alipay requires more detailed personal identity information and often brings more risks.

**Conclusions:** With the increasingly vigorous development of E-commerce, the wide popularity of online consumption concept and the favorable support of social environment, enterprises can accurately grasp the consumer psychology and behavior under E-commerce, and the prospect of online consumption will be infinitely bright.

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## ENGLISH TRANSLATION PROBLEMS AND TRANSLATION METHODS OF CHINESE SCENIC SPOTS UNDER THE BACKGROUND OF PSYCHOLOGY

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**Background:** Recently, with the rapid development of China’s tourism, the number of foreign tourists

entering China has increased year by year. According to the prediction of the World Tourism Organization (WTO), by 2020, China will become the most popular tourism destination in the world. Foreign tourists will travel to China every year, reaching 1.3 million, ranking first in the world. In order to attract more foreign tourists and promote local economic development, local tourist attractions also further strengthen the work of tourism English. In scenic spots, signs, road signs, hotel brochures and tourist atlases, travel documents and other publications, the use of English as a means of information transmission is increasing. However, there are some phenomena in tourism translation, such as nonstandard and incorrect translation and Chinese-style English. Some tourist translations are full of mistakes, which makes people laugh. This will not only have a serious adverse impact on scenic spots, scenic spots and tourist destinations, but also have a great negative impact on the healthy and sustainable development of local tourism.

**Objective:** In recent years, nonstandard and incorrect translation and Chinese English have appeared in the translation of scenic spots. Some tourism translation errors will not only have a serious adverse impact on scenic spots and tourist destinations, but also have a negative impact on the healthy and sustainable development of local tourism. This paper analyzes the problems existing in English translation of scenic spots, and puts forward specific ideas to standardize English translation of scenic spots.

**Subjects and methods:** 1. The basic knowledge is not solid, and there are grammar, word spelling and other errors in translation. The differences between English and Chinese are manifested in many aspects. On the one hand, English is diverse and Chinese is repetitive. English words themselves have singular, plural, tense and other changes, and different forms have different meanings. Inaccurate expression can be seen everywhere in English translation of scenic spots. The sign translation needs to be simple, clear and easy to understand, so some translations are inaccurate. For example, the “water room” in the boiling water room is written as “water between” in some places. The room cannot be expressed by prepositions, and there are grammatical errors in translation. As another example, picking up pieces of paper is translated as “pick up piece of papers”. Paper is an uncountable noun, which should be expressed by a piece of paper or pieces of papers. And toilet is written as toilet in many places, which is an obvious spelling mistake. Similar translations can be seen everywhere, and these problems need to be found and corrected in time.

2. The lack of cultural background or the differences between Chinese and Western cultures lead to the deviation of translation meaning. English translation of scenic spots includes not only the translation of daily life such as food, clothing and housing, but also the translation of scenic spot culture. Chinese scenic spots are dominated by traditional culture, including religion, architecture, history and so on. If the translator does not have a thorough understanding of culture, there will be meaning deviation. In addition, many foreign tourists do not have a deep understanding of Chinese history and culture, and there will be meaning deviation in their understanding of translation, so it is difficult for scenic spot translation to convey the connotation of culture itself. For example, Buddhist Maitreya is literally translated as “Mile”, which has the corresponding translation “matriya” in English, which comes from Sanskrit. If the translator does not know about Buddhism, it is difficult to translate it accurately. Another example is Guanyin Bodhisattva’s “the goodness of mercy”. It is difficult for foreigners to understand these translations about Chinese traditional culture, so supplementary explanations should be added during the translation, so that foreign tourists can better understand them. At the same time, we are not familiar with the expression habits of western languages. For example, “restroom” now means toilet in the west, and it will be used in the rest areas of some scenic spots, which has a deviation in its meaning. Among all aspects of English translation in scenic spots, meaning deviation caused by self-errors and cultural differences is a common problem. In order to better play its explanatory role in English translation of scenic spots, we need to combine Chinese culture on the basis of translation theory, improve the translation level, and make tourists from all over the world better feel the long-standing cultural connotation of China.

**Results:** 1. Standardization, faithfulness to the original text, and no deviation in the meaning of the translation itself. To achieve “faithfulness”, the translator not only needs to have a good command of English, but also needs to have a strong knowledge of Chinese language, so as to achieve semantic communication. English expression should be standardized, that is, solid basic knowledge and no spelling, grammar and other errors. Because these are small mistakes, the phenomenon of non-standard translation can be seen everywhere. Only by avoiding small mistakes can we achieve a higher level of translation. Being faithful to the original text means paying attention to the meaning, purport and details of the original text without adding personal views.

2. On the basis of accurate expression of meaning, it is necessary to make the translation smooth and coherent” “Reach”, that is, smooth and coherent. The content is loyal to the original text, and the expression is smooth and smooth, so that the translation can be better understood. If you only translate word by word, there will be meaning deviation in understanding. Many contents need to grasp the overall meaning and be understood coherently. We can combine literal translation with free translation, not all literal translation, transliteration or hard translation. The four beauties we often mention cannot be expressed by “four loves”. This kind of literal translation will have doubts about the meaning. How can it

be understood? Therefore, we need to combine the specific content and apply relevant equivalent expressions to make the translation more reasonable.

3. English translation of scenic spots not only needs to be accurate, accessible, but also elegant. English translation of scenic spots is not only the expression of content, but also the inheritance of ideas. How to endow simple translation with certain cultural connotation needs to integrate the cultural connotation with traditional cultural knowledge by means of four-character lattice and rhetoric. In the process of translation, it not only adjusts the order according to the Western expression habits, but also expresses the information vividly. With the development of Chinese, some contents can be translated according to Chinese Pinyin, such as “Kungfu” and “Doufu”, but not all Chinese can be translated directly. Therefore, we should analyze specific problems in detail, and on the basis of reasonable expression, carry out increase or decrease, four-character lattice replacement and free translation, so as to make the translation more elegant.

**Conclusions:** In short, no matter what method is used to translate the name of scenic spots, the translator must be familiar with the cultural connotation of scenic spots under the understanding of cultural background, so as to avoid spelling errors or conceptual errors in translation. At the same time, as a tourism translator, we must always be guided by tourists, take the dissemination of Chinese culture as our own responsibility, and take tourism as an opportunity to let the world know more about China and China’s colorful national culture.

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## INTERVENTION ANALYSIS OF GLOBAL VALUE CHAIN RECONSTRUCTION ON CONSUMERS’ PSYCHOLOGICAL ANXIETY UNDER THE BACKGROUND OF COVID-19

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**Background:** Novel coronavirus pneumonia outbreak, spread and spread worldwide will accelerate the process of global value chain reconstruction, that is, in the short term, the production, consumption, trade and policy will impact the division of the global value chain, and then there will be a certain degree of contraction. But in the medium to long term, it will continue to extend in the horizontal and vertical dimensions, and will be accompanied by profound structural adjustment. China has China’s China novel coronavirus pneumonia, which is facing challenges in foreign investment, foreign trade and going global. This affects the value chain division of labor. However, considering the time lag of outbreaks and China’s lead in controlling domestic epidemic, China has a further retention of industrial chains even in the short run of the value chain. Opportunities to take root in the value chain and consolidate the position of division of labor. In the medium and long term, the epidemic forced the structural adjustment brought by innovative development, which will also help to win new competitive advantages in the new round of in-depth evolution of the value chain. To meet challenges, seize opportunities, give full play to China’s role and role in the reconstruction of the global value chain, and promote the construction and optimization of the global value chain, China needs to take the concept of a community with a shared future for mankind as the guide, respond to the impact of the epidemic with greater openness, take effective short-term response measures and make favorable long-term development plans. In real life, the motivation behind people’s consumption behavior is often very complex, especially when society is in a period of major changes, it often sets off an upsurge of nostalgic consumption. When society is in a period of major changes, violent turbulence and rapid innovation, people often have a sense of confusion, insecurity and uncertainty due to the need to adapt to new changes, which leads to the formation of anxiety. In previous studies, no scholars have studied the formation mechanism of nostalgic consumption based on the deep-seated psychological mechanism of consumer anxiety.

**Objective:** Novel coronavirus pneumonia epidemic spread and spread will undoubtedly affect the flow of funds, technology flow, personnel flow, product flow and industrial flow between countries and regions. To a more extent, the overall level will block the cross-border flows of products and elements to a certain extent, thus affecting the normal operation of the established global value chain division system. Among them, from the practical needs of epidemic prevention and control, especially from the perspective of transnational cooperation, it is not ruled out that it may give birth to some emerging industries and emerging trade formats, so as to promote the development and evolution of the division of labor in the global value