

COPING STRATEGIES OF EMPLOYEES' PSYCHOLOGICAL ANXIETY AND PRESSURE IN THE DEVELOPMENT OF CROSS-BORDER E-COMMERCE

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Background: Cross border E-commerce refers to an international business activity in which transaction subjects belonging to different customs territories reach transactions, make payment and settlement through E-commerce platform, deliver goods and complete transactions through cross-border logistics. This is the expansion and extension of E-commerce in the context of economic globalization. In modern consumer life, *Haitao* has become the habit of many consumers in China to participate in online shopping. Especially today, with the continuous development of mobile intelligent technology, the emergence of various shopping and social software makes netizens have more and more opportunities to contact overseas shopping. Therefore, it is common to purchase goods from overseas by means of cross-border E-commerce platform and personal purchasing. At present, Internet E-commerce is developing rapidly, and the rise of major platforms such as Taobao, jd.com and Suning Tesco is gradually changing people's consumption mode, which is an important model for global economic development in the future. At present, the domestic market is improving, and the competition between platforms is aimed at cross-border E-commerce. Although the overall industry seems to have a large demand for talents and good policies, there are many problems in the level of talents. In today's society, the development of the Internet has greatly subverted people's traditional life mode, switching from offline to online, using mobile app to complete the purchase and deliver to the door, including the takeout most used by young people, such as *Hungry*, *Meituan* and *Baidu* takeout. The rapid rise and development of an industry needs a large number of high-quality talents to provide high-quality services. Although the current development trend of China's cross-border E-commerce is good, the problems encountered behind the optimistic development data have also become the main factors affecting the sustainable and healthy development of China's cross-border E-commerce. The problems encountered in the development of cross-border E-commerce are mainly as follows: (1) The management system is imperfect. (2) The payment platform is not standardized. (3) Inadequate logistics development. (4) Brand competitiveness is not strong. Therefore, for employees in the development of cross-border E-commerce, they are under great psychological pressure and are prone to anxiety. Psychological anxiety is a component of anxiety. As opposed to "physiological anxiety". Emotional experience and behavior performance in anxiety state. Individuals in this state feel fear, worry, tension, worry, even panic or a sense of impending death. The behavior shows restlessness, tight face, sad face, limb tremor, rubbing hands and feet, tossing and turning, unable to sleep at night and panic all day. If it is appropriate, it can improve people's vigilance level, mobilize people's coping resources and urge people to take action. If excessive, it will damage cognitive function. Sometimes a vicious circle can be formed between bad emotional experience and cognitive impairment. Social support and psychological defense mechanisms help people get out of trouble. Therefore, special attention should be paid to the mental health of cross-border E-commerce practitioners.

Objective: In order to meet the convenience, speed and linkage requirements of consumers for cross-border E-commerce, improve the management system of cross-border E-commerce and ensure the smooth flow of E-commerce logistics, we must fundamentally solve the psychological anxiety of employees. First, we should use macro-control to strengthen management according to law. Secondly, improve the payment platform and break the transaction barriers. Thirdly, adhere to the brand strategy and expand cross-border business. Finally, strengthen infrastructure and optimize logistics system.

Subjects and methods: 50 cross-border E-commerce practitioners were randomly selected as investigators and investigated in the form of interviews. There is no limit to gender, age and position. The access time shall be controlled within 20-40 min. Fifty investigators were randomly divided into control group and experimental group. The contents of the interview were as follows: The experimental group applied the knowledge of anxiety psychology to understand and analyze the causes of the psychological pressure of the employees in the experimental group, interviewed from four aspects: strengthening management, improving payment platform, expanding business and optimizing logistics system, recorded the psychological reactions of the employees in the experimental group, and whether they were satisfied with the strategies proposed for improvement. The control group has a general conversation, which also starts from the above four aspects to understand the satisfaction of the employees in the control group with their current situation.

Methods: SPSS 18.0 software was used to investigate the satisfaction of employees' psychological anxiety and stress coping strategies in the development of cross-border E-commerce.

Results: The survey results are quantified in five grades of 0-4. 0 indicates dissatisfaction, 1 indicates slight satisfaction, 2 indicates general satisfaction, 3 indicates very satisfaction and 4 indicates special

satisfaction. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of employees of 50 cross-border E-commerce are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Satisfaction degree of employees' psychological anxiety and stress coping strategies in the development of cross-border E-commerce

Factor	Strengthen management	Improve the payment platform	Expand business	Optimize logistics system
Control group	3	2	2	1
Test group	3	4	4	4

Conclusions: The introduction and cultivation of compound talents is not only the for cross-border E-commerce enterprises to improve their competitiveness, but also an important force to promote the transformation of China's industry. Facing the trend of sustainable development of cross-border E-commerce, on the one hand, enterprises should start from their own long-term development and pay attention to the attraction and training of compound talents. While improving the human resource management system, they should also learn advanced models and attract advanced talents through cooperation with foreign E-commerce enterprises. On the other hand, the education department should also be market-oriented, constantly improve the professional courses of E-commerce in colleges and universities and vocational colleges, and improve the ability of modern trade talents to participate in cross-border E-commerce. Employees of cross-border E-commerce play an important role in the development of cross-border E-commerce, because they should pay attention to and solve their psychological problems in time.

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MARKETING PSYCHOLOGY OF TOURIST SOUVENIRS CONSIDERING ADVERTISING EMOTION TRANSMISSION

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Background: As a special service product, tourist souvenirs are different from the physical products produced by general enterprises in that they are non-storable and nontransferable, which also determines the important position of tourist souvenir advertising. The biggest difference between tourism products and other physical products is that there is no independent production process. The results of production are not expressed in specific physical forms, but production and consumption are carried out at the same time. Without the consumption of tourists, there will be no formation of tourist souvenirs, and it is impossible to show its product utility. Therefore, the non-storability of tourist souvenirs means that the utility of tourist products cannot be accumulated. Only when tourists buy tourist souvenirs can their value be reflected. The role of advertising to attract tourism consumers to buy tourism products is obvious. The manifestation of tourism activities is that tourists visit the tourism destination through sports, but cannot buy at a place other than the production place of the product like buying other physical goods. The circulation of tourist souvenirs cannot be realized by transportation, but only by the flow of buyers caused by the information transmission of tourist souvenirs. Only by attracting tourists to tourist destinations can the value of tourist souvenirs be realized. Therefore, compared with physical products, the advertising of tourist souvenirs is an indispensable and important part of the sales of tourist products. Tourist souvenirs are not necessities of life. In people's daily life, different from other consumer goods, tourist products have great consumption elasticity. The consumption of tourist souvenirs is a high-level consumption in order to achieve higher-level needs after people's physiological and safety needs are met. There is no quantitative limit and there is more room for free choice. Therefore, the promotion function of tourism product advertising is particularly important.

Objective: Advertising is the basis for the survival and development of tourism products. Without the promotion of tourism products, the popularity of tourism enterprises cannot be improved, and it is difficult to attract sufficient tourists. Without sufficient tourists, the benefits of tourism souvenirs cannot be realized, and the development of tourism cannot be sustained. Therefore, it is of great significance to analyze the psychological factors affecting the marketing of tourist souvenirs.