

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.

**Subjects and methods:** This paper mainly studies and analyzes the psychological influencing factors of tourism souvenir marketing from the emotional transmission of advertising. It is studied from four aspects: aesthetic sense, regional culture and innovative design. Ten tourism cities were randomly selected to send questionnaires to citizens to statistically analyze the psychological impact of advertising emotion on tourism souvenir marketing.

**Study design:** 600 tourist groups were investigated by stratified cluster random sampling. 600 questionnaires were distributed, 589 were recovered, and the number of valid copies was 573.

**Methods:** Excel is used to count the psychological impact of advertising emotional transmission on tourism souvenir marketing.

**Results:** Tourists are first attracted by its exquisite shape, and the visual response directly affects their psychological judgment. Therefore, advertising is used to deepen the shape, color and packaging publicity of tourist souvenirs, so as to directly leave a first impression on tourists. Tourist souvenirs meet the needs of tourists. Most tourists buy tourist souvenirs in the hope that the place they have been to can leave space for their memories, or by purchasing tourist souvenirs, they can deepen their understanding of local customs, or give gifts to family and friends, share the regional culture of the tourist destination, and expand the scope of communication by using advertising. Only after understanding the needs of tourists and considering various factors can the design of tourist souvenirs better meet the material and spiritual needs of tourists and produce better value.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 4 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 600 tourism groups are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

**Table 1.** Psychological effect of advertising emotion transmission on tourism souvenir marketing

Content	Aesthetic sense	Regional culture	Innovative design
College students	4	3	3
White collar group	4	3	3
Retired group	3	4	4

**Conclusions:** Extending the design of tourist souvenirs with the method of advertising design can better change the current situation of similar and poor Chinese tourist souvenirs, make targeted arrangements for the design of tourist souvenirs according to the needs of consumers, and let tourist souvenirs attract the attention of tourists through their own themes, shapes, colors and materials, so as to better More comprehensively tap the consumption market potential of tourist souvenirs, so as to obtain the market initiative and actively guide consumers' consumption behavior.

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## THE APPLICATION OF EDUCATIONAL PSYCHOLOGY THEORY IN INNOVATIVE TEACHING OF PIANO COURSE

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**Background:** Educational psychology is the product of the combination of educational activities and psychology. It is a science to explore the psychological laws of middle school and teaching in the process of education. Educational psychology can describe, explain, predict and control educational practice. It can help teachers understand problems, provide theoretical guidance for practical teaching, predict and intervene students' behavior, and make them carry out educational research combined with practical teaching. Behaviorism learning theory, cognitive learning theory, humanistic learning theory and constructivism learning theory constitute the general learning theory of educational psychology. With the improvement of people's living standards, more and more people have the opportunity to learn music. Some learners regard piano learning as one of the main ways to contact music. Through years of piano teaching and performance practice, the author finds that piano teaching does not exist in isolation, but is closely related to pedagogy and psychology. However, there are still many problems in vocal music teaching at this stage, such as single teaching mode, thin teaching content and backward teaching methods, which need our