

e-commerce in market competition and development. This study analyzes the impact of consumer behavioral barriers in cross-border e-commerce development from the following three aspects. First, speed up the development of technology and effectively promote the application of APP mobile client. Second, enrich commodity categories, ensure commodity quality, and strengthen commodity publicity. Third, optimize and strengthen the virtual community management platform to create a consumer participation atmosphere.

Study design: The 200 consumers were randomly selected for questionnaires, with 200 questionnaires issued, 186 recovered and 182 valid questionnaires collected.

Methods: Excel is used to statistics the impact of consumer behavior barriers in the development of cross-border e-commerce.

Results: The influencing factors of cross-border e-commerce consumers are complex and diverse. This paper proposes the cross-border consumer behavior model of cross-border e-commerce consumers. This cannot only intuitively and clearly reflect the influence of the social and psychological factors affected by the consumer behavior process, but also highlight the importance of information, goods or services, the stage and the changing trend of consumer behavior.

The results of this survey, the influence values of specific factors were quantified by 0-4, 0 indicating irrelevant, 1 slight influence, 2 general influence, 3 obvious influence, 4 sufficient influence, and the specific statistical tables are shown in Table 1.

Table 1. Influence of consumer behavior barriers in the development of cross-border e-commerce

Factor	Promotion of application	Strengthen commodity publicity	Create atmosphere
Influence values	4	4	4

Conclusions: Network marketing is an indispensable part of e-commerce, so we should devote ourselves to form a perfect network marketing method for cross-border e-commerce services. The emergence of mobile App, on the one hand, has changed the consumer behavior, on the other hand, it has changed the management and marketing of enterprises. Cross-border e-commerce should be fully aware of the marketing value of virtual communities. During the interaction of community members, consumers will share their information, knowledge, shopping experience and use experience with other members. Therefore, cross-border e-commerce companies shall optimize and strengthen the management of virtual communities, set up simple and practical discussion and online communication channels with complete functions, build convenient information interaction channels for members and between members and brands or platforms, encourage community members to actively participate in topics, initiate new topics, release information, etc., and create an atmosphere for consumers to participate until the final transaction is concluded.

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THE INFLUENCE OF THE SINICIZATION OF MARXIST PHILOSOPHY ON THE CONSTRUCTION OF PEOPLE'S SOCIAL PSYCHOLOGY

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Background: Social psychology is an unsystematic and unfixed social consciousness spontaneously formed in people's daily life and communication. It includes individual psychology, national psychology, class psychology, and the psychology of the times. Social psychology directly governs people's actions, often in the form of passions. Marxist philosophy holds that once a kind of social consciousness is created, it will, in turn, influence and act on individual consciousness and group consciousness, realize the transformation to social psychology, enable people to identify and bear it psychologically, and gradually internalize it into people's thoughts, feelings and will, and control people's actions. We must be good at combining Marxist world outlook with people's psychological feelings of actual situation, and at expressing their fundamental interests and fundamental outlet from what people realize, so as to make people realize the recognition and internalization of Marxist world outlook in consciousness and psychology, and construct the social psychological foundation of the whole society with the spirit of Marxist philosophy. Since the reform and opening up, Marxist philosophy with seeking truth from facts as the core has reestablished its leading position historically. Deng Xiaoping Theory, which flashes the brilliance of Marxist philosophy, has been deeply rooted in the hearts of the people. Under the guidance of the CPC's ideological line of seeking truth

from facts, the whole society has formed a good social atmosphere of seeking truth from facts and making pioneering efforts. The influence of Deng Xiaoping's theory needs to be emphasized here. Since Comrade Deng Xiaoping restored the quintessence of Marxist philosophy of seeking truth from facts and established that practice is the only criterion for testing truth, he has not only completely denied the ultra-Left thought of the past, but also completely denied the deep-rooted "only books", "only on" and "only authority" in the traditional social psychology of the people for thousands of years. Its significance to the Chinese national spirit and psychological liberation is inestimable.

Objective: Theoretically, the discussion of the construction of Marxist philosophy on the social psychology of the Chinese people is not only the logical end of studying the Sinicization of Marxist philosophy, but also the logical starting point of studying the Sinicization of Marxist philosophy. History is created by a fixed enthusiasm driven by the pursuit of their own goals of the reality of people, without the study of people's social psychology is difficult to understand history. Popular sentiment in general refers to the social psychology. Since ancient times, those who win the popular will, those who lose the popular will die, the cause of the people back to determine the success or failure. Therefore, it is of great importance to analyze and guide the social psychology with the world outlook of Marxism and righteousness, and to cultivate the fine social ethos. Giving full play to the guiding role of Marxist philosophy in social psychology, setting up a good social and psychological atmosphere in the whole society and resisting all kinds of unhealthy social trends of thought are the basic objectives of Marxist philosophy in the construction of social psychology of the Chinese people.

Subjects and methods: From the perspective of social psychology, the whole process of Marxist philosophy in China can be divided into two parts: First, on the basis of the general recognition of social psychology of the Chinese people, Marxism, which has much in common with Chinese philosophy and the ideal of Great Harmony, can be spread and developed in China, and then Marxist philosophy can be integrated into China. Society realizes the Sinicization of Marxist philosophy and produces Sinicized Marxist philosophy. Second, the Chinese Marxist philosophy has the function of guiding, reforming, restricting and influencing the social psychology of the Chinese people. For the latter process, it is the Marxist philosophy of the Chinese people's social and psychological construction process. Therefore, this research mainly carries on the investigation from three aspects: the guidance, the restriction and the influence which the Marxist philosophy Sinicization constructs to the populace social psychology.

Study design: Random selection of 500 people, age unlimited, gender unlimited, occupation unlimited. The survey was conducted by questionnaire. A total of 500 questionnaires were distributed, 489 questionnaires were retrieved and 482 were valid. Among them, 7 questionnaires were considered invalid if they did not meet the 50% requirement.

Methods: Carries on the statistical analysis to the data which collects, and carries on the data statistics using SPSS18.0 and Excel.

Results: In this survey, the influence value of specific factors is 0-4, which means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation value of 500 people is adopted and the average value is obtained by rounding off the results. The specific statistical table is shown in Table 1.

Table 1. The influence of Sinicization of Marxist philosophy on the construction of people's social psychology

Factor	Guiding function	Modification action	Restrictive action
People	4	3	4

Conclusions: Marxist philosophy is the essence of the spirit of the times. It is not easy to pour this essence into the deep-seated social psychological structure. And in the education of popularizing Marxist world outlook, we should inculcate Marxism with a whole and comprehensive thought, and construct the social psychology of the whole society with a complete and accurate Marxist philosophy, which is not only the desire of the realistic social psychology, but also the requirement of the development of Marxist philosophy, and the internal requirement of widening and expanding the growing point of Marxist philosophy. There is no doubt that a fundamental task or mission of Marxist philosophy in the new century is to reconstruct the spirit of social psychology of the Chinese people in the new era.

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ANALYSIS OF THE INFLUENCE OF COLLEGE PSYCHOLOGICAL COURSE ON COLLEGE STUDENTS' PSYCHOLOGICAL CONDITION FROM THE PERSPECTIVE OF