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## THE INNOVATION OF CHINA'S CROSS-BORDER E-COMMERCE DEVELOPMENT MODEL FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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**Background:** With the continuous development of Internet technology and the continuous improvement of national income, online shopping is gradually rising. 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. In recent years, China has vigorously built infrastructure and developed computer technology, which has laid a solid foundation for the rise and rapid development of cross-border e-commerce. Cross-border e-commerce is a new e-commerce trade situation and plays an important role in China's import and export trade. The rise of cross-border e-commerce has greatly promoted the cross-border trade of products and given consumers more consumption choices. In recent years, with the strong support of national policies, China's cross-border e-commerce has developed rapidly, and the cross-border e-commerce industry has become an important part of China's market economy. In order to make the cross-border e-commerce industry develop in the long term and contribute to China's national economic growth, the innovation of the cross-border e-commerce development model is essential.

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. By studying the psychological phenomena and psychological laws of consumers in purchasing behavior, we can improve the service quality and innovate the development model of e-commerce. Based on consumer psychology, the research analyzes the consumer psychology of cross-border e-commerce consumers and constructs a cross-border e-commerce profit model evaluation system to innovate the existing cross-border e-commerce development model, so as to promote the development of the cross-border e-commerce industry and improve China's national economy.

**Objective:** In recent years, with the strong support of national policies, China's cross-border e-commerce has developed rapidly, and the cross-border e-commerce industry has become an important part of China's market economy. Based on consumer psychology, the research analyzes the consumer psychology of cross-border e-commerce consumers and constructs a cross-border e-commerce profit model evaluation system to innovate the existing cross-border e-commerce development model, hoping to promote the development of the cross-border e-commerce industry and improve China's national economy.

**Research objects and methods:** A questionnaire was developed and distributed to consumers with at least one year of cross-border e-commerce shopping experience to build a profit model evaluation system. The multi-level fuzzy evaluation method is used to calculate the weight of each index.

**Research design:** Select indicators based on Porter's five forces model, build an evaluation system of cross-border e-commerce profit model, obtain the corresponding data by issuing questionnaires to 800 cross-border e-commerce consumers, calculate the index weight, and evaluate it by using multi-level fuzzy evaluation method.

**Methods:** The corresponding data were processed and calculated by using the software AHP and SPSS22.0.

**Results:** The weight of each index is as shown in Figure 1.

**Conclusions:** With the continuous development of Internet technology and the continuous improvement of national income, online shopping is gradually rising. 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. In order to make the cross-border e-commerce industry develop in the long term and contribute to China's national economic growth, the innovation of the cross-border e-commerce development model is essential. Based on consumer psychology, the research analyzes the consumer psychology of cross-border e-commerce consumers and constructs a cross-border e-commerce profit model evaluation system to innovate the existing cross-border e-commerce development

model, so as to promote the development of the cross-border e-commerce industry and improve China's national economy.

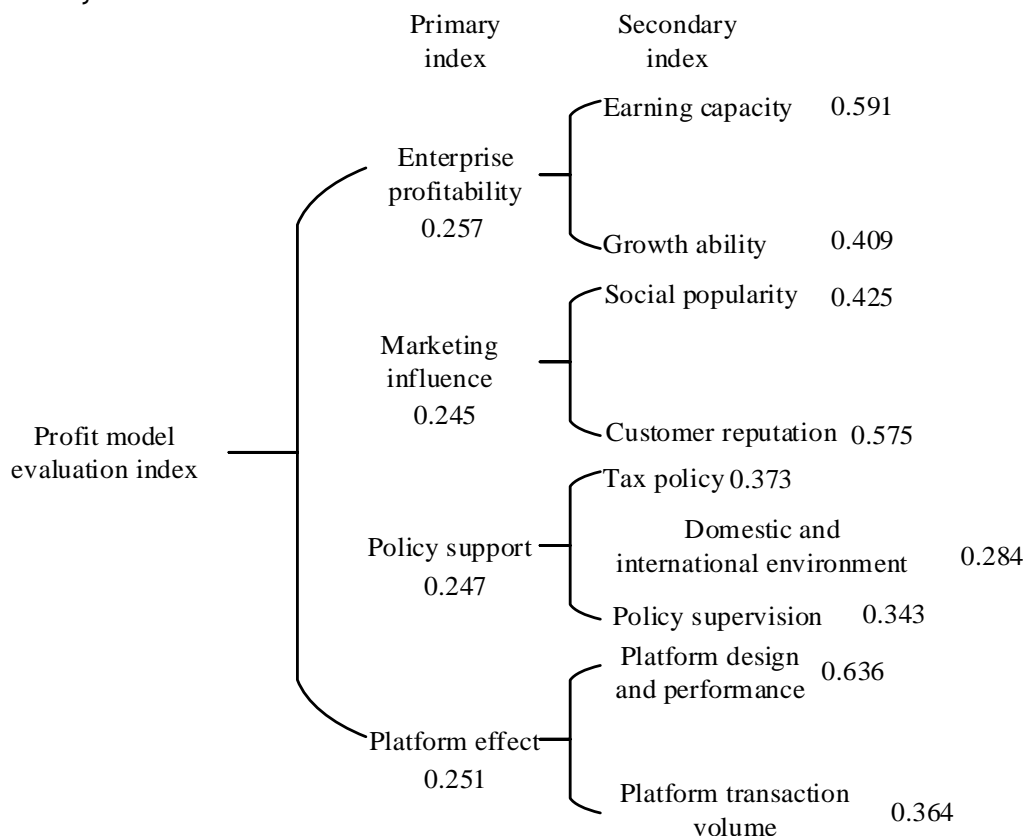


Figure 1. Weight proportion of each indicator

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## THE INFLUENCING FACTORS OF ANXIETY OF CHINESE OPERA ACTORS IN OVERSEAS PERFORMANCE

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**Background:** Opera is a comprehensive art integrating music, drama, literature, dance and stage art. In recent years, the artistic level of opera in China has been rapidly improved and famous at home and abroad. Therefore, Chinese opera actors are often invited to perform opera abroad. Stage anxiety is a common phenomenon of Chinese opera actors performing overseas, which has a great impact on the live performance of opera actors. Stage anxiety is stage tension, also known as performance anxiety. When performing in a strange environment and on a strange stage, each opera actor will have varying degrees of anxiety. If the anxiety level is moderate and the actors can make good use of their anxiety psychology, stage anxiety will become the driving force to promote the actors to perform better. However, if the anxiety is too serious and the actors cannot control their anxiety well, it will affect the performance effect of the actors on the stage and become an obstacle to the progress of the actors. Therefore, exploring and analyzing the influencing factors of Chinese opera actors' anxiety in overseas performance is of positive significance to the long-term development of actors and the promotion of Chinese opera.

Behavioral psychology originated in the United States in the early 20th century. It is a branch of psychology. Behavioral psychology is a subject that studies the relationship between human behavior and psychological activities. Behavioral psychology holds that human behavior is an active and conscious behavior under the guidance of consciousness. Human consciousness is composed of intention and cognition, which is the result of the interaction of these two factors. Based on behavioral psychology, this study analyzes the psychological activities of Chinese opera actors when performing on overseas stages, and explores the actors' stage anxiety. Based on the theory of behavioral psychology, the stage anxiety of actors