

characteristics” and “enhancing drivers’ safety education”, Moreover, the number of experts who believe that the impact of the above opinions is greater than the “general impact” is 29, 21, 12 and 10 respectively.

**Conclusion:** In view of the problems that need to be improved in the implementation of China’s road safety management planning, this study analyzes the psychological characteristics and common psychological misunderstandings of pedestrians and vehicle drivers on the road from the perspective of psychology. On this basis, combined with China’s road safety management planning strategy, this study puts forward some suggestions conducive to improving road traffic safety, The Delphi method is used to optimize and verify the reliability of the suggestions. The Delphi consultation results show that the expert group believes that the two psychological suggestions of “signs remind pedestrians of psychological misunderstandings” and “road electronic signs remind common psychological misunderstandings” have the most significant impact on the application of road traffic safety planning theory. The results show that considering the psychological factors of pedestrians and drivers in the development of road traffic safety management is helpful to improve the level of road safety management and reduce the possibility of road safety accidents.

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## COPING STRATEGIES OF CROSS-BORDER E-COMMERCE DEVELOPMENT INNOVATION MODEL FOR CONSUMERS WITH AFFECTIVE DISORDERS

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**Background:** Affective disorder, also known as mood disorder, is a disease with long-term, serious emotional or mood changes caused by various reasons. The clinical manifestation of affective disorder is mainly the abnormal mood of patients, with obvious rise or fall, accompanied by a series of psychotic symptoms, such as cognitive impairment, behavioral disorder, hallucination, delusion and so on. The onset of affective disorder is repetitive, alternating and mixed. The clinical manifestations of affective disorders include depressive episode, manic episode, mixed episode, cyclic mood disorder and dysthymic disorder. Through e-commerce, consumers can realize various business, transaction and financial activities such as online shopping, online transactions between merchants, and online electronic payment. 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. However, the current cross-border e-commerce development model does not take into account patients with affective mental disorders. There are many products provided by e-commerce platforms, and many of them have similar functions, appearance and prices, which makes it difficult for consumers to choose and aggravate the condition of patients with mental disorders. Therefore, the innovative model of cross-border e-commerce development is of great significance.

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. Based on consumer psychology, the research analyzes the psychological activities of consumers with affective mental disorders in cross-border e-commerce consumption, and then puts forward strategies to innovate the development model of cross-border e-commerce, so as to avoid consumers falling into choice anxiety to the greatest extent, alleviate consumers’ affective mental disorders, reflect humanistic care and jointly build a harmonious society.

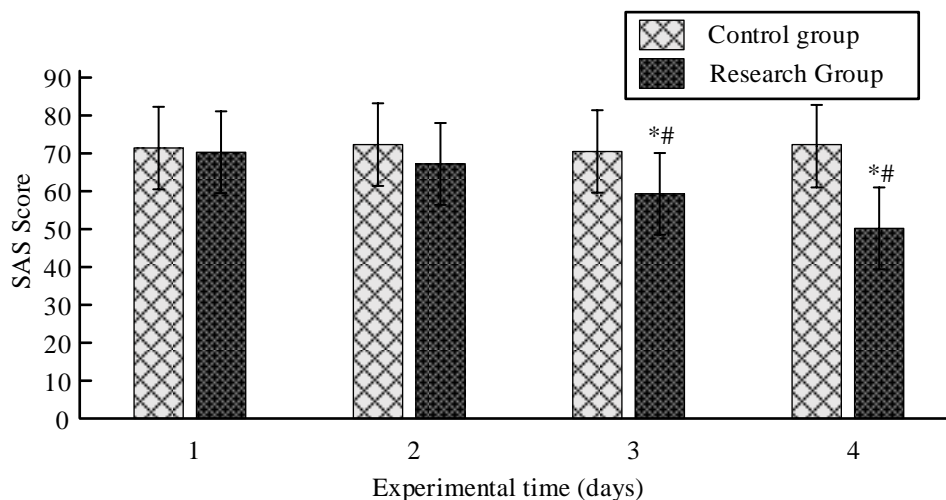
**Objective:** The current cross-border e-commerce development model does not take into account patients with affective mental disorders. There are many products provided by e-commerce platforms, and many of them have similar functions, appearance and price, which makes it difficult for consumers to choose and aggravate the condition of patients with mental disorders. The research proposes strategies based on consumer psychology to innovate the development model of cross-border e-commerce, so as to avoid consumers falling into choice anxiety to the greatest extent, alleviate consumers’ emotional mental disorders, reflect humanistic care and jointly build a harmonious society.

**Research objects and methods:** 200 cross-border e-commerce consumers with affective disorders were selected as the research objects, and Wechsler Memory Scale (WMS) was used to evaluate consumers' cognitive ability. Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS) were used to evaluate the mental health status of consumers.

**Research design:** Using the random number table method, 200 cross-border e-commerce consumers with affective disorders were randomly divided into two groups: the research group and the control group, with 100 people in each group. For the consumers in the research group, the cross-border e-commerce development innovation model constructed by the research is adopted for shopping. Consumers in the control group used the traditional cross-border e-commerce development model for shopping. After a period of time, the degree of affective disorder and mental health status of the two groups were compared.

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

**Results:** The anxiety level of consumers in the study group decreased significantly and was significantly lower than that in the control group ( $P < 0.05$ ). The changes in the anxiety level of consumers in the two groups are shown in Figure 1.



Note: \* means  $P < 0.05$  compared with that before the test; # It means that compared with the control group at the same time,  $P < 0.05$ .

**Figure 1.** Changes in the degree of anxiety of consumers in the two groups

**Conclusions:** Affective disorder, also known as mood disorder, is a disease with long-term, serious emotional or mood changes caused by various reasons. The current cross-border e-commerce development model does not take into account patients with affective disorders, and the degree of humanistic care is not enough. The research proposes strategies based on consumer psychology to innovate the development model of cross-border e-commerce, so as to avoid consumers falling into choice anxiety to the greatest extent, alleviate consumers' emotional mental disorders, reflect humanistic care and jointly build a harmonious society. The experimental results showed that the anxiety level of consumers in the study group decreased significantly and was significantly lower than that in the control group ( $P < 0.05$ ).

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## THE INFLUENCING FACTORS OF YOUTH TENNIS GAME SIMULATION SYSTEM ON COMPETITION PSYCHOLOGICAL STABILITY

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**Background:** In tennis competition, athletes often need to carry out a lot of physical consumption. Not only that, the competition process is also the consumption process of athletes' psychological energy. Especially for young athletes, their psychology is in the stage of continuous development and improvement, and their psychological quality is still unstable. If they lack appropriate psychological counseling and psychological training in the process of participating in the competition, their competition psychological stability is likely to be affected with the enhancement of external psychological stimulation factors in the