

students' communication and adaptation barriers from the perspective of cross-cultural communication.

Objective: To explore the current situation of communication adaptation barriers of foreign students during their study at home, analyze the application status and application value of cross-cultural communication in the treatment of communication adaptation barriers of foreign students, and analyze the impact of Chinese films on communication adaptation barriers of foreign students from the perspective of cross-cultural communication.

Subjects and methods: Taking 50 foreign students from different countries in a university as the research object, according to the different degrees of communication and adaptation barriers of foreign students, they are divided into mild barrier group, moderate barrier group and severe barrier group. Firstly, the cross-cultural theory is used to analyze the causes of communication adaptation obstacles of foreign students, and based on the influencing factors of communication adaptation obstacles of foreign students, Chinese films are used to help foreign students understand Chinese language art and alleviate their communication adaptation obstacles. The evaluation results of communication adaptation barriers of three groups of foreign students before and after the intervention were recorded, including cultural understanding, language habit and exchange of ideas.

Results: The differences of students' cultural understanding, language habits and exchange of ideas before and after the intervention in the mild disorder group, moderate disorder group and severe disorder group are shown in Table 1. Table 1 shows that the cultural understanding, language habits and exchange ideas of all foreign students have been significantly improved under the influence of Chinese films, indicating that Chinese films can significantly alleviate the communication and adaptation barriers of foreign students.

Table 1. Evaluation of communication adaptation barriers of foreign students

	Index	Cultural understanding	Language habit	Exchange ideas
Mild disorder	Before intervention	5.3	4.9	5.5
	After intervention	7.6	8.1	7.4
Moderate disorder	Before intervention	4.3	4.8	5.1
	After intervention	6.9	8.2	7.9
Severe disorder	Before intervention	4.2	4.3	3.9
	After intervention	7.1	7.6	6.9

Conclusions: During their study in China, foreign students will have different ideological understanding due to language and cultural differences. In serious cases, it will lead to communication and adaptation barriers for foreign students. Therefore, the mitigation of communication and adaptation barriers for foreign students has important university education value. Based on the perspective of cross-cultural communication, the research alleviates the obstacles of communication adaptation of foreign students through Chinese films. The evaluation results show that the three communication adaptation indicators of cultural understanding, language habit and exchange of ideas of all foreign students show positive changes. Therefore, we can know that in the quality training of foreign students, it is effective to use Chinese films to alleviate the communication and adaptation obstacles of foreign students.

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RESEARCH ON LOGISTICS PACKAGING DESIGN STRATEGY FOR CONSUMER PSYCHOLOGY UNDER THE TREND OF ONLINE SHOPPING

Dongmei Liu* & Weifeng Sun

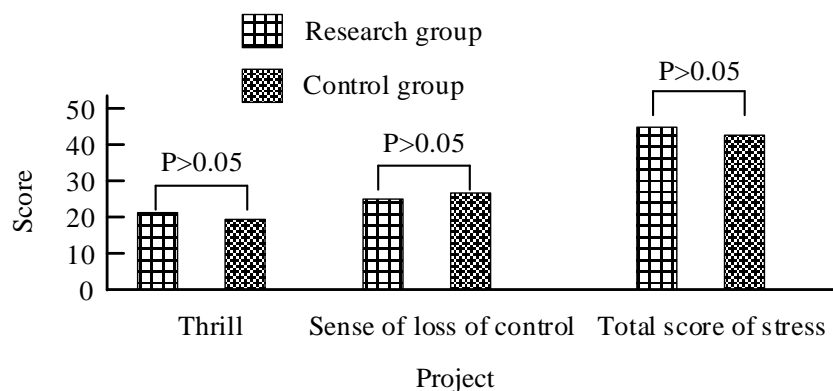
Nanning College for Vocational Technology, Nanning 530008, China

Background: According to relevant literature reports, the consumption of express waybills in China exceeds 50 billion a year, and the consumption of express packaging products such as packing boxes and plastic bags is also extremely huge. Express packaging is an important measure to ensure commodity safety and provide consumers with high-quality services. Logistics packaging design is not only an important link of commodity sales, but also one of the most intuitive and effective ways to realize commodity marketing. Logistics packaging design is an important way for consumers to feel the product concept and product characteristics, which affects consumers' psychology. Therefore, logistics packaging design is very

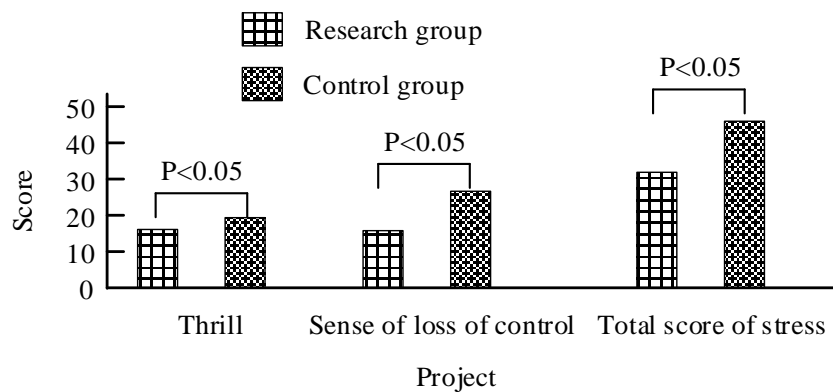
important. A good logistics packaging design can significantly improve consumers' sense of pleasure and happiness, so as to stimulate consumers' consumption psychology and improve consumers' consumption desire. However, in recent years, businesses pay more attention to the display of products and ignore the logistics packaging design, resulting in poor first impression of products by consumers. If the products are damaged, it will also lead to consumers' feeling of worthlessness, resulting in loss of trust in products and decline in product sales. In this case, businesses are prone to anxiety. At the psychological level, anxiety refers to a negative emotion that includes irritability, anxiety, sadness, worry, tension, panic and uneasiness due to excessive worry about the life, safety and future of themselves or the people they care about. Excessive anxiety will damage the physical and mental health of patients and affect their normal life and work. Therefore, finding an appropriate logistics packaging design strategy is of great significance to improve product sales and alleviate the anxiety of businesses.

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. Consumer psychology divides the basic psychological structure of consumers into psychological process, personality psychology and psychological state. Based on consumer psychology, the research analyzes the psychological needs of consumers, and puts forward logistics packaging strategies to improve consumers' satisfaction, improve product sales and alleviate merchants' anxiety.

Object: In recent years, businesses have paid more attention to the display of products and ignored the logistics packaging design, resulting in poor first impression of products by consumers. If the products are damaged, it will also lead to consumers' feeling of worthlessness, resulting in loss of trust in products and decline in product sales. In this case, businesses are prone to anxiety. Based on consumer psychology, the research analyzes the psychological needs of consumers, and puts forward logistics packaging strategies to improve consumers' satisfaction, improve product sales and alleviate merchants' anxiety.



(a) Before experiment



(b) After experiment

Figure 1. CPSS scores of two groups

Subjects and methods: Select two businesses selling the same products on an e-commerce website as the research object. One merchant was randomly selected as the study group and another merchant as the control group. The study group adopted the logistics packaging design strategy based on consumer psychology, while the control group adopted the traditional logistics packaging design strategy. After a period of time, compare the product sales volume, consumer evaluation and the degree of anxiety of the two groups of merchants. The evaluation value of consumers ranges from 0 to 5. The higher the score, the higher the satisfaction of consumers. The anxiety level of merchants was assessed by Self-rating Anxiety Scale (SAS) and stress perception scale (Chinese version) (CPSS).

Results: The experimental results show that the consumers in the study group have higher evaluation values on the products, and the sales volume is also significantly higher than that of the merchants in the control group ($P < 0.05$). It shows that the logistics packaging design strategy based on consumer psychology can significantly improve consumers' satisfaction, improve product sales and alleviate businesses' anxiety. Before the experiment, there was no significant difference in CPSS scores between the two groups ($P > 0.05$), and the degree of anxiety was the same. After the experiment, the CPSS scores of merchants in the study group decreased significantly ($P < 0.05$), while the CPSS scores of merchants in the control group had no significant change compared with those before the experiment ($P > 0.05$), and were significantly higher than those in the study group ($P < 0.05$). The CPSS scores of the two groups of merchants are shown in Figure 1.

Conclusions: In recent years, businesses have paid more attention to product display and ignored logistics packaging design, resulting in poor first impression of products by consumers, loss of trust in products and decline in product sales. In this case, businesses are prone to anxiety. Excessive anxiety will damage the physical and mental health of patients and affect their normal life and work. Therefore, finding an appropriate logistics packaging design strategy is of great significance to improve product sales and alleviate the anxiety of businesses. Based on consumer psychology, this paper analyzes the psychological needs of consumers, and puts forward logistics packaging strategies to improve consumer satisfaction. The experimental results show that the logistics packaging design strategy based on consumer psychology can significantly improve consumers' satisfaction, improve product sales and alleviate merchants' anxiety.

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A STUDY ON THE PSYCHOLOGICAL CONNOTATION AND CREATIVE THOUGHT OF LU XUN'S CHARACTERS

Li Zhu^{1*} & Yadong Jiao²

¹*Nanjing Institute of Tourism and Hospitality, Nanjing 211100, China*

²*Huaiyin Normal University, Huaian 223300, China*

Background: Lu Xun is one of the important figures in the history of Chinese literature in the 20th century. Lu Xun's works such as "hesitation" and "cry" are classic works in modern Chinese literature and have high research and discussion value. Most of Lu Xun's literary works have the characteristics of psychological realism. He often combines psychological ideas in the process of literary characterization, but this psychological connotation is contained between the lines of his works and cannot be directly perceived and perceived by people. The academic circle has always paid more attention to the psychological connotation and related creative ideas in Lu Xun's literary works. Until the 1940s, Shi Zhecun first put forward the study of sexual psychology in Lu Xun's literary works, and deeply analyzed and discussed Lu Xun's tomorrow based on Freud's sexual psychology theory. He analyzed the psychological characteristics and creative connotation of sister-in-law Shan Si's desire for maternal love and sex, and analyzed the psychological connotation and psychological creative thought in the characterization of Lu Xun's works from the perspective of sexual psychology. In the follow-up research and analysis, Libo, LV Junhua and others successively analyzed the Ah Q image created by Lu Xun from the perspective of psychology, interpreted the psychological connotation of Ah Q spirit and its character image creation, and made multiple analysis on the negative Ah Q image and spirit from multiple negative aspects such as social psychology and abnormal psychology.

Under the influence of Lu Xun's literary works, a large number of readers have had great psychological changes. Most of them are mainly affected by the psychological connotation of Lu Xun's characters, as well as the psychological thought of Lu Xun's literary works. From the perspective of psychology, the ideological connotation contained in literary works is the main factor affecting the psychology of readers, and it is found that the author of literary works will add his own thoughts to any character image in his works. Under the influence of the character image characteristics, readers will be affected by their psychological changes.