

Subjects and methods: Through data mining technology, 362 students with anxiety disorder were randomly selected from the mental health database of college students. These students came from different grades, majors, genders and family backgrounds to understand their psychological states and attitudes towards professional courses. These students are divided into the general teaching group and the reform teaching group. The number of students in the two groups is the same, both of which are 181. The situation of the two groups is basically the same. The general teaching group adopts the previous teaching method, while the reform teaching group adopts the reform teaching of integrating labor education into professional courses. The teaching time is 2 semesters, during which the relevant experimental data are recorded. Statistical methods were used for data processing and analysis. The anxiety score was based on the percentage system, with 50 points as the limit. There were no anxiety symptoms below 50 points. The higher the score, the more serious the symptoms.

Results: With the increasing number of students suffering from anxiety disorder, it has attracted the attention of colleges and universities. By integrating labor education into the teaching of professional courses, on the basis of deepening teachers' understanding of labor education, and using the practice links inside and outside the school to strengthen the education of labor concept, students' sense of responsibility has been continuously enhanced, their psychological quality has been improved, and their anxiety has been greatly relieved. After the teaching, the anxiety score of the reform teaching group was 48.28, as shown in Table 1.

Table 1. Anxiety scores of two groups of students after teaching

Group	Uneasy	Anxious	Nervous
General teaching group	57.64	60.31	56.72
Reform teaching group	48.28	52.47	49.56

Conclusions: Anxiety disorder belongs to emotional disorder, and the main emotional reaction is anxiety. In colleges and universities, many students suffer from anxiety disorder, which seriously affects the physical and mental development of students. In the face of difficulties, their ability to deal with problems is weak, they have no sense of responsibility, and they are prone to escape. According to the situation of students, we should integrate labor education into the teaching of professional courses, strengthen the labor education of students while teaching professional knowledge, apply the learned professional knowledge to practical operation through the practice links inside and outside the school, improve professional skills, cultivate the quality of hard work, and greatly alleviate the anxiety of students.

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RESEARCH ON THE INFLUENCE OF CONSUMERS' PSYCHOLOGICAL TENDENCY ON THE DEVELOPMENT AND INNOVATION MODE OF CROSS-BORDER E-COMMERCE

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Background: Consumer psychology is an important branch of psychology, which takes consumer psychology and behavior as the research object. The main research objects of consumer psychology are consumer's psychological activities and personality psychological characteristics, psychological influencing factors of consumer behavior, consumer groups, consumption trends, commodity factors and market communication methods. Using the knowledge of consumer psychology can help merchants understand the consumer psychological tendency of consumption, and properly adjust the process of commodity marketing and commodity production according to the influencing factors of consumer psychology, so as to meet the consumer psychological needs of consumers, attract more consumers and promote the growth of commodity sales. With the continuous development of science and technology, the continuous popularization of mobile Internet has provided a favorable development environment for e-commerce, and e-commerce has developed rapidly. The vigorous development of domestic e-commerce has also led to the rapid development of cross-border e-commerce. Various cross-border commodities have been sold to China, causing a wave of cross-border online shopping. When consumers purchase cross-border e-commerce goods, they will be affected by many factors, showing different psychological tendencies of goods purchase. The influencing factors of consumers' psychological propensity to consume can be divided into brand factors, new media, product factors, price factors, etc. among the brand factors, some consumers prefer well-known brands

when purchasing cross-border e-commerce goods, because well-known brands are brands that have been left after many consumers' personal experience, have been recognized by them, and are guaranteed in quality, The risk of purchase is low. Therefore, when purchasing cross-border e-commerce goods, consumers will look at the brand of the goods and consider whether to buy them. Generally, consumers will not buy new brands of goods. Among the product factors, the quality of the product is an important condition for consumers to consider when purchasing cross-border e-commerce products. Although the brand is well-known, if there are many negative comments, consumers will not have a purchase psychological tendency. Therefore, in the process of cross-border e-commerce development, it is necessary to take into account the consumer psychological tendency of consumers. In this regard, on the basis of consumers' psychological tendencies, the article carries out cross-border e-commerce development model innovation in order to attract more consumers and improve market competitiveness.

Objective: Understand the current situation of cross-border e-commerce development and consumers' consumption psychological tendency, and innovate the development mode of cross-border e-commerce according to consumers' consumption psychological tendency. Starting from the three aspects of competition oriented, market-oriented and interest driven, in the competition oriented, we should innovate the operation mode, make rational use of big data, logistics network and other technologies, carry out cross-channel and multi-channel value transmission, expand the publicity of cross-border e-commerce enterprises, and attract more consumers to browse their products. Guided by the consumer's psychological tendency, innovate the value proposition of consumers, meet the needs of consumers, increase consumer loyalty by means of customized services, increase emotional experience and other means, so as to promote the long-term development of cross-border e-commerce.

Subjects and methods: The research objects are cross-border e-commerce consumers. 500 consumers were randomly selected from a cross-border e-commerce platform. These young people come from different gender, age, ethnic group and region. Their views on cross-border e-commerce and their consumption psychological tendencies were investigated. The cross-border e-commerce development model innovation was carried out according to the consumption psychological tendency of the research object. After 4 months, the cross-border e-commerce consumers' views on the cross-border e-commerce development innovation model were statistically analyzed. The statistical software used was statistica software, with a score of 1-5 grades. The higher the score, the heavier the score.

Results: Cross border e-commerce consumers will be affected by many factors, such as brand factors, new media, product factors, etc., so they have different consumer psychological tendencies. According to the consumer psychological tendency, after the innovation of the cross-border e-commerce development model, consumers' recognition of cross-border e-commerce enterprises has increased, and female consumers' recognition of cross-border e-commerce enterprises is 4.37 points. The results are shown in Table 1.

Table 1. Evaluation of cross-border e-commerce enterprises by consumers of different genders

Gender	Recognition degree	Liking degree
Male	4.52±0.39	4.26±0.29
Female	4.37±0.35	4.41±0.36

Conclusions: When consumers buy cross-border goods, they will show a variety of psychological tendencies. In the process of development, cross-border e-commerce enterprises need to take into account the consumption tendency of consumers in order to attract more consumers. After understanding consumers' consumption psychological tendencies, the development model of cross-border e-commerce was innovated. Under the effect of multi-channel value transmission, the number of commodity views of cross-border e-commerce increased rapidly. More consumers are willing to buy goods and praise them by means of customized services and increased emotional experience.

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RESEARCH ON THE EVALUATION OF ENTERPRISE FINANCIAL COMPETITIVENESS BASED ON THE PSYCHOLOGICAL COST AND NEGATIVE EMOTION OF ENTERPRISE MANAGERS

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