

# Research on the Social Responsibility Behavior of Online Shopping Enterprises



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## ARTICLE INFO

## ABSTRACT

The development of E-commerce platform promotes the productivity of the e-commerce enterprises . However, the flaw of China's e-commerce enterprise society responsibility also become gradually obvious. The government,academia and business all hope online shopping business social responsibility issues will be given attention in the grater scope.This article analyse the online shoppingcorporate's behaviors of social responsibility in the deep aspects from the behavioral characteristics of e-commerce enterprises, motivation, performance, performance and existing problems.Through a practical example of social responsibility the online shopping enterprise shuold make fulfilness on,this article puts forward some behavior strategy to solve the problems of existence of online shopping enterprises in the social responsibility in order to promote China's e-commerce enterprises to better fulfill the social responsibility of the enterprise.

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**KEYWORDS:** *online shopping enterprise, corporate social responsibility, stakeholder theory*

## 1. Introduction

Enterprise is the economic organization of society, when enterprise and social develop to a certain extent ,corporate social responsibility will product. To fulfill social responsibility is the inevitable choice for the survival and development of enterprises.With the mankind develop into the information society, the rapid development of Internet information as the representative of the Internet economy bred a considerable number of

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e-commerce enterprises, and online shopping business is the part of this.

But there are many problems in the rapid development of online shopping business. Due to the of a lack of government management,Lag of legislation, slow and low efficiency of the law enforcement process , the behavior of enterprises' online shopping often in the gray areas of

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government regulation; online shopping both sides in the course of trade in unequal position, there are lots of differences between the description of goods and physical, so consumers generally are difficult to make the right decision. Compared with the traditional enterprise, e-commerce enterprises will face more risk. All of these let us realize the importance of online shopping enterprises to fulfill their corporate social responsibility. Therefore there are important theoretical significance and practical significance to make researches on online shopping behavior of corporate social responsibility.

## **2 Online Corporate Social Responsibility Behavior Analysis**

Combining with the related theory, from the online shopping behavior of enterprise characteristics, motivation, performance, performance, and the problems existing in the aspects of online corporate social responsibility behavior on the thorough analysis. By an example in this paper, the online shopping enterprises should fulfill social responsibility. In order to solve the problems of e-commerce enterprise on social responsibility, and behavior strategy put forward accordingly, so as to promote our online enterprises better performance of the corporate social responsibility.

### **2.1 Online Corporate Social Responsibility Behavior Characteristics Analysis**

In the Internet high-speed developed today, the enterprise is no longer satisfied with in real life for commercial activities. The rise of the network makes the continuously shortening the distance of the people all over the world, and electronic commerce as a new online trading mode under the blood more enterprises and the favour of people, its development is the enterprise important boost to the

network, thus develop the many online businesses. Online companies perform economic responsibility, to provide good quality, reasonable price products, not just in order to maximize shareholder interests, and to increase social wealth. Online companies abide by the laws and regulations and management in accordance with the performance of the legal responsibility, not only is the assurance of maximize shareholder interests, and maintain a good market order and legal environment. There is no doubt that economic responsibility and legal liability is the most fundamental part of corporate social responsibility. All in all, online shopping enterprise bear the social responsibility is within the scope of the law allows (performance of the legal responsibility), comply with the ethics of at least (fulfill moral responsibility), is engaged in the production and business operation activities, pursuing the maximization of economic benefits, create more social wealth (perform economic responsibility), and on this basis, the strengths, performance of the charitable responsibility, meet the social expectations of higher enterprise.

Online shopping enterprise stakeholders can be divided into vertical and horizontal stakeholders stakeholders. Transverse stakeholders, e-commerce enterprises involving information, capital and logistics. Longitudinal stakeholders, involving online enterprise business activities. Online stakeholders can also be divided into internal and external parties of interested parties. Internal parties including behavior involves the whole internal roles, such as enterprise employees, shareholders, debtors and creditors; External stakeholders involved in business interaction objects, such as: the government organizations, platform providers, consumers, non-governmental organizations, suppliers, logistics enterprise, etc.

## **2.2 Online Corporate Social Responsibility Behavior Analysis**

### **2.2.1 The Enterprise Culture**

Enterprise culture and the social responsibility is sex relationship, promote each other. Build their own enterprise culture on the one hand, enterprises should fully consider the social responsibility, taking the initiative to assume social responsibility, this will not only bring a good reputation, attract talent, but also can increase customer satisfaction and loyalty, make the enterprise gain economic returns; On the other hand, the corporate social responsibility to strengthen the enterprise culture of coherence function, enhance the capacity of incentive and constraint of enterprise culture, clear the development direction of enterprise culture. Enterprises to undertake social responsibilities to build a strong culture, which will make our enterprise bigger and stronger, do long, shaping a strong brand. Therefore, the enterprise culture to promote online shopping for the implementation of the corporate social responsibility.

### **2.2.2 Corporate Reputation**

Good reputation is an enterprise owned by the unique resources, it can in all aspects of enterprise management, to improve competitiveness of enterprises. With the constant improvement of the degree of marketization of our country's economy, the emergence of a buyer's market, market competition is increasingly fierce, the product homogeneity is more and more big, the product itself outside of the differences is becoming more and more important, the reputation of this unique resource role will be further highlighted; On the other hand, along with our country market economy system gradually perfect, further standardize the market order, and reputation for enterprise development and even survival significance more

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and more important. Corporate social responsibility is the enterprise economic responsibility, legal responsibility and moral responsibility, also is responsible for enterprise stakeholders. Responsible for the stakeholders will production sales is responsible for the products, will gain recognition and trust of the stakeholders, in order to gain a good reputation, form the core competencies of the competitors to copy.

### **2.2.3 Enterprise Strategy**

Enterprise strategy is the enterprise based on enterprise's external environment and internal conditions, set milestones and long-term goals, and through the allocation of resources to the basic way to realize the goal of the discount and the overall deployment of hair. Sustainable development strategy is not only a strategic long-term strategy in the enterprise and is one of the basic elements of social responsibility, so the enterprise strategy to promote the performance of the corporate social responsibility. On the other hand, the source of corporate social responsibility is the enterprise gain competitive advantage. Thus, corporate social responsibility strategy is inseparable with and promote each other.

## **2.3 Online Corporate Social Responsibility Behavior Analysis**

### **2.3.1 Economic Responsibility (Behavior)**

Responsibility is the most basic economic responsibility, which is the most important responsibility, enterprise is the basic economic unit in society, so companies have a responsibility to the enterprise production meets the needs of the public goods or services, as a market price can be accepted by consumers and the profitable way to sell, all other responsibility based on the basic hypothesis of this responsibility. Enterprise economic responsibility is

defined as the earliest maximize shareholder interests. The current economic responsibility mainly includes the production of qualified products, operating profits and create jobs.

Online business is an economic organization, the important economic responsibility, as well as other forms of enterprises, to participate in market competition, economic benefits, efforts to produce and sell more products that meet the society and people need, create more wealth, create jobs, enhance their comprehensive strength to make positive contributions to the nation.

According to iresearch, according to data from the first phase of 2010 to 2014, the first period compared to the same period, China's e-commerce market traded with China's network shopping transactions into a rising trend. 2014 the first phase of China's e-commerce market turnover is 2.57 trillion yuan, up 15.0%; And China's online shopping market turnover is 456.44 billion yuan, up 27.6% from a year earlier. In the e-commerce market, the network shopping is constantly rising proportion, increase from 16.0% to 17.8%, this remarkable growth tells us online businesses in rapid development, constantly harvest significantly economic benefits, tangible fulfilled online enterprise's own economic responsibility.

### **2.3.2 Rainfall Distribution On 10-12 Legal Responsibility (Behavior)**

Economic responsibility is the basic responsibility of enterprises, but the enterprise should be in the framework of legal framework and rules and regulations within the scope of their economic mission. Corporate legal responsibility, is the enterprise shall be borne by the bottom of the social responsibility, its characteristic is with statutory and mandatory. More refers to the legal responsibility for the provision of abide by the rule of law, legal

responsibility is the premise of economic responsibility and restriction conditions, the economic interests of the acquisition shall establish on the basis of the law, or the enterprise will be severely punished.

The 2011-2012 annual report on China's e-commerce law including electricity, electricity service enterprise, C2C platform enterprise electricity enterprises, group enterprises nearly 500 domestic electricity, such as questionnaire survey was conducted and the related enterprises. It is concluded that the following data: the legal disputes in the electricity business enterprise category research, 30.77% of companies said there have been no dispute; 23.08% of the enterprise for debt disputes; 61.54% of the enterprise for intellectual property infringement; 15.38% of the enterprise for the labor disputes; 38.46% of the enterprise for the contract dispute; 7.69% of the enterprise for administrative law enforcement disputes; 30.77% of the enterprise for unfair competition disputes.

### **2.3.3 Moral Responsibility (Behavior)**

The ethical responsibility of enterprises is closely connected with the economic development of reality, is by the customer, government, suppliers, vendors, the result of the civil society organizations and other stakeholders to promote. The ethical responsibility is beyond the scope of legal requirements, but its stakeholders expect for the society. Ethical responsibilities mainly include: treat employees, create conditions for the staff development, provide good working conditions for employees; Hire laid-off workers, disabled workers; Treat customers, positive aggravation for consumers, etc.

Jingdong as a comprehensive network of retail enterprise, provides a large number of posts of

warehousing, logistics delivery, etc, the active primary labor employment problems for the society. Jingdong has 30000 employees, including more than 12000 distribution personnel, more than 6000 storage service personnel, more than 3000 customer service personnel.

Charity is an important part of corporate social responsibility, is the enterprise to fulfill the social responsibility of a kind of important ways and methods. Corporate social responsibility includes not only the responsibility for the interests of the staff, for the worker's survival, employment, social security and provide a good environment and conditions, and also deal with contribution to the development of the whole society should have the strength, especially for the interests of the vulnerable groups should give the necessary care and help. Through charitable donations, participating in various types of public welfare activities, or set up foundations can achieve the social responsibility of the enterprise. Online shopping enterprise charity is not very enumeration, their action is positive performance to the charitable responsibility.

## 2.5 Online Corporate Social Responsibility Behavior Problems In The Analysis

(1) part of the online electronic retailing enterprise group tax evasion, e-commerce enterprises lack of specification

Tax is the main source government revenues. Enterprises in the profit at the same time will take tax obligation and responsibility. Based on this, some enterprises take unreasonable tax way to say "losses", so as to achieve the aim of tax amber not pay tax, that is what is the lack of social responsibility. Today, a large number of e-commerce enterprise's electronic retailing to

evade tax obligations, selling goods or taxable services, the invoice not on own initiative, as little as possible to open or not development ticket, or use the "note" and "receipt" instead of invoice. And because consumers to business tax consciousness is weak, a lot of people are afraid of trouble, think it useless to invoice and therefore didn't get into the habit of asking for invoice, thus helping the business tax evasion.

Two sessions in 2013, as a representative of the CPPCC Su Ningyun merchant group chairman zhang put forward a few near east electricity bill, directed at rival taobao tax evasion. In addition to the near east, the National People's Congress and fill group chairman wang also said that compared with the entity shop, online shopping "no invoice, no tax" has become an unwritten rules, the real retail unfair, only alibaba platform management of shops in 2012 tax, fee is more than 35 billion yuan, the platform type electric business evasion of more than 100 billion. Visible online corporate tax liability is lack.

In addition, because the online business has particularity, that is, a lot of business is place an order online, offline distribution products, and even online order, online distribution products or services, thus lead to government tax and the ministry of commerce and industry is difficult to the electronic commerce enterprise's sales and profits to carry on the effective supervision, it is hard to online shopping enterprises pay taxes according to the facts.

(2) the product quality and service level problem is outstanding, consumer rights and interests are harmed

From table 1 and table 2, we can find that, compared with 2012, 2013 online shoppers to the false information and selling quality complaints has

obvious rise, it deeply shows that the missing responsibility of the online business to consumers. We can see from the table 4, these complaints to individual consumers economic losses, also seriously affected the consumer's trust in the online shopping, has seriously affected the development of the industry.

Report, according to online shopping security question consumers up to 20.106 million people. Among them, because suffer an account password is stolen and people online information leakage of 23.8%, 42.9% respectively. Computer network payment, deceived, password is stolen, the bad money stolen proportion is as high as 32.1%.

Because our country is not sound in the aspects of e-commerce laws and regulations, e-commerce enterprises and consumers often occurrence dispute, by consumers of online shopping market problems makes e-commerce enterprise target. From China's e-commerce complaints and rights of the public service platform, according to the statistical data delivery delay and delay a refund and return to become 2012 and 2013 annual network shopping and network group purchase major complaints. Taobao mall has been exposed many cause consumers to bad review after the dealer harassed by vendors threat events. Some in the mall stores and even refused to provide after-sales service. Jingdong mall, for example, received a consumer to merchants received return still don't refund complaints. Some point out that after-sale service is not perfect, and lack of honesty and faith is serious disadvantages of e-commerce enterprises.

### **3 Perfect Online Corporate Social Responsibility Behavior Strategy**

#### **3.1 Online Corporate Social Responsibility Behavior Of The Government Level Strategy**

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In the process of economic transition in China, the government plays an important role in standard market economy development. At present, various social forces to promote online corporate social responsibility is lack, so the government guide and promote role is particularly important. In a sense, the government is the guarantee online corporate social responsibility issues of the most important driving force. The process of e-commerce enterprise society responsibility legalization, intensify supervision. Should be on the basis of the company law, instead of the traditional shareholder interests first idea, established online shopping of their own interests and social interests and values. And under the system of \"company law\" regulation, with the tax law, consumer protection laws, labor laws, environmental protection and other relevant laws, mix, construct perfect corporate social responsibility system.

On the basis of perfecting the relevant laws and regulations system, establish and perfect the punishment mechanism accordingly. Law enforcement agencies should be in accordance with the laws and regulations accordingly strict law enforcement, and does not perform the corporate social responsibility online businesses stepping up his efforts.

#### **3.2 Online Corporate Social Responsibility Of The Enterprise Level Behavior Strategy**

Corporate social responsibility strategy is the concept of corporate social responsibility as an important part of enterprise values into the enterprise culture, and in harmony with the enterprise development goals, match the enterprise development strategy, through other means, such as the allocation of resources, make the management of the corporate social responsibility and enterprise operation system and the integration of business

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processes, the development and change of business environment, through the effective corporate governance and performance evaluation, make enterprise in the process of development to achieve their goals at the same time, with the stakeholders \"multi-win\" common survival, improve enterprise competitive advantage, create corporate social responsibility competitiveness, so as to realize new strategy for the sustainable development of enterprises.

To in the enterprise sets up the enterprise society responsibility consciousness, build the concept of corporate social responsibility, set up the system of performance of the corporate social responsibility system. That is to say, online shopping enterprise will take the corporate social responsibility has a purpose in a planned way. According to their size, are in growth stage, industry type and business characteristics to develop corporate social responsibility system. Targeted, scientific and systematic will bear the social responsibility into the enterprise strategic development planning. In daily operation and management, to try to work and the integration of corporate social responsibility of the enterprise culture into every link of enterprise management, various departments, various fields, promote the construction of advanced enterprise culture, to provide strong support for the development of e-commerce enterprises.

### **3.3 Social Online Corporate Social Responsibility Behavior Strategy**

Corporate social responsibility in China starts late, the consumer as the body of the consumer online shopping enterprises to the lack of awareness of corporate social responsibility, and consumers' rights consciousness is weak, and thus to the enterprise provides a convenient escape social responsibility. So the government,

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non-governmental organizations and the media should vigorously promote corporate social responsibility, is knowing yourself should obtain the rights and interests of consumers, to better supervise the enterprise to fulfill corporate social responsibility, also reduced by online due to the lack of corporate social responsibility.

Media is one of the reason of enterprises to fulfill social responsibility, it can be as a highly social responsibility of the enterprise for the propaganda, to further beautify the enterprise image, improve the enterprise reputation, and has set an example for other online enterprises, so as to guide consumers to consume; Can spur the lack of social responsibility of enterprises are responsible for the consumer, responsible for the staff, responsible to the shareholders, environmentally responsible, socially responsible, etc. The supervision of the news media should play its hard and propaganda effect, for online promoting effect on corporate performance of the corporate social responsibility.

### **4. Conclusion**

Corporate social responsibility is a long way to go, need from the government, online shopping, the joint efforts of enterprises, society and so on various aspects. One of the most important or online business should combine its own development characteristics to set up correct concept of social responsibility. Online shopping enterprises to care for and safeguard the interests of the stakeholders as a starting point, to create a corporate social responsibility mechanism as the way, to promote enterprise long-term development by active social responsibility as the goal, ultimately promote the harmonious development of human society.

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