

Analysis of Corporate Social Responsibility, Corporate Reputation and Performance of E-Commerce Enterprises

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ABSTRACT

The study purpose is to the relationship between corporate social responsibility (CSR), corporate reputation and performance of e-commerce enterprises. The results show social responsibility, depending on different contents, may have a direct, intermediate or no impact on the performance of an e-commerce enterprise. The intermediary effects often affect through reputation, customer satisfaction and satisfaction, employee engagement, from which enterprises get competitive advantages and benefits that good reputation brings. help improve the performance of e-commerce enterprises.

In addition, the author also makes some recommendations to relevant state agencies in order to create legal conditions for e-commerce enterprises to carry out CSR activities, to encourage enterprises to implement social responsibility by rewarding policies. , honor, and at the same time support businesses to protect consumers by strengthening the prevention, combat and strictly punishing acts of buying and selling fake and counterfeit goods, upgrading the technology infrastructure system to help e-commerce businesses secure information customer news.

Keywords : Corporate Social Responsibility, Corporate Reputation, Corporate Performance, E-Commerce

I. INTRODUCTION

With the recognition of CSR as a content in business management activities (Baumgartner, 2014), businesses in general and e-commerce businesses in particular are increasingly paying more attention to CSR activities as well as the benefits of social responsibility. that it brings. Some studies have shown

that CSR has a positive impact on business activities of enterprises (Weber, 2008; Marquina Feldman & Vasquez-Parraga, 2013; Onete et al., 2021); This impact of CSR is often identified through mediating factors ... (Singh & Misra, 2021). However, for e-commerce businesses, with online characteristics leading to many differences in relationships with customers, employees and the community, empirical

studies on the relationship between social responsibility and mediating factors and operational results are still very limited in quantity and quality. Particularly in Vietnam, so far, there have been very few studies on social responsibility and no research has examined the impact of social responsibility on the reputation and performance of Vietnamese e-commerce enterprises.

In the above context, the article chooses to study the quantitative relationship between social responsibility, reputation and performance of Vietnamese e-commerce enterprises; aimed at clarifying the relationship between social responsibility, reputation and operating results of e-commerce enterprises, thereby proposing some solutions to promote CSR practice in e-commerce enterprises, contributing to improving business results.

II. PREVIOUS STUDIES

Explaining more specifically, Weber (2008) gives five basic reasons to motivate enterprises to practice CSR, including: positive impact on image and reputation; to work motivation, employee retention and recruitment of new employees; Cost savings; increase revenue and market share; reduce or manage CSR-related risks. In which, the positive impact on reputation is considered as a reason to promote enterprises to practice social responsibility, a good reputation can become a competitive advantage in markets where product differentiation is difficult; Reputable competitive advantage from practicing CSR can play an important

role for customers when choosing to buy products and services (Zhao, 2018; Park, 2019; Singh & Misra, 2021).

Another approach, Marquina Feldman & Vasquez-Parraga (2013) shows that the practice of social responsibility has an impact on the perception, attitude and behavior of customers towards the business and its products and services. Specifically, when customers know information about CSR activities of the enterprise, they will have a positive perception and evaluation of the business, thereby creating a positive attitude towards purchasing products of the enterprise. (Šontaitė-Petkevičienė, 2015; Park, 2019). This has great significance for e-commerce businesses, because the form of e-commerce cannot provide customers with a realistic feeling about products and services (through the senses or directly using products and services). service), so it is often difficult to get customers' initial trust in the quality of products and services.

III. METHODOLOGY

Regarding sample distribution, over 70% of respondents are people with high positions (from departmental management level or higher), the majority (77%) of e-commerce businesses have been operating for 3 - 10 years. This is in line with reality because e-commerce has only really exploded in Vietnam in the past 10 years, and this is the period when many e-commerce businesses were established.

Table 1 : Survey sample

Criteria	Quantity	Ratio	Criteria	Quantity	Ratio
Year established	212	100%	Labor size	212	100%
< 3 y	14	6,60%	< 50 people	22	10,38%
3 – 5	94	44,34%	50-99	79	37,26%
6 – 10	69	32,55%	100-199	87	41,04%

11 – 15	24	11,32%	200-499	18	8,49%
> 15 y	11	5,19%	>= 500 people	6	2,83%
Respondent position	212	100%	Revenue size	212	100%
Leadership board	31	14,62%	< 10 b	25	11,79%
Management of blocks, departments, rooms	44	20,75%	10 – < 100 b	43	20,28%
Department and team management	74	34,91%	100 - < 300 b	76	35,85%
Specialized staff	55	25,94%	300 – < 1000 b	60	28,30%
Other	8	3,77%	> = 1000 b	8	3,77%

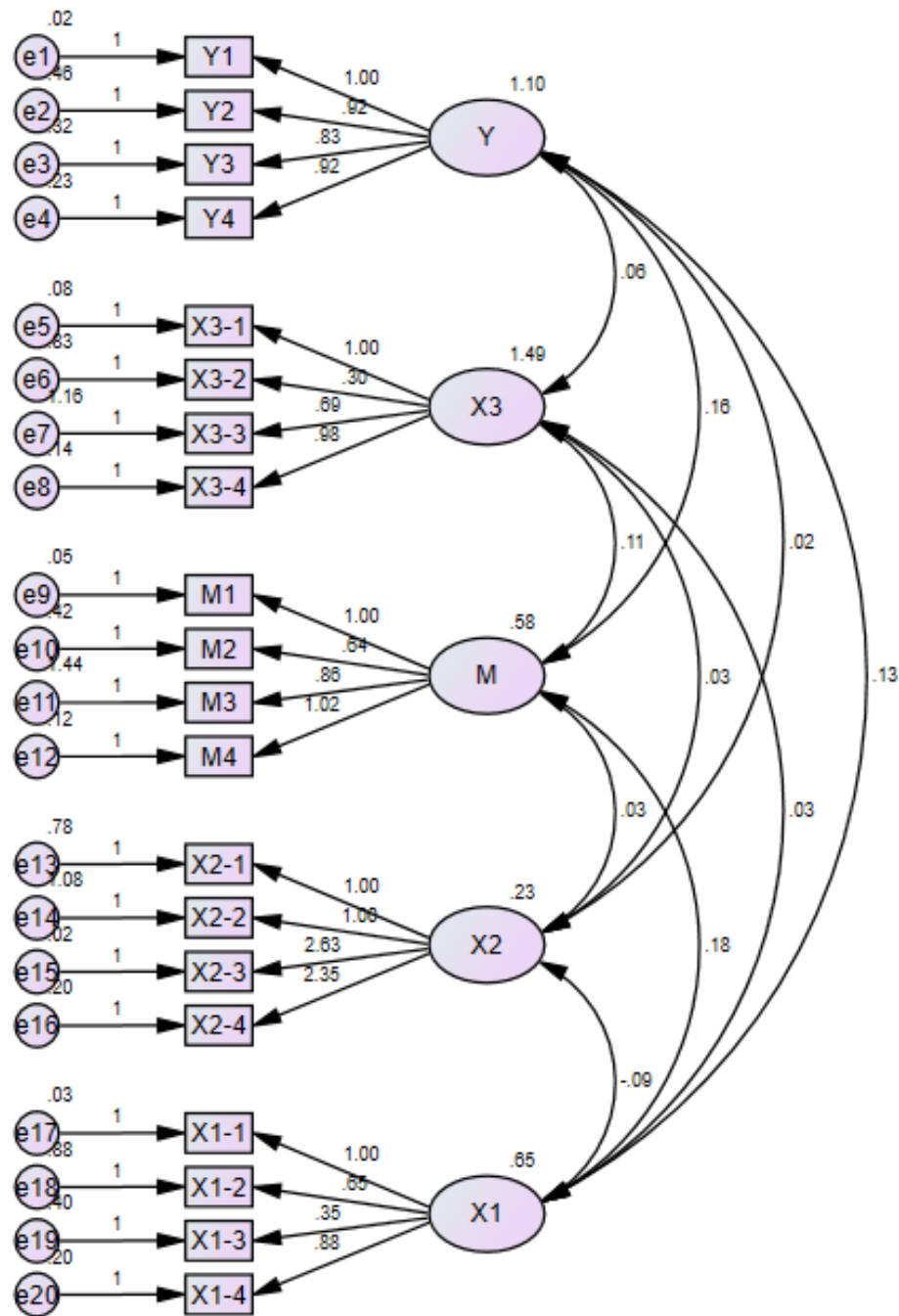
The scale of research variables has been developed and has descriptive statistical results as shown in the table below:

Table 2: Research scale sets

No	Name of variables	Sign	Mean	Standard dev.	Source
1	CSR for customers	X1			Sen & Bhattacharya (2001); Park (2019); Šontaitė-Petkevičienė (2015)
	Satisfy user needs	X1-1	1,49	0,829	
	Quality	X1-2	2,00	1,075	
	Information is transparent, complete and synchronous	X1-3	1,46	0,698	
	Ready to serve	X1-4	1,92	0,842	
2	Social responsibility for employees	X2			Hildebrand và cộng sự (2011); Park (2019); Šontaitė-Petkevičienė (2015)
	Working conditions & safety	X2-1	4,27	1,011	
	Welfare	X2-2	3,45	1,149	
	Đào tạo, bồi dưỡng Training and fostering	X2-3	3,42	1,284	
	Security and care for employees' families	X2-4	3,68	1,224	
3	Social responsibility for the community	X3			Singh & Misra (2021); Park và cộng sự (2014) Šontaitė-Petkevičienė (2015)
	Volunteer activities	X3-1	2,11	1,255	
	Charity, health, education	X3-2	1,73	0,984	
	Campaign for the community	X3-3	2,48	1,368	
	Changing social behavior	X3-4	2,44	1,259	
4	Business Reputation	M			Brown & Perry (1994); Carmeli & Tishler (2005);
	Level of recognition	X1	1,93	0,797	

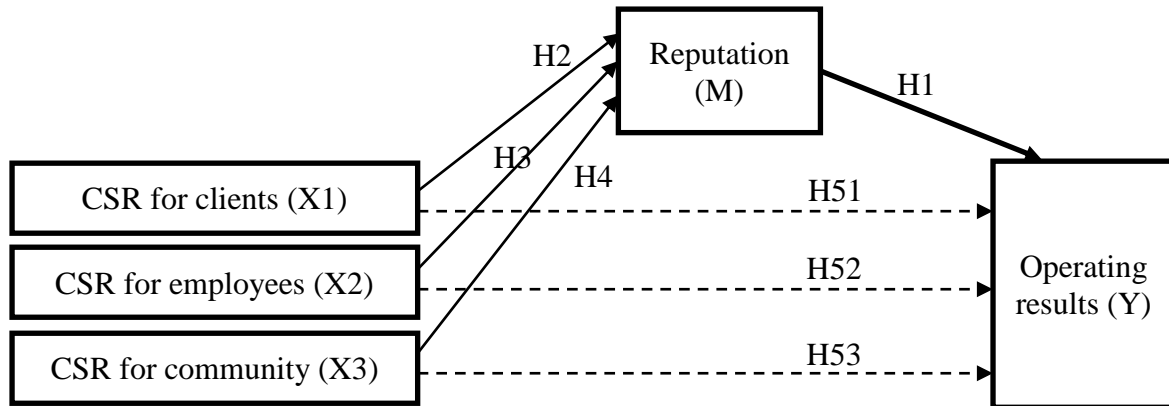
	Reputation	X2	2,22	0,816	Šontaitė-Petkevičienė (2015)
	Confidence level	X3	2,65	1,370	
	Relationship	X4	2,14	0,852	
5	Operating results	Y			Saeidi và cộng sự (2015); Zhu và cộng sự (2014); Singh & Misra (2021)
	Revenue	Y1	4,64	1,059	
	Profit	Y2	4,41	1,183	
	Market share and position	Y3	4,63	1,043	
	Strategic objectives	Y4	4,20	1,076	

Figure 1: Exploratory component analysis EFE of research variables



From the above theoretical basis, the research model is built as follows:

Figure 1: Quantitative study of the relationship between social responsibility, reputation and performance of e-commerce enterprises



Over 80% of e-commerce businesses surveyed are medium-sized businesses with more than 50 employees and revenue of 10 billion VND or more. These figures accurately reflect the reality in Vietnam - the second largest e-commerce market in Southeast Asia with the region's leading growth rate in recent years.

1. Main findings

Figure 2: Results of SEM research model

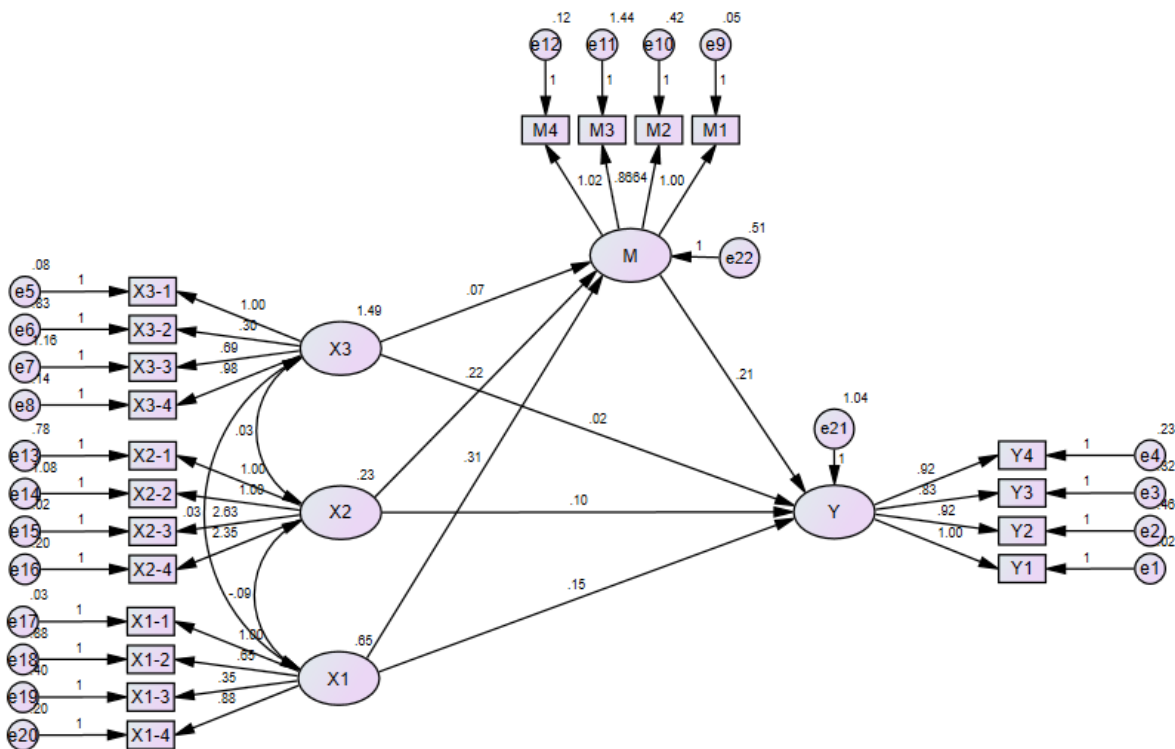


Table 3 : SEM model results on intermediate effects on dependent variable

X1		X2		X3	
Coefficient	Sig.	Hệ số	Sig.	Hệ số	Sig.
(Total effects)					

0,217**	0,004	0,152	0,330	0,030	0,625
(Direct effects)					
0,151*	0,040	0,105	0,557	0,016	0,833
(Indirect effects)					
0,066**	0,005	0,047*	0,031	0,014	0,114

* stat meaning $p < 0,05$;

** stat meaning $p < 0,01$;

*** stat meaning $p < 0,001$.

4.1 Analysis of the impact of social responsibility on the reputation of e-commerce businesses

Impact of CSR on customers, on employees, on the community

In fact, today's social responsibility of e-commerce businesses to customers also includes the security of customers' personal information. In recent times, when there are many articles referring to cases of personal information of online shopping customers being leaked, causing many customers to be scammed and damaged, a wave of indignation from people has emerged. consumerism has risen, many customers have begun to worry and turn away from online shopping, the reputation of e-commerce businesses has been seriously affected. Immediately after this incident, e-commerce businesses (typically Shopee and Lazada) had to immediately issue warnings to their customers and review their network security systems, and from there to Nowadays, e-commerce businesses have begun to pay more attention to customer information security. Thus, it can be seen that social responsibility for customers has a strong positive impact on the reputation of e-commerce businesses and e-commerce businesses are also increasingly interested in this issue.

Next, This result can be explained in three ways. Firstly, the fact that employees have high ability also play the role of customers of e-commerce enterprises, so satisfying employees is also satisfying customers, thereby improving the reputation of the business. . Secondly, social responsibility for employees is reflected in the way businesses treat their employees, if employees are treated fairly, are working in a

favorable environment and conditions, and feel satisfied with their services. Company's remuneration, employees will have a more positive working attitude, increased work efficiency, thereby better serving customers and ensuring customer satisfaction, helping to improve the reputation of the business. . Thirdly, when the enterprise implements social responsibility well with employees, making employees satisfied and satisfied, the commitment of employees will increase, reduce employee turnover, and business reputation in the market. labor is also improved, attracting good workers.

Beside, SEM model results show that the variable X3 – CSR for the community has no impact on business reputation (M), with statistical values $B = 0.066$ and $P = 0.123$.

Therefore, if the CSR activities for the community of the enterprise are not really outstanding, cannot bring about wide-scale effectiveness, or do not have a strong and comprehensive impact on the target audience, it cannot be done. Attracting stakeholders, therefore, does not make a significant contribution to improving the reputation of the business..

4.2 The impact of reputation on the performance of e-commerce enterprises

The results of the SEM model show that the variable M - reputation has a positive impact on the performance of the business (Y), with the statistical values $B = 0.214$ and $P = 0.037$. This result allows to confirm hypothesis 1 is correct at the 95% confidence level: the higher the reputation of the e-commerce enterprise, the better the business performance. This

result is similar to previous studies of Brown & Perry (1994), Carmeli & Tishler (2005).

On the other hand, reputation also helps e-commerce businesses attract investors, increase credit to develop business activities and expand business scale, thereby improving the financial results of enterprises. In addition, a good reputation also helps e-commerce businesses attract the attention and interest of stakeholders such as the media, the press and government agencies, thereby creating favorable conditions for building relationships. Negotiate with the parties in order to obtain the benefits of communication, marketing effectiveness, brand promotion and legal support to help e-commerce businesses develop more smoothly.

At the same time, the variable X2 has a full mediation effect, only indirectly affecting M to Y, with the statistical value $B = 0.047$ & $P = 0.031$, which is significant at the 95% confidence level; while variable X3 has no significant intermediate effects with $B = 0.014$ & $P = 0.114$. Thus, social responsibility, depending on different contents, may have a direct, intermediate or no impact on the performance of an e-commerce enterprise. The intermediary effects often affect through reputation, customer satisfaction and satisfaction, employee engagement, from which enterprises get competitive advantages and benefits that good reputation brings. help improve the performance of e-commerce enterprises.

IV. Discussion and conclusion

So, only social insurance for customers and employees has an intermediary effect through reputation on the performance of e-commerce enterprises.

According to a survey by the Vietnam E-commerce Association in 2021, in the three years from 2018 to 2020, the trend of businesses having difficulty recruiting workers with skills in e-commerce and information technology is increasing, of which 46% Surveyed enterprises said that they face difficulties when they need to recruit skilled workers to manage

websites and e-commerce trading floors. Therefore, Vietnamese e-commerce businesses need to pay more attention to CSR activities for employees to increase work motivation and retain old employees, and at the same time attract more good workers to serve the development. business of the enterprise. To do that, e-commerce businesses need to pay more attention to the material and spiritual lives of their employees, not only need to offer appropriate remuneration policies, but also need to satisfy the learning needs of their employees. training, personal development, entertainment needs, exchanges, health training of employees. Training activities not only help employees themselves, but also businesses benefit by improving work efficiency and increasing employee commitment. As for the exchange, entertainment and health training activities such as festivals, arts, participation in sports tournaments of unions, associations, groups, and annual travel, it helps to build and maintain co-worker relationships. well, increase internal solidarity and contribute to creating a healthy corporate culture. On the other hand, e-commerce enterprises also need to pay attention to ensuring safe and convenient working conditions for employees in order to create a favorable, fair and friendly working environment to promote the working spirit and attitude. employee positivity.

For community-oriented CSR activities, first of all, e-commerce businesses need to conduct investigations and surveys to identify current issues that are of interest to society and the community, then design and build appropriate and feasible social responsibility activities depending on the situation and capacity of the enterprise, and at the same time promote propaganda and promotion activities to raise the awareness of stakeholders about the enterprise's social responsibility, in order to ensure CSR activities create strong effects and resonate in the community as well as attract stakeholders. Thus, community-oriented CSR activities need to be implemented in a concentrated manner and focus on the scale and real

effects on the environment, society and the community instead of scattered into many small and small activities. Thus, social responsibility for the community can promote the role of improving the reputation of enterprises.

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Conflicts of interest

There is no conflict of interest

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