

Ethical Problems and Countermeasures in the Operating Activities of WeChat Business

Mengjiao Shi

*School of Literature and Journalism, Sanjiang University, Jiangsu, Nanjing, China
271318900@qq.com*

Abstract: *WeChat business is inevitable in the development trend of the era and the development of mobile Internet. WeChat business, as a special commercial activity carried out by human beings in the mobile Internet, is special in the commercial operation activities relying on the mobile Internet social platform that is built based on the mobile Internet technology. The particularity of WeChat business's operating activities determines that WeChat business has special ethical requirements. However, as WeChat business is a new economic form in economic construction and development, some ethical problems in WeChat business operations have gradually emerged, and to different degree affect the development of WeChat business and even the economy, which requires us to face this problem and solve the ethical problems of WeChat business with strong measures.*

Keywords: *WeChat business, WeChat business ethics, ethical anomie, moral construction*

The emergence of WeChat business can be said to be the inevitable result of the development of times. For example, the emergence of WeChat makes our communication even far away, but also near at hand; So that we can stay at home through WeChat business shopping, get the goods we want and so on. With the popularity of smart phones, mobile Internet has derived a brand-new business model, which has lower threshold and lower cost than before, and even create a wave of nationwide entrepreneurship. However, there are also many ethical problems in WeChat business operation, which need our sufficient attention.

1. WeChat business and WeChat business ethics

WeChat business is the product of the popularization and development of mobile Internet technology. Before the emergence of WeChat, a group of people with a keen sense of economy conducted sales activities through weibo, QQ, Xiaonei and other social platforms, and completed business activities by releasing products through these platforms. At that time, there was no special word to refer to such people who engaged in commodity business activities on online social platforms, but the practitioners engaged in online sales activities were generally called "net merchants". Until the platforms become prosperous such as WeChat and weibo, this special group gradually expanded and formed a scale that the word WeChat business gradually emerged. People gradually pay attention to and study this group [1].

1.1 WeChat business and its basic characteristics

WeChat business can be understood and defined from two aspects: the first level refers to "micro", which mainly because the operation threshold is low, the business activity mode is small, and compared with the previous traditional commodity centered e-commerce sales mode, it has the characteristics taking individuals as the center. This is the reason that WeChat business shows the vigorous vitality from the day it appeared because the business threshold is not high and its commercial activities only need less venture capital due to its small scale. The second level refers to WeChat, but it does not just mean that WeChat business only conducts business activities on WeChat. It can be said that people noticed this group when WeChat was the most widely used and this business model was also the most prosperous in the development process of the social platform represented by WeChat, and named this kind of commercial activities with the most representative platform, thus this kind of commercial activities are collectively known as WeChat business. Starting from Moments, WeChat business is gradually promoted to social platforms such as Qzone, weibo, Yixin, Laiwang, blog, forum, etc. All groups using these kinds of social software as media for business activities can be identified as WeChat

business [2]. Therefore, WeChat business is a new e-commerce model developed by enterprises or individuals based on mobile social platforms.

Although WeChat business belongs to a kind of e-commerce, it has its own uniqueness compared with e-commerce. Although all business activities are carried out by means of the network, WeChat business, as a special e-commerce model, has the following three main characteristics: First, WeChat business has low access threshold. And if the individuals operate, it belongs to sporadic sales business model. Second, WeChat is an acquaintance economy. Therefore, if it is an individual seller, both transaction parties are friends in most cases. That is to say, the relationship between the two parties is not only the subject of the sales contract, but also the friends in daily life and work, or the friends on the social platform [3]. Therefore, it can be said that WeChat business is a kind of acquaintance economy to a large extent. Third, WeChat business is a user-oriented business model. WeChat stores in WeChat Business thrive on a user-led mindset. WeChat store mode is to let manufacturers directly face consumers, directly answer consumers' questions, establish the brand image of their products, collect consumers' feedback, and improve the process and quality of products. This mode all reflects the consumer-centered idea and the user-oriented business model [4].

1.2 Overview of WeChat business ethics

As a special business model, the main feature of WeChat business is that it conducts business activities depending on network information technology and mobile social platforms. This makes WeChat business have special and specific industry ethics.

1.2.1 Production ethics in WeChat business operation

The study of production field mainly focused on two aspects of its production purpose and production means, which contains the morality. What is the main purpose of the production of WeChat business products? How does WeChat business choose what products to produce? What way do they produce their own products? What kind of products do they produce? At the same time, many WeChat business behaviors are daigou, and many WeChat business adopts hierarchical sales mode, sometimes sellers cannot get to the production of goods. This makes the operator must be responsible to the customer and produce according to the users' needs.

1.2.2 Exchange ethics in WeChat business operation

The exchange field mainly studies the ethics of the transaction mode and scale of WeChat business. WeChat business exchange field sometimes more is a need for self-restraint state. How to reflect the equal status of both sides of WeChat business activities? It is an urgent issue to be discussed. Because the commodities of WeChat business lack the guarantee of platform and system, coupled with the virtual nature of the network, it is difficult to ensure the equal and fair-trading activities [5].

1.2.3 Consumption ethics in WeChat business operation

In the consumption field, we mainly need to study the consumption purpose and mode of the operating activities of WeChat business, and the consumption purpose of different consumers in WeChat business trading activities. WeChat business makes it more convenient for us to buy things, but because of the more abundant business model and promotion means, our consumption ethics changed from the original thrift to blind comparison and extravagance. We need to ensure the moral legitimacy of consumption mode and content, and ensure the rationality of our WeChat business economic activities [6].

1.2.4 Distribution ethics in WeChat business operation

The distribution field mainly studies the distribution principle and fairness of distribution method of labor resources and labor products in WeChat business economic activities, which is reflected in all aspects of WeChat business activities. Distribution justice needs to be realized, because we find that in WeChat business, farmers in the new era who produce and sell local products by themselves and grading sales do not participate in grading selling of WeChat business of product production, so they need to be treated differently to reflect fairness and efficiency in the use of resources on WeChat business platform.

2. Ethical issues in the operation of WeChat business

In this era of information technology, WeChat business is a brand-new business model. At the same

time, because it is the business activities built in the social network platform, so it reflects a brand-new way of production and management of people in this era. This is a revolutionary production and management, and a recognition that network labor is the main way to acquire wealth mode of management [7]. However, as a social network platform, WeChat business also has the ethical characteristics of virtual network. WeChat business is an inevitable product in the development process of information age, but our socialist market economic system is still in the improving process and our country is in the transformation period from the traditional business model to the Internet economy. The technical guarantee, legal norms, moral constraints and others of WeChat business cannot keep up with the momentum of its rapid development, which causes moral crisis, lack of ethics, legal lag and other problems of WeChat business industry, resulting in serious ethical irregularities in the real business activities [8].

2.1 Ethical issues of the buyer

With the development of WeChat business, social platforms such as WeChat have gradually become a new way for people to shop online. Today, the network is developed, many buyers have developed “online shopping mania” and become “online shopping slaves”. Some also want to exploit the loophole to satisfy their own interests in the face of WeChat business activities. These behaviors have caused a series of ethical problems for buyers, and the main problem is the lack of integrity of buyers. Consumers often as the victims of WeChat business activities, sometimes also have dishonest behaviors, which also make the integrity of WeChat business environment damaged. These phenomena mainly focus on the fact that some consumers make use of their own evaluation privilege to make false evaluation and blackmail producers in this way. This is why there is a profession called professional bad critic in reports. This group of people use evaluation to threaten the sellers, constantly blackmail manufacturers, and destroy the integrity of the business environment. It is reported that many professional bad critics have their own QQ or WeChat groups, and they will also post chat records with the customer service staff of the store. After the seller admits that the store sells knockoff or A product, some experienced people in the group will say “almost successful”, and then they will file a complaint in the name of “cracking down on counterfeit goods”, asking the seller for a refund and compensation. In some cases, such serious immoral behaviors as “fake cracking down on counterfeit goods”, “replacement of genuine goods and extortion” hinder economic development [9].

2.2 Ethical issues of the seller

The sellers of WeChat business are the operators of the operating activities of WeChat business and the main body of the business activities of WeChat business. They are an important part of the business activities of WeChat business, and some WeChat business sellers influenced by the interests and only pursue economic interests will have significant ethical problems, which mainly reflected in false marketing. Under the connection of network, the whole earth has become a whole, and instant communication can make people communicate anytime and anywhere, and share their lives. However, it also makes us become virtual people, especially in the commercial activities of WeChat business [10]. We find that we just use the information published by the seller on the social platform, communicate with them on the network, and finally reach a deal. Both parties cannot see each other. This makes it impossible for the two parties to truly judge and understand each other only by the information released on the social platform, let alone understand the products, which makes us find that more and more goods sold by WeChat business are carried out in the way of false marketing. This gives a lot of unethical operators a chance to take the advantage. We find that the social platforms we log in every day become difficult to distinguish between real and fake, the net friends we contact and know are uncertain, and the WeChat business shopping we choose is often not satisfactory. The false marketing of WeChat business consumers deliberately makes product assumptions and create false marketing atmosphere, etc. These unethical behaviors lacking integrity make WeChat business industry and even e-commerce industry become precarious. People are more and more afraid to shop on social platforms, and WeChat business is more and more difficult to last [11].

2.3 Ethical problems of WeChat business service providers

Mobile social platform is the basis for the survival of WeChat business, without this platform, WeChat business will be difficult to develop. At the same time, it is found through research that in order to attract more and more registered users and improve the utilization rate of their platforms, many social platforms that WeChat business relies on neglect the management of WeChat business. The

construction of ethical environment of WeChat business cannot be separated from the efforts of WeChat business service providers. At the present stage, the main ethical problem for the managers of WeChat business platform is that the service providers ignore users' privacy rights. With the development of electronic information technology and the progress of science and technology, we find that we have entered an era of big data. In this era, we seem to have no privacy. Our browsing habits are known by the browser, our video viewing habits are known by the video player, even our purchasing preferences, our location, our personal payment information and so on, all of which should belong to our private parts are often made public. In particular, WeChat business, as the product of Web3.0, has a customer-centric service concept. Meanwhile, the management concept of WeChat business enterprises focuses on customers, which requires WeChat business platform to provide personalized service or product recommendation for different customer groups by collecting consumers' personal privacy information. This makes the collection of personal privacy information become a part of the service provided by WeChat business enterprises, and makes the collection of personal privacy become a part of the work of WeChat business enterprises. The use of private information involves many ethical issues [12].

2.4 Ethical problems of WeChat business managers

WeChat business managers are responsible for maintaining the reasonable, legal and compliant development of WeChat business. The lack of supervision of WeChat business makes the business activities often face huge ethical problems, which are mainly reflected in the following aspects: first, the supervision of the business environment is weak. In order to avoid the supervision, the daigou WeChat business on the market can be described as "showing their prowess". Some transfer the tax burden by raising price, and some sell products in foreign language or hand-drawn product drawings to sidestep regulation, while others require buyers to communicate with them directly in language, and use Alipay or bank cards to transfer money. Second, the construction of relevant laws and regulations of WeChat business still needs to be further strengthened. Nowadays, our country advocates managing network and get on the Internet in accordance with the law, but the network has the characteristics of breaking zone restriction and extensiveness, which makes the network supervision very difficult. This requires active mobilization to mobilize the enthusiasm of Internet users, so that everyone actively participate in the governance of the network.

3. Countermeasures for ethical problems in WeChat business operation

WeChat business as a special e-commerce model, its main feature is the commercial activities generated relying on the network information technology and mobile social platforms. Because in this kind of commercial activities, the actual goods cannot be contacted, the supervision gap is easy to exist, and both sides of the transaction sometimes only pay attention to their own interests, and so on., therefore, a series of economic ethics problems caused by human beings themselves and economic ethics problems caused by network information technology make the ethical problems of WeChat business commercial operation more prominent, which requires us to start from the causes of the problems and solve the ethical problems in a targeted way in WeChat business operation.

3.1 Improve the definition of ethical responsibility of WeChat business main body

The lack of ethics of WeChat business comes from the indefinite ethical responsibility of the main body of WeChat business. "Moral indifference" is more and more prevalent in WeChat business activities, which all come from the rapid development of the network information society. In the era of information technology, the development of network makes our life more and more convenient, which also gives rise to the explosive growth of the transaction volume of WeChat business. It benefits from the huge number of Chinese netizens and depends on the fact that China's smart phone manufacturing technology is gradually leading the world, which provides the foundation for people to use network information technology. At the same time, we can find that people often complain their unsatisfactory shopping experience of WeChat business on social platforms, and WeChat business cases account for the main part of the complaints. Although the Internet has various characteristics, many people think that the complaints of WeChat business operation process are frequent, mainly because of the virtual nature of the Internet, the openness of the Internet and other characteristics, but as the cultivation and supervision of WeChat business, the manager must play their main management responsibilities. Therefore, the ethical responsibility of the main body of WeChat business is to be responsible for the

object of service, the society, the country and themselves.

3.2 Creating good WeChat business relationship

WeChat business is built on the network social platform, which has its virtuality. At the beginning of the network social network, everyone was curious about and doubted the real identity of the person they were chatting with. However, with the development of network information technology, people's doubts have gradually disappeared, and people believe that the social object of the virtual network platform is a real individual. However, the Internet is virtual after all, which makes the relationship between people become fragile. At the same time, the virtual interpersonal communication often lacks real emotional communication, so the relationship between people gradually becomes distant and indifferent, and the corresponding spiritual world becomes poor. People who have been always using the network social platform, represented by WeChat, have gradually become digital human. This requires us to create good business environment for WeChat business, so that WeChat business is established in the economy under the "Pareto environment". In the case of not damaging the interests of WeChat business operators, WeChat business consumers' interests are also protected. A suitable moral system for this model is established, to build a well-off society in an all-round way of new economic ethics.

3.3 Constructing the ethical risk supervision system of WeChat business

With the development of science and technology, network information technology is also changing a lot, especially the continuous innovative ways of production and life from science and technology is constantly changing our life. Our socialist market economy has always insisted on public ownership as the main body and multiple forms of ownership developing together. Our Party and the Central Committee have always supported the continuous vitality of private capital and the continuous support of people to start businesses, which has brought the development of WeChat business with macro-policy support. However, WeChat business directly transfers its private production and activities into the public domain through the mobile Internet social platform and starts commercial activities. Meanwhile, the diversified business main bodies of WeChat business make the improvement of its ethics risk supervision system have higher demand. In terms of the role of market and the role of government, the ethics risk supervision system for WeChat business shall be effectively implemented. First, to regulate the space for its virtuality and cross-localization, we need to establish a "black list" dishonest operation of WeChat business. The operators who are listed in the blacklist due to maliciously selling fake goods and making fake goods shall be made available for public to WeChat business consumers, so as to purify the business environment. Second, to prevent our privacy from being infringed, we should highly supervise the collection of personal information by WeChat business on the condition of high openness and interaction of both transaction parties.

Third, achieve management autonomy and supervision according to the unique structure at the same time. We find that the network social platform has a unique structure, that is, in this virtual environment, people can always follow their own hobbies and can flow freely even in the virtual area. But they can always find a group of people like themselves. Because WeChat business operators have the subjective initiative to choose their own published products, and the ways to publicize and describe their own goods, which forms a relative group. Because of the virtuality of the Internet, the users of mobile social platforms exchange information beyond the real social status, which also makes the consumers of WeChat business go beyond the social status and brings huge challenges to WeChat business enterprises. Therefore, this requires us to build a WeChat business supervision platform to supervise the dishonest conduct and illegal behaviors of WeChat business, ensuring the supervision with legislation.

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