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Social Responsibility in E-Commerce: Reflection on Customer's Satisfaction and Loyalty in Internet Promotion of Tourist Services

Abstract: The aim of this paper is to determine, based on theoretical and empirical research, whether and to what extent the application of the social responsibility concept in e-commerce and marketing affects the satisfaction and loyalty of customers opting for on-line purchase. The main task is to use the case of global on-line buying and selling of tourist services to test the null hypothesis on the existence of a statistically significant correlation between the concept of social responsibility and customer's satisfaction and loyalty. Empirical research was conducted on a sample of 409 respondents from selected countries: Serbia, Turkey, Egypt, Italy and Spain. Contingency coefficient and Pearson's correlation coefficient were used for the interpretation of the results and determination of the degree of correlation between these variables. The research results indicated a significant statistical correlation between the concept of social responsibility and customer's satisfaction and loyalty. These results served as a basis for proposed measures necessary for defining the model of social corporate social responsibility in e-commerce, which will be generally binding for all on-line advertisers. Suggestions for future research are provided in the paper.

Key words: E-commerce, Responsibility, Internet, Customers, etc.

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Društvena odgovornost u elektronskoj trgovini: uticaj na zadovoljstvo i lojalnost korisnika internet promocije turističkih usluga

Apstrakt: *Cilj ovog rada je da se na bazi teorijskog i empirijskog istraživanja utvrdi da li se i u kojoj meri primena koncepta društvene odgovornosti u elektronskoj trgovini i marketingu odražava na zadovoljstvo i lojalnost potrošača koji se opredeljuju za on-line kupoprodaju. Osnovni zadatak je da na primeru globalne on-line kupovine i prodaje turističkih usluga testiramo osnovnu hipotezu o postojanju statistički značajne povezanosti između primene koncepta društvene odgovornosti i zadovoljstva i lojalnosti potrošača. Sprovedeno je empirijsko istraživanje na uzorku od 409 ispitanika iz izabranih zemalja: Srbije, Turske, Egipta, Italije i Španije. Za tumačenje dobijenih rezultata i utvrđivanje stepena povezanosti između navedenih varijabli korišćen je koeficijent kontigencije i Pearson-ov koeficijent korelacije. Na osnovu sagledavanja dobijenih rezultata, testiranje je pokazalo da postoji značajna statistička povezanost između primene koncepta društvene odgovornosti i zadovoljsta i lojalnosti potrošača. Na bazi takvih rezultata predložene su mere neophodne za definisanje modela društveno odgovornog poslovanja u elektronskoj trgovini koji će biti opšte obavezujući za sve on-line oglašivače. Predlozi za buduća istraživanja dati su u radu.*

Ključne reči: *Elektronska trgovina, odgovornost, internet, potrošači.*

1. Introduction

Previous research in domestic and foreign scientific and professional literature (Đurković et al, 2013; Cruz, 2008; Salmones et al, 2005; Clark, 2000) indicates increasing attention given to the concept of social responsibility in e-commerce and marketing, in the last decade, by the professional public, business entities, consumers, employees, etc. Most authors (Matten, Moon, 2004; Anderson, Srinivasan, 2003; Srinivasan, 2002) reached a consensus that such way of business conduct places a consumer and his/her satisfaction at the centre of all business activities of companies. When it comes to corporate social responsibility in e-commerce regarding *on-line* promotion of tourist services and destinations, having summarized a number of scientific studies (Salwani et al, 2009; Werthner, Ricci, 2004; Morrison, King, 2002) it can be concluded that prevailing papers deal with the integrated approach to social responsibility, international marketing, and customer satisfaction.

In this context, online advertising as a basic element in e-commerce provides a wide range of potential consumers with access to up to date, comprehensive and personalized information (Lee, Turban, 2001). However,

since services cannot be checked before on-line purchase or booking, potential customers need all information on the website of a tourist service company to be up to date, accurate and relevant, so they can be sure that purchased services will satisfy their needs and desires. The problem lies in the fact that information placed *on-line* are often not completely accurate and current, and companies promise more than they can realistically offer to a potential customer.

Therefore, this study aims to analyze the moral and social problems that are subjectively and objectively present in e-commerce in online promotion of tourist services, as well as in relations between tourist and service organizations towards market participants, costumers, the public, the state and society, at local, regional and international levels.

2. Literature review

Social responsibility is a complex concept that involves the relationship of man to society, but also to himself. Dawkins defined corporate social responsibility (CSR) as a set of corporate responsibility, which includes economic, legal, ethical, and philanthropic responsibilities that companies undertake to conveniently coexist with its customers, market and shareholders (Dawkins, 2008). Due to complexity of the phenomenon of corporate social responsibility, some theorists differentiate four structural portions of this concept. According to them, corporate social responsibility should include: 1) ethical - philosophical part (so-called Corporate Social Responsibility - CSR1), 2) actual actions of managers aimed at interest of society (CSR2), 3) all business decisions must be based on ethical and moral values (CSR3), and 4) the process of making business decisions and corporate management must take into account religion, social issues, science, etc. (Garriga; Mele, 2004, str. 52). We can conclude that social responsibility includes several elements, and also it is possible to distinguish several types of responsibility within the given term, such as moral, legal, and social responsibility (Maric et al, 2011).

In addition to the above, the authors Thomson, Arthur and Strickland (Thompson, Arthur; Strickland A.J.; Gamble John) point out that companies truly committed to social and ethical management, tend to make socially and morally responsible behaviour as a fundamental component of its corporate culture (Thompson et al, 2008). The importance of integrating social and moral standards in business activity consists of a positive effect on long-term strategic success of a company. In this way, the creation of this kind of integrity is encouraged, which implies respect for customers, other companies, employees, competitors, society and the state.

When it comes to the perception of the concept of social responsibility in e-commerce, the authors (Morsing, Schultz, 2006) believe that socially responsible behaviour implies that companies by on-line ads of their products and services actually present what they can provide, by promoting only the actual values and characteristics of their products and services. The most sensitive segment of e-commerce, according to Kracht and Wang, is the sales and booking of tourist services, because they cannot be seen and touched, so the overall customer's knowledge is based on the information provided on the websites of the tourist service companies (Kracht, Wang, 2010). The basic tension lies in the fact that potential customers need adequate information to make a correct decision about their purchase, while, on the other hand, due to tougher competition and struggle for profit, on-line advertisers are trying to sell only the information that is sufficiently attractive and appealing to encourage the potential customers to make a purchase. A key question of the research is to assess how customers react to such form of commerce.

3. Research methodology and data

Bearing in mind the mentioned theoretical aspects and basic research question, null hypothesis **Ho** reads: application of the concept of social responsibility in e-commerce brings benefit to on-line advertisers, such as customer's satisfaction and customer's loyalty.

In order to test the established hypothesis, a quantitative, transversal research was conducted among global users of on-line buying and selling in the period from February to May 2014. Interviewed users are from Serbia, Turkey, Egypt, Italy and Spain. The survey was performed by a questionnaire, which included questions on how customers are informed about the concept of social responsibility, the assessment scale of customer satisfaction with tourist services, and preferences of the way of on-line purchase and booking of travel arrangements.

CAWI (Computer Assisted Web Interviewing) was used as a survey technique. The survey involved the tourist services users who voluntarily agreed to participate. The survey was conducted in the following three phases: 1) data collection through survey created for research purposes, 2) sorting and grouping of data, and 3) data processing by statistical analysis.

The sample was non-random and appropriate and falls into the category of large samples. Statistical set according to research goal and available options included 409 users of tourist services (Table 1).

Table 1. Research sample

	Structure	%
Turkey	86	21.0
Egypt	60	14.7
Spain	68	16.6
Italy	102	24.9
Serbia	93	22.7
Total	**409**	**100.0**

Source: author's calculation

The sample of tourist service users indicates that 24.9% of the total sample are passengers from Italy, 22.7% from Serbia, 21% from Turkey, 16.6% from Spain, and 14.7% from Egypt. Table 2 shows the distribution of respondents according to age. As can be seen, most respondents are 20 to 34 years (57.5%), which leads to the conclusion that this particular group most often uses the services of travel agencies. Respondents aged 35 to 44 years make up 14.9% of the sample, 45 to 54 years 16.4%, and older than 55 account for 11.3% of the total sample.

Table 2. Age structure of the survey sample

	Structure	%
20-34	235	57.5
35-44	61	14.9
45-54	67	16.4
55-64	33	8.1
65 and older	13	3.2
Total	**409**	**100.0**

Source: author's calculation

Majority of the sampled users of tourist services (Table 3) are women (62.3%), and then men 37.7%. The reason for such discrepancy is found in the fact that men are not in the mood for a survey and filling out the questionnaire, and that women pay more attention to details related to the quality of the services offered (e.g., accommodation, hygiene, price, distance from the beach, etc.).

Table 3. Sex structure of the survey sample

	Structure	%
male	154	37.7
female	255	62.3
Total	**409**	**100.0**

Source: author's calculation

The results that were obtained through empirical research were processed by means of statistical analysis, SPSS software. Descriptive statistics was used for summarizing the collected data, which by tabular and graphical presentations of frequency and percentages provides description of the results obtained in our research. Inferential statistics was used to test the null hypothesis and determine the existence of correlation and causal relationships between variables. The correlation between variables, data of which are coming from a nominal measurement scale, was established by contingency coefficient, while the correlation between variables with interval level data is obtained by Pearson correlation coefficient. The effect of the independent variable on the dependent one is determined by regression analysis, for cases that had previously demonstrated a significant correlation. The correlation coefficient was interpreted in relation to the following classification of the intensity correlation:

- r from 0.00 to ± 0.20 indicates no or insignificant correlation
- r from 0.20 to ± 0.40 indicates correlation of low intensity
- r from 0.40 to ± 0.70 indicates correlation of medium intensity
- r from 0.70 to ± 1.00 indicates correlation of high or very high intensity

4. Research results

How familiar the respondents are with the concept of socially responsible e-commerce and presentation of tourist arrangements was checked by a question that required a travel services user to explain his/her understanding of this concept (Table 4). The question was posed to all service users in all countries analyzed in order to verify if the understanding of this concept differs in the global market.

Table 4: Socially responsible presenting of tourist arrangements

	Turkey		Egypt		Spain		Italy		Serbia	
	F	%	F	%	F	%	F	%	F	%
Correct, accurate and timely advertising	10	13,3%	20	33,3%	26	38,2%	14	13,5%	9	10,4%
Business in accordance with the law and moral principles	18	19,3%	0		4	5,9%	18	17,8%	13	13,2%
Quality tourist services provided	2	2,3%	0		3	4,4%	4	3,9%	2	2,2%
I don't know	54	62,8%	35	58,3%	32	47,1%	58	56,9%	64	68,8%
Other	2	2,3%	5	8,3%	3	4,4%	8	7,8%	5	5,4%
Total	86	100,0%	60	100,0%	68	100,0%	102	100,0%	93	100,0%

	Value	p
Contingency coefficient	,235	,093

Source: author's calculation

Based on these results we conclude that tourist services users in all countries mostly do not know what the concept of socially responsible e-commerce is. The opinion that this concept implies true, accurate and timely advertising, buying and selling of tourist arrangements is shared by most (38.2%) travellers from Spain, while the largest number of travellers not informed (68.8%) are from Serbia. It can be concluded that there is no significant correlation between how passengers are familiar with the concept of corporate social responsibility in presenting travel arrangements and the country in which they live, as respondents provided equal answers in all surveyed countries. The next step of the research is to determine the percentage of respondents who collect information o*n-line* (Table 5). There is a high correlation between countries and the way of obtaining information (p<0.01). Namely, it is evident that the users of tourist services in Italy gather information from web sites to a greater extent (70%), in relation to other countries. This percent is also high in Spain and Serbia amounting to 60% of passengers, while only 45.5% of passengers in Egypt opt for Internet, explaining the reasons for such low percent, such as lack of computer equipment, poor Internet speed, and lack of fundamental knowledge on information technology. The Egyptians in particular emphasize their cultural and religious ideology that prohibits the use of modern technology and the Internet for communication, thus preventing them to participate in on-line commerce. Similarly, passengers in Turkey explain that a slightly lower percentage (56%) lies in the fact that the Internet as a marketing channel is prohibited by religious and cultural norms, as well as in insufficiently developed technology in some parts of the country.

Table 5: Obtaining information on tourist arrangements

	Turkey	Egypt	Spain	Italy	Serbia
On web site	56,1%	45,5%	66,2%	70,6%	60,9%
Personally in tourist agency	26,8%	36,4%	16,2%	17,6%	25,0%
By telephone			8,8%		
By leaflets	2,4%			2,0%	
Through friend, acquaintance	12,2%	18,2%	8,8%	9,8%	9,8%
Through unions and					3,3%
Other	2,4%				1,1%
Total	100,0%	100,0%	100,0%	100,0%	100,0%

	Value	p
Contingency coefficient	,371	,000

Source: author's calculation

The following information in the research concerns the request that users of tourist services indicate the reasons for (not) giving priority to information through the Internet and web sites (Table 6). The table shows that passengers from Serbia buy travel arrangements on-line with greater certainty that all mentioned information are true and fully realized, compared to travellers from other surveyed countries. Average score with tourists from Serbia was 3.62 (scale 1-5). This opinion is shared by Italians and Spaniards with similar trust of 3.25 and 3.20, respectively, in the local tourist agencies, while travellers from Turkey and Egypt are very suspicious, with an average score of less than 3.

Table 6. Average scores of trust in on-line touristic offers

	N	Minimum	Maximum	Mean	Std. Deviation
Serbia	55	1,00	5,00	3,62	,95240
Italy	72	1,00	5,00	3,25	1,04477
Spain	45	1,00	5,00	3,20	1,05744
Turkey	44	2,00	5,00	2,77	,93668
Egypt	25	2,00	2,00	2,00	,00000

Source: author's calculation

The following research question concerns the characteristics of the website where customers have most recently bought or reserved an arrangement on-line, and the certainty that the company will behave in a socially responsible manner, i.e. that it will realize everything stated in its on-line offer. Linear regression analysis (Table 7) was used as a basic statistical tool which confirmed that in Spain and Italy the number of on-line tourist offers is a predictor of passenger's certainty that a specific tourist-service company will realize all the information presented in the web site. The coefficient β indicates that the contribution of a large number of arrangements is statistically highly significant, i.e. that a larger number of tourist offers presented on the website of a tourist service company means that potential users of tourist services in Spain and Italy will be more certain that the presented offer will be realized. In Serbia, a significant predictor is accuracy of information, while the number of tourist offers and good layout of the web site

have no significant contribution to the trust passengers in tourist service companies.

Table 7. Characteristics of websites and certainty of socially responsible behaviour

	Characteristics of websites	**β**	**Std. Error**	**t**	**p**
Spain	Number of tourist offers	,812	,307	2,645	,017
Italy	Number of tourist offers	,752	,103	5,362	,000
Serbia	Number of tourist offers	,228	,205	1,038	,312
	Precise information	,446	,157	2,435	,025
	Good layout	,251	,185	1,176	,254

Source: author's calculation

The results in the following table (Table 8) show that travellers from Turkey, Spain, Italy and Serbia do not buy travel arrangements on-line solely because of lack of trust in the accuracy of the information presented. Users of tourist services from Egypt stated that the lack of information about arrangements was the most common reason why they did not use this type of purchase, and the lack of computers, the Internet access, etc. It should be mentioned that in Serbia, travellers appreciate personal contact, i.e. recommendations, advice, etc. However, although there are slight differences in the reasons why travellers do not opt for on-line purchase, additional analysis has showed no significant correlation between this variable and the country where tourist service companies operate.

Table 8. The reasons why customers do not opt for on-line purchase

	Turkey		**Egypt**		**Spain**		**Italy**		**Serbia**	
	F	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**
Not able to do it (do not use the internet or computer, do not know how to do it, etc.)	0	,0%	5	25,0%	0	,0%	2	7,1%	1	3,2%
Lack of information about offers	4	20,0%	**7**	**35,0%**	6	26,1%	8	28,6%	10	32,3%
Do not trust them	**10**	**50,0%**	3	15,0%	**10**	**43,5%**	**14**	**50,0%**	**12**	**38,7%**
Other	2	10,0%	0	,0%	0	,0%	0	,0%	0	,0%
Prefer personal contact	4	20,0%	5	25,0%	7	30,4%	4	14,3%	8	25,8%
Total	20	100,0%	20	100,0%	23	100,0%	28	100,0%	31	100,0%

	Value	p
Contingency coefficient	,389	,149

Source: author's calculation

In order to improve the socially responsible on-line trade, further research examined what would motivate the users of tourist services to opt for on-line purchase. Table 9 shows that all countries consider **reliably accurate information** presented on the website as a crucial factor. However, as the number of tourist offers and their precise presentation are found to be the predictor of customer's trust in the concept of social responsibility, tourist and service companies should take into account these two characteristics while presenting tourist offers on the websites. Consequently, it is necessary to formulate a model of socially responsible e-commerce and on-line advertising. Any company that implements the provided model would get some certificate that should be transparently published on its website.

Table 9. Motivation for the on-line purchase

	Turkey	Egypt	Spain	Italy	Serbia
Reliably accurate information	50,0%	100,0%	56,5%	64,3%	64,5%
Easier to use	40,0%		30,4%	28,6%	22,6%
Other				7,1%	3,2%
Don't know			13,0%		6,5%
Number of offers presented on the website	10,0%				3,2%
Total	100,0%	100,0%	100,0%	100,0%	100,0%

Source: author's calculation

Another important research question concerns the satisfaction and loyalty of on-line purchasers. In this context, a point-biserial correlation was established to test the assumption that satisfied customers are loyal to a service company that has met their expectations (Table 10).

Table 10. Point-biserial correlation

		Would you again use the services of socially responsible tourist and service companies				
		Turkey	Egypt	Spain	Italy	Serbia
Overall satisfaction with e-commerce	r	,537[**]	,342[**]	,718[**]	,467[**]	,568[**]
	p	,000	,007	,000	,000	,000
	N	86	60	68	102	93

Source: author's calculation

Answers in the variable relating to continued purchase of arrangements are coded so that a higher value represents users who would purchase again, while a lower value relates to travellers who would not.

Based on the obtained data it can be concluded that there is a significant and positive correlation between overall satisfaction with socially responsible presentation and re-purchasing of arrangements in the same company. In fact, travellers from all countries included in the survey are loyal to the company where they previously bought a travel arrangement, and with which they are generally satisfied and assessed its presentation as a socially and ethically responsible. A very high correlation between these two variables is observed on a sample of travellers from Spain, while a correlation of medium intensity is observed in Turkey, Serbia, and Italy. Although there is an indicated correlation between satisfaction and loyalty in Egypt, it is of a low intensity. These results confirmed that if customers were dissatisfied with the presentation of tourist services and the tourist service itself, they would decide not to travel with the same company, and that would result in reduction of the number of customers, and thus, indirectly, in reduction of market share of that tourist service company.

5. Discussion

The results of the research and the null hypothesis Ho lead to the conclusion that the expected results are achieved in accordance with the null hypothesis, namely that mechanisms and problems are defined that arise in e-commerce and online promotion of tourist services at local and global levels Hotspots of socially irresponsible business operation have been identified and it is now evident how the tourist service users are informed about the necessity to apply the concept of socially and morally responsible advertising.

The conducted research included checking if travellers are informed about the basic features of socially and morally responsible on-line advertising (Table 4). Between 6% and 19% respondents, depending on the country, stated that their first association was business in accordance with the law and moral principles. Percentage of respondents in all countries where the vast majority (47%-68%) of travellers are not fully familiar with the concept of socially responsible on-line presentation of tourist services is alarming. The respondents associate legal protection with the concept of social responsibility, and believe that tourist-service companies mostly comply with it. The exceptions are Egypt and Turkey, where the passengers mostly believe that travel agencies often do not abide by the law or socially responsible e-commerce.

The next part of the research is dedicated to the cultural and technological differences on the use of modern technology in online advertising in the analyzed countries (Table 5). We have found that high percentage of passengers in technologically more advanced and religiously more liberal countries (Italy, Spain and Serbia) use the Internet as a marketing channel (over 60%). The situation is different in Egypt and Turkey, where passengers less frequently choose online advertising (less than 60%), stating the reasons such as cultural and religious barriers, underdeveloped technology, unavailability or a weak Internet connection, etc.

The following research question concerns the motives and trust of the users who use this kind of service (Table 6). The results show that the average highest trust in on-line purchase is expressed by travellers from Serbia. Lower level of trust is showed by Italians and Spaniards, while Turkish and Egyptian respondents trust on-line presentation of tourist offers the least. The survey found (Table 7) that website design, as well as information presented, can significantly affect the perception of potential travellers about whether a tourist service company will behave in a socially responsible manner and whether it will actually realize everything from the on-line offer. The trust of Spanish and Italian travellers in on-line presented arrangements is mostly influenced by the number of tourist offers, while Serbian travellers highly appreciate accurate information. In Turkey, none of the features offered by the author is identified as a predictor of trust in on-line tourist offers. Overall satisfaction with arrangement purchase or booking made on the Internet varies between countries that participated in the survey. High dissatisfaction is present in Egypt and Turkey, while Serbian travellers have generally positive experience with on-line purchase, approximately 35%.

The most common reasons why customers do not purchase on-line (Table 8) are the lack of trust in the accuracy of information (38%-50%) and lack of information (20%-30%). In order to improve this kind of trade, the research was aimed at determining what would motivate passengers to purchase travel arrangements on-line. Reliability of the information presented on the website (50%-10%) in all countries stands out as the most important motivator. Given the previously determined predictor of trust - the number of tourist offers and their precise presentation, the tourist service companies should take into account these two characteristics in presenting their tourist offers on the website. Consequently, good website design can increase the trust of potential customers, and persuade them to use the services of a travel agency.

Further aim of the research was to determine the correlation between overall satisfaction with the service promoted and decision to again purchase travel arrangements via the same website (Table 10). The research shows that travellers from all surveyed countries are loyal to the agency in which they

previously purchased a travel arrangement, and with which they are generally satisfied. A very high correlation between these two variables is observed on sampled travellers from Spain (r=0,718), the correlation of medium intensity was found in Turkey (r=0,537), Serbia (r=0,568) and Italy (r=0,467), while an indication of correlation between satisfaction and loyalty is observed in Egypt (r=0,342). Such obtained data show that satisfaction and loyalty of customers directly reflect on the business of tourist service companies. If the users were satisfied with the way how tourist service was presented, they would decide to purchase again from the same company. Such action results in increasing number of customers and attracting new tourists, and therefore, it directly increases profits, business efficiency and market share of such company.

Finally, null hypotheses Ho was tested, saying that application of the social responsibility concept through website presentations brings benefit to tourist companies in the form of satisfied and loyal customers. Table 9 shows that users of tourist services, besides legal protection (Table 4), consider the reliability of resented information as the most important feature of socially and morally responsible on-line advertising. Such reliability refers to the most accurately presented information concerning the service itself, payment methods, booking, etc. As an additional mechanism for checking reliability, the respondents state the number and accuracy of information, layout of internet presentations, etc. (Table 7). Such reliable information and their precise and transparent advertising on the websites affect the company's positive image in the public and achieving customer loyalty and customer satisfaction. Correlation analysis showed that the ratio of total satisfaction with on-line offer and the decision to purchase arrangements in the same travel agency again is statistically significant (Table 10). It was found that service users who are satisfied with how travel arrangements are advertised on-line remain loyal to that travel agency, which can result in a larger number of loyal passengers and therefore greater profit and market share of the company. These results and the above facts confirm null hypothesis Ho and conclude that the application of the social responsibility concept in e-commerce and advertising brings benefit to companies in the form of satisfied and loyal customers.

5. Conclusion

Conducted research was primarily aimed at highlighting the importance of socially responsible e-commerce and marketing in on-line promotion of tourist services. Importance is reflected in terms of obtaining satisfied and loyal customers. Understanding the concept of social responsibility requires, above all, the necessity of defining social and moral issues that arise in promoting products and services via the web site. The problems range from presenting

false, outdated and misleading information, the use of complicated and non-transparent websites, to deliberate concealment of relevant information that could significantly influence the customer's choice. It is necessary to raise the awareness of market entities over the existence of such problems in e-commerce and advertising, and to refocus on-line marketing strategies from identifying needs, desires and interests of target markets, towards their satisfaction, in a manner better than competition's, which should maintain or improve the well-being of customers and society.

In this context, we propose to establish a model of socially responsible e-commerce and marketing that should be generally binding on all on-line advertisers. Acting under a given model guarantees to potential customers that the information concerning the promoted product or service is reliable, accurate and up to date. The ultimate goal of such model is to create loyal customers and improve the quality of on-line advertising. Such a model of socially responsible e-trade should be based on four main components, namely: legal protection, business and technical standards, international quality standards, and codes of conduct.

Figure 1. Model of social responsibility
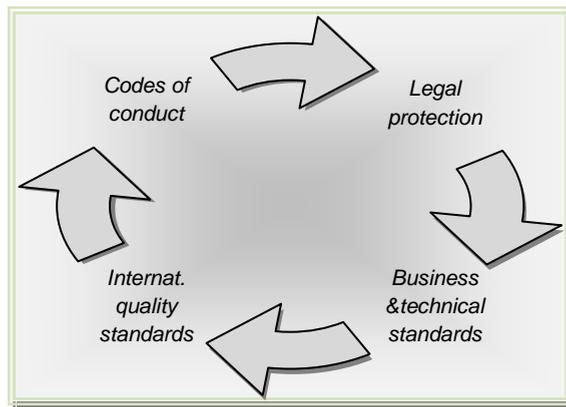
Source: author

In terms of legal protection, the applicable regulation regulating e-commerce and advertising should prevail, such as: Advertising Law, Consumer Protection Law, Law on Information, etc. Business and technical standards regulate a wide scope of business activities from pre-contractual obligations, conclusion of sales contract, rights, obligations and behaviour of employees, cost, quality, to post-contractual obligations and care for customers. They are complemented by ISO international quality standards, which define the basic rules for on-line advertising, arrangement, service and image of websites, etc.

Finally, the last component is codes of socially responsible behaviour, which should direct staff to socially and ethically responsible business behaviour, clearly specifying their obligations to customers and the market. In this way they become "human capital" that will make profit in a socially and morally acceptable way, achieving satisfaction of customers and the public, and the company.

The research results provide a basis for future research that should focus on expanding and systematizing knowledge of socially responsible advertising and e-commerce, pointing to the need for acceptance of new social and moral standards arising from the experience of global IT companies, as well as specific solutions for the introduction of institutionalization and standardization of social responsibility in e-commerce, marketing and advertising.

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