

Computer Web Data Application in e-Commerce in the New Era

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Abstract

Combined with the actual situation at the domestic stage, most of the application of this aspect of e-commerce are from the national policy documents, as well as local laws and regulations reflected in the inside, has not been aimed at e-commerce problems to establish a special application, can not reach a relatively high level of application. In particular, it can be seen from the existing e-commerce application content that the supervision of computer Web and restriction of e-commerce activities are basically emphasized, and consumer security right protection is not involved at all. So, in order to better provides consumers with security, the author carefully analyzes the electricity field by below about some of the problems of protection the right of consumer safety, separately introduces the specific meaning of the right of e-commerce and consumer safety, coupled with personal information, payment security, and the quality of the products such as multiple levels to discuss the security rights to protect consumers in the electricity field of key significance, and points out the various problems, finally, combined with the actual situation shows some improvement measures, hoping to promote the development of the domestic implementation of e-commerce is more and more good.

Keywords: Electronic Commerce, Consumer, Security Rights;

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1. Introduction

In the past few years, the scale of e-commerce has been expanding, setting off a wave of online consumption, which makes people obviously rely more on this form of consumption in their daily shopping activities. In terms of the form of online shopping, in fact, there are still great differences between it and traditional forms of consumption^[1-3]. The aim is to emphasize the connection between sellers and buyers through third parties. Even when we are very busy, some of us still spare some time to browse shopping websites every day. Although the emergence of these websites has brought great changes to people's lives, it has gradually become an important way for computer Web to enjoy lower price products. But these online shopping methods also

make the computer Web appear more and more losses. No matter network security or product quality, the rights and interests of the computer Web itself may be infringed, or even buyers and sellers may cause various conflicts and contradictions. What's more, the buyer is always in a weak position, unable to grasp the seller's actual information, but the seller is quite the opposite, and even some sellers will use the computer Web personal information obtained from the transaction process to threaten^[4-6]. Therefore, we are here to discuss the key issue of protecting the rights and interests of computer Web from the perspective of application and justice, and at the same time to make appropriate reference to the excellent experience gained overseas, hoping to find a better way to improve the current bad situation in the

e-commerce industry in China.

2. Overview of computer web applications in e-commerce

2.1. Definition of e-commerce

According to wto rules, e-commerce actually represents a variety of business activities, such as using the advantages of the Internet for research and development and marketing of related products. In detail, there are significant differences between it and the business activities inherent in it, which are mainly reflected in the following parts:

In the way of communication from the original face to face into the current network communication. In combination with previous business activities, buyers and sellers must meet in order to communicate about the transaction. If the buyer due to personal factors can not come to the site, then need to ask the agent to help to complete the transaction. But from the perspective of the electricity activities of now, only need to have the corresponding network platform as a bridge, will be able to realize the communication between the seller and the buyer, but as the buyer is unable to see the real product, only can be released through the sellers advertising or pictures to go to a general understanding of products, the overall structure is shown in the figure 1 below:

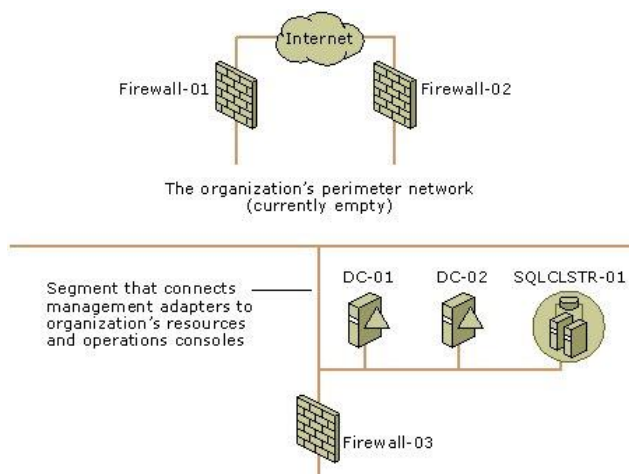


Figure 1. Electronic commerce system based on computer firewall.

In terms of transaction, the former face-to-face has been changed to the current third-party payment platform. In combination with the previous inherent business activities, people often need to complete the payment for a certain product by means of cash and bank card. However, for e-commerce activities, there will be no real money in the whole process, and all payments can be realized through electronic accounts and bank accounts.

In the way of contract from the past written agreement has become the electronic contract. The content of the contract has not changed at all, except that it has replaced the previous print version with electronic data. However, this also brings a greater risk factor, because electronic contracts need to be constructed through network channels, so once relevant protection is lost in network technology, it will easily lead to data intrusion. Especially in the establishment of electronic contracts, the identity of the parties cannot be effectively judged, so as to better ensure the security of electronic contracts.

It has become more widely traded. According to previous business activities, both sellers and buyers are constrained by space and time, which makes them unable to communicate and trade anytime and anywhere. However, judging from the current e-commerce activities, buyers can complete relevant transactions with sellers through the Internet at any time and anywhere. Even in other countries, it does not affect the smooth flow of online shopping activities, which is obviously more advantageous than the traditional business.

2.2. Definition of computer web application

Combined with the "Computer Web rights and Interests Protection Law" in the article 7 of the relevant content, which clearly points out: computer Web in the purchase, use of goods and services to enjoy the right of personal and property safety from damage. The computer Web application mentioned here, on the one hand, contains personal safety, such as the right of reputation, portrait and the right of life and health. In short, the computer Web has the fundamental right to ensure that the organs and

functions of the body are not harmed when purchasing or using products and related services. On the other hand, there is the right to property security, which means that any product or service bought by the computer Web must be secure.

3. Specific contents of computer web applications in e-commerce

3.1. Personal information security of computer Web in e-commerce

The virtuality and openness of the network increase the degree of trading risk of the network. In the stage of network trading, the computer Web needs to supply personal information to complete the price transaction smoothly. Therefore, selling personal information is very common in China. "Personal information" said is mainly to personal information to determine all the information effectively, not only covers the subject name and date of birth, and id card number and its social relations such as these, but also involves my employment with body appearance, as well as economic conditions with the relevant documents such as privacy. It means that any data or information about the person can be regarded as personal information. This shows that it covers a very wide range. Moreover, driven by network technology, even the chat records we usually form in various social applications are naturally divided into the main scope of personal information. But until the present stage, China also have been alone for personal information security to establish relevant legal system, even in its relief channels is very fuzzy, lack of relative perfect relief mechanism, makes you also lack a strong sense of rights, and from the practice is not easy.

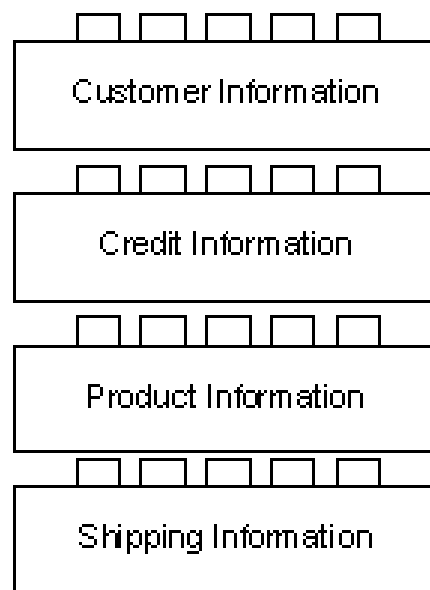


Figure 2. The "building blocks" model of e-commerce.

The figure 2 above is enough to show that China's current legal regulations simply cannot meet the needs of The Times. It can be protected only through criminal law and civil law, as well as through administrative law. Even in many laws, the issue of personal information security will be involved, but its content is not comprehensive enough. Although each law is more or less introduced, they are not closely related to each other, so they can hardly play a significant role. If it cannot be applied separately, the right to personal information security cannot be distinguished in more detail according to the types of rights, such as the right to access and the right to modify, and the right to delete and the right to remedy. In addition to not being able to figure out what the subject of rights and obligations is; Nor can the channels of relief be identified.

3.2. Payment security right of computer web in e-commerce

From the point at this stage, because the network payment has obtained the very good development, makes the corresponding virtual account plan also has in all industries have got popularity, but from the point of view they have achieved, created virtual currency and related account basically not on another web site to use, just as the internal channels to make

full use of, has not yet formed a more perfect circulation mechanism, although has obtained a large number of fans, but do not have a strong incentive to will continue to improve the payment system. In addition, e-commerce transactions in this aspect also gradually appear the corresponding credit crisis, we are more common or personally experienced the situation is nothing more than the following several: the first is directly in the contract to cheat; The second is the deliberate bidding, the third is the existence of false transactions, the fourth is the disregard of the legitimate rights and interests of the computer Web. The above situation fully illustrates a problem, that is in the electronic commerce is widely used at the same time, it also produces a lot of corresponding security payment problems, so, now must be solved as soon as possible the key problem is the security of network payment.

3.3. *The right of commodity transaction security of computer web in e-commerce*

Security of electronic transactions is a very thorny issue for e-commerce companies. The main reason is that after computer Web purchases products through the e-commerce platform, it still needs the help of the logistics distribution system to get the goods. Therefore, computer Web often needs to pay in advance before the seller can find the express company to deliver the goods. In the whole transaction link, in addition to buying and selling, there are also four major institutions including settlement, distribution, communication and e-commerce certification. With the intervention of multiple subjects, it is easy for e-commerce transactions to encounter various problems. For example, after the computer Web has paid its way through the process, sellers hold off on shipping, ultimately lengthening the time it takes for buyers to get their goods. There are even some sellers who firmly grasp the consumer psychology of buyers, knowing that everyone likes wearing famous brands, so they secretly imitate those famous brands and then sell them on online shopping platforms at a cheaper price. Only in terms of its propaganda pictures and

texts, we can not tell the truth of it, so it will let many computer Web have been deceived. But because the product quality does not exist problem, so the seller does not allow the buyer to return without reason.

3.4. *Commodity quality and safety right of computer web in e-commerce*

In e-commerce, the computer Web and the online operators do not meet, only through the operators published online advertising and other relevant information to understand the specific situation of goods and services. Although computer Web can use network communication tools such as Taobao Ali Wang to communicate with operators, computer Web is still in a passive position when choosing goods, and cases of quality and security problems often occur in the purchase of computer Web in e-commerce. In addition, the proliferation of online advertising is also an important reason why product quality is difficult to distinguish whether it is safe or not. As for e-commerce, computer Web mainly USES online advertisements to understand the specific information of commodities. It is characterized by strong interaction, wide coverage and diverse forms, as shown in Figure 3 below:



Figure 3.An e-commerce map based on computer web.

Some illegal operators will use the false account registration, or even to find a person to brush bills and other means to make their online store credit higher, but in fact, this transaction has not been completed, but very good to blind the eyes of consumers, so that they do not know the truth in the case of consumption. Even on some products, various measures are often taken to reduce consumers' vigilance. For example, many stores will use the words "all natural" and "no

chemical substances" to deceive consumers. Finally; it is reflected in the unreal promotion. Specifically covers two parts, one is untrue information, and the other is untrue advertising. For example, when we usually shop online, we will find that there is no same level between the buyer's show and the seller's show. The reason for this situation is that the art designers in the store have made extreme changes to the pictures with the help of Photoshop technology. Therefore; it can be found that in the e-commerce industry, it is basically difficult to ensure the quality and safety of products.

4. Problems faced by computer web application protection in e-commerce

4.1. The security of computer web personal information in e-commerce is threatened

First, to take illegal means to collect computer Web personal information. In order to achieve a certain business effect, or for other reasons, so that e-commerce business personnel in ordinary times often need to collect computer Web personal information for use. In addition, the current online shopping environment is very common, and the computer Web will register some private accounts through the Internet channels, so it is equivalent to providing merchants with a perfect opportunity to obtain their personal information. Moreover, network shopping itself has the characteristics of remote transactions, and can achieve online recharge and online mail and other functions, so more convenient for businesses to the real situation of the computer Web for a thorough understanding, and directly by businesses widely used in the scope of their own beneficial activities.

Second, take improper means to use computer Web personal information. In principle of web site for computer supplies specialized services or trading information only can be used in its original purpose, but it didn't tell the computer web merchants, is to use computer web personal information, the infringement behavior, in fact, using the web personal privacy information of the computer,

concrete show in these respects, for example, figure 4, the condition of the computer web personal information concealment apply for many times, even in the deal, in the process of the retribution and fully reflect the and so on.

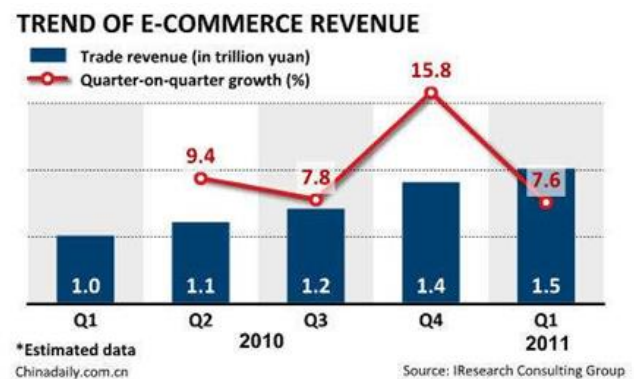


Figure 4. Analysis of the development trend of e-commerce in the new era.

As you can see from figure 4, it is easy to destroy control of personal information on the computer Web. Because every consumer researchers for the condition of your personal information using is have a right to control, which is involved with reasonable channel to access to personal data, to improve and change of personal information, the computer web can after use personal information to complete their own purpose, choose to delete the network account of personal information. However, in specific practice, the network computer Web controls the right of personal information and weak cognition, its information is often stolen by operators, even the traditional business model, the computer Web will meet the same situation, but it is not as big as the impact of the current Internet.

4.2. Risks exist in consumer payment security in e-commerce

The first is system and network risk. E-commerce is usually based on the network, but for the network, it also has the corresponding physical support, that is, all the hardware facilities, but according to the aspect of hardware facilities, it will cause the corresponding security risks due to different factors, such as hackers and the invasion of related viruses.

The second is communication risk. Specifically reflected in the following aspects :(1) someone will pretend to be a computer web to put forward trading orders;(2) Due to the disclosure of passwords and other important information, customer information was stolen by others;(3) The security of communication cannot be guaranteed, which usually means that the network communication protocol software is not secure enough.

Under the environment of network group purchase, due to the role of each platform is not the same, so makes the computer web with each platform has a very complicated legal relationship between, suppose we will online shopping platform as a service management personnel's identity to treat bilateral market, then by its supply of services is more comprehensive, covering both the information and credit, at the same time also includes third-party payment, to merchants and computer web for queries and transactions and related activities has brought great convenience. This is obviously different from the previous two-sided market, because the online group-buying platform only charges for one party, which means that the computer Web realizes the relevant transaction through this platform completely free. In this way, in the eyes of computer Web, in fact, the platform also belongs to the operator, so both sides also have the relationship between computer Web and ordinary businesses, and as a platform playing the role of business identity, the legitimate rights and interests of computer Web need to be fully maintained.

4.3. Hidden dangers exist in the right to perform security of commodity transactions in e-commerce

First, before the product transaction, as long as buyers think sellers in the transaction process of the damage to his legitimate rights and interests, so they are able to directly to your door with the theory of the seller, even if you don't want to deal with the seller, also be able to disappear assist or court, to use legal means to defend their legal rights and interests, e-commerce product market structure shown in the figure 5 below:



Figure 5.The overall structure of e-commerce in the new era.

In addition, in the process of e-commerce transaction, it has extremely obvious virtual characteristics. Even if the seller really violates the legitimate rights and interests of the buyer, the buyer may not even have the opportunity to protect its rights. Because the seller's business status has been changing, and even can not control its business hours, so as a buyer, there is no much chance to achieve their rights. Moreover, some shops are established temporarily in order to carry out fraud. As long as they successfully swindle the corresponding sales from buyers, they will immediately stop business, so that even if the product has quality problems, the follow-up can not find a way to protect their rights.

Second, in addition to delayed performance, some operators even reject the transaction itself. How to make the offer and acceptance between the parties who have not met credible, and how to effectively make the defaulting party take due legal responsibility when the debt is not performed, these problems are closely related to the realization of computer Web security right. The delay and non-performance of e-commerce operators do the most damage to the confidence of e-commerce to the computer Web. At this point, the computer Web often finds it difficult to prove that it has not kept electronic records of business contacts and has not completed signatures and receipts.

4.4. There is no guarantee of commodity quality and safety in e-commerce

In the network shopping link, the exchange of

information is the most critical. Users mainly use online channels to consult relevant information and understand the corresponding situation of products and services. They have no face-to-face contact with the business, no direct view of the product, or even little knowledge of it. At this stage, online shopping is to implement online payment before you can buy products. So it's not a just-in-time transaction. At present, product quality and safety cannot be greatly guaranteed. If there is a contradiction, merchants and the platform will often shift blame on each other. And disappear assist again do not have too big authority, cannot deal with the contradiction of remote network shopping efficiently. Other avenues of complaint simply do not deal with the various aspects of the dispute. Besides in the stage of the network trade, computer web often because of information asymmetric, is always better than operator is weak, it is difficult for operators to supply products and services information fully grasp, more to the operator's true identity is not clear, in the absence of a careful reading, on the contract signed, can't and operators in a trade under the background of equality. So, even if the product has a problem, it is not easy to carry out rights.

5. Conclusion

Electricity as a whole, mainly in the Internet as the basis, but the network has the characteristics and openness, makes every person can use the network to the actual personal identity and address for packaging, as people joked, "no one knows the computer with a dog", after making a dispute in the electronic commerce is difficult to determine the operator's specific information. In fact, in cyberspace, operators and the computer Web rely on the invisible information superhighway of network language. That is, in the online world, there is not much relationship between physical location and scope, which makes it difficult to locate a trade location in many cases. Harder to match with a particular jurisdiction. Therefore, it is difficult to determine the jurisdiction of a cross-regional or transnational transaction once it

comes up against a dispute.

In addition, because buyers and sellers do not have to meet, sellers generally do not provide buyers with the relevant receipts. Even if records exist, some sellers will use electronic technology to damage the evidence of infringement to ensure their own reproduction, making it difficult for the Computer Web to implement their claims.

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