

Quality e-commerce: Business commitments assumed for the consumer's benefit [El comercio electrónico de Calidad: Compromises empresariales asumidos en beneficio del consumidor]

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Companies must adapt to the new times. In this sense, to reach a larger market niche, they must also operate on the Internet. Commercial transactions carried out over the Internet may imply a certain degree of distrust for the consumer. This appreciation is not always unfounded, given that some companies fail to respect applicable norms, in this way acting in clear detriment to potential customers. In any case, with the aim of publicly certifying that they are indeed reliable, for commercial purposes, certain websites in Europe and Latin America exhibit different logotypes as guarantees to demonstrate their fulfillment of consumer requirements. Such logos tend to be based on rigorous paradigmatic codes of conduct in that field. The procedure that we comment upon constitutes a suggestive manifestation in the realm of corporate social responsibility. The effects of such a decision are visible in a number of scenarios. In effect, among other aspects, they have repercussions on visits by potential customers to compliant websites, the capture of real customers, volume of sales, image of corporate character and the quality-price relationship of the product and/or services offered.

B2C e-commerce

Codes of conduct

Consumers

Corporate social responsibility

Trust mark