

Research on E-commerce Enterprise's Network Public Opinion Handling Mechanism and Crisis Public Relations Strategy

Wen Shen^{1,*}, Huaping Yuan², Jingyuan Hu¹, Jinqi Liu¹, Yichao Xiang¹ and Pin Lv¹

¹*School of International Economics and Trade, Anhui University of Finance and Economics, Bengbu, Anhui, China*

²*School of Finance and Public Administration, Anhui University of Finance and Economics, Bengbu, Anhui, China*

*Corresponding author: shenwen3823@foxmail .com

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Abstract: In the Internet business era, online public opinion has had an important impact on the operation of e-commerce companies. In order to obtain a good corporate image, reduce the negative impact of online public opinion on the operation of e-commerce companies, strengthen public opinion risk early warning, and conduct crisis public relations have become an important issue for the development of e-commerce companies in the Internet era. The main research content of this project includes the following aspects: The first part is about the relationship between online public opinion and the operating performance of e-commerce companies. It mainly analyzes the positive and negative effects of online public opinion on the business performance of enterprises, and points out that enterprises should establish a risk warning mechanism for online public opinion to guide the development of public opinion in a direction that is beneficial to the enterprise. The second part is the handling mechanism of online public opinion of e-commerce enterprises. The network public opinion handling mechanism is mainly established from the aspects of public opinion to research and judgment, public opinion management, and public opinion prevention and recovery. The third part is the public opinion public relations strategy of e-commerce enterprises. Establish crisis public relations strategies from within the enterprise, the enterprise and the government, the enterprise and the third party, and the enterprise and the media. For example, the establishment of corporate internal crisis public relations team, the use of the self-media platform to improve the internal crisis management system, turn passive to active, build a socialized multi-party trusted data sharing platform, and strengthen the cooperation between the enterprise and the government, the media and third-party industries, etc. By constructing an efficient online public opinion processing mechanism for e-commerce companies, this project promotes high-quality and valuable analysis and judgment of online public opinions, and promotes

effective solutions to practical problems; in the process of guiding public opinion, it protects corporate reputation, brand image, and Financing environment, etc. The project research results have reference significance and promotion value for the development of e-commerce enterprises in the Internet era.

1. Online Public Opinion and E-commerce Enterprise Operating Performance

1.1 Research background and current situation

Internet public opinion is a kind of online behavior that the majority of netizens express their self-awareness and personal demands through the Internet platform. With the emergence of new media and the development of corresponding technologies, Internet public opinion has different characteristics from traditional public opinion, such as group effect and accidental aggression. The characteristics such as sexuality and relative anonymity can attract the attention of a large number of people in a relatively short period of time. This means that the generation of public opinion cannot be effectively controlled from the source, and it also reduces the influence of official speech. Its specific characteristics have three points: First, the group effect is obvious, and public opinion is polarized: second, it spreads extremely fast and heats up in a short period of time; finally, the development of the situation is complicated and has a two-sided nature [1]. According to the survey, the main groups of Internet users in my country are school students and young and middle-aged people under the age of 35, and due to the development of Internet technology, the Internet community will become more youthful. These group thinkers are active and are keen to express their personal opinions in hot events and online topics. However, due to their insufficient social experience and insufficient independent thinking ability, they tend to blindly follow the trend due to the herd mentality, which also leads to frequent online public opinion. In a very short time, it develops in an uncontrollable direction. Under the network model with distinct group effects, netizens' speeches often appear polarized. Two kinds of opposing and contradictory supporters often break out fierce language conflicts on the Internet, leading to the formation of a group polarization effect. The development of the Internet and the emergence of new media have made the transmission of information extremely fast in this era. In terms of the means of information dissemination, the carrier of network dissemination is optical fiber communication lines, combined with the use of digital technology, optical fiber communication technology and satellite communication technology. The information dissemination speed can be calculated in seconds. This kind of information dissemination speed greatly exceeds that of traditional media. Speed, almost realize the synchronization of information sending and receiving. Netizens often express their personal opinions on hot issues and emergencies on the Internet. Therefore, Internet public opinion is often generated in a short period of time, quickly fermented, and spread widely throughout the Internet. Traditional news media, such as television, radio, and newspapers, often push positive news. However, in the current Internet age, the information dissemination environment of new media is more complicated, and netizens' comments on the Internet have gradually become a trend. Free speech Rights are greatly facilitated. In the open cyberspace, the effect of group polarization can easily lead to the phenomenon of "leaning to one side" in public opinion. Therefore, online public opinion has a two-sided nature.

As a product of the mobile Internet era, e-commerce companies are more affected by online public opinion, so it is necessary for e-commerce companies to manage online public opinion.

There are two characteristics of online public opinion management in my country's e-commerce companies: one is that it mainly relies on traditional media in its propaganda work, the communication method is rigid, and the communication channel is single; the other is that there is no special public opinion management organization in the enterprise organization or the public opinion management organization is not systematic. New media can gather a large amount of information and opinions through a flat communication system, and build a large-scale personal-based information terminal, but enterprises have insufficient awareness of this. In an environment where new media dominates public opinion, these characteristics will bring risks to the management and control of corporate public opinion. The reasons are as follows:

First, the new media environment brings huge challenges to the management of online public opinion. In the era of new media, online information is spreading rapidly, showing complexity, variability, and suddenness. For e-commerce companies, online public opinion has many explosive points and great influence, and most of the problems are related to the immediate interests of netizens. There will be a more obvious butterfly effect, and traditional public opinion solutions cannot satisfy the management of online public opinion.

Secondly, many e-commerce companies pay insufficient attention to online public opinion. Many e-commerce companies do not fully estimate the power of online public opinion, but regard it as an excessive online venting behavior. Therefore, will they often give full attention to the public opinion generation stage and take corresponding actions? This led to the fermentation of public opinion, and the company fell into a passive position and suffered greater losses. It can be seen that some e-commerce companies lack foresight and predictability in online public opinion management, are less sensitive to public opinion, lack risk awareness, and it is difficult to deal with online public opinion in a timely manner.[2]

Thirdly, information transparency is low, unable to meet people's psychological expectations. With the continuous development of network information technology in the era of new media, the people's demand for information is also greater. As a for-profit organization, an e-commerce company must not be transparent enough about its internal information for ordinary people, which has become a hidden danger of online public opinion. The opacity of information will inevitably lead to subjective judgments in public opinion. Netizens, dressed in the cloak of the Internet, tend to think that the development of things is consistent with their own subjective judgments, often causing the content of public opinions to run counter to the truth of the facts.

1.2 The relationship between online public opinion and the operating performance of e-commerce companies

The rapid development of the Internet has led to a rapid increase in the speed of information dissemination, and the development of social economy has also led to a substantial increase in the number of Chinese Internet users. On this basis, the scope of influence of online public opinion is getting wider and wider, and its influence is getting bigger and bigger. For an e-commerce company, the Internet is a platform for their business operations. The public opinion orientation of a company on the Internet determines their business performance, and even determines the success or failure of an enterprise.[3] Therefore, if e-commerce companies want to stand out in the fierce market, they must control public opinion, establish a public opinion risk warning mechanism, always control public opinion, and always maintain a good corporate image.

1.2.1 The positive impact of online public opinion on the operating performance of e-commerce companies

- (1) Improve corporate brand influence

A good public opinion environment will bring a lot of positive traffic to companies. Many new media keep up with the trend of public opinion, and further help companies gain popular opinion, establish a good corporate image, and increase brand added value. After ERKE donated 50 million yuan to the Henan flood disaster, many new media spread the news widely. For a time, the name of ERKE's conscience domestic brand was immediately known by many netizens. ERKE became a well-known big brand overnight.

(2) Drive business performance

Good online public opinion makes the company have a good image in the minds of the people, will get the people's first choice and get more income. Under the condition of fixed market demand, the company's market share will increase, further consolidating its dominant position in the industry. After ERKE donated 50 million yuan, many netizens poured into ERKE live broadcast rooms and physical stores. In just three days, ERKE Taobao flagship store live broadcast sales reached 107 million yuan. The sales volume of ERKE reached an unprecedented high that month, occupying sports shoes. The majority share of the field.

(3) Promote enterprise innovation and reform

The increase in income and the increase in market share make the original business model and management model of the company no longer meet the needs of the company. Therefore, the company needs to innovate and reform its original model to make itself more suitable for its own company's position in the market. And the image among the people. ERKE has fewer physical stores, and online stores were not tepid. After this incident, ERKE will surely use this opportunity to open more offline stores, and at the same time vigorously develop online stores to achieve permanent traffic monetization.

1.2.2 The negative impact of online public opinion on the operating performance of e-commerce companies [4]

(1) Reduce brand influence

Negative Internet public opinion will make the public lose confidence in the brand, make the corporate image established by the company suffer, and reduce the added value of the corporate brand. Simba's company "Xin Xuan" has been carrying out live broadcast delivery under the name of "farmer's son" and "not letting the people suffer." Simba himself was once a well-deserved "brother" in the live delivery industry. However, after Simba's sale of fake bird's nests to obtain high profits was exposed, the brand influence of "Xinxuan" company also fell to the bottom.

(2) Reduce business performance

Due to the rapid fermentation speed of online public opinion, it will have a huge impact on the company in a very short time, and it will also have a huge impact on the production, operation and sales of e-commerce companies. The income of the enterprise decreases, the market share decreases, and the market position decreases. Simba's company trained a large number of live delivery personnel to carry out live delivery on short video platforms. After Simba's sale of fake goods was exposed, the live broadcast rooms of Simba and many of the company's personnel were banned. The heat is far less than before. The goods effect is far worse than before.

(3) Reduce the company's future development capabilities

The loss of consumer groups makes it impossible for companies to recover to the state before the online public opinion occurs within a period of time, the development speed of the company will also slow down, product innovation and upgrading will also lag behind, reducing the company's future development capabilities. Just as Simba's company was no longer in the same pomp after Simba sold fakes, not only Simba's personal live broadcast room was banned, but Simba's ability to carry goods and the level of goods delivery were far worse than before. The company's development has stalled.

1.3 Significance of establishing an early warning mechanism for online public opinion risks of e-commerce companies

In order to respond to online public opinion and reduce the negative impact caused by negative online public opinion, e-commerce companies should establish an online public opinion risk early warning mechanism. Establishing an early warning mechanism for online public opinion risks can help e-commerce companies improve their ability to judge beforehand, conduct internal inspections within the enterprise, screen out the angles that are most likely to trigger online public opinion, and provide solutions for online public opinions from all angles. This can increase the response speed of e-commerce companies in responding to online public opinion, and give a satisfactory response to netizens in the shortest time. When the popularity of public opinion is not yet at its highest point, it will cause a reversal that is beneficial to the company. Negative effects are minimized.

Establishing an early warning mechanism for online public opinion risks can also help companies discover their own problems, and correct them when their own problems have not yet been exposed or triggered online public opinion. That is, when a company of the same type triggers negative online public opinion due to internal reasons, its own company can check on its own issues to prevent its own company from triggering negative online public opinion due to similar problems, which will have a negative impact on the company [5]. Therefore, the research on the early warning mechanism of public opinion risk in e-commerce network will help e-commerce enterprises to develop in a healthy, stable and lasting way and form an orderly social order.

2. E-commerce Enterprise Network Public Opinion Handling Mechanism

2.1 The general law of the spread of public opinion

At the beginning of the 21st century, due to the early development of the Internet, the public's reliance on the Internet was low, and online public opinion was mainly guided by traditional authoritative media. With the popularization of Internet technology, some public social platforms have emerged to provide ordinary people with The channels for obtaining information and the space for discourse expression have the influence and enthusiasm for quickly gathering and expanding the development of public opinion[6]. The occurrence of cyber incidents is often accompanied by the discovery of real incidents, which spread rapidly in the form of a network. The propagation process of my country's e-commerce network public opinion events can be roughly summarized into six stages, namely, the formation stage of the network public opinion, the fermentation stage of the network public opinion, the climax stage of the network public opinion, the decline stage of the network public opinion, the repeated stage of the network public opinion and the development of the network public opinion. The death phase.

(1) Formation stage

The Internet accepts a large number of new topics every day, and public opinion on the Internet is formed in thousands of information and topics. Topics with popular focus often contain sensitive words or hot events. The whistleblower exposed the incident and the incident appeared in the public's field of vision. Netizens with the same emotional inclinations would pay attention and forward it one after another. At the same time, online opinion leaders will be attracted by these events and bring likes, reposts, and comments. At this time, public opinion is initially formed.

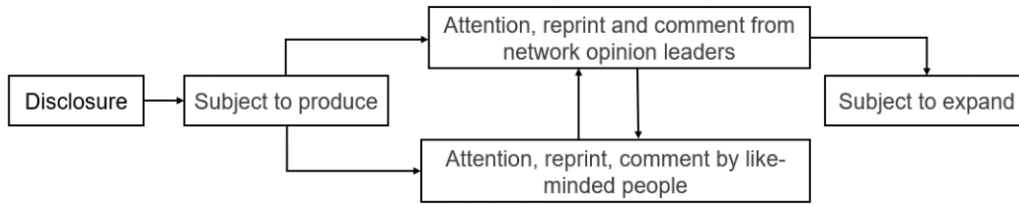


Figure 1: Schematic diagram of the formation stage of online public opinion

(2) Fermentation stage

In the fermentation process of online public opinion, in order to meet their own traffic needs, many new media will explode the news at the fastest speed and carry out continuous follow-up reports. Often the reports of traditional media are different from the fragmented discussions of the masses, and the statements made are more comprehensive and objective. As the amount of information continues to increase, netizens will trigger further thinking, have different attitudes towards the event, and gradually form two or more conflicting views, and they will argue with each other, so that online public opinion continues to advance and enthusiasm continues to rise. Internet public opinion is rapidly heating up.

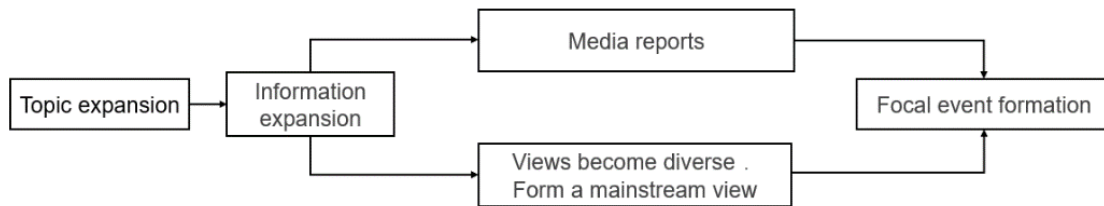


Figure 2: Schematic diagram of the fermentation stage of Internet public opinion

(3) The climax stage

During the climax of online public opinion, the popularity of public opinion reached its peak, and the public opinion and sentiment of netizens had risen unprecedentedly, and the number of followers reached the highest point. Netizens will use their "experiences" in real life to criticize and emotionally vent events on the Internet. They only define one side of the matter and cannot truly achieve an objective and rational evaluation. In recent years, with the commercialization of online media, network promoters such as the cyber navy have used online hype and malicious incitement to complicate online public opinion and accelerate the extreme emotions of Internet users.

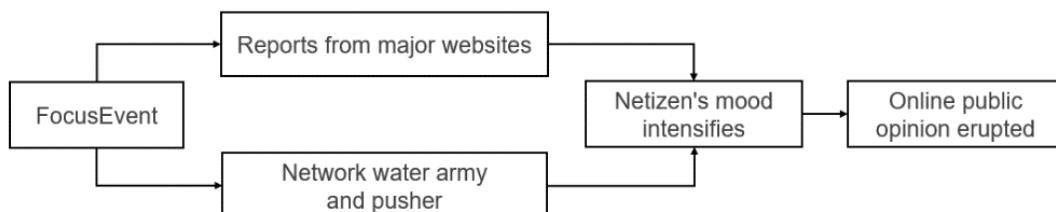


Figure 3: Schematic diagram of the climax stage of online public opinion

(4) Decline stage

After experiencing the peak climax, the online public opinion turned into a downward trend and began to enter the recession stage. Since in the previous stage, netizens' devotion to hot events and

backlog of emotions have been fully vented, the attitudes of netizens will also level off with the response of the victims and the relevant persons in charge of the authorities, and attention to events will also be gradually relaxed, the public opinion enthusiasm on the surface will be correspondingly reduced. At the same time, the investigation of the incident by the relevant departments will gradually deepen in the recession stage. Most of the media will tacitly boo at the same time because of the appearance of the investigation results.

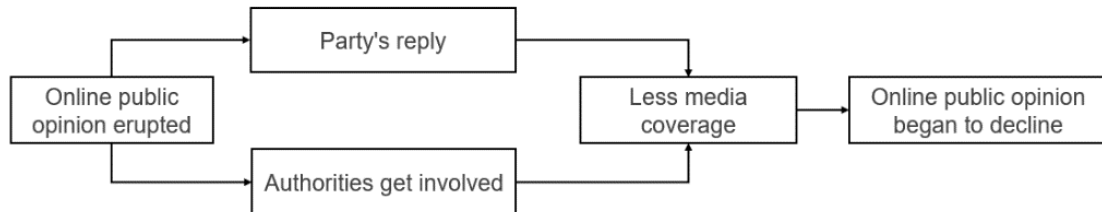


Figure 4: Schematic diagram of the decline stage of online public opinion

(5) Repeating stage

In the network public opinion evolution model, especially the model with multiple fixed peaks and repeated peaks, the repeated stage of network public opinion often appears. The manifestation of this stage is generally the roundabout fluctuations and violent fluctuations of public sentiment. The public's reaction to the incident is generally relatively flat during the repetitive stage of public opinion, and the focus of the incident is often only inclined to the supervision of the government's handling and response measures. In most cases, the public recognizes the behavioral methods of the authorities and the government's impartial authority and professionalism. Therefore, the reaction is usually stable. However, there are also dissatisfaction with the authorities' response and practices that are difficult to agree with, and thus question the authority of the government. There will also be a rapid rise in public opinion-related heat and a large amount of public dissatisfaction in the society.

The changes in public sentiment at this stage mainly depend on the attitudes and practices of the victims or relevant authorities. Especially in recent years when the Internet has been rapidly popularized, while the number of Internet users has increased dramatically, the background and knowledge levels of Internet users have become more complex and diverse. Any kind of response, as long as it is considered by the public to be irresponsible and sloppy, will face the straightforward refutation and criticism from the masses of netizens. It is also very likely that improper government intervention and operations will trigger a climax of public opinion in the event. This will undoubtedly add the authority and credibility of government agencies.

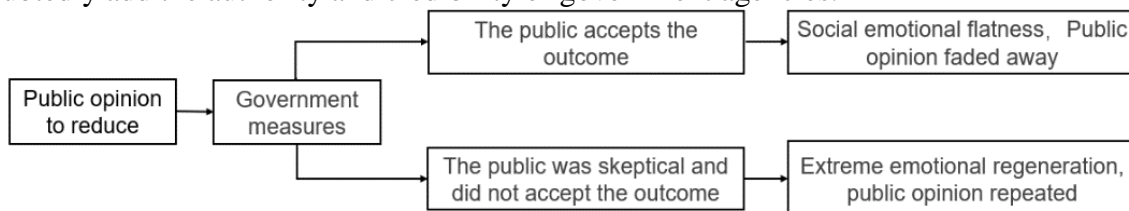


Figure 5: Schematic diagram of the repeated stages of online public opinion

(6) The extinction stage

When the public opinion event entered the end period, the public opinion really entered a stage of declining, diminishing, and finally disappearing at the beginning. After public opinion incidents were properly resolved by the victims and the relevant authorities in the previous iteration, the

public's attention to public opinion incidents gradually declined until they disappeared. The news reports on media platforms and various portals also followed the same trend. Public attention will also be shifted to more recent public opinion events as the original event is characterized.

At this stage, the gradual reduction and transfer of public sentiment cannot be achieved spontaneously and satisfactorily through the passage of time. Compared with the previous stage, this stage tests the prudence, sincerity and sincerity of the authorities and the effectiveness of the media organization platform. Fit.

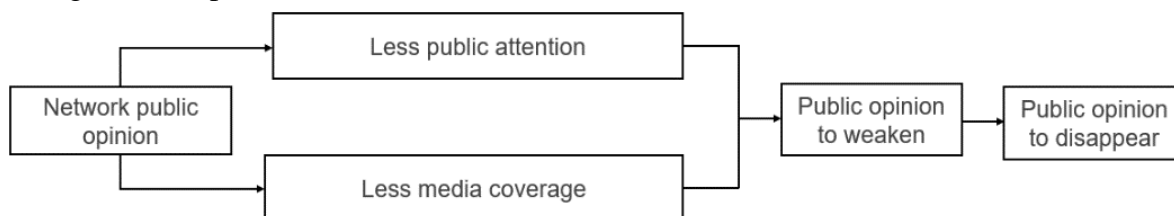


Figure 6: Schematic diagram of the demise stage of online public opinion

2.2 The trend of public opinion research and judgment and optimization ideas

The development of online public opinion on e-commerce enterprises can be divided into two aspects: favorable and unfavorable. Favorable online public opinion can improve the short-term business performance of the enterprise. Unfavorable online public opinion may lead to adverse effects such as reduced reputation and decline in sales. Analyzing the negative and positive trends of online public opinion can guide the positive development of online public opinion from the root and turn adversity into good times. Next, this article starts with two cases where MXBC was declared "employees to squeeze grapes with their feet" and ERKE donated 50 million under heavy rain in Henan, and compared the two companies' different ways of handling public opinions in the face of crisis to obtain different results. The difference between the two, leading to optimized ideas and countermeasures for the benign development of public opinion.

2.2.1 Analysis of the negative path of online public opinion-taking MXBC as an example

Regarding the negative dissemination of online public opinion, this article selects the case of MXBC being declared "employees to squeeze grapes with their feet" as the object of analysis.

On January 3, 2021, Douyin user "Henan MXBC Beverage Co., Ltd. Zhengzhou Branch" uploaded a video showing a woman stepping on fresh grapes to squeeze juice. The video accompanying the video said, "Michelle Bingcheng freshly squeezed grape juice", in the video, the woman did not wear any auxiliary tools.

Once the video was released, it immediately attracted the attention of a large number of netizens. In addition, Douyin's huge data traffic and some bloggers maliciously forwarded the hype "employees barefoot on grapes to squeeze grape juice" without being confirmed by them. Soon boarded the hot search list of the day. In the comments on the video, there was a message saying that this type of operation requires at least tools such as footwear, and some netizens questioned whether it has athlete's foot. The Douyin account of "Henan Michele Ice City Beverage Co., Ltd. Zhengzhou Branch" responded by saying, "I don't know about athlete's foot, there must be some on the feet." The negative Internet public opinion of the incident has been pushed to the highest point.

Finally, MXBC issued a solemn statement, explaining the negative online public opinion from the source, and quelling the negative online public opinion through legal rights protection, but it still had a serious adverse effect on the company.

In the entire process of the above incident, the path of negative effects of online public opinion is shown as follows: First, the company's negative news is known to a small number of people through the data traffic platform, and some Internet opinion leaders are attracted by it and forwarded comments. Netizens spontaneously respond to the incident. Discuss, this is the reason for the formation of negative public opinion; then, due to the company's own popularity, the promotion of data traffic platforms, and the participation of some malicious and "hot" bloggers, the negative public opinion on the Internet has been further expanded, which is negative public opinion. The fermentation process; then, due to the company's failure to respond in time, the relevant agencies did not make timely inspections, and the malicious guidance of malicious bloggers, such as the "Henan MXBC Beverage Co., Ltd. Zhengzhou Branch" in the incident The Douyin account responded, and the incident reached a climax, and public opinion on the Internet broke out completely. At this time, MXBC made a public relations response and resolved public opinion from the source of the incident. It was discovered that the Douyin account of "Henan MXBC Beverage Co., Ltd. Zhengzhou Branch" was not an official account. MXBC immediately issued a serious statement. Declared that through legal rights protection, the negative online public opinion will be quelled. Negative online public opinion has entered a period of decline, and because of the mandatory and authoritative nature of the law, the repeated period of public opinion has been shortened, and eventually it has gone to the demise stage. However, MXBC still paid a corresponding price in the whole process.

2.2.2 Analysis of the positive path of online public opinion——take ERKE as an example

Regarding the active dissemination of online public opinion, this article selects-ERKE donated 50 million, and "domestic product fever" and "wild consumption" cases are the analysis objects.

On July 21, 2021, the official website of ERKE issued: Watch and help each other, we are together! ERKE cares about the disaster-stricken area. Through Zhengzhou Charity Federation, One Foundation donated 50 million yuan in emergency supplies to help the disaster-stricken area in Henan. Come on, Henan!

After the release of the Weibo, coupled with strong official publicity, many netizens said: "In the case of consecutive years of losses, ERKE silently donated 50 million yuan worth of disaster relief supplies to Henan. For a wandering in bankruptcy. For the marginal private enterprises, this courage is really impressive." The outside world estimates that ERKE's net value is about 300 million yuan, and the first quarter's financial report once again lost 60 million. The people of Henan are in a difficult situation. Isn't ERKE?

Inspired by the data traffic platform and patriotic enthusiasm, many netizens chose to purchase ERKE related products to express their support for the disaster area and admiration for ERKE, and even many netizens spontaneously "wild consumption" in order to express their patriotic enthusiasm. ", it set off a wave of "domestic product fever."

At the same time, there are a lot of popular rights and wrongs. Many bloggers made malicious hype for the sake of popularity. On July 24, a major online V posted a document saying that Zhengzhou received only 200,000 yuan of ice dew mineral water, which is in contrast to the 50 million donation claimed by ERKE. It's so far away that it's not even a dime. This unconfirmed blog post stirred up waves with one stone, and ERKE fell into a cloud of 50 million fraudulent donations. But then, the immediate post of One Foundation and Zhengzhou Charity Federation successfully prevented the conversion of positive Internet public opinion to negative Internet public opinion, and ERKE also benefited from the positive influence of Internet public opinion.

Throughout the development of the incident, the path of positive effects of online public opinion is shown as follows: First, the company's positive news is known to a small number of people through the data traffic platform, plus official media publicity, and positive online public opinion is

formed; then, because of the company's own heat, official influence, and the promotion of social public opinion have led to the further development of positive Internet public opinion, which is a benign fermentation; then, due to some loopholes in the information, negative news is generated, which makes the Internet public opinion change from positive to negative. In this incident Taking the "posting of a certain Internet V-V" as a turning point, the contradiction of positive and negative public opinion pushed the public opinion to a climax. In this regard, the company and related beneficiaries immediately responded and issued a document to prove the authenticity of the incident, successfully preventing the positive The conversion of Internet public opinion to negative Internet public opinion, and the positive Internet public opinion reached its peak. In this incident, the decline, repetition, and disappearance of public opinion were not obvious, mainly because they faded over time.

2.3 Prevention and recovery of public opinion

Considering the development law of public opinion and the different effects of different processing strategies in the above cases, the following measures can be taken to prevent and restore public opinion:

(1) In the formation stage of public opinion, suppress the signs of negative public opinion formation

In this regard, firstly, positive public opinion and negative public opinion are easy to identify, but negative public opinion is relatively difficult to detect. Therefore, e-commerce companies should always pay attention to the generation of bad information on the company on the Internet, and evaluate it to predict its development into negative public opinion. The size of the possibility.

(2) For the public opinion in the early stage of formation, public relations from the source are the most effective

At this stage, public opinion has initially formed, and e-commerce companies should respond immediately instead of letting it go, because this is the best time to resolve to form public opinion, the cost of public relations is extremely low, and it is easy to find the origin of the event, such as In the case of Michelle Ice City, if Michelle Ice City conducts public relations on the negative public opinion formed from the very beginning, it can completely solve the further development of public opinion from the source and eliminate the negative impact on the company.

(3) The development of positive public opinion also needs continuous attention

Positive public opinion will certainly improve the image and influence of the company, but in the fermentation process of positive public opinion, e-commerce companies should always pay attention to the development trend of public opinion and their possible loopholes. In the above-mentioned cases, the typical cases range from "have donated 50 million yuan" to "doubts about fraudulent donation".

(4) E-commerce companies should learn to use negative public opinion

The formation of negative public opinion not only has a negative impact on the company, but also brings traffic to the company. If the company can deal with the public relations in a timely manner and can obtain the support of the public, it can also profit from the negative public opinion, or even change it. Become a starting point for the development of positive public opinion.

(5) E-commerce companies must enhance their awareness of prevention

For e-commerce companies that rely on the Internet, while taking advantage of the convenience brought by the Internet, they should always guard against the formation of online public opinion, especially negative online public opinion, such as the act of impersonating an official account in the Michelle Ice City case It can be said that it is a serious omission that e-commerce companies have prevented.

3. Conclusion

The public opinion public relations strategy of e-commerce companies is to guide the direction of public opinion at different stages of the generation and development of public opinion, to ensure the smooth operation of e-commerce companies, and to protect the corporate social image. Public opinion public relations strategies are mainly divided into two categories. One is to establish internal crisis public relations teams and public opinion research and judgment and monitoring mechanisms within the enterprise to ensure efficient handling of public opinions. The second is to strengthen ties with third parties and the media, and conduct external publicity through self-media platforms to build a social multi-party credible data sharing platform.

3.1 Enterprise internal strategy

3.1.1 Establish an internal crisis public relations team for the enterprise

At present, my country's e-commerce companies have insufficient supervision of online public opinion and related response measures. There is a lack of public relations talents for public opinion handling within the company. By hiring professionals, cultivating corporate internal public relations, establishing internal corporate crisis public relations teams, real-time supervision and analysis of corporate public opinions, Deconstruct the mechanism of public opinion generation under different scenarios, and formulate relevant strategies.

While building a public relations team, we should also pay attention to strengthening the ideological education and job training of employees within the company. E-commerce companies should strengthen their ideological education work while paying attention to the professional abilities of their employees, regularly launch related ideological education activities, build a good atmosphere in the company, create a high-quality corporate culture, and spread positive energy. At the same time, regular job training for employees and public opinion knowledge education are carried out. Through unified job training, the company enables employees to master the basic knowledge related to public opinion and ensures that employees have a good work style. At the same time, it insists on distinguishing rewards and punishments, and rewards employees who maintain a good corporate culture and strictly implement the public opinion early warning mechanism. On the contrary, impose penalties on employees who have bad work styles that may lead to public opinion to ensure the health and stability of the company's internal environment.

3.1.2 Establish a public opinion monitoring system to ensure the efficient transmission and processing of public opinion information

In the current information society, the diversity of communication methods, the convenience and speed of network media, and the efficient interaction will promote the rapid spread and spread of crisis events, causing the situation to deteriorate further. For example, in the Taobao Mall incident in 2011, Taobao Mall officially announced in October of that year that it would upgrade the merchant management system, and in the subsequent announcements on investment renewal and rule adjustments, it stipulated that the margin paid by merchants in 2012 was adjusted to 10,000 to 10,000. It ranges from 150,000 yuan, and the original annual technical service fee of 6,000 yuan a year has been suddenly increased to 30,000 yuan and 60,000 yuan double-step level with the announcement of the announcement. The rough upgrade of Taobao's merchant management system directly affected the small and medium-sized sellers with the largest number of Taobao and the largest proportion. Faced with the sharp increase in shopping mall fees, some sellers were even forced to withdraw from the mall. Most of them failed to keep up with the changes in Taobao Mall in time. The system upgrade of Taobao directly triggered more than 50,000 netizens to concentrate

firepower on some of the big sellers of Taobao Mall, organized and premeditatedly to implement malicious operations of "photographing products, giving bad reviews, and refusing payment". After the incident, Taobao turned a deaf ear to it and seemed to stay out of the matter. Even after the Ministry of Commerce urgently intervened and set Taobao to actively respond to the reasonable requirements of customers, Taobao's attitude towards this was still sloppy and perfunctory. In response to the statement of the Ministry of Commerce, Taobao's belated response has further escalated the crisis.

A timely response to the public opinion of the event will not only establish a quick response and responsible corporate image, but also help ease the public's bad mood and guide the trend of social public opinion. For another example, Tmall's official Weibo once announced on the e-commerce sales festival on Double Eleven that it sold 2 million underwear, connected to a length of 3,000 kilometers. After this "brilliant performance" was issued, everyone After adding, subtracting, multiplying and dividing in my mind, I came to a dumbfounding conclusion: each pair of underwear is not less than 1.5 meters on average. This apparently unrealistic data directly caused netizens to question Tmall, and it also plunged Tmall into a crisis of false propaganda. It is commendable that Tmall officials responded immediately after discovering the doubts of netizens, and communicated with the public. He proactively admitted that he had made a calculation error due to his brilliant performance that day, and sincerely thanked the majority of netizens for their attention and rigorous requirements on Tmall. Tmall's rapid response to this crisis perfectly demonstrated Tmall's responsible and rigorous work attitude and corporate image. How to capture crisis information in the first time and seize the opportunity of public opinion is very important, and the construction of the corresponding daily public opinion collection, monitoring and early warning mechanism is indispensable.

(1) The enterprise establishes a public opinion monitoring system to supervise the industry and enterprise-related information in the network in real time, and efficiently screen and integrate the information through data statistical analysis, model building and other technologies to ensure timely grasp of the public opinion orientation of social-related content.

(2) Pay attention to self-media platforms. Platforms such as Weibo, Douyin, and Zhihu have a large number of users. They are characterized by a wide range of information dissemination and fast speed, and are an important foundation for the generation and development of public opinion. The public opinion monitoring system should focus on the supervision and information deconstruction of such platforms, and timely discover the latest, hottest, positive and negative online information that directly or indirectly affects the enterprise.

(3) The public opinion monitoring system also needs to conduct data analysis and model construction of public opinion events that have occurred, and grasp their communication characteristics and development trends. The sources of public opinion mainly include the company and other competing companies in the industry. Summarize the problems exposed in the public opinion events of the company over the years and analyze and deconstruct it to ensure that there are examples to learn when similar public opinions occur in the future; in addition, through the analysis of classic public opinion cases of competing companies in the industry, reference and reference to their handling methods are provided for the company Make preparations in advance for handling public opinion in the future.

(4) Analyze and summarize industry-related public opinion events and processing methods, establish and continuously improve the public opinion knowledge system, so that the public opinion monitoring system has durability and growth. Public opinion, as a timely reflection of social events by the masses in a certain period of time and in a certain space, will affect the development trend of social related industries to a certain extent. The sales and market value of e-commerce companies are directly affected by public opinion, so the knowledge of public opinion is mastered It is very

important to establish a public opinion analysis and judgment model through the accumulation and analysis of public opinion knowledge, combined with the development model of the company.

(5) The establishment of a public opinion monitoring system should focus on tracing the source of key events and sensitive events, and analyze the causes of the occurrence, fermentation and termination of the event from the source. Among them, we must pay special attention to the two links of event generation and fermentation. Understanding the causes of public opinion can be dealt with from the root cause, which greatly reduces the possibility of similar public opinion in the future; in addition, there are many uncontrollable factors when public opinion is fermented. It is necessary to analyze and visualize various measures taken during the fermentation of public opinion and their results to lay the foundation for the construction of the system.

(6) Real-time monitoring of the network public opinion situation, ensuring the efficient operation of the public opinion supervision system, and timely warning of crisis. The core function of the public opinion monitoring system is to carry out crisis warning. Crisis warning can reduce processing costs to the greatest extent and ensure a good market image of the company. When the public opinion is not fermented at the beginning of the public opinion, the company conducts public relations in a timely manner and conducts public relations according to the problems pointed by the public opinion. correct.

(7) Strengthen the visual processing of the corporate network public opinion monitoring mechanism, conduct data analysis of public opinion and generate statistical analysis reports. The function of public opinion monitoring mainly lies in the early warning before the occurrence of public opinion, the public relations suggestions when public opinion occurs, and the analysis of the subsequent processing mechanism. However, the final decision of the enterprise is determined by the relevant person in charge. Therefore, the visual processing of data should be paid attention to when constructing the public opinion monitoring system. Ensure that relevant persons in charge can grasp real-time information intuitively and accurately.

3.1.3 Building a public opinion research and judgment mechanism

Refutation, burstiness, and universality are all distinctive features of online public opinion. This also determines the three key points that online public opinion will inevitably experience separately from spreading, gathering and distributing to hot discussion, and finally to epidemic and outbreak, sublimation, and continuation. ,four stages. As an industry with high crises and a great influence on online public opinion, e-commerce companies need to establish a public opinion research and judgment mechanism to study public opinion according to the rules and control public opinion in accordance with the rules. At the same time, through the method of public opinion research and judgment, the type and stage of public opinion are judged, and different processing methods are adopted to help e-commerce companies grasp the public's real-time emotions and public opinion trends in the crisis. The public relations ability of the business enterprise.

(1) Identify public opinion and classify it into categories

With the penetration of the Internet in each of our daily lives, the number of netizens in our country is rapidly increasing. At the same time, the emergence and development of digital media has made everyone a potential first disseminator of information, and a large number of people are spreading across the network world. Harmful and spam information. At the same time, the internet itself has anonymity. Many internet giants want to spread rumors out of interest considerations. The internet naval forces have also emerged to fuel the flames. All of the above are stimulating the rumors to spread more widely than ever before. Therefore, in the initial stage of public opinion research and judgment, the primary task is to distinguish rumors from online public opinion news, quickly search for strong evidence, and actively use legal weapons to combat online rumors and dispel rumors as soon as possible before the crisis forms a larger-scale online public opinion. . After

the screening and judgment, the company also needs to classify and summarize it. While maintaining a certain degree of commonality among various online public opinions, they also have their own personalities more or less. Different types of online public opinion, processing methods and coping skills are also very different. In daily judgment and analysis, companies need to build a case database according to the specific conditions of the Internet public opinion, so that when emergencies occur, similar cases can be found as an empirical reference for analysis and judgment.

In terms of the types of public opinion, after an e-commerce enterprise public opinion incident occurs, the enterprise should promptly investigate the cause of the public opinion incident. If the cause of the public opinion outbreak is due to defects in the enterprise's own products, services, personnel, etc., it should be the first Time to improve, and make corresponding announcements to the outside world and take reasonable compensation measures for people whose interests have been damaged due to corporate defects; if the cause of public opinion is not the company's own problems, but the external information dissemination is wrong, the company should be resolutely defended Right, clarify to the public, explain the facts, and seek legal help as appropriate.

According to the existing research, the stage of public opinion can be divided into four stages: "spreading-gathering-hot discussion-popularity". When public opinion is in the stage of dissemination and gathering, it has not attracted much attention from the public, but is scattered on the portals of various outlets. At this time, enterprises should make corresponding preparations to control the relevant public opinion to prevent it from having a large social impact. When public opinion has entered the stage of hot discussion, it has become the focus of public opinion in the media. It should be neglected and not blocked. The media should be contacted in a timely manner to respond and make relevant rectifications.

(2) Quantify the model and lock in the trend

Judging the trend and direction of public opinion is the top priority, is the basis for companies to respond to crises and guide public opinion, and is the core of public opinion research and judgment. Based on the collected online public opinion information, through systematic comparative analysis, the basic trend of the development of public opinion is then judged. Targeted excavation and discovery of network links, public postings and other forms of online participation, trying to figure out the true psychological demands of the general public. Meet the real needs of the public in a timely manner, provide accurate and targeted psychological guidance to the public, and prevent the public opinion from falling apart or causing excessive reactions and unnecessary conflicts of public emotions. In terms of practical operation, in order to carry out quantitative analysis and research on public opinion, methods such as cluster coefficient, subtopic embedding degree, number of nodes and other quantitative indicators that can measure the spread of network public opinion can be selected to establish a dynamic communication model of public opinion. Then, based on the results of the model analysis, predict the trend of the online public opinion, and choose to wait for it to calm down automatically or actively create a new public topic to divert the public's attention[7].

3.1.4 Actively carry out the aftermath work to restore the corporate image

Corporate image is one of the important foundations for the external operation and development of e-commerce companies. It directly affects the market value and sales of the company. The occurrence of public opinion often leads to a decline in corporate image. After the public opinion is over, attention should be paid to timely rectification of the problems exposed by public opinion and fully absorb it. Lessons learned, reform the system, management, service, etc. from the root, and actively restore the corporate image.

3.2 External strategies of the company

3.2.1 Pay attention to the establishment of self-media platform and external contact

(1) Build an exclusive self-media platform for enterprises

Traditional e-commerce companies are lacking in external propaganda, ignoring new media forms such as the Internet. At present, the user base of various self-media platforms is huge, and companies should set up official accounts on important self-media platforms, such as Weibo, Zhihu, Douyin, etc., and publicize their corporate philosophy and development direction. At the same time, it pays attention to publicity methods, combines short videos, etc., adopts a people-friendly approach to the public, maintains a better corporate perception of the public, and strengthens the trust of public enterprises, so that public relations can be better handled when public opinion occurs.

When a crisis occurs, you can respond and clarify on each platform account as soon as possible. One of the important reasons for the fermentation of corporate public opinion is that the corporate response is not timely, which leads to the loss of the best time to deal with the incident. The cultivation of a self-media platform account with a certain fan base and exposure is helpful for the first time to respond to public opinion in various channels, and to grasp the trend of public opinion in a timely manner; after the public opinion is over, the company still needs to explore the root cause of public opinion and make rectification in all aspects, and the damaged image of a company needs to be remedied in a variety of ways. The official account of the company's self-media platform is one of the important ways. The damaged reputation is restored.

(2) Continued benign contact with the media

When a crisis occurs and the society pays attention, the power of the media is often beyond imagination. E-commerce companies must not ignore the role of the media when choosing crisis public relations strategies. For example, when the "Mouse Gate" incident occurred in Haidilao, countless media flocked to follow-up reports. For a while, "Haidilao's "Mouse Gate Case": This time, the "mouse poop" did not break the "pot of soup"." What did Haidilao do after the "mouse gate" "Haidilao "mouse incident" crisis public relations Why do I give full marks? "And other articles have been published. At the same time, Haidilao's serious and responsible corporate brand image has been printed into the minds of consumers time after time with the spread of these articles. The help of media friends has made this crisis a success in Haidilao's brand marketing. And the reason why a large number of media are willing to give up eye-catching articles that are more powerful and inciting the public's emotions and publish these positive articles with obvious guiding significance is hard to deny that it is due to Haidilao's continued benign contact with the media.

As the provider of dissemination materials and the supply side of information, enterprises are the upstream hub for building a good relationship between media companies. In order to continuously promote the sustainable and healthy development of media company relations, companies need to actively correct their value propositions and demands in their contacts with external media. On the basis of respect and mutual trust, we should explore the common ground of mutual pursuit.

Before attempting to build a good media-enterprise relationship, companies should clarify the true needs of the media, that is, to obtain truly valuable news materials and reporting opportunities. If a company expects to rely solely on economic benefits to build and cultivate media-enterprise relations, the company will simply reap a fragile media-enterprise relationship, and it will even spur the occurrence of extortion by the news media.

In emerging industries such as e-commerce, many self-media workers and reporters often grow together step by step along with the development of the company. Many media professionals will receive the company's internal test products in advance for use, evaluation and opinions. Give, and gradually become the industry's senior master, opinion leader, and even speak for the company in a critical period. For example, in 2019, the United States frequently made unwarranted accusations

against Huawei. Ren Zhengfei, the president, came forward in person. Not only did he not refuse to reject a number of foreign media interviews, he also actively invited CNBC, AFP, Associated Press, and Reuters. Reporters from mainstream overseas media in China went to the company's internal parks for visits, and allowed reporters to take photos of each circuit board. Their behavior not only provided a large number of positive materials for foreign media reports, but also strengthened the company's and media's cooperation. Understand the connection.

Companies need to solidify media communication into a normal job, without losing the life-saving straw that comes to mind when a crisis occurs. While maintaining the daily activity of self-media, e-commerce companies should also pay attention to appropriate exchanges and cooperation with external media, cleverly build positive public opinion hotspots about themselves, and use external media to promote themselves and increase brand enthusiasm while achieving cooperation A win-win situation for media units. It also further provides daily training for enterprises to respond to media interviews or crisis in the hot discussion stage when crisis events occur, and to reduce the heat and create new public topics.

3.2.2 Build a socialized multi-party trusted data sharing platform

A reasonable establishment of a socialized multi-party credible data sharing platform is not only beneficial to the daily marketing and promotion of the company in peacetime, but also helps the company to discover the clues in the first time and prepare for crisis public relations. During the outbreak of public opinion, it is the "bridgehead" for enterprises to clarify facts, eliminate influence, and counterattack against crises.

Companies upload company profile and product information on the data sharing platform based on the principle of truthfulness, credibility, rigor, and responsibility, especially the specific specifications and related detailed data of each product. The authenticity and reliability of the data are guaranteed by multiple parties. At the same time, it provides platform users with reliable data services and advanced search functions, optimizes users' platform experience, and facilitates users to establish a first impression of the company and initial knowledge of the product. At the same time, it is also the first-hand public relations evidence for companies in the outbreak of public opinion. Non-enterprise users can share product use feedback and product evaluation in the consumer user area of the platform, and establish a community-based evaluation and communication platform.

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