

Based on the Research on the Phenomenon of Tax Evasion by Contemporary Internet Celebrities

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Abstract

Taxation is the most important form and source of national fiscal revenue. The essence of the tax system is that the government follows the statutory standards and procedures, and through the power of the government, realizes the distribution of national income through the power of the government, so as to obtain government revenue. Since the founding of the People's Republic of my country, taxation and tax control have been continuously improved, but tax evasion and tax evasion still occur frequently. Many traffic figures have been exposed to large amounts of tax evasion, seriously endangering the social justice system, and the ideological concept of "the country's tax revenue is used for the people, without tax, the country has no power, and without power, the treasury is in short supply."

Keywords

Tax Evasion; Taxation; LDA Model; SEM Model; Fuzzy Comprehensive Evaluation Model.

1. Background

1.1. Accumulation of antecedents: Taxation is the foundation of a country, and paying taxes according to law is a responsibility, but there are shortcomings in taxation

China is a socialist country under the people's democratic dictatorship serving the masses of workers. In my country's socialist system, the socialist public ownership of means of production is implemented, and various ownership systems coexist. Workers are the masters of the country and the company. The basic interests of companies and workers are the same in all countries. Therefore, the nature of my country's socialist economic system and socialist country determines that it has a completely different nature from the capitalist tax system. Paying taxes according to law is the responsibility and obligation of our citizens.

Taxation is the most important form and source of national fiscal revenue. The essence of the tax system is that the government realizes the income distribution of the country through the power of the government in accordance with the legal standards and procedures, so as to obtain the government's income. Marx believed that "taxation is only the economic basis of a government agency, not everything else." Engels said, "To maintain such a public power, it must be paid by the people themselves, that is, taxation. In the 19th century, the US Justice Holmes Once said: "The team pays taxes for a civilized society. "Our country's taxation and taxation management and control are constantly improving, but the phenomenon of tax evasion and tax evasion is prominent. There are countless people who violate tax regulations and use special means to evade taxes cleverly. The country's tax revenue is used for the people. Without taxation, the country has no power. Excess banknotes lead to inflation.

1.2. Focus on current events: Stars are blooming brightly, the live broadcast industry is booming, and the huge amount of tax evasion is astonishing

With the prosperity of our country's economy, the tax system has been continuously improved, but there are still some high-income industry personnel illegally evading taxes. In 2018, Fan Bingbing and his company as the legal representative were investigated and punished for tax evasion. In the end, the mainland tax authorities announced the investigation results of the Fan Bingbing case for the first time, confirming that Fan Bingbing had to pay off 880 million yuan in tax arrears within the time limit and fines. On December 2, the taxation department issued a notice that the top network anchor Huang Wei (net name: Wei Ya) was fined a total of 1.341 billion yuan for tax evasion. According to the investigation, Huang Wei evaded 643 million yuan of taxes by concealing personal income, fictitious business conversion and false declaration of income from 2019 to 2020, and other underpaid taxes of 60 million yuan. Handle the penalty decision, recover taxes, impose late fees and fines, totaling 1.341 billion yuan. From 2019 to 2020, Ping Rong evaded 19.2605 million yuan of personal income tax by concealing the commission income of live streaming, and underpaid 14.5072 million yuan of relevant taxes by failing to declare other production and operation income according to law. Pursuant to Pingrong's tax payment, late payment fee and fine of 0.6 times according to law, a total of 62.003 million yuan.

1.3. Policies break the ice: Strictly deal with tax evaders, increase the supervision of live broadcast e-commerce, and accelerate the introduction of new tax supervision

The State Administration of Taxation resolutely supports the Hangzhou taxation department in handling Huang Wei's tax evasion case seriously in accordance with the law, and requires tax authorities at all levels to strictly investigate and punish all kinds of tax evasion according to the law, resolutely safeguard the authority of the national tax law, and promote social fairness and justice; Implement various tax and fee preferential policies, continue to optimize tax and fee services, and promote the standardization and development of new economic and new business formats in the process of development.

Relevant departments should introduce a financial management system that adapts to the characteristics of the industry as soon as possible, and conduct standardized accounting for various incomes such as "pit fees", "rewards", and live broadcast commissions involved in live broadcast e-commerce, so as to provide basic guarantees for paying taxes according to law. At the same time, through legislation or Formulate administrative regulations and other methods to further clarify the legal attributes and responsibilities of different subjects and different behaviors in the live delivery process, provide regulatory authorities with a clear basis for supervision, and also delineate legal red lines for operators.

2. Literature review

Finance is the pillar of a country's government construction. The stability of taxation is of great significance to national financial construction and social stability. According to the big data analysis of the alpha system (as of 2020), there have been cases of tax evasion since 2014. Significant upward trend.

Tax evasion mainly refers to the behavior of agents deliberately adopting certain means or measures to meet their goals in order to reduce their legal obligations (Alm, James; Liu, Yongzheng; Zhang, Kewei, 2018). nature (Ma Guangrong, Li Lixing, 2012), due to the high self-interest of economic man (Chen Pinglu, 2004), individuals or enterprises may have higher benefits in the face of tax evasion due to imperfect taxation They choose to evade tax due to the regulatory system, relevant legal mechanisms and other reasons.

In the current research process, the research on tax evasion mainly focuses on two issues, personal income tax and corporate income tax. The collection mechanism of personal income tax in foreign countries is more perfect, and relatively more research results have been obtained. At present, most of the theoretical and empirical research on tax evasion focuses on personal income tax. Individuals can evade income tax by underreporting income; through exaggerated deductions, Exemptions or credits; failure to file proper tax returns; even bartering to avoid taxes. However, these types of actions can obviously be accounted for in other taxes. For example, in corporate income tax, firms can under-report income just as individuals do in their personal income, exaggerate deductions or fail to file tax returns (Alm, James; Liu, Yongzheng; Zhang, Kewei, 2018) . Davis, M (2020) in their study identifies factors that may affect the overall extent of U.S. federal personal income tax evasion. An update to established tax evasion models, age, gender, and average effective state income tax rate have higher effects on individual taxation. Albarea, A (2019) estimates the extent of personal income tax (PIT) evasion in Italy by integrating two approaches previously applied separately in the literature, using misreported estimates in the difference approach to correct income compared to administrative registration data. The comparison provides new estimates of personal income tax evasion by income type, region, and income category. These estimates are used to refine microsimulation analyzes of the distributional impact on tax evasion. In domestic research, Chen Pinglu (2007) adopted the prospect theory of Kahneman and Tversky to analyze individual tax evasion, and established a new model using Kahneman as a framework. The research shows that compared with the traditional A-S model, the new model can better explain the tax rate. Behavioral factors under the influence of individual tax evasion.

3. In-depth analysis based on factor analysis and SEM

Factors affecting citizens' tax evasion can be divided into psychological factors, institutional factors, collection factors, and fiscal and taxation factors. In order to dig deep into the interactive relationship among the various factors, the team used SEM to analyze it.

3.1. Structural equation modeling

Structural equation modeling (SEM for short) is a statistical method that explores the relationship and structure between theories and concepts, and belongs to multivariate statistics. It integrates the ideas and methods of factor analysis, path analysis and multiple linear regression analysis, including measurement models and structural models.

3.2. Analysis of the interaction relationship between the four factors based on SEM

3.2.1. Analysis of SEM principle

As a confirmatory statistical method based on the covariance matrix of variables to analyze the relationship between variables, SEM can process multiple dependent variables at the same time, and is mainly used to test the proposed theoretical model, compared with traditional path analysis and linear regression equations. SEM can analyze and estimate some abstract concepts that cannot be directly observed by means of latent variables and observable variables. This group uses four unmeasurable concepts of psychological factors, institutional factors, taxation factors, and financial and taxation factors as latent variables, and the explanatory variables corresponding to each concept are measured through related problem settings.

Structural equation modeling is mainly divided into two parts: measurement model and structural model. Measurement models describe how latent variables are measured or conceptualized by corresponding hard indicators. The structural model is to reveal the relationship between the latent variables, as well as the variable part of the model that cannot be explained by other variables in the model.

3.2.2. Model variables

Due to the non-measurable nature of latent variables, this group will use several measurable variables to measure latent variables. Among them, psychological factors include three variables: ignorant tax evasion, intentional tax evasion, and emotional tax evasion; system includes four variables: current tax burden structure is unreasonable, corporate income tax system has problems, value-added tax system has problems, and personal income tax system has problems. ; Taxation factors include two variables: my country's tax collection and management system is not standardized and unified, and tax law enforcement is not strong enough; fiscal and taxation factors include two variables: tax payment, tax collection and taxation are not good. The observed variables included in the latent variables are shown in the table below.

Table 1: Variable table of structural equation model

latent variable observed variable	latent variable observed variable	
Psychological factors a2 Lack of knowledge about the severity of tax evasion a3 Obtain more benefits for private individuals a4 Psychological imbalance towards tax inequality	Psychological factors a2 Lack of knowledge about the severity of tax evasion	Psychological factors a2 Lack of knowledge about the severity of tax evasion
	a3 Obtain more benefits for private individuals	a3 Obtain more benefits for private individuals
	a4 Psychological imbalance towards tax inequality	a4 Psychological imbalance towards tax inequality
Institutional factors a5 The proportion of macro tax burden is not high, but the burden of "fees" is heavy a6 The two sets of taxation systems for domestic and foreign-funded enterprises are not standardized a7 Complicated VAT rate structure a8 No personal tax declaration required	Institutional factors a5 The proportion of macro tax burden is not high, but the burden of "fees" is heavy	Institutional factors a5 The proportion of macro tax burden is not high, but the burden of "fees" is heavy
	a6 The two sets of taxation systems for domestic and foreign-funded enterprises are not standardized	a6 The two sets of taxation systems for domestic and foreign-funded enterprises are not standardized
	a7 Complicated VAT rate structure	a7 Complicated VAT rate structure
	a8 No personal tax declaration required	a8 No personal tax declaration required

<p>Collection factor a9 my country's tax planning appears late, and needs to be explored and improved a10 Law enforcement agencies tend to ignore the tax evasion behavior of some enterprises</p>	<p>Collection factor a9 my country's tax planning appears late, and needs to be explored and improved a10 Law enforcement agencies tend to ignore the tax evasion behavior of some enterprises</p>	<p>Collection factor a9 my country's tax planning appears late, and needs to be explored and improved a10 Law enforcement agencies tend to ignore the tax evasion behavior of some enterprises</p>
<p>Fiscal and taxation factors a11 Taxation and fiscal taxation are not strict</p>	<p>Fiscal and taxation factors a11 Taxation and fiscal taxation are not strict a12 Tax collection is chaotic and not rigorous enough</p>	<p>Fiscal and taxation factors a11 Taxation and fiscal taxation are not strict a12 Tax collection is chaotic and not rigorous enough</p>

3.3. SEM results and conclusions

3.3.1. Result analysis

The test results show that the error variance of the model is all positive, and there is no negative error variance; in terms of overall model fit test, the display values of NFI, RFI, IFI, TLI, CFI and other indicators are all greater than 0.9, which meets the requirements, and The value of RMSEA is 0.0, indicating that the overall fitness of the model is better.

Table 2: Structural equation standardized path coefficient table

			Estimate	S.E.	C.R.	P
institutional factors	< ---	psychological factors	1.056	0.039	23.154	** *
levy factor	< ---	psychological factors	0.865	0.043	38.456	** *
fiscal factors		psychological factors				
process status	< ---	levy factor	0.753	0.021	1.121	** *
process status	< ---	institutional factors	0.917	0.055	12.343	** *
process status	< ---	psychological factors	0.964	0.161	6.542	** *
process status		fiscal factors	0.429	0.127	8.763	** *
a2	< ---	psychological factors	1.000			
a3	< ---	psychological factors	0.992	0.033	31.284	** *
a4	< ---	psychological factors	1.095	0.042	17.359	** *
a5	< ---	institutional factors	1.000			
a6	< ---	institutional factors	0.974	0.035	21.517	** *
a7	< ---	institutional factors	1.064	0.045	19.338	** *
a12	< ---	fiscal factors	1.000			
a11	< ---	fiscal factors	1.009	0.018	14.274	** *
a10	< ---	levy factor	1.025	0.029	36.311	** *
a1	< ---	process status	1.000			
a9	< ---	levy factor	1.000			
a8	< ---	institutional factors	0.993	0.027	32.274	** *

3.3.2. Conclusion Analysis

Psychological factors, institutional factors, collection factors, and fiscal and taxation factors have a significant direct impact on citizens' tax evasion behavior, as shown in the table below:

Table 3: Path coefficients of four factors

factor name	psychological factors	institutional factors	levy factor	fiscal factors
path coefficient	0.927	0.853	0.764	0.904

The path coefficients are 0.927, 0.853, 0.764, 0.621, respectively. This shows that the status quo of citizens' tax evasion is indeed affected by these four factors.

According to the path coefficient, psychological factors have the greatest impact on citizens' tax evasion, followed by institutional factors and collection factors, while financial and tax factors have the least impact on them. It can be seen that if the current situation of citizens' tax evasion behavior is to be improved, it is necessary to popularize and improve the three major aspects of psychological factors, institutional factors and collection factors.

Table 4: Path coefficients of three factors

factor name	psychological factors	institutional factors	levy factor
path coefficient	0.927	0.853	0.764

The regression coefficient between psychological factors and the status quo of citizens' tax evasion is 0.927, which means that one percentage point increase in ideological level will directly increase the improvement status by 0.927 percentage points.

The regression coefficient between institutional factors and citizens' tax evasion status is 0.853, indicating that an increase in the level of regulation by one percentage point will directly increase the development status by 0.853 percentage points.

The regression coefficient between the levy factor and the status quo of citizens' tax evasion is 0.764, which means that an increase of one percentage point in the management level will directly increase the development status by 0.764 percentage points. It shows that if the level of citizens' thinking is higher and the macro-management of finance and taxation is better, the behavior of Chinese citizens' tax evasion and tax evasion will be less.

4. Conclusion

4.1. Analysis of online attention to tax evasion

In order to study more comprehensively the discussions and concerns about tax evasion and tax evasion on the Internet, the team members used "the status of celebrity tax evasion and tax evasion posts on major platforms" as the three representative keywords of the web crawler, effectively avoiding the simplification of the data obtained. Determined After the topic words, the team members selected the three platforms of Weibo, Bilibili, and Zhihu, and used python to make preliminary statistics on the comments and posting volume of the topic words on the webpages of the three platforms. The statistical results were displayed among the three platforms, Weibo The number of discussions is the highest, but its text value is not as good as the other two platforms. In addition, it can be seen that the distribution of the three major keywords on the Weibo platform is relatively even, and the one with the highest number of comments on Bilibili is "Shame on tax evasion"" "Criminal punishment for tax evasion" has the highest proportion in Zhihu.

4.2. The status quo of cognition of tax evasion by various groups in society

The team surveyed a small number of people's awareness of tax evasion and tax evasion through questionnaires. The ratio of male to female is about 6:4. The young group aged 18-25 accounted for the vast majority of the respondents. The respondents included people of all age groups and income groups, and the respondents were widely distributed and representative.

On the basis of the survey results, the team further analyzed that the cognition of tax evasion and tax evasion is related to educational background, and that different educational levels will affect the cognitive behavior of tax evasion and tax evasion. Respondents are relatively satisfied

with the popularity of my country's tax laws, which shows that the popularity of my country's tax laws is acceptable.

In this questionnaire, the question "How do you understand taxation through which of the following ways?" To a large extent and intuitively reflects the ways and methods of Chinese residents to understand taxation. The three dimensions of channels, teaching channels, and community channels summarize this problem. The analysis results show that the vast majority of Chinese residents' understanding of taxation comes from the Internet. This also helps the team to further promote the tax law knowledge.

4.3. Factors Affecting Tax Evasion by Citizens

The team divided the causes of tax evasion into objective reasons and subjective reasons. The objective reasons are that the tax system is not perfect, there are loopholes (the current tax burden structure is unreasonable, there are problems in the corporate income tax system, there are problems in the value-added tax system, there are problems in the personal income tax system), and the law enforcement of tax collection is not enough (the tax collection management system in our country is not enough Standardization and unification, insufficient tax law enforcement) and other factors; subjective reasons include ignorance of tax payment, intentional tax evasion, emotional tax evasion, etc.

The team members used the Alpha reliability coefficient method to analyze the reliability of the scale of this questionnaire, and took the subjective factors and objective factors as the driving factor, incentive factor 1, and incentive factor 2 respectively, and tested the validity of all factors. The results show that the driving factor has the greatest impact on citizens' tax evasion, followed by the incentive factor 1, and the incentive factor 2 has the least impact on it, that is, the biggest incentive for the continuous occurrence of tax evasion is the taxpayer's own ignorance of the tax law, or Out of dissatisfaction and unbalanced mentality towards the tax system, objectively, the country and the government should also work hard to adjust the macro state of the current tax system, and actively promote knowledge of tax laws. There will be less and less tax evasion by Chinese citizens.

5. Suggestions

Based on the above findings and conclusions in many aspects, the team members actively explored new ways to enhance the popularization of tax law knowledge in my country, and innovatively proposed the "2S, 1P, 1G, 1E" suggestion system. The "2S, 1P, 1G, 1E" proposal system starts from the perspectives of the government, society, schools, and individuals, and takes multiple measures to clarify the role positioning of each subject and deepen the sense of responsibility and obligation of each subject.

5.1. Government

As the user and distributor of tax money, the government should use all feasible methods and methods to increase publicity. First of all, it is necessary to clarify the publicity goal of the team. The purpose of the team is to improve the public's tax awareness. Therefore, taxpayers in different industries will have different tax payment psychology and methods and means to avoid paying taxes. The government must take measures for people in different industries. Different publicity methods are used to conduct publicity and education, such as negative cases of evading tax payment and being punished by law, and positive cases of tax payment according to law or courage to report criminals.

5.2. Society

Of course, relying solely on the means of the state and the government, it is difficult to achieve a good situation in which the whole society actively pays taxes. Therefore, in such an era of

extremely developed information, it is necessary to maximize the advantages of the times to help implement policies. . Since most Chinese people have the traditional concept of "being wise and protecting one's life", there may be some people who know about illegal behavior but choose to conceal it for various reasons, giving tax evaders an opportunity to take advantage of it. Therefore, establishing a strong reward and punishment mechanism will The existence of such phenomena will be greatly reduced. Commend and reward whistleblowers, widely publicize the correct practices of whistleblowers and protect the personal privacy of whistleblowers, and punish and sanction tax evaders. If a deep impression is made, it will better improve the sense of responsibility of the masses as citizens and strengthen the role of social supervision.

5.3. School

Adolescence is a critical period for the formation of personality, and the best tax law publicity period is adolescence. At this time, the tax law education of honesty and trustworthiness, taxation according to law is given to young people, and strengthening their taxation awareness will greatly enhance the effect of publicity. The team can adopt some more interesting or educational methods to bring tax law knowledge into the campus, strengthen the sense of social responsibility and honor of young people, let young people become "little tax law propagandists", promote the harmonious development of every family, and improve Improve the tax law knowledge level of the family as a whole, thereby promoting the formation of a good situation in which the whole society pays taxes according to law.

5.4. Personal

Taxes in our country are collected from the people and used for the people. In our country, national prosperity and social harmony should be based on national taxation, so as to improve the social welfare of the whole society. Therefore, every citizen of the team should have a sense of ownership and fulfill the tax obligations of the team as a citizen according to law. Proactive tax payment is the obligation of the team as a Chinese citizen, it is a reflection of the team's contribution to the country's construction as a Chinese, and it can better express the team's sense of ownership. Therefore, citizens must fully have a sense of ownership, pay taxes in accordance with the law, resolutely fight against violations of tax laws, strengthen their sense of social responsibility, and contribute to the country's construction. As public figures, they must always remind themselves to do things for the masses A good example.

5.5. Enterprise

The content of tax risk management work is relatively professional. As an e-commerce enterprise, it is necessary to set up a special tax risk management position to supervise and review the tax declaration matters of the enterprise. Check whether the tax declaration is correct, whether the tax payment is timely, check whether the daily tax risk management work is implemented, and reduce the risk of misstatement or omission. At the same time, it is necessary to master relevant tax laws, regulations and policies in order to respond in time and take measures. Assess the tax risks of various departments, and provide tax risk analysis, tips and consulting services for enterprises. Report and correct the behaviors and events that do not comply with laws and regulations in the enterprise in a timely manner to the relevant internal departments of the enterprise, so that the management can timely understand the deficiencies in taxation work and the key risks of taxation work.

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