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Abstract
Collective purchasing is the activity in which people who desire to buy the same merchandises join together in order to negotiate for a better price. Similarly, network-collective purchasing is to recruit buyers through network so as to form a great purchasing demand for the same purpose.
However, currently the prices for most network-collective purchasing are usually decided by price-quantity functions, defined by the sellers. Although this reduces the complexity of pricing process, the final prices are still decided by sellers. Therefore, we can say that bargaining in network-collective purchasing has not yet been really realized.
To conquer this problem, we develop a brand-new bargaining model of network-collective purchasing. In this research, we utilize fuzzy logic to first quantify buyers' semantic contents, as well as the ratio of the difference between buyers' proposed bid and that of the seller. Then, with these two quantities, fuzzy inference is performed to decide for buyers how much to concede to the seller. This bargaining model has the characteristics of dynamic adjustability. Since the model is an application of group decision, instead of using static fuzzy inference rules, the group members are able to customize the rules, and can also set up their bargaining strategy at the beginning before the opening gambit. Moreover, we develop a mechanism for the members to modify the recommended bid that are computed by the model. This can not only make the bid close to the group's will, but also lead to a better decision quality. Finally, our simulation experiments show the feasibility of the model.
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