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Abstract
When computers and the internet became popular in people’s daily lives, Internet has already become on important tool for managers to do business marketing and works as a new style of exchange. Not only many traditional stores do their business through out Internet, but also many companies have adopted on line trade. Many E-Commerce companies do businesses with their consumers by providing merchandise and service contents through designing web pages. General speaking, this is different from the way that traditional stores carry out their business, because the process of physical displaying merchandises is not involved. However, problems arise because marked prices are often different from the actual prices. There is a controversy between consumers and E-commerce companies related to this problem. Should the E-commerce companies be held responsible by law for this? Are the current laws for consumer goods enough to solve the conflict and to meet the expectations of our society? This document gives suggestions which provide a reference they can be used to deal with this issue.
This document mainly operates to provide a foundation by giving academic theories and actual circumstances to inquire into to the real issue. We want to combine these two testimonies to protect the consumers’ rights. First of all, this research gives a definition and introduction of what E-commerce and on-line shopping is. Next it shows some real life examples of falsely marked prices, which causes consumer controversy. The second part is to gather examples of laws in other countries about E-commerce to support our case. The third part of this study deals with important law problems concerning misleading contracts and prices given by E-commerce and on-line shopping companies. This includes discussing, establishing and canceling contracts using an on-line automating system. In this way we can try to prevent falsely marked price controversies from happening. Furthermore, relieving the problems is for the judicial organization, administration and the civil organization to work together to pass laws based on actual examples. This is mostly caused by insufficient of laws to deal with these problems. The fourth part inquires into whether E-commerce and on-line shopping industries need to take the responsibilities of their actions and remedy the situation. Finally, E-commerce and on-line companies need to reflect on falsely marked prices and consumer protection. This will provide a future reference for finding proper methods of laws making.

Advisory Committee RUEY－HSING CHANG - advisor

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