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Abstract
Current transaction models on electronic commerce are primary based on price. Buyers and sellers negotiate the price of a product with their expected values, and the whole deal is supposed to be satisfactory on both sides. However, in order to survive in network retailing, sellers often adopt the strategy of low prices to attract more customers so that the market share can be rapidly expanded, but it can easily fall into the vicious circle of operations. However, during the non-promotion period, the price of a product is pre-dominated by sellers so that customers only have limited space to negotiate prices. Electronic commerce based on price negotiation under only one criterion, therefore, is not considered as the best and the only transaction model. In daily life, people tend to communicate with ambiguous expression, such as good and excellent, which can also be seen for describing products' criteria in transaction, and this makes vague boundaries of degrees and levels in cognition. For things possess multiple attributes and criteria to show their own features, during negotiation, multidimensional consideration is necessary to achieve both sides' optimum and consequently to complete the transaction. Moreover, ambiguous expression can expand the changeability. The purpose of this study was to generate buyers' satisfaction of expected values by gaining profits from accessories and then to increase the volume of trade in the transaction model of purchasing merchandise with accessory negotiation under multiple criteria. The present study applied fuzzy theory and Fuzzy MCDM to build a strategy which utilizes Fuzzy MCDM for accessory negotiation. This strategy calculated every accessory's fuzzy evaluation and negotiation insistency for selection and negotiation. At last, a shopping website with the function of accessory negotiation was built on the Internet in the expectation that it can make progress in both buyers' satisfaction and sellers' earnings.
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