

Abstract

Facing the continuous innovation and change of new-type advertising patterns and operation methods, it is urgent to discuss the application of Fair Trade Law to these new patterns and corresponding measures, and it is also necessary to discuss issues related to competition law caused by new-type advertising and consumption Influence. This research focuses on the research and analysis of competition law issues that may arise from new forms of advertising, while taking into account foreign law enforcement trends and real legal enforcement cases. There should be a unified administrative window for the consumption problems caused by advertisements. According to the perception of ordinary consumers, the Consumer Insurance Department of the Executive Yuan should co-ordinate disputes over the consumption of advertisements. The consumer insurance officer accepts the initial application, and then coordinates by the consumer insurance department), and then handles it through the division of powers within the administrative agency (judged according to the relevant business law). Unless the advertisement involves unfair competition or restricting competition among enterprises, the fair will only need to step in to deal with it; otherwise, it is only the disputes of individual consumers involved in general false advertising that can be handled by the consumer protection administrative authority. When analyzing the possible impact of specific advertisements on consumer decision-making (such as the presence or absence of compelling errors), you may try to introduce a modest view of behavioral economics. For example, behavioral economics points out that the recipient of the advertisement is not completely rational, but a limited rational who may be affected by feelings or emotions. Therefore, advertising may use people's tendencies such as loss avoidance, endowment effects, and self-control to affect people's cognition and Consumption decisions. Although this view cannot completely replace the traditional rational economic analysis model, it helps us to understand more fully the various factors that may affect consumer decision-making. It is worth further deepening related research in the future.

Keywords: New types of advertising, unfair competition, consumer protection, hypocrisy, online platforms, keywords, secret marketing, comparative advertising