

Abstract

T Keywords : E-commerce Markets, competition evaluation, competition restriction

This research mainly refers to the industry survey reports of the European Union and Japan to conduct an empirical evaluation of the domestic online sales industry. Based on primary data, secondary data, interviews and questionnaire survey results, it is found that the domestic online sales industry has gradually expanded in value. While the market competition measures such as the degree of concentration ratio, HHI, and entropy index all show that the degree of competition in the online sales market of the domestic wholesale or retail industry has increased, and no any firm has an absolute market power. From the perspective of domestic retail wholesalers, manufacturers or platforms, the most common strategies used mainly focus on exclusive restrictions, restrictions on advertising prices, and most favored nation restrictions. Similar results have been found from the survey. However, it is subjected to authority in-depth study by case data.

This study suggests that B2B2C model may have dual/multilateral market characteristics, the profit analysis method could be used as a reference judgment and the structural and behavioral factors should be taken into account. The exclusive restriction and most favored nation clause could be listed as a priority investigation behavior, and 3C products, clothing and shoes, and household appliances as the key observation products. At the same time, keep continuing study foreign online sales industry cases and evaluating the impact of industrial ecosystem to the competition as a precaution is important to the authority. While the survey sampling should be solved in advance and pay more attention to the case specific differences when under investigation. In particular, when dealing with vertical restrictions, the rule of reason is the core concept of competition evaluation. Market definition is one of the reference indicators for the cases evaluated.