



Title	再販売価格維持と小売マージン
Author(s)	中川, 晶比兒
Citation	北大法学論集, 67(3), 310[83]-259[134]
Issue Date	2016-09-30
Doc URL	http://hdl.handle.net/2115/62950
Type	bulletin (article)
Additional Information	There are other files related to this item in HUSCAP. Check the above URL.
File Information	lawreview_vol67no3_06summary.pdf



[Instructions for use](#)

Resale Price Maintenance and Retail Margin

Akihiko NAKAGAWA*

This paper clarifies the circumstances in which a local, brand-specific resale price maintenance (RPM) is observed. The standard anticompetitive theories of RPM provide unsatisfactory explanations for a local RPM by a single manufacturer, which is narrower than an industry-wide RPM. In a bilateral duopoly model with Bertrand competition, a leader finds it profitable to adopt RPM, as long as the upstream firms are differentiated. When downstream retailers are also differentiated, the analysis shows either that a local RPM reduces the follower's revenue, or that an industry-wide RPM is supported. Price leadership and retail margin are the key underlying factors explaining the phenomena.

* Associate Professor of Law, Hokkaido University Graduate School of Law.