

The System Dynamics Structure of Gray Market for Marketing Channel

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ABSTRACT

Gray market effect is a special issue not only exists in many countries but also a common phenomenon in several merchandise markets. There is an unique difference between gray market and black market: counterfeits are traded in a black market while genuine goods are traded in a gray market. A gray market is especially rising and flourishing after genuine goods parallel importation is legalized. Taiwan, a island economy, heavily depends on world trade, has multiple gray markets in various industries such as the import car market, car lubricating oil market, exclusive cosmetic market and etc. These gray markets cause complicated and disordered marketing channels. This thesis, selects the gray market of car lubricating oil as an example, of which there are up to 200 brands on Taiwan's market, and uses system dynamics to discuss its structure. The market of car lubricating oil in Taiwan is a complex system, composed of several key players, including brand holders, agents, retailers, and parallel importer. The research results show that the rising international oil price has little impact on brand awareness, but it reduces importations through authorized dealers as well as car registrations, the significance of brand reputation, and the demands for car lubricating oil.

Keywords : Car Lubricating Oil ; Gray Market ; Genuine Goods ; Marketing Channel ; Parallel Importation ; System Dynamics

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