

## **Consumer Behaviour in the Secondary Football Ticket Market in the United Kingdom: A thematic analysis**

Eric Pan

Harrow School, London, United Kingdom

DOI: 10.46609/IJSSER.2025.v10i09.022 URL: <https://doi.org/10.46609/IJSSER.2025.v10i09.022>

Received: 23 August 2025 / Accepted: 16 September 2025 / Published: 25 September 2025

### **ABSTRACT**

*Football is amongst the most popular sports within the United Kingdom, leading to a vast secondary ticketing market, accessed by both tourists and locals to watch matches live. This paper aims to address a lack of qualitative studies examining consumer behaviour in the context of secondary ticketing markets for football matches in the UK. This study uses data from semi-structured interviews to conduct thematic analysis on consumer behaviour in the secondary ticketing market. I find that the prestige of a match is the most important factor in the decision-making process of consumers, interacting with other influences such as social media and scarcity framing. These findings offer valuable implications for secondary ticketing platforms aiming to increase sales and better understand their prospective consumers.*

### **1.0 Introduction**

Football is a vastly popular sport within the UK, with 35.7 million individuals watching domestically in the 23/24 season<sup>i</sup>. In the 21/22 season, the Premier League was able to contribute £8 billion to the UK economy, supporting more than 90,000 jobs across the country<sup>ii</sup>. Foreign tourists are often allured to the high quality football on show, with foreign visitors attending a football match spending £1.4 billion in 2019<sup>iii</sup>. Within the Premier League and other competitions in the UK, clubs tend to sell primary tickets early, typically at the start of a new season or a few weeks in advance of a fixture. This means that many domestic fans and tourists often purchase tickets on secondary ticketing platforms. The secondary ticketing market within the United Kingdom is an extremely large industry, with the value of tickets sold on these platforms estimated to be £350 million in 2019<sup>iv</sup>.

Despite the large secondary ticketing market, most of the existing research has been quantitative leaving large qualitative gaps. This means that there has been a lack of understanding of the causes of behavioural shifts among consumers. By using semi-structured interviews and thematic

analysis, this qualitative study aims to provide a detailed understanding of how external stimuli, such as pricing and social media engagement, influence purchasing decisions. The findings will contribute to the Behaviourist literature and offer practical insights for marketers and event organizers in the sports industry.

My main results suggest that prestige is the most important factor in determining a supporter's willingness to purchase tickets. Social media can play a role in bringing awareness to matches but also through enhancing prestige of a fixture. On the other hand, other factors such as socialisation, fairness, and reputation of the seller can impact consumer's willingness to pay for tickets. Understanding this behaviour provides key marketing implications which can be applied to platforms wishing to better understand their potential consumers.

Section 2 contains a literature review examining existing works in relation to the secondary ticketing markets, including studies for other sports such as the NFL. Section 3 provides an overview of the methodology used to conduct my research, including research design, research questions, sampling strategy, data collection, and data analysis. Section 4 examines key findings in relation to the research questions before offering a conclusion with an assessment of limitations in Section 5.

## **2.0 Literature Review**

This section will be split into 4 main sections: determinants of demand in the secondary market, pricing strategies in the secondary market, consumer behaviour, and a link to behavioural economics and psychology. The main contribution of this paper is that rather than the quantitative approach offered by existing literature often in the context of the US, it offers a qualitative study specific to the secondary ticketing market for football in the UK.

### **2.1 Demand**

Demand in the secondary ticket market is influenced by various factors, including the quality of the game, team performance, and external conditions like public health crises. The impact of various determinants of demand have been explored in quantitative settings for other sports. Hyun and Soebbing (2023) explored these determinants in the context of NBA games during the 2021-2022 season<sup>v</sup>. Their findings indicate that ticket prices in the secondary market are sensitive to shifts in consumer demand, which can be affected by factors such as the opposing team's quality and local COVID-19 cases. Similarly, Drayer, Rascher, and McEvoy (2012) examined the NFL secondary ticket market and found that demand for tickets is closely linked to consumer surplus and pricing inefficiencies, suggesting that teams could potentially sell more tickets by better understanding these demand drivers<sup>vi</sup>.

The literature consistently quantitatively highlights the importance of external and situational factors in shaping demand. The pandemic, for example, was found to have a significant impact on ticket prices, reducing demand due to health concerns. Additionally, the demand for tickets varies widely depending on the match's perceived importance, such as playoffs or rivalry games, which often command higher prices in the secondary market. However, the existing literature fails to address individual decision-making processes behind these results, calling for qualitative works.

## **2.2 Pricing**

Pricing strategies in the secondary market are complex, often involving dynamic and variable pricing models. Arslan, Tereyağoğlu, and Yilmaz (2023) investigated the switch to variable pricing in the NFL and found that it led to a modest increase in primary market sales<sup>vii</sup>. Their study revealed that lower prices for less attractive games were well-received by consumers, while higher prices for more attractive games did not deter buyers. This suggests that variable pricing can be an effective strategy when tailored to the specific characteristics of the market and consumer base.

Diehl, Maxcy, and Drayer (2015) provided insights into price elasticity in the secondary market, showing that demand tends to be price elastic, particularly for higher-quality seats<sup>viii</sup>. This contrasts with the inelastic demand often observed in primary markets, highlighting the unique dynamics at play in secondary ticket sales.

Theoretical frameworks such as the Law of Demand and multi-product pricing strategies are frequently used to understand pricing behaviour in the secondary market. These models help explain why secondary prices fluctuate and how consumers respond to different pricing strategies. For example, the concept of price discrimination, where different prices are charged for the same product in different markets, is particularly relevant in sports ticketing.

These insights can guide sports teams and event organizers in setting ticket prices that maximize revenue without alienating fans. For instance, understanding the elastic nature of demand in the secondary market can help teams adjust their pricing strategies to capture more consumer surplus, especially for premium seating or high-demand games. With this being said, studies which demonstrate how factors such as fandom level amongst potential consumers affect pricing would be useful to offer nuance on these results.

## **2.3 Consumer Behaviour**

Consumer behaviour in the secondary ticket market is heavily influenced by psychological factors, including how information is framed and the perceived value of tickets. Jee and Hyun

(2023) studied the effects of scarcity framing on consumers' perceptions of ticket availability and pricing<sup>ix</sup>. They found that presenting ticket availability in percentage terms led to a stronger perception of scarcity, particularly for high-demand games, which in turn influenced consumers' willingness to pay higher prices.

Another relevant study by O'Hallarn, Shapiro, and Pegoraro (2018) explored the impact of social media activity on secondary market prices<sup>x</sup>. Their research showed that increased use of team-related hashtags on Twitter positively correlated with higher ticket prices, suggesting that social media engagement can be a significant determinant of perceived value in the secondary market. Further studies acknowledging and examining the heterogeneity amongst consumers and the social media effects on different groups would prove insightful.

The concept of perceived value also plays a critical role in consumer decision-making. Drayer, Shapiro, and Dwyer (2018) confirmed that perceived value mediates the relationship between team identification and purchase intention<sup>xi</sup>. This suggests that even highly identified fans need to perceive a good value proposition before committing to a purchase, highlighting the importance of psychological pricing strategies in the secondary market.

## **2.4 Conclusions**

The existing literature offers valuable insights for marketers in the sports industry. By leveraging psychological principles such as scarcity and perceived value, marketers can more effectively frame their offers to increase sales. For instance, highlighting the limited availability of tickets or the social buzz around an event can create a sense of urgency that drives higher prices and faster sales. This study aims to offer a qualitative approach, mapping out consumers' decision-making processes and examining how each group within football supporters are affected differently.

## **3.0 Methodology**

### **3.1 Research Design**

This study employs a qualitative research design to explore the behaviour of football fans in the secondary ticket market, as detailed in Braun and Clarke (2006)<sup>xii</sup>. The qualitative approach is chosen for its ability to provide in-depth understanding and nuanced insights into the complex psychological and social factors influencing consumer behaviour. Given the Behaviourist framework guiding this research, the study focuses on understanding how external stimuli, such as pricing, scarcity, and social media engagement, influence observable purchasing decisions.

### **3.2 Research Questions**

As outlined in the literature review, the study is guided by the following research questions:

1. How do football fans perceive the scarcity of tickets in the secondary market, and how does this perception influence their purchasing decisions?
2. What role does social media engagement play in shaping football fans' perceptions of ticket value and their subsequent behaviour in the secondary market?
3. How do fans justify their decisions to purchase high-priced tickets in the secondary market?
4. In what ways do football fans' past experiences with secondary ticket purchases influence their future buying behaviour?
5. What psychological factors are most influential in the decision-making process for purchasing football tickets in the secondary market?

These research questions are designed to probe into the observable behaviours and decision-making processes of consumers in the secondary football ticket market. They focus on the external factors (e.g., pricing strategies, scarcity, social media) that act as stimuli influencing consumer behaviour, aligning with the Behaviourist emphasis on studying observable actions and the effects of environmental stimuli on behaviour. Additionally, these questions are suitable for qualitative methods, such as interviews or focus groups, which can provide in-depth insights into the experiences and perceptions of individuals in this context.

### **3.3 Sampling Strategy**

The sample for this study consists of 20 football fans who have purchased tickets in the secondary market within the past two years. This sample size was deemed sufficient to achieve data saturation, where no new themes or insights emerge from additional data collection. Participants were recruited from relevant fan forums and social media platforms with verified experience in the secondary market. A purposive sampling strategy was employed to ensure that participants had relevant experience and could provide detailed insights into the research questions. To capture a diverse range of perspectives, the study included participants from different demographic backgrounds (e.g., age, gender, income levels) and with varying levels of fan engagement (e.g., casual fans vs. highly identified fans).

### **3.4 Data Collection**

#### **3.4.1. Semi-Structured Interviews**

The primary method of data collection was in the form of semi-structured interviews. This approach allowed for flexibility in exploring the participants' experiences while ensuring that the

discussion remains focused on the research questions. The interview guide was developed based on the literature review and research questions, with open-ended questions designed to elicit detailed responses about participants' perceptions, behaviours, and decision-making processes in the secondary ticket market. Interviewees were asked the following questions:

1. Can you tell me a little about your background as a football fan?
2. Have you purchased football tickets from the secondary market before? If so, can you describe your most recent experience?
3. How do you usually perceive the availability of football tickets in the secondary market?
4. Can you recall a time when you felt pressured to purchase a ticket due to its perceived scarcity?
5. How often do you engage with football-related content on social media?
6. Do you think social media influences how you perceive the value of football tickets?
7. Have you ever paid a higher price for a football ticket in the secondary market? If so, what justified this decision for you?
8. What factors do you consider when deciding whether to buy a ticket at a higher price?
9. Can you describe a past experience with purchasing a ticket from the secondary market that significantly influenced your future buying behaviour?
10. Do you think your past experiences in the secondary ticket market have made you more cautious or confident when buying tickets?
11. What psychological factors do you think most influence your decision to purchase a football ticket?
12. How does the way information is presented (e.g., limited time offers, percentage availability) affect your purchasing decisions?

### **3.4.2. Interview Procedure**

Interviews were conducted via video conferencing, depending on the participants' preferences and logistical considerations. Each interview lasted approximately 45-60 minutes. With the participants' consent, interviews were audio-recorded and transcribed verbatim for analysis.

### **3.4.3. Informed Consent**

Participants were fully informed about the nature and purpose of the study, and their voluntary participation was sought through a formal consent process. They were assured of their right to withdraw from the study at any time without any consequences.

## **3.5 Data Analysis**

### **3.5.1. Thematic Analysis**

Data was analysed using thematic analysis, a method suitable for identifying, analysing, and reporting patterns (themes) within qualitative data. Thematic analysis allowed for a flexible yet rigorous approach to data interpretation, making it well-suited to the exploratory nature of this study<sup>xiii</sup>.

### **3.5.2. Coding Process**

The analysis began with an initial coding phase, where transcripts were read multiple times to identify significant statements and assign preliminary codes. This was followed by the development of broader themes, which was iteratively refined to accurately represent the data. The themes were aligned with the Behaviourist framework, focusing on how external stimuli influence observable behaviours.

### **3.5.3. Confidentiality**

All data collected is treated with strict confidentiality. Participant anonymity is maintained by assigning pseudonyms and removing any identifying information from the transcripts and final report. Data is securely stored in password-protected files, and only the research team has access to it.

## **4.0 Results**

The main findings of the research suggest that the prestige of a match is the greatest determinant of demand, interacting with most aspects of consumer willingness to pay for tickets. As one respondent put it, when deciding to go to a match, 'the main factor is the importance of the match.' This view was shared amongst almost all participants, stating that prestige was a key part of their decision-making process. Prestige matches can include matches involving famous players, 'derby' matches between rival teams, matches between high-achieving teams, sentimental matches (e.g. retirement of legends), matches that can define a season (e.g. cup finals, last matchday of the league).

Social Media can enhance prestige to create the fear of missing out and bring awareness to unknown matches, although it cannot persuade fans to purchase tickets for matches they were originally uninterested in. Supporters attending for the purpose of socialisation were found to have greater willingness to pay. Prestigious matches result in consumers buying early, often associated by an increased fear of missing out. Consumers who value fairness put this into practice in the form of a price threshold, although this threshold is adjusted upwards for more prestigious matches. Mixed results for scarcity framing/limited-offers on prestigious matches were found, although such offers/framing were unsuccessful for fixtures with less prestige. Finally, a positive reputation of the platform was essential for purchasing to take place.

#### **4.1 Social media**

My research has shown that social media has the potential to impact buying decisions in the secondary market. My findings show social media to have the ability to bring awareness to unknown games, driving the purchase decisions of fans for those matches. One participant responded:

“Social media does influence me to some extent, especially when it comes to discovering matches I wasn’t aware of. There have been times when I didn’t even know a game was happening until I saw it mentioned on an official team account or event page. That often leads me to check ticket availability, but only if it’s a match I was already interested in. I’ve never felt influenced to attend a game I didn’t care about just because of a social media post.”

As seen from the quote above, social media acts as a platform to provide information for fans on previously unknown matches in the shorter term. This leads to their willingness to purchase on the secondary market for these events as primary markets often sellout months before the match, with the secondary market being the only remaining option. Six other participants mentioned similar trends, with the process of discovering new information on social media leading them to purchase tickets in the secondary market.

“I’ll learn about things like whether a match will feature a fan-organized tifo, or if it’s the last match for a player or manager. That kind of buildup makes me more eager to attend. “

Social media can also play a role in the case of more prestigious matches. Fans have noted that social media can enhance a match’s sense of prestige by creating content around the match. An example of a participant response in this regard can be seen below:

‘For example, when Arsenal posted a behind-the-scenes video of their team preparing for the Manchester United match, it made me more eager to attend. I immediately checked the secondary market for available tickets and bought one the same day.’

Social media, however, cannot change strong pre-made decisions for either purchase or non-purchase of tickets for matches. Some responses have included:

‘For die-hard fans, attending matches is a predetermined commitment that’s rarely swayed by social media content.’

‘Social media has never influenced my decision. Social media may attract someone who’s not a fan of the team or not even a football fan to come see what’s going on.’

This was a feature commonly reflected among my respondents, where those already with a strong motivation to attend a match exhibited less influence under social media. These decisions tend to be influenced by more factors relating to their fandom rather than any external influence through social media:

‘I think social media doesn’t have a huge influence on my purchasing overall. A match’s appeal comes partly from objective factors (opponent strength, expected match quality) and partly from subjective meaning (such as a player’s debut or farewell). Social media can enrich the objective context, but I don’t think it plays a decisive role for me.’

This result is surprising given that all participants were recruited from social media/forums, who tend to engage more than regular fans on such platforms. Even amongst this group, a significant group of participants were not influenced by social media.

Overall, it was observed that although social media tends to be less relevant as a factor for purchase for those already with pre-made decisions, it does still play a role for some fans mainly in the form of information provision as well as enhancing prestige. The marketing implications from these conclusions suggest that platforms should aim to focus on the prestigious aspects of matches in advertising, and also have a breadth of posting about various games on offer to bring awareness to potential purchasers.

#### **4.2 Socializing**

Socialisation is another area which has shown to impact financial considerations amongst potential consumers on the secondary market. Participants whose principal purpose of attending matches is to socialise with friends and family tend to be less price sensitive and willing to pay a higher price. An example of such behaviour can be seen below:

‘I bought two tickets for my parents who visited me at that time. It is not common for them to visit me so I would pay a rather high price for tickets. I have to do so. Although the price is nonsense, I did not regret that purchase. I will only consider paying such a high price again in a similar situation.’

### **4.3 Timing and prestige**

With regard to timing of purchase on the secondary ticketing market, prestige is showing to play a significant role. Participants who mentioned timing of purchase were evenly split between buying early and buying late (7:8). However, participants who were aiming to buy tickets for more prestigious matches- those involving top teams, finals of competitions, well-known 'superstars'- all bought early. These attitudes can be shown by the following response:

'For regular matches: I gamble on last-minute deals (often 30-40% discounts 2-4 hours pre-game). For must-see events: I pay premium prices early to secure tickets'

Some participants also justify this decision to purchase early for prestigious matches in terms of financial considerations, with lower prices closer to the game for regular matches with this not being the case for more prestigious matches. An example of a response is below:

'I realized that prices on the secondary market often drop closer to the event unless it's a very high-demand game.'

More prestigious games also tended to be associated with an increased fear of participants missing out amongst supporters, often talking about important matches or players that they would not want to miss out on watching. Therefore, this group of supporters tended to purchase tickets early to avoid missing out on such opportunities. An example of such influences exhibited by participants is seen below:

'I bought tickets quite early because I was afraid they would sell out, especially since Messi was expected to play.'

Therefore, the impact of prestige is evident in both the context of being associated with increased fear of missing out, but also in terms of timing with consumers buying early for prestigious matches.

### **4.4 Fairness/legitimacy: Talk of fairness, face value norms, rip-off, scalping/gouging**

Another factor influencing purchase was the consumer's sense of fairness. My research shows that people who value fairness tend to always have financial considerations. These financial considerations are put into practice by setting a price threshold, above which they do not purchase, as seen below:

'Of course, if the price is reasonable and I don't have a membership for that game, I'm happy to buy a ticket. The face value of the ticket is definitely a key factor in my decision-making,

provided I have the time to attend. In 95% of cases, I would not choose secondary market tickets priced at more than double the original price.'

However, an exception comes with certain consumers in the case of more prestigious matches, which can at times override a price threshold. This is seen through the below example, with the same participant as the above quote stating:

'The remaining 5% would only apply to Champions League matches involving my favourite team, and I would never consider tickets marked up by more than ten times.'

In this case, the participant significantly increased his threshold when attempting to purchase tickets to highly prestigious matches of his favourite team. This view was echoed amongst several other participants, stating that in the case of more prestigious matches, they either impose a new, higher, threshold or consider higher prices above their original threshold:

'I have paid a higher price for a football ticket on the secondary market. The importance of the match was the primary reason—it was a title-deciding match.'

'I didn't think it was worth paying... a high price for a game that didn't involve my favorite team. However, if it were a key Real Madrid match... I would consider buying a ticket early through a secondary market site'

'The face value of the ticket is important, but not the most decisive factor. If the match is emotionally significant or rare, I'm willing to pay more. However, I still consider value for money.'

Overall, my research has shown that consumers purchasing on the secondary ticketing market who value fairness reflect this in the form of a price threshold. However, this effect is weaker when it comes to more prestigious matches, where price thresholds are adjusted upwards.

#### **4.5 Marketing tactics: Scarcity framing and Limited-time offers on secondary platforms**

The effects of limited-time offers or scarcity framing for more prestigious matches are mixed amongst participants. Limited-time offers/scarcity framing was found to be effective when it is able to enhance the fear of missing out of a game they were already planning to go to, often relating to prestige and leading to purchases. Examples of this type of participant can be seen below:

'Some platforms show messages like "only 5 minutes left at this price" or "only a few tickets remaining." In these moments, I feel pressured and more likely to complete the purchase. I once saw a timer indicating that a discount was valid for only 10 minutes, and fearing I might miss

out, I paid immediately. I believe such marketing strategies are indeed effective in influencing my purchasing behaviour.'

'The way information is presented greatly affects my purchasing decisions. When I see limited time offers or messages like "only 2 tickets left," I feel compelled to act immediately. Once, when I saw a site showing "85% sold" for a high-profile match in the Man City vs Man United game, I bought the ticket immediately without much price comparison, fearing it would sell out. That is because I know I need to buy this match whatever I pay or give. This type of marketing is very effective for me. It taps into urgency and fear of missing out. When the offer appears scarce and time-sensitive, it overrides my logical decision-making, making me purchase tickets more impulsively.'

For another group of participants, any marketing strategies play no role in their ticketing purchases for prestigious matches. They are driven by the prestige of the match itself or financial considerations, rather than any of these marketing strategies. Examples of each are below:

'I feel that my experience seems to have little to do with marketing methods. First of all, it's a common understanding that Cristiano Ronaldo plays one less game for his national team. This doesn't mean there's a need for special marketing'

'I have a relatively accurate sense of how many tickets would be available for a certain match. I am also familiar with the trend of ticket prices so basically I would not buy the tickets because I feel that not too many tickets are left... The only factor that determines my willingness to pay is 'does the price worth it'.

For non-prestigious matches, weaker attraction to limited-time offers/scarcity framing is true for those who weren't interested in the match anyway, with the marketing not affecting their behaviour, as seen below:

'If I have to spend a lot of time traveling, then no matter how big the discount is, it's not worth it for me. For me personally, the biggest factor in deciding whether to go to a match is the match itself.'

Limited time offers never have a negative impact on purchasing decisions, so adding them can weakly improve platform sales at no further cost.

Overall, for prestigious matches, the effectiveness of limited-time offers/scarcity framing are mixed and determined by factors including the fear of missing out, the prestige of the match itself, and financial considerations. For non-prestigious matches, such offers and framing tend to be less effective in leading to purchase amongst fans who hadn't originally shown interest.

#### **4.6 Perception of Platform**

Finally, with regard to perception of the platform, all participants highly valued the reputation of the seller. Consumers on the secondary ticketing market tended to only buy from reputable sources, often returning to sites they had previously bought from. Examples of responses can be seen below:

‘The reputation of the seller plays a crucial role. I always prefer buying from verified sellers on platforms with guarantees. Past experiences have taught me to avoid lesser-known platforms, even if their prices seem attractive.’

‘Yes, my previous experience definitely made me feel more confident. For example, after successfully using livefootballticket.com firstly, I've returned to it a few times for other Premium League matches, and it has always worked out well. I still remain cautious by checking seller ratings, delivery guarantees, and user reviews.’

‘I only buy second-hand tickets on Viagogo. That is the only website I trust. Viagogo provides good service and guarantee so you will not be afraid of being scammed.’

#### **5.0 Discussion**

While this qualitative study offers deep insights into consumer behaviour in the secondary ticket market, it is limited by its reliance on self-reported data, which may be subject to recall bias or social desirability bias. Additionally, the findings may not be generalizable to all football fans, given the purposive sampling strategy. However, the study aims to provide rich, context-specific understanding rather than broad generalizations.

These results are highly relevant for secondary ticketing platforms with several marketing implications. Given that social media has been found to enhance prestige with no effect on purchasing decisions on matches the consumer had no original interest in, advertising campaigns should focus on creating or emphasising the prestigious aspects of a match. Furthermore, given that fans are willing to pay higher prices when attending for socialisation, advertising friends/family the same matches might increase willingness to pay/attend. Price-discrimination based on prestige can also be effective, as fans even with original thresholds are likely to adjust these upwards for more prestigious games. With regard to offers, platforms should consider increased use of limited time offers for prestigious matches by appealing to the fear of missing out. On the other hand, they should consider conducting promotions/discounts on less prestigious matches as they never have a negative effect on purchasing decisions, especially when trying to increase sales to avoid unsold tickets. Finally, with all consumers viewing perception of the

platforms as crucial, platforms should prioritise ensuring that they remain reputable, as it acts as a prerequisite for any potential purchase.

## References

---

<sup>i</sup> Premier League. “The Numbers That Show This Has Been a Season like No Other.” Premierleague.com, 19 May 2024, [www.premierleague.com/en/news/4016793?](http://www.premierleague.com/en/news/4016793?) Accessed 9 July 2025.

<sup>ii</sup> Premier League. “Economic and Social Impact of Premier League Highlighted by Report.” Premierleague.com, 8 Feb. 2024, [www.premierleague.com/en/news/3884417](http://www.premierleague.com/en/news/3884417). Accessed 24 June 2025.

<sup>iii</sup> “Football Tourism: A £1.4bn Economic Impact for the UK | Sports Business.” Sports Tourism Media | Sports Travel & Sports Events News, 29 Oct. 2021, [www.sportstourismnews.com/football-tourism-economic-impact-uk-visibritain/](http://www.sportstourismnews.com/football-tourism-economic-impact-uk-visibritain/). Accessed 20 May 2025.

<sup>iv</sup> Competition and Markets Authority, Secondary ticketing – Recommendations to government for improving consumer protection (PDF), August 2021, p5

<sup>v</sup> Moonsup Hyun and Brian P Soebbing. “Determinants of Ticket Prices in the Secondary Ticket Market and the Effects of COVID-19: Empirical Evidence from NBA Ticket Price Data Analytics.” *Sport, Business and Management*, vol. 13, no. 4, 28 July 2023, pp. 489–505, <https://doi.org/10.1108/sbm-11-2022-0101>. Accessed 23 Feb. 2025.

<sup>vi</sup> Joris Drayer, Daniel A. Rascher, and Chad D. McEvoy. “An Examination of Underlying Consumer Demand and Sport Pricing Using Secondary Market Data.” *Sport Management Review*, vol. 15, no. 4, Nov. 2012, pp. 448–460, <https://doi.org/10.1016/j.smr.2012.03.005>. Accessed 18 Feb. 2025.

<sup>vii</sup> Hayri A. Arslan, Necati Tereyağoğlu, and Övünç Yılmaz. “Scoring a Touchdown with Variable Pricing: Evidence from a Quasi-Experiment in the NFL Ticket Markets.” *Management Science*, vol. 69, no. 8, 2023, pp. 4435–4456, <https://doi.org/10.2139/ssrn.3447901>. Accessed 19 Feb. 2025.

<sup>viii</sup> Mark A. Diehl, Joel G. Maxcy, and Joris Drayer. "Price Elasticity of Demand in the Secondary Market." *Journal of Sports Economics*, vol. 16, no. 6, 20 Apr. 2015, pp. 557–575, <https://doi.org/10.1287/mnsc.2022.4588>. Accessed 20 Feb. 2025.

<sup>ix</sup> Wonsok Jee and Moonsup Hyun. "10,000 Available" or "10% Remaining": The Impact of Scarcity Framing on Ticket Availability Perceptions in the Secondary Ticket Market." *Behav. Sci.* vol. 13, no. 338. <https://doi.org/10.3390/bs13040338> Accessed 21 Feb 2025.

<sup>x</sup> Brendan O'Hallarn, Stephen L. Shapiro, and Ann Pegoraro. "Hashmoney: Exploring Twitter Hashtag Use as a Secondary Ticket Market Price Determinant." *International Journal of Sport Management and Marketing*, vol. 18, no. 3, 2018, p. 199, <https://doi.org/10.1504/ijsmm.2018.091754>. Accessed 22 Apr. 2025.

<sup>xi</sup> Joris Drayer, Stephen L. Shapiro, and Brendan Dwyer. "Worth the Price of Admission? The Mediating Effect of Perceived Value on Ticket Purchase Intention." *Sport Marketing Quarterly*, vol. 27, pp. 44-57, <http://dx.doi.org/10.32731/SMQ.271.032018.04>. Accessed 22 Feb. 2025.

<sup>xii</sup> Virginia Braun, and Victoria Clarke. "Using Thematic Analysis in Psychology." *Qualitative Research in Psychology*, vol. 3, no. 2, 2006, pp. 77–101, [www.tandfonline.com/doi/abs/10.1191/1478088706qp063oa](http://www.tandfonline.com/doi/abs/10.1191/1478088706qp063oa). Accessed 8 Nov. 2024.

<sup>xiii</sup> Virginia Braun, and Victoria Clarke. "Using Thematic Analysis in Psychology." *Qualitative Research in Psychology*, vol. 3, no. 2, 2006, pp. 77–101, [www.tandfonline.com/doi/abs/10.1191/1478088706qp063oa](http://www.tandfonline.com/doi/abs/10.1191/1478088706qp063oa). Accessed 8 Nov. 2024.