



# "THE ART OF TICKET SCALPING"

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Have you ever bought concert tickets to meet your favourite idols or singers? If you are lucky enough, you can buy the ticket at the official market price. However, not many people are not able to snap up the tickets and fail to buy the tickets at the official market price. Hence, they will choose to buy the tickets at a much higher price than the official price, which is called scalper tickets.

So why will we accept the existence of scalper tickets? If the market price is lower than the equilibrium price, the quantity demanded is larger than the quantity supplied and the shortage occurs.



Yet, price competition may solve the problem. Through price competition, the price can be raised to allocate limited quantities of goods and services. For example, a concert ticket may be raised to three times its original market price if people are willing and able to buy the ticket at this price. Hence, it could solve the shortage.

As a result, sometimes scalper tickets may bring benefits to people, who are able and willing to buy the tickets but cannot snap up the tickets immediately. They can buy the scalper tickets and get the opportunity to meet their idols.

Moreover, as some people want to snap up the tickets successfully, they may have to stay in front of the ticket-selling system website many hours before it goes on sale. Or even spend money to buy stronger performance equipment for snapping up tickets. Their time cost and money cost increases. When the full cost of people buying tickets through the official website is larger than the full cost of people buying scalper tickets, it may be much better to buy tickets from a ticket speculator.

That's why we accept the existence of scalper tickets in the market.

(306 words)

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