

INTRODUCTION

Overview:

- Live music ticket prices have surged in recent years, posing financial challenges for fans.
- This study investigates the economic, technological, and psychological factors behind this increase.

Objectives:

- Analyze historical trends and current dynamics in concert ticket pricing.
- Unravel the economic consolidation and fee structures driving ticket price escalation.
- Explore the psychological impact of Fear of Missing Out (FOMO) on consumer behavior.

Aim:

- Provide insights for consumers to explain this increase, and if there is anything one can do to avoid paying so much to attend live events.

RESEARCH METHODOLOGIES

Approach:

- Hybrid of pure and applied research.
- Utilizes quantitative and qualitative data.

Population:

- Focus on concertgoers, particularly individuals aged 18-25.

Data Collection:

- Gather historical ticket prices, economic indicators, and psychological trends related to concert attendance.

Analytical Techniques:

- Regression analysis for quantitative data.
- Qualitative content analysis for behavioral trends.

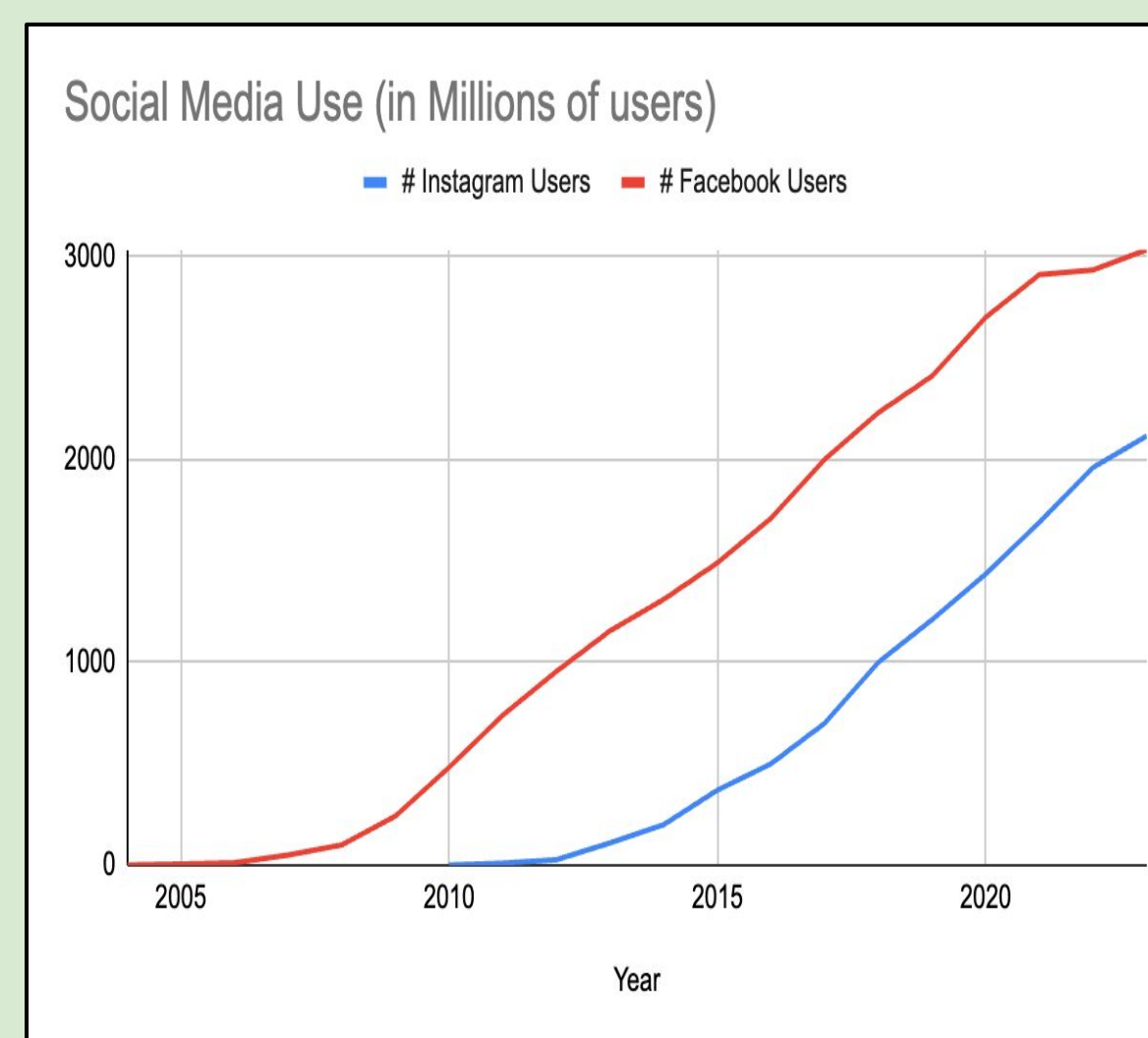
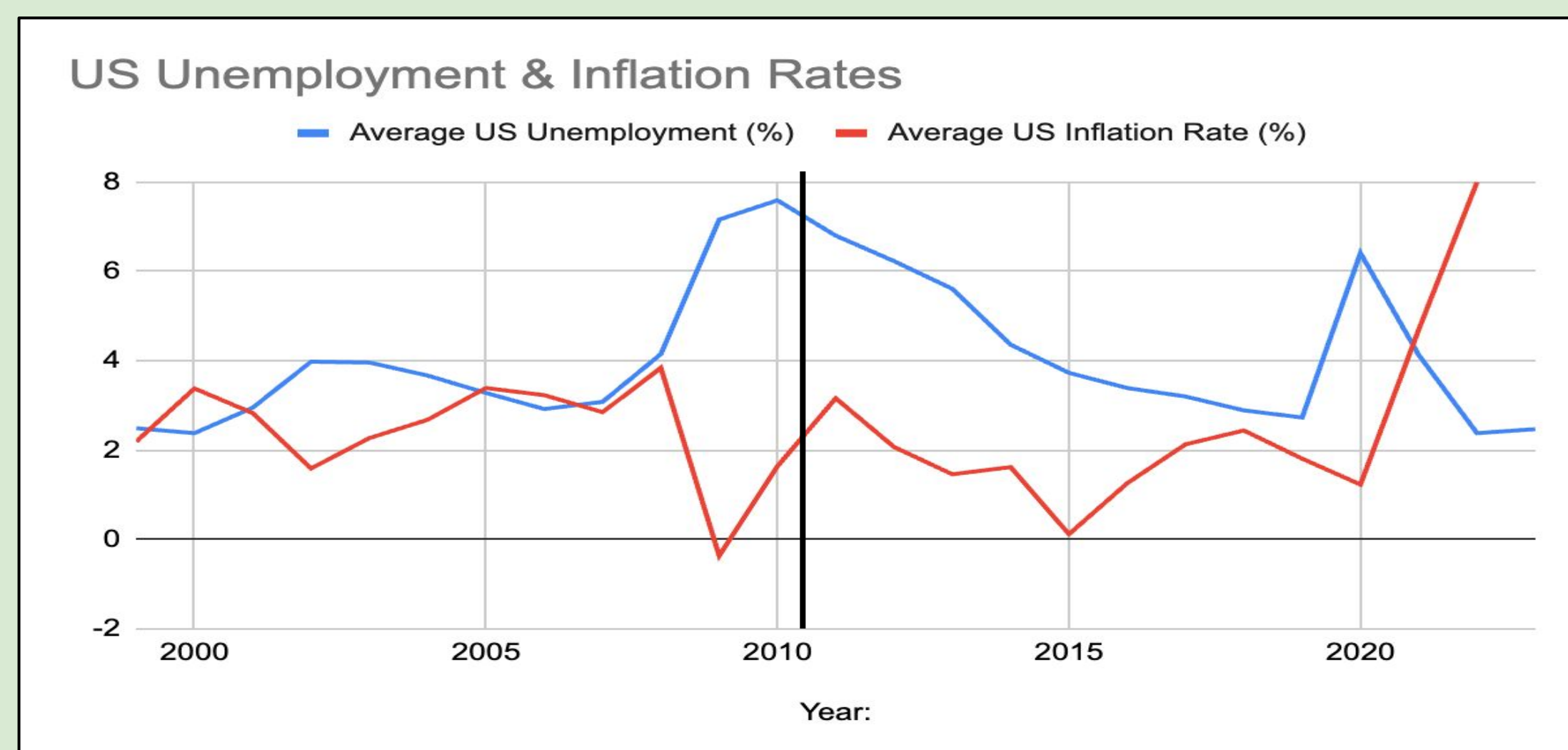
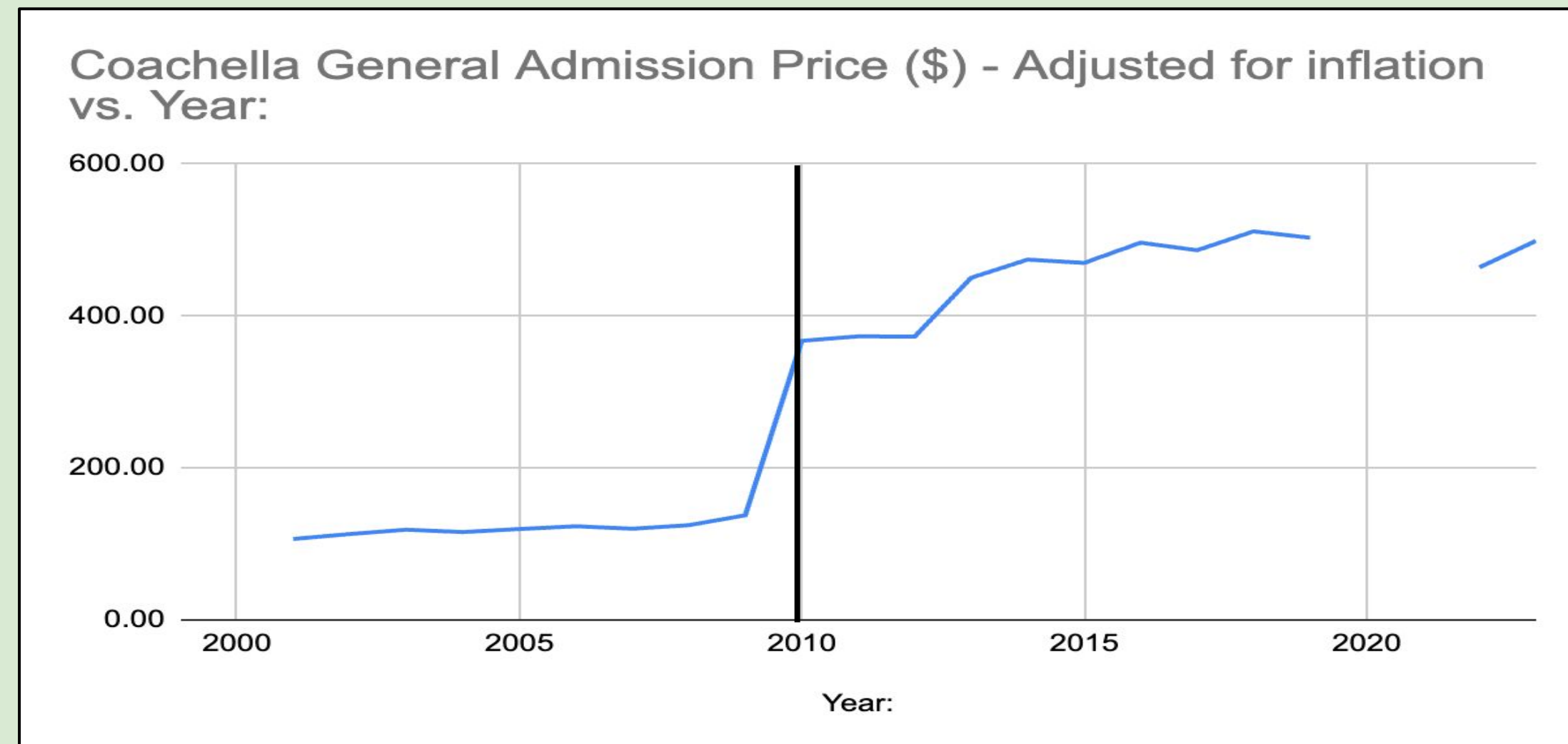
Sample Selection:

- Utilizes existing online data related to concert attendance among the target age group.

Timeline:

- Initial month for data collection, followed by analysis phase

DATA AND FINDINGS



Technological developments in the last decade that have driven up resale prices:

<p>DYNAMIC PRICING</p> <p>Prices fluctuate based on demand and competitors.</p>	<p>LACK OF COMPETITION</p> <p>Dominant market position leads to higher prices.</p>	<p>PRICE MATCHING</p> <p>Resale platform sets inflated price precedents.</p>
<p>TICKET BOTS</p> <p>Automated software buys tickets in bulk, inflating prices.</p>	<p>ANTI-COMPETITIVE PRACTICES</p> <p>Practices on resale platforms drive up prices.</p>	

DISCUSSION, ANALYSIS, AND EVALUATION

- In 2010, there was a notable jump in festival attendance prices, contrasting sharply with the backdrop of high unemployment and low inflation stemming from the Great Recession of 2008.
- Two interpretations of this discrepancy:
 - 1. The economic downturn of the Great Recession left many feeling despondent, leading to an increased motivation to spend money on experiences that would bring joy and relief from hardship.
 - 2. Coachella may have been behind the times in their pricing, as proven by their inability to sell out the festival in 2010
- Concurrently, social media usage experienced a significant surge in 2010, steadily growing thereafter.
- The expanded user base of social media platforms resulted in more individuals being exposed to what others were doing, heightening the fear of missing out (FOMO) on social experiences.
- Further studies indicate a direct correlation between FOMO and the use of social media platforms.
- The resale market, driven by ticket scalpers and secondary ticketing platforms, significantly influences the perception of high concert prices, exacerbating the affordability challenge for many attendees.
- Resellers often purchase tickets in bulk and resell them at inflated prices, contributing to the perception of scarcity and driving up prices.

CONCLUSIONS, IMPLICATIONS, AND NEXT STEPS

Conclusions:

Live music ticket prices have surged in recent years, presenting financial hurdles for fans, particularly those in the 18-25 age group. The surge in festival attendance prices in 2010, amidst the aftermath of the Great Recession, highlights the complex interplay of economic, technological, and psychological factors influencing ticket pricing dynamics. The proliferation of social media platforms since 2010 has intensified the Fear of Missing Out (FOMO) phenomenon, driving consumer behavior and exacerbating the perceived value of live event experiences. The resale market, fueled by ticket scalpers and secondary ticketing platforms, contributes significantly to the perception of high concert prices, amplifying the affordability challenge for attendees.

Implications:

Understanding the multifaceted nature of factors contributing to ticket price escalation empowers consumers to make informed decisions regarding their live event attendance. Concert promoters and organizers may need to reassess pricing strategies to balance revenue generation with ensuring accessibility for diverse audience segments. Policymakers may consider regulations or interventions to address issues related to ticket resale practices and market manipulation.

Next Steps:

Further research could delve deeper into the specific economic, technological, and psychological mechanisms driving ticket pricing dynamics in the live music industry. Exploring alternative pricing models, such as dynamic pricing or subscription-based services, could offer insights into potential solutions to mitigate the financial burden on fans. Collaborative efforts between industry stakeholders, policymakers, and consumer advocacy groups may be necessary to foster transparency, fairness, and affordability in the live event ticketing ecosystem.

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