Investigating Motivations for Second-Hand Purchases from Ticketmaster Resellers and Assessing the Potential Impact of Loyalty Programs on Consumer Trust and Behaviour

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ABSTRACT

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Numbers of event attendees is increasing continuously worldwide and it has reflected in a solid growth with the ticketing market projected to reach 68 billion USD by 2027 and as the appetite for unforgettable experiences grows, the challenges of securing tickets in the primary market has become increasingly difficult, Thus secondary ticket market has emerged as a direct response to this demand, offering a lifeline for fans who were unable to acquire tickets in the initial sale.

This research aims to understand consumer motivations and behaviours, along with revealing how different factors influence the consumption patterns., focusing on how loyalty programs can enhance customer retention. Employing a qualitative research methodology, six participants with experience purchasing second hand tickets from Ticketmaster's resale platform were interviewed. Thematic analysis of the data revealed key drivers such as the desire to attend sold out events and capitalise on last minute availability. Challenges identified include concerns about ticket authenticity, price surges and platform reliability. Trust in the Ticketmaster brand emerged as a mitigating factor for these concerns, underscoring the importance of a reputable platform. Participants also indicated that well structured loyalty programs could enhance their purchasing experience and foster long term loyalty.

By filling gaps in the existing literature, this research offers new insights into the psychology of secondary ticket market consumers. It provides practical recommendations for industry stakeholders, emphasising the importance of leveraging brand trust and implementing loyalty programs to build lasting customer relationships. By undertaking the factors influencing consumer behaviour and the challenges faced by both consumers and platforms, this study contributes to a comprehensive understanding of this evolving and growing market.

Submission of Thesis and Dissertation

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CA Submission Sheet – 2023/2024

Student Name: Tinu Thapa
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ACKNOWLEDGMENT

TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION

1.1 Background to the Study

Consumers are driven by a fascinating interplay of needs, wants and emotional connections. This phenomenon is particularly evident when it comes to live events. Witnessing a heart pounding concert, nail-baiting sporting match to immersive theatrical production firsthand creates a unique and lifelong experience, the magic of this dynamic industry extends beyond the stage into the hearts and minds of the attendees and fosters a sense of community (Drayer et al., 2008). This desire transcends the purchase of a ticket as it provides that opportunity to connect with a passion, celebrate a shared experience or create lasting memories, ultimately leading the bedrock of vast audiences and making the live entertainment industry a major economic driver, generating millions of dollars in revenue each year (Jenkins, 1992). The digital age has revolutionised the ticketing industry, particularly for live events. Gone are the days when fans queued up at box offices for hours to secure these tickets. The online ticketing platform has made purchasing tickets more convenient, accessible and efficient (Belson, 2011). Companies like Ticketmaster, Everntribe and StubHub have dominated the market offering users the ability to buy tickets with just a few clicks. According to a 2023 report by Grand View research, the global online event ticketing market was valued at approximately USD 55.40 billion and is expected to reach USD 68 billion by 2027, growing at a compound annual growth rate (CAGR) of 48% from 2021 to 2027. This growth is driven by the increasing demand and importance of digital ticketing solutions for both event organisers and fans seeking access to these experiences. This has also made the online marketplace a primary battleground for fans. While convenient and accessible, the online market also presents challenges. Popular events sell out in minutes or even seconds, securing those coveted tickets becomes a challenge, leaving fans scrambling for alternatives. This is where the secondary ticket market emerges as a critical player, addressing the gap between supply and demand, where fans can buy and sell tickets from other individuals, offering a lifetime for those who missed out the initial sale (Kozinets, 2002). Platforms like Ticketmaster resellers, StubHub become prominent, providing consumers with opportunities to purchase tickets for sold-out events, secure preferred seating or take advantage of last minute availability (Ozanian, 2011). The demands of tickets are so high that despite the risks associated with counterfeit tickets and fraud a significant portion of fans also turn to ticket touts or scalpers who resell tickets at inflated prices. A survey by Eventbrite in 2018 found that around 30% of event-goers have purchased tickets through unofficial channels like ticket touts. Ticketmaster's own data indicates that a substantial number of tickets sold post-initial sale are resold on their resale platform. According to Ticketmaster's report of 2019, approximately 40% of tickets for high demand events are eventually sold through their secondary market platforms highlighting the considerable activity in this sector. According to a 2020 report by Brandessence Market the global secondary ticket market was valued at USD 5.4 billion and is projected to reach USD 9.7

billion by 2027, reflecting a CAGR of 9.2%. Drawing upon the above perspective, it is important for the official ticket sellers like Ticketmaster to dive deep into consumption decisions and behaviour of the secondary market ecosystem.

1.2 Gaps in the Literature

Much literature has investigated the consumer behaviour in different contexts such as website service quality, motivation and content; however, none of these studies has been solely forced on consumers psychological perspective related to resale tickets buying behaviour. The existing research predominantly addresses primary ticket purchasing and general online shopping behaviours but fails to delve into the unique motivations and decision-making processes associated with secondary ticket market.

For example, previous studies have examined how website usability and service quality impact consumer satisfaction and purchase intentions in primary ticket markets (Flavian, Guinaliu, Gurrea, 2006). However these studies do not account for the distinct pressures and urgencies experienced by consumers in the secondary market where factors like rapid sellouts and fear of missing out (FOMO) significantly influence behaviour (Payne, 2019). Furthermore the literature on consumer trust and brand loyalty often highlights traditional retail or primary market settings (Gefen, 2002; Morgan & Hunt, 1994) leaving a void in understanding how these elements play out in the context of secondary ticket platforms. Consumers in this market base face unique challenges such as verifying the legitimacy of tickets and assessing the reliability of sellers. Despite these challenges, there's some limited research on how platforms can build and maintain trust with these consumers (Delgado et al., 2001). Moreover the role of exclusive offers and loyalty programs in retaining secondary market consumers remains underexplored. While some research suggest the loyalty programs can enhance customer retention in general ecommerce (Liu, 2007; Melnyk & Van Herpen, 2013), their specific application and effectiveness in the secondary ticket market are not well understood.

Therefore this study aims to fill these gaps by exploring the psychological motivations driving secondary market purchases, examining the risks and trust factors influencing consumer decisions and assessing the potential impact of loyalty programs and exclusive offers in this unique market segment.

1.3 Academic Justification

In today's hyper-competitive business landscape, where customer attentions is fleeting and competition is fierce, building lasting connections with the consumer is no longer luxury but a necessity. Companies are in a constant quest to find the right methods and tools that can establish an enduring long term connections with their most valuable asset-the consumer (Blackwell et al.,

2005). Meanwhile, secondary ticket consumers are the ones who are seeking the platform, providing the business a golden opportunity to retain and nurture customer relationships through a transaction lens, focusing on fulfilling immediate needs and completing a sale. However, the modern consumer mindset has given rise to the concept of "relationship marketing", a holistic approach that emphasises building deep, mutually beneficial partnerships with consumers (Sheth & Parvatiyar, 2000). Like every industry, the online ticket market industry landscape, understanding and enhancing consumer satisfaction is paramount for sustained success (Reibstein, Day, & Wind, 2009).

1.4 Research Aims

This paper seeks to explore the motivation behind the secondary ticket consumption behaviour and how to foster connection with the secondary buying audiences through exclusive offers and loyalty programs, the time tested crucial tools in this pursuit, offering a unique avenue to build the consumer trust to the audiences and influencing purchasing decisions in this highly competitive space as they serve as a catalyst for these connections, providing a platform for the engagement, recognition, and reward (Chaudhuri and Holbrook, 2001). "There is no greater feeling than that of belonging to something special", a sentiment that captures the essence of what these tools strive to achieve. There is a growing body of research on the effectiveness of loyalty programs and exclusive offers in various industries (Dick and Basu, 1994). However in the realm of the live entertainment industry,it remains an open ended question. While there is some evidence to suggest that these programs can be effective, there is still need for further research to explore their impact in a more comprehensive and rigorous manner. By examining motivation and considering the potential influence, this research seeks to bridge this gap by employing a qualitative research approach to analyse the significance of loyalty programs and exclusive offers in influencing consumer trust, buying behaviour and building a long term relationship in secondary online ticket industry (Berry et al., 1995). Understanding these dynamics can inform strategies of the online platforms like Ticketmaster to create a more long term and trustworthy experiences for fans seeking that coveted live experience, informing strategies to better meet consumer needs and foster more robust and reliable ticket resale ecosystem.

1.5 Research Questions

To address the gap identified and to achieve the aims of this research, a series of specific research questions have been formulated. These questions are designed to delve into those intricacies and prob a comprehensive understanding.
The following research will guide the study:
1. What factors drive consumer behaviour in the secondary ticket market?

2. How do emotional and psychological aspect impact purchasing decisions in the secondary ticket market?

3. What triggers impulsive ticket purchases in the secondary market and how do these triggers vary among consumers?

4. What are the comparative advantages and perceived trustworthiness of Ticketmaster's resale platform versus unofficial platforms?

5. What is the potential value proposition of loyalty programs in the secondary ticket market?

6. How could loyalty programs influence trust and confidence in Tickmaster's resale platform in relation to customer retention.

These questions are the essence of the research objectives presented in chapter 3.

1.6 Methods and Scope

To address the research questions outlined above, a qualitative research methodology will be employed. The study utilises semi-structured interviews as the primary data collection method, allowing for in depth insights into participants motivations, experiences and perceptions. This approach is particularly suited to understanding the nuances that influence consumer decisions and the impact of loyalty programs on these behaviours.

In terms of sampling six individuals who have previously purchased secondary online tickets of age 20-30 based in Ireland were interviewed. By targeting this demographic the study aims to capture a diverse range of experiences and attitudes. Interviews were conducted and recorded via Microsoft Teams, ensuring a convenient and accessible means of data collection. Thematic narrative analysis was employed to analyse the interview transcript allowing for the identification of key themes and patterns that aligns with the research aims and questions.

By adopting this research methodology the study and to provide a detailed exploration of the topic contributing to the existing body of knowledge and informing industry practices.

1.7 Dissertation Structure Chapter

Chapter 1: Introduction
The introductory chapter lays the foundation for the dissertation providing a brief synopsis of the background of the research topic, motivation as well as a brief discussion of the aims of the study, methodology scope and how the research is structured.

Chapter 2: Literature Review
An extensive review of the academic literature related to consumer behaviour in the secondary online ticket market, trust, and the role of loyalty programs in influencing purchasing decisions.

By critically reviewing relevant theories and prior studies, this chapter aims to contextualise the current research and highlight the theoretical underpinnings that inform the study.

Chapter 3: Research Methodology
This chapter presents the selected research methods, outlines the study's objectives and questions outlined in chapter 1 and describes the primary data collection techniques used. It also includes a discussion on the adopted research philosophy and approach, along with detailed information about the sample population and data collection procedures.

Chapter 4: Research Findings and Discussion
This chapter presents the results of the data analysis, including key findings, themes and patterns. It also discusses the implication of the finding in relations to the research questions and existing literature reviewed in chapter 2.

Chapter 5: Conclusion and Recommendations
Drawing conclusions regarding key findings of the research based on the analysis presented in chapter 4. It discusses the implications of these findings for both theory and practice, offering recommendations for further research and practical strategies avenues for future exploration.

CHAPTER 2: LITERATURE REVIEW

2.1 Online Ticket Market

Live events offer a captivating blend of shared emotions,   community,   and unforgettable memories. Fueling this desire for connection is a multi-billion dollar industry: online ticketing for live events. Fans navigate this complex landscape with two primary options: first with the easily available but hard to master primary market and the second option is the secondary market which has risen in the background due to the failings of the primary market and the rapidly growing secondary market (Bayton, 1958). The primary online ticket market acts as the lifeblood of the live event experience. It's the stage where event organisers unveil their offerings, and eager fans scramble to secure the tickets. This complex ecosystem, facilitated by prominent online platforms like Ticketmaster and other line sellers, underpins the multi-billion dollar industry of live events. Understanding the inner workings of the primary market is crucial before delving into the dynamics of the secondary market because it also affects the mental state of the consumer (Ambler, 1992). Imagine a bustling marketplace where event organisers showcase their productions and a vast audience of potential attendees eagerly browse. This is the essence of online ticketing platforms. These powerhouses like Ticketmaster act as central hubs, connecting   event organisers and production companies with a global network of fans, thrill-seekers, and individuals eager to experience new and exciting events (Armitage and Conner 2001). Organisers leverage these platforms to manage ticket sales, set pricing strategies, and define distribution channels, while fans and individuals rely on them to discover events, explore options, and ultimately secure their spot in the audience.

Entities like event organisers including promoters, sports teams, fans clubs, theatre companies and venues are the original sources of tickets. They set the initial price, determine the number of tickets available, and establish the sale date. Authorised ticketing platforms like Ticketmaster serve as intermediaries, facilitating the sale of tickets on behalf of event organisers.   These platforms provide the infrastructure for online sales, including payment processing, customer support, and ticket distribution.

2.1.1 Primary Ticket Market

The primary market is designed to ensure that tickets reach consumers at a price that reflects the event's perceived value and of the consumer's own ability to purchase tickets which avail them exclusive benefits like VIP seating, closer seats to the stage. Ticket prices are typically set based on factors such as the artist's popularity, the venue's capacity, the different segments of the seats available and the overall demand for the event. The adoption of online ticket sales has also enabled the implementation of advanced technologies (Jayachandran et al., 2005). For example, Ticketmaster has introduced dynamic pricing, where ticket prices fluctuate based on real-time

demand and the number of seats available, similar to airline pricing models. This approach aims to capture maximum revenue and reduce the number of tickets that end up in the secondary market (Arditi, 2019). The primary ticket market is a significant contributor to the live entertainment industry's economic impact. According to a report by Live Nation Entertainment, Ticketmaster processed over 500 million tickets globally in 2022, generating substantial revenue not only from ticket sales but also from associated fees and service charges. This economic activity supports a wide range of stakeholders, including artists, venues, promoters, and ancillary services such as security, catering, and concessions. Furthermore, the primary ticket market drives economic benefits beyond direct ticket sales. Live events often boost local economies by attracting tourists who spend money on accommodation, dining, and transportation (Flew and Iosifidis, 2020). A study by the Event industry Council found that live events generated over $1.5 trillion in direct spending globally in 2019, illustrating the substantial economic footprint of this industry.

The online ticketing industry has revolutionised the primary ticket market by making it more accessible and efficient. In the past, consumers often had to purchase tickets in person at box offices or through phone/post orders. The shift to online sales has dramatically changed this landscape, providing several benefits such as convenience (Fredrickson, 2001). Now consumers can purchase tickets from anywhere with internet access eliminating the need to visit physical locations. Maximising the speed factor online ticket sales platform also provides detailed seating charts, pricing information, and real-time updates on ticket availability to keep the transaction transparent and more visibly accurate. It also helps in planning as consumers can purchase tickets well in advance to plan out their day or even trip as in today's time people do visit other countries just to attend concerts and sporting events.

2.1.2 The Ticketing process
Securing a ticket in the primary market involves a well-defined process:

Event Listing and Details: The journey begins with organisers creating event listings. These listings provide crucial information for fans, including the date, time, venue, artist/performer details, and a visual representation of the seating chart along with the benefits of each seating experience.

Ticket Tiers and Pricing: Organisers typically offer various ticket tiers, each with a designated price point. These tiers often correspond to different seating sections, providing fans with a range of options and price points that fit their budget and desired experience.

Pre-sale Opportunities: Some platforms offer exclusive pre-sale opportunities for select groups, such as fan club members, sponsors of the event and credit holders. This allows dedicated fans or those willing to pay a premium a chance to secure tickets before the general public sale.

Public Sale Launch: This is the main event - the public sale opens, allowing anyone with an internet connection to purchase tickets based on availability and their budget within the various tiers. This can be a fast-paced and competitive environment, especially for highly anticipated shows or sporting events.

Ticket Distribution and Delivery: Once the purchase is complete, fans receive their tickets electronically or through a designated physical pick-up location.

2.1.3 Challenges in the Primary Ticket market

Despite its advantages, the primary ticket market faces several challenges such as ticket availability for high demand events as tickets can sell out within minutes or even seconds of going on sale. This scarcity leads to the secondary market. Bots or automated programs can purchase large quantities of tickets within seconds, depriving genuine fans of the opportunity to buy at face value. Scalping is also where individuals use automated bots to purchase large quantities of tickets for resale at inflated prices to earn profit, and remains a contentious issue to this day (Bredahl et al., 20015). Platforms like Ticketmaster implement measures to curb this practice, but it continues to be a source of frustration for fans. The use of dynamic pricing is another factor that is a disadvantage as the addition of various fees leads to confusion and dissatisfaction among consumers, who may feel misled about the true cost of attending an event due to lack of price transparency. For popular events, ticket availability can be extremely limited, leading to disappointment for fans who miss out during the public sale (Armitage et al., 1999). This scarcity fuels the rise of the secondary market, which we will explore later. Preferred seating also adds up to an increase in the need to approach the secondary/black market like certain consumers want to experience the event from a closer angle but usually those types of tickets are in high demand so they sell out much faster.

2.2 Secondary Ticket Market

The primary online ticket market offers a seemingly straightforward path to live event attendance. But for many fans, the journey can hit a roadblock. Sold-out shows and limited availability during the initial sale leaves them scrambling for alternatives. Here's where the secondary market comes into play. Imagine the excitement of discovering a dream concert or a highly anticipated sporting event. You head to the official ticketing platform, only to encounter the dreaded message: "Sold Out." This scarcity fuels a sense of urgency and frustration, particularly for fans who prioritise attending a specific event. The secondary market steps in to offer a potential lifeline (Van et al., 2004). This platform allows fans to buy and sell tickets from each other after the initial sale has concluded. Here, the dynamic and power shifts – availability is no longer solely dictated by the organiser's initial allocation in the primary market. Individuals can list their unwanted tickets, while scalpers will try to exploit by trying to charge exorbitant

prices, and fans who missed out during the primary sale can also potentially find a second chance to secure their spot in the audience (Drayer and Shapiro, 2011).

The secondary ticket market has grown substantially, reflecting its increasing role in the live events ecosystem. According to a report by MarketWatch, the global secondary ticket market was valued at approximately $15 billion in 2022 and is projected to reach $17 billion by the end of 2023. This growth is driven by the enduring demand for live event experiences with a hint of FOMO (the fear of missing out) of once in a lifetime events along with the expanding reach of digital resale platform (Hobson, 2019). The economic impact of the secondary ticket market extends beyond ticket sales. It provides a valuable service to consumers who missed out on the primary sale or who have last-minute changes in their plans. Additionally, it offers opportunities for sellers to recoup costs or profit from tickets they no longer need and to scalpers who want to exploit the high and lucrative market of online ticket sales. This dynamic contributes to a more fluid, and flexible but sometimes exploitative market for live event tickets.

2.2.1 Consumer Behaviour

Consumer behaviour is the study of how individuals, groups, and organisations select, purchase, use, and dispose of goods, services, experience, or ideas to satisfy their needs and desires. It encompasses the actions taken by actions, providing insights into how and why decisions are made (Solomon et al., 2006). The journey often begins with need recognition, a spark ignited by an unmet desire or the identification of a problem. Consumers then embark on an information search, actively seeking knowledge about potential solutions. This involves product research and meticulous comparisons to understand available options. Next comes the evaluation of alternatives, a critical stage where consumers weigh the pros and cons of each choice to make an informed decision. The purchase decision marks the culmination of this process, where the consumer selects the product or service that best addresses their identified need. Finally, the journey concludes with post-purchase evaluation, where consumers assess the product's performance and reflect on their satisfaction with the purchase decision (Batra et al., 1991). Understanding consumer behaviour empowers businesses to navigate this decision-making landscape. By unlocking the "why" behind consumer choice, companies can develop targeted marketing strategies. Tailoring messages and offerings to resonate with specific customer segments based on their motivation and decision-making processes allows business to connect with their target aid on a deeper level. Additionally, analysing patterns in consumer behaviour enables businesses to predict future trends (Baumeister, 2016). This foresight allows them to adapt their products and services proactively, ensuring they remain relevant in the ever-evolving marketplace. Lastly, by understanding the factors influencing satisfaction, businesses can develop strategies to enhance the customer experience at every touchpoint. This fosters customer loyalty and builds a positive brand image. Consumer behaviour research offers a vast array of theories and models that serve as valuable tools for deciphering the complexities of consumer decision-making (Stankevich, 2017). This foundational knowledge equips researchers and

business alike to explore specific aspects of consumer behaviour relevant to their specific research topics or market strategies.

2.2.2 Secondary Ticket Market and Consumer Behaviour

Understanding consumer behaviour in second-hand markets is crucial for businesses operating in resale platforms. Existing research reveals a multifaceted picture, highlighting distinct motivations and decision-making processes compared to traditional retail settings. One of the primary motivations for consumers to engage in the secondary ticket market is the availability of tickets for sold-out events. When tickets for high-demand events sell out quickly in the primary market, consumers often turn to secondary platforms to secure their attendance (Drayer & Shapiro, 2011). The perceived scarcity of tickets creates a sense of urgency, which can drive consumers to pay a premium above the face value to guarantee their participation, emphasising the importance of value perception, where consumers seek a balance between price and product quality in second-hand goods (Durif & Font, 2016). Price sensitivity is another critical factor in the secondary ticket market. Consumers are often willing to pay higher prices due to the convenience and immediacy of obtaining tickets (Courty, 2003). However, this willingness to pay varies depending on factors such as the consumer's disposable income, the significance of the event, and the perceived value of the experience. Secondary ticket platforms utilise dynamic pricing strategies to maximise revenue, adjusting prices based on real-time demand and market conditions. While prices in the secondary market can be higher than face value, they can also decrease as event dates approach and sellers lower prices to avoid unsold tickets. This price fluctuation can be advantageous for bargain hunters. On occasion, purchasers can find tickets below face value on the secondary market; this can be particularly appealing for bargain-conscious fans or for events with less demand (Kotler, 1965). The secondary market allows fans to search for specific seating options that were unavailable during the primary sale or to find better seats than what was initially allocated to them as it allows fans to search for specific seating options that were unavailable during the primary sale or to find better seats than what was initially allocated to them. Flexibility is another factor that plays into account in terms of purchasing closer to the event date, which is beneficial for those with uncertain schedules or spontaneous plans.

The potential for significant savings or securing an otherwise unavailable ticket is often counterbalanced by concerns about the ticket's authenticity and seller reliability (Breuer & Kemper, 2015; Lee at al., 2019). Consumers engage in cautious behaviour, seeking platforms with robust seller reviews and buyer protection programs to mitigate risk and build trust in the transaction (Chen & He, 2017). Secondary ticketing platforms like Ticketmaster, StubHub and SeatGeek operate as online marketplaces where individuals can buy and sell tickets after the initial sale. These platforms reap several advantages from facilitating this exchange, increased visibility as secondary platforms provide an additional Avenue for event organisers to promote their offerings. By attracting a wider audience of potential attendees, these

platforms can contribute to increased event awareness and potentially boost ticket sales. These platforms also typically charge transaction fees on each sale, generating revenue for themselves while still allowing sellers to recoup some of their investment and buyers to find the tickets they desire which helps in enhancing fan engagement by providing features like interactive seat maps, seller reviews, and secure payment processing (Meng et al., 2015). This fosters trust and encourages repeat use of the platform and revenue streams through ticket sales, increased attendance can lead to higher revenue from concessions, merchandise, and other ancillary sales. The platform also gets first hand insights into consumer behaviour, preferences, and purchasing patterns. This information can be used by event organisers and primary ticket sellers to optimise their sales strategies and improve the overall event experience. When ticket holders can't attend, the secondary market allows them to recoup some of their investment, potentially leading to additional revenue for the organiser compared to if the ticket remained unused data, these data can also help resellers to speed up the event sales process, allowing the organiser to concentrate on other areas like logistics. A high level of demand for an event may be indicated by strong reseller interest, which may draw sponsors or media attention and validation (Previati, 2020). This behaviour of consuming leads to a section of 'motivation' , the factor which leads to these consumption patterns.

2.3 Motivation and It's Theories

Literature thrives on understanding the complex nature of human behaviour. A crucial thread within this nature is motivation – the driving force that compels characters to act, react, and ultimately shape the narrative referring to the reason underlying the behaviour (Guay et al., 2010). But what exactly is motivation, and how do literary scholars dissect its complexities? Motivation has been studied extensively across various disciplines, including psychology, sociology, and marketing. Several theories have been proposed to define motivation, to explain the mechanism and its drivers, however what they all have in common is a perceived likelihood of achieving something which drives people to try their best. It stands as the foundation for a character's action - the internal spark that ignites their decisions, propelling them forward or holding them back.

Gredler, Broussard and Garrison (2004) defines motivation as "the attribute that moves is to do or not do something" emphasising the foundation of 'action oriented', Mitchell (1982) on the other hand pointed out the element of choice, "the degree to which an individual wants and chooses to engage in certain specified behaviour" highlights the conscious decision-making process involved in motivated action, while Roy Baumeister (2016) takes a more holistic view, as a interplay between conscious desires, unconscious needs and the drive to achieve desired outcomes. Scholars like Bandura, Seligman, Rotter and many more have described motivation isn't confined to a single dimension, with Maslow (1943) hierarchy of needs outlined that the initial state needs is a progressive nature to reach one's full potential. Furthermore, Edward Deci

and Richard Ryan (2000) in their Self-Determination Theory (SDT) identify three core psychological needs – autonomy, competence and relatedness – that influence the type of motivation driving an individual. Intrinsic motivation, fueled by these internal needs, leads to genuine interest and enjoyment in the activity itself. Extrinsic motivation, on the other hand, is driven by external factors like rewards or punishment. Understanding this spectrum of motivation type is crucial for understanding the complexity of human behaviour

Psychologists have developed various theoretical frameworks to explain the mechanisms underlying motivation. Goal setting Theory by Edwin Locke and Gary Latham (1990) posits that setting specific, challenging, and attainable goals can enhance motivation. These goals provide a roadmap, focusing effort and increasing the likelihood of success. This theory has practical applications in educational settings and workplaces, where setting achievable goals can improve performance and engagement while physiological research has shown that motivation is closely linked to the dopaminergic reward system and its neurotransmitters. Rybnicek et al. (2019) explain that motivation is intricately connected to the brain's reward pathways, particularly involving dopamine, which plays a critical role in reinforcing behaviours that lead to pleasurable outcomes. This physiological perspective adds another layer of complexity to our understanding of motivation, emphasising the biological underpinnings of motivational states. Additionally, studies by Berridge and Kringelbach (2008) indicate that the neural mechanisms underlying pleasure and desire are fundamental to understanding how motivation operates on a neurological level. Cognitive Evaluation Theory by Richard Dienstbier (1994) takes a different approach, focusing on the subjective value an individual assigns to an activity making motivation a dynamic and multifaceted construct shaped by a complex interplay of biological, psychological, and social factors.

2.3.1 Source of Motivation

Understanding the origins of motivation has evolved significantly over time, encompassing various perspectives and theories. Initially, motivation was believed to stem primarily from fundamental human needs essential for survival. Baumeister (2016) posits that these basic needs drive individuals to take action to maintain their lives. This perspective highlights the importance of intrinsic desires and biological imperatives in motivating behaviour. However, this view has been expanded by scholars who argue that psychological states, such as beliefs and desires, also play a crucial role in motivating behaviour. Pearson (2015) discusses motivation but from recognizing the beneficial attributes of actions. For instance, the desire to buy something is not just about the act of buying but involves acknowledging the tangible and intangible rewards it provides. Furthermore, Jonathan Dancy and Maria Alvarez suggest that motivating reasons, which are based on factual situations, serve as sources of motivation. This perspective indicates that motivation is not solely driven by internal psychological states but also by the content of cognitive states and the recognition of external facts (Pearson, 2015). This shift from a purely need-based understanding to incorporating cognitive and factual elements represents a significant

development in motivational theory. Baumeister (2016) also emphasises that motivation underpins various psychological processes, such as cognition, agency, and emotion. This suggests that these processes are designed to fulfil motivational needs, underscoring the complexity and multifaceted nature of motivation. The integration of psychological, cognitive, and factual elements into the understanding of motivation provides a more holistic approach to comprehending why individuals engage in specific behaviours. Modern theories of motivation recognize the interplay between intrinsic and extrinsic factors. Intrinsic motivation, driven by internal satisfaction and personal fulfilment, is complemented by extrinsic motivation, which involves external rewards and social influences. This comprehensive understanding acknowledges that motivation is a dynamic and multifaceted construct influenced by a combination of internal desires, external rewards, cognitive appraisals, and social context.

2.3.2 Factors that Influence Motivation
The temporal context and immediate situational conditions play a crucial role in shaping motivation. Motivation impulses, such as those related to hunger, sexuality, and aggression, can be significantly influenced by present circumstances and perceived opportunities. For example, your favourite artist announcing their tour can trigger adrenaline-related motivation, while social interactions can influence attractions or aggressiveness of motivation to external cues and the importance of the immediate environment in determining motivational states (Ryan & Deci, 2000; Heckhausen & Heckhausen, 2018). Motivation is not solely a product of external conditions but is also deeply rooted in internal drives. The concept of reward and reinforcement is central to understanding motivation (Rai, 2004). Internal factors such as physiological needs and psychological desires interact with external stimuli to shape motivational responses like the need to listen to the morning radio while driving are governed internally by habit to keep one awake but to attend a certain game or go to a artist's concert can be infused by external factors such as the tour announcement or the league game and its social context (Deci & Ryan, 1985; Higgins, 2006). This dual influence underscores the complexity of motivational mechanisms and the interplay between internal and external factors.

Culture significantly shapes motivational processes by providing a framework of values, beliefs, and norms that guide behaviour, it directly influences motivation (Guay, 2016). For instance, cultural attitudes towards work, success, and social behaviour can shape individuals' goals and aspirations. Unlike internal drives or immediate situational cues, cultural influences provide a broader, more stable context that shapes motivation over the long term (Hofstede, 2001; Markus & Kitayama, 1991). This perspective highlights the importance of considering cultural context when analysing motivation factors. The relationship between emotion and motivation is complex and bidirectional. Some theories propose that emotions are a response to motivational states, suggesting that motivation precedes and evokes emotional reactions; others argue that emotions can be primary and drive motivational states (Tomkins, 1962). Reeve (2016) proposes a more integrative approach, suggesting that the primacy of emotion or motivation can vary depending

on the specific context. This interplay between emotions and motivation adds another layer of complexity to understanding human behaviour (Izard, 2007; Lazaus, 1991). Cognitive processes, including beliefs, expectations, and perception, also play a crucial role in motivation. Attribution theory, for instance, suggests that how individuals interpret their successes and failures can influence their future motivation (Weiner, 1985). If successes are attributed to internal factors like effort and ability, motivation is likely to be strengthened, Conversely, attributing failures to external, uncontrollable factors can diminish motivation. Goal-setting theory (Locke & Latham, 1990) also emphasises the importance of clear challenging goals and feedback in enhancing motivation (Bandura, 1997; Dweck, 2006). These cognitive factors highlight the role of personal beliefs and perceptions in shaping motivation states.

2.3.3 Secondary Ticket Market and Motivation

While securing a ticket at a lower price remains a significant driver, consumer behaviour in this market isn't solely price-driven (Durif & font, 2016). For events with sold-out primary sales, the secondary market offers the only avenue to acquire a ticket, motivation purchases despite inherent risks (Barnett et al., 2009). Motivation is a key driver of consumer behaviour in the secondary ticket market, where various psychological, social, and situational factors influence purchasing decisions. A significant motivation for consumers is the desire to attend sold-out events. High-demand events like concerts, sports games, and theatre performances often sell out quickly in the primary market, prompting consumers to seek tickets on secondary platforms where they are still available at higher prices (Drayer & Martin, 2010). This pursuit is driven by the emotional value and unique experiences these events offer. For some, the secondary market offers a sense of accomplishment in finding these tickets, especially for high-demand events. This "thrill of the hunt" becomes processed into a game (Auger & Devinney, 2007). Additionally, securing hard-to-find tickets can enhance social status by allowing individuals to share their success and participate in conversations surrounding the event. This rise of the experience economy fuels a desire for unique and memorable experiences. The secondary market can enable attendance at exclusive events or provide access to premium seating, catering to this growing consumer trend (Prefeitura & Da Silva Monteiro, 2020). Consumers may be willing to pay a premium for these unique experiences, even if they could find a cheaper ticket for a less desirable seat. Attending events also evokes feelings of nostalgia, reconnecting them with cherished memories or favourite artists. The secondary market allows to relive these experiences or to create new ones by facilitating access to events that might not be readily available through primary channels. While not attending events can evoke contrary emotions such as the fear of missing out (FOMO) while the joy of attending anticipated events can be powerful in motivating consumers. These emotions can compel consumers to overcome financial and logistical barriers, opting for secondary market tickets to fulfil their desires (Baumeister, 2016). All this proves the points of motivation being ignited from a multifaceted interplay of internal desires and the pursuit of fulfilling those desires. It encompasses the yearning for a more fulfilling existence, fueled by our "wants" - the desires for experience, achievement, and growth. These wants can be

diverse, ranging from a simple desire for a securing a ticket to a fear of not being left behind or a burning ambition to achieve a long-held dream. These "wants" that set us in motion, prompting us to seek out the things that bring us pleasure or satisfaction (Locke, 1690) and live events provide exactly what we called pleasure/experience or satisfaction. Understanding this multifaceted landscape allows businesses to develop targeted marketing strategies to enhance their services and marketing strategies. By addressing the key factors that drive consumer behaviour, these platforms can better meet the needs and expectations of their customers, building trust and ultimately leading to increased satisfaction and loyalty.

2.4 Trust

Trust is a multifaceted concept integral to human interaction, encompassing elements of reliability, integrity, and benevolence. Defined broadly, trust is the 'willingness' (behavioural intention) of a party to be vulnerable to the action of another based on the expectation (or confidence, belief) that the other will perform a specific action important to the trustor, regardless of the ability to monitor or control the other party (Mayer, Davis, & Schoorman, 1995). This definition underscores trust as a crucial component in reducing uncertainty and facilitating cooperation in various contexts, from personal relationships to complex organisational structures. It is fundamental to the functioning of societies and economies. It facilitates cooperation, reduces transaction costs, and enhances social capital. In economic transactions, for instance, trust reduces the need for extensive contracts and monitoring mechanisms, thereby making exchanges more efficient (Arrow, 1974). In social interactions, trust fosters a sense of community and collective efficacy, enabling individuals to work together towards common goals (Putnam, 2000). Reliability emphasises the importance of consistent performance and the fulfilment of promises. Over time, it builds trust through repeated positive interactions where expectations are consistently met (Mishra, 1996). These dimensions established a dependable track record that reassures the trustor. Integrity involves adherence to moral and ethical principles such as honesty and fairness. It is crucial for long-term trust as it ensures that actions align with societal norms and the trustor's expectations (Caldwell & Clapham, 2003). Integrity reflects the moral character and ethical standards of the trusted party. Benevolence is based on the belief that the trusted party has good intentions and acts with goodwill towards the trustor. It goes beyond mere self-interest, reflecting an altruistic concern for the well-being of the trustor (Schoorman, Mayer, & Davis, 2007). Benefits assures the trustor that their interests are being considered and protected.

2.4.1 Secondary Ticket Market and Trust

When the end goal is to make a purchase, decision-making under risk of getting scammed emerges as the significant obstacle and the only factor that can subside this second thought is how much trust one is putting in the platform, making trust a critical element influencing purchase decisions and it becomes even more prominent when buyers and sellers engage in

transactions facilitated by online platforms (Gefen et al., 2008). In the secondary ticket market context, trust becomes even more significant due to the inherent risks associated with purchasing tickets from unofficial sources and its time sensitive nature as consumers are expected to make a quick decision based on the trust and reputation of the seller and make a final purchase. Concerns about ticket authenticity, seller reliability, and potential fraud are prevalent. These factors contribute to a trust gap between buyers and sellers, hindering the growth and development of the secondary market. To bridge this divide, platforms and resellers must implement strategies that prioritise consumer protection ultimately aiming to build brand trust. The reliability of the platform is fundamental to establishing trust (Gefen and Straub, 2003). Buyers need to be assured that the tickets they purchase are genuine and will grant them access to the event. If they trust the seller from whom they have made purchases in the past, then their only priority will be on the features of the product or services they are buying. In the realm of online ticketing platforms, there is already a lot of trust established between them and consumers, but this trust is eroding now due to the rise of third party resellers.

With the advent of online purchasing, event organisation companies thought that finally now they have a way to eliminate the black market, mainly due to the trust their companies have built up by successfully producing events/shows. But as all ideas have cycles, this cycle has made one round and come back in the form of online resellers, who are now causing problems for the event production companies and the online ticket sellers by becoming a parallel market. A major challenge in this relationship of online ticketing platforms and resellers is of authenticity of tickets, even though now there are also established resellers like Stub, there are still a lot of buyers who are unknown to the intricacies of online ticket purchasing and can be introduced to unknown secondary sources, who can take advantage of them by selling fake or invalid tickets. A solution for this can be big platforms like Ticketmaster whose brand reputation to the seller plays crucial role in the trust equation where average consumer have to rely on the ability that the brand to perform its stated function (Chaudhuri and Holbrook, 2001) the brand name makes the consumer feel relatively secured in a risky situation making them to see it as catalyst to their motivation as brand trust acts as a reliable shoulder in the secondary market. It shallow downs the consumer's concerns about product authenticity, seller reliability, and limited information, which might lead to cautious and information-seeking behaviour in the risk of counterfeit tickets and fraudulent sellers can determine potential buyers (Jin & Liu, 2010) and Ticketmaster can provide a framework for reputable reselling through verified seller programs or buyer protection act as cues to evaluate the trustworthiness of seller. Such attributes include perceived credibility and benevolence of an exchange partner, with the former referring to "the buyers' belief in the positive intention of the seller" (Shankar, Urban, & Sultan, 2002) as it behaves as a reliable partner in a vulnerable situation (Coleman, 1990).

2.5 Customer in Secondary Ticket Market of Ticketmaster

Despite the potential risks and concerns associated with purchasing from the secondary ticket market, many consumers continue to engage with this market due to several compelling reasons. These customers, often driven by specific motivation and needs, willingly navigate the secondary market to secure tickets for their desired events. Since Ticketmaster is a well-known brand consumers feel a greater sense of trust buying from consumer resellers who operate within Ticketmaster's ecosystem. Verified reseller programs offered by Ticketmaster itself can further enhance this trust (Delgado et al., 2001). Apart from brand trust the consumer also knows that there are buyer's protection guarantees as they have been a consumer of the platform before and knows how the platform works. They are aware of the fact that an invalid ticket won't be on the platform which reduces the risk of buying from unknown sellers and provides more assurance. As the resale feature is within the primary app/website, the easy navigation allows users to manage their tickets within the familiar platform (Flavian et al., 2006). This helps for those who are already using Ticketmaster for primary purchases. This also offers a more reliable method rather than dealing with unknown sellers on the secondary market who might use less secure methods. Resellers within the Ticketmaster Ecosystem can also benefit from its existing filtering and search functionalities. This allows for easier comparison and selection based on price, seats, section and other criteria (Gefen, 2002). Based on these reasons and combined with the other reasons like Trust, Motivation and Convenience. These factors influence consumers to choose Ticketmaster resellers within the secondary market.

2.5.1 Customer Relationship Management (CRM)

Today in a bustling marketplace a business who thrives is not the one filled with vendors and wares, but the one with interaction and experiences. To this business customers aren't just faces in a crowd; they're valued partners on a journey. This is the essence of Customer Relationship Management (CRM) - a philosophy that transcends mere transactions and focuses on building enduring bonds with your customers (Cui et al., 2012). Forging strong bonds with customers isn't a new concept. Think back to the corner store owner who remembers your favourite brand of coffee or the local mechanic who remembered you by name. These personal connections, built in trust and familiarity, are the foundation of successful businesses. The origins of CRM can be traced back to the simple yet powerful idea of understanding customer needs and preferences to build lasting relationships (Dewnarain et al., 2021). Over time, this concept has evolved into a sophisticated practice that integrates various functions such as sales, marketing, and customer service. Modern CRM systems provide a holistic view of each customer, enabling businesses to deliver personalised experience and anticipate future needs (Buttle & Maklan, 2019). In today's digital age, however the landscape has evolved but the core principle remains the same - understanding and nurturing relationships with your customers. Now with the newfound advancement of technology and leveraging different entities like data-driven insights. CRM's ability to transform customer data into actionable strategies that enhance customer satisfaction,

add value to the business and drive growth (Kumar, 2010; Data, 2012). At the heart of CRM is the collection and analysis of customer data. This data-driven approach allows businesses to segment their customer base, identify high-value customers, and develop targeted marketing campaigns. By understanding what drives customer engagement and satisfaction, companies can tailor their strategies to meet specific needs and preferences. For instance, Payne and Frow (2005) highlights the importance of customer groups. It fosters the long-term goal of growing the customer base. Nurturing these relationships with the base. Nurturing these relationships with customers is found to have positive effects on customer retention (Bhat & Darzi, 2006; Chan, 2008; Kumar, 2010). Research by Adrian Payne (2005) emphasises the importance of relationship quality in CRM. He argues that successful customer relationships are built on trust, mutual benefit, and a sense of commitment. Echoing this sentiment, Frederick Reichheld (2006) highlights the concept of customer loyalty in his book "The Loyalty Effect". He suggests that loyal customers are not just satisfied; they are emotionally connected to the brand and are more likely to advocate, empower and drive a positive brand image to the business.

CRM holds immense potential for Ticketmaster to cultivate enduring bonds with customers in the resale market. Their access to a rich pool of data on primary ticket sales provides a powerful foundation for understanding fan preferences and personalising the customer experience. Targeted recommendations, transparent pricing, and exclusive offers could all be leveraged to build trust and loyalty (Gefen et al., 2008). However, it's crucial to acknowledge a current gap. While Ticketmaster possesses valuable data even from the resale market, the data is not only fully utilised to build those relationships within the resale market itself. We will underscore further in this paper how Ticketmaster can tap into that gap and build the relationship with the consumer of the resale market.

2.5.2 Customer Retention
Customer Relationships Management (CRM) comes after the groundwork has been laid by the business, and delivered a positive experience. Now comes the crucial step of nurturing those relationships and transforming them into long-term loyalty. This is the realm of customer retention, where CRM's insights and data become the fuel for building a community of dedicated fans and brand advocates. CRM is the initial spark that ignites a customer's interest. It's the handshake, the friendly introduction. Customer retention, then, is the ongoing conversation, the deepening connection that keeps customers coming back for more. Customer retention refers to a business's capacity to encourage existing customers to continue purchasing its product or services. This concept is captured by (Ginn et al., 2010) who describe it as "customer declared continuation of a business relationship with the business." It refers to a company's ability to keep its customers over a specified period. It is a crucial aspect of business strategy because retaining existing customers is often more cost-effective and profitable than acquiring new ones. This concept is central to long-term business success, and it directly impacts revenue growth, customer loyalty, and overall marketing competitiveness. This importance of customer retention

is underscored by numerous studies. For instance, research by Reichheld and Sasser (1990) revealed that increasing customer retention rates by just 5% can boost profits from 25% to 95%. This dramatic impact is primarily because retained customers are more likely to make repeat purchases, often spend more per transaction, and provide valuable word-of-mouth referrals. Additionally, the cost of marketing to and acquiring a new customer can be significantly higher than the cost of maintaining an existing relationship (Reichheld and Schefter, 2000). Acquiring new customers is often more costly than retaining existing repeat business because they will also act as brand ambassadors, influencing the purchasing decisions of others. In the competitive secondary ticket market, retaining customers has become paramount for long-term growth and stability. The resale market thrives on trust as the consumer is already taking a risk in buying a resale ticket so they assume a brand name like Ticketmaster proves to be that platform to trust (Boyle and Magnusson, 2007). Further in this paper, we will discover how Ticketmaster can generate the lifetime value to the brand through customer retention of the secondary ticket buyers and what strategy they can use to achieve it.

2.6 Rewards and Consumers Gratification

The catalyst to retain a customer and build a relationship that will go a long way needs to start with a catalyst that can help businesses to lay the foundation on which they can build a relationship. Knowing to keep the customer is one thing but the question comes how? One of the most significant and proven strategies is to utilise rewards programs that tap into the human desire for gratification, leading to increased customer loyalty and sustained engagement with a brand or platform (Alonso et al., 2018). Human behaviour is heavily influenced by the pursuit of gratification, the feeling of pleasure or satisfaction associated with fulfilling a need or desire. Rewards programs exploit this innate drive hy offering tangible or intangible benefits in exchange for desired customer actions. A reward, in the context of consumer behaviour, refers to benefits or incentives given to customers in exchange for certain actions, such as making a purchase, engaging with a brand, or participating in a loyalty program (Keller, 1993). These rewards can take various forms, including discounts, points, exclusive offers, and tangible gifts. The underlying principle is that by providing something of value, business can motivate consumers to repeat desired behaviours, thereby fostering long-term relationships. This taps into several psychological mechanisms like positive reinforcement, strengthening desired behaviours. When a customer receives a reward for making a purchase or engaging with a brand, they're more likely to repeat that behaviour in the future to earn additional rewards. Once a customer is in the Ticketmaster's resale platform and they want to get a resale ticket again in the future, the idea that they will get something in return from the highly risky purchase while feeling secure is one of the biggest achievements a consumer will feel. The anticipation of receiving a reward also triggers the release of dopamine, a sense of indebtedness, leading to increased loyalty and repeat behaviour (Cialdini, 2009). The biggest fear of consumers coming into the resale platform is that they do not want to feel the loss or being missed out from something they want to attend, the

tendency to feel the pain of losing something more intensely than the pleasure of gaining something, also plays a role. Accumulating points or approaching a reward can motivate continued participation to avoid losing potential benefits while gaining the pass of the event. Rewards also enhance the perceived value of a product or service. When consumers receive additional benefits, they perceive the overall value as higher, increasing their satisfaction and likelihood of future engagement (Zeithaml, 1988). In the highly competitive secondary ticket market leveraging rewards can provide a significant advantage by fostering trust, loyalty, and ongoing consumer engagement.

2.6.1 Exclusive Offers and Consumer Behaviour

Tversky and Kahneman's (1981) Prospect Theory suggests that individuals' value gains more when they are perceived as exclusive or rare as humans are inherently drawn to the allure of exclusivity. The idea of belonging to a select group, accessing unique benefits, and experiencing something not available to everyone holds a powerful sway. Exclusive offers leverage this psychological bias, and it ties into the innate human desire for exclusivity creating a perception of added value and enhancing the desirability of products or services (Hsee et al. 2003). Consumers themselves often associate exclusive offers with higher value, making them more inclined to make a purchase. The exclusivity itself becomes a significant component of the product or service's perceived worth (Voss, Spangenberg, and Grohmann, 2003) and becomes a catalyst for engagement, influencing purchasing decisions and brand loyalty. Another principle that is closely linked to exclusive offers are scarcity and urgency. The scarcity effect creates a sense of limited availability and prompts consumers to act quickly (Latham et al 1991). This strategy triggers the fear of missing out (FOMO), a primal instinct that drives individuals to acquire items before they disappear. The scarcity mindset shifts consumer behaviour from a rational assessment of value to an emotional desire for immediate gratification, boosting impulse purchases and increasing brand engagement. Individuals are more likely to engage with exclusive offers when they perceive that others within their social circle are also benefiting. This social validation creates a sense of community around exclusive offers, further shaping consumer behaviour through the lens of social proof (Saura et al., 2020).

Research has consistently demonstrated the effectiveness of exclusive offers in driving customer behaviour. For example, a study by Eco Consultancy (2019) found that exclusive offers can increase website traffic by 40%, conversion rate by 30%, and average order by 20%. Similarly, a study by BrightEdge (2019) revealed that exclusive offers can generate up to 50% more revenue than generic promotions. Exclusive offers can be categorised into several types, each designed to target specific consumer motivation and behaviour including limited-time discounts, VIP access, early product releases, and personalised deals, and serve as powerful motivators, capturing consumer attention and shaping their purchase preference. In the field of Ticketmaster Secondary Market sales, exclusive offers can be given on the basis of reservation of certain sections in the stands or early access to tickets along with reduced prices, this can also be

extended to other sectors of the fan experience with creating premium stands or experience for Ticketmaster resale ticket buyers along with giving them exclusive access to merchandise first or creating special meet & greet sessions for them with artists. By implementing such well thought out exclusive offers, they can increase customer loyalty and increase rentership.

2.6.2 Loyalty Program and Consumer Psychology

Loyalty programs are widely acknowledged as instruments for sharing value with consumers, contributing to an enriched perception of a company's offering (Bolton, Kannan, and Bramlett, 2000; Yi and Jeon, 2003). This function of enhancing value is crucial, as the ability to superior value is pivotal in initiating and retaining customer relationships (Sirdeshmukh, Singh, and Sabol, 2002). The value proposition of loyalty programs unfolds in two distinct stages. Initially, consumers accrue program points at the time of purchase. While these points lack practical value until redeemed, various studies suggest their significant psychological impact on consumers (Van Osselaer, Alba, and Manchanda, 2004). These points contribute to the transaction utility of purchase, thereby augmenting the overall perceived value of engaging with the company. The anticipation of redeeming points for future rewards fosters a positive expectation, increasing the likelihood of customers remaining committed to the relationship (Wu et al. 2015). In the redemption stage, consumers reap both psychological and economic benefits from loyalty programs. The provision of free reward services and positive reinforcement for consumer purchase behaviour cultivates an inclination to continue connection with the company (Wang, 2002). Psychologically, the act of giving free rewards signifies the firm appreciation and personal recognition of its customers, fostering a sense of importance and deepening the customer-company relationship (Verhoef, 2003). Additional psychological benefits such as guilt-free indulgence(Kivetz and Ran, 2005) and a sense of participation are especially aligned with live entertainment and it seeks to establish a sense of belongingness with the attendees (Oliver, 1999). Collectively this psychological and economic benefits from an appealing value proposition from the business's perspective. Beyond fleeting offers, loyalty programs establish a long-lasting social connection and recognition.

Numerous companies have achieved remarkable success with loyalty programs. For instance, IHG Rewards Club, the loyalty programs for Intercontinental Hotel Group, has over 100 million members worldwide. The program offers personalised rewards such as free stays, upgrades, early check-in, fostering customer loyalty, and driving hotel bookings. On the other hand National Geographic Life's "Explorers Circle" program: a producer of touring science and Nature shows, offers a Loyalty program called "Explorers Circle" to its patrons. This program rewards invitation to VIP events, and tickets for behind-the-scenes experiences. Explorers circle members also receive exclusive National Geographic merchandise and content, fostering a deeper connection with the brand. The program has been instrumental in increasing ticket sales and creating a passionate fan base for National Geographic live events. Taking inspiration from this Ticketmaster Resellers can initiate their own loyalty program with different tiers and reward,

tiers can be divided into basic, silver and gold. They can be based on a specific threshold or specific amount of purchases with higher the amount/frequency more exclusive and expensive the perks can be like guaranteed ticket allocations, VIP experiences, valet or concierge services. Another aspect of this is that resellers can partner with local businesses to offer additional rewards, building their relationship and gaining a new audience by reaching every small pocket of people. An important aspect will also be the continuous evaluation of the loyalty programs as the perks and tiers will need regular updation to identify trends and preferences, allowing tailored offers, improvements and necessary adjustments to the program. Having implemented a well-structured and rewarding loyalty program Ticketmaster Resellers can enhance customer satisfaction and retention along with building a loyal customer base.

2.6.3 Effects of Integration of Loyalty Programs and Exclusive Offers

According to the social comparison theory (Festinger, 1954), individuals have an inherent inclination to evaluate their own abilities and attributes by comparing themselves to others. This inclination is ingrained in human behaviour, occurring spontaneously and effortlessly without conscious intention (Van de Vam et al., 2009). The theory posits that individuals naturally seek to maintain a positive self image and comparing oneself favourably to others contributes to a sense of elevated self esteem and self appraisal (Fredrickson, 2001). Translating this theory into the live entertainment industry, patrons attending events may naturally engage in social comparison, especially when exposed to exclusive privileges or special treatments (Shedlosky et al., 2014). For instance individuals who receive VIP access, backstage passes, or other exclusive offers by being members of the loyalty programs of Ticketmaster Reseller may subconsciously engage in downward social comparisons with those who do not enjoy such perks. This comparative evaluation results in a heightened sense of superiority and status for the privileged attendees (Chen and Sengupta, 2013). Prior research suggests that status perceptions are positively associated with the loyalty program member's attitudinal loyalty and spending intentions (Steinhoff and Palamatier, 2014). Another superiority that can be attained by members of Ticketmaster resellers exclusive perks are customers who get cheaper tickets from the rest of the general public due to their membership of such programs, this can also make them feel superior in saving money on tickets and also shows their experience to other general concert goers as such privileges are also not easily attained.

Driven by two key factors, Ticketmaster can see there is a positive relationship between the introduction of a loyalty program and exclusive offers in the live entertainment industry and to its brand value. Firstly consumers exhibit a heightened receptiveness to marketing initiatives such as advertisements from well established and renowned brands, resulting in a more favourable reaction (Waarden, 2008). Consequently the introduction of a loyalty program linked to a strong, familiar brand in the live entertainment sector is anticipated to garner increased consumer attention. The inherent brand strength of Ticketmaster and of its trusted resellers serves as a catalyst for consumers' awareness of the loyalty program and exclusive offers and

their subsequent engagement with it. Moreover consumers tend to perceive claims especially those related to loyalty programs and exclusive offers from well established brands as more credible. This credibility stems from the positive bias consumers hold toward information associated with strong brands interpreting it more favourable (Dreze and Nunes, 2011). In the context of Ticketmaster, this implies the implementation of a loyalty program and exclusive offers by resellers trusted and platformed by Ticketmaster can instil a greater sense of trust and credibility among consumers. This increased credibility in turn is expected to drive higher participation and utilisation of the loyalty program and exclusive offers (Meyer et al., 2013). This positive brand association is not only expected to drive heightened consumer engagement but also to instil confidence and optimism among shareholders about the firm's future cash flows (Bombaji et al., 2019). Overall strategically introducing these strategies in conjunction with a strong brand in the live entertainment industry is anticipated to create a symbiotic effect, enhancing consumer loyalty and positively shaping stakeholders perceptions of Ticketmasters future success and hold over the market in the live entertainment industry through their own platform or with the help of the trusted resellers of Ticketmaster. Hence, the synergy between loyalty programs and exclusive offers is a crucial aspect that demands exploration. Studies by Miller and Smith (2017) emphasise the potential for amplifying the impact of these strategies when integrated seamlessly. The combination offers can create a holistic and rewarding experience for attendees, thereby influencing their satisfaction and loyalty to the reseller. To back the point with figures Nielsen's studies found that 76% of consumers are more likely to make a purchase from a brand they are loyal to, 77% of consumers prefer to do business with companies that offer personalised experiences (Salesforce), and 70% of loyalty program members are more likely to recommend the brand to others (Accenture, 2023). Based on such estimation companies like the U.K pharmacy chain Boots invested 30 million British pounds in the launch of its Advantage Card Program and the U.K. retailer Tesco has spent an estimated 60 million pounds to operate its Clubcard program (Bijmolt et al., 2011)

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

Research is a systematic process aimed at discovering new knowledge and understanding through careful collection and analysis of data. This process involves a clear purpose and logical relationship distinguishing it from beliefs or opinions (Saunders et al., 2019). This chapter underscores the systematic investigation of consumer behaviour in the secondary ticket market with a particular focus on Ticketmaster's resale platform.

The methodological approach of this research aligns with the "research onion" framework proposed by Saunders, Lewis and Thornhill (2019). This framework guides the selection of research methods and strategies ensuring a structured and comprehensive approach to data collection and analysis.

3.2 Research Aims and Objectives

The aim of research serves as a compass, guiding the entire investigative process. It frames the scope of the study and delineates the primary focus, whether it is to explore, describe, explain, or predict phenomena (Saunder, Lewis, & Thornhill, 2016). By establishing a clear research aim, scholars can maintain a coherent direction throughout their work, ensuring that every aspect of the research aligns with the intended outcomes.

The following research explores the underlying motivations driving consumers to purchase second-hand tickets from Ticketmaster resellers and to evaluate how the introduction of loyalty programs could influence consumer behaviour in the secondary ticket market. By examining the motivations behind these choices, the research aims to illuminate the decision-making process of consumers and the potential impact of loyalty programs on consumer behaviour within this market to retain that consumer base. Loyalty programs have been widely recognised as effective tools for building customer retention and fostering brand loyalty (Kumar & Shah, 20004). Considering this fact the following research investigates Ticketmaster's resale feature on the following objectives.

Research Objectives:
1. To investigate the different motivations driving fans to purchase tickets from Ticketmaster resellers
2. To identify the role of the trust and reputation in influencing consumer decision to engage with Ticketmaster resellers
3. To examine the potential influence of loyalty programs on consumer trust and confidence in Ticketmaster resellers

4. To explore if loyalty programs will have any impact on secondary ticket market ecosystem, including its effect on pricing dynamics and the behaviour of both the buyer and seller

3.3 Proposed Research Methodology

This research will employ the well- established research onion developed by Saunders, Lewis, and Thornhill (2019) to systematically peel back the layers of consumer behaviour within the secondary market for event tickets. This framework provides a systematic and comprehensive framework for developing and executing research strategies, ensuring that each layer of the research process is thoroughly considered and aligned with the overall research objectives.
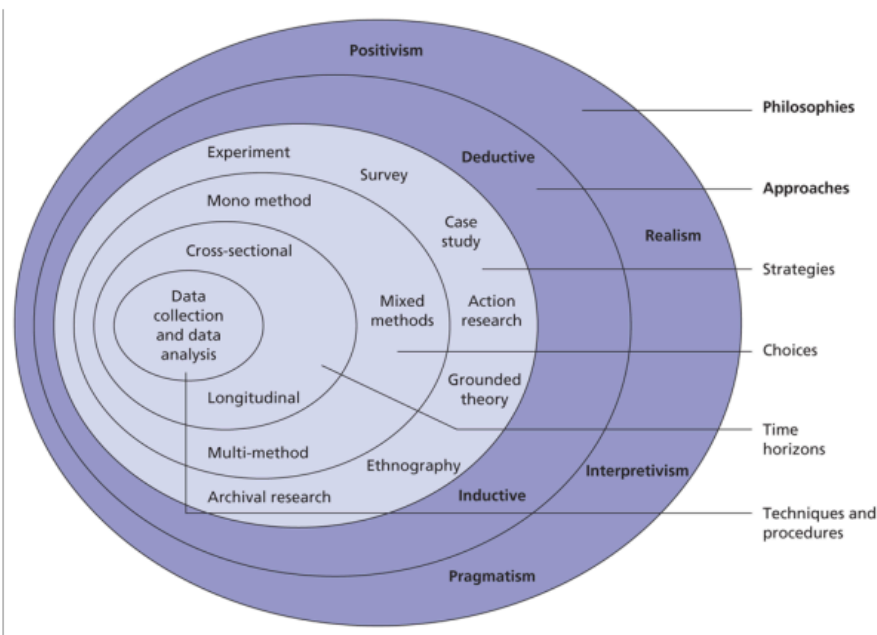
Figure 1: Saunders Research Onion (Saunders et al., 2019).

3.4 Research Philosophy

The outer layers of the Research Onion refer to research philosophy (Saunders, Lewis and Thornhill, 2009). The philosophical foundation of this research is rooted in interpretivism, a paradigm that emphasises understanding the subjective meanings and social contexts that influence human behaviour with constructivist ontology and epistemology as the major principle assumption, acknowledging that reality is socially constructed and shaped by individual perceptions and interpretations (Creswell, 2014) as the study seeks to delve into the motivations and perceptions of consumers engaging with the secondary ticket market and their responses to loyalty programs and understand the consumers behaviour through the lens of participants'

experiences, focusing on the meanings they attach to utilising resellers and their potential responses to loyalty programs.

3.4.1 Interpretivism, Ontology, amd Epistemology Assumptions

Interpretivitism emphasises understanding the "why" behind consumer choices, not just the "what". It emphasises the subjective meanings individuals ascribe to their experiences, allowing us to delve deeper into their motivations and decision-making processes as it is predicated on the belief that reality is socially constructed and that individuals interpret their experiences in varied ways based on their personal contexts. This contrasts with "objective truth" under positivism (Denzin & Lincoln, 2008). The research is a value bound aiming to explore the subjective meanings and trust in Ticketmaster's resellers platform with qualitative data collected through in-depth investigations with smaller sample sizes. By adopting an interpretivist stance, the research aims to uncover the subjective meanings and experiences that underpin consumer behaviour in this specific market.

Aligned with interpretivism, this study employs a constructivist epistemology. Constructivism posits that knowledge is constructed through interactions with the world and is therefore subjective and context-dependent. The paper aims to understand the consumer base through the lens of participants' experiences, focusing on the meanings they attach to utilising the secondary ticket market and loyalty programs. This aligns with the constructivist ontology, as we believe meaning-making is a social process influenced by individual backgrounds, values and interaction with the platform (Quinlan, 2011). Through in depth interviews, the study strives to uncover the subjective interpretations and lived experiences that drive consumer behaviour within the secondary market. This approach is suitable for investigating consumer behaviour in the secondary ticket market, where individual experiences and perceptions play a crucial role in decision-making processes. By understanding consumers' personal narratives and contextual influences, the research can generate rich, detailed insights into their motivations and behaviours.

The ontological perspective of this research is relativism, which asserts that reality is not a single, fixed entity but is instead multiple and constructed through social processes (Al-Ababneh, 2020). This view aligns with the aim of exploring the diverse realities of consumers in the secondary ticket market and enables the researcher to engage deeply with participants, capturing the intricacies of their experiences and the factors that drive their engagement with secondary ticket platforms and understanding of the market dynamics and the potential impact of loyalty programs.

3.4.2 Positivism, Pragmatism, and Realism

While a positivist approach might be tempting, seeking to measure and statistically analyse consumer behaviour in this context, it wouldn't fully capture the essence of the research question. Positivism philosophy seeks to uncover objective truths through empirical observation and quantifiable measures. This approach is often used in natural sciences and emphasises hypothesis testing, controlled experiments, and statistical analysis (Saunder et al., 2016). While this might be useful for analysing broad trends in ticket purchasing behaviour, it wouldn't capture the subjective experiences and personal contexts like motivations, values, and meanings that influence consumer choices that would likely overlook the rich, detailed insights that interpretivism can provide, and would restrict the research from reaching its objectives.

Pragmatism is a philosophy that focuses on practical outcomes and problem-solving, blending different elements like theories, hypothesis, ideas and concepts. Due to its problem solving behaviour it gives a very plain white or black answer which is not the focus of the current study as it demands the understanding of areas such as complex motivations and trust factors influencing consumer behaviour in the ticket market (Quinlan, 2011). The emphasis on practical solutions could lead to a superficial analysis, lacking the nuanced insights required for this research.

Critical realism acknowledges the existence of an objective reality while also recognizing the influence of social structures and human agency. It aims to understand the underlying mechanism that shapes observable phenomena. Although critical realism offers a balanced approach, its focus on uncovering causal mechanisms like economic trends affecting ticket pricing might divert attention from the immediate subjective experiences and motivations shaping individual consumer behaviour (Al-Ababneh, 2020). Hence the approach that limits the reality only to what the senses experience would limit the research to achieve its aims. Thus, the assumption and philosophy that will better suit this present research is interpretivism, epistemology and ontology.

3.5 Research Approach

Research in social science and business management typically employs two primary approaches: deductive and inductive. A deductive approach begins with a general theory or hypothesis and moves towards specific observations to test this theory. It is a top-down method that is primarily theory driven. Researchers using this approach start with an existing theory, develop hypotheses based on this theory, and then design a research strategy to test these hypotheses (Saunders et al., 2019) as it runs in the principles of drawing conclusion "Deductive logic is the study of validity and not the truth" (Krishnaswamy, Sivakumar and Mathiranjan, 2006).

The inductive approach on the other hand is focused on understanding the nature of the problem through collection of data which is usually equipped with qualitative methods, that will result in the suggestion of a theory based on the findings of data analysis (Saunders et al., 2019; Al-Ababne, 2020). As emotion plays a major role in consumer behaviour in secondary ticket market platforms. Hence, this approach is the one adopted and applied in this research, as it is best aligned with interpretivism, and also because the objective of the research is to understand the influence and identify the patterns based on the data collected and then propose a framework of loyalty program for Ticketmaster resale feature (Saunders et al., 2019). This choice is grounded in the need to explore a relatively understudied area where existing theories might be limited. By starting with empirical data and allowing patterns and insights to emerge, the research aims to develop a richer and more grounded understanding of consumer behaviour within the context

3.6 Research Strategy

The research strategy is a crucial component of any study as it outlines the plan and methods used to collect and analyse data. It consists of quantitative, qualitative, or even mixed methods. The choice of the on the previous layer of the research onion determines the best option to be chosen in the following layers. To uncover the intricate motivations behind second-hand purchases from Ticketmaster and the potential impact of a Loyalty program on consumer behaviour, a qualitative research strategy will be employed. This approach, rooted in interpretivism, allows for an in-depth exploration of the subjective experience and meanings consumers attach to their purchasing decisions to ensure a comprehensive and detailed exploration of the subject matter through rich, narrative data. Because in business and research management as it is deeply rooted with the question on how something works, why it works and what is causing it to work and qualitative research is particularly effective for exploring these complex phenomena that cannot be easily quantified. It allows for an in-depth understanding of consumer motivations, behaviours, and perception by focusing on the experience and insights of individuals (Denzin & Lincoln, 2011). This approach is well-suited to the investigation of the secondary ticket market, where consumer behaviour is influenced by a variety of nuanced factors. There are different ways to collect the primary data for qualitative research. Observation, focus group, and interviews are some of the available methods. For this research the researcher has equipped the interviewees to provide first hand information of the experience they had and how effective a certain change can bring into the experience as qualitative research accounts for emotions, opinions, and ideas unlike the quantitative strategy which will allow research to draw key data information in more open minded technique.

Interviews are classified into structured, semi-structured, and unstructured types. Structured interviews involve a set of predetermined questions, providing a high level of comparability across responses, they limit the scope for exploring emotional insights. In contrast, unstructured interviews offer maximum flexibility, allowing the conversation to flow naturally without a

predefined script. While this provides rich data, it can be challenging to analyse and compare responses across participants. Semi-structured interviews combine elements of both structured and unstructured approaches. It provides a balance by using a guiding framework of questions while allowing for flexibility to explore emerging topics in more detail. Considering all the nature of the research, the chosen data collection method is semi-structured interviews which is not very restricted but not too loose providing the middle ground of flexibility which is exactly what the theme demands. This dual-nature aims to provide a holistic understanding of research questions. The interview were conducted and recorded over Microsoft Teams to support the accuracy of the interview are further analysed in the next chapter

3.7 Sample

Choosing the right sample population is crucial for the validity and reliability of any research study. According to Patton (2002), the credibility of qualitative research is significantly enhanced by the careful selection of participants who are most knowledgeable about the topic of interest. For this research, convenience sampling was used, selecting participants based on their availability and willingness to participate as well as their relevant experience with the secondary ticket market, specifically focusing on Ticketmaster resellers (Walle, 2015). Sample was composed of six participants, all having a history of purchasing second-hand tickets from third-party platforms, ensuring they have firsthand experience with the dynamics, challenges, and motivation associated with the secondary ticket market. Additionally, some participants have specifically purchased tickets through Ticketmaster resale platform, providing insights into the unique aspects of Ticketmaster's operations within the secondary market. This subset of participants enables a more nuanced understanding of consumer behaviour in this context (Adams et al., 2014). Participants were within the age range of 20-30 years, a demographic particularly relevant as younger adults are often more engaged in live events and are active users of online ticketing platforms and all are based in Ireland, allowing for a more controlled study environment and ensuring external factors such as regional economic conditions and cultural influences are consistent across sample. This sample profile was designed to explore the motivations and behaviours of consumers in the secondary ticket market, due to its in depth qualitative data nature, a small sample size was approached. The questions were designed to be open ended to complement semi structured interviews, allowing participants to provide detailed and nuanced responses. The interview guide was developed based on the research questions and iteratively refined throughout the data collection process.

3.8 Data Analysis

To delve into the complexities of consumer motivation and experience within the secondary ticket market, a qualitative research approach centred on in-depth interviews is employed. Semi-structured interviews, a method that balances pre-determined questions with the flexibility

for exploring, was particularly suited for this research. This approach allows for a rich and nuanced understanding of participants' perspectives, going beyond surface-level responses to uncover underlying motivation and experience and will provide a rigorous and unbiased assessment of the influence of loyalty programs and exclusive offers on consumer behaviour and satisfaction (Saunders et al., 2019). Interviews were conducted in person and recorded via video conferencing platforms, such as Microsoft Teams, to facilitate real-time interaction and observation of nonverbal cues and to ensure accurate transcription and analysis. Given the interpretivist philosophy underpinning this research, thematic narrative analysis is selected as the most appropriate method for analysing the qualitative data. Thematic narrative analysis focuses on understanding the content of the narratives provided by participants. It involves identifying and interpreting themes that emerge from the interviews, thereby allowing for a nuanced understanding of the participants' experience and perception. To interpret the findings within the broader context of consumer behaviour and loyalty programs. The results are then reported in a manner that highlights key insights and provides a coherent narrative that addresses the research aims that can be used to derive meaningful insights and inform business decisions (Saunders et al., 2019).

3.9 Trustworthiness & Credibility

Trustworthiness is paramount in qualitative research, ensuring the credibility and reliability of the findings, Lincoln and Guba's (1985) four dimensions - credibility, transferability, dependability, and confirmability - provide a robust framework for assessing research quality. Credibility, referring to the believability of the findings, is enhanced through prolonged engagement, triangulation, and member checks. This involves spending significant time with participants, comparing data from multiple sources, and seeking participant feedback on interpretation. Transferability, or the application of finding to other contexts, is fostered through thick description, providing rich contractual details. Dependability, ensuring consistency over time, is achieved through meticulous documentation and inter-rater reliability checks. Confirmability, focusing on research objectively, is strengthened by detailed records and triangulation. By addressing these dimensions, researchers can establish confidence in the accuracy and generalisability of their findings

While qualitative research prioritises depth over breadth it's essential to consider how the findings might resonate with a broader population. Member checking, triangulation, and reflectivity ensure that the findings are credible, dependable, and confirmable. Thick description enables the transferability of the findings to similar contexts, while the systematic documentation of the research process guarantees its dependability. By adhering to these principles, the research establishes a robust foundation for exploring the complex motivations and behaviour of consumers in the secondary ticket market, ensuring that the findings are both trustworthy and credible.

3.10 Ethical Issues

Ethical conduct is paramount in research study, especially those involving human participants (Quinlan, 2011). This study adheres to stringent ethical principles to safeguard participants welfare and ensure the integrity of the research process. Prior to the interview participants were fully informed about the study's purpose, procedures, and their right to withdraw at any time without consequences ensuring their voluntary participation with full understanding. In terms of data collection to ensure confidentiality, data was collected and stored in a password protected folder. Pseudonyms were used in reports to prevent identification. This protects participants' privacy and fosters trust. Lastly all the recording will be discarded once this research paper is published.

3.11 Limitations of the Research

All research studies have inherent limitations that can impact the findings and their generalisability. Acknowledging these limitations is crucial to provide a transparent and balanced perspective. The sample size of research is only six people so this hindered the inherent limitations of generalisations based on the data collected and analysed. This study focuses on a specific group of participants who have a history of purchasing second-hand tickets from Ticketmaster or other resale platforms, all aged between 20-30 and based in Ireland. While this demographic is relevant to the research objectives, it may not represent the broader population of second-hand ticket buyers, leading to potential biases in the results. Time is another factor that comes under the limitations and the in-depth nature of qualitative research may restrict the breadth of the study, necessitating a trade-off between depth and breadth of data collection. Nonetheless, acknowledging these limitations, the researchers feel that this study has a valuable contribution to make in the area concerned but would recommend that the highlighted limitations should be taken in consideration for future studies.

CHAPTER 4: RESEARCH FINDINGS AND DISCUSSION

4.1 Introduction

The secondary online market has been growing continuously which was thoroughly discussed in chapter 2, but what influences the consumption behaviour and how those consumers can be retained by Ticketmaster is the crucial element of this study. The following section presents the findings derived from the in-depth interviews conducted with six consumers who utilise the secondary ticket market and Ticketmaster in some cases. These findings are presented alongside a discussion of their implications, drawing connections between the empirical data and existing theoretical frameworks. The aim is to illuminate the complex motivations driving consumer behaviour within this domain and to assess the potential impact of loyalty programs on this dynamic landscape

4.2 Qualitative Research Findings

The present research counted six interviewees, 4 male and 2 female, all are Irish citizens living in Ireland. The sample used in the research is predominantly in accordance with the data presented in the Art Audience in Ireland by Thrive (2023), which shows that the attendees of the live events mostly consist of young adults ranging from 16 to 34 years old. While undertaking the interviews, interviewees were reminded to keep their resale purchase ticket experience and their experience with Ticketmaster in mind.

4.2.1 Factors that Motivate to Attend Live Events

A central theme emerging from the research is the desire of experiential consumption as most of the participants in the study expressed a strong desire to experience the unique atmosphere of live performance, which cannot be replicated through viewing the recording of broadcasts. The thrill of being part of a crowd, the immediacy of the performance, and the ability to witness artists in their element contribute significantly to this motivation. One participant quoted *"Watching concerts on a screen is like drinking Guinness from the can, the vibe is off"*. Another common theme among respondents was the emotional connection to the artists or events. Many fans feel a profound sense of loyalty and admiration for their favourite performers, and attending a live event is seen as an opportunity to support them and be part of a collective fan experience. *"Chappell Roan is gonna come here next month. I watched that girl become a mother. I can't express how proud I feel watching her conquer the world and I wanna witness that live, feel energy I have been seeing only through screen"*. Participants also emphasised the importance of attending events with friends and family, creating lasting memories, and fostering a sense of belonging. Many participants expressed a desire to escape from daily routines and immerse themselves in the world of entertainment. Cultural trends and the influence of social media have

also heightened the appeal of live events (O'Brien, 2019). The increasing number of gigs and festivals in urban centres like Dublin has created a vibrant live events culture. Moreover, the impact of social media cannot be underestimated. Social platforms have made it easier for fans to stay updated on upcoming events, leading to a sense of urgency and excitement about securing tickets. The fear of missing out (FOMO) on these events, which are often widely discussed and shared online, drive many to prioritise attending live performance. This finding suggests that there are different factors that collectively create a compelling case for fans to participate in live events, highlighting the irreplaceable 'value' each motivators puts whether it's the motivation of experiencing something or the fear of losing something - it's all boils down to the meaning they tagged these experiences to in their lives.

4.2.2 Frequency of Online Ticket Purchase For Live Events or Frequency of Purchasing Online Tickets for Live Events

The frequency of online ticket purchases for live events is a critical aspect of consumer behaviour in the secondary ticket market. From the interviews conducted, it became evident that most respondents engage in purchasing tickets at least twice a year. This minimum frequency aligns with the growing cultural significance of live events, particularly gigs and concerts, which have become a staple in the social calendars of many individuals. *"It wasn't used to be this big, you know, like my older sister has hardly gone to one gig a year before but now we want to go to so many and it's all good, like really good"* participants reported that their purchasing frequency has grown over time. Initially, attending live events was often an annual activity, reserved for high-profile concerts or festivals. However, the cultural prominence of live events and the increasing number of high-quality performances have shifted this behaviour. Many respondents now attend four to five events annually, reflecting a significant rise in engagement with the live performances.With more artists and events catering to diverse tastes, opportunities to attend live performance have expanded.This trend reflects the growing cultural value of life experiences and evolving consumer behaviour in response to these opportunities. The rise of Dublin as a culture hub, hosting a diverse range of concerts, festivals and sporting events, has contributed to this increased frequency. This finding underscores the pivotal role of online platforms in facilitating access to live entertainment experiences in contemporary society.

4.2.3 Platform Used To Purchase a Tickets

A predominant theme emerging from research is the the widespread used of Ticketmaster as the primary platform for purchasing tickets to live events, the majority of respondents indicated that Ticketmaster was their go to platform for acquiring tickets to a variety of events, ranging from concerts and theatres performances to sporting events. This suggests that Ticketmaster has established itself as a dominant master player in the online ticketing market with its reputation, user friendly interface, and extensive events listing. Most respondents mention that their initial step in purchasing tickets is to check Ticketmaster. This is true for events like Electric Picnic,which typically sells tickets though its own dedicated platform. As one participant noted,

"Even though I know electric picnic tickets are sold on their website, I still check Ticketmaster first out of habit." This ingrained behaviour highlights the strong influence Ticketmaster holds over consumers' purchasing patterns. The convenience, reliability, comprehensive event listing offered by Ticketmaster encourages users to start their search there. This finding underscores the platform's dominance in the online ticketing landscape and highlights the power of habit in consumer decision -making. Even when consumers anticipate unavailability, they often default to Ticketmaster out of convenience or familiarity. Only after exhausting this initial search do they explore the alternative platform or event specific ticketing options.

4.2.4 How Event Information is Searched

Most participants indicated that they primarily follow their favourite artists on social media platforms to stay updated on upcoming events. One participant noted, *"Even if I miss an announcement, someone in my friends' group will bring it up. We all talk about it, so it's hard to miss out on big events, the buzz is unreal."* This indicates how events have evolved into significant social phenomena. As live events and concerts have become integral to social life, an atmosphere has developed where being informed about and attending these events is crucial for social belonging. This creates a social bubble that encourages participation, where missing out on an event can make one feel like an outsider. An interesting point raised by some respondents is the value of Ticketmaster's event notification. By liking an artist's profile on Ticketmaster and enabling notification, users can receive personalised alerts about upcoming events tailored to their interests. A participant humorously compared this to social media stalking, saying *"What's stalking through LinkedIn compared to Ticketmaster? It is more valuable, they probably know more about my preferences than anyone else."* In essence, the discovery and consumption of live events have transformed into a social phenomenon. The interplay between personal recommendations, social media influence, and the desire for shared experiences has redefined how people discover and attend events. Adding to the finding how peer preferences are as much as important as personal preference and convenience, users tend to depend on them and show them the utmost loyalty.

4.2.5 Influence of Secondary Ticket Market Options

A primary motivation for turning to the secondary market was the unavailability of tickets through official channels. Many participants described encountering sold out events on primary ticketing platforms, prompting them to explore alternative options. The intense competition for tickets to high demand events such as concerts by popular artists was a frequent point of frustration. One notable example involved a participant's attempt to purchase Coldplay's tickets. He described how despite being online as soon as tickets went on sale, he found himself behind 15,000 people in the virtual queue for a venue with a capacity of only 8,000 attendees. Given that each person could buy up to 8 tickets, the likelihood of secondary a ticket was virtually nonexistent to which he also added that apart from official secondary ticket platform went to more unsecured platforms like 'Facebook Marketplace' because he didn't wanted to miss it in

any cost firstly because he was emotionally connected to the band and secondly because he feared social media won't let him forget about the fact he missed such an experience. This highlights how it's not just the fear of missing out (FOMO) but also being living in a generation where the experiences are not just shared but bombarded to the face which won't let a person who missed out to sit in peace as it's all around them (Qualman, 2010). Suggesting that the effect that starts before an event won't settle just the day the event is held and has more lasting aftermath which is what participants fear, the effect after the event.

4.2.6 Challenges with Secondary Ticket Market

One of the most significant challenges facing the secondary ticket market is the prevalence of counterfeit tickets. The potential risk of fraud and scams undermines consumer trust and creates financial risks. One participant recounted being scammed after sending payment for a ticket but never receiving it and getting ghosted after the money got transferred, highlighting the vulnerability of consumers in this market. Another prominent issue raised by participants is the high price markup on tickets. Secondary platforms often sell tickets at substantially inflated prices compared to the original sale price, making it difficult for average consumers to afford them. A participant mentioned *"I often find tickets being resold at twice or even three times their original price. It feels like these platforms are taking advantage of fans desperation to attend sold out events."* Lack of transparency was also mentioned leading to consumer mistrust and frustration. As a participant pointed out, *"It's hard to know if I'm getting a fair deal when there's no information on what the ticket originally cost or why prices are fluctuating so much."* The practice of ticket scalping, where individuals or groups buy large quantities of tickets with the intent to resell them at higher prices is often viewed negatively. Many consumers feel that this practice unfairly exploits genuine fans and contributes to the inflated prices on secondary platforms. This highlights whats' mentioned in the previous chapter that humans tend to be reluctant to choose something new or unfamiliar due to its potential danger and unfamiliarity.

4.2.7 Trust in Ticketmaster Resale

Ticketmaster as a leading primary ticket seller has a long standing reputation in the live events industry. This established brand name carries significant weight in the secondary market. Participants in the study frequently highlighted that the Ticketmaster brand evokes a sense of legitimacy and professionalism. The brand's reach and recognition alone sets the platform apart from its competitors. Consumers familiarity with the platform plays a significant role in its preference over other secondary market options. All the participants are already accustomed to the Ticketmaster interface from their previous purchases, which reduces the learning curve and enhances the overall user experience. The familiarity with the platform and the perception of a regulated environment contributed to this sense of trust (Ebrahim, 2020). Many participants also highlighted the importance of purchasing tickets from a reputable source to mitigate the risk of fraud or counterfeit tickets. Ticketmaster's brand equity and consumer familiarity have positioned it as a preferred choice for many when seeking tickets in the secondary market. The

platform's role in building trust and confidence among consumers is crucial in shaping the overall perception of the secondary ticketing landscape.

4.2.8 Integration of Loyalty Program

The potential integration of a loyalty program into the Ticketmaster Resale platform garnered a highly positive response from participants. Many participants acknowledged spending more on tickets than originally planned as we live in an era where there is something always happening. The introduction of loyalty programs offering rewards or exclusive benefits was seen as a potential incentive to further increase spending. The prospect of accumulating points or earning rewards for ticket purchases appealed to participants as it created a sense of value and recognition (Lusnakova et al., 2018). The integration of loyalty programs into the secondary ticket market presents an opportunity to enhance customer engagement and foster long term relationships with the consumer who already is with the platform as retaining consumers is less expensive than acquiring one. The prospect of earning rewards was seen as a potential driver for increased spending. Some participants admitted that they might be willing to spend more on tickets if they knew they were working towards tangible rewards. *"If I knew buying more tickets would get me closer to a discount or some exclusive event, I might justify spending a bit more,"* shared a participant. This aligns with the broader understanding that loyalty programs can incentivise higher spending by offering future value. Findings also indicated that loyalty program rewards would likely deter them from exploring other platforms as the perceived benefits of staying with Ticketmaster would outweigh the potential advantages of switching to competitors.

4.2.9 Exclusive Offers

Exclusive offers are highly valued by participants and significantly enhance their purchasing experience. These offers, which include early access to tickets, special discounts, and exclusive event packages, create a sense of privilege and deepen the consumer's connection with the platform. Participants felt that exclusive offers made them feel more appreciated and recognized by the brand, which in turn increased their loyalty (Lunenburg, 2011). Several participants mentioned that being notified about available tickets would also be considered a form of exclusivity. They appreciated the idea of receiving timely alerts when resale tickets popped up in the platform's interface as the platform already has the user's liking information, viewing this as a valuable service that could prevent the frustration of missing out on events. This kind of proactive notification can make consumers feel prioritised and catered to, further solidifying their loyalty and the platform. Participants also suggested that exclusive offers could include guarantees against fraud, like verified resale tickets, which would increase their confidence in purchasing from secondary platforms. The assurance that tickets bought through Ticketmaster's resale platform are legitimate and backed by the company's guarantee was mentioned as a significant factor in their willingness to engage with secondary markets. It makes customers feel more secure and valued, which can drive continued engagement with the platform.

4.2.10 Consumer Experience and Satisfaction

Security and trust are also paramount in the secondary ticket market, where users are often wary of fraudulent transactions. Participants emphasised the importance of robust security measures, such as secure payment gateway as a major challenge for consumers in the Ticketmaster resale is the lack of official confirmation for transaction. Unlike primary ticket purchase with the platform, where purchases are confirmed through official channels, resale purchases does not provide any confirmation. This leads to uncertainty and frustration among users. Participants in the study expressed concern about not receiving official confirmation from the platform after completing a purchase. This gap in communication can create anxiety, and consumers are left unsure whether their transaction was successful or if their tickets are secure (Lussier, 2019). To address this issue, Ticketmaster could implement a payment interface to provide more clear, immediate confirmation of their purchase; this would enhance transparency and increase reassurance. The risk of purchasing counterfeit tickets remained a major concern too. They also emphasised how the need for robust fraud prevention measures and buyer protection policies to instil confidence in the platform. Like how it mentioned in the literature is the extent a brand can go to enhance the customer service to win that trust from the consumer and to catalyse their motivation of consumption and build brand's trust and equity. As secondary platforms is considered as a game of risk and customers are already wearing their heart on their sleeves while making the decision, such initiatives from the platform provides that assurance to the consumers.

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

5.1. Conclusions

This research aimed to address the gaps identified in chapter one by partially contributing to the generation of academic findings regarding the complexities of the consumer base of the secondary online ticket market. By examining consumer motivations, behaviour, and experiences, this study has provided insights into the factors influencing moving to the secondary ticket market, decision-making process and purchasing decisions and the role of Ticketmaster in facilitating this market and assessing the potential impact of loyalty programs on consumer behaviour. The study sought to provide a comprehensive understanding of various aspects influencing consumer decisions and satisfaction in the secondary ticket market, thereby filling a critical void in the existing literature.

5.1.1 Motivation to Purchase from the Secondary Market

The motivation driving consumers to purchase from the secondary ticket market are multifaceted and deeply rooted in psychological, social, and economic factors. One of the primary motivators identified in this study is the frustration with the rapid selling-out of tickets through primary sales channels. With the increasing popularity of live events and the cultural significance attached to attending concerts, sports, and other performances, tickets for popular events often sell out within minutes. This phenomenon commonly referred to as the "flash crash" of ticket sales, has left many consumers unable to secure tickets through the primary channel leaving many eager attendees without tickets and pushes them towards the secondary market as a viable alternative. The evolution of the live event culture, where being part of the audience is a significant social currency, further exacerbates this issue. This frustration is closely tied to the sheer number of events and the evolving culture of live performance as a social and experiential activity as this has further intensified demand. The desire for shared experience and social connection has transformed live event attendance into a lifestyle choice. This heightened interest, combined with the growing number of events and festivals, has created a competitive landscape where securing tickets has become increasingly challenging.

Another significant motivator is the fear of missing out (FOMO), a psychological phenomenon where individuals feel a compelling urge to participate in activities that others are enjoying. This concept, explored by Przybylski et al. (2013), is particularly relevant in the context of live events. Social media platforms and peer influence amplify this fear by constantly showcasing friends and influencers attending concerts and festivals, which creates an atmosphere and pressure to attend popular events and has created a sense of urgency among consumers. This social contagion effect, coupled with the limited availability of tickets, drives many to explore the secondary market as a last resort.

The convenience and immediacy offered by the secondary market are also major attractions for consumers. These platforms allow for last-minute purchases that are often not possible through primary sales channels. Many participants in the study expressed a preference, aligning with findings by Buda and Zhang (2000), who noted the significant role of convenience and accessibility in consumer decision-making as some have the experience of not being able to attend a certain event due to the last minute emergency. Many participants mentioned learning about events through friends, family, and social networks. The social validation of attending popular events can be a powerful motivator, reinforcing the decision to seek tickets through any available means, including secondary markets.

Motivation for purchasing from the secondary ticket market is complex and influenced by a combination of psychological, social, and economic factors. The rapid sell-out of tickets in the primary market, the evolving culture of live events, FOMO, convenience, economic consideration, and social influence all contribute to the decision to use the secondary market. Understanding these underlying motivations is crucial for platforms like Ticketmaster in developing effective strategies to cater to their customers' needs and enhance their overall experience.

5.1.2 Ticketmaster's Position in the Secondary Market
The decision to purchase from secondary ticket markets is fraught with risks, primarily due to the prevalence of scams and fraudulent activities. Participants recounted experiences of being scammed, such as paying for tickets that were never received. These risks highlight the need for enhanced security measures and reliable platforms to safeguard consumers' interests. Consumers seek assurance in the secondary market through trust in transaction security and ticket authenticity. This aligns with Dowling and Starlin's (1994) concept of perceived risk, which suggests that consumers are more likely to engage in a transaction when they feel confident in the purchase's safety and legitimacy. Ticketmaster's entry into the secondary market significantly addresses these concerns. Known for its robust infrastructure and longstanding reputation in the primary ticket market, Ticketmaster extends its brand trust to the secondary market, offering a sense of security often lacking in other platforms. Brand trust is crucial here. Chaudhuri and Holbrook (2001) define brand trust as the consumer's willingness to rely on a brand's ability to perform its stated function. Ticketmaster has built this trust through decades of consistent performance in providing valid tickets and excellent customer service. Consumers are more likely to purchase secondary tickets from a platform they already trust, mitigating the fear of fraud and enhancing overall confidence. Familiarity also plays a significant role. Many consumers have used Ticketmaster for primary ticket purchase, which makes them familiar with its platform and process. This familiarity reduces the learning curve and increases trust in the secondary ticket market platform, as they know what to expect from a brand they have used before.

While Ticketmaster's Position as a market leader is undeniable, the secondary ticket market is a dynamic and evolving landscape. The emergence of new platforms and changing consumer landscapes can end or alter Ticketmasters' dominance in the future. Further we will discuss the attributes that can secure the platform position and retain the consumer base who already have built trust and equity in the brand.

5.1.3 Impact of Loyalty Programs

Loyalty programs have become a pivotal strategy for companies aiming to enhance customer retention and foster long-term relationships. In the secondary ticket market, where trust and reliability are critical, implementing well-structured loyalty programs can have a profound impact on consumer behaviour and brand loyalty. Participants expressed enthusiasm for the concept of loyalty programs that would encourage increased spending on tickets. The probability to secure the tickets in the resale sections, earn points or rewards for each purchase was seen as a valuable incentive, particularly for frequent buyers. Exclusive access to pre-sales, ticket upgrades, or merchandise could further strengthen customer loyalty and differentiate Ticketmaster from competitors.

In the evolving landscape of the secondary ticket market, enhancing Ticketmaster's existing resale platform through well-crafted loyalty programs presents a strategic opportunity to strengthen its position and deepen consumer engagement. The introduction of a loyalty program tailored specifically for Ticketmaster's resale section can significantly impact consumer retention and satisfaction, leveraging the company's established brand trust and familiarity. Participants expressed enthusiasm for the concept of loyalty programs, with many suggesting that such initiatives would encourage increased spending on tickets. A well-designed loyalty program can reinforce Ticketmaster brand trust by offering tailored rewards and incentives that address the specific needs of secondary market users. This program could include benefits such as the notification from the platform as soon as there is a resale ticket available so that probability to secure the tickets increase, discounts on resale fees, earn points or rewards for each purchase was seen as a valuable incentive, particularly for frequent buyers. These features not only attract consumers but also deepen their engagement with the platform. Building on Ticketmaster established trust, the loyalty programs can emphasise security and transparency, crucial factors for consumers concerned about ticket authenticity and reliability.

Loyalty programs provide valuable data in consumer behaviour and preferences. By analysing purchase history, ticket preferences, and engagement levels, Ticketmaster can tailor its offering to meet the specific needs of different customer segments. Insights into purchasing patterns and reward preferences can inform continuous improvement to the platform, ensuring that it meets evolving consumer needs and preferences. Differentiation is essential in the competitive secondary market. While other platforms may offer basic resale services, Ticketmaster loyalty programs can stand out by combining its trusted brand with targeted reward and incentives. This

approach not only helps in attracting new users but also in retaining existing ones, reinforcing Ticketmaster's position as a leader in both primary and secondary ticketing sectors. Ultimately, a successful loyalty program can contribute to Ticketmaster dominance in the secondary market by reinforcing its brand reputation, building customer loyalty, and driving repeat business. Companies who have shown significant benefits are mentioned in chapter 2, some other examples are Amazon, Starbucks and Tesco who have demonstrated the effectiveness of these initiatives. A study by Statista (2021) found that Amazon prime members spend an average of $1,400 per year compared to $600 for nonmembers. Similarly, Starbucks reward program has been instrumental in fostering customer loyalty and boasting sales. According to a 2019 report by Starbucks, the closing attributed 7% year over increase in US comparable store sales to its loyalty program. Tesco Clubcard is another prime example of a successful loyalty program that has driven significant business growth causing the company to spend an estimated 60 million pounds annually into its clubcard database and loyalty programs initiatives (KPMG, 2021).

5.2. Recommendation

5.2.1 Recommendation for Future Research
In order to further deepen understanding of the secondary ticket market and address existing gaps, several avenues for future research are recommended. Longitudinal studies examining the evolving dynamic between primary and secondary markets can provide valuable insights into long-term trends and consumer behaviour. Cross-cultural comparison can shed light global variation in ticket purchasing habits, platform strategies, and comparative analysis of loyalty programs across different secondary ticket platforms. This research would evaluate various loyalty schemes to determine which structures are most effective in enhancing consumer engagement and retention by comparing the success of different reward mechanisms, researchers can uncover best practices and innovative strategies that could be adopted industry-wide. The impact of emerging technologies should be explored, including how innovation like blockchain, artificial intelligence, and advanced data analytics influence consumers trust security, and platform functionality. Additionally, research into consumer perception of security and fraud prevention can help identify the most valued features and enhance platform trustworthiness. Investigating the role of social media and influencer marketing in shaping consumer behaviour could offer valuable insights into effective promotional strategies. Finally examining the effect of regulatory changes in the secondary ticket market will help platforms adapt to legal requirements and maintain compliance, ensuring a secure and fair marketplace.

5.2.2 Recommendations for Practitioners
Based on the findings of this research, several recommendations can be offered to practitioners operating within the secondary ticket market. Prioritising consumer experience through user-friendly interfaces, support is essential for building trust and loyalty. Implementing effective fraud prevention measures, ensuring ticket authenticity and providing clear transaction

confirmation are crucial for maintaining consumer confidence. Developing and promoting tailored loyalty programs can strengthen consumer retention. Offering rewards and exclusive benefits, along with clearly communicating these advantages, will encourage repeat purchases and foster long-term engagement. By understanding consumer motivations and adapting to the evolving market landscape, platforms can enhance their position and meet the needs of their target audience. Collaboration between primary and secondary ticket markets can benefit both consumers and industry stakeholders who can improve platform security, enhance consumer loyalty, and maintain competitiveness in the secondary ticket market and foster a more integrated ecosystem.

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APPENDIX 1: INTERVIEW QUESTIONS

Date:
Age:
Gender:
Nationality:

Questions are focused on resale tickets purchase experience

Resale Ticket Purchase
1. Can you please tell me how frequently you purchase tickets for live events?

2. Have you ever brought a resale ticket? If yes, what platform do you use?

3. What influenced you to buy a resale ticket?

4. If you have purchased tickets unofficially, how do you build trust with sellers in those channels? What strategies do you employ to avoid scams or fraudulent tickets?

Ticketmaster
5. Have you ever used Ticketmaster resellers? If yes, how frequently do you use Ticketmaster?

6. If you have used unofficial platforms, what factors influenced you to choose them over Ticketmaster's resale platform?

7. How important are factors like price, availability and seating preferences when deciding to buy resale tickets?

8. Beyond practicality does any emotional aspect influence your decision to buy a resale ticket?

9. Do you make impulsive decisions to attend an event leading you to the resale market for tickets? What factors trigger these spontaneous purchases?

10. What factors influence your trust in Ticketmaster resellers?

11. Have you had any positive or negative experiences buying from Ticketmaster resellers in the past? And how did those experiences influence your decision making for future purchases?

Loyalty Program

12. If Ticketmaster offered a loyalty problem with rewards for buying resale tickets, will it enhance your trust and confidence in the platform? Why or why not?

13. Do you think the presence of a loyalty program can impact the overall secondary ticket market ecosystem including pricing dynamics and buying/selling behaviour?

14. Do you think loyalty programs will add any value proposition to your purchase?

15. In your opinion how Ticketmaster can improve its service and offerings for consumers engaged in the resale ticket market and what specific recommendations would you provide based on your experience and observations?