

Vinted.cz = secondary market, experiment

Market description

- On-line, used clothing, now also other items
 - Transaction costs went down (messaging/button) purchase
 - But still possibility to negotiate
 - Lowered risk
 - „user protection“ – fee, guaranteeing that the company will pay if the item does not arrive
 - Spread to SVK and POL – but! Have bad reputation
 - Used to have filter for countries – not anymore, BUT! Country could still be easily guessed from the price – confirmed when opened the item's site
 - Users complained about this – did it help or hurt?
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Research Ideas

- Isn't the imperfect POL filter hurtful?
 - Users have to spend more resources on finding the nationality – would be better with either no filter or perfect filter
 - How lowered risks, transaction costs changed the market – would require their data
 - Work towards Koszegi's predictions
 - Introduction (or maybe improvement) of the secondary market increases primary production
 - Increases demand of responsible consumers
 - Increased demand increases price of used
 - Increased price of used shifts some responsible back to primary market
 - Negotiations X direct purchase through a button
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Data

- Data from the company on sales, negotiations,..
 - Experiment – easy access, advertise many products, different countries, different accounts,..
 - Could certainly measure the number of clicks, likes, messages
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Literature

Kaufmann, M., Kornemann, M., & Koszegi, B. (2024). How Secondary Markets Undermine Social Responsibility. – main inspiration

Literature: why people engage in secondary markets; how firms respond to the existence of secondary markets. Not so much on the features of the market and their impact