Hashmoney: Exploring Twitter Hashtag Use as a Secondary Ticket Market Price Determinant

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Abstract 2015-185
Marketing
Saturday, June 6, 2015
8:00 AM
Poster (Ballroom B-C)

The growth and prevalence of sport event ticket transactions on secondary market ticket resellers such as StubHub has led to the creation of a body of academic research studying this new phenomenon. Factors such as team performance and perceptions of fairness have been explored for their relationship with the price of secondary market tickets. This exploratory study introduces a new potential price determinant — social media activity — itself a popular online phenomenon that has inspired considerable academic research. This exploratory study of prices for eight National Football League games adds use of official team hashtags on Twitter to a multiple regression model, controlling for other price determinants established to be significant. Two models, one to predict prices for tickets sold on StubHub, the second to predict prices for tickets available on StubHub, demonstrate that increased Twitter hashtag use is a significant positive price predictor for the secondary ticket market.