

Auctions: The Role of Sellers and Buyers

The screenshot shows an eBay listing for a 'Radon ZR Team NX1 Mountainbike'. The bike is shown in a large image on the left, with a vertical strip of smaller images on the far left. The listing details on the right include: 'Artikelzustand: Gebrauchte', 'Restzeit: 4T 22Std | Samstag, 20:45', 'Aktuelles Gebot: EUR 95,00', and 'Mindestpreis nicht erreicht'. There are 70 bids shown. A 'Bieten' button is prominent. Below the bid information, it says 'Abholung: Kostenlose Abholung in 33775 Vermold, Deutschland. Weitere Details' and 'Rücknahmen: Keine Rückgabe. Weitere Details'. Payment options listed are PayPal, VISA, Mastercard, AM EX, and G Pay.

Photo source: Screenshot from Ebay from 24.07.2023

Tasks

1. Get together in pairs and choose between the role of the seller and the role of the buyer.

Seller: Think about how you would sell your old bike worth approximately 250 Euros on Ebay (price target, bidding period, details, photos, auction period, etc.). Also think about how you might react if there were only offers below your price expectation. Make notes on this.

Buyer: Think about how you would bid for the seller's bike offer (prices, price increments, timing) and how you might react if there are no bids or a lot of bids with minimal price increases until the last minute. In many auctions, most bids are made in the last few minutes of the auction. Take notes on this.

Present the thoughts of both the buyer's and seller's side from your groups to the class.

2. Using the internet, research what recommendations are given for Ebay sellers and buyers.

Based on your research create a poster with the seven most important tips for future sales and purchases on Ebay and display it in the classroom.

3. Organise an exhibition where the pairs present their respective posters and put them up for discussion.