

Sniping in eBay Auctions: A Cultural Analysis



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Research Goal

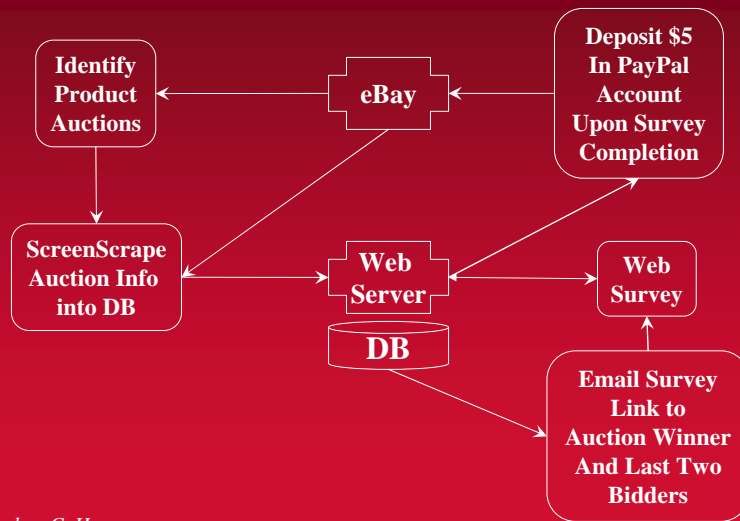


- To gain a better understanding of *sniping* behavior in eBay auctions.
- To explore the factors associated with sniping in different cultures.

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Methodology



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Data Capture

- 20,000 auctions captured to date
- 6,000 from various foreign eBay websites
- For this analysis, randomly selected 200 auctions from each of:
 - Australia, Germany, Ireland, New Zealand, Singapore, Sweden, United Kingdom, and the USA.

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Antique Swedish Wood Drill 19th Century
 Item # 1074473573
 Collectibles>Furnishings, Knives & Tools>Tools>Carpentry, Woodworking>Drills

Bidding is closed for this item.


Currently **US \$37.00** (approx. £25.98) First bid **US \$30.00** (approx. £21.06)
 Quantity **1** # of bids **5** [bid history](#)
 Time left **Auction has ended.** Location **Varberg, Halland**
 Country **Sweden**
 Started 15-Feb-02 02:30:57 GMT [mail this auction to a friend](#)
 Ends 22-Feb-02 02:30:57 GMT [request a gift alert](#)
 Seller (Rating) **ebengt (657)** ☆
[view comments in seller's Feedback Profile](#) | [view seller's other auctions](#) | [ask seller a question](#)
 If you are the seller or a high bidder - [now what?](#) **tangbit (84)** ☆
 Payment See item description for payment methods accepted
 Postage Buyer pays actual postage charges. Seller ships internationally (worldwide).
 Seller Options

- [Relist this item](#) and eBay will refund your relisting fee if it sells the second time around.
- [Make a Personal Offer](#)

Seller assumes all responsibility for listing this item. You should contact the seller to resolve any questions before bidding. Auction currency is U.S. dollars (US \$.) unless otherwise noted.

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eBay UK Bid History for
 Antique Swedish Wood Drill 19th Century (Item # 1074473573)

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 Ends 22-Feb-02 02:30:57 GMT
 Seller (Rating) **ebengt (657)** ☆

[View page with email addresses](#) (Accessible by Seller only) [Learn more.](#)

Bidding History (Highest bids first)

User ID	Bid Amount	Date of Bid
tangbit (84) ☆	US \$37.00	22-Feb-02 02:30:51 GMT
tool-drool (33) ☆	US \$36.00	22-Feb-02 02:30:10 GMT
tool-drool (33) ☆	US \$32.00	22-Feb-02 02:24:39 GMT
ultmatum7hotmail.com (39) ☆	US \$31.00	21-Feb-02 01:44:25 GMT
toolzz (158) ☆	US \$30.00	15-Feb-02 06:18:15 GMT

Remember that earlier bids of the same amount take precedence.

Bid Retraction and Cancellation History
 There are no bid retractions or cancellations.

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Auction Attributes by Country

Country	Total Bids	Average Bids	Unique Sellers	Unique Bidders	Average Winning Bid
Australia	2,558	12	133	974	217.25
Germany	1,770	8	195	939	27.87
Ireland	1,331	6	65	630	54.66
New Zealand	1,582	7	89	771	111.28
Singapore	1,168	5	62	576	134.09
Sweden	1,846	9	59	710	159.24
UK	1,271	6	150	684	32.14
USA	1,366	6	179	812	54.40

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Sniping by Country

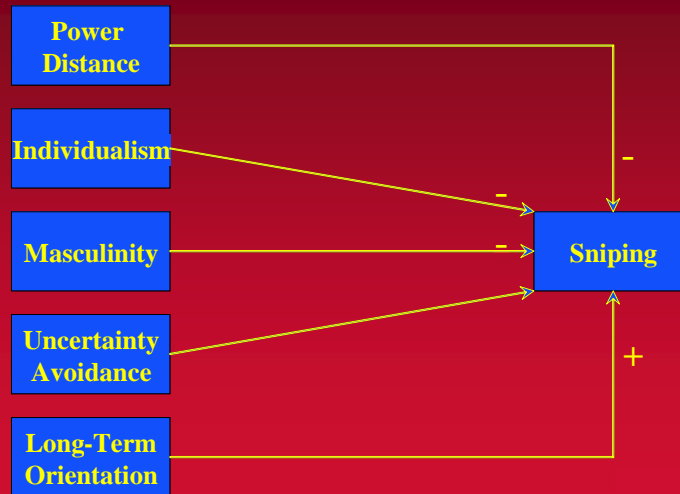
	AU	G	Ire	NZ	SP	SW	UK	USA	
NS									
Frequency	153	138	149	141	156	127	176	157	1197
Row %	12.8	11.5	12.4	11.8	13.0	10.6	14.7	13.1	100.0
Col %	76.5	69.0	74.5	70.5	78.0	63.5	88.0	78.5	74.8
Sniped									
Frequency	47	62	51	59	44	73	24	43	403
Row %	11.7	15.4	12.7	14.6	10.9	18.1	6.0	10.7	100.0
Col %	23.5	31.0	25.5	29.5	22.0	36.5	12.0	21.5	25.2

Pearson Chi-Square – Value: 40.44; df: 7; Significance: 0.000

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Hofstede and Sniping



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Conclusions

- Sniping occurs frequently
- Sniping varies across culture

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To snipe, or not to snipe ...

- “Common” component of affiliated values?
- Information asymmetry?
- Risk Aversion?

- Are some bidders trying to avoid
 - Bid Sentries, Shill Bidders, Bid Followers?