**Reselling Market: Culture of Tolerating Rip-Off**

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Speech and Debate

Persuasive Speech

**General Purpose**: To persuade

**Specific Purpose**: To persuade the audience to recognize the seriousness of the reselling issue, adopt a critical view of the reselling culture, and ultimately establish a healthy consumption culture

**Thesis**: Reselling has transformed from simply trading used goods to a kind of stock trading for monetary gain through price differentials, leading to a distortion of its original meaning. Resellers are also taking advantage of people's money for their own personal profit, thus resell culture disrupting the distribution order of the normal market and harms ordinary consumers.

**Introduction**

1. What do you think is the selling price of these shoes? (Show visual aids of Air Dior)
2. These shoes are “Air Dior” sneakers, a collaboration between French luxury brand “Dior” and global sneakers brand “Nike”.
3. Out of a total of 13,000 pairs, only 8,000 pairs were released to the general public through a raffle, which is a random system, and the winning probability was only 0.16%.
4. The selling price of these shoes was $2,000 for the low-top version and $2,200 for the high-top version.
5. However, will the price continue to remain the same even in reselling market? No!
6. According to the reselling platform KREAM, in the case of the Air Dior high-top version, size 270, which is the most popular size for Korean men, recorded the highest reselling price of about $13000, and the prices for other sizes were similarly high. (Show visual aids of KREAM website)
7. The price has increased by more than 4-5 times the original selling price.
8. For the price of a pair of Dior sneakers, we can buy approximately 250 chickens priced at $25 each. (Show visual aids of a pair of Air Dior and 250 chickens)
9. Another reselling platform, XXBLUE, has reported that the sneakers were sold for $13000 in the United States, similar with Korean, but in China they were sold for about $25000.

(Transition: So far, we have seen that Air Dior are being resold at tremendous prices, which is referred to as “reselling.” From now on, we will take a closer look at what reselling is and how it functions in the society.)

1. What is Reselling?
2. Reselling originally referred to the sale of second-hand goods.
3. Many people engage in reselling to collect meaningful items, even if they are used, and to own them for themselves.
4. This is a normal purchasing process: directly from sellers to purchasers. (Show visual aids of purchasing process)
5. However, reselling has lost its original meaning and now refers to the act of intentionally buying rare or luxury new products and reselling them with a high markup.
6. As a result, resellers have emerged, who specialize in reselling products with the sole purpose of making a profit through the price difference in an organized and professional manner.
7. Recently, reselling has become a kind of trend even among ordinary people.
8. According to Cowen & Co estimates, in 2019, the sneaker resale was estimated to be a $2 billion market, and it's projected to triple over the next several years, reaching more than $6 billion globally by 2025. (Show a graph indicating the growth of resell market)

(Transition: Until now, we have seen how consumers are enthusiastic about reselling products. However, I want to point out that reselling is causing serious problems and disrupting the market.)

1. Reselling has transformed from simply trading used goods to a kind of stock trading for monetary gain through price differentials, leading to a distortion of its original meaning. Resellers are also taking advantage of people’s money for their own personal profit.
2. Therefore, I claim that resell culture disrupts the distribution order of the normal market and harms ordinary consumers. (Show visual aids of preview)
3. I will point out the matter of high premium prices first, and then increasing counterfeit products, which both violate the consumers’ rights.
4. Lastly, the counter argument is about positive perspective toward resell culture in terms of personal freedom.

(Transition: I’ve briefly mentioned the definition and distortion of the meaning of reselling, as well as the problems in the reselling market. Now, I will present specific reasons, starting with the fact that reselling causes products to be traded at high prices.)

**Body**

1. First of all, the biggest problem with the resell market is that people who really need the products cannot buy them at the original price.
2. In other words, excessive premiums are added to the items, and it disrupts the normal market flow.
3. Like the case of Air Dior mentioned earlier, shoes that are resold come with a huge premium price.
4. The person who has the desirable item becomes the superior position, while the person who wants to buy it becomes the inferior one.
5. It is a reality that even if the reseller calls for a price that is excessively high, the buyer has no choice but to buy at that price.
6. This market disruption also includes the misdeeds of resellers.
7. Resellers sell hard-to-get and newly released products at a high premium.
8. Ultimately, resellers who are selling products at outrageously high prices just because they managed to get their hands on limited items is not only unethical but also distorts the distribution system.
9. In addition, the intervention of resellers who seek to profit from the price difference hinders people who want to purchase products for actual use.
10. Reselling has become speculation rather than sharing, and fashion items have simply become a means of making money.

(Transition: So far, it has been confirmed that resold products have been sold at a tremendous premium, and resellers have been taking advantage of this, causing harm to consumers. The second reason is related to the authenticity of resold products.)

1. Secondly, there has been lots of controversy over the authenticity of resold products.
2. Can you see the difference between these two? (Show visual aids of two products)
3. The one on the left is genuine, while the one on the right is a fake.
4. We cannot easily distinguish between them.
5. As the online fashion reselling market continues to rapidly grow, the circulation of counterfeit products through platforms has also become more active, but the damages are solely to the consumers.
6. Many people use resell platforms to purchase limited edition products that are difficult to obtain directly, and they trust the platforms.
7. However, the two largest resell platforms in Korea, MUSINSA and CREAM, continue to be plagued by debates over authentic vs. counterfeit products.
8. A customer purchased an “essential t-shirt” from the American luxury brand “Fear of God” at MUSINSA. (Show visual of essential t-shirt)
9. The customer then resold the product on CREAM, but CREAM determined that the t-shirt sold by MUSINSA was a counterfeit.
10. After the investigation from Fear of God’s headquarters, the product sold by MUSINSA was determined to be a counterfeit.
11. As shown in the previous picture, reselling platforms such as CREAM and SOLDOUT could be the middle distributor, which specialize in reselling activities between buyers and sellers. (Show visual aids of the purchasing process again and two brands’ logos.)
12. Reselling platforms determine whether a product is genuine or fake through their own inspection centers.
13. However, I point out that there are limitations to judging fake items solely based on the platform’s own standards because they are not the manufacturers.
14. Because a platform mediates individual transactions, it is impossible to filter out every product through the inspection process.
15. In particular, as counterfeits become more sophisticatedly manufactured, even the most rigorous inspection process can result in damage to the consumer.

(Transition: In conclusion, products distributed in the resell market cannot avoid controversy over fake products, which harms consumers’ rights. However, there is also positive view on the resell market.)

1. The counter argument is that “reselling should be recognized as an activity of professional investment techniques.”
2. According to Einhorn, StockX senior economist, “It is natural for prices to rise for products that are in short supply and high demand, and as a result, the resell market becomes more active.” (Show visual aids of supply and demand curve)
3. Resellers are just people who are good at predicting and utilizing the principles of market functioning and market trends.
4. Therefore, it is an individual's freedom to resell the products with a premium added.
5. According to Joo hee, a journalist, says that recently, the term “Resell Tech”, which is the compound word of “reselling” and “investment technology” has emerged, and it has become a culture of investment for the MZ generations. (Show visual aids of people lining up in front of a store to purchase a limited edition item.)
6. In other words, resell has a significance in that it is a legitimate profit-seeking made by fast information power and effort.

(Transition: So far, we've looked at the arguments that are positive about Resell. Then, I will summarize my speech.)

**Conclusion**

1. In my speech, I have confirmed that the original meaning of reselling has been distorted. (Show visual aids of summary)
2. Moreover, I identified two reasons that indicate the negative impact of the resell on consumers and the market.
3. The two specific evidence was uncontrollable market disturbance due to skyrocketing premium prices and the counterfeit issues.
4. However, I have also recognized a counter argument that views profiting from reselling as an individual's freedom and can be appropriately utilized as a means of investment.
5. In recent years, the culture of showing off has rapidly spread in Korean society. (Show visual aids of people flaunting their wealth on social media.
6. People pursue larger houses, better cars, more expensive bags, and more beautiful faces.
7. Even for things they were previously uninterested in, people pay a premium to purchase them according to trends and show them off on their social media.
8. However, I assert that when consumers make purchases, they should carefully consider whether they really need it and also whether the price is reasonable compared to the quality of the product, thus making a healthy consumption culture.
9. The resell market is currently excessively inflated, while disrupting the normal flow of the market.
10. Rather than following the trends of others, it is important to accurately identify what one truly wants.

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