Abstract

This thesis investigates the determinants of price and value retention of pre-owned board games in the United States market. It is most likely the first thesis applying the hedonic pricing method to the board game industry. Two dependent variables, price and the portion of the original manufacturer's suggested retail price that remains, were modelled using various game characteristics. The analysis is performed on data obtained primarily from BoardGameGeek. Applying multiple linear regression and Ordinary Least Squares method on the cross-sectional sample of over 2000 observations, several factors were estimated to be significant. Condition, rating, age, complexity, duration and weight of the box turned out to be the most crucial board game value drivers. Moreover, in the case of regression on residual price share, the most significant predictors appeared to be condition, age and rating.

Keywords second-hand market, board game, hedonic pricing model, OLS regression

Title Second-hand Board Game Price Analysis