Scammer's Gonna Scam

An "argument" against total free markets is that without regulation by central planning, scammers will get away with their scams and customers would continue to fall victim. Interestingly, in the totally free, albeit illegal, market that is the Internet/bitcoin drug trade, we see customers falling victim to scammers, learning, and then being smarter about where to do business. Scammer's gonna scam, but must customers always fall prey to it? Under which economy are the incentives structured to improve customer savvy: buyer beware, or "We won't let anyone scam you. Trust us!"?

Skyler.