



CENTER FOR THE STUDY OF LAW AND SOCIETY  
BERKELEY LAW

## CSLS SPEAKER SERIES

Monday, October 31, 2016

# TAMAR KRICHELI-KATZ

Assistant Professor, Buchman Faculty of Law and Dept. of Sociology  
Tel Aviv University

## “Why Can’t Alison Sell her Drill? Evidence from eBay”

Do products sold by women garner lower prices than products sold by men? If so, what are the mechanisms producing these disadvantages? Are women penalized for selling seemingly masculine products more than for selling seemingly feminine products? Are penalties greater when buyers have less information regarding the market price of the product? In this project we use data on all the eBay auction transactions for 420 of the top selling products from 2009-2012. The data shows that on average, women sellers received about 80 cents for every dollar a man received when selling the identical new product and 97 cents when selling the same used product. We combine the results from eBay with original data from three original experiments and use them all to investigate the mechanisms generating the price differences between women and men sellers. We show that women sellers are penalized more when selling seemingly masculine products, compared to seemingly feminine products. Moreover, we find that buyers’ lack of information regarding the market prices of products increases the gender price gap, because when uncertain about the market price, buyers use their cultural beliefs about gender as information about how much they should pay for the product.

Prof. Kricheli-Katz’s papers are available on the CSLS website & in hard copy at the Center.

PLACE Selznick Seminar Room, 2240 Piedmont Ave.  
TIME **12:45 – 2:00pm**. A light lunch will be provided.  
INFO <https://www.law.berkeley.edu/centers/center-for-the-study-of-law-society/>  
EMAIL [csls@law.berkeley.edu](mailto:csls@law.berkeley.edu)

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