

Table 1: Descriptive Statistics

Variable	Mean	Standard Deviation	Min	Max
Panel A: eBay Data				
Female-Male Gap	-0.0226068	0.2026361	-2.849796	0.746096
Used	0.6764706	0.4685891	0	1
End Price	110.813	135.7341	3.910255	956.1332
Panel B: Survey Data:				
Competent Owner	4.68621	.4344116	3.2	5.667
Confident Owner	4.796074	.4111585	3.6	5.813
Intelligent Owner	4.60009	.4546687	3.2	5.867
Pleasant Owner	4.427527	.4310034	3.3	5.857
Sincere Owner	4.476505	.3826876	3.2	5.615
High Status Owner	4.304416	.6036742	2.75	5.870
Tolerant Owner	4.373638	.4331984	3	5.462
Warm Owner	4.288765	.5006111	3.05882	5.600
Female Owner	3.77044	1.293943	1.14286	6.71429
Willing to Pay	50.7614	64.9357	2.78714	832.632
Uncertain about Price	4.149443	.7639457	1.92308	6.33333
Interested in Prices Others Pay	5.124478	.7531023	2.58333	6.8
Interested in Who the Owner is	3.404898	.7204522	1.75	5.400
Familiarity Gap (only for used products)	-0.2255636	1.246399	-3.441667	3.371429
Usage Gap (only for used products)	-0.0824995	1.174	-3.525	3.430769
N=306 (207 used and 99 new)				

Table 2: OLS Regression Models Predicting the Gender Price Gap by Perceptions of Owners of Products

	Model 1	Model 2	Model 3	all together
Used Product	0.0412 (1.17)	-0.497+ (-1.75)	-0.188 (-0.67)	-0.693+ (-1.87)
Female Owner	(1.76)			0.0969* (2.04)
Used Product X Female Owner	-0.0695 (-1.40)			-0.0872 (-1.52)
Competent Owner		-0.103+ (-1.91)		-0.0653 (-1.16)
Used Product X Competent Owner		0.109+ (1.77)		0.0848 (1.28)
Warm Owner			-0.0500 (-0.95)	-0.101+ (-1.67)
Used Product X Warm Owner			0.0436 (0.69)	0.0799 (1.08)
Price	0.0000580 (0.68)	0.0000857 (0.94)	0.0000441 (0.51)	0.0000516 (0.55)
Constant	-0.0696* (-2.22)	0.435+ (1.77)	0.190 (0.81)	0.663* (2.05)
N	306	306	306	306

+ p<0.1, * p<0.05, ** p<0.01, *** p<0.001

Table 3: OLS Regression Models Predicting Interest in who the Owner is and the Gender Price Gap

	Interested in who the Owner is	Price Gap
Interested in who the Owner is		-0.0607+ (-1.80)
Used X Interested in who the Owner is		0.0755* (1.99)
Uncertain about Price	0.229* (2.36)	0.0386 (1.19)
Used X Uncertain about Price	0.0572 (0.52)	-0.0256 (-0.68)
Used	-0.254 (-0.55)	-0.148 (-0.85)
Price	0.00206*** (7.78)	0.0000857 (0.89)
Constant	2.237*** (5.49)	0.0134 (0.09)

+ p<0.1, * p<0.05, ** p<0.01, *** p<0.001, N=306

Table 4: OLS Regression Models Predicting the Gender Price Gap for Used Products

	(1)	(2)
Women's Familiarity (compared to men's)	-0.00085 (-0.12)	0.155** (3.25)
Wears Out	0.0348** (3.00)	0.0258* (2.26)
Women's Familiarity X Wears Out		-0.0452*** (-4.83)
Uncertainty (about Price)	0.0154 (1.43)	0.0337** (3.04)
Women's Familiarity X Uncertainty		0.0224** (2.78)
Price	-0.00003 (-0.41)	-0.00006 (-0.85)
Constant	-0.274*** (-3.81)	-0.292*** (-4.26)

+ p<0.1, * p<0.05, ** p<0.01, *** p<0.001, N=207

Table S2: Summary Statistics, Characteristics of Research Participants (AMTur)

	Mean	SD
Female	0.449	
Age	33.799	(11.24)
White	0.765	
African American	0.061	
Hispanic	0.048	
Asian	0.091	
Native American	0.008	
Pacific Islander	0.003	
Other	0.024	
Less than High School	0.008	
High School or Less	0.095	
Some College	0.281	
2 Year College	0.102	
4 Year College +	0.514	

N=2596

Table S3: Results from Rotated Factor Analysis of Characteristics of Product Owners

	Factor 1	Factor 2	uniqueness
Competent	0.2818	0.868	0.168
Confident	0.0323	0.830	0.310
Intelligent	0.271	0.845	0.212
Pleasant	0.902	0.213	0.141
Sincere	0.8513	0.254	0.211
High Status	0.0874	0.840	0.288
Tolerant	0.8795	0.160	0.201
Warm	0.9388	0.045	0.117

Table S4: Logistic Regression Models Predicting whether Owners of Products are Perceived to be Female by the Perceived Competence and Warmth (Marginal Effect)

	all products	new products	used products
Warm Owner	0.920*** (7.42)	0.878*** (4.28)	0.958*** (6.00)
Competent Owner	-0.500*** (-4.93)	-0.498** (-2.78)	-0.511*** (-4.05)
Price	0.000359 (1.45)	0.000648 (1.56)	0.000178 (0.58)
N	306	99	207
+ p<0.1, * p<0.05, ** p<0.01, *** p<0.001			

Table S5: OLS Regression Models Predicting the Final Prices of Products (for men), by the Perceived Characteristics of Owners

	Model 1	Model 2	Model 3
Used	-2.226 (-0.35)	-18.46** (-2.88)	-1.962* (-2.41)
Competence Factor	1.547 (1.33)		
Used X Competence Factor	0.291 (0.21)		
Warmth Factor		-2.940* (-2.53)	
Used X Warmth Factor		3.983** (2.74)	
Feminine Median			-2.156* (-2.36)
Used X Feminine Median			1.997+ (1.76)
Constant	-3.138 (-0.58)	16.95** (3.29)	5.088*** (7.72)

+ p<0.1, * p<0.05, ** p<0.01, *** p<0.001, N=280

Table S6: OLS Regression Models Predicting Interest in who the Owner is

	Interested in who the Owner is
Interested in Prices Others Pay	0.455*** (4.45)
Used X Interested in Prices Others Pay	-0.0221 (-0.20)
Used	-0.0636 (-0.11)
Price	0.00162*** (6.39)
Constant	1.015* (2.03)

+ p<0.1, * p<0.05, ** p<0.01, *** p<0.001, N=306

Figure 1: Social Perceptions of Warmth and Competence of Product Owners

