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Demographics, gender and local knowledge –price discrimination in  
China's car market

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## Title

“Demographics, Gender and Local Knowledge – Price Discrimination in China’s Car Market”

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## Abstract

In this paper we examine price differentials across various groups in the Chinese automobile market between 2007 and 2009 using a unique detailed data set on over 145000 transactions which allows us to control for a wide variety of buyer, vehicle, location, and dealer characteristics. We focus on gender based price discrimination and how it interacts with the origin of the buyer. We find that, controlling for a wide array of other characteristics men pay lower prices for cars than women. Additionally, men who live locally or who were born locally receive additional discounts relative to non-locals, but interestingly, this effect is not present for women.

## Keywords

price discrimination; vehicle market China; statistical discrimination

## JEL codes

D4; J7; L9

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