

## What Determines Auction Listing Attributes?

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### Keywords

Online auctions, listing attributes, auction outcomes

### Abstract

*This paper studies the determinants of the effort and resources that sellers devote toward building auction listings. Previous research has found that auction listing characteristics has an impact on prices and probability of selling. Thus it is important to understand what prompts sellers to decide on these characteristics. We first formulate a simple model of seller effort devoted towards building an auction listing, and extract testable predictions from this model. We then test these predictions using an extensive sample of online auctions and find that listing characteristics are systematically related to (a) the object's expected value, (b) the expertise of the seller, (c) the extent of the object's commoditization, and (d) the expertise of the buyer.*

*We conclude by outlining the implications of our findings for optimal selling strategies.*

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