

Abstract

This thesis studies sales of iPads 2 on eBay. We examine the determinants of the choice of particular sales design among sellers and the effect of this design on probability of sale and price. There is not a difference in prices among fixed price sales and auctions, however posted price sales have lower probability of being sold. BIN option in auctions does not affect their outcome. We also found that higher minimum bids increase price and decrease probability of sale.