

„Disclosure and Pricing of Attributes”

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Abstract

A seller wishes to sell a good to a buyer. The good has several attributes. The buyer is privately informed about his tastes for different attributes. The seller controls attribute information available to the buyer as represented by a statistical experiment. Information control enables price discrimination. The seller can screen buyer's types by offering a menu of bundles, each bundle consisting of an experiment and a strike price for the good. I study revenue-maximizing menus. I characterize a class of experiments employed in any such menu. I show that if different types value different and independent attributes then an optimal menu is non-discriminatory. It contains a free experiment bundled with a single strike price.