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GENDER DIFFERENCES IN PREFERENCES, INTRA-HOUSEHOLD  
EXTERNALITIES, AND THE LOW DEMAND  
FOR IMPROVED COOKSTOVES

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**Abstract**

This paper examines whether an intra-household externality prevents adoption of a technology with substantial implications for population health and the environment: improved cookstoves. Motivated by a model of intra-household decision-making, the experiment markets stoves to husbands or wives in turn at randomly varying prices. We find that women – who bear disproportionate cooking costs – have stronger preference for healthier stoves, but lack the authority to make purchases. Our findings suggest that if women cannot make independent choices about household resource use, public policy may not be able to exploit gender differences in preferences to promote technology adoption absent broader social change.

JEL Codes: Q52, O1, Q4

Keywords: Technology Adoption, Cook-stoves, Bangladesh

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