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The Effects of the Online and Offline Purchase Environment on Consumer Choice of Familiar and Unfamiliar Brands

Yvonne K. Saini, John G. Lynch Jr.

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Yvonne Kabeya Saini is Lecturer at the Wits School of Business, University of Witswatersrand, Johannesburg, South Africa, email [yvonne.saini@wits.ac.za](mailto:yvonne.saini@wits.ac.za). John G. Lynch Jr. is the Ted Anderson Professor of Free Enterprise, Leeds School of Business, University of Colorado-Boulder, Boulder CO 80309, email [john.g.lynch@colorado.edu](mailto:john.g.lynch@colorado.edu). This work is based on the first author's dissertation at the Wits Business School, completed under the direction of the second author. The authors thank Joe Alba and Kevin Keller for serving as external readers on the thesis and Donnie Lichtenstein for comments on a prior draft of this paper. They thank Joe Harvey for research assistance with Study 3.

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