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Information Disclosure and Consumer Awareness (by Sanxi Li, Martin Peitz and Xiaojian Zhao)

Research highlights:

- Consumers may be unaware of potentially adverse effects of a product.
- The paper provides a monopoly model with a mix of aware and unaware consumers.
- The firm is more likely to disclose information for a larger share of unaware consumers.
- A more precise targeting technology of the firm leads to more information disclosure.
- A regulator may want to intervene to impose mandatory disclosure rules.

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