

Propositions

- I. Consumers with low trait self-esteem are more inclined to choose inferior products than consumers with high trait self-esteem, but only if those inferior products signal negative self-views (Chapter 2).
- II. Consumers with low trait self-esteem are more inclined to compensate in the wake of threatening feedback than consumers with low trait self-esteem (Chapter 2).
- III. Minimum-length constraints hurt the quality of entertainment media products more than maximum-length constraints (Chapter 3).
- IV. The extent to which consumers are sensitive to hedonic value depends on the range of their past experiences (Chapter 4).
- V. Experienced consumers assimilate their enjoyment of new experiences to similar past experiences (Chapter 4).
- VI. Consumers use brands to construct their self-concepts (Escalas and Bettman 2005).
- VII. When confidently held self-views are temporarily cast in doubt, consumers are motivated to choose products that bolster their original self-views (Gao, Wheeler, and Shiv 2009).
- VIII. Negative stimuli tend to have a greater influence on impression formation than positive stimuli (Baumeister et al. 2001).
- IX. Evaluability of, and hence value sensitivity to, values depends on three factors: mode, knowledge, and nature (Hsee and Zhang 2010).
- X. Reference points for choices of experiences (vs. money) are set at extreme (vs. neutral) outcomes (Martin, Reimann, and Norton 2016).
- XI. If we knew what we were doing, it wouldn't be called research (Albert Einstein).