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).