Propositions

I. Contextual information impacts consumer behavior and decision-making through modulating neural responses in the brain's valuation system (this dissertation).

II. Proximity relative to an anticipated reward is monitored within the brain's reward network and is used to regulate goal-directed behavior (this dissertation).

III. The brain's salience network responds especially to the final step towards goal completion, resulting in increased attention and effort allocation to this final action (this dissertation).

IV. Previous choices impact neural valuation of current choice options – both through a decrease in value of chosen options, as well as an increase in value of unchosen options – leading to choice diversification (this dissertation).

V. Functional and experiential ad appeals trigger a complex interplay of neural responses, rather than cognitive (functional appeals) or emotional (experiential appeals) responses alone (this dissertation).

VI. Because portfolio choices enable decision-makers to take a "big picture" perspective, they optimize the overall experience, causing some of the choices to be sub-optimal when taken by themselves (Read, Loewenstein & Rabin, 1999).

VII. Neuroscientific research methods advance consumer behavior theory and models (Plassmann et al., 2015). As such, scholars in consumer behavior would benefit from training in a wider range of methods.

VIII. Choice architecture is never entirely neutral. A deeper understanding of how choice context is processed in the brain and impacts decision-making is necessary to understand and minimize bias, and to more effectively design the choice architecture to improve outcomes.

IX. Interdisciplinary scientific collaboration fosters creativity and innovation of research ideas and methodology.

X. Curiosity-driven, basic research is more important than applied research.

XI. We don't see things as they are, we see them as we are (Anaïs Nin).