

Propositions

- 1) Divesting brands with low industry relatedness as well as low geographical scope will be positively related to the firm value. Divesting brands with high industry relatedness as well as high geographical scope will be negatively related to the firm value. (This dissertation)
- 2) Non-price oriented sales promotions and increasing a brand's product line in the store are effective for incumbent brands in claiming a larger share of removed brand's sales. (This dissertation)
- 3) The effect of brand exits on baseline sales is positively related to the similarity of the deleted brand and the incumbent brand. (This dissertation)
- 4) A partnership deal with a major sports franchise has a positive effect on the baseline sales of the partnering brand. The magnitude of this effect is contingent on team performance. (This dissertation)
- 5) A partnership deal with a major sports franchise leads to an increased effectiveness of sales promotion instruments. (This dissertation)
- 6) The availability of an ideal attribute combination moderates the impact of assortment on consumer strength of preferences. (Chernev, 2003)
- 7) Consumers are prepared to pay more for high-quality options and less for low-quality options when confronted with a dense, as opposed to a sparse, set of alternatives. (Bertini, Wathieu, & Iyengar, 2012)
- 8) Perceiving usage experiences as less varied improves postpurchase product evaluation. The negative effect of experience variety on product evaluation is attenuated for hedonic (vs. utilitarian) products. (Etkin & Sela, 2016)
- 9) Subjects exposed to retailer price advertising indicate greater potential demand than subjects exposed to manufacturer price advertising. (Xu, Wilbur, Siddarth, & Silva-Risso, 2014)
- 10) Relative to both repeat purchases and extrinsically motivated purchases, variety-seeking behavior is more likely to occur for products that have higher rather than lower purchase frequencies (Van Trijp, Hoyer, & Inman, 1996)
- 11) "Our true mentor in life is science." (Mustafa Kemal Atatürk)