

Propositions

1. Brand market shares significantly impact short-term price promotion reactions. A brand's reaction intention increases with its competitor's market share, reaches a maximum when the competitor's share equals its own, and starts to fall when a competitor's share surpasses its own. (Chapter 2)
2. Larger assortments within a product category lead to larger retailer market share in that category. (Chapter 3)
3. Having a low-priced private label within a category makes a retailer's market share less sensitive to national brand price changes in that category. (Chapter 3)
4. Larger private label assortments within a category make a retailer's market share less sensitive to national brand price changes in that category. (Chapter 3)
5. Competitive information can help in predicting brand sales if it's incorporated in the model using the Lasso, elastic net, or random forest method. (Chapter 4)
6. Due to the immediate possession and soak-in experience, in store shopping won't be completely replaced by online shopping, given the current internet technology.
7. When shopping on-line, consumers tend to spend more than they have planned simply to meet the minimum spending requirement for free delivery.
8. Customized advertising can backlash when it's too accurate, especially when consumers feel their privacy is being invaded.
9. Impulse buying in on-line shopping varies across products. People are more likely to perform impulse buying for low price point products with short purchase cycle.
10. Teaching university students and teaching young children have a lot in common. You need to be positive, patient, and encouraging by all means.
11. Quarantine can improve baking skills, given you can get flour, eggs, and yeast.