

It's in the way that you use it : usage behavior, sales performance, and their interrelationships

Citation for published version (APA):

Datta, H. (2014). *It's in the way that you use it : usage behavior, sales performance, and their interrelationships*. [Doctoral Thesis, Maastricht University]. Maastricht University. <https://doi.org/10.26481/dis.20140207hd>

Document status and date:

Published: 01/01/2014

DOI:

[10.26481/dis.20140207hd](https://doi.org/10.26481/dis.20140207hd)

Document Version:

Publisher's PDF, also known as Version of record

Please check the document version of this publication:

- A submitted manuscript is the version of the article upon submission and before peer-review. There can be important differences between the submitted version and the official published version of record. People interested in the research are advised to contact the author for the final version of the publication, or visit the DOI to the publisher's website.
- The final author version and the galley proof are versions of the publication after peer review.
- The final published version features the final layout of the paper including the volume, issue and page numbers.

[Link to publication](#)

General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
- You may freely distribute the URL identifying the publication in the public portal.

If the publication is distributed under the terms of Article 25fa of the Dutch Copyright Act, indicated by the "Taverne" license above, please follow below link for the End User Agreement:

www.umlib.nl/taverne-license

Take down policy

If you believe that this document breaches copyright please contact us at:

repository@maastrichtuniversity.nl

providing details and we will investigate your claim.

Stellingen behorend bij de Proefschrift

It's in the Way That You Use It

Usage Behavior, Sales Performance, and Their Interrelationships

van

Hannes Datta

1. Analyzing the digital traces of product and service usage will likely become a key factor for business success in the next decade (This dissertation; chapters 1–4).
2. Customers attracted with free trials churn earlier and use core parts of the service less than regular customers, yet respond stronger to marketing communication, offering ways to improve their value (This dissertation; chapter 2).
3. Buying \neq Using: Adele headed the US Billboard Album Charts in 2012, but consumers listened most to The Beatles (This dissertation; chapter 3).
4. Online music piracy cannibalizes sales. However, piracy also fosters consumers' engagement with artists so that some pirates will buy in the future, reducing the negative effect of piracy (This dissertation; chapter 3).
5. As with all challenges, dealing with big data as we know it today will become a small matter in a few years.
6. Conducting research requires substantial programming efforts. For example, the code written to conduct this research would fill a book with 1,400 pages.
7. Use simple models for as long as possible.
8. Write up papers like telling a story to a good academic friend.
9. Men are mortal. So are ideas. An idea needs propagation as much as a plant needs watering. Otherwise both will wither and die (~ Dr. B.R. Ambedkar, Dalit and first Law Minister of India).
10. Ich hab heut wieder keinen Hit geschrieben, dafür schwof ich auf Wolke 7. Hab mal wieder nicht gemacht was ich sollte, sondern einfach nur was ich wollte (~ Sportfreunde Stiller).
11. Never forget where you've come here from, never pretend that it's all real (~ Take That).