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"The Firm Value and Marketing Intensity Decision in Conditions of Financial Constraint: A Comparative Study of the United States and Latin America"

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WEB Appendix

1. Estimation VIF

	Mean VIF
Equation 1	5.39
Equation 2	1.19
Equation 3	1.02

2. Estimations for Robustness Checks Financial constraint lag-1 (standardized)

	Total	USA	LA
Dependent var.: MKTIN			
CONSTRIC LAG-1 (H1)	-.271***	-.467***	-.386***
COMPET	.138***	.931***	.107***
FINFLEX	.008	.013	-.033
SIZE	-.068**	-.267**	-.058**
SALES	.402***	.238***	.441***
Chi^2 (DF)	672(5)***	228(5)***	716(5)***
Dependent var.: FVALUE			
MKTIN (H5)	.415***	.721***	.184***
COMPET	.036	-.923***	.016
FINFLEX	.057**	.039	.078***
SIZE	-.097***	.481***	.005
SALES	.023	.196*	.025
DIVIDEND	.001	.264**	.383***
Chi^2 (DF)	406(6)***	146(6)***	1058(6)***
Dependent var.: PERFORM			
MKTIN (H6)	.453***	.506***	.430***
COMPET	-.307***	-.824***	-.314***
SIZE	-.034	-.209**	-.008
Chi^2 (DF)	523(3)***	593(3)***	425(3)***
n	1537	271	1266

Notes: Significance * at 0.001, ** at 0.01, * at 0.05, and † at 0.10 (two-tailed)**

3. Estimations for Robustness Checks Financial Constraint and Marketing Intensity lag-1

	Total	USA	LA
Dependent var.: MKTIN LAG -1			
CONSTRIC LAG-1 (H1)	-.299***	-.509***	-.262***
COMPET	.127***	.860***	.097***
FINFLEX	.018	.025	.041
SIZE	-.086***	-.257**	-.078**
SALES	.373***	.211***	.410***
Chi^2 (DF)	670(5)***	147(5)***	551(5)***
Dependent var.: FVALUE			
MKTIN LAG -1 (H5)	.436***	.722***	.195***
COMPET	.038	-.869***	.017
FINFLEX	.054*	.035	.076***
SIZE	-.086***	.474**	.010
SALES	.024	.203*	.025
DIVIDEND	.002	.257**	.380***
Chi^2 (DF)	439(6)***	147(6)***	1090(6)***
Dependent var.: PERFORM			
MKTIN LAG -1 (H6)	.472***	.515***	.449***
COMPET	-.305***	-.796***	-.313***
SIZE	-.022	-.201*	-.003
Chi^2 (DF)	560(3)***	179(3)***	454(3)***
n	1537	271	1266

Notes: Significance * at 0.001, ** at 0.01, * at 0.05, and † at 0.10 (two-tailed)**
(standardized coefficients)

4. Estimations for Robustness Checks of alternative measurements of market sensitivity

	Classification B2C /B2B	Sector Elasticity	Classification High/Low by Sector
Dependent var.: MKTIN			
CONSTRIC (H1)	-.372***	-.365***	-.386***
CONSTRICxSENS (H2)	.163***	.085**	.428***
SENS	-.027***	-.004	.016**
COMPET	.032***	.035***	.030***
FINFLEX	.012	-.007	-.018*
SIZE	-.011***	-.006*	-.011***
SALES	.078***	.089***	.079***
Chi^2 (DF)	1012(7)***	952(7)***	716(7)***
Dependent var.: FVALUE			
MKTIN (H5)	5.263***	5.419***	5.867***
SALES	.136*	.127*	.086
COMPET	.232**	.226**	.208**
FINFLEX	-.098	-.097	-.097
DIVIDEND	4.799***	4.820***	4.655***
SIZE	.330***	.331***	.332***
Chi^2 (DF)	641(6)***	663(6)***	592(6)***
Dependent var.: PERFORM			
MKTIN (H6)	.511***	.527***	.524***
COMPET	-.076***	-.077***	-.077***
Chi^2 (DF)	662(2)***	593(2)***	589(3)***
n	1806	1806	1806

Notes: Significance * at 0.001, ** at 0.01, * at 0.05, and † at 0.10 (two-tailed)**

5. Estimations for Robustness Checks of alternative measurements of Financial Constraint

	Operating Cash Flow(CF)	Dividends (D)	Cash Assets (CA)	PCA (D,CA)	PCA (CF,D,CA)
Dependent var.: MKTIN					
CONSTRIC (H1)	-.334***	-.445***	-.087***	-.018***	-.022***
COMPET	.036***	.042***	.038***	.038***	.042***
FINFLEX	.011	-.004	-.011	-.011	-.004
SIZE	-.139***	-.003	-.001	-.001	-.003
SALES	.079***	.089***	.086***	.086***	.089***
Chi^2 (DF)	857(5)***	728(5)***	672(5)***	672(5)***	728(5)***
Dependent var.: FVALUE					
MKTIN (H5)	5.273***	4.137***	4.817***	4.817***	4.137***
SALES	.148*	.240***	.157*	.157*	.240***
COMPET	.231**	.277***	.246***	.246***	.277***
FINFLEX	-.094	-.093	-.095	-.095	-.093
DIVIDEND	4.810***	5.073***	4.895***	4.895***	5.073***
SIZE	.396***	.389***	.390***	.390***	.389***
Chi^2 (DF)	664(6)***	548(6)***	599(6)***	477(6)***	548(6)***
Dependent var.: PERFORM					
MKTIN (H6)	.551***	.518***	.453***	.453***	.519***
SIZE	.019***	.019***	.018***	.018***	.019***
COMPET	-.078***	-.077***	-.075***	-.075***	-.077***
Chi^2 (DF)	653(3)***	588(3)***	477(3)***	477(3)***	588(3)***
n	1806	1806	1806	1806	1806

Notes: Significance * at 0.001, ** at 0.01, * at 0.05, and ŧ at 0.10 (two-tailed)**