

# What drives the value premium?

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# The value premium

The empirical evidence for the presence of a value premium in stock markets is overwhelming. The key question is no longer whether this phenomenon exists, but why. In this note we examine a popular explanation called the overreaction hypothesis, focusing on the extrapolation of past sales or earnings growth. We find that generic value strategies cannot be enhanced significantly based on the predictions of this hypothesis. Altogether, we conclude that the evidence supporting this hypothesis is quite weak.

The value premium refers to the empirical finding that stocks with a high fundamental value compared with their market value (value stocks) tend to outperform the market average, while stocks with a low fundamental value compared with their market value (growth stocks, or glamour stocks) tend to underperform the market average. Variables typically used in the literature to assess the fundamental value of a stock include its book value, earnings, or cash flow. The studies documenting the existence of the value premium go back more than a quarter of a century, and have since been confirmed for other time periods, stock markets other than the US stock market, and even other asset classes.

## Various explanations

Given this overwhelming evidence, few would nowadays dispute the existence of a strong value premium in historical data. But whereas there is by now a consensus that this phenomenon exists, the reasons why it does are still heavily debated. Broadly speaking, we can distinguish between risk-based explanations and behavioral explanations. A widely cited risk-based explanation is provided in the seminal Fama and French (1992) paper. These authors first provide extensive empirical evidence for the existence of a value premium in the US stock market, and then go on to suggest that this may reflect a reward for the risk of financial distress, i.e. bankruptcy risk. Simply put, stocks that appear to be cheap may be cheap for a reason.

## Distress risk explanation not supported by data

Although generic value strategies indeed tend to overweight financially distressed stocks, in particular during recessions, we doubt whether this observation explains the value premium. Many studies that rank stocks explicitly on distress risk indicators find that, if anything, higher distress risk tends to result in lower returns.<sup>1</sup> A study by Robeco's De Groot and Huij (2011) directly investigates the relation between value and distress risk and finds that the value premium is not concentrated in the most distressed stocks, but in the least distressed stocks. Therefore, they conclude that the distress risk explanation is not supported by the data.

## Systematic overreaction of investors

As an alternative to risk-based explanations, various behavioral explanations for the value premium have been put forward in the literature. These behavioral explanations tend to

<sup>1</sup> See, e.g., Dichev (1998), Griffin and Lemon (2002), Piotroski (2000), and Cambell, Hilscher and Szilagyi (2008).

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characterize value investing as a contrarian strategy which benefits from systematic overreaction of investors. For instance, the value anomaly appears to be related to the long-term mean reversion anomaly of DeBondt and Thaler (1985).

More direct evidence is provided by Lakonishok, Shleifer and Vishny (1994), henceforth LSV, who argue that investors extrapolate past earnings and sales growth too far into the future. According to this hypothesis, value stocks with the lowest past growth rates should be most underpriced, while growth stocks with the highest past growth rates should be most overpriced. They empirically test this prediction and find that it seems to be confirmed by the data. Comparing past and future earnings and sales growth figures, they find that growth rates quickly revert to the mean. In other words, value stocks do show lower growth rates in subsequent years, and growth stocks do show higher subsequent growth rates, but not nearly as long and to the extent needed to justify the differences in valuation assigned to them by the market.

### **Criticism**

Although the overreaction story of LSV is quite appealing, it has been criticized by other studies. In particular, Fama and French (1996) argue that value stocks with the lowest past growth rates and growth stocks with the highest past growth rates show a larger return difference simply because they exhibit more extreme value/growth or size characteristics. Their results also show that a more aggressive value strategy which is simply concentrated in the stocks with the most extreme valuations is able to deliver similar returns, without using any information about past growth rates. Doukas, Kim and Pantzalis (2002) challenge the notion that investors systematically extrapolate past growth too much into the future by looking at the explicit earnings forecasts provided by analysts. They find no evidence for exaggerated high earnings growth expectations for growth stocks and exaggerated low earnings growth expectations for value stocks. Based on this result they conclude that the value effect cannot be attributed to extrapolation of past growth.

### **Further research into the overreaction hypothesis**

In this study we take a new look at the overreaction hypothesis. Since the work of Lakonishok, Shleifer and Vishny (1994) and Fama and French (1996) twenty years of fresh data has become available. We also extend these studies by considering not just the US but also international stock markets. Finally, we approach the subject from a more practical perspective, by focusing on the question if the overreaction explanation is helpful for designing a more effective value investment strategy in practice.

## Can value be enhanced?

In this section we empirically examine the overreaction hypothesis. Lakonishok, Shleifer and Vishny (1994) suggest that investors extrapolate past growth too far into the future, and that therefore past sales growth is an effective overreaction indicator. They propose an enhanced value strategy which goes long value stocks with the lowest past growth and short growth stocks with the highest past growth. We also test an overreaction hypothesis in the spirit of DeBondt and Thaler (1985), by considering long-term past stock returns as an alternative overreaction indicator.

### Comparing value strategies

In Table 1 we first compare the stand-alone performance of pure value strategies and strategies which select stocks on their past growth or long-term past return. We consider top-minus-bottom quintile portfolios based on the 3000 largest stocks in developed markets over the period from January 1990 to December 2013. The portfolios are equally weighted and country neutral. For the pure value strategies we consider the book-to-market ratio (BtM), the measure that is typically used in the academic literature, and the earnings-to-price ratio (EtP), which tends to be more popular among practitioners. We define past sales growth (SG) as in LSV (1994), as the weighted past sales growth rank.<sup>2</sup> Long-term past return (REV) is defined as the past 60 month stock return excluding the most recent 12 months.<sup>3</sup> Note that all strategies are contrarian, meaning that the long portfolios consist of stocks with high book-to-market ratios, high earnings-to-price ratios, low past sales growth and low long-term returns.

**Table 1: Long-term performance of long-short stock portfolios for different value proxies**

	<i>BtM</i>	<i>EtP</i>	<i>REV</i>	<i>SG</i>
Return	6.40%	9.23%	4.35%	2.43%
Volatility	12.50%	13.62%	7.19%	5.22%
Sharpe ratio	0.51	0.68	0.61	0.47
CAPM alpha	5.62%	11.59%	4.17%	2.85%

Source: Robeco, Factset

### Adding overreaction indicators

The results in Table 1 show that the various contrarian strategies have all been successful. In terms of Sharpe ratio the overreaction indicators (past sales growth and long-term reversal) appear to be as effective as the generic value strategies (BtM and EtP), although in terms of alpha (i.e., beta-adjusted performance) the latter seem to dominate. We next look at whether generic value strategies can be enhanced by adding overreaction indicators. To this end we select stocks on a combination of 75% the pure value score plus 25% the score on one of the overreaction indicators. For reference purposes we also report the performance of our proprietary value factor basket (VAL), which consists of a combination of generic and more sophisticated valuation ratios.

<sup>2</sup> More precisely, we first compute the sales growth for each company and year and next rank all stocks based on their sales growth per year. We then calculate the weighted past sales growth rank as the weighted sum of the last five-year sales growth ranks, giving a weight of 5 to the most current sales growth rank, a weight of 4 to the previous year, etc.

<sup>3</sup> This is also the definition of long-term reversal used in the data library of Kenneth French.

**Table 2: Long-term performance of long-short stock portfolios for different value baskets**

	<i>BtM + REV</i>	<i>BtM + SG</i>	<i>EtP + REV</i>	<i>EtP + SG</i>	<i>VAL</i>
Excess return	6.54%	6.01%	9.75%	9.06%	14.74%
Volatility	11.52%	11.90%	13.57%	13.68%	12.69%
Sharpe ratio	0.57	0.51	0.72	0.66	1.16
CAPM alpha	5.78%	5.33%	12.17%	11.50%	15.82%

Source: Robeco, Factset

### Overreaction indicators do not enhance value strategies

Comparing the results in Table 2 with those of Table 1, we observe that generic value strategies cannot be enhanced significantly by taking alternative overreaction indicators into account, as the raw and risk-adjusted returns neither improve nor deteriorate significantly, but remain about the same. For instance, book-to-market combined with past sales growth has the same Sharpe ratio of 0.51 as book-to-market without past sales growth, and a slightly lower alpha and raw return. Using long-term reversal instead of past sales growth appears to be slightly more effective, but still the resulting performance improvements are tiny at best. Taking earnings-to-price instead of book-to-market as the starting point leads to the same conclusions. These results imply that selecting value stocks which may be particularly prone to overreaction is not a better strategy than just selecting the same number of stocks based purely on a value measure. Finally, we observe that our proprietary value factor basket is considerably more effective than the various generic approaches, either with or without overreaction indicators.<sup>4</sup>

<sup>4</sup> We note that these results are quite robust with regard to sample choice. For instance, the main results are the same if we consider only the US market instead of the entire global market.

## The driving factor

Although it does not seem that overreaction indicators can enhance a generic value strategy, it is still striking that the overreaction indicators themselves are about as effective as the famous book-to-market strategy. One way of interpreting our findings so far is that a book-to-market strategy cannot be enhanced using overreaction indicators, but perhaps it would be just as fair to conclude that given overreaction indicators such as past sales growth and long-term past return, no further enhancement can be achieved by additionally taking book-to-market into account. This then raises the question which factor is really driving future stock returns.

### What is the real driving factor?

In order to answer this question we conduct Fama-MacBeth (1973) regressions, meaning that every month we cross-sectionally regress the returns of the stocks in our universe on their ex ante characteristics, which enables us to disentangle by how much return each characteristic is rewarded that month.<sup>5</sup> This analysis is based on the same global universe of stocks over the 1990-2013 period considered before. We next report the average reward for each characteristic over the entire sample period. Besides the variables in which we are particularly interested (book-to-price, past sales growth and long-term reversal) we include a number of control variables that are also known to be important determinants of future stock returns, specifically CAPM beta, size and momentum (MOM). The results are reported in Table 3.

**Table 3: Average rewards for cross-sectional Fama-MacBeth regressions**

	<i>Intercept</i>	<i>Beta</i>	<i>Size</i>	<i>BtM</i>	<i>MOM</i>	<i>REV</i>	<i>SG</i>
Mean	0.48	-0.01	-0.02	0.14	0.22	-0.03	-0.01
t-statistic	1.77	-0.07	-0.49	3.36	3.31	-1.03	-0.26

Source: Robeco, Factset

### Book-to-market factor drives returns

Table 3 shows that when the book-to-market ratio and the overreaction indicators are simultaneously considered, the book-to-market ratio clearly emerges as a highly significant driver of stock returns, while the overreaction indicators are insignificant. In other words, when controlling for book-to-market, the reward for the overreaction indicators is not significant, but this is not true the other way around.<sup>6</sup> Based on these results we conclude that the book-to-market factor really drives returns, and that it encompasses all relevant information that might be contained in the overreaction indicators.

<sup>5</sup> To make the coefficients comparable, we standardize the characteristics every month.

<sup>6</sup> Again, the main results are the same if we consider only the US market instead of the entire global market.

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# Summary

Although there is by now a consensus that a strong value premium is present in the data, the reasons why this phenomenon exists are still heavily debated. In previous research we provided strong evidence against the distress risk explanation, showing that although simple value strategies can get a large exposure to distressed stocks, this does not explain the high return of value stocks. More risk-based explanations have been proposed in the literature, but next to that there is also a school of thought which attributes the value premium to behavioral factors. In this study we examine one such behavioral explanation, namely the overreaction hypothesis.

## Little empirical support for overreaction hypothesis

In short, we find that although overreaction indicators appear to be fairly promising on a stand-alone basis, it turns out that they are not really effective for enhancing a generic value strategy. Moreover, if we disentangle the contribution to return of various factors, valuation is significant while the overreaction indicators are not, indicating that valuation ratios are really driving differences in future stock returns. Based on these findings we conclude that the empirical support for the overreaction hypothesis is quite weak.

## Rational investor behavior?

So although the empirical evidence for the existence of the value premium is overwhelming, the key driver of this phenomenon remains unclear. Our conjecture is that the main explanation might be neither risk-based, nor based on systematic behavioral biases that are essentially irrational. Instead we conjecture that the answer may lie in rational investor behavior – or at least behavior that is rational within a certain institutional context. More specifically, agency issues involved with delegated portfolio management may play a large role, such as manager and analyst career considerations, or the strategic gaming of fund-flow patterns. In our future research we intend to look in more detail at such alternative explanations.



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The sale of the fund qualifies as a private placement pursuant to section 2 of Uruguayan law 18,627. The fund must not be offered or sold to the public in Uruguay, except in circumstances which do not constitute a public offering or distribution under Uruguayan laws and regulations. The fund is not and will not be registered with the Financial Services Superintendency of the Central Bank of Uruguay. The fund corresponds to investment funds that are not investment funds regulated by Uruguayan law 16,774 dated September 27, 1996, as amended.

#### **Additional Information for US offshore investors**

The Robeco Capital Growth Funds have not been registered under the United States Investment Company Act of 1940, as amended, nor the United States Securities Act of 1933, as amended. None of the shares may be offered or sold, directly or indirectly in the United States or to any US Person. A US Person is defined as (a) any individual who is a citizen or resident of the United States for federal income tax purposes; (b) a corporation, partnership or other entity created or organized under the laws of or existing in the United States; (c) an estate or trust the income of which is subject to United States federal income tax regardless of whether such income is effectively connected with a United States trade or business.