Research output

**The presence of copycat private labels in a product set increases consumers' choice ease when shopping with an abstract mindset**

**Green, greener, greenest: Can competition increase sustainable behavior?**

**Temporal myopia in sustainable behavior under uncertainty**

**Out-of-Category Brand Imitation: Product Categorization Determines Copycat Evaluation**

**The Paradox of 'Green to be Seen': Green High-Status Shoppers Excessively Use (Branded) Shopping Bags**

**Accountability Accentuates Interindividual-Intergroup Discontinuity by Enforcing Parochialism**

**Experimental Research Examining how People can Cope with Uncertainty through Soft Haptic Sensations**

**Hacking Fear**

**Soft assurance: Coping with uncertainty through haptic sensations**

**Preference reversal for copycat brands: Uncertainty makes imitation feel good**

**Zachte zekerheid: Omgaan met onzekerheid aan de hand van zachte sensaties**

**Consumer evaluation of copycat brands: The effect of imitation type**

**When high similarity copycats lose and moderate similarity copycats gain: The impact of comparative evaluation**
Why process matters: A social cognition perspective on economic behavior

Breaking the mould on copycats: What makes product imitation strategies successful?
Van Horen, F., 2010

Importance of personal goals in people with independent and interdependent selves