Research output

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 Interindidual-Intergroup Discontinuity by Enforcing Parochialism
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Experimental Research Examining how People can Cope with Uncertainty through Soft Haptic Sensations

Hacking Fear

Soft assurance: Coping with uncertainty through haptic sensations
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Preference reversal for copycat brands: Uncertainty makes imitation feel good
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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?
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Importance of personal goals in people with independent and interdependent selves