**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