Research output

**What We Talk About When We Talk About Hope: A Prototype Analysis**

**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 versus interdependent selves

Importance of personal goals in people with independent and interdependent selves