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 versus interdependent selves

Importance of personal goals in people with independent and interdependent selves