Research output

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

"We" Don’t Always Like Copycats: How Self-construal Influences Evaluation of Product Imitation

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**  