Research output

Observing the earth from space: Does a virtual reality overview effect experience increase pro-environmental behaviour?

When it Pays to be Clear: The Appeal of Concrete Communication under Uncertainty

A New Addition to the Trademark Litigator's Tool Kit: A Neuroscientific Index of Mark Similarity

From Scanner to Court: A Neuroscientifically Informed "Reasonable Person" Test of Trademark Infringement

A Dark Side of Hope: Understanding Why Investors Cling onto Losing Stocks

Unpredictable love? How uncertainty influences partner preferences

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

A dark side of hope: Why people cling onto losing stocks

The Siren Song of the Subtle Copycat — Revisiting Trademark Law with Insights from Consumer Research

The dark side of hope: why people cling onto losing stocks

Increasing saving intentions through leaderboards: A gamification approach

How Hope of Breaking Even Makes People Cling on Losing Stocks

The Appeal of Copycats When the Horizon is Wide

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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

Soft assurance: Coping with uncertainty through haptic sensations

Preference reversal for copycat brands: Uncertainty makes imitation feel good

Zachte zekerheid: Omgaan met onzekerheid via zachte sensaties
Van Horen, F., 2013, In: In-Mind Magazine. 2

Consumer evaluation of copycat brands: The effect of imitation type

Dealing with uncertainty through haptic sensations

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

Copycats as uncertainty reducing devices

Breaking the mould on copycats: What makes product imitation strategies successful?
Van Horen, F., 2010
On subtle themes and blatant features: The effect of imitation-type on evaluation and choice of copycats

Over thema's en kenmerken: Type imitatie beïnvloedt copycat evaluatie

De onverwachte voordelen van subtiele imitaties: De invloed van mindset van de consument en de aanwezigheid van het A-merk

Unexpected benefits of being less rather than more similar: The influence of consumer mindset and brand presence on copycat evaluation

Importance of personal goals in people with independent versus interdependent selves

Persoonlijke doelen en handelswijzen van mensen met een independent versus een interdependent zelfconstruct

Over het belang van vormen in de waarneming van merken