

Siegfried Dewitte (January 2012)

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Professional Affiliation

Center for Marketing and Consumer Science

Siegfried Dewitte, PhD Psychology
Professor marketing
Faculty of Economics and Business
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Research interests

Three themes fascinate me most: self-regulation, altruism, and cultural evolution. My work is interdisciplinary. I read and write in marketing, psychology, evolutionary (human) biology, and philosophy.

Publications Siegfried Dewitte

2011

Cornelissen, G., Dewitte, S., and Warlop L. (2011). "[Are social values expressed automatically? Decision making in the dictator game.](#)" *Personality and Social Psychology Bulletin*; 37, 1080-1090.

2010

Pandelaere, M.; Briers, B., Dewitte, S., and Warlop L. (2010). [Better think before agreeing twice. Mere agreement: A similarity based persuasion mechanism.](#) *International Journal of Research in Marketing*, 27, 133-141.

2009

- Dewitte, S., Bruyneel, S., & Geyskens, K. (2009). [Self-regulation enhances self-regulation in subsequent consumer decisions involving similar response conflicts.](#) *Journal of Consumer Research*, 36, 394-405.
- Goukens, C., Dewitte, S., & Warlop, L. (2009). [Me, myself, and my choices: the influence of private self-awareness on choice.](#) *Journal of Marketing Research*, 46, 682-692
- Bruyneel, S.D., Dewitte, S.; Franses, P.H.; Dekimpe, M.G. (2009). [I felt low and my purse feels light. Depleting mood regulation attempts affect risk decision making.](#) *Journal of Behavioral Decision Making*. 22, 153-170
- De Block, A., & Dewitte, S. (2009) [Darwinism and the cultural evolution of sports.](#) *Perspectives on Medicine and Biology*, 52, 1-16
- Millet, K., & Dewitte, S. (2009). [The presence of aggression cues inverts the relation between digit ratio \(2D:4D\) and prosocial behaviour in a dictator game.](#) *British Journal of Psychology*, 100, 151-162

2008

- Geyskens, K., Dewitte, S., Pandelaere, M., Warlop L. (2008). [Tempt me just a little bit more. The Effect of Food Temptation Actionability on Goal Activation and Subsequent Consumption.](#) *Journal of Consumer Research*, 34, 600-610
- Cornelissen, G., Pandelaere, M., Warlop, L., Dewitte, S. (2008). [Positive cueing: promoting sustainable consumer behavior by cueing common environmental behaviors as environmental.](#) *International Journal of Research in Marketing*, 25, 46-55
- Millet, K., Dewitte, S. (2008). [A subordinate status position increases the present value of financial resources for low 2D:4D men.](#) *American Journal of Human Biology*, 24, 278-288.
- Poels, K., Dewitte, S. (2008). [Hope and self-regulatory goals applied to a marketing context: Promoting prevention stimulates goal-directed behavior.](#) *Journal of Business Research*, 61, 1030-1040.
- Poels, K., Dewitte, S. (2008). [Getting a line on print ads. Pleasure and arousal reactions reveal an implicit advertising mechanism.](#) *Journal of Advertising*, 37, 63-74.
- Van den Bergh, B., Dewitte, S., & Warlop, L. (2008). [Bikinis instigate generalized impatience in intertemporal choice.](#) *Journal of Consumer Research*, 35 (1), 85-97,

2007

- De Block A, Dewitte S (2007) [Mating games: Cultural evolution and sexual selection.](#) *Biology & Philosophy*, 22, 475-491.
- Cornelissen, G., Dewitte, S., Warlop, L., & Yserbyt, V. (2007). [Whatever people say I am that's what I am: Social labeling as a social marketing tool.](#) *International Journal of Research in Marketing*, 24, 278-288.
- Geyskens, K., Pandelaere, M., Dewitte, S., & Warlop, L. (2007). [The backdoor to overconsumption: The effect of associating 'low-fat' food with health references".](#) *Journal of Public Policy and Marketing*, 26, 118-125.
- Goukens, C., Dewitte S, Pandelaere, M., & Warlop, L. (2007). [Wanting a Bit\(e\) of Everything.](#) The Role of Appetitive Desire in Variety Seeking. *Journal of Consumer Research*, 34, 386-394.
- Millet K, Dewitte S (2007). [Digit ratio \(2D:4D\) moderates the impact of an aggressive music video on aggression.](#) *Personality and Individual Differences*, 43, 289-294.
- Millet K, Dewitte S (2007) [Altruistic behavior as a costly signal of general intelligence.](#) *Journal of Research in Personality*, 41, 316-326.

2006

- Briers B, Pandelaere M, Dewitte S, Warlop L, 2006, [Hungry for money.](#) The desire for caloric resources increases the desire for financial resources and vice versa. *Psychological Science*, vol. 17, no. 11, pp. 939 - 943.
- Briers B, Dewitte S, Van den Bergh J, 2006, [E-zines silence the brand detractors.](#) *Journal of Advertising Research*, vol. 46, no. 2, pp. 199 - 208.
- Bruyneel S, Dewitte S, Vohs K, Warlop L, 2006, [Repeated choosing increases susceptibility to affective product features.](#) *International Journal of Research in Marketing*, vol. 23, no. 2 (Jun.), pp. 215 - 225.
- Dewitte S, 2006, [Money and the autonomy instinct. Comment on 'Money as tool, money as drug: The biological psychology of a strong incentive' by Stephen E. G. Lea and Paul Webley.](#) *Behavioral and Brain Sciences*, vol. 29, no. 2 (Apr.), pp. 184.
- Millet K, Dewitte S, 2006, [Second to fourth digit ratio and cooperative behavior.](#) *Biological Psychology*, vol. 71, no. 1 (Jan.), pp. 111 - 115.
- Pandelaere M, Dewitte S, 2006, [Is this a question?](#) Not for long. The statement bias. *Journal of Experimental Social Psychology*, vol. 42, no. 4 (Jul.), pp. 525 - 531.
- Poels K, Dewitte S, 2006, [How to capture the heart?](#) Reviewing 20 years of emotion measurement in advertising. *Journal of Advertising Research*, vol. 46, no. 1 (Mar.), pp. 18 - 37.
- Van den Bergh B, Dewitte S, 2006, [Digit ratio moderates the impact of sexual cues on men's decisions in ultimatum games.](#) *Proceedings of the Royal Society B: Biological Sciences*, vol. 273, pp. 2091 - 2095.

- Van den Bergh B, Dewitte S, 2006, [The robustness of the 'Raise-The-Stakes' strategy](#): Coping with exploitation in noisy prisoner's dilemma games. *Evolution and Human Behavior*, vol. 27, no. 1 (Jan.), pp. 19 - 28.
- Van den Bergh B, Dewitte S, De Cremer D, 2006, [Are prosocials unique in their egalitarianism?](#) The pursuit of equality in outcomes among individualists. *Personality and Social Psychology Bulletin*, vol. 32, no. 9, pp. 1219 - 1231.

Earlier

- Simons J, Dewitte S, Lens W, (2004). The effect of different types of instrumentality on motivational and cognitive variables. *British Journal of Educational Psychology*, vol. 74, pp. 343 - 360.
- Van Steenkiste M, Lens W, Dewitte S, De Witte H, Deci E, (2004). The 'why' and 'why not' of job search behavior: Their relation to searching, unemployment experience, and well-being. *European Journal of Social Psychology*, vol. 34, pp. 345 - 363.
- Simons J, Dewitte S, & Lens W, (2003). 'Don't do it for me. Do it for yourself!' Stressing the personal relevance enhances motivation in physical education. *Journal of Sport and Exercise Psychology*, vol. 25, no. 2 (Jun.), pp. 145 - 160.
- Dewitte S, Verguts T, lens W, (2003). [Implementation intentions do not enhance all types of goals](#): the moderating role of goal difficulty. *Current Psychology: Development, Learning, Personality, Social, Planned Behavior*, vol. 22, no. 1 (Spr.), pp. 73 - 89.
- Boen F, Vanbeselaere N, Pandelaere M, Dewitte S, Duriez B, Snauwaert B, Feys B, Dierckx V, Van Avermaet E, (2002). Politics and basking-in-reflected-glory: a field-study in Flanders. *Basic and Applied Social Psychology*, vol. 24, no. 3 (Sep.), pp. 204 - 213.
- De Cremer D, Dewitte S. (2002). Effect of trust and accountability in mixed-motive situations. *Journal of Social Psychology*, vol. 142, no. 4 (Aug.), pp. 541 - 543.
- Dewitte S, Schouwenburg HC. (2002). [Procrastination, temptations and incentives: the struggle between the present and the future in procrastinators and the punctual](#). *European Journal of Personality*, vol. 16, no. 6, pp. 469 - 489.
- De Cremer, D., Snyder, M., & Dewitte, S. (2001). "The Less I Trust, The Less I Contribute (Or Not)?" The Effects of Trust, Accountability and Self-Monitoring in Social Dilemmas. *The European Journal of Social Psychology*, 31, 321-333.
- Dewitte, S. (1999). What is selected and where is it selected. A commentary on Gabora's 'Origin of Culture'. *Psychology*, 10.010. (<http://www.cogsci.soton.ac.uk/psyc-bin/newpsy?10.010>)
- Dewitte, S., & De Cremer, D. (2001). Self-control and cooperation: different concepts, similar decisions? A question of the right perspective. *The Journal of Psychology*, 135, 1-21.
- Dewitte, S., & Verguts, T. (2001). Being funny: A selectionist account of humor production. *Humor: An International Journal of Humor Research*, 14, 37-54.
- Simons, J., Dewitte, S., & Lens, W. (2000). [Wanting to have versus wanting to be](#): the influence of instrumentality on goal orientation. *British Journal of Psychology*, 91, 335-351.
- Dewitte, S., & Lens, W. (2000). [Procrastinators lack a broad action perspective](#). *European Journal of Personality*, 14, 121-140.
- Dewitte, S., & Lens, W. (2000). Exploring volitional problems in procrastinators. *The International Journal of Educational Research*, 33, 733-750.
- Dewitte, S., Hendrickx, A., & Nuttin, J jr. (1999). Private self-awareness does not always enhance veracity: the role of self-relevance. *Representative Research in Social Psychology*, 21, 22-27.
- Dewitte, S., & Lens, W. (1999). Determinants of the action identification level and its influence on self-control. *Psychologica Belgica*, 39, 1-14.
- Dewitte, S., & Lens, W. (1999). Volition: Use with measure. *Learning and Individual Differences*, 11, 321-333.
- Dewitte, S., & Verguts, T. (1999). Behavioral variation: a neglected aspect in selectionist thinking. *Behavior and Philosophy*, 27, 127-145.

Participation in PhD projects

· *As an advisor or co-advisor*

- June 2006: Sabrina Bruyneel, PhD Applied Economics (KUL), on “self-control depletion: Mechanisms and its effects on consumer behavior” (Assistant professor Marketing, K.U.L.)
- October 2006: Kelly Geyskens, PhD Applied Economics (KUL), on “The ironic effects of food temptations on self-control performance” (Assistant professor Marketing, Maastricht University)
- April 2007: Karolien Poels, PhD Communication Sciences. (Rijksuniversiteit Gent), on “the heart in advertising” (Assistant professor Communication Sciences, University of Antwerp).
- April 2007: Gert Cornelissen, PhD Psychology (KUL), on “Rendering sustainable consumer behavior more sustainable: Psychological Tools for Marketing Pro-Social Commitment” (Assistant professor Marketing, University of Pompeu Fabra, Barcelona).
- May 2007: Kobe Millet, PhD Applied Economics (KUL), on “prenatal testosterone, personality, and economic behavior” (Assistant professor Marketing, Amsterdam University)
- August 2007: Caroline Goukens, PhD Applied Economics (KUL), on “Desire for variety. Understanding consumers’ preferences for variety” (Assistant professor Marketing, Maastricht University)
- July 2009: Bram Van den Bergh, PhD Applied Economics (KUL), on “Basic instinct. The fire of desire in economic decisions.” (Assistant professor Marketing, ERIM)
- September 2011: Bert Weemaes, PhD Applied Economics (KUL), on “The role of categorisation in consumer self-regulation” (McKinsey consultant)
- December 2011: Jiska Eelen, PhD Applied Economics (KUL), “Situating Consumer Behavior: The impact of bodily influences on decision making”. (Assistant professor communication sciences, VU Amsterdam)

· *Currently (co-)advising:*

- 2006 -2012: Bart Claus, PhD student Applied Economics (KUL), on consumer identity
- 2006-2012: Bryan Cassady, PhD student Applied Economics (KUL), on medium effects on the validity of market research data
- 2008-2012: Aiste Rutkauskaite, PhD student Applied Economics (K.U.L), on self-control enhancement through pre-exposure to temptation
- 2009-2013: Anouk Festjens, PhD student Applied Economics (K.U.L), on the value of time
- 2010-2014: Samuel Franssens, PhD student Applied Economics (K.U.L), on power and consumption
- 2011-2015: Laure Weckx, PhD student Applied Economics (KUL), on the collection of information
- 2012-2015: Jan Verpooten, PhD student Applied Economics (KUL), on signaling and bias exploitation

Exam commission

- June 2005: Davy Lerouge, PhD Applied Economics (K.U.L.)
- June 2006: Barbara Briers, PhD Applied Economics (K.U.L.), on social marketing
- February 2007: Inge Wetzter, PhD Psychology (University of Tilburg), on social sharing of emotions
- April 2007: Rita Coelho do Vale, PhD Marketing (University of Tilburg), on consumer self-control breakdowns
- February 2008: Marijke van Putten, PhD Psychology (University of Tilburg), on inaction inertia
- June 2008: Jia Liu, PhD Marketing (University of Tilburg), on brand image
- June 2008: Mirjam Tuk, PhD Marketing (ERIM), on word-of-mouth
- September 2008: Lien Lamey, PhD Marketing (KUL) on economic cyclicity and private labels
- March 2011: Vladimir Melnyk, PhD Marketing (Twente) on social norms and consumer behavior.

Current scientific responsibilities

- Chair of the Marketing and Organization department at KULeuven (since 2009)
- Chair of the Research Center of Marketing and Consumer Science, at KULeuven (since 2009)
- Co-organized (2002-2011), with Luk Warlop, the Annual Research Week of the consumer researchers at K.U.L
- Co-founder, with Andreas De Block (KUL, Philosophy), of the National Science Foundation - funded network "HEBEN" (human evolution and behavior network) www.heben.org
- Project Coordinator of CONCORD, a Europe funded research network on Consumer Competence www.concord-project.eu
- Area Editor for Journal of Consumer Psychology
- On editorial board of *Journal of Consumer Research* and *International Journal of Research in Marketing*. Ad hoc reviewer for, among others, *Journal of Personality and Social Psychology*, *Evolution and Human Behavior*, *Social Psychology and Personality Science*, *Journal of Economic Psychology*, *Physiology and Behavior*, *European Journal of Social Psychology*, *Learning and Individual Differences*, *European Journal of Personality*, and the major CB conferences (ACR, EMAC, SCP).
- I co-organized, with Michel Pham (Columbia) the Lalonde conference for Consumer Behavior (France, June 2011).

Research Grants (as principal investigator)

- 1996 Aspirant researcher Fund of Scientific Research - Flanders
- 2000 post-doctoral fellowship Fund of Scientific Research - Flanders.
- 2001 Research grant to post-doctoral fellows Fund of Scientific Research - Flanders.
- 2002 Fund of Scientific Research - Flanders: (Dewitte, S. & Warlop, L). "Consumers' limited resources are not only financial. The mental cost of buying the right product"
- 2003 University board grant: (Dewitte, S. & Warlop, L). "Consumers' limited resources are not only financial. The mental cost of buying the right product"
- 2006 grant from the National Bank of Belgium. (Dewitte, S. & Warlop L) "The activation of cognitive strategies to deal with consumption temptations"
- 2007 University board grant (Dewitte, S. & Warlop L.) "From Duty to Desire: Norms change choices via changed preferences"
- 2008 EU FP7 – partner in "cooperation health" (with project coordinator Denise De Ridder, University of Utrecht) "Impact of weight-related temptations on self-regulatory competence and weight-related behaviours "
- 2010 grant from the National Bank of Belgium. (Dewitte, S, & Vanhouche Wouter) "Why the poor do not want a car and the rich do not want a Ferrari"
- 2011 EU FP7 – Marie Curie initial training network CONCORD, "consumer competence"

CV

- Full professor since Oct. 2010
- Assistant and associate professor Marketing (from 2001-2010) at University of Leuven (tenure 2004)
- Post-doctoral researcher, Psychology, (K.U.L) 2000-2001
- PhD student Psychology, (K.U.L) 1995-2000 (advisor Prof. Dr. Willy Lens)
- Visting student at Université Catholique de Louvain (psychology, Prof Dr. Bernard Rimé), 1994

Education

- MA in Psychology (Katholieke Universiteit Leuven 1995)
- BA in Philosophy (Katholieke Universiteit Leuven 1994)
- PhD in Psychology (Katholieke Universiteit Leuven 2000)

Children

Robin (98) Michiel (00) Heleen (02) Jasmijn (03) Merel (07) Nel (08) Lief (11)