



Jan Andre Koch

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Own background

- › B.A. International Business and Management & B.A. Marketing
 - Bochum University of Applied Sciences & Dublin Business School
 - › M.Sc. Marketing
 - University of Groningen
 - › 1.5 years as a Research and Teaching Assistant at the University of Groningen, researching the societal uptake of radical sustainable consumption alternatives
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Research interests

- › Consumer behavior
 - Particularly the role of reasoning vs. emotions in the decision making process
 - › Sustainable consumption
 - Primarily alternative diets, especially alternative sources of protein
 - › Social norms and socialization
 - What consumers find appropriate is heavily influenced by what social norms dictate
 - › Morality and moralization
 - Closely linked to norms and emotions, moralization could be one way to decrease unsustainable consumption patterns
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My Supervisors



Koert van Ittersum



Jan Willem Bolderdijk