

## ΒΙΟΓΡΑΦΙΚΟ ΣΗΜΕΙΩΜΑ

### ΦΛΩΡΑ ΚΟΚΚΙΝΑΚΗ

Καθηγήτρια Κοινωνικής Ψυχολογίας και Ψυχολογίας του Καταναλωτή  
Τμήμα Μάρκετινγκ και Επικοινωνίας  
Οικονομικό Πανεπιστήμιο Αθηνών  
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*1<sup>η</sup> Ιουλίου 2019*

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### ΑΚΑΔΗΜΑΪΚΕΣ ΘΕΣΕΙΣ

- 2019 – σήμερα Οικονομικό Πανεπιστήμιο Αθηνών, Τμήμα Μάρκετινγκ & Επικοινωνίας  
Καθηγήτρια, Κοινωνική Ψυχολογία και Ψυχολογία του Καταναλωτή
- 2013 – 2019 Οικονομικό Πανεπιστήμιο Αθηνών, Τμήμα Μάρκετινγκ & Επικοινωνίας  
Αναπληρώτρια Καθηγήτρια,  
Κοινωνική Ψυχολογία και Ψυχολογία του Καταναλωτή
- 2003 – 2013 Οικονομικό Πανεπιστήμιο Αθηνών, Τμήμα Μάρκετινγκ & Επικοινωνίας  
Επίκουρη Καθηγήτρια, Επικοινωνία με έμφαση στην Επικοινωνιακή Στρατηγική
- 2012 – σήμερα Ελληνικό Ανοικτό Πανεπιστήμιο, Προπτυχιακό Πρόγραμμα Σπουδών Διοίκησης  
Επιχειρήσεων & Οργανισμών  
Μέλος ΣΕΠ (Θ.Ε. ΔΕΟ23, Μάρκετινγκ Ι)
- 2000 – 2003 Πανεπιστήμιο Πατρών, Παιδαγωγικό Τμήμα Δημοτικής Εκπαίδευσης  
Λέκτορας, Κοινωνική Ψυχολογία
- 2000 – 2000 London School of Economics & Political Science, Department of Social Psychology  
Lecturer, Social Psychology (fixed-term)
- 1999 – 2000 Πανεπιστήμιο Ιωαννίνων, Τμήμα Φιλοσοφίας, Παιδαγωγικής & Ψυχολογίας  
Λέκτορας, Κοινωνική Ψυχολογία (βάσει άρθρου 5 του Π.Δ. 407/80)
- 1998 – 1999 University College London, Department of Psychology  
Lecturer, Social Psychology (fixed-term)
- 1999 – 1999 Πανεπιστήμιο Πατρών, Παιδαγωγικό Τμήμα Δημοτικής Εκπαίδευσης  
Λέκτορας, Κοινωνική Ψυχολογία (βάσει άρθρου 5 του Π.Δ. 407/80)
- 1997 – 1999 London Business School  
Post-doctoral Research Fellow

## ΣΠΟΥΔΕΣ

- 1994 – 1997 University College London, Department of Psychology  
PhD in Psychology  
Διατριβή: ‘The Impact of Involvement on the Attitude-Behaviour Sequence’
- 1992 – 1993 University of Cambridge, Department of Education  
MPhil in Education
- 1987 – 1991 Πανεπιστήμιο Κρήτης, Τμήμα Ψυχολογίας  
Πτυχίο

## ΕΡΕΥΝΗΤΙΚΑ ΕΝΔΙΑΦΕΡΟΝΤΑ

- Ψυχολογία του Καταναλωτή: διαδικασίες λήψης αποφάσεων, ο ρόλος των συναισθημάτων στη λήψη αποφάσεων, η συμβολή των βιωματικών αγορών στην ευτυχία, μοντέλα στάσεων-συμπεριφοράς, ο ρόλος των κινήτρων γνωστικής επεξεργασίας στη διαμόρφωση των στάσεων.
- Κοινωνική Ψυχολογία: θεωρίες στάσεων, αντιπραγματική σκέψη (counterfactual thinking).
- Διαφήμιση: επιδράσεις της ανάμειξης στις διαδικασίες πειθούς, ο ρόλος των σχηματικά ασύμβατων πληροφοριών στην αποτελεσματικότητα της επικοινωνίας, συναισθηματικές διαδικασίες στην αλλαγή των στάσεων, διαφήμιση σε διαδραστικά μέσα και κοινωνικά δίκτυα.

## ΣΥΜΜΕΤΟΧΗ ΣΕ (ΧΡΗΜΑΤΟΔΟΤΟΥΜΕΝΑ) ΕΡΕΥΝΗΤΙΚΑ ΠΡΟΓΡΑΜΜΑΤΑ

- 2017-2018 Επιστημονικός υπεύθυνος: ‘Επίδραση των υλικών και βιωματικών αγορών στην ευτυχία | Ο ρόλος των περιστασιακών συναισθημάτων (incidental emotions) στη λήψη αποφάσεων’. Χρηματοδότηση: Ειδικός Λογαριασμός Κονδυλίων Έρευνας (Πρωτότυπες Επιστημονικές Δημοσιεύσεις Καθηγητών-Λεκτόρων), Οικονομικό Πανεπιστήμιο Αθηνών.
- 2015 – 2016 Επιστημονικός υπεύθυνος: ‘Ευτυχία και υλικές και βιωματικές αγορές: Εγγενείς ασυμμετρίες’. Χρηματοδότηση: Ειδικός Λογαριασμός Κονδυλίων Έρευνας (Πρωτότυπες Επιστημονικές Δημοσιεύσεις Καθηγητών-Λεκτόρων), Οικονομικό Πανεπιστήμιο Αθηνών.

- 2010 - 2013 Επιστημονικός υπεύθυνος, Οικονομικό Πανεπιστήμιο Αθηνών  
 'The effects of schema incongruent advertising information on consumer responses: The role of schema strength and consumer involvement'. Χρηματοδότηση: Ευρωπαϊκή Ένωση (Ευρωπαϊκό Κοινωνικό Ταμείο - ΕΚΤ) και εθνικοί πόροι μέσω του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» (Ηράκλειτος II).
- 2011 - 2012 Επιστημονικός υπεύθυνος, Οικονομικό Πανεπιστήμιο Αθηνών  
 'The moderating role of schema strength and processing opportunity on consumer responses to schema incongruent brand communication'. Χρηματοδότηση: Ειδικός Λογαριασμός Κονδυλίων Έρευνας (Πρόγραμμα Ενίσχυσης Βασικής Έρευνας), Οικονομικό Πανεπιστήμιο Αθηνών.
- 2008 – 2012 Συνεργάτης, Εθνικό και Καποδιστριακό Πανεπιστήμιο Αθηνών  
 'An inquiry into health and safety at work: A European Union perspective'. Χρηματοδότηση: Ευρωπαϊκή Επιτροπή, έβδομο πλαίσιο στήριξης, πρόγραμμα "Health 2007 A". Επιστημονικός υπεύθυνος: Professor Ioannis Theodossiou, University of Aberdeen.
- 2010 - 2011 Επιστημονικός υπεύθυνος, Οικονομικό Πανεπιστήμιο Αθηνών  
 'The impact of regulatory focus and information accessibility and diagnosticity on the mode of information processing during consumer decision-making'. Χρηματοδότηση: Ειδικός Λογαριασμός Κονδυλίων Έρευνας (Πρόγραμμα Ενίσχυσης Βασικής Έρευνας), Οικονομικό Πανεπιστήμιο Αθηνών.
- 2009 - 2010 Επιστημονικός υπεύθυνος, Οικονομικό Πανεπιστήμιο Αθηνών  
 'Effects of exposure to schema-(in)congruent advertising information on consumer cognitive processes & evaluative responses: The role of consumer involvement & schema intensity'. Χρηματοδότηση: Ειδικός Λογαριασμός Κονδυλίων Έρευνας (Πρόγραμμα Ενίσχυσης Βασικής Έρευνας), Οικονομικό Πανεπιστήμιο Αθηνών.
- 2006 - 2008 Ερευνήτρια, Οικονομικό Πανεπιστήμιο Αθηνών:  
 'Expectations of life elsewhere: Realism, malleability and relation to intention to migrate'. Χρηματοδότηση: The British Academy. Επιστημονικός υπεύθυνος: Prof. N. Harvey, University College London.
- 2001 - 2003 Επιστημονικός υπεύθυνος, Πανεπιστήμιο Πατρών  
 'Η επίδραση των στρατηγικών διαχείρισης κοινωνικής ταυτότητας στην αυτοεκτίμηση' Χρηματοδότηση: Επιτροπή Ερευνών, Πανεπιστήμιο Πατρών (Πρόγραμμα Ενίσχυσης Βασικής Έρευνας Κ. Καραθεοδωρής).

- 2000 - 2001 Επιστημονικός υπεύθυνος, University College London  
 'From attitude change to overt behaviour: An integration of the effects of involvement on attitudinal processes'. Χρηματοδότηση: European Association of Experimental Social Psychology, Ίδρυμα Κρατικών Υποτροφιών.
- 1999 - 2000 Ερευνήτρια, Πανεπιστήμιο Πατρών  
 'Διερεύνηση της ξενοφοβίας σε Έλληνες μαθητές, φοιτητές και σπουδαστές: Κοινωνικοψυχολογική προσέγγιση'. Επιστημονικός υπεύθυνος: Καθ. Αριστοτέλης Κάντας, Πανεπιστήμιο Πατρών. Χρηματοδότηση: πρόγραμμα ΕΠΕΑΕΚ.
- 1998 - 1999 Ερευνήτρια, University College London  
 'AIMedia: Personal Advertising on Interactive Media'. Χρηματοδότηση: Ευρωπαϊκή Επιτροπή (ESPRIT, 1998-2001). Επιστημονικός υπεύθυνος: Professor P. Treleaven, University College London.
- 1997 - 1999 Επιστημονικός υπεύθυνος, London Business School  
 'Marketing Metrics'. Χρηματοδότηση: Marketing Science Institute, Marketing Society, Marketing Council, Institute for Practitioners in Advertising, Sales Promotions Consultants Association, London Business School.
- 1997 - 1998 Ερευνήτρια, University College London  
 'The Psychology of the European Monetary Union'. Χρηματοδότηση: Ευρωπαϊκή Επιτροπή. Επιστημονικός υπεύθυνος: Dr. A. Müller- Peters, University of Cologne and Professor R. Pepermans, Vrije Universiteit Brussel.
- 1994 - 1995 Ερευνήτρια  
 'Διερεύνηση της εθνικής ταυτότητας των νέων στην Ελλάδα'. Επιστημονικός υπεύθυνος: Δρ. Αλεξάνδρα Χαντζή, Πανεπιστήμιο Πατρών. Χρηματοδότηση: Επιτροπή Ερευνών, Πανεπιστήμιο Πατρών.

#### **ΔΙΑΚΡΙΣΕΙΣ ΚΑΙ ΥΠΟΤΡΟΦΙΕΣ**

- Βραβείο καλύτερου άρθρου στο 'Baltas, G., Kokkinaki, F., & Loukopoulou, L. (2016), The interaction of product category and attribute type on variety-seeking behaviour' στο 30th Annual Conference of the British Academy of Management (Newcastle, UK).
- Βραβείο καλύτερου άρθρου στο 'Halkias, G. & Kokkinaki, F. (2011), Increasing advertising effectiveness through incongruity-based tactics: The moderating role of consumer involvement' στο 16th International Conference on Corporate and Marketing Communications (Athens, Greece).

- Διάκριση του άρθρου 'Sevdalis, N. Kokkinaki, F. & Harvey, N. (2008), Anticipating a regrettable purchase: Implications of erroneous affective forecasting for marketing planning, *Marketing Intelligence and Planning*, 26, 375-384' ως highly commended στα outstanding paper awards του Emerald Literati Network (2009).
- Ίδρυμα Κρατικών Υποτροφιών, χρηματοδότηση μεταδιδακτορικής έρευνας: 'From attitude change to overt behaviour: An integration of the effects of involvement on attitudinal processes' (Πρόγραμμα μεταδιδακτορικής έρευνας, κλάδος Κοινωνικών Επιστημών, 1999)
- European Association of Experimental Social Psychology, χρηματοδότηση μεταδιδακτορικής έρευνας: 'From attitude change to overt behaviour: An integration of the effects of involvement on attitudinal processes' (Seedcorn post-doctoral research grant, 1999)
- Academy of Marketing, βραβείο στο άρθρο 'Ambler, T. & Kokkinaki, F. (1997), Measures of marketing performance', στο 31st Annual Conference of the Academy of Marketing (Manchester, England).
- International Association for Research in Economic Psychology, βραβείο στο άρθρο 'Kokkinaki, F. (1996). Predicting product purchase and usage intentions with the theory of planned behaviour: The moderating role of product-involvement', στο 21st Annual Conference of the International Association for Research in Economic Psychology (Paris, France).
- Ίδρυμα Κρατικών Υποτροφιών, υποτροφία για την εκπόνηση διδακτορικής διατριβής (Κλάδος Οικονομικής Ψυχολογίας, 1994)

## **ΕΠΙΣΤΗΜΟΝΙΚΗ ΔΡΑΣΤΗΡΙΟΤΗΤΑ**

- Ad hoc κριτής σε επιστημονικά περιοδικά: *British Journal of Social Psychology, Personality and Individual Differences, European Journal of Marketing, Journal of Marketing Management, Journal of Economic Psychology, Journal of Product and Brand Management, Implementation Science, Industrial Marketing Management, Journal of Information Science, SAGE Open* κλπ.
- Αξιολογητής ερευνητικών προτάσεων: ESRC, Αριστεία II (ΓΓΕΤ)
- Κινητικότητα για διδασκαλία (πρόγραμμα Erasmus+), Nanyang Business School, Nanyang Technological University, Σιγκαπούρη (Σεπτέμβριος 2016)
- Κινητικότητα για εκπαίδευση (πρόγραμμα Erasmus+), Adam Smith Business School, University of Glasgow (Σεπτέμβριος 2017)

## ΣΥΜΜΕΤΟΧΗ ΣΕ ΕΠΙΣΤΗΜΟΝΙΚΟΥΣ ΦΟΡΕΙΣ

- Association for Consumer Research
- European Academy of Marketing
- European Association of Social Psychology
- Society for Personality and Social Psychology
- International Association for Research in Economic Psychology

## ΔΙΔΑΚΤΙΚΟ ΕΡΓΟ

Προπτυχιακό επίπεδο: Συμπεριφορά Καταναλωτή, Ψυχολογία, Διαφήμιση, Διαπραγματεύσεις και Επίλυση Διαφωνιών, Κοινωνική Ψυχολογία, Οικονομική Ψυχολογία κ.α.

Μεταπτυχιακό επίπεδο: Ερευνητική Μεθοδολογία, Συμπεριφορά Καταναλωτή, Διαφήμιση, Ολοκληρωμένη Επικοινωνιακή Στρατηγική, Διαπραγματεύσεις κ.α.

## ΕΠΙΒΛΕΨΗ ΔΙΔΑΚΤΟΡΙΚΩΝ ΔΙΑΤΡΙΒΩΝ

- 2016 – σήμερα Αθανάσιος Πολυπόρτης: *'Decision-making and Emotions'* (σε εξέλιξη)
- 2014 – 2018 Σοφία Κούση: *'Happiness and Experiential Purchases: Underlying Processes and Boundary Conditions'* (σε εξέλιξη)
- 2008 – 2014 Γεώργιος Χαλκιάς: *'Consumer Responses to Schema Incongruent Brand Information in Advertising: Moderating Factors and Boundary Conditions'*
- 2007 – 2014 Ζωή Αναγνωστίδου: *'Attitude-Based versus Attribute-Based Consumer Decision Making: The Role of Accessibility, Diagnosticity, Motivation and Opportunity'*
- 2005 – 2009 Κλεοπάτρα Κωνσταντουλάκη: *'Η σχέση της εμπλοκής και της διαφοροποίησης με τις ιδιότητες των συνόλων θεώρησης'*
- 2005 – 2009 Μαρία Σταυράκη: *'Ο ρόλος των συναισθημάτων στην αλλαγή των στάσεων μέσω της διαφήμισης'*

## ΑΝΑΦΟΡΕΣ ΣΤΟ ΔΗΜΟΣΙΕΥΜΕΝΟ ΕΡΕΥΝΗΤΙΚΟ ΕΡΓΟ

Σύμφωνα με τη βάση δεδομένων *Social Sciences Citation Index*, έχουν γίνει συνολικά 805 αναφορές (h-index = 9) και σύμφωνα με την πλατφόρμα Google Scholar, έχουν γίνει συνολικά 2954 αναφορές (h-index = 18) στις δημοσιεύσεις που παρουσιάζονται ακολούθως. Ενδεικτικά, αναφορές έχουν γίνει σε επιστημονικά περιοδικά και βιβλία όπως:

*Annual Review of Psychology* (doi: 10.1146/annurev.psych.52.1.27)

*Emotion* (doi: 10.1037/emo0000081)

*Journal of International Marketing* (doi: 10.1509/jim.15.0110; 10.1509/jimk.15.3.1)

*Journal of Personality and Social Psychology* (doi: 10.1037/0022-3514.95.2.274, doi: 10.1037/a0023726)

*Psychological Bulletin* (doi: 10.1037/a0023589; doi: 10.1037/0033-2909.132.5.778)

*Personality and Social Psychology Bulletin* (doi: 10.1177/0146167208322557; doi: 10.1177/014646720730394).

*Journal of Marketing* (doi: 10.1509/jmkg.71.2.79)

*Journal of Applied Psychology* (doi: 10.1037/a0017286; doi: 10.1037/0021-9010.90.1.167; doi: 10.1037//0021-9010.87.3.437),

*Psychological Science* (doi: 10.1177/0956797616687124)

*Psychology and Marketing* (doi: 10.1002/mar.20514; doi: 10.1002/mar.20400; doi: 10.1002/mar.20298, doi: 10.1002/mar.20163),

Ajzen, I. (2005). *Attitudes, Personality, and Behavior*. Maidenhead, UK: Open University Press.

Albarracín, D., Johnson, B. T., & Zanna, M. P. (2004). *Handbook of Attitudes*. Mahwah, NJ: Laurence Erlbaum.

Baumeister, R. F., & Finkel, E. J. (2010). *Advanced Social Psychology: The State of the Science*. New York, Oxford University Press.

Bendle, N., Farris, P.W., Pfeifer, P., & Reibstein, D. (2015). *Marketing Metrics: The Manager's Guide To Measuring Marketing Performance* (3rd Edition). Upper Saddle River, NJ: Pearson.

Kotler, P. Keller, K. L., Brady, M., Goodman, M., & Hansen T. (2009). *Marketing Management*. Harlow, UK: Pearson.

MacInnis, D. J., Park, C. W., & Priester, J. W. (2010). *Handbook of Brand Relationships*. New York: Society for Consumer Psychology.

Maclaran, P., Saren, M., Stern, B., & Tadajewsky, B. (2010). *The SAGE Handbook of Marketing Theory*. London: Sage.

O'Keefe, D. J. (2002). *Persuasion: Theory and Research*. Thousand Oaks, CA: Sage.

Stough, C., Saklofske, D. H., & Parker J. D. A. (Eds), (2009). *Assessing Emotional Intelligence: Theory, Research and Applications*. New York: Springer.

## ΔΗΜΟΣΙΕΥΣΕΙΣ

### Άρθρα σε επιστημονικά περιοδικά

- Baltas, G., Kokkinaki, F. & Loukopoulou, A. (in press). Does variety-seeking vary between hedonic and utilitarian products?: The role of attribute type. *Journal of Consumer Behaviour*.
- Halkias, G., & Kokkinaki, F. (2017). Schema strength, processing opportunity, and the rewarding nature of incongruity resolution in advertising. *International Journal of Advertising*, 36, 415-438, doi: 10.1080/02650487.2016.1169579.
- Kokkinaki, F., & Sevdalis, N. (2015). The effect of motivational goals on the causal realism of counterfactual thoughts. *Journal of Psychology*, 149, 643-664, doi: 10.1080/00223980.2014.954512
- Drossos, D. A., Maragoudakis, M. & Kokkinaki, F. (2015). Buying behavior on daily-deal sites: The role of face value, product involvement, information and website quality. *Journal of Internet Commerce*, 14, 200-232.
- Halkias, G., & Kokkinaki, F. (2014). The degree of ad-brand incongruity and the distinction between schema-driven and stimulus-driven attitudes. *Journal of Advertising*, 43, 397-409. doi: 10.1080/00913367.2014.891087
- Halkias, G., & Kokkinaki, F. (2013). Increasing advertising effectiveness through incongruity-based tactics: The moderating role of consumer involvement. *Journal of Marketing Communications*, 19, 182-197. doi: 10.1080/13527266.2011.592346
- Christopoulos, Y., Kokkinaki, F., Harvey, N., & Sevdalis, N. (2011). Paying for no reason? (Mis-) perceptions of product attributes in separate versus joint product evaluation. *Journal of Economic Psychology*, 32, 857-864. doi: 10.1016/j.joep.2011.05.003.
- Drossos, D. A., Fouskas, K. G., Kokkinaki, F., & Papakyriakopoulos, D. (2011). Advertising on the Internet: Perceptions of advertising agencies and marketing managers. *International Journal of Internet Marketing and Advertising*, 6, 244-264. doi: 10.1504/IJIMA.2011.038238
- Kokkinaki, F. (2009). Attitudinal and normative influence on behavioral intentions: The moderating role of meta-attitudinal judgments within the Theory of Reasoned Action. *Ψυχολογία*, 16, 28-43.
- Sevdalis, N., Kokkinaki, F., & Harvey, N. (2008). Anticipating a regrettable purchase: Implications of erroneous affective forecasting for marketing planning. *Marketing Intelligence and Planning*, 26, 375-384. doi: 10.1108/02634500810879287
- Petrides, K. V., Pita, E., & Kokkinaki, F. (2007). The location of trait emotional intelligence in personality factor space. *British Journal of Psychology*, 98, 273-289. doi:10.1348/000712606X120618



- Drosos, D., Giaglis, G. M., Lekakos, G., Kokkinaki, F., & Stavraki, M. (2007). Determinants of effective SMS advertising: An experimental study. *Journal of Interactive Advertising*, 7 (2). Retrieved from <http://jiad.org/article90>
- Sevdalis, N., & Kokkinaki, F. (2006). The differential effect of realistic and unrealistic counterfactual thinking on regret. *Acta Psychologica*, 122, 111-128. doi: 10.1016/j.actpsy.2005.10.005
- The Global Deception Research Team (2006). A world of lies. *Journal of Cross-Cultural Psychology*, 37, 60-74. doi: 10.1177/0022022105282295
- Ambler, T., Kokkinaki, F., & Puntoni, S. (2004). Assessing Marketing Performance: Reasons for Metrics Selection. *Journal of Marketing Management*, 20, 475-498. doi: 10.1362/026725704323080506
- Kokkinaki, F. (2000). Comments on Robert East and Annik Hogg: Advertising for Economic Change. *Journal of Economic Psychology*, 21, 591-598. doi: 10.1016/S0167-4870(00)00020-9
- Ambler, T., & Kokkinaki, F. (2000). Marketing performance measurement: Which way is up? *International Journal of Business Performance Management*, 2, 72-85. doi: 10.1504/IJBPM.2000.000065
- Kokkinaki, F. (1999). Predicting product purchase and usage: The role of perceived control, past behavior and product involvement. *Advances in Consumer Research*, 26, 576-583. Retrieved from <http://www.acrwebsite.org/search/view-conference-proceedings.aspx?Id=8322>
- Kokkinaki, F., & Lunt, P. (1999). The effect of advertising message involvement on brand attitude accessibility. *Journal of Economic Psychology*, 20, 41-51. doi: 10.1016/S0167-4870(98)00042-7
- Kokkinaki, F. (1998). Attitudes towards European Monetary Union in Greece: Antecedents, strength and consequences. *Journal of Economic Psychology*, 19, 775-796. doi: 10.1016/S0167-4870(98)00037-3
- Müller-Peters, A., Pepermans, R., Kiell, G., Battaglia, N., Beckmann, S., Burgoyne, C., van Everdingen, Y.M., Farhangmehr, M., Guzman, G., Kirchler, E., Koenen, C., Kokkinaki, F., Lambkin, M., Lassarre, D., Lenoir, F., Luna-Arocas, R., Marell, A., Meier, K., Moisander, J., Ortona, G., Pinho, C., van Raaij, W. F., Routh, D., Scacciati, F., Simões C., & Wahlund, R. (1998). Explaining attitudes towards the euro: Design of a cross-national study. *Journal of Economic Psychology*, 19, 663-680. doi: 10.1016/S0167-4870(98)00031-2
- Kokkinaki, F., & Lunt, P. (1997). The relationship between involvement, attitude accessibility and attitude-behaviour consistency. *British Journal of Social Psychology*, 36, 497-509. doi: 10.1111/j.2044-8309.1997.tb01146.x
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