

Anne Brouwer  
TS Economics and Management  
**Type of address: Postal address.**  
Netherlands



## Employment

**TS Economics and Management**  
Tilburg University  
Netherlands  
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## Research outputs

### **Online impulse purchases versus planned purchases and the role of visual attributes**

D'Souza, C., Wong, W., Haber, N. E., Brouwer, A. & Niininen, O., 1 Oct 2024, In: Journal of Global Fashion Marketing. 15, 4, p. 504-522 19 p.

Consumer self-confidence in green foods: An investigation of the role of ecolabels using the theory of planned behavior and market segmentation

D'Souza, C., Taghian, M., Apaolaza, V., Hartmann, P., Brouwer, A. & Chowdhury, B., Nov 2022, In: Journal of International Food & Agribusiness Marketing. 34, 5, p. 457-487

Veganism: Theory of planned behaviour, ethical concerns and the moderating role of catalytic experiences

D'Souza, C., Brouwer, A. & Singaraju, S., May 2022, In: Journal of Retailing and Consumer Services. 66, 102952.

Value attitude behaviour and social stigma in the adoption of veganism: An integrated model

Brouwer, A., D'Souza, C., Singaraju, S. & Arango-Soler, L. A., Apr 2022, In: Food Quality and Preference. 97, 104479.

The dark age of advertising: An examination of perceptual factors affecting advertising avoidance in the context of mobile Youtube

Singaraju, S., Rose, J. L., Arango-Soler, L. A., D'Souza, C., Khaksar, S. M. S. & Brouwer, A., 1 Jan 2022, In: Journal of Electronic Commerce Research. 23, 1, p. 13-32

Consumer acceptance of irradiated food and information disclosure – A retail imperative

D'Souza, C., Apaolaza, V., Hartmann, P., Brouwer, A. & Nguyen, N., Nov 2021, In: Journal of Retailing and Consumer Services. 63, 102699.

Marketing for sustainability: Travellers' intentions to stay in green hotels

D'Souza, C., Apaolaza, V., Hartmann, P. & Brouwer, A., Apr 2021, In: Journal of Vacation Marketing. 27, 2, p. 187-202

Ecolabels information and consumer self-confidence in decision making: a strategic imperative

D'Souza, C., Taghian, M. & Brouwer, A. R., 2021, In: Journal of Strategic Marketing. 29, 2, p. 141-157

Revealing greenwashing: A consumers' perspective

Brouwer, A., Dec 2016, *Sustainability, Technology and Education (STE)*. ED571577