

## **Claudia Townsend**

University of Miami

Jenkins 314L

Coral Gables, FL 33124

(347) 661 7961 | [c.townsend@miami.edu](mailto:c.townsend@miami.edu)

<http://www.bus.miami.edu/thought-leadership/faculty/marketing/townsend.html>

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### **ACADEMIC POSITIONS**

University of Miami School of Business

Associate Professor, 2017 – present

Assistant Professor, 2010 - 2017

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### **EDUCATION**

Ph.D., Marketing, Anderson School of Management, University California, Los Angeles, 2010

B.A., *Magna Cum Laude*, Psychology, Economics with honors, Brown University, 2000

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### **RESEARCH INTERESTS**

Aesthetics and visual presentation in consumer choice

Prosocial consumer behavior

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### **RESEARCH**

#### Publications – Articles

1. Buechel, Eva and Claudia Townsend (forthcoming), “Buying Beauty for the Long Run: (Mis)predicting Liking of Product Aesthetics,” *Journal of Consumer Research*.
2. Fajardo, Tatiana M., Claudia Townsend, and Willy Bolander (forthcoming), “Toward an Optimal Donation Solicitation: Evidence from the Field of the Differential Influence of Donor-Related and Organization-Related Information on Donation Choice and Amount,” *Journal of Marketing*.
3. Townsend, Claudia (2017), “The Price of Beauty: The Differential Effects of Design With and Without Cost Implications on Donor Solicitations” *Journal of Consumer Research*, 44(1), 794-815.
4. Sevilla, Julio and Claudia Townsend (2016), “The Space-to-Product Ratio Effect: How Interstitial Space Influences Aesthetic Appeal, Store Perceptions and Product Preference” *Journal of Marketing Research*, 53 (October), 665-681.
5. Fajardo, Tatiana and Claudia Townsend (2016), “Where you say it matters: Why packages are a more believable source of product claims than advertisements” *Journal of Consumer Psychology*, 26 (3), 426-34.
6. Roggeveen, Anne L., Dhruv Grewal, Claudia Townsend, and R. Krishnan (2015), “The Impact of Dynamic Presentation Format on Consumer Preferences for Hedonic Products and Services,” *Journal of Marketing*, November, 79(6), 34-49.

7. van Tilburg, Miriam, Theo Lievan, Andreas Hermann, and Claudia Townsend (2015), “Beyond ‘Pink it and Shrink it’: The Influence of Product Gender through Aesthetics on Product Value”, *Psychology and Marketing*, 32 (4), 422-437.
8. Shu, Suzanne B. and Claudia Townsend (2014), “Using Aesthetics and Self-affirmation to Encourage Openness to Risky (and Safe) Choices,” *Journal of Experimental Psychology: Applied*, 20 (March), 22-39.
9. Townsend, Claudia and Barbara E. Kahn (2014), “The Visual Preference Heuristic”: The Influence of Visual Versus Verbal Depiction on Assortment Processing, Perceived Variety, and Choice Overload,” *Journal of Consumer Research*, 40(5), 993-1015.
10. Khushaba, Rami, Chelsea Wise, Sarath Kodagoda, Jordan Louviere, Barbara E. Kahn, and Claudia Townsend (2013), “Consumer Neuroscience: Assessing the Brain Response to Marketing Stimuli Using Electroencephalogram (EEG) and Eye Tracking,” *Transactions on Systems, Man, and Cybernetics--Part C: Applications and Reviews*, 40(9), 3803-3812.
11. Townsend, Claudia and Wendy Liu (2012), “Is Planning Good for You? The Differential Impact of Planning on Self Regulation,” *Journal of Consumer Research*, 39(4), 688-703.
12. Townsend, Claudia and Sanjay Sood (2012), “Self-Affirmation Through the Choice of Highly Aesthetic Products,” *Journal of Consumer Research*, 39(2), 415-428.
  - Reprinted (2013) *Journal of Consumer Research*, Volume 40 June Supplement: Research Curations 2012
  - Summary version published as Townsend, Claudia “Choosing Beauty and Feeling Good: How Attractive Product Design Increases Self-Affirmation” in *GfK Marketing Intelligence Review*, November, 7(2), 22-26.
13. Townsend, Claudia and Suzanne B. Shu (2010), “When and how aesthetics influences financial decisions,” *Journal of Consumer Psychology*, 20(4), 452-458.

#### Publications – Book Chapters

1. Townsend, Claudia, Ulrike Kaiser, and Martin Schreier (2015) “User Design through Self-Customization” in *Cambridge Handbook of Consumer Psychology*, ed. Michael Norton, Derek Rucker, and Cait Lamberton, Cambridge University Press, Cambridge, MA.
2. Townsend Claudia and Sanjay Sood (2015) “The Inherent Primacy of Aesthetics versus Other Product Attributes” in *The Psychology of Design: Creating Consumer Appeal*, ed. Rajeev Batra, Coleen Seifert, and Diann Brei, Routledge, Boca Raton, FL.
3. Kahn, Barbara E., Evan Weingarten, and Claudia Townsend (2013) “Assortment Variety: Too Much of a Good Thing?” in *Review of Marketing Research*, ed. Naresh K. Malhotra, 10, Bingley, U.K, 1-23.

#### Publications – Other

1. Gallo, Iñigo and Claudia Townsend (2017), “Selling Experiences to Connect With C. Townsend – January, 2018

Consumers: Experiential Advertising" *IESE Insight*, 32, First Quarter, 23 – 30.

#### Manuscripts under Review and Select Research in Progress

1. Townsend, Claudia, Samuel Carter Morgan, and David Neal, "Click to share if you dare: The impact of the mere presence of social media icons on product evaluation"
2. Hwang, Minha and Claudia Townsend, "The Influence of Store Brand Naming Architecture on Choice"
3. Morgan, Samuel Carter, Tatiana Fajardo, and Claudia Townsend, "Feeling Close: How Consumer Brand Knowledge Influences Response to Image Logos.

#### **SELECT CONFERENCE PUBLICATIONS & PRESENTATIONS**

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Buechel, Eva and Claudia Townsend (2018), "(Mis)predicting Liking of Product Aesthetics: How Stimulus Intensity Influences Sensory Liking in Prospect and Experience," *AMA Winter Academic Conference*, New Orleans, LA.

Buechel, Eva and Claudia Townsend (2018), "(Mis)predicting Liking of Product Aesthetics: How Stimulus Intensity Influences Sensory Liking in Prospect and Experience," *Society for Judgment and Decision-Making, Annual Conference, Society for Consumer Psychology, Annual Conference*, Dallas, TX.

Morgan, Samuel Carter, Tatiana Fajardo, and Claudia Townsend (2017), "Say It or Show It: Logo Aesthetics and Consumer-Brand Relationship Development," *Association for Consumer Research, Annual Conference*, San Diego, CA.

Townsend, Claudia (2017), "The Price of Beauty: The Differential Effects of Design With and Without Cost Implications on Donor Solicitations" *Society for Consumer Psychology, Annual Conference*, San Francisco, CA.

Buechel, Eva and Claudia Townsend (2016), "Buying Beauty for the Long Run: (Mis)predicting Liking of Product Aesthetics," *Society for Judgment and Decision-Making, Annual Conference*, Boston, MA.

Sevilla, Julio and Claudia Townsend (2016), "The Space-to-Product Ratio Effect: How Interstitial Space Influences Aesthetic Appeal, Store Perceptions and Product Preference," *Society for Consumer Psychology, Annual Conference*, St. Petersburg, FL.

Townsend, Claudia and David T. Neal (2015), "Click to share if you dare: The impact of the mere presence of social media icons on product evaluation," *Association for Consumer Research, Annual Conference*, New Orleans, LA.

Ward, Morgan, Claudia Townsend, and Luke Nowlan (2015), "Don't Go Broke, Go Back in Time: Vintage, an Alternative Status Symbol," *Association for Consumer Research, Annual Conference*, New Orleans, LA.

Buechel, Eva, Claudia Townsend, and Jane Park (2015), "Aesthetic Forecasting: Buying Beauty for the Long Run," *Association for Consumer Research, Annual Conference*, New Orleans, LA.

Townsend, Claudia and Sanjay Sood (2014), "The Impact of Product Aesthetics on Choice: A Dual Process Explanation" presented at the *Association for Consumer Psychology, Psychology of Design Conference*, Ann Arbor, Michigan.

Inigo Gallo and Claudia Townsend (2013), "The Effects of Framing Products as Experiences on the Creation and Use of Consumer Reviews," *Association for Consumer Research*, Annual Conference, Chicago, IL.

Sevilla, Julio and Claudia Townsend (2013), "The Product-to-Space Ratio Effect: Space Influences Perceptions of Scarcity and Product Preference," *Association for Consumer Research*, Annual Conference, Chicago, IL.

Fajardo, Tatiana and Claudia Townsend (2013), "Splitting the Decision: Increasing Donations by Recognizing the Differential Impact of Self and Non-Self Related Factors," *Society for Consumer Psychology*, Annual Conference, San Antonio, TX.

Inigo Gallo and Claudia Townsend (2013), "The Effects of Framing Products as Experiences on the Creation and Use of Consumer Reviews," *Society for Consumer Psychology*, Annual Conference, San Antonio, TX

Fajardo, Tatiana and Claudia Townsend (2012), "Splitting the Decision: Increasing Donations by Recognizing the Differential Impact of Internal and External Considerations," *Society for Judgment and Decision Making*, Annual Conference, Minneapolis, MI.

Townsend, Claudia, Tatiana Fajardo, and Juliano Laran (2012), "Where You Say It Matters: Differences in Message Believability in Packages and Advertisements," *Association for Consumer Research* Annual North American Conference, Vancouver, BC.

Townsend, Claudia and Barbara Kahn (2012), "The 'Visual Preference Heuristic' and the Influence of Visual versus Verbal Depiction on Perceived Assortment Variety," *Association for Consumer Research* Annual North American Conference, Vancouver, BC.

Fajardo, Tatiana and Claudia Townsend (2012), "Splitting the Decision: Increasing Donations by Recognizing the Differential Impact of Internal and External Considerations," *Association for Consumer Research* Annual North American Conference, Vancouver, BC.

Kahn, Barbara, Jordan Louviere, Claudia Townsend, Chelsea Wise (2012) "Insights into Decisions from Neuroscience and Choice Experiments: The Effect of Eye Movements on Choice," *Association for Consumer Research* Annual North American Conference, Vancouver, BC.

Claudia Townsend (2012), "For Charities Not All Aesthetics Are Created Equal: The Differential Effects of Aesthetics With and Without Cost Implications on Response to Donation Solicitations," *Association for Consumer Research* Annual North American Conference, Vancouver, BC.

Townsend, Claudia, Juliano Laran, and Tatiana Fajardo (2012), "Where you say it matters: Distance between Product Claims and Products Influence Claim Believability," *American*

*Psychological Association Annual Convention*, Orlando, FL.

Townsend, Claudia and Barbara Kahn (2012), “Too Much of a Good Thing? Effects of Visual vs. Verbal Choice Set Depiction on Perceived Variety, Complexity and Willingness to Choose,” *Behavioral Decision Research in Management* (BDRM) Conference, Boulder, CO.

Shu, Suzanne and Claudia Townsend (2012), “The Effects of Self Affirmation and Aesthetics on Consumer Risk Taking,” *Behavioral Decision Research in Management* (BDRM) Conference, Boulder, CO.

Townsend, Claudia and Barbara Kahn (2012), “Too Much of a Good Thing? Effects of Visual vs. Verbal Choice Set Depiction on Perceived Variety, Complexity and Willingness to Choose,” *Society for Consumer Psychology*, Annual Conference, Las Vegas, NV.

Townsend, Claudia and Barbara Kahn (2011), “Too Much of a Good Thing? Effects of Visual vs. Verbal Choice Set Depiction on Perceived Variety, Complexity and Willingness to Choose,” *Society for Judgment and Decision Making*, Annual Conference, Seattle, WA.

Townsend, Claudia, Sanjay Sood, and Dan Ariely (2011), “I know enough to buy the fake”: Intelligence, knowledge and the valuation of luxury brands,” *Association for Consumer Research* Annual North American Conference, St. Louis, MO.

Townsend, Claudia and Wendy Liu (2010), “The Art of Planning: The Differential Impact of Planning on Behavior,” *Society for Judgment and Decision Making*, Annual Conference, St. Louis, MO.

Townsend, Claudia, Dan Ariely, and Sanjay Sood (2010), “The Intelligence of Judging Products Based on Looks,” *Society for Consumer Psychology* Annual Conference, St Petersburg, FL.

Townsend, Claudia and Sanjay Sood (2010), “On the Impact of Product Aesthetics on Choice: A Dual Processing Perspective,” *Society for Consumer Psychology*, Annual Conference, St Petersburg, FL.

Townsend, Claudia and Suzanne Shu (2010), “Aesthetics as Impetus to Riskier Decision-Making,” *Association for Consumer Research* Annual North American Conference, Jacksonville, FL.

Townsend, Claudia and Wendy Liu (2010), “Is making plans good for you? The Differential Impact of Planning on Behavior,” *Association for Consumer Research* Annual North American Conference, Jacksonville, FL. (Session Chair).

Townsend, Claudia and Suzanne Shu (2009), “The Power of Aesthetic Design in Consumer Financial Decisions,” *Association for Consumer Research* Annual North American Conference, Pittsburgh, PA.

Townsend, Claudia, Dan Ariely, and Sanjay Sood (2009), “The Intelligence of Judging Products Based on Looks,” *Association for Consumer Research* Annual North American Conference, Pittsburgh, PA. (Session Chair).

Townsend, Claudia and Sanjay Sood (2009), "Self-Affirmation Through the Choice of High Design," *Society for Consumer Psychology* Annual Conference, San Diego, CA. (Session Chair).

Townsend, Claudia and Sanjay Sood (2009), "Self-Affirmation Through the Choice of High Design," *Association for Consumer Research* Biannual Asia Pacific Conference, Hyderabad, India.

## **GRANTS & AWARDS**

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Emerging Scholar Award, University of Miami School of Business Administration, 2017

MSI (Marketing Science Institute) Young Scholar, 2016

Grand recipient, University of Miami Provost Research Award 2012, 2014, 2015, 2016, 2017  
(\$17,000 each year except \$6,500 in 2016)

Excellence in Teaching University of Miami School of Business Administration, Tenure-Track 2013

Apple Polishing Award, Nominee for Outstanding school-wide Faculty Member 2013

UCLA Graduate Division Dissertation Year Fellowship 2009-2010

Fellow, AMA-Sheth Doctoral Consortium 2009

Grant Recipient, UCLA Center for International Business Education and Research 2008

## **TEACHING**

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Principles of Marketing (undergraduate), Spring 2011- 2018

Foundations of Marketing Management (MBA Working Professionals), Spring 2014, 2017

Guest lecturer – New Product Development (MBA), 2010- 2012

Interests: Marketing Core, Marketing Research, Consumer Behavior, Branding, Advertising

### Dissertation Committees

Íñigo Gallo            UCLA Anderson School of Management, May 2013

Eva Buechel            University of Miami, May 2014

Anthony Salerno            University of Miami, May 2014

Tatiana Fajardo            University of Miami, May 2015

Noah VanBergen            University of Miami, expected May 2017

### Dissertation Chair

Samuel Carter Morgan    University of Miami, expected May 2019

## **INVITED TALKS**

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Wharton, University of Pennsylvania Marketing Camp (2018)

Ohio State, 2017 Fisher Invitational Workshop on New Product Development (2017)

University of San Diego (2017)

Southern Methodist University (2015)

University of Pittsburgh (2015)

University of South Carolina (2015)

University of Maryland (2014)

IESE Business School, Barcelona Spain (2013)

McGill University (2012)

Northwestern University (Kellogg) (2012)

Georgetown University (2011)

University of Miami (2009)

University of California, San Diego (2009)  
University of Southern California (2009)  
Arizona State University (2009)  
Dartmouth College (2009)  
Fordham University (2009)

## **PROFESSIONAL EXPERIENCE**

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Senior Project Manager, Analytics Manager, BuzzBack Market Research, NY, NY 2002-2005  
Associate Analyst, National Economic Research Associates (NERA), NY, NY 2000-2002

## **PROFESSIONAL AND COMMUNITY SERVICE**

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### Service to the Community

Editorial Review Board Member

*Journal of Consumer Research* 2014-present

*Journal of Business Research* 2016-present

Ad-Hoc Reviewer for Journals

*Journal of Consumer Research*, 2011-2013

*Journal of Marketing Research*, 2012-present

*Journal of Marketing*, 2015-present

*Journal of Consumer Psychology*, 2009-present

*European Journal of Marketing*, 2014-present

*International Journal of Research in Marketing*, 2016

*Journal of Consumer Behaviour*, 2015-present

*Journal of Experimental Psychology: Applied*, 2015-2016

*Journal of Marketing Management*, 2015

*Journal of Public Policy and Marketing* 2016-present

*Design Studies* 2012

SAGE Open – Ad Hoc Article Editor 2014

The Technology Foundation STW (Dutch), Ad Hoc Article Editor 2015

Ad-Hoc Reviewer for Conferences and Competitions

Association for Consumer Research Conference, 2009-present

Society for Consumer Psychology Conference, 2010- present

European Marketing Academy Conference, 2015

MSI Dissertation Competition, 2014, 2017

AMA Summer Educators' Conference Consumer Behavior Track 2011, 2013-15

Hong Kong Research Grants Council 2012

Academy of Marketing Science Conference, 2009, 2010, 2014-15

Conferences Committee Membership

Association for Consumer Research

Doctoral consortium presenter, 2015

Roundtable participant, 2017

Society for Consumer Psychology

Pre-conference co-chair, 2018

Doctoral consortium presenter, 2014, 2017

Local arrangements conference chair 2014

Ad-Hoc Finance Committee member 2013-2014

Conference program committee member 2011

AMA Educators' Conference Consumer Behavior Track, Co-Chair Winter 2014

*Invited speaker*

Geek Girls of South Florida, topic: Market Research for Start-Ups 2012

Jewish Women's Foundation of Broward County, topic: Social Media for Business 2013

IVY Social University, topic: Changing Behavior with Social Science 2016

University of Miami Women's Guild: Aesthetics in New Product Development 2017

Service to the School

Research Council, member 2013-present

Undergraduate Business Education Committee Member 2016-present

Service to the Department

New York City marketing trip, organized recruitment, applications, and trip 2010-13, '17

Course coordinator, Principles of Marketing (MKT 201/301)

Speaker series and marketing camp coordinator 2016-17

**PROFESSIONAL AFFILIATIONS**

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American Marketing Association

American Psychological Association

Association for Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision Making