

Claudia Townsend

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3465183/publications.pdf>

Version: 2024-02-01

22
papers

1,404
citations

623734

14
h-index

713466

21
g-index

22
all docs

22
docs citations

22
times ranked

1209
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumer neuroscience: Assessing the brain response to marketing stimuli using electroencephalogram (EEG) and eye tracking. <i>Expert Systems With Applications</i> , 2013, 40, 3803-3812.	7.6	348
2	The Impact of Dynamic Presentation Format on Consumer Preferences for Hedonic Products and Services. <i>Journal of Marketing</i> , 2015, 79, 34-49.	11.3	201
3	The "Visual Preference Heuristic": The Influence of Visual versus Verbal Depiction on Assortment Processing, Perceived Variety, and Choice Overload. <i>Journal of Consumer Research</i> , 2014, 40, 993-1015.	5.1	192
4	Self-Affirmation through the Choice of Highly Aesthetic Products. <i>Journal of Consumer Research</i> , 2012, 39, 415-428.	5.1	148
5	When and how aesthetics influences financial decisions. <i>Journal of Consumer Psychology</i> , 2010, 20, 452-458.	4.5	73
6	The Space-to-Product Ratio Effect: How Interstitial Space Influences Product Aesthetic Appeal, Store Perceptions, and Product Preference. <i>Journal of Marketing Research</i> , 2016, 53, 665-681.	4.8	62
7	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. <i>Journal of Marketing</i> , 2018, 82, 142-152.	11.3	59
8	Beyond "Pink It and Shrink It" Perceived Product Gender, Aesthetics, and Product Evaluation. <i>Psychology and Marketing</i> , 2015, 32, 422-437.	8.2	55
9	Is Planning Good for You? The Differential Impact of Planning on Self-Regulation. <i>Journal of Consumer Research</i> , 2012, 39, 688-703.	5.1	52
10	Buying Beauty for the Long Run: (Mis)predicting Liking of Product Aesthetics. <i>Journal of Consumer Research</i> , 2018, 45, 275-297.	5.1	35
11	The Price of Beauty: Differential Effects of Design Elements with and without Cost Implications in Nonprofit Donor Solicitations. <i>Journal of Consumer Research</i> , 2017, 44, 794-815.	5.1	34
12	Self-Identity and Consumer Behavior Dissociative versus Associative Responses to Social Identity Threat: The Role of Consumer Self-Construal Self-Affirmation through the Choice of Highly Aesthetic Products It's Not Me, It's You: How Gift Giving Creates Giver Identity Threat as a Function of Social Closeness Identifiable but Not Identical: Combining Social Identity and Uniqueness Motives in Choice The Signature Effect: Signing Influences Consumption-Related Behavior by Priming Self-Identity An Interpretive F. <i>Journal of Consumer Research</i> , 2013, 39, xv-xviii.	5.1	25
13	Experiential product framing and its influence on the creation of consumer reviews. <i>Journal of Business Research</i> , 2019, 98, 177-190.	10.2	24
14	Show it or say it: how brand familiarity influences the effectiveness of image-based versus text-based logos. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 566-583.	11.2	21
15	Collaborative Art: A Transformational Force within Communities. <i>Journal of the Association for Consumer Research</i> , 2019, 4, 313-331.	1.7	17
16	Where you say it matters: Why packages are a more believable source of product claims than advertisements. <i>Journal of Consumer Psychology</i> , 2016, 26, 426-434.	4.5	16
17	Assortment Variety: Too Much of a Good Thing?. <i>Review of Marketing Research</i> , 2013, , 1-23.	0.2	13
18	The impact of the mere presence of social media share icons on product interest and valuation. <i>Journal of Business Research</i> , 2019, 100, 245-254.	10.2	9

#	ARTICLE	IF	CITATIONS
19	Why the drive: The utilitarian and hedonic benefits of self-expression through consumption. <i>Current Opinion in Psychology</i> , 2022, 46, 101320.	4.9	8
20	User Design through Self-Customization. , 2015, , 233-254.		6
21	Using aesthetics and self-affirmation to encourage openness to risky (and safe) choices.. <i>Journal of Experimental Psychology: Applied</i> , 2014, 20, 22-39.	1.2	3
22	Introduction to Special Issue: Uncovering the Potential of Aesthetics and Design to Transform Everyday Life. <i>Journal of the Association for Consumer Research</i> , 2019, 4, 306-312.	1.7	3