

Curriculum Vitae

Kimberley van der Heijden

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RESEARCH INTERESTS-----

Sensory marketing, impulse buying, food choice and evaluation, experiential consumption, hedonic consumption, mental imagery, satiation, financial constraints, financial decision-making



EDUCATION & POSITIONS-----

09/2016 - now

PhD candidate in Consumer Behaviour *Maastricht University*
School of Business and Economics
Supervisors: Caroline Goukens & Anouk Festjens

03/2016 – 07/2016

Research Assistant *Maastricht University School of Business and Economics*
Research assistant for Dr. Elisabeth Brüggem.
Netspar topicality project: The choice architecture of pension plans (see papers)
Research on other topics related to pensions

2014 – 2016
2015 – 2016

MSc Human Decision Science, Maastricht University
MSc Strategic Marketing, Maastricht University
Combined MSc Thesis: The psychology of price: How does the use of round and non round prices influence food choice and evaluation?

2010 – 2013

BSc International Business, Maastricht University

2012

Study Abroad at Brock University, St Catharines, Canada



RESEARCH PROJECTS IN PROGRESS (*see abstract in the appendix)-----

Travelling Thoughts: The Downstream Effect of Prospective Experiential Materials on the Purchase Intentions of Experiences*
with Caroline Goukens, Anouk Festjens and David Gal

A Token as a Ticket to Smarter Financial Decision Making*
with Anouk Festjens, Caroline Goukens and Tom Meyvis

The Effects of Cognitive versus Visual load on Decision-Making
With Caroline Goukens, Anouk Festjens and Mirjam Tuk
Idea generation + initial data collection



PUBLICATIONS-----

Heijden van der, K., Festjens, A. & Goukens, C. (2021). On the Bright Side: The Influence of Brightness on Overall Taste Intensity Perception, *Food Quality and Preference*, 88(March)

<https://doi.org/10.1016/j.foodqual.2020.104099>.

<https://www.sciencedirect.com/science/article/abs/pii/S0950329320303682>

Brüggen, E., Post, T. & van der Heijden, K. (2017). Creating Good Choice Environments: Insights from research and industry practice. Netspar Topicality Project. Design paper 88

<https://www.netspar.nl/publicatie/keuze-architectuur-pensioensector/>



CONFERENCE / INVITED PRESENTATIONS-----

October 2020

ACR conference

Travelling Thoughts: The Downstream Effect of Prospective Experiential Materials on the Purchase Intentions of Experiences (presenter)

October 2020

ACR conference

A Token as a Ticket to Smarter Financial Decision Making (presenter)

June 2020

Nominated to attend the AMA-Sheth Foundation Doctoral Consortium (postponed due to COVID-19)

October 2019

Erasmus University Rotterdam (RSM) Lunch Club

Travelling Thoughts: The Downstream Effect of Prospective Experiential Materials on the Purchase Intentions of Experiences (invited presenter)

June 2019

La Londe Conference, La Londe-les-Maures

Travelling Thoughts: The Downstream Effect of Prospective Experiential Materials on the Purchase Intentions of Experiences (presenter)

June 2018

EMAC PhD colloquium, Glasgow:

Travelling Thoughts: The Downstream Effect of Prospective Experiential Materials on the Purchase Intentions of Experiences (presenter)



RESEARCH VISITS-----

May 2019

David Gal, University of Illinois, Chicago



SELECTED MEDIA EXPOSURE-----

October 28 th 2020	Q-Music (NL) 'De avond van Kai Merx'. Interview.
October 21 st 2020	RTV radio 1 (Belgium) 'Nieuwe Feiten'. Interview.
October 21 st 2020	Fox News: <i>Dim mood lighting at restaurants could make 'taste intensity' less impactful, study says</i> https://www.foxnews.com/food-drink/dark-lighting-taste-intensity-less-impactful-study
October 20 th 2020	New York Post: <i>Dim romantic lighting can make food taste worse study finds</i> https://nypost.com/2020/10/20/dim-romantic-lighting-can-make-food-taste-worse-study/
October 19 th 2020	Dailymail Online: <i>Romantic mood lighting at a restaurant may make the food taste WORSE, research suggests,</i> https://www.dailymail.co.uk/sciencetech/article-8854579/Dimming-restaurant-lights-compromise-taste-food-study-finds.html
October 18 th 2020	Telegraph: <i>Dim Lights make restaurant trip romantic could also you're your food is less tasty, study finds</i> https://www.telegraph.co.uk/news/2020/10/18/dim-lights-make-restaurant-trip-romantic-could-also-mean-food/



TEACHING-----

2020	University Teaching Qualification (BKO)
2016 – 2020	Master thesis supervision of 30+ students MSc Strategic Marketing, MSc Marketing-Finance, MSc Supply Chain Management, MSc Human Decision Science.
2020 – 2021	Courses (Tutor + Course coordinator <small>course evaluation 7.6</small>) Marketing Strategy and Practice (EBC 2063, BSc)
2019 – 2020	Courses (Tutor) Management of Organizations and Marketing (EBC 1002, BSc),
2018 – 2019	Courses (Tutor) Management of Organizations and Marketing (EBC 1002, BSc), Management of Operations and Product Development (EBC 2022, BSc)
2017 – 2018	Courses (Tutor) Consumer Psychology (EBC 4079, MSc), Management of Operations and Product Development (EBC 2022, BSc)
2016 – 2017	Courses (Tutor) Brand Management (EBC 2062, BSc), Strategic Marketing (EBC 2063, BSc), Management of Operations and Product Development (EBC 2022, BSc)

Average teaching grade: 8.2 (on 10-point scale, past 3 academics years)



Other tasks-----

2018 – now	Experiment planning / scheduling
2017 – now	Social committee (L&L) responsible for organizing social events within the department (e.g. Department trip and welcome / goodbye of employees)
2017- 2019	PhD representative within the department



Languages-----

Dutch native speaker

English C2

German B1

Spanish A2



REFERENCES-----

Caroline Goukens, Professor of Consumer Behaviour, Maastricht University, Maastricht, The Netherlands. Email: c.goukens@maastrichtuniversity.nl

Anouk Festjens, Assistant professor of Consumer Behaviour, Maastricht University, Maastricht, The Netherlands. Email: a.festjens@maastrichtuniversity.nl

ABSTRACTS: (Dissertation projects)

When less is more: The Downstream Effects of Experiential Materials on Consumption Intentions of Experiences

Kimberley van der Heijden

Caroline Goukens

Anouk Festjens

David Gal (UIC)

Target journal: Manuscript being prepared for submission to *International Journal for Research in Marketing*

Abstract: Consumers typically consider dozens of prospective experiential materials (e.g., pictures of a vacation resort) prior to purchasing an experience (e.g., a vacation). Contrary to common intuition, we show that this habit “spoils part of the fun” and undermines subsequent consumption intentions. Specifically, we demonstrate in five studies that exposure to an extensive (vs. limited) set of prospective experiential materials *decreases* the intention to consume the actual experience. We explain this finding by showing that browsing through an extensive (vs. limited) set of experiential materials partially fulfills the need for hedonic arousal and, hence, satiates the desire for living the actual experience. Consistent with this explanation, we find this effect only in the context of hedonic experiential purchases—for which consumers seek hedonic arousal—and not for utilitarian experiential purchases. Furthermore, extensive (vs. limited) exposure leads to a decrease in booking intentions, and this effect is even more pronounced when being exposed to a non-varied (vs. varied) set of experiential materials. Additionally, when given the choice between two similar experiential purchase options (e.g., travel resorts), consumers favor the option that is represented by a limited (vs. extensive) set of experiential materials. Theoretically, our findings further understanding on the motivating effects of savoring on subsequent choice behavior. From a managerial perspective, our findings suggest that marketers should be careful when exposing consumers to an extensive set of prospective experiential materials.

A Token as a Ticket to Smarter Financial Decision Making

Kimberley van der Heijden
Anouk Festjens
Caroline Goukens
Tom Meyvis (NYU Stern)

Target journal: Manuscript being prepared for submission to *PNAS*

Abstract: A large stream of literature found that financially constrained consumers are more concerned about their present needs than non-constrained consumers—that is, they are more likely to go for smaller-sooner options than for larger-later ones. Conversely, a more recent stream of research hints at the possibility that financially constrained consumers are more concerned about their future needs than non-constrained decision makers (e.g., they are more likely to invest in long-lived durables than in short-lived experiences). We propose that existing intertemporal choice tasks fail to capture this latter dynamic. That is, traditional tasks typically offer a choice between receiving a smaller amount in the present versus a larger amount in the future. We show in three studies (including one field experiment) that when adding an immediate payout to both choice options, financially constrained consumers are equally likely to go for the later-larger option as compared to non-constrained consumers. The nature of the choice task can thus nudge financially constrained consumers in making decisions that are more future or present-oriented.. We also discuss implications for policy interventions to help financially constrained consumers make decisions that are more in line with their long-term interest.

On the Bright Side: The Influence of Brightness on Overall Taste Intensity Perception

Kimberley van der Heijden
Anouk Festjens
Caroline Goukens

Target journal: Published in *Food Quality and Preference*

Abstract: Ambient light luminance (i.e., brightness or dimness) is the tool most commonly used by managers to enhance the overall ambience in their restaurants. The current research explores how a change in a restaurant's ambient brightness influences the perception of the food that is being served (i.e., taste intensity perception). We conducted a between-subjects experiment in a field setting (i.e., a fine-dining restaurant), where we manipulated the illuminance level (dim vs. bright condition). Specifically, guests were served a dish—tailored to our research question—and asked to evaluate its overall taste intensity. The results demonstrate that guests exposed to the bright ambient light perceived the overall taste as more intense as opposed to guests exposed to the dim ambience light. The results thus show that modifying the ambient illuminance level in a restaurant does not only affect the overall ambience but also changes the taste experience of the food being served there. This finding is not only theoretically relevant for research on multisensory integration, but it also provides tools for taste modulation, and—as such—for strategies to decrease salt and sugar consumption among diners.