

# MMIS Departmental Research Seminar

## L'Art pour l'Art: Experiencing Art Reduces the Desire for Luxury Goods

Date: May 18, 2023 (Thursday)

Time: 10:30 – 12:00

Venue: WLB 602



**Dr. Alison Xu**

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### Introduction

When consumers shop in luxury boutiques, high-end shopping malls, and even online, they increasingly encounter luxury products alongside immersive art displays. Exploring this novel phenomenon with both field studies and lab experiments, the current research shows that experiencing art reduces consumer desire for luxury goods. Three boundary conditions have been identified. The effect does not materialize in contexts in which the work of art is not experienced as art per se, such as when the work of art appears as decoration on the product or packaging or is processed analytically rather than naturally, and when luxury goods are not seen as status goods. We propose that experiencing art induces a mental state of “self-transcendence,” which undermines consumers’ status-seeking motive and consequently decreases their desire for luxury goods. This research contributes to the literature on consumer aesthetics and has important practical applications for luxury businesses.

### About the Speaker

Alison Jing Xu is an Associate Professor of Marketing at the Carlson School of Management, University of Minnesota. Alison’s research focuses on consumer decision processes and examine how mind-sets, decision sequence, retail environments, human sensory inputs, and technology advancements influence consumer and manager decision-making. Alison’s research articles have been published in leading academic journals including the Proceedings of the National Academy of Sciences of the United States of America, Journal of Consumer Research, Journal of Marketing, Journal of Consumer Psychology, Academy of Management Journal, Organizational Behavior and Human Decision Processes, Management Science, Psychological Science, Journal of Experimental Psychology: General, and Advances in Experimental Social Psychology, among others. Her scholarly contributions have been recognized by the 2015 Marketing Science Institute Young Scholar Program and the 2018 Society for Consumer Psychology Early Career Award. She received the Outstanding Faculty Teaching Award at Carlson in 2021 and was named Poets and Quants’ Best 40-Under-40 Business School Professors of 2022.