



A Little Warm-up





GUCCI



Walmart





L'Art Pour l'Art:

Experiencing Art Reduces the Desire for Luxury Goods

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AGENDA

Introduction of Research Topic

Theoretical Background

Research Hypothesis and Studies

Real World Applications

Research Limitations



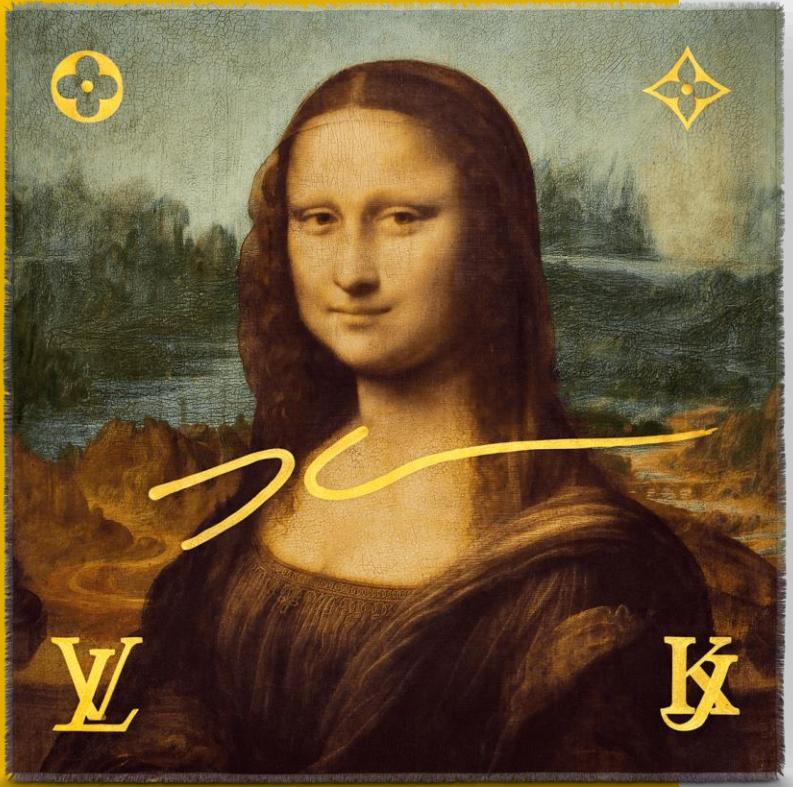
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INTRODUCTION

- Experiencing art reduces consumer desire for luxury goods by inducing a mental state of self-transcendence.
- This research contributes to consumer aesthetics literature and has practical applications for the luxury industry.

THEORETICAL BACKGROUND





“ART & LUXURY LOOK LIKE THE PERFECT PAIRING”

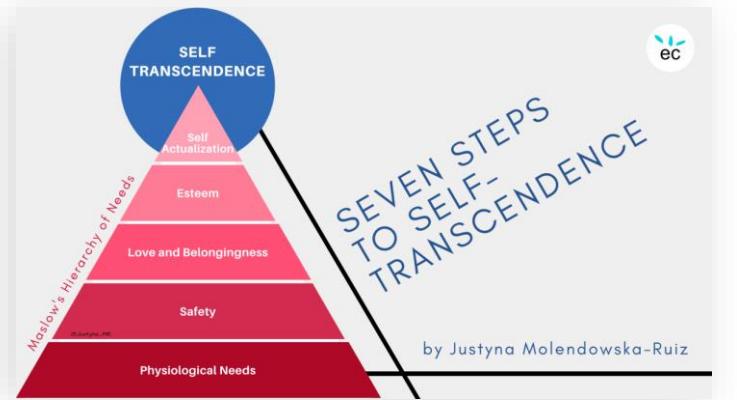
Is it **effective** to surround consumers with art when they shop in luxury boutiques, high-end shopping malls, and online?

WHAT IS ART? & THE INFLUENCE OF ART ON CONSUMER CHOICE

- The conscious use of skill and creative imagination especially in the production of aesthetic objects.
- Art elevates viewers from everyday mundane pursuits to transcend their daily lives.

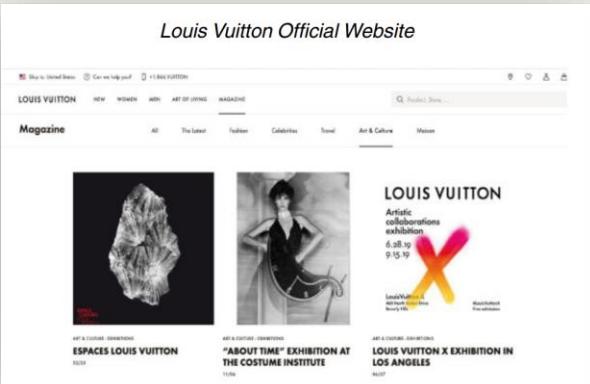
Spillover Effect

Self-transcendence



LOUIS VUITTON

- launched art gallery spaces
- displays art next to handbags on website



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- Integrated art exhibition rooms at Gucci

Garden in Florence



Simple object with an image of Vincent van Gogh's Cafe Terrace at Night



RESEARCH HYPOTHESIS & STUDIES



HYPOTHESIS I:

Experiencing Art Reduces Consumer Desire for Luxury Goods



Question 1: Does encountering an art exhibition reduce consumer interest in luxury?

Key Finding: Consumers in the art condition were less likely to choose to browse the website of the high-end mall

Question 2 : Does visiting an art mall reduce interest in promotional material from luxury brands?

Key Finding: Shoppers in the art mall were less likely to choose to receive promotions from luxury brands

HYPOTHESIS 2:

The Effect in H1 Occurs
Only When Consumers
Experience and
Appreciate Art as Art



Art in the environment (not on packaging)
reduces interest in a luxury product



Viewing art naturally (not analytically)
reduces interest in buying luxury clothes



Art reduces interest in luxury only when
the luxury product is positioned as a
'status' symbol (e.g. Gucci sneakers
collection)

HYPOTHESIS 3:

Art Elicits the Mental State
of Self-transcendence
which Undermines
Consumers' Status-seeking
Motives

Experiencing art evokes **self-transcendence**,
which dampens the status-seeking motive and
therefore reduces consumer interest in luxury



REAL-WORLD APPLICATION



What can luxury managers do with these hypotheses to **optimize decisions** on incorporating art into luxury businesses?

RESEARCH TAKEAWAY I:

Maintain the dominance of the luxury product itself in the space using art as a medium



The Art Mall
Parkview Green Mall in Beijing



The Non-art Mall
The Karry Center in Beijing

BEST PRACTICE:

SKP's **first store strategy** that closely aligned with the **scarcity** of luxury goods

Even in 2020, the year severely affected by the pandemic, SKP defeated the British retail store Harrods with **annual sales of \$2.6 billion**, becoming the world's number one.



SKP in Beijing

RESEARCH TAKEAWAY 2:

Use the interchangeable roles of art and luxury

One way is to **incorporate art into commodities**, through joint names or packaging, to reduce the impact of experiencing art as art itself on luxury consumption



Joint Names
Louis Vuitton x Yayoi Kusama



Packaging for Holiday Greetings
Tiffany & Co. x Andy Warhol

RESEARCH TAKEAWAY 2:

Another way is to **position luxury itself based on its artistry and creativity**, to reduce the negative impact of art experience on consumers' desire for luxury goods

Use the interchangeable roles of art and luxury



*“Entering wave art world” slogan
Gucci Sneakers featuring wave art*

RESEARCH TAKEAWAY 3:

Control the mediating role of self-transcendence

Different forms of art may vary in how easily and strongly they evoke the unique mental state of self-transcendence and therefore reduce the desire for status-enhancing luxury goods in different degree.



*Chanel explores the fascinating relationship between **Gabrielle** and music*

RESEARCH LIMITATIONS





RESEARCH LIMITATIONS

- **Location:** need to analyze the effect in different locations and cultures.
- **Time effect of the mental state:** need to trade off the influence of incorporating art in short run and long run.
- **Art forms:** need to explore more art forms such as music rather than limiting to visual art.
- **Luxury product categories:** need to explore the effect across different luxury categories such as jewelry, fashion items, and home decorations.



DISCUSSION

QUESTIONS:

- Do you think the desire for luxury goods is primarily driven by status-seeking motives? Why or why not?
- Have you ever noticed art displays in luxury boutiques or high-end shopping malls? What was your reaction to them?
- Can you think of any examples of businesses that have successfully incorporated art into their marketing strategies? What impact do you think it had on consumer behavior?
- How do you think experiencing art could induce a mental state of self-transcendence? Can you think of any personal experiences where you felt this way?

POPULAR NEWS ARTICLES



Women's Wear Daily

Louis Vuitton Goes Big with Yayoi Kusama Collaboration



Retail Dive

SKU'd: Andy Warhol is the Ghost of Christmas Past. And he's here to help Tiffany & Co.