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EDUCATION

Ph.D., Marketing, University of Minnesota (Expected 2015)

M.A., Mass Communications, University of Minnesota, 2010

B.A., Journalism & B.Law, Sociology, Peking University, 2007 (#1 Rank in Graduating Class)

PROFESSIONAL EXPERIENCE

Bain & Company, Associate Consultant, Beijing, China, 2009

Hoffman Agency (Public Relations), Summer Intern, Beijing, China, 2005-2007

RESEARCH INTERESTS

Luxury Goods, Conspicuous Consumption, Consumer Goal Pursuit

JOURNAL PUBLICATIONS (see Appendix for abstracts)

1. Wang, Yajin and Vladas Griskevicius (2014), "Conspicuous Consumption, Relationships, and Rivals: Women's Luxury Products as Signals to Other Women," *Journal of Consumer Research*, 40(5), 834-854.
2. Vohs, Kathleen D., Yajin Wang, Francesca Gino, and Michael I. Norton (2013), "Rituals Enhance Consumption," *Psychological Science*, 24(9), 1714-1721.

MANUSCRIPTS UNDER REVIEW AND REVISION (see Appendix for abstracts)

1. Wang, Yajin, Deborah Roedder John, and Vladas Griskevicius, "The Devil Wears Prada: How Luxury Consumption Influences Social Behavior" (invited for revision at *Journal of Consumer Research*, Dissertation Essay 1)
2. Wang, Yajin, Jennifer Stoner, and Deborah Roedder John, "You're Not Fooling Anyone! How Social Feedback Affects Moral Disengagement and the Purchase of Counterfeit Luxury Products," (invited for revision at *Journal of Marketing Research*)
3. Wang, Yajin and Deborah Roedder John, "Love it or Leave it? How Consumers Diverge from Others Depends on Self-Brand Connections," (invited for revision at *Journal of Marketing Research*)
4. Wang, Yajin and Kathleen D. Vohs, "Negative Moods Spur Effortful Goal Attainment: A Mood Improvement Strategy," (invited for revision at *Journal of Personality and Social Psychology*)
5. Lalwani, Ashok, Carlos J. Torelli, Jessie Wang, and Yajin Wang, "Power Distance Belief and Consumers' Preference for Premium (vs. Generic) Brands: The Role of Consumers' Status and Product Type," (under review at Journal of Marketing Research)
6. Wang, Yajin and Deborah Roedder John, "Louis Vuitton and Your Waistline: Using Luxury Goods Depletes Self-Regulatory Resources and Impairs Self-Control," (Revising for new submission at *Journal of Consumer Research,* Dissertation Essay 2)

DISSERTATION

The Dark Side of Luxury Consumption:
Psychological and Social Consequences of Using Luxury Goods

Chair: Deborah Roedder John

Committee: Vladas Griskevicius, Kathleen D. Vohs, Carlos J. Torelli, Mark Snyder

Prior research has examined people's attitudes, preferences, and motivations for desiring luxury goods, but we know little about what happens when consumers actually use luxury products. My dissertation examines the psychological and behavioral effects of luxury consumption, and asks the question: *Does using a luxury product influence the way a person feels and behaves?*

Essay 1: The Devil Wears Prada: How Luxury Consumption Influences Social Behavior

(Invited for revision, *Journal of Consumer Research,* **Job Market Paper**)

Does the Devil wear Prada? Or does wearing Prada lead people to behave more like the Devil? We propose that using luxury products boosts people's perception of social status, which then alters their behavior. In four experiments, women used either a luxury or a non-luxury product. We then tested whether the consumption experience triggers behavior that is more prosocial (giving and helpful) or more proself (selfish and mean). Using luxury products generally led women to be more selfish and mean, such as by sharing fewer resources and being more willing to cut in line. However, luxury products had the opposite effect when behaving prosocially could enhance reputation. Although wearing luxury products led women to donate less money to charity in private, it led them to donate more money in public. Thus, we show that luxury products can lead people to be more proself or more prosocial depending on the situation.

Essay 2: Louis Vuitton and Your Waistline: Using Luxury Goods Depletes Self-Regulatory Resources and Impairs Self-Control

(Revising for new submission, *Journal of Consumer Research*)

How does using luxury products make consumers feel and behave? In four experiments, we provided women with luxury handbags to use, and found that luxury consumption can have adverse psychological and behavioral consequences. Using a luxury product in public depleted consumer's self-regulatory resources, resulting in diminished ability to exert self-control in a subsequent situation (resisting candy). Women who carried a luxury handbag for only 15 minutes were less able to exert self-control and ate more candy than women who carried a non-luxury handbag. Further, we found this effect to be stronger for public (vs. private) luxury usage, premier (vs. affordable) luxury goods, and for individuals with low (vs. high) trait self-control. Our results show that luxury consumption can have unanticipated negative consequences—lowering an individual's ability to exert self-control in everyday life.

Contributions: My studies are the first to examine the downstream behavioral consequences of luxury consumption. In contrast to prior research examining consumer motivation for desiring luxury goods, my approach involves actual use of luxury products and observations of behavior triggered by the consumption of luxury. I find that there is a "dark side" of luxury consumption, not only for the luxury consumer (essay 2), but also other people who interact with luxury users (essay 1). These consequences are quite unexpected, and are clearly in contrast to consumer expectations that having luxury goods produce overwhelmingly positive outcomes.

SELECTED RESEARCH IN PROGRESS

Wang, Yajin, Vladas Griskevicius, and Deborah Roedder John, "I Am Out of Your League: Luxury Consumption and Romantic Relationships," Data collection in process.

Wang, Yajin, Vladas Griskevicius, and Deborah Roedder John, "Luxury Consumption and Political Attitudes," Data collection in progress.

HONORS AND AWARDS

2014 AMA-Sheth Foundation Doctoral Consortium Fellow
2014 Carlson School Management Dissertation Fellowship ($25,000)
2014 McNamara Women's Fellowship (also 2013)
2013 Henrickson Research Fellowship Award
2013 Haring Symposium Fellow, Indiana University
2013 Ph.D. Student Excellence in Teaching Award, Carlson School of Management
2007 Dean's List, Peking University (ranking top 1 in graduating class)

REFEREED CONFERENCE PRESENTATIONS

"Negative Moods Spur Effortful Attainment: A Mood Improvement Strategy," with Kathleen D. Vohs, Association for Consumer Research, Baltimore, MD, October, 2014. (***Wang co-chaired the special session***)

"Louis Vuitton and Your Waistline: Using Luxury Goods Depletes Self-Regulatory Resources and Impairs Self-Control," with Deborah R. John, Association for Consumer Research, Baltimore, MD, October, 2014. (***Wang co-chaired the special session***)

"You're Not Fooling Anyone! How Social Feedback Affects Moral Disengagement and the Purchase of Counterfeit Luxury Products" with Jennifer Stoner and Deborah R. John, Association for Consumer Research, Baltimore, MD, October, 2014. (***Wang co-chaired the special session***)

"Rituals Enhance Consumption," with Kathleen D. Vohs, Francesca Gino, and Michael Norton, Society for Consumer Psychology, Miami, FL, March, 2014.

"Rituals Enhance Consumption," with Kathleen D. Vohs, Francesca Gino, and Michael Norton, Society of Personality and Social Psychology, Austin, Texas, Feb 2014.

"Conspicuous Consumption, Relationships, and Rivals: Women's Luxury Products as Signals to Other Women," with Vladas Griskevicius, Association for Consumer Research, Chicago, IL, October, 2013.

"Faking It with Luxury Counterfeit Products: How Social Feedback Can Make Us More or Less Dishonest," with Deborah R. John, Association for Consumer Research, Chicago, IL, October, 2013. (***Wang chaired the special session***)

"Fendi Handbags Fend Off Romantic Rivals: Women's Conspicuous Consumption as a Signaling System," with Vladas Griskevicius, Human Behavior & Evolution Society, Miami, FL, July, 2013.

"Rituals Enhance the Experience of Consumption," with, Kathleen D. Vohs, Francesca Gino, and Michael Norton, La Londe Conference, La Londe les Maures, France, May 2013.

"Fendi Handbags Fend Off Romantic Rivals: Women's Conspicuous Consumption as a Signaling System," Haring Symposium, Indiana University, Bloomington, IN, March 2013.

"Back Off My Man! Women's Conspicuous Consumption as a Mate Guarding Strategy," with Vladas Griskevicius, Society for Consumer Psychology, San Antonio, TX, February, 2013.

"Love it or Leave it? Diverging from Dissimilar Users Depends on Brand Attachment," with Deborah R. John, Association for Consumer Research, Vancouver, BC, October 2012.

"Rituals Enhance the Experience of Consumption," with, Kathleen D. Vohs, Francesca Gino, and Michael Norton, Association for Consumer Research, Vancouver, BC, October 2012.

"The Interplay between Power Distance, Position in the Social Hierarchy, and Product Type: Consequences for Consumers' Preferences for Premium over Generic Brands," with Torelli, Carlos, Ashok Lalwani, Jessie Wang, Association for Consumer Research, Vancouver, BC, October 2012.

"Mo'Men, Mo' Problem: Sex Ratio, Impulsive Spending, and Conspicuous Consumption," with Vladas Griskevicius, Joshua Ackerman, and Andrew White, ACR, Vancouver, BC, October 2012.

TEACHING INTERESTS

Marketing Management	Brand Management	Integrated Marketing Communications
Consumer Behavior	Marketing Research	Advertising & Social Media

TEACHING EXPERIENCE & TRAINING

Instructor, Principles of Marketing, University of Minnesota

- Fall 2013 Evaluations:
  - Received ***PhD Student Excellence in Teaching Award***
  - Overall course evaluation:, 5.57/6.00
  - Recommend instructor to other students 90%
- Spring 2013 Evaluations:
  - Overall course evaluation:, 5.62/6.00
  - Recommend instructor to other students 98%

Teaching Assistant, University of Minnesota, 2010-2014

- Brand Management (MBA)
- Marketing Management (MBA)
- Buyer Behavior (Undergraduate)
- Introduction to Mass Communication (Undergraduate)

TEACHING TRAINING

University of Minnesota Teaching Workshops:

- Fostering Critical Thinking
- Presenting Content
- Teaching Through Active Lectures
- Strategies to Managing Difficult Classroom Behaviors

INSTITUTIONAL AND PROFESSIONAL SERVICE

Trainee reviewer, Journal of Consumer Research (2013-present)
Reviewer, Society for Consumer Psychology Annual Conference (2013)
Volunteer, Association of Consumer Research Conference, St. Louis, MO, October, 2011
Volunteer, National Multiple Sclerosis Society, Minnesota Chapter, 2007-2008
President, Advertising and Media Association, Peking University, 2005-2007

PROFESSIONAL AFFILIATIONS

Association of Consumer Research
Society for Consumer Psychology
Society of Personality and Social Psychology
Association for Psychological Science
Human Behavior & Evolution Society

RELEVANT COURSEWORK

Marketing and Psychology

- Consumer Attitudes and Persuasion I & II - Barbara Loken & Vladas Griskevicius
- Consumer Behavior Special Topics: Motivation - Kathleen D. Vohs
- Judgment and Decision Making I & II - Janet Ebert & Akshay Rao
- Marketing Management and Strategy I & II - Mark Bergen & Carlos Torelli
- Inter-Organizational Relations - George John
- Marketing Modeling 1 & II - Om Narasimhan & Tony Haitao Cui
- The Self - Mark Snyder
- Social Cognition - Eugene Borgida

Research Methods

- Consumer Behavior Research Methods - Deborah R. John
- Psychological Measurement - Niels Waller
- Designing Experiments - Gary Oehlert
- Introductory Statistical Methods
- Regression and the General Linear Model

Mass Communication and Advertising (Master's level)

- Advertising Research and Theory - Ronald Faber
- Mass Communication and Public Health - Marco Yzer

REFERENCES

Deborah Roedder John: *Curtis L. Carlson Chair and Professor of Marketing*
Carlson School of Management
University of Minnesota — Office: 612-624-9563
Minneapolis, MN 55455 — Email:djohn@umn.edu

Vladas Griskevicius: *Board of Overseers Associate Professor in Marketing and Psychology*
Carlson School of Management
University of Minnesota — Office: 612-626-3793
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Kathleen D. Vohs: *Land O'Lakes Professor of Excellence in Marketing*
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University of Minnesota — Office: 612-625-3793
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Carlos Torelli: *Associate Professor in Marketing*
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APPENDIX

ABSTRACTS OF JOURNAL PUBLICATIONS

Wang, Yajin and Vladas Griskevicius (2014), "Conspicuous Consumption, Relationships, and Rivals: Women's Luxury Products as Signals to Other Women," *Journal of Consumer Research*, 40(5), 834-854.

Selected Media Coverage: ABCNews, NBC, CBSNews, Harvard Business Review, TIME, CNN, New York Daily News, Daily Mail UK, The Huffington Post, Toronto Star

Past research shows that luxury products can function to boost self-esteem, express identity, and signal status. We propose that luxury products also have important signaling functions in relationships. Whereas men use conspicuous luxury products to attract mates, women use such products to deter female rivals. Five experiments investigated how women's luxury products function as a signaling system directed at other women who pose threats to their romantic relationships. Finding showed that activating a motive to guard one's mate triggered women to seek and display lavish possessions. Additional studies revealed that women use pricey possessions to signal that their romantic partner is especially devoted to them. In turn, flaunting designer handbags and shoes was effective at deterring other women from poaching a relationship partner.

Vohs, Kathleen D., Yajin Wang, Francesca Gino and Michael I. Norton (2013), "Rituals Enhance Consumption," *Psychological Science*, 24(9), 1714-1721.

Selected Media Coverage: New York Times, Wall Street Journal, Harvard Business Review, USA Today, Forbes, TIME, Telegraph UK, Daily Mail UK, NBCNews

Four experiments tested the novel hypothesis that ritualistic behavior potentiates and enhances the enjoyment of ensuing consumption – an effect found for chocolates, lemonade, and even carrots. Experiment 1 showed that ritual behaviors, compared to a no-ritual condition, made chocolate more flavorful, valuable, and deserving of behavioral savoring. Experiment 2 demonstrated that random gestures do not boost consumption like ritualistic gestures do. It further showed that a delay between a ritual and the opportunity to consume heightens enjoyment, which attests to the idea that ritual behavior stimulates goal-directed action (to consume). Experiment 3 found that performing rituals oneself enhanced consumption more than merely watching someone else perform the same ritual, suggesting that personal involvement is crucial for the benefits of rituals to emerge. Last, Experiment 4 provided direct evidence of the underlying process: Rituals enhance consumption enjoyment due to the greater involvement they prompt in the experience.

ABSTRACTS OF PAPERS UNDER REVIEW AND REVISIONS

Wang, Yajin, Deborah Roedder John, and Vladas Griskevicius, "The Devil Wears Prada: How Luxury Consumption Influences Social Behavior" (invited for revision at *Journal of Consumer Research,* Dissertation Essay 1) – See abstract provided on page 2.

Wang, Yajin, Jennifer Stoner, and Deborah R. John, "You're Not Fooling Anyone! How Social Feedback Affects Moral Disengagement and the Purchase of Counterfeit Luxury Products," (invited for revision at *Journal of Marketing Research*)

To curb counterfeit sales, luxury brands are launching anti-counterfeit ads aimed at consumers. To be more effective, the authors argue that these ads need to address the social aspects of counterfeit consumption, especially the role of social feedback. In three studies, the authors show that the type of social feedback one receives while wearing a luxury counterfeit affects moral reasoning about counterfeits as well as future interest in purchasing counterfeits. Participants who received a question (compliment) about the item were more (less) concerned about negative consequences of using a counterfeit, were less (more) likely to morally disengage and justify purchasing counterfeit products, and were less (more) interested in purchasing counterfeits in the future. In a final study, the authors use these findings to design a new appeal for anti-counterfeit ads, which warns that others can easily spot counterfeits and encourages the sales of authentic products to avoid being caught. Results show this appeal to be effective in reducing interest in purchasing luxury counterfeit products, especially for consumers who had purchased these products in the past.

Wang, Yajin and Deborah Roedder John, "Love it or Leave it? How Consumers Diverge from Others Depends on Self-Brand Connections," (invited for revision at *Journal of Marketing Research*)

Prior research finds that consumers avoid and abandon products to distance themselves from dissimilar groups who use the product. In this article, the authors show that abandonment is not the only way for consumers to diverge from dissimilar users. Consumers can also diverge from others by establishing themselves as belonging to a subcategory of brand users (e.g., "special customers"), which differentiates them from other brand users and allows them to continue using the brand. Further, the authors find that consumers with different levels of self-brand connections favor different ways to diverge from dissimilar brand users. For, example, consumers with weak self-brand connections are more likely to abandon a brand, whereas consumers with strong self-brand connections are more likely to be interested in purchasing exclusive products from the brand to establish themselves as a "special customer" of the brand. Finally, the authors identify marketing strategies—exclusive products and exclusive brand promotions—that can encourage consumers to see themselves as "special customers," and by using these strategies, firms can reduce the number of consumers who abandon brands.

Wang, Yajin and Kathleen D. Vohs, "Negative Moods Spur Effortful Goal Attainment: A Mood Improvement Strategy," (invited for revision at *Journal of Personality and Social Psychology*)

Four experiments tested the hypothesis that people in a negative mood (sad, angry, or generalized negativity) can experience mood improvement through attainment of a challenging goal. As predicted, Experiment 1 found that compared to participants in a neutral state, participants who experienced negative affect exerted more effort to achieve a goal. Furthermore, such efforts worked to offset their negative mood. Experiment 2 used a similar procedure and added a mood-freezing condition. When participants believed their mood could not be changed, the experience of negative affect did not cause greater effort to achieve the goal. This finding indicates that the extra effort put toward achieving the goal stems from the motivation to feel better, a conclusion also supported by a mediation analysis. Experiment 3 tested the affective consequences of two different mood-lifting strategies. Participants in a neutral or negative mood were assigned either an effortful task or a light, enjoyable task to complete. Participants' negative moods recovered with both mood-lifting strategies. As predicted, the duration of mood recovery differed. Completing an effortful task resulted sustained mood improvement among negative mood participants compared to a light, easy task. Last, we tested whether people in a negative mood find effortful tasks appealing, which we predicted they would not. As suspected, participants in a negative mood had less interest in effortful than light, hedonic one. In sum, attaining a challenging goal feels good and can be a source of sustained mood improvement, but people nonetheless eschew such tasks.

Wang, Yajin and Deborah Roedder John, "Louis Vuitton and Your Waistline: Using Luxury Goods Depletes Self-Regulatory Resources and Impairs Self-Control," (revising for new submission at *Journal of Consumer Research*, Dissertation Essay 2) – See abstract provided on page 2.

Lalwani, Ashok, Carlos J. Torelli, Jessie Wang and Yajin Wang, "Power Distance Belief and Consumers' Preference for Premium (vs. Generic) Brands: The Role of Consumers' Status and Product Type," (under review at *Journal of Marketing Research*)

The present work examines how power distance belief (PDB) – the acceptance and expectation of hierarchies and inequalities in society – and consumers' status influence preference for premium (vs. generic) brands. A multi-country study using actual purchases of national (relatively premium) brands and private label (relatively generic) brands revealed that in high power distance countries, low (vs. high) status was associated with a greater preference for premium over generic brands. The effect was independent of other cultural dimensions (e.g., individualism-collectivism) and other relevant country-level factors (e.g., market development of private labels), and was stronger for less (vs. more) symbolic products (Study 1). Subsequent studies replicated these findings in the lab by priming PDB and status, and showed that high PDB led low (vs. high) status consumers to prefer premium (vs. generic) brands of less symbolic products (Studies 2 and 4) and to be more willing to pay for such brands (Study 3). These effects are driven by the higher need for status of low (vs. high) status consumers in high power distance contexts (Study 4). Implications for marketers are discussed.