Consumers routinely make inferences about products and other consumers based on purchasing behavior. In this paper, we study the effect of conforming (or nonconforming) consumer behavior on expected product quality and perceived consumer competence.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1021430/volumes/v44/NA-44

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/
**Warmer but Less Competent: When Co-Branding Helps or Hurts Less-Known Brands**

Ke Zhang, The University of Hong Kong, Hong Kong  
Sara Kim, The University of Hong Kong, Hong Kong  
Echo Wen Wan, The University of Hong Kong, Hong Kong

We show that whether co-branding with a well-known brand will be beneficial or detrimental for a less-known brand depends on consumers’ focus on warmth versus competence when evaluating the less-known brand. We show that co-branding with a well-known brand increases perceived warmth but decreases perceived competence of a less-known brand.

**Attributions to Individual or Group? A Study on Gender Differences**

Chun Zhang, Concordia University, Canada  
Michel Laroche, Concordia University, Canada  
Marie-Odile Richard, State University of New York Polytechnic Institute, USA

Based on the self-construal literature and the interdependent theory the current work examines the gender difference in attribution behavior. Results show that males are more likely to attribute to individuals while females are more likely to attribute to groups. This difference is also confirmed between relational and collective interdependent self-construal.

**Future is “Right” on Your Face: The Role of Facing Direction of Product on Attitudes toward Product**

Yuli Zhang, Drexel University, USA  
Hyokjin Kwak, Drexel University, USA  
Haeyoung Jeong, Drexel University, USA  
Marina Puzakova, Lehigh University, USA

This research demonstrates that the facing direction of product images in advertisements plays a crucial role in consumers’ attitudes toward the advertised products. Our two studies reveal that right (vs. left)-facing direction of product is more suitable for products that are intended for future (vs. past) needs.

**Neutral Expressions Increase Psychological Distance and Price Estimation of Luxury**

Hong Zhu, Nanjing University, China  
Xin Wang, Nanjing University, China  
Han Gong, Nanjing University, China

Neutral facial expressions of commercial models increase perceived psychological distance between consumers and products which further influence price estimation of goods. The type of products further moderates the effects of facial expressions on price estimation. Psychological distance is the mechanism to explain it.

**When Originality Backfires: When and Why Conforming Consumers are Considered Smarter Than Nonconforming Ones**

Ignazio Ziano, University of Ghent, Belgium  
Mario Pandelaere, Virginia Tech, USA; University of Ghent, Belgium

Consumers routinely make inferences about products and other consumers based on purchasing behavior. In this paper we study the effect of conforming (or nonconforming) consumer behavior on expected product quality and perceived consumer competence.