The Role of Distraction Effects on Weak-Tie Brand Extensions

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Abstract Distraction occurs quite often when consumers do not engage in an effortful justification of a marketing message (e.g., product descriptions). It has been known that distraction affects negatively an individual's ability to process a marketing message in a decision process and consumer attitude toward the decision task. However, growing evidence demonstrates that distracted consumers may make better decisions of complex tasks than those who fully focus on the tasks themselves (Lerouge 2009). That is, this research shows that distraction (vs. conscious thinking) can indeed help consumers evaluate weak-tie brand extensions more favorably. Theoretical and managerial implications are discussed.

Reference

Lerouge, D. (2009). Evaluating the benefits of distraction on product evaluations: The mind-set effect. *Journal of Consumer Research*, 36, 367–379.

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