

# To bridge the unknowing-doing gap: The effect of task orientation and ad-context familiarity on attention and external search behaviour

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Cite as:

Tan Ser Zian, Low Koon Huat, Tjiptono Fandy , Yang Lin, Watabe Motoki (2020), To bridge the unknowing-doing gap: The effect of task orientation and ad-context familiarity on attention and external search behaviour. *Proceedings of the European Marketing Academy*, 49th, (62399)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020.



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## **Abstract**

This paper explores how repetitive exposure to the pairing of new stimulus-response association can influence one's attention and behavioural response during the subsequent appraisal. Drawing on Chaiken's (1980) heuristic-systematic model (HSM) and Mandler's (1982) congruity theory, this study examines how task orientation and ad-context familiarity improves attention allocation to EXSC (e.g., QR code), and subsequently triggers external search behaviour by using eye tracking experiments. Findings from the two experiments revealed that (1) unfamiliar ad-context creates positive effects on consumers' attention towards EXSC and performance of external search behaviour, and (2) after repetitive exposure to the pairing of EXSC and unfamiliar ad-context, consumers' attention to EXSC dropped during exploratory task condition. Despite of that, such effect is still stronger as compared to familiar ad-context.

**Keywords:** *Heuristic processing; incongruent ad-context; attention*

**Track:** Advertising & Marketing Communications