*“adding the decoy increases the probability of choosing the target”* (Huber & Puto, 1983)

*“we show that the addition of such alternatives increases the share of the item that dominates it”* (Huber, Puto & Payne, 1982)

*“The attraction effect refers to the fact that the introduction of the new dominated product to a choice set increases the probability of choosing the dominant product. In terms of market share, the new product enhances the market share of the product that dominates it.”* (Roe, Busemeyer, & Townsend, 2001)

*“The attraction effect refers to an inferior product's ability to increase the attractiveness of another alternative when the inferior product is added to a choice set.“* (Ratneshwar, Shocker, & Stewart)

*“Adding this asymmetrically dominated decoy has the effect of biasing choice away from the competitor toward the target. In a two‐option choice, each option might be chosen 50% of the time, but when the decoy is added, the target might be chosen 60% of the time, and the competitor 40% of the time. Note that the decoy is not chosen as it is obviously worse than the target. Despite this, its presence influences the ratio of choices between target and competitor.”* (Farmer, Warren, El-Deredy, Howes, 2016)

*“Consumer research has documented dozens of instances in which the introduction of an “irrelevant” third option affects preferences between the remaining two. In nearly all such cases, the unattractive dominated option enhances the attractiveness of the option it most resembles—a phenomenon known as the “attraction effect.”* (Frederick, Lee, & Baskin, 2014)