Scientific approach on fashion website using eye tracker

Seunghee Lee
Sookmyung Women's University

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Abstract

The purpose of this study is to identify three hypothesis for neuro science approach on fashion website. This study examines the importance of participants' eye track for sequence, entry time, dwell time, hit ratio, revisits, average fixation, first fixation, heat map, and etc using eye tracker. The research sessions were conducted to collect eye track data from 30 men and women in their 20-30s who purchase clothing on internet fashion retail platforms were selected as the participants, and the study was intentionally designed so that the participant groups would consist of the same ratio of men and women at 50:50 (15 persons, respectively). The result indicated that difference between male and female participant's depends on sequence, entry time, dwell time, hit ratio, revisits, average fixation, first fixation, and heat map for the internet sites.

Keywords: *Industry 4.0; Eye tracker; neuro science*

Track: Consumer Behaviour