

The Mobile Age of Shopping: Investigating Phone Distractions and Consumer Gaze Behavior in Purchase Situations

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Abstract

This study examines the impact of mobile phone distractions on consumers' gaze behavior during purchase decision-making, utilizing eye-tracking and a control condition of cognitive load. The findings suggest that remembering numbers increases fixation duration but decreases fixation counts, indicating eye-tracking as a tool to measure distraction. However, distraction via mobile phone conversations did not significantly affect gaze behavior. Further, results indicated that age and sex were significant factors in the study. The conclusion suggests that mobile phone use does not significantly alter gaze behavior but may cause cognitive distraction in individuals unaccustomed to multitasking.

Keywords: *eye fixations, multitasking, consumers' decision-making*