

## **When Messages Cause Distraction from Advertising: An Eye-Tracking Study**

**Authors :** Nilamadhab Mohanty

**Abstract :** It is essential to use message formats that make communication understandable and correct. It is because; the information format can influence consumer decision on the purchase of a product. This study combines information from qualitative inquiry, media trend analysis, eye tracking experiment, and questionnaire data to examine the impact of specific message format and consumer perceived risk on attention to the information and risk retention. We investigated the influence of message framing (goal framing, attribute framing, and mix framing) on consumer memory, study time, and decisional uncertainty while deciding on the purchase of drugs. Furthermore, we explored the impact of consumer perceived risk (associated with the use of the drug, i.e., RISK-AB and perceived risk associated with the non-use of the drug, i.e., RISK-EB) on message format preference. The study used eye-tracking methods to understand the differences in message processing. Findings of the study suggest that the message format influences information processing, and participants' risk perception impacts message format preference. Eye tracking can be used to understand the format differences and design effective advertisements.

**Keywords :** message framing, consumer perceived risk, advertising, eye tracking

**Conference Title :** ICCNN 2019 : International Conference on Consumer Neuroscience and Neuromarketing

**Conference Location :** Los Angeles, United States

**Conference Dates :** October 30-31, 2019