1.

The research motivations are somewhat unclear. Has there not been any research on attentional choice biases that compare choices in gains vs. losses? Why is it important to study and compare these contexts? Theoretically, what would choices predicted by the last fixation bias vs. net fixation bias represent? Does the last fixation bias mean the choice was more spontaneous or impulsive? The researchers could provide explanation to help the reader understand the differences. In regards to methodology, is 70 participants a large enough sample? The gain vs. loss conditions are confounded with a difference in colour (green vs. green). Could the experiment not be conducted using the same colors? The theoretical, substantive, and practical implications of the research could be strengthened.

2.

It appears that the authors have a good start and some indicators in support of their hypotheses. In a more fleshed out explanation, it would be helpful to see how this contribution would translate to consumer choice making in realistic settings.