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Abstract
Recently, many people have spent lots of time surfing in the internet; therefore, the internet advertising has become a very popular promotion method for advertisers choosing to communicate a company's ideas, products, and services to customers. Some studies have found banner ads are a successful internet advertising method in terms of acceptance by customers. Due to the webpage graphic design technique's development and the change of internet connection speed, the presentation style of banner ads have been becoming differently than before. For example, the banner ads use the change of color and flash to create the verbal and visual effect to attract customer's attention. Thus, this has leaded lots of scholars start examining consumers' eye movement toward different types of banners so as to understand the banner's advertising effectiveness.
Mainly, this study uses the equipment "eye tracker" to collect the people eye movement's information, such as the eye fixation, scanpath, gazing time, and the change of a pupil of the eye. By using the different information presentation styles and the change of flash in banners and websites, this research intends to find out whether the change of information presentation styles and flash will affect consumer s' cognitive behavior- attention and recall- in different websites.
The finding shows that：（1）The different context of websites will significantly affect respondent's attention behavior.（2）In one websites, banner's different information presentation styles and the use of flash have a remarkably influenced on the consumers' attention behavior. (3) Regarding to the different context of websites, the banners' information presentation style will significantly affect consumer's attention behavior. (4) The different context of websites will not affect respondents' recall behavior in brand name or advertisements.
Keywords：banner ad, information type, flash, attention, eye movement.
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