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Abstract
Today the Internet and the World Wide Web are one of the most fashionable advertising medium. Their importance as an advertising medium has been rapidly gaining ground in recent years. Concurrently to obtain the sponsoring in support of websites from visitors through advertising, some companies request by having need of the website's visitors to click the help request banner that is shown on their web page. However, the websites do not need a real support to be made. All it takes is a single click to set in motion a chain of monetary transfers, which ultimately result in a small amount of money being supported to the companies. Thus, the companies' marketers consider the help request banner as a key channel of requesting. As a result, this study intends to investigate in which situations the visitors will be influenced to click the help request banner.
To gather information, 260 sets of structured questionnaire were distributed through the combination of email survey and mall-intercept survey to university students and office employees in Tainan city and county as these groups of people are considered as Internet heavy users. The results of data analysis showed that informativeness dimension, entertainment dimension, and beliefs in reciprocity dimension of attitude towards help request banner, attitude towards website, and personal norm of reciprocity, respectively, have the strongest influential effect on clicking behavior. In addition, organization dimension of attitude towards website and beliefs in reciprocity dimension

of personal norm of reciprocity are the most influential factor on attitude towards help request banner. Finally, cognitive dimension of self relevance has positive relationship with attitude towards website.
Hence, it is suggested that companies' websites should be emphasized on improving each of influential factor and simultaneously try to learn the personal norm of the web users. Besides, they should also enhance the relationship with the visitors in every aspect. These would increase their clicking behavior, attitude towards help request banner, and attitude towards website so as to gain the sponsoring in support of websites from the visitors through help request banner.
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