Ecommerce Web Design: Generating Eye Premium

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Abstract—*Online Retailers spend millions of dollars to enhance user online experience. Multiple studies have previously investigated effective visual design and presentation formats of e-commerce websites, but most of such academic work has relied on traditional questionaries' and interviews to capture user intentions and adoption behavior. This study enhances the existing literature on e-commerce environments, by utilizing eye-tracking technology to determine the effectiveness of web interface design formats. The theoretical model draws from media richness theory and elaboration likelihood model (ELM) to provide deeper insights into consumer behavior. Some 1000 subjects participated in this study over a period of two years, further extending our earlier work (Walia et. al 2016). Our analyses provide support for the contention that the role of website cues varies by price of product and type of product. Furthermore, by employing different data gathering methods our work provides reliable and accurate perspective of user preferences. Our findings have implications for research and practice.*

Keywords: *Eye Tracker, Elaboration Likelihood Model (ELM), Media Richness Theory (MRT), Web interface design Walia, N., Srite, M., & Huddleston, W. (2016). Eyeing the web interface: The influence of price, product, and personal involvement. Electronic Commerce Research, 16(3), 297-333.*