

EFFECTS AND FUTURE OF THE INTERNET ON THE MALAYSIAN ADVERTISING INDUSTRY

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ABSTRACT

The Internet is having a major effect around the world on how businesses are being run, with changes in relation to marketing communications, customers, media selection, and dealing with advertising agencies. What has been the effect of this new media, and what changes are perceived for business in the future? This paper will examine Malaysian advertising executives' views on the effects of the Internet on business communications, and seeks predictions on the future of the advertising industry. A survey of 51 advertising executives indicated that the Internet will not entirely replace traditional mass media for advertising use, although it will have some effect on media planning.