Whats Next?: Malaysia Web Advertising for the Future

Mohd Khairulnizam Ramli
Fakulti Seni Lukis & Seni Reka
Universiti Teknologi MARA
32610, Seri Iskandar Campus
Perak, Malaysia

mohdk823@perak.uitm.edu.my

Abstrak.

Marketing and advertising industry in Malaysia, especially those who are using digital media as a growing medium and use the various parties in Malaysia, as we can see and know the trend towards e-commerce website (buying, selling, marketing, advertising) increasingly in demand. Internet penetration (growing number of users), is the development of online digital media in Malaysia. All this has been proved by statistics that are made through studies and surveys on the development of the use of digital media as a medium by advertiser's statistics taken from (internetworldstats.com, 2011).

Internet User

Internet users have been divided to a number of categories and found that the highest popular, Internet activities are reading or checking messages using electronic mail (Web-based and POP3), (Rainie, 2011) followed by reading current issues and the last to come through the channels that provide articles and reading materials, especially websites that provide reading essentially political, domestic & international affair, and also use of the Web as an Information look-up, learning, education and self-help articles. Next, can identify that the use of the Internet that we know is in search of an article and could be said about all kinds of information that is known as the Portal visits, search engines & informational portal, for example Google, Yahoo, Bing, MSN and many more. Next categories is social networking, which is often visited included the Yahoo Messenger, Facebook, Myspace, Youtube and more, they are categorized as non-Web based and web based. Media Download (torrent, rapidshare, mediafile). Graph statistics decreased or remained low for activities such as the Local & International media guides, Leisure & Hobbies, Sports, and online games.

Impact of Social Networking Media

The use of Facebook and its monitor giving a good impact for business and good increase in social media marketing strategy in every country (socialbakers, 2011). Currently, there are 12060340 Facebook users in Malaysia (statistics in December 2011) where Malaysia is ranked 17th highest in the world to register and use the Facebook service. (socialbakers, 2011).

Our social networking statistic show that Facebook penetration is 46.10% compared to the country's population and 71.35% in relation of internet users. The total number of FB users in Malaysia is reaching 120 60340 and grew by more than 901100 in the last 6 months. Comparing these nearest countries by penetration of Facebook users shows that Malaysia has 0.32% higher FB penetration than Israel and 1.08% lower FB penetration than Malta.

User age distribution, Malaysia Facebook demographics is other social media statistic that I monitor. The largest age group is currently 18-24 with total of 4 100 516 users, followed by the users in the age of 25-34. (socialbakers, 2011).

Web Advertising

Today, we see that web advertising is increasingly being employed, but the impact received is still less impressive. Through research and statistics that are made by Nielsen Malaysia, the statistical use of Newspaper as a medium for promotion advertising industry are still dominated by 56.1%, and the second medium in use is TV that is by 32.9%, followed by radio 4.4%, 3.0% by magazine , and outdoor by 2.0%. However, web advertising will continue to grow from time to time for Internet usage is now growing rapidly developing, and it is a long journey for the future. (Nielsen, 2010).

Web advertising often we see and know in general is, Banner Ads, Pop-Up, Skyscraper and more. Web advertising has the same size standards in the categories it according to the layout of the design by the website.

In general we can define web advertising as a medium of advertising to deliver a message to Internet users through a website, email, ad-supported software, text messaging, and Internet-enabled cell phones. It is also known as the "ad network" or "ad serving network," Internet advertising organizations act as middlemen between advertisers and Internet sites that display ads. (pcmag, 2010).

Banner Advertising

Web banner or banner ad is a form or medium of advertising on the World Wide Web delivered by ad servers. This form of online advertising needs to implement ads on the website. It aims to attract traffic to a website with links to the advertiser's website. This ad is built from images (GIF, Flash, often employing animation, sound, or video to maximize presence. Images are usually in the form of high aspect ratio (i.e. either wide and short, or tall and narrow) thus referring to the banner. Web banner is displayed when a web site that refers banner is loaded into the web browser. This event is known as the "effect". When viewers click on the banner, the audience is directed to a website that advertised in the banner. This event is known as "click through". In many cases, banners are delivered by a central ad server.

Click-through Ratios

Click-through is affected by many factors, for the first factor is Targeting, Suitability of a particular website for a particular ad campaign has a major impact on the rate of clicks. Second is Reach, Times that each individual user to see certain banners, lower rates will click. This seems logical, and it is a very strong point. Third, creative quality, type of ad agencies banner refers to them as

"creative". Some banners are better than others at generating click through, often for reasons that cannot be fathomed. Campaigns have started with several different banners. After one or two weeks, click the banner with the lowest rates pulled out of rotation. Creative Variety, It is well known that the rate of clicks for any particular banner down the sound. To maximize your click-through rate, rotate banners often. Click for banner rates, or for promotion, is influenced by various factors. Click rates can be a useful measure of effectiveness, but only when all factors are taken into account.

Web Attraction, Recall Advertising and Click-Through Intention

Attraction

Through the study that will be made and the development of new targeted website, it can be expected that the production of a new website application will be created to overcome the banner-blind issues, and change perception of Internet users to web advertising.

Recall Advertising

Establishing a more advertising web easily and often in the recall, made a successful advertising to provide memory reminder of each user or viewer.

Click-Through Intention

Make the user or viewer interested to click the web advertising. This study will make the web advertising more effectively in terms of its main functions which is to bring users to the website of the advertised product, this approach has been adopted in previous research (Haskins, 1991).

Web advertising

Normalization of the Internet population has attracted the research potential of the World Wide Web as an important advertising medium. Although the initial investment in Web advertising driven mainly by Internet and hype "the trend" attitude, growing body of literature now report encouraging results about Web advertising (Se-Jin Lee, 2004).

As in most of the communication process, there are two main entities, just as important as making the process of advertising on the web, those who design and take ownership of site content and advertising, such as designers or advertisers

and recipient of the message is meant as visitors to the website or consumer. Depending on the interests of those groups, researchers use either a centralized system or user-centered approach in their study of Web. (Unz, 1999) Centered systems approach involves studying the website from the perspective of their objective content, which can help designer or advertiser site guidelines identify the best design. User-centered approach, in contrast, involves studying the website from the perspective of visitors to the site or the target audience to find out how website visitors in terms of influencing perceptions, attitudes or purchase intentions.

Rodgers and Thorson (Therson, 2000) also suggests that different consumer motives affect attitudes toward Internet advertising as internet users become more used to this medium. Internet is interactive multimedia components to present advertisers with opportunities and challenges, including the need to understand consumer attitudes and beliefs of the website advertising. In general, early adopters of new technology or the Internet has been shown to be more likely male, younger, better educated, richer, more urban, and less likely to be members of racial or ethnic minority, the community as a whole (Rogers) (Zavodny, 2003) (Nicovich, 2005). According to UCLA centers Communications Policy (2003) the number of male and female Internet users are now almost the same.

Malaysia Internet user

Telecommunications systems and technology is growing in line with the era of new information technology developed in the technology is compatible with community development. Innovation and development of information technology has reached its climax in Malaysia with the introduction and use of the Internet who are active in mid-1995. Huge trend is also very visible in Malaysia in connection with the use of the Internet, with a drastic increase from 2,000 in 1994 to 8,000 in 1995 and to more than seven times in 1996, amounting to almost 60,000 users with and increased by about 22% monthly users (Khamis, 1996). These figures demonstrate a wide and extensive use of Internet in Malaysia and this number will definitely increase in the next millennium. The first advertising on the internet appear on October 27, 1994. Ads have been advertised through Hotwire which consists of an ad from 14 different companies such as AT&T, Sprint, and Volvo.

The appearance of these ads has been making history in the advertising industry as the first ad on the World Wide Web in the form of banner. Successful introduction of the use of banner advertising has resulted in more ads on the internet available in the form of banners where users can get more information by clicking on the banner (osman, 2001).

According to (Leong, 2011), he believed in the potential growth and dynamics in the region of Southeast Asia is increasing. Assessments (comscore, 2010) strengthen our industry and technology leadership and potential for this market in Malaysia. Innity committed to continue providing online marketers with the best solutions and most innovative interactive marketing in the industry.

Advertising networks are gaining popularity among advertisers and marketers around the world to stimulate growth in this area and is seen today to be an important component of the marketing mix (Sung, 2011).

Web Advertising Issues

As the Internet becomes more widespread infrastructure and the foundation of critical and commercial communities around the world, really understand the Internet changed the way in which technology and the growing importance for both policy. Reflecting on what those changes mean for the likely future trajectory of the Internet is critical. (Kiessling, Internet Evolution, 2011).

Ethical Issues in Web Advertising

When it comes to advertising given that a claim is not true, offers bait and switch, and so is not ethical. But those who do not are ethical issues to consider. Advertorials, interstitial ads, pop-ups and pop-unders, link context, and display ads, to name a few, though not all unethical in and of themselves, all come with danger ethical. An advertiser should care about this, as ethically questionable ads can have a negative impact on their brand. When consumers do not like ads, they tend to extend that dislike to advertisers. As a web usability expert Jakob Nielsen put in an article on his website, "Unethical ads will get you more fixations, but ethical business practices will attract more loyal customers in the long run" (Nielsen, 2010).Negative reactions can come from media companies too. They may not be willing to accept certain ads because they will drive traffic away. Organization journalists' Poynter Institute, for example, says in the online ethics guidelines, "The consumer's experience is paramount. Advertising models and

sponsorships should be evaluated closely to determine their impact on consumer experience" (Martin, 2007). Advertorials, click through the ads, and the In-Text Advertising. One type of advertising that could cause problems advertorial; the ad was intentionally made to look like an article. There is a longstanding rule in the publishing industry that any ad that may be confused with editorial content must be clearly labeled as advertising. This is true on the web because it's always true in the print media (Spizziri, 2010).

Web advertising in the future

As the Internet become more widespread infrastructure and the foundation of critical and commercial communities around the world, to understand the ways in which the Internet evolved into more and more important for the technology and the same policy. Reflecting on what the changes might mean for the future trajectory the Internet is critical. (Kiessling, Internet Evolution, 2011).

References

Malaysian Communication and Multimedia Commission. 2008. Internet users in Malaysian household, *http://www.skmm.gov.my* , 19 January 2010

Huhmann, Bruce A. (2003) "Visual Complexity in Banner Ads: The Role of Color, Photography, and Animation," Visual Communication Quarterly, 10 (Summer), 10-17.

"Online Advertising Revenue Still King for Internet Companies" (2003), *Communications Today*, March 26.

"Internet Is Powerful Complement to Traditional Advertising Media" (2002), *PR Newswire*, February 6.

Rossiter, John R. and Steven Bellman (1999), "A Proposed Model for Explaining and Measuring Web Ad Effectiveness," *Journal of Current Issues and Research in Advertising*, 21 (1), 13-31.