

**UNIVERSITI TEKNOLOGI MARA**

**EFFECTIVENESS OF WEB MARKETING:  
A CASE STUDY OF AIR ASIA AND MALAYSIA  
AIRLINES (MAS)**

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## **ABSTRACT**

This study was conducted to identify and determine the usage of web marketing by Airlines Company in Malaysia, which are Air Asia and Malaysia Airlines (MAS). In addition, this study will identify the effect of web marketing implementation towards profitability and costs to the company. Also, the study will look at company's web site in order to identify what are other services provided to the customers instead of only producing one type of services or products.

Two factors were identified to be the main reason why airlines companies are implementing web marketing. The factors are level of profitability and high savings costs to the company. All these are very important in order to make sure every company is competitive in the market. This will determine the level of company survival in the future.

By doing this, the study found that instead of using web marketing to do an online transaction, the company can take this opportunity to be a marketing place or portal for other companies in the world to promote their products and services.