

**Online Advertising Using Banner Exchange  
Among Malaysian Dot Com Companies**

**Fionne Chong Lai Fung  
B.A. Hons.  
University of Malaya.  
1995**

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## ABSTRACT

This exploratory study attempts to understand the view and perceptions of Dot Com companies toward Online Advertising using Banner Exchange as an advertising tool. Banner Exchange works as the following. A company can exchange their banners with other companies, this is considered as the customer-to-customer direct exchange. They can also choose to use Banner Exchange service from a Banner Exchange service provider.

The perceptions and opinions of 8 Dot Com companies are analyzed. The analysis also focuses on factors influencing online promotions as well as factors to be considered in making effective online promotion decision.

The study includes 8 identified case studies of well known Dot Com companies to illustrate the conceptual framework of analysis established in this thesis. In-depth interviews were conducted with the key persons of the above companies.

Even though the 8 cases discussed in this thesis may not be representative of all Dot Com companies in Malaysia, this study is an attempt to facilitate a better understanding of the online advertising using Banner Exchange as an advertising or promotion tool. This is a topic which is worthy of further extensive research, especially after the Dot Com bonanza over by mid of 2000. It will further look into the various factors for executives to be considered when making advertising and promotion decisions.

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