

**THE REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSITY**

**A RESEARCH ON HOW CAR CONCEPT HAS CHANGED
OVER THE YEARS AND UNDER THESE CHANGES HOW
COMPANIES POSITION THEMSELVES BY USING
ADVERTISING**

Master's Thesis

GÜLÇİN HATIR

İSTANBUL 2016

**THE REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSITY**

**INSTITUTE OF SOCIAL SCIENCES
DEPARTMENT OF MARKETING**

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Advisor: Dr. Kazım Selçuk TUZCUOĞLU

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ABSTRACT

A RESEARCH ON HOW CAR CONCEPT HAS CHANGED OVER THE YEARS
AND UNDER THESE CHANGES HOW COMPANIES POSITION THEMSELVES
BY USING ADVERTISING

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Automobiles are one of the most important inventions used today. The automotive industry has undergone many changes in the course of time. The automotive industry is a leading important industry, which provides resources and employment opportunities to economy of countries and affects other industries. In our day when connection between purchasing and need concept has weakened, a large number of automotive brands compete in the market. Automobile companies have been launching more and more advertising in order to compete and this situation made the social perception of automobile more important which changes cyclically. By accelerating the competition, Automobile companies fall short of drawing attention of customers by merely launching common advertising. In this research, development of automobile and automotive industry, advertising industry, automobile advertising literature have been described and analysis studies by using changes in the advertising appeals in the course of time on automotive advertising are included.

Keywords: Automobile, Advertising Industry, Automotive Industry, Automobile Advertising, Advertising Appeals.

ÖZET

ARABA KONSEPTİNİN YILLARA GÖRE DEĞİŞİMİ VE ŞİRKETLERİN BU DEĞİŞİMLERE KARŞI REKLAMCILIĞI KULLANARAK KONUMLANDIRILMALARI

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Otomobil günümüzde kullanılan en önemli buluşlardan biridir. Otomotiv endüstrisi zaman içerisinde birçok değişikliğe uğramış ve ülkelerin ekonomisine istihdam sağlayarak diğer sektörleri de etkileyen önemli bir kaynak haline gelmiştir. Satın almanın ihtiyaç kavramıyla bağının zayıfladığı günümüzde, otomotiv pazarında çok sayıda marka rekabet halindedir. Otomobil şirketleri, otomotiv pazarında rekabet edebilmek için sürekli daha fazla otomobil reklamı yapmaktadırlar ve bu durum dönemselsel olarak değişen otomobilin toplumsal algısına önem kazandırmıştır. Rekabetin hız kazanmasıyla; otomobil markalarının tüketicilerin ilgisini çekmek adına sadece reklam kampanyaları üretmeleri yeterli olmamaya başlamıştır. Bu çalışmada, otomobil ve otomotiv endüstrisi, reklam sektörü, otomobil reklamcılığının gelişimi incelenerek otomobil sektörünü etkileyen toplumsal olaylar on yıllık dönemlere bölünüp incelenmiş ve reklam çekiciliklerinin değişimleri kullanılarak reklam analizi gerçekleştirilmiştir.

Anahtar kelimeler: Otomobil, Otomobil Reklamcılığı, Otomotiv Endüstrisi, Reklam Çekicilikleri Reklam Sektörü,.

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1. INTRODUCTION

Automobiles have a significant effect all over the world. Nowadays, almost all people have the opportunity to travel and work wherever they want. Depending on this fact, easier ways to transport are gaining importance day by day. In this regard, it is possible to assert that automobiles have changed the world. Automobiles have a long history and there is no such thing as the person who invented the first car ever. Although there have been lots of arguments about who invented the first car, the inventor is still not known. Besides the automobiles themselves, there are also different aspects dependent on cars and these aspects are going to be taken into consideration. One of them is social impact. According to this point, suburbs have grown and the inhabitants of suburbs have started to prefer automobiles and this has caused inevitably a rise in car sales. Another social impact can be considered as tourism sector.

Since automobiles have been mostly preferred means of transportation, people have begun to travel different cities by cars and this fact has increased the importance of cars globally. Even though they look similar, automobile and automotive have different meanings. Automobile means the mechanical vehicle, in the simplest term, while automotive stands for the sector itself and all the related areas about automobiles. Another important point about automobiles is advertising. Advertising is really important in terms of car industry depending on the following reason: Automobile industry is a huge industry in real terms and there are plenty of different car brands. Correspondingly, it is widely believed that; if a car company advertises the more possible that it will become successful and sell much more cars. However, advertising means today much more than it used to because brands gain brand awareness and identity in the public eye thanks to advertising hence advertising appeals and other components of ad needs to be changed and adapted according to changing time and social indicators.

In the first part of the study, there will be an introduction on the subject. In the second part, it will be focused on concept and industry of automobile. The third part will

discuss advertising industry. Fourth part will focus on car advertising. An analysis on automobile advertising will be performed in the fifth part by using advertising appeals. The last part will include result and assessment. The execution of the appeals that are used in the car advertising is indicated in the end of the study. In this part, appeals of the instances are explained and the aims of some of them are indicated with comments. Therefore, the subtext of them is declared. Besides, in the conclusion part, some suggestions are placed for the relation of the car advertising and the automobile industry.



2. CAR PRODUCTION

This section comprises eight different subtitles which aim to give deep information pertaining to automotive industry's characteristics and future as well as major events took place in the industry worldwide.

2.1. AUTOMOBILE AND AUTOMOTIVE CONCEPTS

Before starting to explain the relations between automobile and the other connected sectors, it would be much more meaningful to express the automobile concept. There is not a certain answer of the following questions: "Who invented the first automobile?" Or "What do we call as automobile?" because automobile industry has got a far-reaching history. This is why; it is almost impossible to state such an expression as it is emphasized in the following sentence: "This question does not have a straightforward answer (Altug 2010: 4)

The history of the automobile is very rich and dates back to the 15th century when Leonardo da Vinci was creating designs and models for transport vehicles. There are many different types of automobiles - steam, electric, and gasoline - as well as countless styles. Exactly who invented the automobile is a matter of opinion. If we had to give credit to one inventor, it would probably be Karl Benz from Germany. Many suggest that he created the first true automobile in 1885/1886." (Altug 2010: 3)

On the other hand, automobile word is a combination of the word of auto which means 'by itself' in Greek and mobile word which means 'motion' and 'not stable' in Latin. When the times it first appeared, automobile word was being used in the meaning of vehicles, which were able to move by itself without beast of burden (draught animals) or push and pull movements (Altug 2010: 5).

Although these terms are generally being used interchangeably, automotive and automobile do not stand for same things. While automobiles, in the simplest term, are the vehicles which transport someone from one place to another, automotive stands for

the industry area in which some companies are run among the sectors of production, supply, sales, advertising and so on.

As long as the varieties of products are considered, it is going to be observed that automotive industry is a huge industry in the world. Today, automobiles have strong industrial power due to demand of people and necessity of making life easier. As the world's population has been increasing day by day, people's demands have been changing. Some people prefer sports cars while some prefer MPV cars. In this context, it can be asserted that there is a big demand for cars (Altug 2010: 4).

Automotive can be defined as the sector which supplies all necessary materials to produce these cars as it can be seen in the following sentence: "Basically automotive is an industry that might be defined as one of branch that produces road vehicles which will meet goods and passenger transportation need of the country. Besides to having comprised many sub-sectors; when automotive is said, first automobile comes to mind (Altug 2010: 4).

Concept automobiles initially showed up at automobile fairs in 1938 with the Buick Y-Job. A Concept automobile is a sample model made to present a thought, test a new styling course, or leading-edge technology. When creating concept models, manufacturers take consumers' needs and desires into account. Providing an environmentally stable vehicle has been the main goal all through these designs. A large number of these automobiles feature hybrid powertrains or are electric vehicles. Others highlight the utilization of renewable materials or energy-saving technology (<http://www.chicagoautoshow.com/vehicles-on-display/concept/>, accessed 4, September, 2015).

Concept cars are never produced directly. They all should to go through several changes before the final design for applicability purposes, safety, regulatory compliance, and cost. A "production-intent" vehicle, as opposed to a concept vehicle, fills this need (<http://www.calcars.org/calcars-news/1005.html>, accessed 04, November, 2015).

Companies display their latest products in auto shows, every year. The models presented to the taste of automobile enthusiasts, are the ones which have the highest technology and full of innovation. However, in major auto shows, besides the latest products of the companies, concept automobiles are also found. Top model automobiles are actually forms of these concept automobiles which has been adapted into mass production. Extremely dramatic, sometimes strange looking concept cars please eyes of users and gives an idea about the new models of which companies will release. In this sense, the expression “automobile of the future” which is often used for these kinds of automobiles is not without a reason (<http://www.bilimofisi.com/2014/12/konsept-otomobiller/>, accessed 04, September, 2015).

It is possible to see concept automobiles, which were once proposed into agenda by just big manufacturers, or designers who became famous with their extraordinary designs in all brands produce passenger automobiles. While designing new automobiles, designers have to follow choices of consumers. Concept automobiles are a nice opportunity to see impact of new designs on choices of consumers. Some of those automobiles remain only as a beautiful design. While the others can reach a level to be produced as mass production in a short time (<http://www.bilimofisi.com/2014/12/konsept-otomobiller/>, accessed 04, September, 2015).

2.2. THE HISTORICAL DEVELOPMENT OF THE AUTOMOBILE AND THE AUTOMOTIVE INDUSTRY

People have made wheeled vehicles by using animal power in order to go or move something from pillar to post since BC 4000. These vehicles had been developed and gave way to the first steam powered automobile which was made by French military officer Joseph Cugnot in 1769.

History of automobile dates from the 17th century and its evolution took place across the world. The journey from the military tractor & steam-powered tricycle to sedan and hatchback took almost two and half century and that has been made possible because of radical transformation in technology from steam engine to gas powered engine and fuel

to electric engine. In 19th century, automobile carried the label of rich man's toy because its manufacturing was exorbitant that could not be affordable to a bourgeois community (Kunja et al, 2011: 2).

Unlike the other major inventions; the idea of the automobile cannot be attributed to a single inventor (<http://global.britannica.com/technology/automobile/History-of-the-automobile>, accessed 1, November, 2015). Throughout the history many different types of automobiles were invented electric, gasoline, steam and countless styles (www.loc.gov/rr/scitech/mysteries/auto.html, accessed 2, November, 2016).

Richard Trevithick of England built and ran a steam-powered carriage in 1801 (http://www.gm.ca/media/about/history/en/history_automobile_en_CA.pdf, accessed 6, November, 2015).

François Isaac de Rivaz designed the first car powered by an internal combustion engine charged by hydrogen. In 1807, the internal combustion engine powered car which works by burning gasoline in cylinder was invented by French Etienne Lenoir in 1862 and took the place of steam powered automobile used between the dates of 1769-1862. Lenoir has started to development process of today's automobiles by placing the combustion engine into cart (Sutton, 1996: 6).

The first stationary gasoline engine developed by Carl Benz was a one-cylinder two-stroke unit which ran for the first time on New Year's Eve 1879. Benz had so much commercial success with this engine that he was able to devote more time to his dream of creating a lightweight car powered by a gasoline engine, in which the chassis and engine formed a single unit (<http://www.daimler.com/company/tradition/company-history/1885-1886.html>, accessed 15, November, 2015).

On January 29, 1886, Karl Benz registered his "vehicle powered by a gas engine" (http://www.ekonomi.gov.tr/portal/content/conn/UCM/uuid/dDocName:EK-202505;jsessionid=njVK1tkXUOa2rUgVWXNqtuluDVKPBqJWONX1ZZ9gfw8T4qKkjM_l!-102234919, accessed 17, May, 2016).

When Henry Ford started to produce the cars, each assembler was responsible for all mounting on his own and it was taking about 9 hours. Young Ford had been looking for a solution to speed up the mounting process for 5 years. He found a new way of producing cars in 1908. He decreased the mounting duration from 514 minutes to about 2-3 minutes by had a single job done by only one assembler. The first car produced by this way was Model T. It was like a black box and it was so easy-to-use and easy-to-repair Ford described it as Universal automobile (Barnet and Cavanagh, 1985: 206).

After the mass production of gasoline-powered automobiles by Ford, the prices decreased to the level of \$400-500. Thus, the automobiles were appeal to the large mass. Moreover, by ensuring standardization of auto parts, the maintenance of automobiles became very easy by spare parts (Kaymak, 2009:64).

In that period, William T Morris in England, Hebert Austin, Andre Gustave Citroen and Louis Renault was producing small and cheap cars. The large scale production also affected the organization of these automotive companies. Ford brought the large scale production concept to Europe by establishing factories in England, Germany, Spain, France and Denmark. Thus, even though France was Pioneer of automobile design in the beginning of 1900s the US became the pioneer of automotive industry (Sakıncı, 2008: 3).

European manufacturers started a new approach to the mass production with a new method on product differentiation at the end of 50s. The post-war recovery of Europe's economy has started to increase in automotive production in this period. 1950s is the period of the European automotive industry with the economic recovery in Europe. In this period while the production of motor vehicle, including cars increased in many European countries, the overwhelming superiority of US started to disappear. Germany, United Kingdom, France and Italy are the featured countries, which increased the production most (Sakıncı, 2008: 3).

Japan entered the automotive market in the 1960s, and in 1980 became the leader in World automotive production. In 70s, after Japan entered the automotive market

strongly, the share of world automotive production of US dropped to 30% and then 20% in 80s. The main reason of success achieved by Japan was the developing of lean production system. Lean production combines the advantages of mass production with labor -intensive production. In lean manufacturing, a wide range of components produced by the high flexibility machines with versatile trained workers. The main target is constantly falling cost structure, zero defects, and zero inventories. In short aim is perfection (Altuğ, 2010: 18).

The Japanese have provided significant cost savings with this new production concept and got ahead in the price competition. Japan, seized the world leader in the production of motor vehicles with 28 % share in 1980. The Japanese companies which entered the world market strongly, ended the leadership of US with the lean method they had developed (Kılıç, 2011: 10).

At the same time, apart from western industries and Japan, It is seen that the automotive production in other countries has increased and the share of the production of motor vehicles of countries other than those mentioned increased in a stepwise fashion from the 1950s, and it reached around 25 % in 1980. Therefore, 1980 is a period in which the domination of Japanese clearly felt in automotive industry (Bedir, 2002: 15).

70s is the period when the countries where the labor is cheap headed for automotive investment. The main reason is the arising oil crisis. During this period, global automotive production decreased greatly because of the oil crisis occurred in 1973 (Kılıç, 2011: 10).

1980s passed with clear superiority of Japan. But 1990s is remarkable with highly increasing in world automotive industry. Less developed countries also had power in automotive industry (Akmatov, 2008: 8).

In this period, new investments have been made to Eastern European Countries as well as Eastern Korea and other developing markets. In 1990s, more than 40% of automobile manufactures have been held by countries other than developed countries. In this period,

Japan lost its indisputable superiority and motor vehicle manufacturing in the World is shared among many countries with very close rate. In addition, since the 1990s, large-scale mergers and acquisitions took place among international automotive manufacturers (Kılıç, 2011: 10). Besides, there are well-established collaborative links between many competing firms. Since the 1990s, the world has increased efforts to integrate with the supply industry in the automotive industry.

As a result of this trend, many companies were seen giving up stocking side industrial products and either they established their side industry companies or bought an existing company (Tanyılmaz ve Erten, 2001: 18).

As of 2000, the US is the largest consumer of the motor vehicle market. Total annual motor vehicle sale is 57 million, US sale is 17 million and it is 31% of total market. EU follows US with its 29% share. In production it is seen that the EU and US displaced. For the year 2000, EU is world leader with its 29% share. US follow it with its 22% share. As for Japan, which seems lost its superiority in 1980s; this manufacturing rate is 17%. The shares of the other most powerful countries following these countries have remained in the 3-5% (Kılıç, 2011: 10).

At the turn of the 20th century electrically powered automobiles appeared but only occupied a niche market until the turn of the 21st century. However, ongoing process, it is observed that motor vehicles of Asian countries took the lead in production since 2003 (Görener ve Görener, 2008: 33). Investment in automotive industry shifted to developed countries and thus the structure of past has changed and leading countries and regions in the world for automotive production and consumption has showed significant changes. Accordingly, in 2000s, Asia – Pacific region became prominent (Kılıç, 2011: 11).

Nowadays, the competition increased in recent years includes different dimensions than past. While Competition in past was based on price, basic dimensions of today's competition are product diversification, the ability to create a model environment-

friendly production and concept of model and invest in the future (Görener ve Görener, 2008: 34).

2.3. AUTOMOBILE INDUSTRY AND WORLD AUTOMOBILE INDUSTRY

In the initial years, US dominated the automobile markets around the globe with no notable competitors. However, after the end of the Second World War in 1945, the Automobile Industry of other technologically advanced nations such as Japan and certain European nations gained momentum and within a very short period, beginning in the early 1980s, the U.S Automobile Industry was flooded with foreign automobile companies, especially those of Japan and Germany (Kunja et al, 2011: 2).

Table 2.1: Capacity and sales in the automobile industry

	Production capacity ¹		Trend market sales ²		Capacity as a % Trend Sales Level	
	2009	2015	2009	2015	2009	2015
Korea ³	4 100	4 135	1 147	1 333	357	310
Japan	10 521	10 399	4 770	4 616	221	225
Germany	6 295	6 682	3 436	3 533	183	189
Mexico	1 363	1 838	855	1 111	159	165
Spain	2 435	2 419	1 501	1 543	162	157
Canada	1 297	1 284	956	1 102	136	117
France	2 922	2 859	2 190	2 354	133	121
Belgium	777	687	500	518	155	132
Turkey	825	887	702	1 446	118	61
Sweden	247	323	339	398	73	81
Austria	257	167	424	449	61	37
Australia	339	366	923	974	37	38
United Kingdom	1 445	1 698	2 519	2 675	57	63
Italy	1 021	907	2 223	2 277	46	40
China	11 507	13 755	9 329	24 673	123	56
India	2 938	4 492	2 207	4 116	133	109
United States ⁴	9 696	10 875	17 875	18 697	54	58
W Europe Big 5 ⁵	14 119	14 566	11 868	12 382	119	118
NAFTA ⁶	12 356	13 996	19 686	20 910	63	67
Total of above countries	57 986	63 773	51 895	71 816	112	89

Source: <http://www.oecd.org/eco/outlook/44089863.pdf>, [accessed 17, August, 2016].

Automakers will confront diverse demands the world over in medium term. Comparison of trend sales with limits gives some viewpoint on the powers makers in different locations may be confronting. In any case, whether manufacturers have excess capacity

in a given country or area depends critically on their ability to compete for market share in their home market and in export markets (Table 2.1).

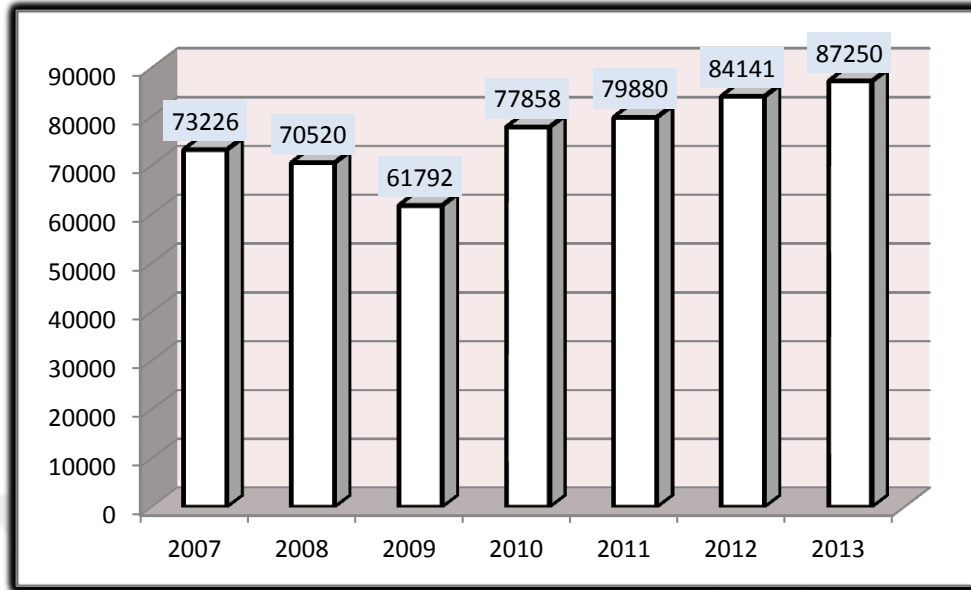
There are just a couple of commercial enterprises as huge, assorted and compelling as the car business. Ostensibly, the biggest single assembling area around the world, the administration applications, authoritative structures, and especially the reaction to ecological weights received by this industry are essential in their own particular right, additionally as far as affecting numerous different business segments (The Orsato and Wells, 2007: 989).

The vehicle business is a standout amongst the most imperative commercial ventures in the US. It truly has contributed 3.0 – 3.5 percent to the general Gross Domestic Product (GDP). The business straightforwardly utilizes more than 1.5 million individuals occupied with planning, designing, assembling, and supplying parts and segments to amass, offer and administration new engine vehicles. Likewise, the sector is a colossal buyer of products and services from numerous different areas, for example: crude materials, construction, apparatus, legitimate, PCs and semi-conductors, budgetary, publicizing, and healthcare (Hill et al, 2015: 3).

Automotive industry is rapidly developing in the World. There are approximately 50 motor vehicle Producer Company which are active in about 20 countries in global scale. Production is generally classified as passenger cars and commercial vehicles. Vast majority of the industrial production – around 90%– are light vehicles consisting of automobiles and vans. Car classes of which total production is relatively small compared to other cars (mini, midi-buses, buses, trucks, tractors, etc.) are called as commercial vehicles in statistics (<http://www.sanayi.gov.tr/Files/Documents/otomotiv-sektoru-raporu-2-16042013165101.pdf>, p.8, accessed 18, November, 2015)

Motor vehicle production units between the dates of 2007-2013 are presented in the following chart:

Table 2.2: Motor vehicle production between the dates of 2007-2013 in the world



Source: OICA, ODD http://www.odd.org.tr/web_2837_1/neuralnetwork.aspx?type=35 [accessed 1, November, 2015].

Considering the total production units, it is observed that production has risen continuously in recent years. In 2010, production increased by 26% compared to crisis occurred last year and reached to 77, 9 million units. In 2011, the world automotive industry has risen to 79.9 million. According to the results of 2012, World's total automotive manufacturing has been increased 5, 3% compared to previous year and reached to 84, 1 million units. In 2013, this number has increased to 87, 2 million units.

As of the results of 2015 2nd quarter, 2015-2016 world automotive estimations; World total automotive manufacturing for 2015 is expected to increase 2% compared to previous year and to be 92, 6 million units. On the other hand, in 2016 it is estimated to reach 96.7 million units compared to 2015 with 4.4%. According to second quarter 2015 total production estimates, While the highest increase is expected at Asia/Pacific (4,2%) countries and North America (3,2%) countries, shrink is expected at Mercosur countries (-%16,0), Japan (-3,3%) and Eastern Europe (-0,6%). In 2016, compared to previous year an increase is estimated at Asia/Pacific countries (8,2%) and Mercosur countries 4,5% and 1,4% in Japan.

2.4. ECONOMIC INDICATORS IN THE AUTOMOBILE INDUSTRY

According to the 2nd quarter of 2015, total automotive market of 2015 is expected 91,8 million with a 1,5% increase. In 2016, it is estimated to reach 96,3 million with a 4,8% increase.

According to estimates of total sales in 2nd quarter of 2015, increase expectations were (6, 8%) for Western Europe countries, (4, 1%) for Asia/Pacific countries and (4,0%) for North America Countries. The highest shrink is seen at Asia/Pacific countries (-19, 5%) and expected at Eastern Europe (-15, 4%) and Japan (-7,1%). For total sales of 2016, the highest increase compared to previous year is expected at Asia/Pacific countries (8, 4%), Eastern Europe Countries (6, 0%) and Mercosur countries (5,4%). In Japan, 1, 5% shrink is expected

(OICA, ODD http://www.odd.org.tr/web_2837_1/neuralnetwork.aspx?type=35, accessed 1, November, 2015).

According to OICA datas, global production compared to previous year reached to 90 billion 804 thousand units by 1 percent increase. In 2015, Increase continued in global production despite it is slightly small increase compared to last five year' increases. More than half of the production (53 percent) took place in Asia – Oceania region by 1 percent rise it reached to 47 billion 786 thousand units level. Asia - Oceania closely followed by EU (27) and North America by the increase of 7 percent and 3 respectively.

The regions experienced downward trend in 2015 are; South America and other European countries by 21 and 12 percent decrease compared to previous year with 3 billion 16 thousand and 2 billion 919 and became forth and fifth in the world ranking respectively. On the other hand, in 2015 Africa reached 836 thousand units by 16 percent increase compared to 2014. Even if Asia – Oceania region takes the first place in the global production by region, in the field of commercial vehicle North America is the leader. As of country based automobile production China placed on the top with 24 billion 503 thousand units by 3 percent rise. It performed 23 percent of the entire world

production. While ABD followed China by 4 percent compared to 2014 with 12 billion 100 units, Japan experienced 5 percent decrease. As to market number of OICA, global market compared to previous year reached to 89 billion 175 thousand units by 1 percent increase. Increase continued in global production despite it is slightly small increase compared to last five year' increases.

More than half of the sales took place in Asia – Oceania region by 1 percent rise it reached to 43 billion 148 thousand units level. Asia- Oceania followed by North America by the increase of 6 percent and EU (28) + EFTA region with 10 percent rise respectively. On the other hand the regions with sale decrease were respectively South America (20 percent), Europe (28 percent) and Africa (9 percent). Automobile market has reached to 65 million 89 thousand with 1 percent compared to previous year in 2015 (http://www.osd.org.tr/sites/1/upload/files/2015_Kuresel_Degerlendirme_Raporu-139.pdf, accessed 15, August, 2016).

2.5. MERGERS, RELATED COMPANIES AND PARTNERSHIPS

Globalization is pushing large automobile companies to solidify, to overhaul innovation, augment item range, get to new markets and cut expenses. They have turned to normal stages; measured congregations and frameworks mix of segment suppliers and electronic commerce.

The component part business is experiencing vertical joining coming about into development of 'frameworks and get together suppliers' as opposed to individual segment suppliers. In this manner, while most part suppliers are coordinating into level 2 and level 3 suppliers, bigger producers and multinational enterprises are being changed into level 1 organization. Vehicles Companies are in this manner attempting to adjust contending needs while guaranteeing that they keep on including worth (Kunja, et all, 2011: 9)

Table 2.3: Mergers and acquisitions in the automotive industry in 2014

	Date effective	Target name	Target region	Acquiror name	Acquiror region	% of Shares acquired	Value of transaction (\$m)	Buyer type	Category
1	05 Jun 2014	Scania AB	Europe	Volkswagen AG	Europe	37	9,056	TRADE	VM
2	03 Jul 2014	Gates Corporation	US	Blackstone	US	100	5,400	TRADE	Comp
3	21 Jan 2014	Chrysler Group LLC	US	Fiat North America LLC	US	41	2,862	TRADE	VM
4	02 Jan 2014	General Parts International Inc	US	Advance Auto Parts Inc	US	100	2,040	TRADE	Other
5	26 Feb 2014	ThyssenKrupp Steel USA LLC	US	Investor Group	Asia	100	1,550	FIN	Comp
6	18 Jun 2014	OAO Avtovaz	Europe	Alliance Rostec Auto BV	Europe	75	750	FIN	VM
7	31 Mar 2014	Honda elesys Co Ltd	Asia	Nidec Corp	Asia	100	500	TRADE	Comp
8	6 Jan 2014	Keystone Automotive Operations Inc	US	LKQ Corp	US	100	450	TRADE	Other
9	14 Apr 2014	Terry's Tire Town Holdings Inc	US	American Tire Distributors Inc	US	100	365	TRADE	Other
10	20 May 2014	BMC Sanayi ve Ticaret AS	Europe	Es Mali Yatırım ve Danışmanlık AS	Europe	100	356	FIN	VM

Source: PWC, Automotive M&A Insights Mid-Year, 2014, p.6
<https://www.pwc.com/gx/en/automotive/publications/assets/pwc-auto-m-and-a-insights.pdf>,
[accessed 10, November, 2015]

When mergers and acquisitions took place in 2014 in the automotive sector examined, six of them took place in US and two of them took place in Europe and one of them took place in Asia. It has been seen that six companies performed acquisition. These acquisitions are as follows; Gates Corporation by Blackstone, General Parts International Inc. by Advance Auto Parts Inc., Thyssen Krupp Steel USA LLC by Investor Group, Hoda elesys by Ndec Corp., Keystone Automotive Operations Inc. By LKQ Corp., Terry's True Town Holdings Inc. by American Tire Distributors Inc., BMC Sanayi ve Ticaret A.Ş. by Es Mali Yatırım ve Danışmanlık A.Ş. Fiat group has 41% shares of Chrysler (<https://www.pwc.com/gx/en/automotive/publications/assets/pwc-auto-m-and-a-insights.pdf>, accessed 1, November, 2015).

2.6. THE STATE OF THE AUTOMOTIVE MARKET IN TURKEY

While the Turkish automotive industry performs approximately 15% of Turkey's exports, it ranks first in the industry rankings (Export Promotion Center, 2012: 2). Setting up initially with the manufacture of trucks and tractors based on assembly in order to meet the demand in the domestic market, the Turkish automotive industry

perceives this status as an indication of an important development. Acting domestic market oriented for a long period, the industry became an exporting sector over time as a result of the opening up periods and crises. The state of the automotive market in Turkey in 2015 is as follows The Automobile and Light Commercial Vehicle Market shrank by 3.5% in October of 2015. The Automobile Market is observed to shrink by 5.6%, while the Light Commercial Vehicle Market seems to have grown by 3.4%. The automobiles and light commercial vehicle market of October 2015 decreased to 64,255 units. The sales decreased by 3.48 % when compared to the sum of the automobile and light commercial vehicle market of October 2014 which was 66,573 units. The automobile sales in October 2015 declined by 5.63% when compared to the same month of the previous year, and decreased to 47,954 units. The light commercial vehicle market of October 2015 increased by 3.44 % compared to October 2014 and became 16,301 units. (OICA, ODD http://www.odd.org.tr/web_2837_1/neuralnetwork.aspx?type=35, accessed 25, November, 2015).

The automobile and light commercial vehicle markets were increased by 34.7% in the first ten months of the 2015. The automobile market increased by 31.4%, while the light commercial vehicle market increased by 45.6%. The total market for automobiles and light commercial vehicles in Turkey became 727,243 by increasing 34.66% in the 10 months of 2015 compared to the same period in the previous year. The total market was 540 2071 units in the first 10 months of 2014. The automobile sales rose to 548,859 in the period of January and October of 2015 by increasing 31.44% compared to the same period in the previous year. 417,582 units were sold in the same period of 2014. In the first ten months of 2015, an increase was observed in the automobile sales below 1600cc by 32.75%, in the automobile sales having a motor engine capacity between 1600 and 2000cc by 4.94% and in the automobiles above 2000cc by 13.24 %. 91 Electrical automobiles were sold in the first ten months of 2015, 15 of which are below 85 kW and 76 of which are above 121 kW. In the first 10 months of 2015, 229570 automobiles between 100 and 120 gr / km had the highest share by 41.83% according to the average emission values in the automobile market. In the first ten months of 2015, while the share of the sales of diesel automobiles dropped to 61.77%, the share of the automobile with automatic transmission increased to 49.25%. 83.20% of the automobile

market segment in January to October period of 2015 was made of the vehicles located in the A, B & C segments with low tax rates. When evaluated according to the segments, the highest number of sales was achieved by the segment C with a share of 52.28% (286.949 units). When evaluated according to the case type, the most preferred body type was again sedan cars (48.29 % share, 268 2429 units). Turkey ranked the 6th in the European automobile sales ranking by 33.38 % in the period of January to October of 2015 (OICA, ODD http://www.odd.org.tr/web_2837_1/neuralnetwork.aspx?type=35, accessed 15, February, 2015).

As to 2016, according to March 2016 numbers of production, total production increased by 9 percent while automobile production increased 13 percent during January-June period compared to same months of previous year. In this term total production was 725 thousand units whereas automobile production was approximately 441 thousand units. On the other hand, compared to previous year' January-june period total market shrank by 1 percent and corresponded to 451 thousand units but automobile market rose to the level of 338 thousand units with 3 percent increase in the same term. IWhile total export increased to 554 thousand units with 14 percent increase, automobile export performed 339 thousand units with 11 percent increase. The automobile sales rose to 338.482 in total in the period of January and July of 2016 import rate stayed stable compared to previous year with 74 percent but 1 percent lower than 2014 export rate. During January – July period, total light commercial vehicles increased by 4 percent compared to previous January – June period while local sales in light commercial vehicle decreased by 11 percent, imported light vehicle sales increased by 5 percent. (http://www.osd.org.tr/sites/1/upload/files/2016-05_OSD_Basin_Bulteni-154.pdf, accessed 20, July, 2016).

According to last ten year averages, in 2016 total market, automobile market and light commercial market increased respectively by 32 percent, 50 percent and 3 percent while heavy commercial vehicle decreased by 34 percent. In the light of all these facts, by the period of 2016 January and June automotive industry placed on the top again with 17 percent share in the export (http://www.osd.org.tr/sites/1/upload/files/2016-05_OSD_Basin_Bulteni-154.pdf, accessed 20, July, 2016).

2.7. THE IMPORTANCE OF THE AUTOMOBILE INDUSTRY

The economic implications of activities of the automotive industry extend beyond the people directly employed in the industry because of automobile industry's complex supply network with many suppliers across wide array of industries. Some of the obvious industries are supported by automotive manufacturing include primary and fabricated metal, rubber, plastics products and motor vehicle parts. Outside of the manufacturing, automotive industry also supports some branches such as transportation and warehousing, administration and services, finance and insurance, management of the companies, jobs in professional technical services retail and wholesale trade etc. (Menk, D. M. and others 2015: 9).

The automotive industry plays an important role in the economic development of the countries thanks to the added value it creates, its direct and indirect contribution to employment and its leadership in technological advancements; and it also has a leading future in the economy since it takes inputs from many industries such as iron and steel, rubber and plastics, textiles, glass, paint, electrics and electronics and it creates a large volume of business in the marketing, repair, maintenance and spare part sales as well as financing and insurance services (Bedir, 2002: 11).

Automotive industry is one of the sectors receiving some of the largest investments in the world. An investment expenditure of 85 billion Euros is made in the industry in the context of R&D and production and more than 433 billion Euros are obtained from the invested countries as tax revenues. That turnover of the automotive industry is approximately 2 trillion Euros. This figure corresponds to the sixth largest economy among the important countries, which rank in the top ten of the world. In other words, if the automotive industry were a country, this country would be the sixth largest economy in the world. Having such a large share in the scale of world economy, the industry has a direct employment of more than 8 million (Republic of Turkey Ministry of Science and Industry, automotive sector report, 2014: 5).

This figure is more than 5% of the world production sector employment. It is estimated that the world automotive sector employs more than 50 million people including indirect employment. It is estimated that in our country, the automotive main industry employs 50000 people, while the side industry employs 200000 people, which in total sum up to 250000 people; and this number reaches 400000 people including the employees in distribution, marketing and sales networks (Republic of Turkey Ministry of Science and Industry, automotive sector report, 2014: 5).

When the foreign trade in the world automotive industry is analyzed, it is seen that Japan is the largest exporter having a rapid growth based on export in its automotive sector especially after 1960s. Although Japan has the status of the largest exporter, Japan experienced a decrease in the export of automotive industry products in 1990s. The reason for this has been indicated as the contraction of the export markets with the completion of the investment of Japan in other countries and the start of production, the valuation of the Japanese currency Yen, rapidly increasing workers' wages in Japan after 1980 and the development in Europe and the US in terms of lean production systems which had been an important element of the competition power of Japan until then. The countries exporting the most automotive industrial products after Japan include Germany, France and Spain. However, these countries carry out their trade mainly among themselves within the European Union. Recently, South Korea rapidly increased its export of automatic industrial products and outreached Spain and ranked the 4th (Görener and Görener, 2008: 121).

It is difficult to take into consideration the automotive sector as simply a sector, which creates vehicles since Automotive Industry comprises of a few distinctive business portions that are both upstream and downstream of the car producers. These divisions generally incorporate automobile merchants, car secondary selling suppliers, heavy duty vehicle producers and car suppliers

(<https://www.atkearney.com/documents/10192/2426917/The+Contribution+of+the+Automobile+Industry+to+Technology+and+Value+Creation.pdf/8a5f53b4-4bd2-42cc-8e2e-82a0872aa429>, accessed 21, November, 2015).

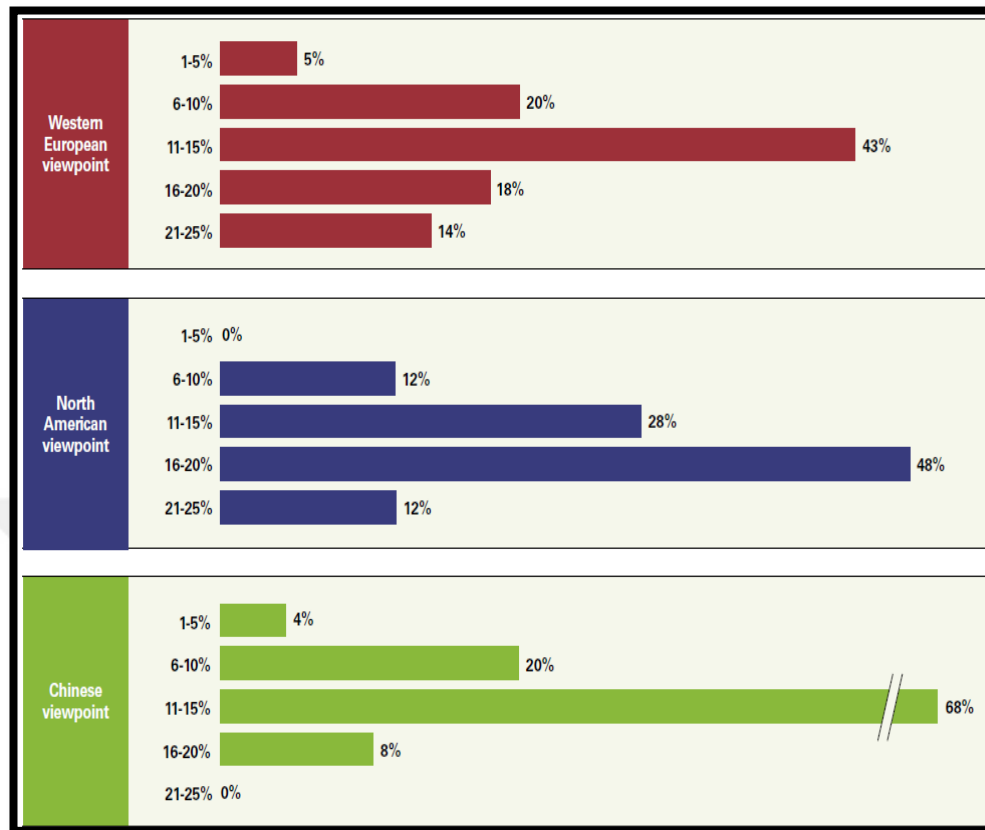
The automobile industry is considered one of the largest industries. It is one of the key segments of the economy. The business includes car and the auto part segments and business vehicles, multi utility vehicles, traveler autos, bikes, three-wheelers, tractors and their relevant auto segments (Kunja et al, 2011: 2).

The commercial allegations of actions of the automotive business outspread beyond the people directly hired in the business because of automobile industry's multifaceted supply network with many suppliers across wide array of industries. Some of the obvious industries are supported by automotive manufacturing are plastics, rubber, primary and fabricated metal and motor vehicle parts. Apart from the manufacturing, automotive industry also supports some divisions such as transportation and warehousing, administration and services, finance and insurance, management of the companies, jobs in professional technical services retail and wholesale trade etc. (Menk, D. M. and others 2015, p. 9).

2.8. THE FUTURE OF THE AUTOMOBILE INDUSTRY

There will be changes in the automobile manufacturing industry. The big automobile assembly plant will give priority to robotic assembly line. Lighter materials and economical hero technologies will be used. There have been studies on hydrogen cars related to the seal technology for future automobiles. The electrical automobiles will have longer-range periods by developing their batteries. The usage rate of the electrical cars will increase. The results of a study carried out on what will be the rate of the electrical cars in different parts of the world in the future are remarkable (<http://www.globalchange.com/future-of-the-automotive-industry-auto-trends.htm>, accessed 21, November, 2015).

Table 2.4: Electric vehicle in 2025 forecast



Source: KPMG, KPMG's Global Automotive Executive Survey Who is fit and ready to harvest?, 2015, <https://www.kpmg.com/Global/en/IssuesAndInsights/ArticlesPublications/global-automotive-executive-survey/Documents/2015-report-v2.pdf>, [accessed 29, November, 2015]

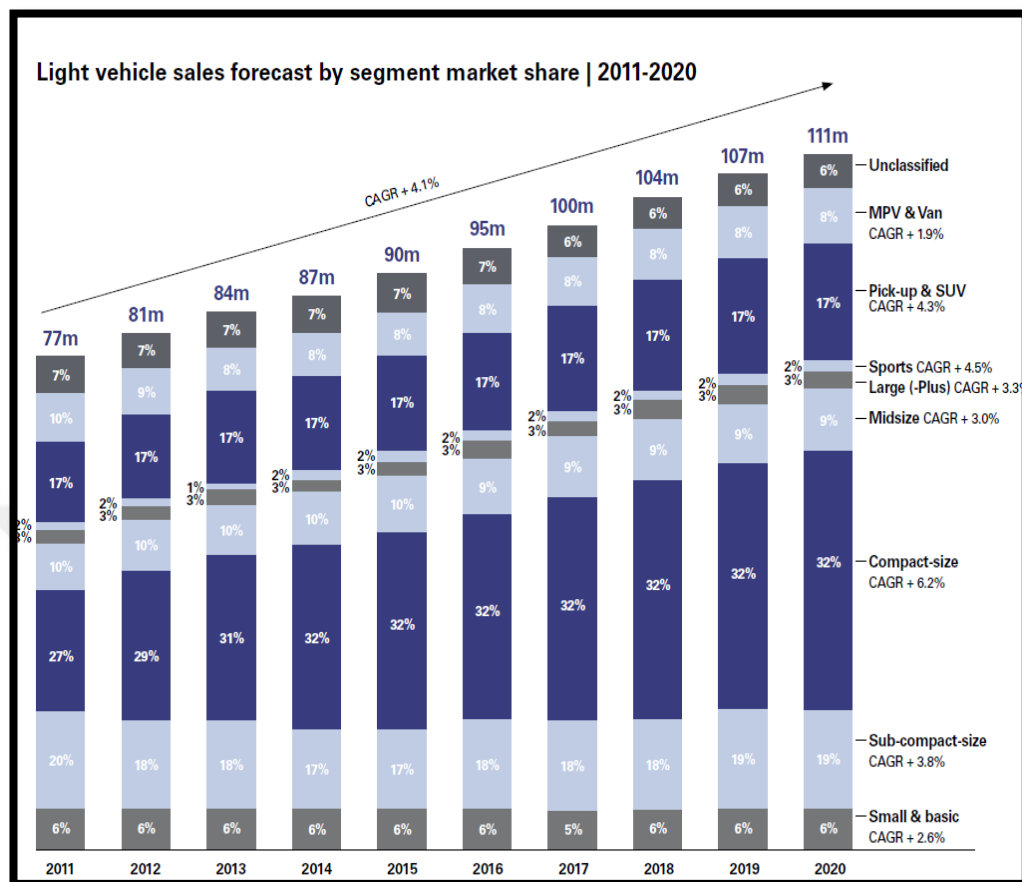
As seen in the diagram above, approximately half of the managers in the Western European automotive company indicated that the share of the electrical vehicles will be 11 - 15% according to 10-year vehicle registration (43%). Almost half of the participants think that the share of the electrical vehicles will be 16 to 20% in North America. Two third of the participants stated that the share of electrical vehicles will be 11 - 15% in the Chinese market. The vehicles will become more functional and will use light and laser beams. The air pollution caused by vehicles will be reduced. The interior and exterior design of the cars will also vary. Smart cars and vehicle technologies for self-drive will be developed. (<https://www.kpmg.com/Global/en/IssuesAndInsights/ArticlesPublications/global-automotive-executive-survey/Documents/2015-report-v2.pdf>, accessed 29, November, 2015).

It will be possible to use the vehicles properly without drivers. On this issue, the test drive of the car developed by Google still continues. A business market for self-driving autos appears to be no closer, despite the fact that starting pilots have delivered positive results, with a lot of scope in the broad communications. Automobile executives from China, Western Europe and North America are the most negative ones, and feel it will take over 20 years before these vehicles are normally seen on our streets. In Japan and Korea, there is more noteworthy trust, with a normal time compass of 11 to 20 years (<https://www.kpmg.com/Global/en/IssuesAndInsights/ArticlesPublications/global-automotive-executive-survey/Documents/2015-report-v2.pdf>, accessed 29, November, 2015).

There will be systems enabling the driver to make choices before entering this vehicle, and warning the drunk, sleeping drivers or the drivers having heart problems in the vehicle. There will be vehicles devised in accordance with the expectations of the customer. KPMG made a survey regarding the criteria to be taken into account by the customers in the future automobiles.

The study analyzed the criteria preferred by the customers in the future automobiles.

Table 2.5: Light vehicle Sales forecast by segment market share in 2011-2020



Source: KPMG, KPMG's Global Automotive Executive Survey Who is fit and ready to harvest?, 2015. <https://www.kpmg.com/Global/en/IssuesAndInsights/ArticlesPublications/global-automotive-executive-survey/Documents/2015-report-v2.pdf>, [accessed 29, November, 2015]

The inspirational news for the business is that all fragments are anticipated to increment in volume. Within the following two years, worldwide vehicle sales will exceed the enchanted 100 million limits and keep on ascending until the end of this decade, on the back of expanding interest in developing markets like China (<https://www.kpmg.com/Global/en/IssuesAndInsights/ArticlesPublications/global-automotive-executive-survey/Documents/2015-report-v2.pdf>, accessed 29, November, 2015)

The dominant part of automobile executives sticks to the desire of development of small and essential vehicles – so called low budget autos - based upon an historical preference for such cars in developing countries. Formal forecasts for light vehicle deals display an alternate picture contrasted with that of a large portion of the officials included in our

overview, with little and fundamental autos not anticipated to expand their piece of the pie.

On the other hand, the small sized, pick-up and SUV and sport car segments are conjecture to outstrip general business sector development rates up to 2020, with minimized measured being the genuine example of overcoming adversity. Right around 33% of all vehicles sold worldwide are relied upon to originate from this section in 2020. This underlines on late endeavors by worldwide OEMs to put resources into little spending plan autos in the BRICs and other high-development locations, with the question of volume and edge potential for this portion (<https://www.kpmg.com/Global/en/IssuesAndInsights/ArticlesPublications/global-automotive-executive-survey/Documents/2015-report-v2.pdf>, accessed 29, November, 2015).

3. ADVERTISING INDUSTRY

This section gives a brief overview about Advertising Industry. Additionally it discusses the definitions of advertising, historical development of it and advertising appeals commonly used in adverts.

3.1. DEFINITIONS OF ADVERTISING

For quite a while, the first advertising model that was created by E. St. Elmo Lewis in 1898 was used (Vakratsas and Ambler, 1999: 54). This model is depended on 4 terms; AIDA (Attention, Interest, Desire, Action). Be that as it may, one hundred years after the fact, Vakratsas and Ambler (1999) characterized a structure that demonstrates to us how promoting functions. This structure gives a general review of how promoting functions. It can be seen that publicizing info is the exercises and their subtle elements, (for example, substance and circulation of the media) of the advertiser's crusade. Channel is the execution of the battle until it scopes to the customer.

"Advertising which enables transmitting with an effective cost of messages of which created for directing existing customers to consumption, creating brand preference amongst consumers or informing about product service" (Kotler and Keller, 2012: 504) has various definitions:

"Advertising is all kind of non-personal presentation and promotion of thought, product and services which are created by a certain sponsor (Kotler and Armstrong, 2011: 436).

"Advertising is non-personal, paid communication which is designed to transmitting information by a certain organization, institution or individual and effect consumer behaviors (Yeshin, 2006: 1).

Advertising is structured and non-personal communication of information regarding products (goods, service, and idea) which are done by a sponsor against price in various areas and has convincing features (Arens, Weigold and Arens, 2008: 7).

"Advertising is a paid, convincing communication type which uses mass communication tools and interactive tools in order to reach a wide follower group to present information regarding products (goods, service, idea) and to set an identified sponsor to buyers (target group)" (Moriarty, Mitchell and Wells, 2009: 55).

"Advertising is a marketing communication tool which is used to transmit the information regarding the products services or ideas to the target group " (Russell and Lane, 2002: 23).

"Advertising is a paid, non-personal communication which is transmitted to a target group regarding an organization, products or services of an organization via television, radio, newspaper, magazine, direct mail, outdoor representations or public transportation vehicles"(Lee and Johnson, 1999: 3).

American Marketing Association (AMA) defines advertising as "presenting of advertisements or convincing messages in a time and place which are bought from any mass communication tool by companies, non-profit organizations, government agencies and individuals of which has aim to inform and convince to a defined target group or followers regarding their products, services, organizations or ideas (AMA, 2010: 3).

Moriarty, Mitchell and Wells (2009: 55) have listed five dimensions of advertising on the basis of various definitions which have been developed to describe advertising concept:

1. Usually the cost is paid by the advertiser,
2. Not only the cost of the message is paid, but also the sponsors have been identified,
3. Access to a large potential customer base,
4. While most of the ads aims to inform consumers, some aims to convince consumers,

5. Mostly non-personal messages are transmitted by different mass media. Messages are usually not for a particular person, but this feature changes with the emergence of the Internet and other interactive tools.

Advertising is a complex process due to its functions such as transmitting information regarding product or service and lead consumers via revealing existing needs or creating new needs.

3.2. HISTORICAL DEVELOPMENT OF ADVERTISING

Advertising is seen as the second oldest occupation to which there are references in biblical text, as well as Babylonian, Greek and Roman histories (Jefkins, 1992: 62). A brief look at the history of advertising shows that messages have been posted on walls to make sales since the time of Pompeii (Moriarty & Robbs, edited by Runco & Pritzker, 1999: 11). In Ancient Greece and Rome, lost and found message advertising was commonly used (Franklin et al., 2009: 5). In the ruins of Pompeii, election campaigns and commercial messages displays were discovered whilst the Egyptians created sales messages and wall posters. According to McDonald and Scott, the first examples of advertising in ancient times are the contemporary equivalent of 'outdoor advertising' (Mc Donald and Scott in Fennis & Stroebe, 2010: 16). Jefkins outlines that an offer of a reward for retaking an Egyptian slave when gladiatorial competitions were announced on Roman walls is one of the earliest recorded advertisements. According to Fennis and Stroebe clay tablets, placards, handbills and poster-bills are the earliest forms of advertising.

On the other hand, according to Jefkins, for many centuries, signs have been the most successful and simple form of advertising due to its being understandable by people of any language and people who can read or not. Individual signs of trades such as a horse's head outside of a French butcher or the white and red signs outside barber's shops have a long tradition and are still commonplace today.

According to Wells et al, society was moved toward mass communication by Johannes Gutenberg's printing press and this led to the mass production of advertising rather than hand written materials. Printed materials being accessible for more people increased the level of literacy in society and this state encouraged more businesses to advertise.

Jefkins states that the first printed advertisement is said to be produced by William Caxton in 1477 in Britain with the purpose of selling his publication 'The Pyes Salisbury', on the other hand Wells et al claims that appearance of the same advertisement was around 1472. The development of the printing process during 16th and 17th century increased the usage of advertising with the development of mass media newspapers (Franklin et al., 2009: 5). In the early 1600s newspapers began to appear in Europe and one of the first newspaper adverts were printed in 1625, on London's Weekly relations News (Wells, Burnett & Moriarty, 2000, 11).

The London Gazette was containing advertisements for coffee, chocolate, tea and other delights in 1666 (Jefkins, 1992). The messages in advertisements had been simple and informative until the 19th century (Wells et al, 2000, 11).

Despite the fact that usage of advertising expanded in 16th and 17th centuries, according to Brierly, the industrial revolution is the start of mass advertising. As a result of the micro economic needs of business and primarily the need to stimulate demand, mass advertising has its roots in the industrial revolution; Britain which was the first industrial nation, was also the originator of advertising techniques (Brierly, 2002: 79). Numerous social and technological developments during the industrial revolution increased growth of advertising in importance and size (Wells et al., 2000, 12). Brierly claims that the new factory system provided the possibility of production of various goods cheaply but there were not enough consumers buying these goods. Industrialists started to use advertising techniques to deal with the results of over production and they tried to persuade existing customers to buy more items or find more customers to buy them. Fennis and Stroebe agree with Brierly regarding the connection between over production and necessity for creating demand by using advertising. According to their

point of view, pivotal role of advertising as a necessary lubricant for economic traffic is illustrated by the industrial revolution.

In 19th century several new technologies such as the telegram, telephone and the typewriter supported growth in mass marketing and mass communications as stated by Wells et al. From the point of Jenkins, in 19th century, improvement in press techniques such as the invention of metal plates to reproduce pictures and printing type in different sizes and shapes not only revolutionized the appearance of press advertisements but also made it possible to offer creative services and turned commission salesmen for publisher into advertising agents for clients. With reference to Wells et al. advertising profession was more fully developed in the last years of 19th century: Advertisers started to give brand names to their products, advertisements began to gain an informative and educational role and agencies began to persuade manufacturers to advertise their goods, advertising messages offered by magazines began to become more complex. (Wells, Burnett & Moriarty, 2000, 13).

According to Macrury (2009), modern advertising's organizational forms and practices began to take shape in a concerted way at the beginning of 20th century. Agencies' passing to full service working style which means both media buying and creative work and full service agencies' being independent of client and media provider was very important steps for the development of advertising.

The 20th century world was under the influence of advents of radio and television and of course the dramatic repercussions of two world wars. As stated in Wells et al, new inventions greatly affected advertising.

Radio offered an inexpensive entertainment for consumers who needed a timely distraction from the intensity of wartime life and although television did not get a sudden demand until 1950s, at the end of the decade it became the major advertising medium. These innovations showed that science can improve lives and advertisers believed that they could improve advertising by combining art and science. Advertising adopted scientific and social science approaches to get new customers and the broader

platforms (radio, television, outdoor posters) provided by technology had a benefit of sending specific messages to mass audiences (Franklin et al, 2009, 6). Agencies started to use creative techniques, images and words to position their products in the mind of targeted consumer.

The Unique Selling Proposition was born to create the difference of the brand from the competitions (Fennis & Stroebe, 2010, 25). Advertising campaigns had a purpose to make a strong and positive connection between brand and audience due to the influence of this connection to create a positive approach and attitude on targeted customer (Franklin et al, 2009, 6).

Advertising develops continuously in 21st century. According to Frank et al., guerilla promotions and interactive advertising where the audience immediately responds and becomes part of the advertising message, is the current focus of advertising.

Advertising started with trade which has begun via exchanging goods. In order to understand the current status of advertising and its impact on the economic and social life of society, the phases of the advertising should also be understood. First samples of advertising can be seen at ancient Egypt, Babylonia, Greece and Roman ruins. It rapidly grew with invention of printing press in 1450 by Gutenberg (Ünsal, 1984: 41). Instead of vocal advertisements of town criers in early and Middle Ages, after invention of printing press, printed brochures took its place. Thus, it was possible to access the wider public. Increasing mass production with the addition of developments in communication technology as well as the industrial revolution and the rise of the consequent sales areas, different markets tend efforts of manufacturers; globalization and technological developments can be listed as the main factors affecting the development in advertising. Ünsal (1984: 41) listed the efficient socio-economic factors which are effective as well as brochures, newspaper in the development of advertising.

1. Technical development: convenience at manufacturing, distribution and communication
2. Increase in units produced per worker

3. Revenue growth: expansion of the number of markets and buyers
4. Development of the middle class: increase of interlocutors
5. Marketing development
6. Progress in education: the increase of seeking better living conditions
7. Reduction in the use of sales staff
8. Developments in advertising agencies: Developing into a profession or science
9. Research and development: more constructiveness and less mistake
10. Development in packaging
11. Manufacturing and service development: the expansion of the market
12. Getting distant of manufacturers from consumer: communication requirement
13. The emergence of self-service sales
14. Developments in the credit facilities: advertising need due to consuming and manufacturing possibility more than usual

Russell and Lane (2002: 3) compiled the conditions created advertising under three headings. These are (1) Beginning realization of democratic ideals; (2) industrial revolution and thus increasing mass production and mass printing of magazines and newspapers with circulation of more advertisements and therefore spread more widely, depending on the development of the railways; (3) transition from rural life to city life, and thus the change of people's needs.

The authors, has divided the development of advertising into four periods in the context of these effects (Russell and Lane, 2002: 4):

1. Pre-marketing period: During the era from prehistory to the middle of 17th century, buyer and seller had to communicate in a very primitive way (clay tablets, town criers, signs). In the last years of this period, primitive methods of printing have been used.
2. Mass communication period: During the era from the beginning of the 1700s up to the early years of the 20th century, advertisers have begun to access to a wide audience via the serial publication and then broadcast advertising media.

3. Research period: in the last 50 year periodic advertisers have developed their techniques to identify target audiences and accessing them and they could send private messages to each of them.
4. Interactive Period: The fourth period which we are in is the period of interactive period which audience controls where and where he desires to take the messages instead of mass communication tools which is able to send one way messages. This control will have a quite significant impact on both advertising and communication channels.

Moriarty, Mitchell and Wells (2009: 6) divided the evolution of advertising industry which has been dynamically evolving and social trends reflecting or affected from it with effect of historical and technological factors:

1. Publication period: this period is to give information on the objectives and newspapers are primary medium. Literacy rates have increased along with printed communication, and this has encouraged businesses to provide more advertising.
2. The birth of the consumer society: At the end of the 19th century, advertisers began to give brand names to products. During this period, purpose of advertising is to create new brands. It is the time when the advertising industry commenced.
3. Modern advertising period: At the early twentieth century professional advertising has embraced techniques of scientific research.
4. Agencies period: After World War I, advertising management quickly advanced, advertising agencies have come into prominence
5. Creative period: During this period, art, inspiration and passion are reborn.
6. Responsibility period: In this period importance placed on effectiveness of advertising and focused on research and measurement.
7. Social responsibility period: in the late 1990s, stakeholders started to question companies not only financial issues but also their social responsibility towards society. Thus, companies started to think how they might be a better corporate citizen and began to engage in initiatives in this regard.

In addition to these seven periods, current developments can be listed as new advertising (internet and wireless communication), interactivity (changing of unidirectional advertisement which consist the original description of advertising), integrated marketing communication and globalization.

3.3. ADVERTISING MARKET

The table represent worldwide situation of advertising sector by years. Table has been prepared at the beginning of 2015 thus grey area in the table indicates real values belong to those years. Violet figures represent estimated values for future years up to 2019.

Table 3.1: Global advertising by region

Region	2009	2010	2011	2012	2013	2014p	2009– 2014p CAGR	2015	2016	2017	2018	2019	2014– 2019 CAGR
North America	138,376	147,631	152,685	161,603	165,465	174,052	4.7	180,160	192,379	199,864	210,942	217,247	4.5
EMEA													
Western Europe	92,629	98,460	100,670	98,089	97,794	100,691	1.7	104,322	108,470	112,861	117,671	122,168	3.9
Central and Eastern Europe	8,540	9,548	10,734	11,420	12,138	12,518	7.9	12,977	13,677	14,571	15,586	16,706	5.9
Middle East/ Africa	6,742	7,395	7,128	7,292	7,714	8,001	3.5	8,342	8,765	9,252	9,817	10,427	5.4
EMEA Total	107,911	115,403	118,532	116,801	117,646	121,210	2.4	125,641	130,912	136,684	143,074	149,301	4.3
Asia Pacific	90,724	101,239	107,933	115,584	123,313	130,744	7.6	138,915	148,266	158,280	168,766	178,935	6.5
Latin America	14,510	17,124	19,056	20,845	22,918	26,053	12.4	28,866	34,085	37,229	42,664	48,771	13.4
Total	351,521	381,397	398,206	414,833	429,342	452,059	5.2	473,582	505,642	532,057	565,446	594,254	5.6

Source: https://www.mckinsey.com/~media/McKinsey/dotcom/client_service/Media%20and%20Entertainment/PDFs/McKinsey%20Global%20Report%202015_UK_October_2015.ashx [accessed 29, November, 2015].

As it is clearly seen in past years and estimations of future, unilateral advertising, is getting loose its power. The main development in the market is changing from traditional into digital media. In 2014 digital media advertising increased 1,6 per cent. The whole increase in the remaining media was 1,6 percent in total. This is not new. During the past five years digital advertising expanded 16,1 percent. While all other media increased just 2,2 percent in total. This trend reflects tremendous increase in the digital universe

(https://www.mckinsey.com/~/media/McKinsey/dotcom/client_service/Media%20and%20Entertainment/PDFs/McKinsey%20Global%20Report%202015_UK_October_2015.ashx, accessed: September, 2015).

We can say that technological tendencies of the generation after 1980s are high and this situation leads advertisers to focus on this area. Generation-Y changed the definition of traditional advertising in a challenging way.

Advertising industry, which is developing at 5% rate every year, is experiencing a fast move. While TV ads continue to rule the roost with over 40% share, digital advertisements that include online desktop and mobile advertisements have taken the central level and are developing at a quick speed. According to eMarketer, Mobile advertising is the key motive of growth around the world and advertisers will spend \$64.25 billion worldwide on mobile advertising in 2015, an increase of nearly 60% over 2014. Thus while social media platforms, search engines, programmatic advertisement platforms and other Internet media stand to gain from this trend; the obvious losers are the TV networks and print media that depend on advertising. Financial plan designation for online advertisement is expanding to the detriment of TV and print media. While spending plan for TV advertisements is relied upon to recoil by 3% every year till 2020, print advertisement income is on a precarious decrease. Around the world, print advertisements declined 5.2% in 2014 from a year prior and are down more than 17.5% in the course of the most recent five years. This persuades print advertisements will be consigned to the bottom level and cosmetics just a little parcel of the promotion

business later on. Be that as it may, a turf war between TV advertisements and online advertisement will proceed in the future.

(https://www.mckinsey.com/~/media/McKinsey/dotcom/client_service/Media%20and%20Entertainment/PDFs/McKinsey%20Global%20Report%202015_UK_October_2015.ashx, accessed 25, November, 2015).

Processing capacity of global advertising according to advertising categories shown in the table below:

Table 3.2: Global advertising according to advertising categories

Category	2009	2010	2011	2012	2013	2014p	2015	2016	2017	2018	2019
Digital	17.2	18.6	20.5	22.7	25.5	28.2	31.0	33.3	35.9	37.5	38.9
Television ¹	38.3	39.2	39.1	39.3	38.7	38.7	37.8	37.5	36.4	36.3	35.9
Audio ¹	7.9	7.8	7.5	7.3	7.1	6.7	6.4	5.9	5.6	5.3	5.0
Cinema	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Out-of-Home ²	7.1	7.1	7.0	7.0	7.1	7.0	7.0	6.9	6.9	6.8	6.8
Consumer Magazines ²	6.7	6.3	6.0	5.5	5.0	4.5	4.1	3.7	3.3	3.0	2.7
Newspapers ²	22.4	20.6	19.4	17.6	16.0	14.4	13.3	12.2	11.4	10.7	10.1

Source: https://www.mckinsey.com/~/media/McKinsey/dotcom/client_service/Media%20and%20Entertainment/PDFs/McKinsey%20Global%20Report%202015_UK_October_2015.ashx, [accessed 29, November, 2015].

Throughout the following 5 years, it's thought that the settled broadband family unit base to increment by an extra 140 million, a 21 percent pick up from 2014, and the quantity of versatile broadband clients to develop by more than 1.5 billion, ascending to almost 3.3 billion in 2019, an 85 percent expansion. These expansive increments in the extent of the broadband universe will keep on drawing in advertisers to the Internet. We anticipate computerized promoting to grow 12.7 percent exacerbated every year to 2019, representing 73 percent of the aggregate increment in worldwide publicizing throughout the following five years. Non-computerized advertising will extend at an anticipated 2.2 percent CAGR. Computerized advertising will overwhelm TV

promoting (the non-advanced parts) in 2018 and make up 38.9 percent of aggregate worldwide advertising by 2019. (Note that non-advanced advertising numbers are not softened out up the worldwide advertising table underneath, as section information incorporate both conventional and computerized promoting (https://www.mckinsey.com/~media/McKinsey/dotcom/client_service/Media%20and%20Entertainment/PDFs/McKinsey%20Global%20Report%202015_UK_October_2015.ashx, accessed: September, 2015).

The general advertising business sector will develop from US \$452 billion in 2014 to an anticipated US \$594 billion in 2018, extending at a 5.6 percent compound yearly rate. Worldwide advertising values by US \$ indicated below in order to indicate rapid growth in the advertising industry.

Table 3.3: Global spending by digital/non digital status (US \$ millions)

Status	2009	2010	2011	2012	2013	2014p	2009-2014p CAGR	2015	2016	2017	2018	2019	2014-2019 CAGR
Digital ²	332,850	384,560	450,155	519,431	588,232	659,513	14.7	729,859	804,714	881,299	959,040	1,035,973	9.5
Non-digital	875,620	901,966	914,778	926,646	933,188	944,438	1.5	951,455	974,822	987,257	1,007,857	1,025,506	1.7
Total	1,208,470	1,286,526	1,364,933	1,446,077	1,521,420	1,603,951	5.8	1,681,314	1,779,536	1,868,556	1,966,897	2,061,479	5.1

Source: https://www.mckinsey.com/~media/McKinsey/dotcom/client_service/Media%20and%20Entertainment/PDFs/McKinsey%20Global%20Report%202015_UK_October_2015.ashx, [accessed 29, November, 2015].

Mobile will turn into the main computerized medium. Media access via mobile devices is the quickest developing part of worldwide media spending. The appearance of smartphones and tablets has significantly enhanced the versatile broadband experience,

contributing enormously to the surge in portable broadband infiltration. All around, portable broadband entrance raised 24 rate focuses in the course of recent years, almost double the 13.5 rate point increment in altered broadband infiltration. Throughout the following five years, we anticipate versatile broadband entrance to surpass settled broadband, ascending to 58.3 percent of the aggregate in 2019, from 32.7 percent in 2014. Settled broadband infiltration development will moderate over the same period, ascending by only 6.3 rate focuses, from 43.6 percent in 2014 to 49.9 percent in 2019 (https://www.mckinsey.com/~media/McKinsey/dotcom/client_service/Media%20and%20Entertainment/PDFs/McKinsey%20Global%20Report%202015_UK_October_2015.ashx, accessed 25, November, 2015).

The competition of the digital advertising industry has expanded fundamentally as far as the quantity of Internet properties and administrations vying for advertisement dollars. Organizations as of now work an expansive range of administrations extending from web crawler promoting, which incorporates behemoth Google, to show advertisements on desktop and cell phones. Moreover, organizations, for example, Baidu and Alibaba contend in districts where the American large companies have not possessed the capacity to build up themselves. Online store establishments, for example, eBay, Amazon and Flipkart likewise frame a cog as they determine some of their incomes from store advertisements that offer items on their site.

In spite of this, the internet promoting business sector is concentrated with the 10 driving advertisement selling organizations representing 71% of aggregate online advertisement incomes in Q4 2014. This came in like the level seen in Q4 2013 ((IAB web publicizing income report, 2014 entire year results, Interactive Advertising Bureau, April 2015) While, Google, Microsoft (Bing), Yahoo, and AOL are the most overwhelming players in the internet searcher sector, Facebook, Google, Twitter and Yahoo lead the presentation promotions business. Google drives the U.S. seek market with 64% share.

(http://www.iab.net/media/record/IAB_Internet_Advertising_Revenue_Report_FY_20142.pdf, accessed 25, November, 2015).

Table 3.4: Search engine advertising

Core Search Entity	Explicit Core Search (%)	Explicit Core Search Queries
Google Sites	64%	11256
Microsoft Sites	20.40%	3627
Yahoo Sites	12.70%	2233
Ask network	1.80%	310
AOL	1.10%	192

Source: (<http://www.comscore.com/Insights/Rankings/comScore-Releases-August-2015-U.S.-Desktop-Search-Engine-Rankings>, accessed 25, October, 2015).

In display advertisements, Facebook voice over with over 24% share in the U.S. display advertisements sector in 2014. According to eMarketer, the anticipated market share for different display advertisement sellers is shown below: (<http://www.emarketer.com/Article/Facebook-Twitter-Will-Take-33-Share-of-US-Digital-Display-Market-by-2017/1012274>, accessed 29, November, 2015).

Table 3.5: Mobil advertising (\$ Billion)

In \$ Billion	2013	2014	2015	2016	2017
Facebook	3.28	5.29	6.82	8.5	10.03
% of Total	18.60%	23.80%	25.20%	26.20%	26.90%
Google	2.54	3.05	3.52	3.81	4.13
% of Total	14.40%	13.70%	13%	11.80%	11.10%
Twitter	0.43	0.83	1.34	1.92	2.54
% of Total	2.40%	3.70%	5%	5.90%	6.80%
Yahoo	1.27	1.23	1.24	1.27	1.29
% of Total	7.20%	5.50%	5%	3.90%	3.50%
AOL	0.76	0.83	0.94	1.07	1.19
% of Total	4.30%	3.70%	4%	3.30%	3.20%
Amazon	0.46	0.66	0.82	0.99	1.19
% of Total	2.60%	3.00%	3%	3.10%	3.20%
Microsoft	0.68	0.49	0.46	0.44	0.44
% of Total	3.90%	2.20%	2%	1.40%	1.20%
LinkedIn	0.21	0.27	0.31	0.37	0.43
% of Total	1.20%	1.20%	1%	1.10%	1.10%

Source: <http://www.emarketer.com/Article/Facebook-Twitter-Will-Take-33-Share-of-US-Digital-Display-Market-by-2017/1012274> [accessed 29, November, 2015].

The greatest test confronting a large portion of these organizations is transitioning from desktop advertisements to mobile advertisements. According to eMarketer, mobile advertising market in the U.S. come to \$19.15 billion in 2014, with mobile display spending representing about portion of that aggregate. While Forester gauges that mobile display spending could reach \$46 billion by 2019, eMarketer gauges mobile search advertisements spending will reach \$65.87 billion, or 72% of the US computerized search publicizing market. Here takes after an examination of the diverse organizations with their normal piece of the overall industry in mobile advertisements in the U.S (<http://www.emarketer.com/Article/Facebook-Twitter-Will-Take-33-Share-of-US-Digital-Display-Market-by-2017/1012274>).

Microsoft has taken an alternate way to deal with reinforce its position in the online promotions industry. In June, it announced that it was giving over reins of its display advertisements business to AOL. Transfer of the presentation advertisements business to AOL implies the battle Microsoft has had with online presentation advertisements business. We trust that Microsoft left the unrewarding display business to concentrate on its developing web index Bing. eMarketer anticipated that Microsoft's offer would have declined further had the organization not left the display advertisements business. eMarketer anticipated that Microsoft's offer in the U.S. would have declined to 1.7% this year, down from a 2.2% offer in 2014 and a 3.9% offer in 2013. Considering that the greater part of the digital display advertisements spending plans were progressively set apart toward the main informal community, it appeared well and good for Microsoft to offload its presentation advertisements division. On the opposite side of the online advertisement range is Microsoft's Bing web search tool, which has done genuinely well in the course of recent years. Bing's piece of the pie in the U.S. has enhanced from 15% in January 2014 to more than 20.4% in August this year (<http://www.comscore.com/Insights/Rankings/comScore-Releases-August-2015-U.S.-Desktop-Search-Engine-Rankings>, accessed 25, October, 2015).

3.4 TYPES OF ADVERTISING APPEALS

Appeals are used in adverts to attract customers' attention and have an influence on their decision. Advertisers give customers reasons to purchase a product and aim to create a positive image in customers' mind by using appeals.

3.4.1 Emotional Appeal

Emotional persuasion is ubiquitous in marketing communications, and even when rational claims form the basis of an appeal, every important decision has emotional consequences (Sautter & McQuitty & Taute, 2011, 21). The emotions of the audience have been considered important in the design of advertisements and have been considered as crucial for building attitudes toward advertisements and brands (Park, 2012, 35). There are lots of factors affecting the decision to purchase a product but except from the message conveyed in the advert, feelings also have an important role.

Table 3.6: Emotional groups in marketing perspectives

Types	Studies	Emotional Groups
Psychoevolutionary theory	Plutchik (1980)	8 groups Fear, Anger, Joy, Sadness, Acceptance, Disgust, Expectancy, Surprise
Facial muscle response	E. E. Izard (1977)	10 groups Interest, Enjoyment, Surprise, Distress, Anger, Disgust, Contempt, Fear, Shame/Shyness, Guilt
Facial muscle response	Mehrabian and Russell (1974)	3 groups Pleasure, Arousal, Dominance
Response to advertising	Aaker, Stayman, and Vezina (1988)	30 groups Playful/Childish, Friendly, Humorous, Delighted, Interested, Strong/Confidence, Warm/Tender, Relaxed, Energetic/Impulsive, Eager/Excited, Contemplative, Pride, Persuaded/Expectant, Vigorous/Challenged, Amazed, Set/Informed Fear, Bad/Sick, Confused, Indifferent, Bored, Sad, Anxious, Helpless/Timid, Ugly/Stupid, Pity/Deceived, Mad, Disagreeable, Disgusted, Irritated, Moody/Frustrated
Response to advertising	Batra and Holbrook (1990)	12 groups Activation, Skepticism, Anger, Restful, Bored, Fear, Desire, Social Affection, Gratitude, Sadness, Irritation, Surgency
Response to advertising	Edell and Burke (1987)	3 groups Upbeat, Negative, Warm
Consumption experience	Richins (1997)	17 groups Anger, Discontent, Worry, Sadness, Fear, Shame, Envy, Loneliness, Romantic Love, Love, Peacefulness, Contentment, Optimism, Joy, Excitement, Surprise, Others

Source: Park, 2012: 25.

3.4.1.1 Personal Appeal

A considerable amount of advertising research asserts that consumer attitudes are based not only on beliefs and attributes cognition, but also on feelings and emotions (Keshari; Jain, 2014, 6). Emotions have a strong power on people's choices. When people make a decision to purchase a product, factors like love, humor, self-esteem, safety, pride, happiness, joy, pleasure, nostalgia etc. shape their intentions.

3.4.1.2 Social Appeal

People are always in search of new products that make them different from others and help them to stand out among others. They want to be respected, increase their salary, gain popularity and recognition or reach the status they dream. If a product helps them to gain popularity, recognition, affiliation, status, approval or acceptance, they tend to buy that product. Advertisers use social appeal to draw people's attention to these points and offer them the things they desire (Keshari; Jain, 2014, 6).

3.4.1.3 Fear Appeal

Fear appeals are based upon fear. A fear appeal should contain threat and efficacy information sufficient to both evoke fear and inform about adaptive behavioral responses (Nabi & Ewoldsen & Carpentier, 2008: 51). A fear appeal posits the risks of using and not using a specific product, service, or idea such that if you don't "buy," some particular dire consequences will occur (Williams, 2012, 8). The aim in using fear appeal in adverts is to evoke negative feelings and insecurities of people to persuade them to buy a product and show them the consequences if they don't buy that product. Fear can be a motivating factor in advertisements and knowing the effects of fear on people, advertisers benefit from the fear appeal.

Fear appeal usage in advertisements are in fact on the increase because it has been found that fear appeal has a strong impact on persuasiveness, recall, ad interest and involvement. Considerable social psychology and communication research show that

intelligent use of fear messages can have favorable effects on attitude change and action (Ray & Wilkie, 1970, 124). However, fear appeal was avoided by many advertisers because of ethical and social issues but “as advertisers seek out ways to break through clutter and draw attention to their messages, the use of fear appeal have been used as a communication technique” (Motwani & Agarwa & Shrimali, 2014, 48).

3.4.1.4 Humor Appeal

Advertisement sector has come to a stage that humor has become an essential part of advertisements. Since using humor has an enormous effect on drawing people’s attention, it has been widely used by marketers. After grabbing the consumers’ attention to the product, it becomes more difficult to keep their interest alive and at this point humor steps into the game. According to recent researches using humor in advertisements influences consumers’ attitudes in a positive way.

The impact of humor in advertising has received considerable attention in the marketing and advertising literature (Riecken&Hensel, 2012, 121). Studies have shown that 94% of advertising practitioners see humor as an effective way to gain attention. Furthermore, 55% of advertising research executives believes humor to be superior to non-humor in gaining attention (Weinberger& Gulas, 1992, 65). By using relevant humor in their advertisements, marketers enhance their chances to gain steady customers.

3.4.2 Sex Appeal

Advertising takes an important role in the marketing sector. Before selling a product, the first step supposed to be taken is producing an intriguing advertisement and today, companies try to release the best advertisement because it is directly linked to the sales of their goods and yet we are surrounded by advertisements.

We are exposed to advertisements in everywhere. For example, on TV, radio, billboards, walls, windows and even on baggage carousels. Firms are in a race as a

matter of speaking and the competition among them accompanies a lot of bright ideas. They develop some approaches to attract consumers' attention and one of them is sex appeal. The use of sex appeals is becoming an increasingly popular technique to sell products, especially those that are image-based, such as candy, liquor, cigarettes, jewelry, fragrance, cosmetics and fashion goods (Anabila, Asare, Tagoe, 2015, 16). In the past advertisers were mostly benefitting from emotional, humor and rational appeals. However, with the proliferation of advertisements on the internet, TV, radio and billboards, advertisers play upon sex appeal to draw consumers' attention and to make a difference.

Sex appeal advertising is a legitimate tactic used by many companies with the goal of making the cut in the media landscape (Anabila, Asare, Tagoe, 2015, 12). It has been seen that there is a significant growth in the use of sex appeal in advertisements. Since the 1960s, the deployment of sex appeal as an advertising technique has been on the ascendancy in western countries and is becoming more overt as advertisers constantly explore creative ways to break through the clutter (Anabila, Asare, Tagoe, 2015, 10).

The ad's target audience has also changed with the changing social values. This change has motivated the advertisers and admen that aim to sell products and services (Akkaynak, 2011, 24). The first example of the sex appeal in advertisement dates back to 1941. A young woman with a half-naked body takes a shower for the Belgium edition of Jean d'Arras's book 'Histoire de la Belle Melusine'. In the following years especially in the 19th century, using sex appeal in adverts has started to become more popular and in the 20th century advertisers started to use sex appeal in public places.

Nevertheless, the increase in the usage of sex appeal in advertisements is unavoidable. People are always in search of new ways to make them more attractive and with advertisers make use of this by adding an essential part of our lives into their adverts. They make the customers believe that by using their product they will get healthier and more beautiful.

3.4.3 Music Appeal

Music is an integral part of advertisements. Using background music has long been considered as an indispensable part of advertisement sector to affect consumers' preferences. It has been found that music can change consumers' attitudes and towards the product. Studies have shown that music helps evoking the images in the customers' mind and makes it easier to recall the brand's name and even it has a great role in changing consumers' perception. Positive attitudes towards a product can be formed with the help of using stimuli; in this case it is background music. Background music has a strong impact on shaping the customers' views on the product. The consumer may not always be aware that the unconditioned stimuli in a commercial may affect his/ her product attitudes (Gorn, 1982, 14). Without noticing the effects of background music they form a set of opinions about the products. It has been understood that commercials accompanied by background music are easier to remember. Musicals elements help to awaken various emotions at the same time.

“The structure of musical elements is directly linked to memorization, and Galan (2009) has concluded that music in a minor mode or played at a fast tempo will contain more information than music in a major mode or played at a slow tempo. The listener's processing resources will then be mobilized by the music to the detriment of the advertisement's central message which will ultimately be less well remembered.” (Strobin, Hunt, Spencer, Hunt, 2015: 14).

Table 3.7: Musical elements and corresponding emotions

Musical Element Emotional Influence Type	Musical element Emotional influence Explanation	Musical element Emotional influence Reference
Tempo	Fast musical selections are more pleasant and triumphant. Fast tempos create delighted feelings. Slow tempos evoke sentimental, tranquil, and/or solemn feelings.	Gundlach, 1935; Hevner, 1937
Pitch and Rhythm	Music with high pitch is found to be happier or exciting, while low-pitched music is perceived as sad. Smooth rhythm is characterized as animated or brilliant, whereas uneven rhythm is considered to express exaltation	Gundlach, 1935; Hevner, 1937; Rigg, 1940; Watson, 1942; Bruner, 1990; Schellenberg, Krysiak & Campbell, 2000
Instruments/Volume	Brass instruments are characterized as grotesque or triumphant, woodwinds evoke mournful or awkward feelings, piano melodies are interpreted as tranquil or brilliant, and string sounds are characterized as glad.	Gundlach, 1935; Kinnear, 1959; Gerra et al., 1998; Cochrane, Fantini, & Scherer, 2013
Major vs. Minor Mode	The major mode is considered to be a dynamic, upward driving force. It expresses varying degrees of excitement and joy, and sounds clear, bright, strong, happy and hopeful. In contrast minor mode is mournful and dark.	Hevner, 1935; Bruner, 1990

Source: Strobin, Hunt, Spencer, Hunt, 2015: 84.

3.4.4 Scarcity Appeal

Scarcity theory suggests that marketers can increase the perceived value of products and services by manipulating their perceived availability to promotions (Roy& Sharma, 2015, 65). Scarcity appeal is thought to be one of the most popular advertising appeals because it prompts consumers to buy particular products using the effect of limited production. Marketers mostly use terms like ‘in stock again on high demand’, ‘limited edition’ and ‘available for a limited time’, ‘sold out due to high demand’ using these kind of phrases triggers the instinct in people to buy something unique. Scarcity based on excessive demand leads consumers to infer that the product might be popular because they see others purchasing the product (Roy& Sharma, 2015,65). When we take

the strong effect of scarcity into account the reason why marketers base their sales on scarcity appeal is obvious. People's need to have unique and distinctive goods makes them buy limited edition products. Purchasing limited edition products can help consumers to signal good taste and be admired by friends. Possession of such exclusive products also provides increased value for those people who desire snob effect (Roy & Sharma, 2015, 66). Mass communication that deals with desirable items can trigger an additional perception effect that can mediate the impact on purchase intentions (Eisend, 2008, 127).

3.4.5 Rational Appeal

"The reasonable, practical and functional desirability of a product or service to a potential consumer" is called as rational appeal (Business Dictionary, 2016, 321). Rational appeal focuses on the benefits consumers may enjoy in an advertisement, it emphasizes that a product or service could achieve the function and benefits consumers' desires (Nwankwo, Aboh, Obi; Agu; Sydney-Agbor, 2013: 42). The rational content is defined as the degree to which the publicity focuses on practical, functional or utilitarian needs of the consumer regarding the product. Receiving different levels of information, consumers can make smart purchasing decisions, choosing between different alternatives (Marin; Pizzinatt; Giuliani, 2014: 28). By using rational appeal small businesses convey their messages to more than one demographic group and gain more places in the market. In order to highlight the price and benefits of the product, advertisers address to people from various social strata. The rational content is defined as the degree to which the publicity focuses on practical, functional or utilitarian needs of the consumer regarding the product. Receiving different levels of information, consumers can make smart purchasing decisions, choosing between different alternatives (Marin; Pizzinatt; Giuliani, 2014: 28). Research suggests that information-rich ads lead to more positive affective and cognitive responses to the ad and towards the brand (Mahapatra, 2013: 87). The more detailed an advertisement is; the more awareness customers will have. The information given in the advert enhances the probability of remembrance and recall and it also helps the product to stand out among its rivals.

Table 3.8: Rational appeal versus emotional appeal

Comparison Base	Rational Advertising Appeals	Emotional Advertising Appeals
Stimulating Mechanism	Focusing on product features and/or measurable benefits or reasons for selecting a particular product or brand, based on a rational thinking process.	Stirring up positive (e.g., joy, love, pride) or negative (e.g., fear, anger, shame) emotions that will motivate purchase through an affective response.
Consumer Needs Addressed	Targeting mainly practical, functional needs for a product or service, such as economy in purchase, dependability of quality, and efficiency in operation.	Targeting mainly consumer's psychological, social, or symbolic needs, as in the case of obtaining sexual attraction, social approval, or pride of possession.
Type of Target Audience	Affecting consumers who better appreciate logic, information, and facts in making their purchasing decisions.	Appealing to consumers who have less appreciation of factual information, and higher emotional involvement.
National Cultural Context	Working better in high cultural contexts, where it is important to use direct speech to highlight clearly, logically, and reasonably the merits of the product.	Working better in low-context cultures, since direct speech is considered argumentative and annoying, compared to the smoother effect of emotional elicitation.
Products Advertised	Applying more to utilitarian products, such as high-technology consumer products and industrial goods.	Applying more to "value-expressive" products, such as convenience products and specialty goods.
Information Transmitted	Offering more information, consisting of objective statements that can be verified by consumers independently, thus making the advertisement credible.	Containing less information, that is mainly subjective and thus open to individual consumer interpretation.
Consumer Recall	Attracting consumer attention and recall through the factual information provided, often described as dull and uninteresting.	Attracting consumer attention by greater appeal and interest, leading to more enhanced brand memory, especially if the content is vivid.
Persuasive Effectiveness	Achieving better persuasiveness when eliciting thoughtful comparison of arguments by appealing to beliefs the recipient already holds.	Achieving persuasiveness only if the message recipients believe that the appeal is "issue-relevant" and the emotional intensity is at the right level.

Source: C. Leonidou; N. Leonidou, 2009: 525.

3.4.6 Masculine - Feminine Appeal

In modern advertising, gender is probably the social resource that is used most by advertisers. Thousands of images surround us every day of our lives that address us along gender lines (Coleman & Zayer, 2015, 65). In masculine and feminine appeal, the aim is to create the perfect appearance for both males and females. Using the desire to grab the attention of the opposite sex, advertisers engrain the idea that if customers use their products they get the appearance they want.

3.4.7 Brand Appeal

Brands and brand building have become buzzwords in today's society and the literature on this subject is flourishing day by day. Due to the nature of our capitalist society, brands gain in importance and power, as they become an integrated part of our lives, as they represent a capital for any business and as they have the power to shape and determine the opinions of consumer (Mihalcea; Vitelar, 2015: 102).

As Aaker (1991) said "for any company or institution it is essential to build a strong identity and "create associations that can drive market positions, persist over long time periods, and be capable of resisting aggressive competitors" (cited from Mihalcea; Vitelar, 2015: 154). The competition among the companies make brands the center of attention and companies need to plan the process of creating of branding carefully. Branding can not be thought only as the name of a firm. It also means a product, an existing name for a new product, an advertising campaign, a marketing motto and a logo (Karadeniz, 2013, 68) Brands create themselves an identity to stand out in the market. They give their brand a personality which will make customers have a positive brand image and associate their own experiences with the brand. Advertisers and brand managers have known for some time that brand personality plays a pivotal role in consumer attitudes and purchase intentions (Crosno; Freling; Hernard, 2010, 2).

Table 3.9: Definitions of brand

Definitions	Descriptions
Legal instrument	Preventing infringement against brand imitation
Logo	Differentiation with the ID, name, and visuals
Institution	Transferred benefits to products from corporate identity
Short Path	Fast recognition of brand's connotation , the acceleration of information processing and decision making
Lowering Risk	If it shows an indication that the company's promise will be accomplished.
Identification system	Orientation, meaning, strategic positioning
Image	Managing the input activities of company for changing the identity.
Value system	Match between brand values and consumer values
Personality	Differentiation by symbolism, humanitarian values reflected and committed
Relationship	Recognition and respect for people, relationship development
Added value	The differentiation by meaning , consumer experience, user perception
Evolving thing	Change

Source: Karadeniz, 2013: 68.

3.4.8 Snob Appeal

Snob appeal means; “The attributes of something that appeal to people who associate those qualities with social or intellectual superiority. In other saying a thing’s attractiveness to snobs” (Merriam-Webster, 2016: 86). Snob appeal is the idea that if you buy a particular product you will become a part of an elite group and you will have a glamorous and luxurious life style. Snob consumers believe that the higher the price of the product gets the more privilege it brings. In appeal prestige brands is viewed as a signal of status and wealth and whose price, expensive by normal standards enhances the value of such a signal (Johnson & Vigneron, 1999: 49). During consumption or purchase of a brand product for prestige purposes snob effect affects the behavior of other individuals and becomes influenced from behaviors of other individuals in addition to social and personal factors. (Uzgoren & Guney, 2012: 91).

Table 3.10: The Relation between the awareness and importance of price perception as an indicator of prestige

A w a r e n e s s	Private ↑	Hedonist & Perfectionist	Snob
	General ↓	Bandwagon	Veblen
		Low	High
		Importance of Price Perception as an Indicator of Prestige	

Source: Vigneron and Johnson, 1999: 49.

3.4.9 Adventure Appeal

Directed towards giving the impression that purchasing a product will change the individual’s life radically and fill it with fun, adventure and action (Nwankwo, Aboh, Obi, Agu, Sydney-Agbor, 2013: 75).

People tend to believe that having a particular product brings their life a different taste and helps them to go on a new adventure. These types of adverts persuade consumers that they have an ordinary life and they need a change and having that product will be the ultimate thing that will bring you the change (Nwankwo, Aboh, Obi, Agu, Sydney-Agbor, 2013: 75).

3.4.10 Less than Perfect Appeal

Advertisement companies make customers feel less perfect and dissatisfied with their lives by using their insecurities and make them think that they need a change to make their lives perfect. Cosmetic and health companies use less than perfect appeal to persuade the audience that they are not satisfied with the situation they are in and the audience needs their products to make their lives more perfect (Nwankwo, Aboh, Obi, Agu, Sydney-Agbor, 2013: 75).

3.4.11 Romance Appeal

Romance appeal is based upon opposite sex attraction. It derives from the idea of impressing the opposite sex and grabbing their attention by using a particular product. A classic example of romance appeal is shaving foam adverts. A man shaves his beard with a particular product and grabs women's attention by using that product or a man with a brand new car is always the center of attraction. Romance appeal especially works well on the youth population because they are always in search of new products that make them more attractive (Nwankwo, Aboh, Obi, Agu, Sydney-Agbor, 2013: 75).

3.4.12 Youth Appeal

Young population increases day by day and youth population makes a perfect customer group. Since they are vulnerable to external influences, it is easy to impress them. A wide range of companies invest a lot on the youth market because the young population will grow up and replace the adult population and if the companies manage to make them their customers, the possibility of them being a regular customer increases. Most of the companies have a vision that is innovative, creative and free just like the youth

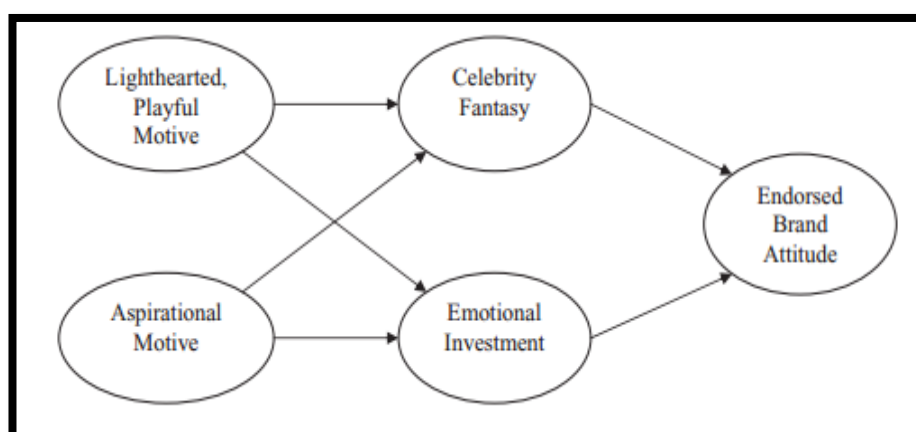
population and these factor shape advertisements (Nwankwo, Aboh, Obi,Agu, Sydney-Agbor, 2013: 75).

3.4.13 Endorsement Appeal

Every day and everywhere we are exposed to advertisements and without being aware of the given messages, we are affected by some of the adverts that gain our interest and make us purchase the product. Celebrity endorsement is a highly effective strategy to gain consumer interests and brand loyalty in a cluttered marketplace (Hung, 2014: 31).

Advertisers mostly work with a popular celebrity to gain the interest of the customers. Because people are more susceptible to use the products when the celebrities meet their need for approval they love. The image of the celebrities also affects the image of the consumers because celebrities used in advertisements reflects the image of the products and customers by using the products used by celebrities make a connection with the celebrities. Using endorsement appeal evokes customers' feelings of trust and makes it easier to remember by using popular celebrities. As studies on celebrity worship reveal, consumers form par asocial bonds with favored celebrities who shape their lifestyles, attitudes, and behaviors (Hung, 2014: 31).

Table 3.11: Endorsement appeal



Source: Hung, 2014: 31.

3.4.14 Play on words

Wordplay (or pun) is a witticism that relies for its effect on playing with different levels of language (Laviosa, 2005: 10). Puns are used in advertisements to give the commercial a sense of humor and to enhance its recalling time. Using catchy phrases increases the rate of persuasion and it is an effective way to convey the message to the target audience and make it more memorable and attention grabbing (Laviosa, 2005: 11).

3.4.15 Statistics

People are susceptible to believe what is said if it is supported by figures and statistics. Advertisers use statistics to support what they offer in the adverts. By giving statistics and proving the effectiveness of the product, they attract the customers' attention and gain their trust. Statistics are also used to express the popularity of the product and provide consumers with more confidence to purchase the product. They often use slogans like “%90 per cent of women's choice”, “1/3 people use this product”, “70 million people's choice” etc. Knowing that a lot of people believe the effects of the product, they form a positive image about the product (Laviosa, 2005: 12).

3.4.16 Plain Appeal

Plain appeal suggests that the product is for practical daily life and for ordinary people. It gives the idea of simply living. Advertisers use ordinary people and daily life scenes to persuade the audience that the product is for everyone. It aims awakening the common feelings, which everybody has about life by using slogans like “just like mama used to make”, “old-time mom and pops”. Thinking that; everyone uses the product, it promotes a sense of trust in customers (Laviosa, 2005: 13).

3.4.17 Bandwagon

Bandwagon is “a popular activity, effort, cause, etc., that attracts growing support” (Merriam-Webster, 2016, 86). Bandwagon appeal uses the group mentality, which

persuades consumers to purchase a product. Bandwagon effect evokes the sense of belonging to a group and by using the same product; consumers feel themselves in a group. Thus, if they don't have that product, they feel left out and can't be a part of that group (Merriam-Webster, 2016, 86).

This appeal also utilizes the peer pressure, which dominates younger generations, and it gives the message that "if you want to be young or be a part of a younger generation; you have to use that product". They use slogans like "the choice of a new generation", "breakfast of champions", "the best man a man can get", "women's choice" etc. This technique now has been used since 80s (Merriam-Webster, 2016, 86).

There is no doubt that Pepsi's commercial in 1985 with the slogan of "The choice of a new generation" is one of the perfect examples of bandwagon appeal. In the commercial "if you want to live a good life, then the only thing you need to do is drinking Pepsi Cola" message is given by showing people having fun with beautiful girls and handsome guys and Pepsi's logo is seen throughout the video (Merriam-Webster, 2016, 86).

3.4.18 Sensitivity

The use of new information and communication technologies has experienced unprecedented growth in recent years, providing consumers with new ways of interacting with companies, together with more agile and personalized communication (Gómez & Martín-Consuegr & Molina, 2015: 21). Companies take consumers' sensitivity about personal data into account and build their advertisements upon the fact that consumers have worries about the product and have questions in their mind that will affect their decision to purchase a product. By taking their sensitivity into account, advertisers offer new ways to lessen their worries in ads (Gómez & Martín-Consuegr & Molina, 2015: 21).

3.5 COMMUNICATION INSTRUMENTS OF ADVERTISING

Advertising has become an essential marketing activity in the modern era of large-scale production and serves competition in the market (Welukar & Harichandan, 2011: 4). Companies are in a war of selling their products. Advertisers desire to grab the attention of the target audience by using various communication instruments and they find new ways to persuade the audience to buy their products. There are several communication instruments in advertising (Welukar & Harichandan, 2011: 4).

They range from traditional media to new media. Traditional media has been used in advertising for many years and advertisements are conveyed through various devices like TV, radio, magazines, newspapers, brochures etc. New media is affirmed as the future of advertising. In new media, consumers have access to advertisements in various forms. Some of the new media instruments are: social media, online videos, banners, retargeting, video games (Welukar & Harichandan, 2011: 4).

Newspaper advertising is known as one of the oldest instruments in advertising. Newspaper ads can reach a wide range of consumers and they convey their message clearly by using photos, articles and lists (Welukar & Harichandan, 2011: 4).

Radio advertising is one of the most used instruments in marketing and advertisers benefit from radio ads to grab the target audience's interest by using songs, melodies, radio theaters etc. However, it only addresses to a limited customer group (Welukar & Harichandan, 2011: 4).

Television advertising has the power to reach a great scale of customers from various part of the society. Using sounds, visuals, movements, colors to persuade the audience, it has the advantages to promote the product to a wide range of customers.

Advertisers use magazine advertising if they want their product to reach a particular group of customers. Magazine advertising is a great way to attract the readers' attention with colorful and glossy ads (Welukar & Harichandan, 2011: 4).

Online advertising is the most effective way to promote products reaching worldwide consumers with a low cost. Banners, retargeting, live videos, games etc., there are lots of instruments that can be used to draw the customers' attention. Customers can research the product whenever and wherever they want (Welukar & Harichandan, 2011: 4).

3.6. OBJECTIVES OF ADVERTISING

Companies have their own objectives for selling their products. These objectives vary according to their industries, available distribution channels and overall marketing strategies (smallbusiness.chron.com). A particular message lie below the surface of the advert is given to persuade consumers to buy the product. Adverts help consumers to receive the intended meanings by giving information about the product and with the repeating messages hidden in adverts, customers recall the brand and the information about the product becomes more memorable. In every advert, there are basically three objectives; informing, persuading and reminding (smallbusiness.chron.com).

3.6.1 Inform

Informative advertising is often used when launching a new product, or for an updated or relaunched product. The objective is to develop initial demand for a good, service, organization, or cause (Boundless.com, 2015). Informative advertising provides the information about how to use a product, what is new about an old-product, the features of the product and the price of the product. It makes the customers more aware of the product in the market and helps them to make an informed decision (Boundless.com, 2015).

3.6.2 Persuasion

Advertisers use some specific strategies to persuade consumers about how good their product is and why they should buy it. They build their strategies on customers' desires and needs and by giving some proof and persuasive messages to the customers. Once the strategy is agreed upon, development of the advertising begins. On-going research is

conducted among targeted consumers to evaluate and check whether the ad is communicating the strategy and whether it evokes the desired action (http://www.aef.com/on_campus/classroom/speaker_pres/data/4001), [accessed 06.04.2016]. Since there is an ongoing competition among the companies, advertisers use some strategies to highlight the features of the product that will differentiate the product in the competition (http://www.aef.com/on_campus/classroom/speaker_pres/data/4001), [accessed 06.04.2016].

3.6.3 Remind

Reminding advertisements used by the advertisers to remind the consumers the satisfaction they have when they use the product and by evoking the emotions and memories customers had about the product, they seek out to keep the sales alive and remind old customers that they still sell products and develop a repeated purchase behavior. Advertisers give the message that the product still has the same quality and by highlighting its unchanging quality, they aim to gain new customers (http://www.aef.com/on_campus/classroom/speaker_pres/data/4001), [accessed 06.04.2016].

3.7. AUTOMOBILE ADVERTISING

Automobiles are durable experience goods that sell for a fairly high price. Consequently, as the purchase of a car constitutes a large investment for the average household, the demand for cars is fairly price and income elastic and strongly affected by macroeconomic conditions, including income trends, employment, and interest rates (Greuner & Kamerschen & Klein, 2000: 245). Automobiles have been dominated the industry since 1886 and advertising has a huge importance in this success. Every year, automobile manufacturers spend a great deal of money on advertising. According to Crain Communications (1996), between January and September in 1995, for example, General Motors (GM) spent \$1.07 billion (cited from Nichols, 1998: 922) and in 2003, the automobile industry spent \$21.4 billion on media advertising (Büschken, 2007: 4)

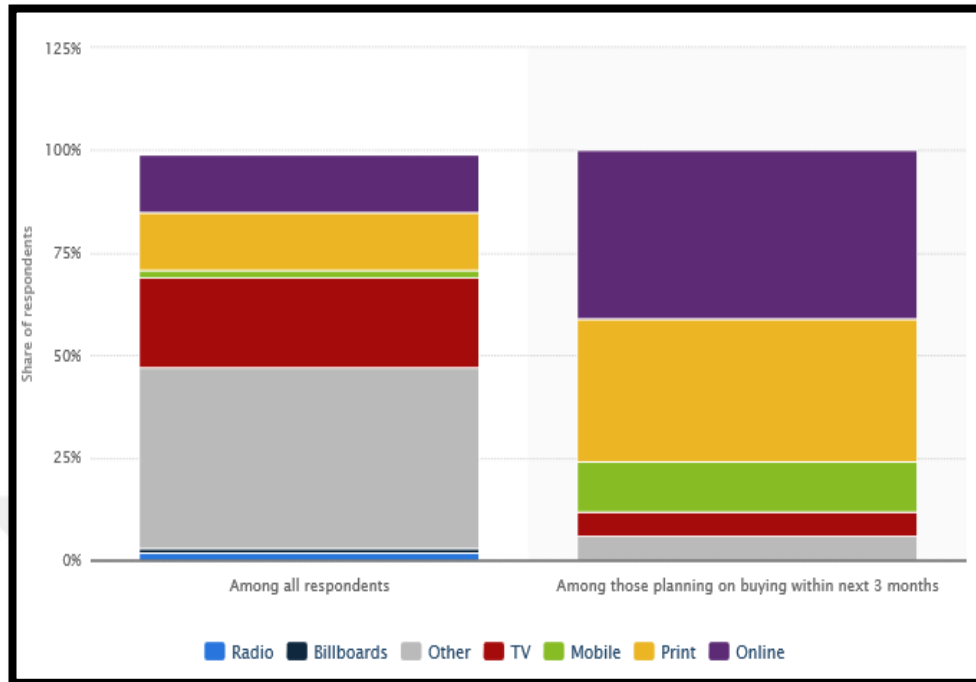
since the invention of the automobile, companies have spent huge amount of money and this brings an unending competition together.

The competition among automobile manufacturers makes the industry even harder to stand out. In this case, advertising is the center of their success. The more audience their adverts reach the more profit they make. A successful advertisement campaign can make it possible to gain the interest of the customers and advertising facilitates more recognition in the competition. However, with the increasing competition among the brands, automobile manufacturers base their sales not only on advertisements but also new models (Büschken, 2007: 4).

Every day, companies release a new model to appeal to the consumers' needs and demands. It is vital in the automobile industry to link advertising strategies and consumer demands. According to Gardiner, "Linking global automotive demand with consumer sentiments and media habits is vital to developing marketing strategies that connect the right consumers with the right automotive brands" (Nielsen, 2014: 12). Advertisers use several methods to make connections between the product and consumers. They attribute deeper and emotional meanings to the product to persuade consumers. For example, in an advert in 1936, Mercedes associated the brand with the Reich III Empire (marketingasia.com) and said Mercedes' power comes from the empire which obviously affects peoples mind and makes them think that if they buy a Mercedes car, they will have the power. Advertisers use both emotional and rational appeals as a way of stimulating the demand for automobiles. Giving detailed information about automobiles and using effective slogans that grab the attention of consumers, advertisers have aimed to reach more consumers (Nielsen, 2014: 12).

Indeed, the advertising-as-information perspective assumes active competition among advertising firms. By informing consumers about its own products and prices, signaling the quality of its brand name, and so on, each firm makes its rivals' demand curves more elastic (Greuner & Kamerschen & Klein, 2000, 255). To inform consumers, advertisers use various communication tools like; radio, TV, newspapers, magazines and internet. According to bussinessinsider.com, in 2012, customers stated that they are mostly affected by online ads among other advertisement tools.

Table 3.12: Types of advertising influencing the decision to buy a car



Source : <http://www.statista.com/statistics/259115/types-of-ads-influencing-car-buying-decisions-in-the-us/> [accessed 06.04.2016].

Statistics show that customers mostly affected by online ads and then printed ads. Online ads have the power to influence customers by using audios, visuals and attention grabbing slogans. Nielsen makes another research that supports the importance of advertising and the power of online advertising in 2014.

4. A RESEARCH ABOUT AUTOMOBILE ADVERTISEMENT FROM PAST TO PRESENT

In respect of the advertising appeals, the attention of the customers can be attracted but these appeals must be changed day by day since if advertising techniques are not appropriate to time, it will not be successful. Because of this fact, the change in these appeals is quite crucial. Therefore, it can be seen that in respect of the conditions, fashions, mentality and the features of the terms, these appeals become varied. The reason of this situation, different types of generations are born and their needs, interests and the expectations of life are changed depended on their terms. These terms verify according to the wars, cold wars, environmental occurrences, crisis, scarcity, politics, social movements, ideas and the technology (Morris, 1982: 51).

To regard these aspects of advertising creates different kinds of methods of advertisement of a car. These are: (1) automobile has to alter its profile depending to time and steps of life and (2) the sending tools for the campaigns or the sales and the responses of the customers can give an idea about their interests. This kind of advertising technique can be the managements as successful as they want so the place of this method is highly important for development. If a brand could be an ageless brand, it will be on the peak of advertising in a short time (Wellner, 2003; Walker, 2003: 54).

4.1. AIM OF THE RESEARCH

This study aimed to identify, describe and interpret the changing of advertising appeals and prominent trends of it used by years in the automobile advertisings in consideration of social indicators namely wars, crisis and prominent movements of each period which is separated ten-year long periods in order to stress close relationship between automobile and advertising industry. In other saying, the concept and perception of the automobile have been shaped by various social indicators throughout the history in this sense automobile brands have been trying to draw their attention by using various advertising appeals to create a distinctive image on the consumer' mind. In brief, this

study was conducted to assess these changes in the appeals by years (Wellner, 2003; Walker, 2003: 54).

4.2. METHOD OF THE RESEARCH

Literature review can reveal a great deal regarding organization or people and the social context in which they appeared hence in this study literature review has been chosen to determine the social indicators that affect automobile industry and which advertising appeals become prominent in the automobile advertising as a result of them. In this sense/therefore, 1100 ads of different brands have been analyzed in total for eleven different terms described and the ads bearing the most typical characteristics of the terms has been chosen and analyzed.

4.3. LIMITATIONS OF THE RESEARCH

Due to limited resources and time, accessing to all resources about ads could not be possible. For this reason, I recommend future researchers, who are interested in similar studies, to reach broader resources in order to evaluate the changes in the society that affect perception of automobile on the consumer's mind with extensive explanations. The resources from previous researches and studies were considerably limited.

4.4. FINDINGS OF THE RESEARCH

This section will present the results of the analysis, first of all throughout the history of automobile; there has been always a luxurious segment which targets high-class people due to power perception of the automobile. Additionally, analysis showed that; there is a close relation between advertising and automotive industries since both sectors are vulnerable to social indicators largely and according to necessities of time these ads needs to be adapted in terms of advertising appeals and characteristics in order to create successful public image or strengthen brand reputation. All in all, Automobile companies have to observe the changing dynamics of the society and social indicators to address the customers properly by using catchy advertising appeals of the term. In this

section the prominent advertisings from each term are examined according to advertising appeals used in the light of social movements and events of the period.

4.4.1. The Starting Period of Car Advertising (1898-1930)

Beginning period of the automobile advertising is considered to start with Winton Motor Carriage Company's Dispense with a horse advertising in 1898. When the advertising of the term from 1898 to 1930 is examined, it can be seen clearly that; the main idea was to create connection between cars and the people. In the early years, inventors were the marketers of their cars as well and they tried to make people believe cars were comfortable and useful. However, unlike today people had no previous experience regarding the automobiles or perception about brands that's why the objective of advertising was to inform correspondingly advertising appeals essentially were rational appeal and social appeal. Additionally, snob appeal has been started to be used in the ads because in every term of the history of automobile advertising, there has been a product that aim to reach high class. Due to the population and effect of wars, some brands focused on female customers during this period by using social and snob appeals with elaborate and colorful advertisings since as a result of WWI the female population was higher and women had got more economical power they used to have. However, in general informative ads including rational appeal was dominant in the starting period since marketers were trying to convince people to give up traditional horse carriages.

Figure 4.1: Ad from Winton



Source: Online, <http://mitchellarchives.com/the-first-automobile-advertisement.htm> [accessed 04 March 2016].

This car advert was the first in its field hence it is accepted as the beginning of the car advertisement. It can be noticed easily that the advertisement is considerably basic and open thus it helps to explain the features of the car clearly. Therefore, it was enlightened that determining to buy this car is logical and it is best vehicle for the customers. A black-white illustration was used as a visual material and “The Winton Motor Carriage” as a name of the brand was placed in the center of the poster. Two people were drawn in the picture and it gives a message that the product is useful. The price is certain in the statement and simplicity was repeated many times due to the emphasis of the comfort.

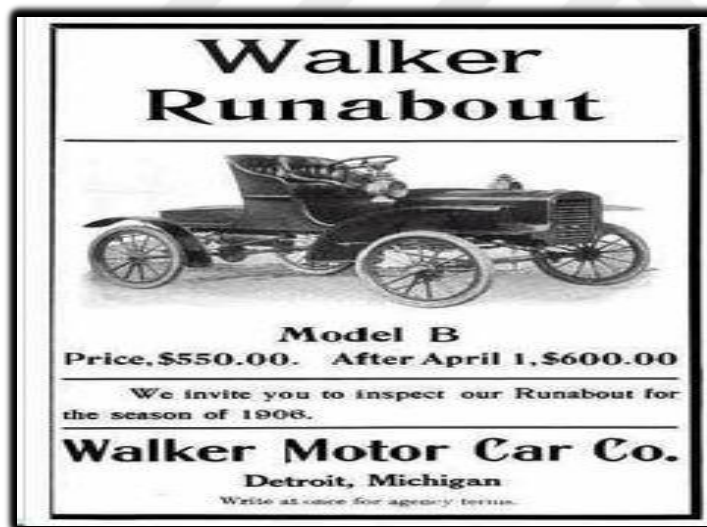
In this advert, rational appeal was used and to inform is objective of advertisement. All features of the car are introduced to people so make them familiar with the qualities of the product in all aspects including the velocity, the resistance of vibration, wheels and the price. Therefore, it indicates that preferring this product is rational. Also, it emphasizes the luxury because the slogan is stressed and it is “dispense with a horse”. It means that the level of life standard can be change if people make choice to buy this product. Thus this marketing strategy is the use of social appeal. So thus, the other message is that the product is providing someone to be a part of an elite group and it can give the prestige.

4.4.1.1. Ads in the period between the years 1898-1908

The people born before WWI can be included this term. Also, they had very difficult times due to preparing period of war. They were experiencing catastrophic events such as; diseases, economic crisis, and scarcity in their very young ages. These people were kids when this situation came up that's why in many times these children suffer from them in the following years (Boyer, 2005: 2).

Therefore, in this term, people had worked in the humble jobs thus they intended to save instead of consuming. Even though the adverts of this term were a kind of beginning a new path, these circumstances have prevented to be more creative in adverts. Moreover, economic difficulties have pushed the advisors to highlight the feature of the low prices (Himmel, 2008: 15).

Figure 4.2: Walker Runabout from 1906



Source: Online, <http://www.ebay.co.uk/itm/1906-OLD-MAGAZINE-PRINT-AD-WALKER-MODEL-B-RUNABOUT-AUTOMOBILE-CAR-PARTS-ART-/300622257311> [accessed 04 March 2016].

Walker Runabout's Model B ad is one of the typical examples of the term with informative purposes by using rational appeal. As is seen clearly, Model B depicted in the centered, brand name is bold, price is available and trying to persuade customers to inspect the product in order to make the familiar with automobile.

4.4.1.2. Ads in the period between the years 1900-1910

Between the years of 1900-1910, advertising method was generally informative and brand name was bold or remarkable in the text. Additionally, price was available on the ad and the colors, which had been, used black and white. In the ads, it was mentioned that the technical qualities of the first cars were emphasized. The picture of the car was placed and it was for trying to create distinctive image on the consumer's mind (Coulibaly, 2007: 15).

Ads can include more than one picture of automobile for trying to show the automobile from every angle. People were being posturized while driving the car and flexibility or durability of the car had been highlighted. The ads were being used for the announcement of constantly changing gear, which enabled to reach 35-40 horsepower. The concept of comfort and services had been gaining more importance and larger internal volume was significant (Sion, 2004: 6).

Safety throughout the history of automobile always has been important issue in gradually increasing manner. Wheels type always has been changed like plastic wheels or wooden wheels or metal wheels. In this term the ads had mentioned increase and decrease in prices mostly and technology of the car (Bellu, 1998: 17).

Figure 4.3: Ad for Cadillac from 1907



Source: Online, <http://mitchellarchives.com/the-first-automobile-advertisement.htm> [accessed 04 March 2016].

Throughout the history Cadillac has been always one of the most important car brand, Cadillac ad for Model H is another typical example of this term with informative purposes by using rational appeal. Name of the brand is the most distinct part in the ad giving much more detail about Model H's advanced technology at the time compared to competitors. At the bottom it was giving price details for both Model H and other type of cars of Cadillac.

4.4.1.3. Ads in the period between the years 1910-1920

The years between 1910 and 1920 coincide with the WWI and ending of it when the small businesses had not survived. Colorful ads appeared and it attracted the attention of the people. In these years, roadster cars became out of date and old-fashion excluding drop head cars. Some feelings were the themes of the ads of the brands and these were envy, luxurious, comfort, and pleasure. Moreover, in this term there was a segment that was targeting the women. The concept of distinction has been used many times but the ads had been still informative (Puiboube, 2000: 24).

Automobile companies and firms of the time of every country made contribution to their own success in the war. Also, car firms helped such as Berliet, Benz, Ford and Renault. In 1918, the war was over and the big businesses, which contribute the war industry, survived (Boyer, 2005, 2).

Figure 4.4: Ad for Rauch & Lang from 1916



Source: Online, <https://tr.pinterest.com/pin/463518986624832928/> [accessed 04 March 2016].

Rauch and Lang electric cars were considerably expensive compared to others which aimed to reach well-to-do women with this ad, that's why the ad is much more colorful and elaborate and it emphasized social statue with 'Prestige' world thus in this ad the prominent appeals are snob and social appeal.

4.4.1.4. Ads in the period between the years 1920-1930

The war was ended in 1918 but industry and economy were in dire condition. Factories were destroyed and Europe used the model of American for fixing the economic problems (Bellu, 1998, 17).

To get rid of the financial issues, the car brands turned towards to middle class and developed public automobiles. In these years' cars became smaller and some brands like

Peugeot and Citroen made their own one of the most eye-catcher cars. These were “Quadrilette” and “Citroen Type C” (Bellu, 1998, 18).

In ten years, the economy and the car industry of Europe had been awakened and the themes like quality, luxury, comfort and wideness came forward again. However, this showy term was not too long and it lasted just 10 years (Bellu, 1998). In 1922, first single-digit car body released to the market and steel structure was used in these terms. In 1923, colorful car body spread over and in advertisements interesting headlines were used for the first time (Bellu, 1998, 18).

At one hand, the two world wars’ term was a golden age for luxurious models of automobiles on the other hand, in 1929, Wall Street and Black Thursday had been experienced and the sector of automobile was affected like all other sectors in very bad manner. First effect appeared in American automobile industry and sales decreased rapidly (Bellu, 1998, 18).

For raising the level of production of car, more lightweight, faster and more economic models were released. In this term also there was an aesthetic revolution that contains plain-looking cars and aerodynamic car body. It is time to highlight Streamline Moderne, which is the current of Art deco. In other saying, it refers to movement of international decorative art and thanks to this movement the most beautiful automobile styles of every term aroused (Bellu, 1998, 18).

Figure 4.5: Ad for Paige Eight from 1927



Source: Online, <http://www.tias.com/9105/PictPage/3923541767.html>, [accessed 4 May 2016].

The advert of “Paige” was published a women’s journal about home. It is very clear that the target audience is women. The all design of it was organized in this view and it prepared to gain the attention of this group thus the illustrations were painted soft and elegant colors and the drawings are very elobarate and graceful. The slogan is “the most beautiful car in America” since the beauty is charming for especially women.

Also, the text was including many detail about luxury such as walnut panels,a hint of hand wrought jewelry in the clustered instrument panel, the feature of ultra-smartness, uniqueness of the motor and being newest ect. eight types of color combination was ephasized since the look was relatively meaningful for this target group. Moreover, distinguishing from the other cars was highlighted because specialising the product was considered as important. The orginal slogan which is “Fortunate”. Indeed, ‘Is she who owns this new Paige “Eight” ’ was placed in the center of the advert and the cars, the woman were drawn both close and far aspects. Therefore, all the details are shown to the audiences.

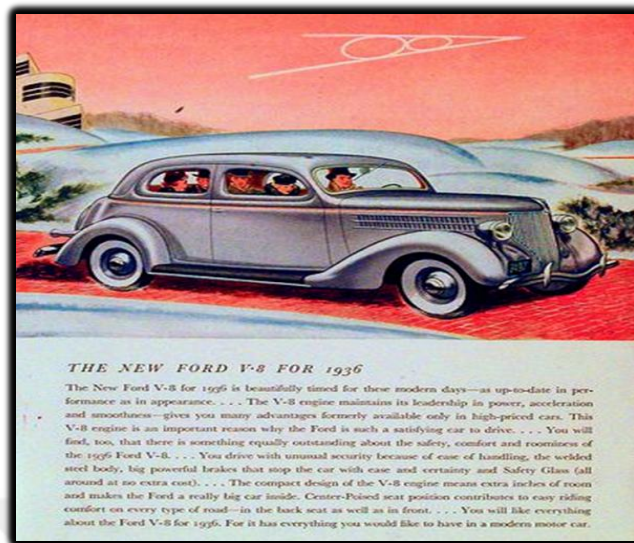
The persuading methods of this advert are personal appeal, social appeal, snob appeal and the objective of it is persuasion with differentiated features. The eight kinds of this

car model was so emphasized and the details about the look also. These aspects of the advert means that to specialize the customers is highly significant for this brand. The qualities of this car very luxurious and it makes the ad placed in the snob appeal.

4.4.2. The Period of Becoming Widespread of Car Advertising (1930-1960)

During this period, colorful, plane and especially boat shaped model automobiles and different luxurious cars are put on the market with flashy ads. Product range expanded largely and cars become the part of everyday life while price was still an important indicator of buying behavior for the customers. In some way people living this period had an experience regarding to automobile and anyone could buy a car in industrialized nation that's why automobile ads had another missions beside merely to convince people to purchase their car brand: either make their next car their own brand or make customers change it immediately. For this purpose, brands began to take the advantage of brand appeal by attributing a meaning to their brand beside emotional and humor because they needed to create distinctive image on the customer's mind as a brand name. As is mentioned before Automobile ads tried to make next car of people their own brand hence first celebrity endorsement was used in this term for Dodge with Shirley Temple that means people still need some rational reasons to buy a car or change their car and automobile advertisings tried to persuade them by using different appeals like endorsement and brand. On the other hand, during WWII automobile world divided into two styles: European and American. American cars were big and have larger inner capacity because Americans were fond of comfort. European style was opposite of American style they were small and compact. At the turn of the term taste of the customers pertaining cars were much more developed and there was at least a model or brand appeals to potential customers; either expensive and powerful Ferrari or plain and affordable Volkswagen Beetle. Competition was fierce because of rapid recovery of Europe after WWII and America lost its overwhelming superiority as the industry leader.

Figure 4.6: Ad for Ford V8 from 1936



Source: Online, http://www.thejumpingfrog.com/?page=shop/flypage&product_id=1367064, [accessed 4 May 2016].

In this advert, there is an elegant and creative drawing in contrast the mentality of Henry Ford who is the constructor of the brand of the Ford. He thinks that the cleverness is not necessary for advertising never. However, the changing time, he may be left this opinion since in this significant advert rational appeal and plain appeal were used but also, in the aspect of the appearance of the illustration, it contains the social appeal because there are many people in the car and the message that is given is if people buy this car, they can be more popular and respectful. The ad giving this message by using the people in the car who are five individuals looking very elite. Finally, the conclusion can be derived that is the car has the benefits, such as large inner capacity for these types of meetings. The brand of the Ford uses the art deco illustrations and the beauty of poster is very charming the audience in an aesthetic way.

4.4.2.1. Ads in the period between the years 1930-1940

Colorful car body, boat and plane model design were highlighted in this term. Also, the most beautiful car designs aroused. These luxurious vehicles were the products of regenerated prosperity of society. In design of the automobile, the boat model was applied very largely (Puiboube, 2000, 26).

Figure 4.7: Ad for Dodge from 1936



Source: Online, <http://fineartamerica.com/featured/dodge-automobile-ad-1936-granger.html>, [accessed 4 May 2016].

In this term celebrity endorsement was used for the first time in car ad by Dodge's with Shirley Temple. Even though, she was too young to drive all the rational information regarding to car was given by her mother and father in the ad.

4.4.2.2. Ads in the period between the years 1940-1950

Between the 1939- 1945 years, WWII had taken place and in this term automobiles disappeared. The bicycles and bicycle-taxies replaced to the cars. The reason of all of these is lack of fuel and petrol that's why Panhard released to the market the cars whose motor work with gas of woods (Weingroff, 2016).

In 1941, the producers of automobile face to new problems because Europe was stopped by occupation of Germany. Also, the automobile industry of Europe was being controlled by Germany. However, the war gave opportunity to develop the technology of automobile and the other devices. In this term, automatic gearbox, automatic clutch, hydraulic suspension and synchronized gearbox were invented. Jeep Willys, which is

the invention of American industry, became a symbol of WWII and developments of concept of the automobile in 1940 (Coulibaly, 2007).

During the ending period of war, economic growth gained speed rapidly and the industry of Europe returned to normalcy in between 1946-1947 years.

In this term, the legendary brands arose and most of them were race car-origin since these automobiles were durable, agile and powerful like Ferrari and Alfa Romeo. Beside these luxury models the economical choices were available like Porsche's Beetle, which was very forward-looking in the aspect of the technical mechanism and its timeless design (Faure, 1997, 124).

Figure 4.8: Ad for Ford from 1946



Source: Online, <http://www.terapeak.com/worth/1945-print-ad-for-1946-ford-super-de-luxe-car/181956899098/>, accessed 4 May 2016].

After World War II small car companies disappeared, only big automobile companies, which contributed to war, survived like Ford. Ford used the humor appeal and brand appeal in this ad both with a fortuneteller holding a crystal ball, in which includes the image of Ford and it was giving the message Ford was a reliable company and will be in your life somehow.

Figure 4.9: Ad for Mercury from 1949



Source: Online, <http://www.thegreasergarage.com/oldads.html>, [accessed 4 May 2016].

In this term the car meant much more than mobility also the next car and future sayings were highly important because brands had another target group who had already a car and looking for a new one. The mercury ad implied in this ad that it was unique, all the features regarding to it was given and three different model cars of it were depicted in the same ad because car companies had more than just single type in order to address as more people as they could with a single ad in order to give the message they had a car for everyone.

4.4.2.3. Ads in the period between the years 1950-1960

In these years, the leaders of the car industry showed up and formula 2 took place in 1952. British brand called Rover generated a rocket-shaped model named “firebird”. This car could speed up to 200km per an hour and it produced in 1954 (Pluyette, 2016). The car turned its face to the new countries as from 1950’s and it was not a toy of only Europe and America anymore (Pluyette, 2016, 241).

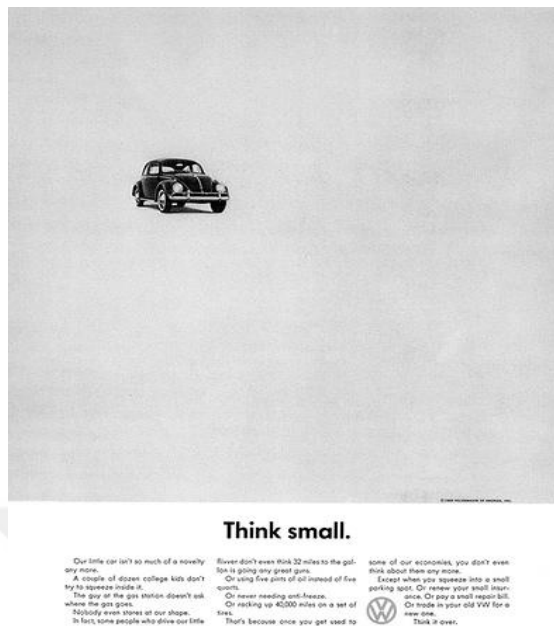
Sweden, which has isolated market place of car, previously, produced first international model named Volvo PV 444 in 1947. Sweden automobile producer company Saab follows this attempt. This movement continued by Volkswagen, Holden and American producers (Pluyette, 2016, 242).

The economic growth in 1950's provided the increase of producing automobiles on a large scale. Welfare level raised and the conscious of receiving credit became widespread (Pluyette, 2016, 243).

4.4.3. The Period of Development of Car Advertising (1960-1990)

Social movements such as countercultural movements like surfer culture, hippie movement and feminist activities had emerged during this term and shaped the advertising appeals. Especially during this period sex appeal was being used highly and this sexual revolution prevent women from seeing as prototype of housewife and women began to be illustrated much more sexually and free spirit in the ads. However, these ads were considered in bad taste by the end of the 1970s, and as a result of feminist activities against this situation grew, casting the women sex object decreased. As to surfing culture and hippie culture, these cultures helped to people gain a different point of view and became much more social and part of a social group hence lots of people jumped on the bandwagon and Volkswagen took the advantage of this situation the most with Beetle and Type 2 because Beetle and type 2 was very suitable to carry lots of people and multiple items such as surf boards, baseball items, skate boards and multiple items hence Bandwagon, brand, plain and humor appeal were prominent appeals in this term. Additionally, during this term another important social event was Oil Shock, which occurred in 1973, people once again tended to save their money instead of spend.

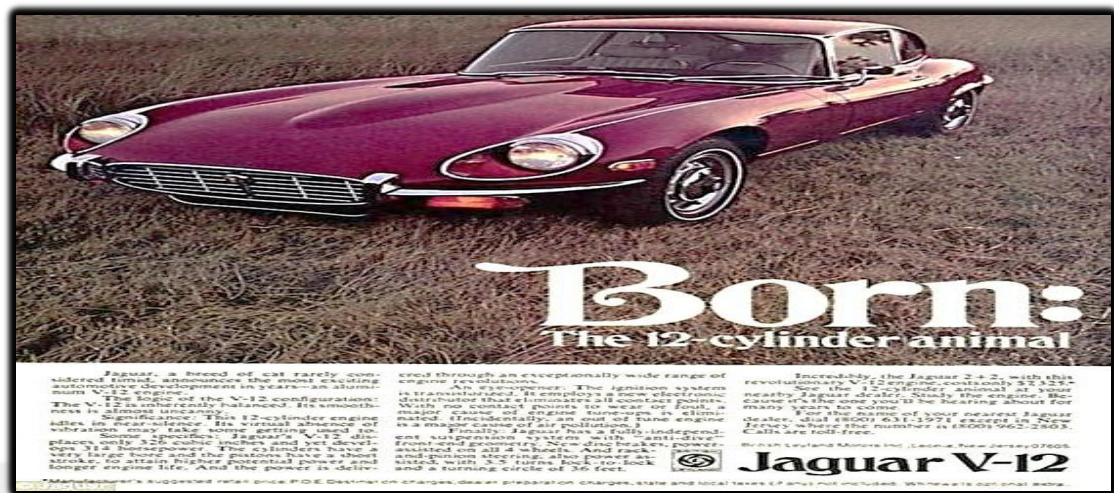
Figure 4.10: Ad for Volkswagen Beetle from 1960



Source: Online, <http://cargocollective.com/kenearley/Mad-Men-Era-VW>, [accessed 4 May 2016].

Volkswagen is one of the best example how a car campaign can influence the society by observing the trends. Volkswagen began to work with Doyle Dane Bernbach advertising firm, at a glance it looks simple and its black-and- white style may seem fall short of the need of time due to fierce competition. However, Volkswagen managed to combine humor with unique plain style and drew all the attention like the ads think small, its ugly but it gets you there and sooner or later your wife will drive home. Humor, rational and plain appeals were used in these ads, even celebrity endorsement used with famous basketball player Wilt Chamberlain in the ad of ‘they said it could not be done, it could not’. As to ‘think small’ ad, it was one of the best example of the term how a small car kept its promise by observing the need of society. The Volkswagen beetle was an honest car; its features were obvious there was nothing to twist or trick out so the ads of it had to be honest and sincere too. During this term, especially in U.S.A young people were desperate, disappointed and were hungry for a new viewpoint. Contrary to luxurious, huge car style of American Dream which disappointed youth with unaffordable prices, Volkswagen Beetle promised them advantages such as; repair and maintenance, parking space and oil consumption in return for a low price with a simple design namely to think small and have it.

Figure 4.11: Ad for Jaguar V-12 from 1960



Source: Online, <https://tr.pinterest.com/pin/4785143331250465/>, [accessed 4 May 2016].

As is seen Jaguar used in these ads brand and humor appeal by using just single photo of the car. Advertising styles of automobiles began to be much simpler with creative cars.

On the other hand, in 1960's, everyone in the industrial nations could buy a car. The stylistic approach of automobile design had been changed and it became more creative and elegant day by day. In this term the concept of the automobile meant a kind of necessity or a kind of addiction. The growth in the number of the car on the roads caused the traffic, increased number of highways, accidents and air pollution. However, the people succumbed to lack of comfortable cars despite all of these circumstances (Guibet, 1997, 54).

The number of traffic accidents was very high and the issue of safety gained more attention in this term. The seat belts became obligatory for car producers and at first it was realized in Australia (Guibet, 1997, 54).

4.4.3.1. Ads in the period between the years 1960-1970

In this period, society had faced with the high divorce rate and many children were raised in single-parent families (Himmel, 2008, 30).

Since there was this type of situation, the traditional features of society had been changed slowly (Lager, 2006, 10).

In these years there were many social problems and development also changing was expeditious and shocking. These developments namely were the first travel to the moon, explosion of Challenger, ending of the Cold War etc. As of problems; terrorism, AIDS and global warming were the main issues of the period thus people were more skeptical than the people lived in any other years and the education level was quite important. However, success was not a feature of the character or a necessity of life in contrast it was the workforce people could effort only voluntarily. Additionally, having fun was considered certainly valuable activity for the good life (Eisner, 2005, 70).

In this period, people tended to be more interested in visual view hence the art museums attracted the largest number of guests in the history. Films, TV, pictures, photos had got more attention than other media channels. For instance, reading was not an interesting activity in these days. Globalism and diversity of the nations were the rising values for the people. Technological improvements and inventions were crucial for them (Cranston, 2008; Francese, 2004; Ritson, 2007, 24).

In this term the idea of Liberalism got importance inasmuch as freedom was the key concept of these years and the society changed in a more free way thanks to hippies and the people which would like to piece came together. Countercultural movements appeared in this term. Besides, feminist movement showed up and it was a leading social movement. Since U.S.A went to the Vietnam War, society had a huge reflection in a negative manner. Moreover, these ideas and the tendencies were shown themselves in the car designs (volkswagen, beetle) and the advertisements too.

Figure 4.12: Ad for Fiat from 1966



Source: Online, <https://themarquisblogger.wordpress.com/2015/07/23/the-second-best-shape-in-italy/>, [accessed 4 May 2016].

This advert used several appeals such as; sex appeal, humor appeal, emotional appeal, social appeal, play on words appeal and plain appeal. All these appeals have been used for one aim to draw the attention to both cars. It is a kind of shortcut to advertise both models in the same advert. This idea was implemented very effectively. Besides, the objective of this advert is mainly to inform since all the features of the car have been written below as a text. The slogan is the statement of “Get That King of the Road Feeling with Fiat”. It has implied social level with the word of “king” and that feeling adverts trying to evoke with king word in the customer’ mind made the advert using emotional appeal. Sex appeal which is prevailing advertising appeal of the term was used in this ad by combining the only thing better than one Fiat is two of them motto and making twin ladies associate with cars.

4.4.3.2. Ads in the period between the years 1970-1980

In 1973, Oil Shock began and it meant that there had been a problem about attaining the oil thus producers preferred the functional cars and designs with narrow internal volume instead of sedan type long and large automobiles. This crisis provided some benefits

about the technical mechanism of the motors of the automobiles. Besides, the energy source of the cars was changed as diesel fuel and the motors had been turned to diesel motors (Bellu, 1998, 20).

In these years, the technical features of the safety of automobiles had made progress especially with using the electricity in the devices of the car. Most important invention about this issue was the system of braking in the wheels named ABC (anti-blocking system). This invention belongs to the firm of Bosh (Bellu, 1998, 20).

Between the 1970-1980 years, the computer assisted system realized in automotive technology. One of the most common and famous system was CAD (computer-aided design) (Bellu, 1998, 20).

This term can be explained with the energy crises followed by economic crises since the necessity of the energy became more and more significant. Moreover, the energy meant income and the capital but there was big problems in that issue that's why the economic crisis arose and for the society money became much more important correspondingly saving money was also crucial.

Figure 4.13: Ad for Dodge Challenger from 1970



Source: Online, <http://www.flickrriver.com/photos/lightning72/3796248728/>, [accessed 4 May 2016].

As is mentioned before one of the prevailing advertising appeal was sex appeal and Dodge took the advantage of it in this ad by using a charming lady associated with this beautiful red car.

4.4.4. Today's Car Advertising (1990-2016)

Contrary to what Henry Ford said cleverness became the most important part of today's world advertising especially in car ads. Today all people have a limited time and we are exposed to many advertising during the day hence advertising appeals must be catchy and extraordinary for us to notice. People have limited time to read or to be informed if the ad repeats itself with boring explanations it became useless on the contrary making association and drawing an analogy between car and animal, person or nature is much more beneficial in today's world to draw the attention. Therefore, today's prevailing appeals are humor, play on words, brand and emotional appeal.

Nowadays, customers have various effective sources to be informed about an automobile like internet, word of mouth, reference groups, television ads and so on. Even when customers are in the traffic they are exposed to different model of cars unconsciously that's why today print ads largely do not to use the car itself in the ad sometimes just a feature or a new technology of the brand is emphasized by making associations without long explanations.

On the other hand, test drives gradually gain importance because giving chance to prospect customers to have an experience and make them excited regarding to car are significant tools to evoke the desire in order to make them purchase the car. Besides, brands are trying to follow both their customers and prospect customers throughout of their lifespan by creating different targets. The best example of this situation would be Mercedes A series which targeted the young population by giving chance them to experience the feeling to have a Mercedes and make them accustomed to the brand. All of these factors give way to ads become much more emotional, funnier and plain rather than rational.

Cars are made of stronger and lighter materials because safety has always been the most important issue about cars and competition is going like a technology war; computer technology began to be utilized in cars as the 21st progressed. Objectives of these print ads now are far from just informing people in a world that there is one car for every ten people thus objectives of car ad turned into convincing and reminding people by using sense of humor without irritating customers. Cars have evolved until today continuously and it will never stop so have the car advertising since there will always someone who can be the next Henry Ford, Karl Benz or Ferdinand Porsche.

4.4.4.1. Ads in the period between the years 1990-2000

Hybrid cars have showed up in this time because of the environmental consciousness. Toyota has produced its hybrid car named Prius. Also, the cars only working with electricity have appeared such as Tesla Roadster (Coulibaly, 2007, 21).

At the beginning of the 21th century car bodies have been changed and some models have been combined with others. For instance, the crossover models have been created with using both classical sedan model and SUV (sport utility vehicle) and this model has appealed to great number of people in the world. Especially the most famous crossover model: Nissan Qashqai, which is so popular in USA (Coulibaly, 2007, 21).

Russia, India and China have the highest populations and potential for the automobile marketing. In this term, women could get job with full-employment opportunities gave way to dual-income families become widespread in the society and this situation enabled families to have possessions. In this period the world had been struggling against AIDS, drug addiction, economic problems, homelessness and GDO. Besides that, there were some milestones for the people such as collapse of Soviet Union, Gulf War, Islamphobia due to terrorist attacks, demolishment of the Berlin Wall, the battle of Kosovo, the Iraq War. Also, the technology was not an invention for the people in this term but it was normal communication manner. The internet was widely used communication tool and many sites and services had been prepared such as e-bay, Google, chatting, wireless, cell phones etc. thanks to the internet, society was more

transparent and open hence globalization ethnic diversity has gained speed (Gerritsen, 2008, 35).

Figure 4.14: Ad for Nissan from 1997



Source: Online, http://www.carstyling.ru/en/entry/1998_Nissan_Frontier_Dogs/, [accessed 4 May 2016].

Nissan took the advantage of humor and emotional appeal in this ad besides brand appeal. This ad was expected to arouse sympathy and grab attention of animal owners and animal lovers with ease.

4.4.4.2. Ads in the period between the years 2000-2010

The people lived this period have faced with terrorism, violence and economic crisis, in addition, they meet the technology since they were baby (Hamm, 2007: 15). Security and safety were both prominent concepts for the people who experienced this ten-year long term at some point in their life. This was because of the internet because the internet as a medium of communication made people vulnerable to strangers who can be dangerous when people do not realize their malice and cyber-attacks. Moreover, education level is effective in this attitude. Customers had been taken high education and that's why they were little more skeptical about life. When they chose to consume or buy some products, they researched about it on the internet and they asked the ideas

of the peers because group acceptance was highly important for them (Wellner, 2000; Jayson, 2009, 154).

The idea of car free lifestyle has been emerged between the years of 2000 and 2010 after that the point of view to the concept of car has utterly changed. At the beginning of 20th century, this opinion spread to a large extent. Buying an automobile has not seemed prestigious action anymore as it used to be seen before. The people living in metropolitan cities have done some activities about preventing car-origin problems like sharing a car (Puiboube, 2000, 30).

In this term, the prices of cars have become more important issue. The cheapest car model of the world has been produced and its name is Tata Nano. This brand is from India and its price was 1.500 euro in 2009 (Puiboube, 2000, 31).

On the other hand, Renault has improved its model Dacia Logan as a low priced and less fuel-consuming car thus this model has succeeded in selling more than 700.000 in the last term of the October 2007 (Puiboube, 2000, 31).

Figure 4.15: Ad for Volkswagen from 2000



Source: Online, <http://advertisingdesign-e.weebly.com/blog/volkswagen-precision-parking>, [accessed 4 May 2016].

This ad of Volkswagen was created to stress its precision new parking system technology by using a hedgehog to draw an analogy in an amusing way to make customer both notice and remind. Humor, plain and play on words are the appeals used.

Figure 4.16. Ad for Volkswagen Golf from 2001



Source: Online, <http://www.vintageadbrowser.com/cars-ads-2000s/2>, [accessed 4 May 2016].

This ad stressed remote control side-view mirrors feature of the car. Brand, humor and social appeal are used for this contextual advertising of Volkswagen Golf by making association between the Golf and the dog and giving message if the dogs remember their owners so the cars.

Figure 4.17: Ad for BMW from 2006



Source: Online, http://dealarchitect.typepad.com/deal_architect/2007/09/, [accessed 4 May 2016].

Today, car companies in a fierce competition and that situation reflects to their advertisings in a funny way by using sense of humor especially between BMW, Mercedes and Audi. This ad is just an example of this situation and the appeals used in this ad were brand and humor.

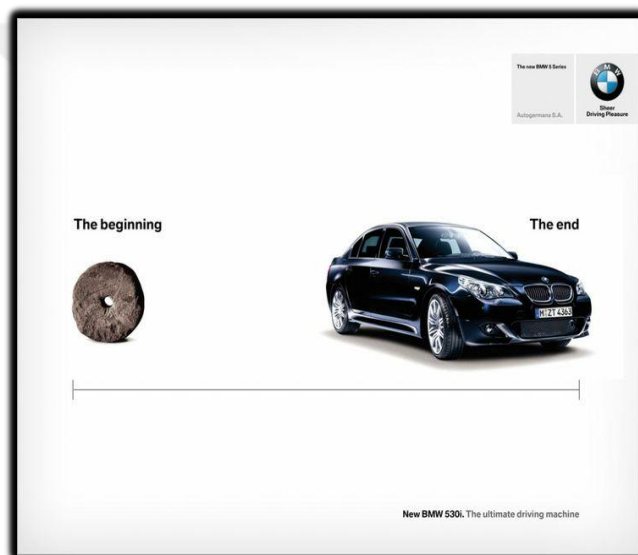
Figure 4.18: Ad for Nissan from 2008



Source: Online, <https://compositionsection51.wordpress.com/2009/11/18/break-glass-in-case-of-adventure/>, [accessed 4 May 2016].

In this advert the brand of Nissan used the humor appeal, emotional appeal and adventure appeal in a creative way in 2008. In these days the techniques of drawing attention vary and this advert was conducted outside. It is very smart way to reach the customers since people easily get surprise by this type of extraordinary marketing method. Besides, potential buyers feel the curiosity about the product. Therefore, this advert is highly accomplished. It is not an informative advertisement but exactly persuasive. The use of humor in it makes the audience closer to the product like in the image.

Figure 4.19: Ad for BMW530i



Source: Online, <http://www.advertolog.com/bmw/print-outdoor/wheel-10102105/>, [accessed 4 May 2016].

This advertising of BMW includes humor and brand appeal it emphasized from start to end BMW530i is at the cutting edge and it is far superior to others in the market.

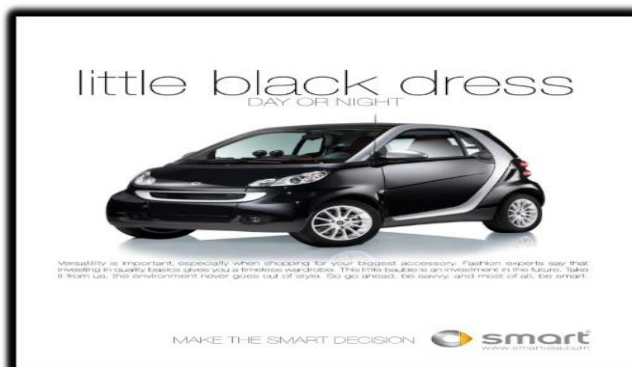
Figure 4.20: Ad for Skoda from 2010



Source: Online, <https://www.coloribus.com/adsarchive/prints/skoda-penguin-13478305/>, [accessed 4 May 2016].

This advert is a bit different from other types of adverts. It had been emphasized at the topic of environmentalism and saving the world from global warming. The slogan is “love it on the rocks”. It is clear that the advert had been benefited from fear appeal, bandwagon appeal, emotional appeal and humor appeal. The slogan contains a kind of irony and it is a humoristic approach. On the other hand, the advert had been tried to scare the audience about the subject of the global warming and its results. Besides, the message of this advert calls people to buy the product if they are environmentalists and it means that bandwagon appeal had been used in this advert.

Figure 4.21: Ad for Smart from 2016



Source: Online, http://payload.cargocollective.com/1/0/20674/234794/smart1_1.jpg, [accessed 4 May 2016].

Smart Electric car ad is targeting the women by making the association black dress with car. In this sense, feminine appeal was used. Women always have a lifesaving black dress in their wardrobe. Accordingly, in the association besides humor and play on words, rational appeal was used. Today if the need of target known well, there is no need elaborate illustrations or images to attract female target just reminding them their modern practical need by associate with car is sufficient for a successful car ad.

4.4.5. THE FUTURE OF CAR ADVERTISING

The prediction about the future of the car design is that; it will be more futuristic and modern as well as is seen in Figure 4.22.

Figure 4.22: Future Car



Source: Online, http://www.diseno-art.com/encyclopedia/concept_cars/peugeot_moovie.html, [accessed 4 May 2016].

Simplicity will get more attention and as a material glass will be more applied. Colors of car body will be changed but the silver tones will be the most common feature. In addition to these, the energy source of these vehicles will be not fuel or oil but electricity that is expected to replace them (Faure, 1997, 132). Moreover, car advertising may carry out on the internet and the customers can advise some products.

This type of advertising became more widespread day by day and the advertising method of future can be more developed instance of it.

CONCLUSION

This study examines the advertisement of automobile industry in terms of the years and its time oriented development. According to changing time, advertising of automobile and the production technologies of an automobile have been altered in every aspect. In this study the process of production, the process of advertising and the methods, which are used in this field, are explained. Moreover, in the execution part that is at the end of the study the adverts are separated into ten-year long arrays are researched in terms of the appeals of advertising by considering the social events and movements.

Firstly, automotive sector is the crucial and improving field in the world economy since the automotive industry is considerably wide and beneficial in every division in life. Automobiles touch our everyday lives in almost everywhere in different forms due to transportation, need of sending some items or just for fun. Therefore, the automobile industry has been growing day by day. This sector services to great demand since time is everything in today's world. In this aspect, the automobiles are very effective vehicles to transport in a short time. Therefore, the market of the automobile industry highly improved in the last century. Secondly, this wild marketing area includes many challenges and threats. Therefore, competition in the advertising field is extremely aggressive and contentious. As a result of this competition, the advertising of automobiles gained much more importance due to dynamic structure of the industry itself and expectations and perceptions of automobile concept in the customers' mind. This market field advances in a rapid way hence the trend and the methods changes very quickly according to term as well. Accordingly, the appeals of the advertisement are remarkably crucial for developing and creating the new and attractive ideas since the advertisement sector depends on persuasion and making people believe in some notions. The appeals of the adverts are in the deeper meaning except the appearing meaning on the top of the iceberg. Animals, people, colors or the activities used in the adverts stand for a deeper message by the aid of advertising appeals; all of them have certain goals about target audiences according to the variety of customers. Indeed, the quality and the structure of this target group can be decided in this way. In other words, the appeals can be chosen according to the audiences and trends. On the other hand, trends and

prominent audiences of the term are needs to be shaped according to the structure and social movements and events of the time. For instance; rational appeal was the mostly referred appeal type in the early years of cars and in the times of war and crises since convincing and giving reasonable causes to customers were prominent trends. Today, automobiles are such an invention that hard to think of absence for people all walks of life, that's why advertisings became focusing on various attention-grabbing appeals such as; brand, humor, social, and play on words.

In the study, the advancement process of the automobile advertising is examined and the years of the adverts are ranked chronologically in the aim of the explanation of the advertisement in respect of social determinants. To sum up, even if there is cruel competition in this area, the advertising sector has been improved in an effective and creative way. As the production of automobiles are being developed with the new technologies. This dual progression means many practical vehicles and saving more time. In another view, automobile advertising has many risings because of the high demand in the sector. Therefore, the relation between the automobile industry and the advertising is considerably tight. In this study, this relation is pointed out and it is indicated in terms of time by using various automobile advertising. Finally, as to the result of this research and the execution, it can be derived that the automobile industry and the advertising correlated in a positive way, advertising and its methods should adjust itself or renew according to social determinants which affect the industry needs to be advertised at the time because neither advertising industry nor automobile industry are independent from the time we are living. Moreover, these two improving sectors must support each other like in the history of advertising and these creative works should continue appropriately by adjusting the appeals according to need of time.

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