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## **Revista de Cercetare si Interventie Sociala**

ISSN: 1583-3410 (print), ISSN: 1584-5397 (electronic)

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### **HOW ADVERTISING IN SOCIAL INSTITUTIONS RESPONDS TO THE NEEDS OF PEOPLE BY USING IMPLICIT MESSAGES**

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Revista de cercetare și intervenție socială, 2020, vol. 70, pp. 387-403

<https://doi.org/10.33788/rcis.70.23>

Published by:  
Expert Projects Publishing House



On behalf of:  
„Alexandru Ioan Cuza” University,  
Department of Sociology and Social Work  
and  
HoltIS Association

REVISTA DE CERCETARE SI INTERVENTIE SOCIALA  
is indexed by Clarivate Analytics (Social Sciences Citation Index),  
SCOPUS and CROSSREF

# How Advertising in Social Institutions Responds to the Needs of People by Using Implicit Messages

Raif KIZIL<sup>1</sup>, Erdogan ERGUN<sup>2</sup>

## Abstract

The main purpose in creating advertising in social institutions is to affect consumers psychologically and identify their needs that they had not realized, also to ensure that they see themselves incomplete and lacking in what is advertised. These explicit messages are to show them the person or the image they want to be. However, each of these explicit messages have implicit ones which is sent via different channels. This study was conducted by using quantitative method in order to find how advertising in social institutions responds to the needs of people by using implicit messages. As a result of the study, explicit messages which have a huge psychological guidance, and affect the consumer behaviour subconsciously, can be clearly determined while analysing these messages. This study shows the intensity of the effect of subliminal messages in advertisement done by social institutions.

*Keywords:* subliminal messages, psychological effects, advertisement style, consumer behaviour.

## Introduction

In the past, if the manufactured goods were good, the idea was it would sell itself. Today, the idea of the better the advertisement is the more it sells with the development of technology and the increase in the production quality and the competition. For this reason, advertising, which we encounter in daily life and is an inevitable part of life, has been one of the important cultural factors that shape and reflect the lives of people. The fact that ideas, creativity and design issues came to the fore in advertising caused the advertising and graphic design sectors

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to be directly interrelated. The idea for advertising has started to be brought to the fore with creativity and design and has been effective in reaching the consumers. It ensures the consumer to be convinced by realizing the target with creative idea and design (Weill, 2007: 19).

Considering that the essence of advertising is to produce creative and remarkable works, graphic design is also an effective communication tool within the concept of marketing. Today, advertising has become an indispensable phenomenon for both businesses and consumers like other elements of marketing. For this reason, graphic design is included in the concept of marketing and is seen as a phenomenon that directly affects the concept of marketing. Advertising is the art of promoting products made to meet the demands of consumers. The advertisement aims to create new needs in people by introducing the goods and services it deals with with its pleasant parties. In addition, advertisements, whose main purpose is to inform the consumer about products and services, aim to increase the demand for the product and to increase its marketing by creating a certain effect on the consumer mass. Through advertising, consumers believes in the promises of the product as a result of the sources of information they sees, hear or read and understand the benefits, and consequently prefers to purchase (Solomon, Bamossy, Askegaard, & Hogg, 2006).

Graphic design, color, typography, photography, painting and statistical graphic elements can be defined as the art of creating innovations by adhering to aesthetic and artistic rules. The message to promote the service or product using graphic design, visual and written elements should be effective, clear, understandable and informative, adhering to artistic rules and original design and presentation (Weill, 2007: 23). Advertising, which is an important cultural factor reflecting the lives of people from past to present, aims to affect consumers. With the help of images, advertisers have the opportunity to tell many subjects that they cannot say clearly by using visual elements. Advertising message analysis is the analysis of a communication process. In this process, the message aims to convey a meaning. Visual and linguistic elements complement each other in the transfer of meaning while creating the message. Although transfer is done in many ways, we need to categorize these processes under certain headings. These processes are printed, broadcasting, new media and other media that emerged with today's developing technology. This study would be a contribution to the literature review and it is unique as advertising was researched before but without taing the graphi design into consideration and this is important since it has a big effect on the consumer behaviour.

## Literature Review

The concept of advertising started in ancient Egypt, when traders began writing and painting on stone, preparing billboards and planting them on the edges of crowded roads and on the squares that everyone can visit, however, the current foundations were laid in 1444 by the German Jean Gutenberg inventing the printing press (Tayfur, 2006: 8). Advertising has become a concept that concerns not only businesses but also all segments of society. The concept of advertising has been defined in different ways by different people from past to present. Some defined the advertisement from the consumer perspective, some from the producer perspective and some from the marketing perspective. Advertising is defined as follows in different sources; According to the American Marketing Association; Non-personal promotion and promotion of ideas, products and personal services is called advertising through a certain sponsor, by paying a certain price (Yaylaci, 1999: 6). From a marketing perspective; the act of promoting and promoting goods and services, institutions and ideas to the public in a non-personal way by the person responsible for a certain price is called advertising (Oluç, 1987: 32). Advertising in terms of consumer can be expressed as conveying sufficient and accurate information about the products and services produced to the consumer by using different communication tools (Yaylaci, 1999: 7). Advertisement tries to attract the attention of the public by arousing the desire to buy something and the style, content and presentation of the information are designed to increase earnings (Jones et al., 2004: 398). Advertising not only sells goods and services, but also sells ideas. World-famous French advertiser Sequella stated that advertising is a magical concept and that if the opportunities are given, advertising selling coffee today can sell the President tomorrow (Taskin, 1990: 33).

Advertisement contains messages that are competitive, have economic value, aim to provide the consumer with information about a product or service, aiming at offering that product or service to the consumer and creating a product or service loyalty to the consumer (Balkas, 2003: 56).

The term advertising is derived from the verb 'clemere' which means 'call' in Latin (Kornrump, 1989: 195). It is the announcement of an event or a phenomenon or news to a certain group of people (Tas & Sahin, 1996: 9). The aim of the advertisement is to reach many people at the same time. Advertising is carried out through mass media. It provides information about products, services and thoughts. (Erol, 2006: 8). In other words, advertising is a marketing communication method with a non-personal selling effort (Cemalcilar, 1994: 286). It is the "announcement" to direct the masses to a certain thought, to persuade them to a behavior, to ensure that they adopt an opinion, to provide information about the subject and to attract their attention. Beasley and Danesi (2002: 9) believe that advertising is 'art' because ads are a whole of aesthetic techniques designed to detect and influence how individuals perceive the product or service. In modern societies, advertising exists as an institutional means of socialization and is the official art of

industrialized Western societies (Williams, 2003: 4). It is the most powerful tool used to raise awareness of a service, product, company or idea. If the advertisement is prepared in a creative way, an image, even a degree of preference, or at least it can set the ground for the brand's acceptability (Kotler, 2012: 151). It is important that the message reaches the target audience in the advertisement. It is aimed to put the brand of the product in mind and give them a new perspective. Advertising should try to reach the public by considering the cultural structure, national and spiritual values of the society that it will appeal to. It enables the product to be marketed to attract attention. Advertising has gained more importance after the Industrial Revolution. As mass production increased, the area of advertising has become a large sector. With the discovery of television and the loss of print media, the advertising sector has not lost much power economically. Advertisers and brand owners have prepared the way to reach the customer in accordance with the possibilities of the time and the cultural structure of the society. In advertising, it is aimed to establish a relationship with the customer by using the ways and methods of promotion and to reach them socially, economically and psychologically.. In the marketing method, various alternatives are offered to the customer and it is tried to create a feeling of being free to choose what they want. J. K. Galbraith; explains the result of the 'Persuasive' ad with the concept of 'dependent effect'. The consumer has a desire for what is advertised and not for his own needs. Advertisers aim to satisfy the customer by creating new needs with the feedback they receive from the consumer. Visual and psychological perception in advertising, moral and cultural values adopted, purchasing power of the society direct the promotion and marketing process (Mullen & Daniels, 2009: 13). According to AIDA model, which is one of the traditional advertising and marketing models, there are four main components of advertising marketing. These components are; attention, interest, desire, and action. Today, this advertising and marketing model is criticized for being focused on sales and prepares the ground for the emergence of new approaches (Özdemir, 2016: 52). When designing the advertisement of the product to be marketed, each of these model components is important for the realization of the sales. In today's changing and developing advertising industry, it will increase the prestige of the brand, by selling the product to the customer, earning income, evaluating recycling, obtaining new demands and providing positive word of mouth. When advertising a brand / product, a message is conveyed to the target audience. All processes, from the packaging of the product to the press advertisements, should serve this message. All elements in the marketing of the product must take place in a consistent and planned organization. Integrated marketing communication is the communication model that manages this entire process and ensures coordination (Kotler & Armstrong, 2008). This planned management style also serves the target audience to be brand dependent. Selecting the appropriate advertising medium for the product or service to be promoted is one of the factors that increase the promotion success. It is especially important that there is an advertisement in areas where the mass is intense and that will meet the consumer at any moment and it is

close to shopping centers. Preparing the design with creative effect and financially economical material by using these spaces in imagination increases the interest in the product. The responses of the consumer society towards advertisements may differ economically, religiously, morally, psychologically, culturally and socially. In order for the advertisement to get a positive response, the company that advertises should pay attention to these attitudes. There are many scientific researches displaying the positive perspective of the customer in the purchase. Ads should be able to establish a social, emotional and cultural connection with the audience they will address. The advertisement designs should make the brand visible and suitable for the visual language. Effective communication is required for "sales" to be realized for the purposes of advertising (Wolfe & Horowitz, 2004). A product should be able to encourage people and create their purchase intent by keeping them in touch with the audience they are not. For this reason, to give information about the product, to motivate the consumer and to ensure a positive attitude towards the product are the characteristics of the advertisement.

According to Becer (2013: 34-35), graphic design means the solution of a problem. It is basically a service, and it is also the responsibility of the advertising to effectively deliver messages that meet the characteristics and conditions of the product and the market. Design is a planned event that fits certain disciplines. They are works created within the framework of some rules that contain art activities. The inclusion of graphic elements brings the design to the field of graphic art. The task of the designer is to establish a visual communication gestalt by bringing together words, images and other graphic design elements (Selamet, 1996: 173). Graphic design is a visual field which includes all text, pictures, shapes, colors, symbols. Therefore, it is created with many techniques and disciplines. A message is conveyed to the audience using these techniques and disciplines (Twemlow, 2008: 17). In graphic design, there are mainly words and pictures. A concept aims to convey a message visually typographically or pictorially. Along with graphic design technology, it uses photography, writing, printing and illustration in line with the needs of the design. Graphic design must provide the 'visual communication' network to reach the target audience. This area constitutes the visual communication process in aesthetic ways. While reaching the masses, it handles various elements, techniques and methods together. Graphic design has three basic functions and any design can be used in these three ways. The first of the roles of this graphic design is identification; telling what the design is or where it came from (signatures, brands, publishers, printing houses, symbols, company logos, labels on packaging, etc.) (Lupton and Phillips, 2008: 10). The second role is to inform and instruct (maps, diagrams, direction signs), which are referred to as information design. The third role is the role of presenting and promoting (posters, advertisements) different from these first two roles. The purpose of this role is to draw the gaze on the design and make the given message remembered (Hollis, 2001: 10). Outdoor advertising, used in the role of advertising marketing, aims to

present the product, encourage the audience to buy, and draw attention and recall (Mullen & Daniels, 2009: 13).

There are certain techniques and elements that are considered in graphic design. The designs made constitute an integrity by including visual design elements as well as aesthetic elements. Some of the graphic design elements, which are visual arts, are reflected in outdoor advertising as follows: 1) Line: Lines used in a design may give the viewer an optical illusion. The lines used in the graphic convey some messages according to their types (horizontal, vertical, curved, etc.). 2) Color: Colors have psychological, cultural and social meanings as well as emotional meanings. The perception that cold, warm and contrasting colors used in the design will create in the following is different. 3) Texture: The texture used in the design and formed by repeated parts can make different connotations to the viewer. 4) Form: The limited form of something constitutes the form. In design, form is the thought or message that is intended to be conveyed into a concrete form. 5) Emphasis: A feature highlighted in the design helps to draw attention to that direction. The emphasis that forms the focal point of the design communicates between the audience and the product. The emphasis is on how to draw attention to what matters most (Stewart, 2002: 3-15).

The isolation of an item in space and isolation from others can also create emphasis (Lauer & Pentak, 1995: 49). 6) Balance: Balance is the equal distribution of visuality in a design (Lauer and Pentak, 1995: 73). Visual balance can affect many features. Some of those can be texture, value, line, color, shape and size. A design is handled with two different balance elements. The first is 'symmetrical balance', that is, being at the same distance relative to one axis, the second is 'asymmetrical balance', that is, being at a different distance to one axis (Bevlin, 1994: 143). In symmetrical balance, visual elements often repeat each other. In the asymmetrical, the visual elements have different features, although they are the same. 7) Contrast: Creating a contrast in the design in terms of color, line, shape and foreground prevents the audience from distracting. The most important factor that makes the design more interesting and different and saves from monotony is to create a contrast in advertising. 8) Rhythm: Rhythm in design is the repetition of the parts and in a certain movement sequence. The messages in the rhythm are easily noticed by the viewer and the message that is desired to be given is perceived more quickly. The advertisement, which is used as a poster on the glass board on the street side, gives the people who are hungry on the road the opportunity to eat fast. Poster designs generally allow the viewer to perceive the advertisement easily in the form of a graphically vertical rectangle. The fact that the ads are close to the shopping center attract them to the stores. It writes the price together with the visual of the pizza so that the advertisement can appeal to both the eyes and the pocket. When the consumer is directed there, he knows in advance how much the product costs.

Typography is a visual communication tool that helps people transfer information, thoughts, messages to each other. Since advertisements are also a

tool that provides communication between the consumer and the manufacturer, typography is used in every area where communication takes place, whether in printed or broadcasting advertising media. The use of typography in advertisements helps manufacturers explain, promote and convey the message of the product through visual communication. In products advertised using typography, consumers provide a visual hierarchy.

Vehicle selection in advertising is perhaps one of the most crucial points in the advertising message reaching the target audience. An error in the selection of the advertising tool may cause the advertisement to be unsuccessful. Advertising a concept that contains messages from sponsors about products or organizations that describe non-personal things to target audiences; they can be displayed verbally, in writing, or visually and in one or more media (Sommers et al., 1992: 598). The main communication tools used in advertising are as follows.

*Newspaper:* Newspapers are one of the mass media that can easily reach most people both in print and electronic form. Businesses may also include visual items, mainly verbal items, in advertisements published in newspapers. Newspapers have advantages and disadvantages in terms of advertising. Newspapers have many advantageous aspects in advertising. They are flexible about advertising. Newspapers can provide this flexibility in a variety of ways. First, there is flexibility between production and release date. The short production period and delivery date of the advertisement enable the newspapers to create a perfect advertising environment. Secondly; newspaper advertisements can be prepared in various sizes, forms and formats, colors can be used or special advertisements can be made in order to attract the attention and interest of the readers. Another advantageous aspect of newspapers is that they have readers who are different in terms of both economic and socio-cultural aspects. Advertisers can reach different audiences through different newspapers. Another advantageous aspect of newspapers is coupons, which related to product and preference discounts in newspaper advertisements and can provide quick feedback from the target audience via their phone and fax numbers or e-mail addresses. The fact that the newspaper is easy to carry and can be taken to other places provides another advantage to the advertisement by different people within 14 days (Elden et al., 2005: 396-397). Besides the advantageous aspects of the newspaper, it also has some disadvantageous aspects. Malfunctions and disruptions that may occur in printing and distribution are one of the weaknesses of the newspaper. Also newspapers; It is not suitable for advertising products containing image, emotion, motion and sound. Another disadvantage of newspapers is that the real color of the product promoted in advertising cannot be fully given because its graphics and color quality are low. The presence of a large number of advertisements in the newspaper may cause the advertisement not to be seen by the reader among other advertisements and at least not to be carefully examined (Tayfur, 2006: 152).

*Radio:* The history of radio is older than other audiovisual tools. But it is not wrong to say that radio has an important place today. There is an audience



addressed by the radio at any time of the day (Topuz, 1994: 131). Since the radio is portable and its dimensions are suitable, and it can be easily used in all conditions and places. Also, the advertisement cost given on the radio is lower lower than other communication tools, it is easy to make market segmentation according to demographic characteristics and lifestyles, and the sudden change in the product is in a short time. The fact that it can be delivered to customers and the slogan used and the advertising message can be changed in a short time are the positive aspects of the radio advertisement (Tavmergen, 2002: 112). Radio does not have enough time to provide detailed information, its inability to use the image is another disadvantage of the radio, and the fact that vehicles such as fax and computer might not be available in order to be able to place orders in the environment where the consumer receives the message after the radio advertisement (Tavmergen, 2002: 113).

*Television:* Television, where sound and image come together, where you can watch anywhere, can deliver messages more effectively, and can easily reach even people who cannot read or write, is one of the most popular advertising tools of recent years (Tas and Sahin, 1996: 52-53). Television is a flexible environment that can affect people. Any visual product message can be adapted to the television. Although the cost of television ads is high, television ads bring efficiency. Television advertisers provide more prestige than advertisers on other media. These are the positive aspects of television commercials (Russel & Lane, 1992: 161). However, advertising on TV is an expensive tool. Television advertisements have to change constantly. The audience will be bored with the advertisement over time and will not show the interest in the advertisement. Television ads have a limited retention period. Since television ads have a long time to prepare, they may present problems to the advertiser in connection with current events and to update the advertisement. Advertisers may also have problems because they cannot choose the order of broadcasting within the advertising zone. This poses an important problem for advertisers when we consider that the target audience has a high ratio of watching the first ads. As in our country, there are legal restrictions on television advertisements in medicine, alcohol and tobacco advertisements in many countries. This prevents the use of television as an advertising medium for various products and services (Elden et al., 2005: 365-366).

*The Internet:* Internet advertising is also called electronic advertising. Advertisers who use the Internet to advertise promote their goods and services online. On the Internet advertisements, the advertising medium is the websites on the internet or sent electronic mail. If businesses prefer this tool for advertising, the messages they use should be consistent and integrated with the messages presented in traditional advertising environments (Avsar & Elden, 2004: 66). The Internet advertisements aim to promote the identity of the company, to strengthen the image of the company, to make the company information available, to provide the most appropriate service to the user, to sell to the consumer, to eliminate the time restriction, to open up to international markets and to provide services to

consumers around the clock (Teker, 2002: 240). The advertisements made through the internet have some differences compared to the classical advertisements. In the internet environment, the advertisement is developing rapidly due to the features such as the pages that are created for the purpose of giving more information, such as being colorful three-dimensional, and presenting with image effects. Today, the use of the internet by more people and businesses has led to a growing competition, especially between print media and the internet (Kircova, 2002: 188-189). Advertising via the Internet saves businesses costs, provides business activity in sales and marketing, plays an important role in strong customer relationships, customer continuity and customer loyalty, enables businesses to reach global markets, facilitates shopping and saves time for consumers. It provides rich information and comparison opportunities about products (Deniz, 2001: 114-122). Internet users encounter dozens of advertisements every day on the sites they visit. These advertisements lead some consumers to purchase, while others ignore for various reasons. These reasons constitute the weakness of the advertisement on the internet. Weaknesses of advertisements made through the internet are as follows. Security problems for both business and consumers, product inability to touch the product, problems with product such as the product delivered with the product being ordered, delays in delivery, product return problems, internet advertising as a result of some consumers evaluating shopping as a social aspect beyond purchasing. Instead of going to stores and requesting information from the salesperson about the product (Deniz, 2001: 122-126).

*Mobile:* Mobile marketing has become one of the most important marketing methods of today. Mobile marketing is displayed on many devices such as tablets, smart phones and mobile phones. Adapting to the societies that are developing and taking shape today and catching the movements of the information age is one of the subjects that companies have to adapt. Because today, mobile searches have exceeded 250% (Kotler & Armstrong, 2008). SMS marketing, one of the methods that can be used for mobile marketing, is the marketing made with SMS, which has been with us since the birth of mobile phones. In another method, application-based marketing, mobile marketing strategy is realized through mobile applications. In location-based marketing, mobile ads are shaped according to the environment in which the user is located. In mobile search and mobile image ads, advertisements for what is searched, for example in google searches, are shown to the user in the first place. Thus, the user, who is directed by clicking on these ads, reaches the desired service more easily and easily, while the seller benefits from this situation.

The most important factor that distinguishes mobile marketing from other types of marketing is that it can be done through a device that is actively open 24/7. Therefore, there is constant access to the consumer, which is a factor that increases efficiency. On the other hand, data from mobile marketing channels can be personalized by the user. This is an approach that does not overwhelm and bore the user and is adopted by the next generation of libertarian users. Businesses are in constant communication with their customers in order to respond

to their customers' requests and needs. The fact that people started to use mobile technologies while communicating has helped businesses that want to keep in touch with their customers to find a new communication channel. Mobile marketing has directed the marketing activities of the businesses from the existing applications and directed them to the activities that enable the marketing activities to reach the customers anytime and anywhere.

People almost never take their cell phones away from waking up to nighttime, and the use of mobile phones worldwide is very high. The fact that mobile devices are almost always open and with the user provides marketers with the opportunity to reach the target audience at any time with interest and permission. In this way, the brand can transmit its message to the user more effectively. In addition, the cost of advertising campaigns in mass media was very high in mobile marketing activities and consumers were not willing to receive messages from brands. As the advantages of mobile marketing; it can be counted that it can be reached to the consumer very quickly, its costs are affordable, the benefit is measurable, it is highly customizable, it is innovative, it is more effective than traditional methods, and communication is bidirectional. In addition, in mobile marketing, where customer segmentation can be very detailed, point shots can be made if desired (Kotler & Armstrong, 2008).

## **Methodology**

This research aimed to examine the effects of the graphic elements used in advertisements on consumers by using Consumer Research on Advertising. A quatitative methos was used to conduct the study. In the survey applied to consumers; demographic information such as age ranges, educational status were obtained. In addition, the daily mass media usage rates, the estimated rates of the advertisements they encounter, and the most memorable advertising studies carried out to date were asked to be written. In the questionnaire, it was tried to examine how advertisements guide the need and the effects of the items used on consumer behavior. The results were analysed by using a code method by the researcher. SPSS was used to analyse the results in detail.

The population of the study was composed of individuals residing in Nicosia, the capital of Northern Cyprus. The people, who accepted to fill in the questionnaire, were chosen randomly. Equal participants from various age groups and genders were selected in order to ensure the homogeneity of the sample. The questionnaire was formed in the light of the available information after being tested on a pilot group of 25 people. During the pilot implementation of the questionnaire, the questions that were not understood clearly or difficult to comprehend, were not answered willingly or ignored as a result of being indecisive, were detected. The questionnaire took its final form as a result of the received feedback. The Cronbach

Alpha coefficient was found to be 0.70 after the reliability analysis for the Likert questions in the survey. This shows that the scale is quite reliable.

## Results

This research was implemented in Northern Cyprus. The survey was conducted with 85 participants. The age distribution of the participants is as follows; 32% constitutes 20 - 25 age group, 18% 26 - 30 age group, 21% 31 - 35 age group, 19% 36 - 40 age group, 10% age 41 and over. 86% of the participants are university graduates, 13% are high school and 1% are primary and secondary school graduates. The mass media that consumers use the most and their usage density are as follows; Newspaper 0 - 1 hour 90%, Radio 0 - 1 hour 85%, Television 2 - 3 hours 80%, Internet 2 - 3 hours 50% and Mobile Phone 3 - 4 hours 41%.

Table 1. Daily Mass Media Usage Rate

	Hour (%)	1-2 Hour (%)	2-3 Hour (%)	3-4 Hour (%)	5-6 Hour (%)	6 Hour and above (%)
Radio	85	10				
Newspaper	90	7	3	-	-	-
Television	4	12	80	2	1	1
Internet	3	37	50	5	4	1
Mobile	2	13	26	41	12	6

The distribution of how many advertisement they encounter in the mass media they use daily is as follows; 3 ads with 11% in the newspaper and 9% on the radio, 15 or more with 38% on the television and 34% on the Internet, and 6 ads on the phone with 8%.

Table 2. How many advertisements do participants encounter per day in mass media?

	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	6 (%)	7 and above (%)
Radio	2	8	60	12	3	10	5
Newspaper	3	7	51	16	13	6	4
Television	3	11	23	21	12	21	9
Internet	1	13	20	31	15	12	8
Mobile	1	12	16	26	4	27	14

The distribution of the main features of the advertisements that attract the attention of the participants up to now is as follows; Ads with famous people with 36%, ads with humor 23%, ads with drama for special occasions with 21%, food ads with 11%, ads famous for their slogans with 9%. The distribution of the responses of the participants to the last place they encountered with these remembered and interesting advertisements is as follows; Internet with 51%, television with 39%, telephone with 10%. The responses they give to consumers in how they guide their lives in their choices regarding the needs are as follows; it was stated that 41% thought positive, 39% ineffective and 20% negative. They responded in the study whether the visual graphic designs were effective in their thoughts about advertising, with 78% yes and 22% no.

Response rates for the participants' preferences are given in the table below.

*Table 3. Answers regarding to the preferences of the participants*

Category	Yes	No
Is the advertising revealing the image of a brand an effective work for the consumer to choose the brand with a trust?	%90	%10
Does color, typography, photography, celebrity usage increase your interest in advertisements?	%85	%15
Have you ever preferred a product of a different manufacturer produced for the same purpose instead of a product you intend to buy, influenced by its ads?	%68	%32
Have you been affected by the Internet advertising and bought products?	%51	%49
Do you think that the use of corporate colors of manufacturers in advertisements can lead you, as the consumers, to choose that brand?	%78	%22
Do you think product advertisements made in mass media are informative?	%58	%42
Do advertisements provide useful information about goods or services?	%57	%43
Are you interested in ads with humor?	%78	%22
Do you want to buy the products with humor ads more?	%71	%29
Do you think that ads affect the subconscious of people and increase their buying tendency?	%74	%26

The distribution of the main features of the advertisement designs that attract the attention of the participants up to now is as follows; Ads with technological developments and typography in Ads with 87%, ads with color, illustration and photography on the products in Ads with 84%.

Response rates for the participants' expecting futures of the ads are given in the table below.

*Table 4. Answers regarding the futures of the Advertising*

Category	Yes	No
Do you think that using technological developments and typography in the Ads have effect on creativeness of the product?	%87	%13
Do you think that using color, illustration and photography on the products have impressiveness of the product?	%84	%16

## Discussion

When the answers regarding to the preferences of the participants were analysed, it was seen that they believed in advertising revealing the image of a brand is an effective work for the consumer to choose the brand with a trust. This result is important in terms of showing that an effective advertisement can be in kind to build trust on consumers. The existence of elements such as colour, typography, photography, the presence of a famous person in the advertisement as an influencer are used to give subliminal messages that can make an advertisement effective, has been on the agenda of social institutions. According to the findings of this study, the majority of the participants revealed that colour, typography, photography, celebrity endorsement increase consumer interest in advertisements.

Another important conclusion from the research findings is that a large proportion of the participants stated that they preferred a product of from a different manufacturer for the same purpose over the other one due to influencers and subliminal messages in its ads. Unlike hypothesis, about half of the participants were affected by the Internet advertising and purchased products. Despite the widespread use of the Internet today, the level of participants to be affected by internet advertisements and to make purchase decisions and to trust the advertisements published on this medium were very low.

On the other hand, a large proportion of participants said that the use of corporate colours of manufacturers in advertisements can lead them, as the consumers, to choose that brand. This finding shows us how important it is for corporate companies to use colours that they can identify or associate with their products that will remind consumers their logo and advertisement designs.

In addition, more than half of the participants believe that product advertisements made in mass media are informative and provide useful information about goods or services. It is a fact that the informational effect expected from an advertisement is more, but the result shows that there is a lack of the issue and the purpose of

informing should be processed in more advertisements. Moreover, it was found out that the vast majority of respondents were interested in advertisements with humour and they want to buy the products having humourous ads more. It is an indirect result of these people releasing the hormone of happiness when they laugh and not wanting to remember the unhappy people when they are happy.

Another important finding is that the advertisements affecting the subconscious of the participants are unforgettable and effective in purchasing and creating loyalty to the product. A large proportion of the participants think that ads affect the subconscious of people and increase their buying tendency. This finding makes it clear that manufacturers should work to convey positive messages to the subconscious of individuals and shape their product designs accordingly. At the same time, it is very important to create a brand image and ensure that individuals trust and thus build loyalty. Almost all of the participants believe that advertising revealing the image of a brand an effective work for the consumer to choose the brand with a trust. This finding is an important guide in shaping the product and brand image in order to create loyal consumers.

In addition to all these, answers regarding the futures of the Advertising questions think that using technological developments and typography in the advertisements have effect on creativeness of the product. In an age when technology is so intertwined in every aspect of our lives, it is unthinkable that innovations such as technological developments and typography are not used in product design images and advertisements. Also, a large proportion of participants think that using colour, illustration and photography on the products reflect the impressiveness of the product. It is once again understood from these results that the future of advertising should include more colours, illustrations and photography. Consumers will show their subconscious purchasing, trust and loyalty and loyalty as much as they see these elements in advertisements.

Advertisements have specific purposes for the products, information and service messages. In the first period of advertisement studies, it was not possible to give information about the functional aspects of the products. The technology developed with the industrial revolution, increased production and the competition that resulted in enabling advertisement works to be understood as an important way of reaching the consumers and the producers. Apart from the function of informing after industrialization, the objectives such as educating, influencing, persuading and purchasing the consumers are also loaded onto advertisement works. With the advancement of technology and competition after the industrial revolution, the importance of the creative process in advertising works was understood and creative advertising works began to emerge. Creative designs have increased the impact on the consumer even more. It was seen that in the first examples of advertising studies for the promotion of the products to the consumers, to provide information and to realize the sales, the message transfers were made using typography. In the advertisement samples between the periods, besides the use of technological developments and typography, elements such as color,

illustration and photography were also included. The fact that the advertisements made using these elements were creative and impressive also increased the effects on the consumers. Consumers were reached faster and the demands for the products produced increased, and with the formation of competitive environments, the quality of the products and advertisement designs also increased. With the survey study, it was observed that the use of graphical elements in advertisements increased the interest of the consumer society to the advertisement, and it may affect consumers and encourage the product of different producers to buy.

## Conclusion

The survey concludes that color, typography, photography and celebrity usage will increase the interest in advertisements. With the use of humor, the desire, interest and desire for the product will increase. Again, according to the survey results, it is seen that consumers are affected by advertising and purchase products. As a result, elements such as typography, color, photography, illustrations, visual and typographic layout, animation should be used in advertisement designs. With the use of typography in advertisements, it is ensured that the messages and information to be explained are transferred more quickly, with the use of color, an emotional bond on the consumers is established, and the consumers are informed about the products visually with the use of photographs. It aims to impress, persuade, inform, raise awareness, create emotional bonds and achieve the ultimate for products using graphic elements. By making use of graphic design elements, advertisements have an impact on consumers, create a manufacturer image with the product, protect and increase the existing image (Twemlow, 2008: 17).

In recent years, we have encountered various product promotions of companies in many fields. Streets, shopping malls and buildings are filled with advertisements that serve as a visual art feast. Today, when the working life is intense, we come across product / brand promotions everywhere outside the home. Not much opportunity to watch commercials on TV. The aim of the companies in advertising is not only to market the product, but also to keep the brand in mind, to gain a wide customer potential, to obtain positive reactions and to make the brand heard by word of mouth. Instead of saving the day, many methods are used to become a permanent brand for the future. Advertising includes “public relations” as well as “integrated marketing communication”, one of the marketing methods. Thus, both the promotion methods and the marketing process are prepared in a coordinated manner. The message to be given should be used by all sources for the same purpose. Open air channels are surrounded by various advertising vehicles by companies that are visually interesting, intriguing and want to be ahead of their competitors. Companies that want to advertise use the open spaces they choose to reach the customers in the fastest way in a creative way. For this, he selects professional designers and allocates big budgets by assigning specialists to every



job. They do not spare their time and financial strength from the materials used to all kinds of creative ideas. All the features of graphic art are used in outdoor advertisements made by graphic designers. The line, form, balance, tone, stain, texture, color, harmony in the designs that have been considered containing different meanings (Roberts, 2016: 13). The advertisements are designed to not only tire the viewers, to be easily perceived, but also to gain aesthetic appreciation and interest. When these features are taken into consideration, it is easier to adopt the product and form the idea of purchasing. There is customer satisfaction, continuity of shopping and profit making in marketing. In order for marketing to be successful, it is extremely important to benefit from publicity and public relations in outdoor advertising, to keep customer relations alive, to adopt public communication and to respect the moral, cultural values and socio-economic characteristics of the society to be addressed.

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