



### **3. MEANING AND DEFINITION OF ADVERTISING**

Modern advertising is dashed out with great ideas and fun. It makes the advertisement creators to be in an interesting mood often and make them cool in working. Hundreds of dollars were spent in advertising and is still going on and on. It is all for the development of the product delivering firms and its plans. It also benefits the customers, employees and to everyone who are all engaged in it. Advertising is any paid form of presentation, which is not personal to the customer in the sense of promoting good ideas, products, creativities etc. (Kotler, Armstrong, and Agnihotri & Haque 2010).

Advertising in general, includes some decision making in beforehand. That is setting the objective of the communication path. Second is the preparing budgets quotation for the advertisement plan and the theme of the advertisement. Next is the deciding of the messages to be distributed and the media through which the message is going to be distributed. The final step is the evaluation of the things done before.

### **4. MEANING AND DEFINITION OF BRAND POSITIONING**

“Brand positioning is arranging the product to occupy a clear, distinctive and desirable place relative to competing product in the mind of target consumers which summarizes the company statement”. (Kotler & Armstrong, 2009, Pg: 67).

The government agencies must keep in mind the estimate costs while making or breaking some rules in the manufacturing industry. Government agencies must make sure that it is a huge and a chain full process and a hard work of some people. It's not an easy thing to demolish the years and years of hard work and other activities. There are two types of costs incurred while manufacturing a product or some other thing. Direct cost is the labor and direct material costs. Indirect cost is the money put in for the research now development, operations, dealer support and other marketing strategies. When there is a hand full increase in those indirect costs, the profit level goes down and the manufacturers will compensate the costs in the direct costs. Therefore, this will make some issues around the organization as well as the environment to where the firm belongs. Even if there is any balancing occurs in the other terms of indirect costs, advertisement will not go for any acts like balancing or reimbursing. Since it will spoil all the efforts took from the initial stage of the business development. The factors which influence these problems must be taken care by the government officials and should be well imaged by this (Rogozhin, Gallaher & Mc Manus 2009).

### **5. MEANING AND DEFINITION OF DIRECT MARKETING**

Direct marketing is making direct contact with the mass selected people through the indefinitely supporting media like television, mails, and other physical activities also. Direct marketing gets its shape with the letters, catalogs, ads, brochures, samples, CDs, DVDs etc. it reaches a large number of people and after the target also it will spread through word of mouth.

Word of mouth is the powerful tool in anytime to market the product or any other without any budget as well as advertising plan. The only thing is the product quality should make the customers speak to others. It is the great success for any businessman (Kotler, Armstrong, Agnihotri & Haque 2010).

### **6. RELATIONSHIP BETWEEN CONSUMER BEHAVIOR AND ADVERTISING**

Consumer behavior is the basic attribute to the development of a firm and advertising should be depended on the consumer behavior. Marketing is highly depended on the advertising strategies made. Consumer behavior is the dynamic interaction of the effect of the various theories like cognitive and environment behavior, in which the human beings conduct their lives in exchanging aspects (The American marketing association 2009).

The goal of any advertisement is to increase sales and therefore, the marketing programs are designed to increase customer exposure towards the product as well as the companies. It is also like the frequent advertising in the televisions and media for promotion and sport sponsorship and finally publicity of the product among consumers (Keller 1993).

Advertising is considered as a powerful tool because it reinforces the consumer preferences and brands by , marketing brands in low price strategy (Mela 1997).

Measuring the outcome of advertising on sales, with attention to the duration of this effect, has been at length calculated (Simon and Sullivan 1993).

Moreover, only paid Internet advertising to external parties is considered in this research, i.e. the investments in advertising in websites other than the own webs of the companies. Future research should include the companies' own web pages as well, as they are considered a powerful marketing tool (Pergelova 2007).

Alinden & Hill (2003) describe that the motor vehicle is the second important priority for the Americans after housing. It is not only for Americans but it suits for the entire world people. In every 1000 people, at least an 40% of people were working in the vehicle manufacturing. The employment opportunities in the automobile industry are the greater advantage of the people in the United States. The total automotive products should be sold out when it comes to the particular point of investigation. Since the period of crisis, the total economic situation will be a blast and it will reduce some employment in the state. After the crisis, the main thing which will make the sales proper is the advertisement of the vehicles. For the advertisement, a new product must be well developed in the market and it is very important to get the chance in the competitive advantage. So in this era, advertisement plays a vital role. Direct marketing to the consumers is a very honest way of showcasing the products which were given first by giving many offers, it is easy to get the chance of becoming the number one seller.

According to a survey, in 1999 the total contribution of dollars or advertising the automotive market in the United States is \$ 88 billion. It is not surprising, the advertised cost is like a great wall which sucks all the other endeavors

In late 2008, the combination of an historic recession and financial crisis pushed the American auto industry to the brink of collapse. Access to credit for car loans dried out and auto sales plunged 40 percent. Auto manufacturers and suppliers considerably truncated production. The crisis was made an end to the effort of the politicians and the bankruptcy, it came again with a powerful bang. By this time, the United States had become a country of pulling out employees who were not having any work in the economically lost vehicle manufacturer. After that the supply chain management not immensely increased in the new arena only by the means of making high advertisements to the consumers home. It is very important for the market to make the advertisements in order to make it very serious among consumers. So the marketing strategy is always giving a good hand in the development of the industry during any crisis.

## **7. RELATIONSHIP BETWEEN ADVERTISING AND MARKETING**

Shevchik (2006), The advertisement of various successful manufacturers created a unique moment in the history of automotive advertising, in which the junction of advertising and digital technology occurred with widespread achievement. This series of films posted from viewers on the Internet marks a significant time in the history of advertising where consumers begin to accept advertisements in the digital medium and producers begin to realize the full potential of this new and underutilized standard. Story of automobile The history of automobile advertisement is an evolving relationship between the manufacturer and the ultimate consumer. It was the advertisement, which helped the products to sell consumers and make higher demands for the products in future. The nature of this relationship was very dynamic as at various times advertising created consumer demand, well-known brand identities both between manufacturers and within their various production appearance, and finally, as is the case today, promotion confirms and represents a product's position in the powerfully aggressive global market.

Advertisements today are not just promotional aspects of a product; it is rather something which is underlying the marketing capture technique. The advertisement strategy is like, a history in the era that should be fixed in the minds of the ultimate consumers. Finally it is an effective tool for the use of symbols and synopsis for the entire brand of the company (Williamson 2002).

Advertising has its own parts as, manufacturing the message that should be given and interpreting it in the flow of sequence. Advertising seeks to move beyond selling the object both in the use value and in the social value of the product. In lavish automobile advertising the concept is critical because, the conceptions of the luxury stem from the consumer cultural aesthetics and mediated perceptions. Advertisement helps to create and pierce a product and its identity in the consumer's mind (Lasch 1978).

The development of the internet has provokably changed the style of advertisement and its impact on the society. Advertisement is transversely given its impact in the luxury car manufacturers and it is very useful for those lavish car manufacturers make the promotion and develop the business. Advertising was faced with an approach that had become for the most part stale and unexciting to the modern consumer. Brand ideologies were already integrated into the minds of regulars, and there was great difficulty in standing out from the massive amount of mass mediated communication in the pre-Internet atmosphere (Goldman, Robert & Papson 2000).

Each marketing tool conveys either direct or indirect benefits. Analyzing buying decision-making process of the customer does proper choosing of tools. It can be done from the same place or from a distant area. Below are some forms of marketing that that is direct as well as indirect and are from the same place or a distant area (Manohar 2007).

Shaker (2010) points out that the global increase in the trade is quite open on these days and it is a way for the expansion of the overseas market. The global connections of the business helped the industries to be a part of the giant traders in the multiple markets. This is undoubtedly a way for the industrialization. Internationalization is a continuous process of the choice between the policies, regulations and culture of the firm. The policies may differ from day to day and from region to region (Fillis 2001).

The research of the china automotive industry is in the process of growing globally in the business and with a structured advertisement theory, the origin can be taken back to the global standards of business. Thus the Chinese people are pushing themselves in a new and sophisticated world. In addition, china will not follow the other global standards process for its development. The new origin will be given for the work.

Joshi & Hansens (2009) suggest that there is possible relationships between the marketing activities and financial performance, no studies have directly explained the long-run effects of the advertising expenditure on the firm's value. The best thing in the study is the impact of competitive advertising on a local firm stock price. The competitive advertising cost of a firm value is more than the direct cost incurred in the manufacturing of the product. Research in the behavioral decision theory supports the spillover effect. The individual investors believe that they expect greater appreciation potential in the stock of companies whose products and things are brand recognized by individual people. This might be right or wrong.

Fostur & Giarratana (2009) there are direct and indirect theories in order to get over the advertising models all over the organization. The theory is well formulated by the researcher in order to make a good entry and the entry makes the final result of an oriented one.

India is the 7.9 million vehicle manufacturers in a year, and it is also well marketed in the modern arena. In addition, the auto components and spares play a vital role in the manufacturing sector. Exports from India rose from united states as \$ 1.0 billion in the year 2003. In India, the automobile industry provides a direct employment and about five lakh persons were in the automobile industry. India is a rapidly growing country and it is also developing country. The advertisement is also in peak while comparing to others. And it is the very important reason for the economic development. The opportunities in the automobile industry are a good source for the rest of the things that shows the total development.

The theory of Kotler (2008) is a combination of all the industry circumstances and it is true and also supports with any generation. The industry rivalry is surrounded by the four attributes namely the power of suppliers, new entrants in each and every day, influence of substitute products and the final and ultimate power is the consumers. All these attributes join together to form the model that is the market. All the manufacturers and businesspersons of any discipline should remember this model. The barriers to entry might be of any case, but it should have a solution. The solution will take any manufacturer or businesspersons to higher states. Porter derives the model from various researches and thesis and finally it is now serving the entire globe. The students should also come across the model once in a lifetime. The model is very easy to understand and in fact it is accurate.

As of from a data, twelve million people depend on the automotive industry. It is growing higher and higher every year. Automobiles can be highly innovated and improved. Cars are very famous among many people and it has become a passion, keeping a car. So an automobile product has to be advertised and it should be brought out to the people's knowledge is not highly important. Since to maintain and show competitive advantage, the promotional activities can be done. As said before, automobile industry is at its peak and always will be. Many people are well attracted to cars and will more than one (Hodac 2012).

The ongoing global financial crisis is taking a toll in the US industry and consumers, businesses are forced to reduce the expenditure to get the crisis (Kotler 2003).

## **8. DIMENSIONS OF ADVERTISING**

Hunt & Arnett (2004) bring out that the marketing strategy in the automobile industry is very unique and it will be segmented based on the environment and races of people. It should be rooted with a basic foundational grip in order to get a better future. The researcher concludes that an R-A theory must be formed to maintain a special relationship with the competition. The R-A theory recognizes that substantial demand is asserted within the industry and the firm is able to engage segmentation strategies. The R-A theory provides some conceptual roles for the managers of the organization, such that they can be strong enough to make decisions in any case.

Baird E C (2008) points out that the online advertising has opened many opportunities to better utilize the web and segment consumer in a meaningful way. By making the survey, collecting datum and interpreting the results will be very helpful for the future researchers think in a detailed way. Therefore, that it is something very constructive with the development of technologies. In future research there will be industries operating with new ideas and innovations more than what it are prevailed now. The future research will be carried out because of the consumer interaction with the manufacturer for the purpose of getting information that is good in quality. There will be very best brands for the consumers.

Many centuries ago, advertisements were like a mirror of life that reflects everything. However, nowadays life is reflecting back after seeing the advertisements. The historical moments of the old advertisements were totally lost and now it is fragmented. Especially the automobile industry needs some extra attracting advertisements that make even a statue to be sensible. The touch of the advertisement towards the heart of every person is the noted thing in the new era. Most of the advertisers do the technique as like “cutting through the clutter”. It is the over enthusiasm that catches the consumer on watching the ads in televisions or any other media. In United States history, advertising has responded to changing business demands, media technologies, and cultural contexts, and it is in other places, not in a fruitless search for the very first advertisement, that people should begin. In the eighteenth century, many American colonists enjoyed imported British consumer products such as porcelain, furniture, and musical instruments, but also worried about dependence on imported manufactured goods (Pope ND).

Guillaume, Geoffrey, Samet, Petra, Jan, Daniel, Lukas, Martin (2010) argues that advertisement makes people to buy things which they actually do not need. The success of the advertiser depends on this thing. The advertisement must go through the minds of the people who are intended to buy things, which actually they do not want. There is a sentence that “necessity is the mother of all inventions”, but in the modern century year, there are inventions that create necessity. There are very creative and very well, established advertisers and they are creating the things in that way.

Kajiansinko (2003) brings out that the result of the research is the lowest cost in the practice of advertisement is just an odd thing, in the marketing arena. The low cost advertisement will only increase sales volume other than that nothing will be remained in the company or the manufacturer. So there is a cost per thousand figure for the advertising technique. The cost per technique method is given in the research by the author as a proof for the future research. In addition, the product placement theory is considered as a robust thing in the communication mechanism in the advertising campaign. Some audience group accepts the product placement advertisement and the others will endorse it. Some people also think that product placement is unacceptable and is not very interesting (Balasubramanian & Siva 1994).

Ogura, Hachiya & Amasaka (2013) concludes with a business review that the Comprehensive mixed media model is used for the effective advertising that is designed bring out customers and to make the sales level high among the auto dealers. A statistical analysis was taken from the customers as well as from the dealers of automobiles. The information, which is gathered from the statistical analysis, is taken in a draw to make an effective advertising strategy for the automobile sector. The ultimate aim of the research was to bring the customers to the dealership area. The model was designed according to the customer purchase behavior model, vehicle awareness, vehicle interest and desire to visit the dealers. From the research, an increased number of dealer visits were conformed.

Lewis (2008) brings out that there was an effect on the positive and the negative appeal of emotions in the minds of customers from the advertisement which they see. Positive emotion and negative emotions were taken separately and determined in many ways to get the better result. The importance of the acquired results was put into a highlighted research and the next step is processed using that. The final step is the scope of the research, which is taken independently in the research. The result was that there is an effectiveness on the emotional appeals among the customers and the products or things they used to buy. Advertisements the third quarter gives only emotional appeal. The demographic status is also influenced in the research and its results.

Diamond (2008) tells that the automotive advertisers are targeting the Hispanic market. Large automakers such as General Motors, Toyota, and Nissan would not allocate significant portions of their media budget to Hispanics if they did not have considerable market value. In addition, this contributes to communication studies on the Hispanic market because it demonstrates that as hypothesized, the conclusions drawn from previous research about the importance of the Hispanic market to advertisers are now old-fashioned.

Vandyke (2012) brings out that advertising in environmental factors indicates the positive and focus on dependability. Future research will continue to explore the dimensions of environmental advertising content, production and the other areas which is affected by the manufacturing of many other products.

## 9. ROLE OF BRAND POSITING IN IMPROVING MARKETING

According to **Karadeniz (2009)** the ongoing era is very challenging and new companies have to make some rivals to extend and position their market among the ultimate consumers. They should follow some strategies that will make their market consistent in the minds of people. A company can prove its competence in many ways as like that the stated company is the best, the stated company is the cheapest among all, the stated company is the fastest moving and fast delivering, the stated company is more comfortable than all, the stated company is very stable, etc. all these are very usual and this will not win customer's hearts. So the idea must steal the hearts of people.

**Robertson (2005)** gives three product positioning strategies:

- To find out the possible competitive advantage and to create positioning of the product.
- To select right competitive advantage.
- To provide effective communication that reaches to the nook and corner of any race of people.

The given strategies will be very effective according to the researcher and it will also make the firmness of the product to be in a stable condition across the time.

Companies should well understand the competitive market and the talk of the competitor's product among customers worldwide. This will make them to get an idea of their next move to make their product to come out. The main thing is the company must fully concentrate on the product which is not produced by the competitor. And the place of the circulation of product must be well reached to the people. These two statements, if given the positive results then there is sure success for the product manufacturer. (**Oxenfeldt 1969**).

**Horsky & Nelson (1992)** describes that the positioning and pricing of a new brand require the knowledge of the demand and supply in the present condition. The study conducted by the researcher is for the brand positioning in the oligopolistic market. It finally revealed from the basic foundation of the consumer utility functions and firm cost functions to the ultimate recommendation of a new brand. The problem in the research is the after analyzing the market, the firm must be well settled on the concept and it should proceed according to the results of the survey. And finally when coming after all these improvements, there is a problem that the consumer's tastes might get differed according to the time and other situations. Economic factors will also influence this.

**Kotler (2002)** refers that the strategy formulation for the new marketers is very significant before coming into the market. The giant players well played in the competitive world. In such a case, only by having a good product idea will not satisfy consumers. In addition, some extra theory should be formulated. SWOT analysis that is the strength, weakness, opportunities and threat analysis is the key element for any businessperson who is ought to come to the new world. The analysis will help the newborn business babies to create their own path. According to the result of SWOT analysis, the positioning strategy must be framed.

## 10. ROLE OF ADVERTISING IN IMPROVING MARKETING

According to **Karadeniz (2009)**, the concept of public relations, publicity and advertising is belonged to two promotional mixes. In the context of united marketing communication, successful companies of our globalized world are managing promotion mix components centrally and marketing focused. In the public relation and advertising concepts, the public relation targets to establish the opinion of people around organizations, individuals with ideas to sell products or introduce it in the market. When publicity is context in public relations, the common essence to form a unity. When the researcher evaluates the difference between advertisement and public relations, it can be seen that the researcher pays for communication tools in advertisement while communication in public relations is free. In the context of this, publicity of a new product to public opinion by press conference is public relations and publicity to customers by spending money is an advertisement. As people can see advertisers pay for media for publicity where no money is needed in public relations communication tools.

Further studies may be done by using the concept which is suitable in the marketing concept and how it is used in the public relations and public advertisement with a good communicative aspect.

**Kursan & Mihic (2010)** points out that the internet is a main tool for the development of many advertising concepts and conventions. In future, all the studies will depend on internet. The conclusion says that, the internet represents an effective medium for communicating with the worldwide internet users. The internet will serve as a bridge between the customer and firm relationship. It will be easy for the production makers understand the expectations. Finally, it is important to encourage companies to use website and it is secured using the internet in order to maintain the deal with the public.

**Sandberg, Per, Stierna & Henrik (2006)** makes a research to find out that the effectiveness of television and other mode of advertisements more old and it is not effective also in the current scenario. So the researchers found out a term called guerilla marketing which is like using the internet. The result of the thesis was the guerilla marketing is the fastest and reliable one among all the age of people in today's technical world. The first study was taken as a method or an approach, but after the research it was clear that the guerilla marketing is very effective. One can use it as an admiring comment to other traditional campaigns, in order to create word of mouth or publicity in other media.

**Ollila (2012)** brings out that the social media is the most vital one to market anything to the world. It is also easy to make shopping online and get it soon. The final findings show that the e- marketing is very important and has occupied a very good place in the company's marketing strategy. The results imply that the reason for this is related to the skills and understanding the companies have in social media advertising.

## **11. CHALLENGES ENCOUNTERED IN ADVERTISING AUTOMOBILE PRODUCTS**

According to **Kulkarni (2011)** conducted a research and the findings were the cost effectiveness is a major part to be well concentrated in the automobile industry. The advertisement concept will be very pretty and it should make the car users to be in an interesting state of mind. Advertisement incurs much cost in the automobile industry and it needs some showcasing also. The role of new technology is to go on falling on hand cost and raising productivity and

Quality. The profit is the reward for the entrepreneur and the advertising concept.

**Krishnan & Ulrich (2001)** suggests the findings of the research as the future research will be promising and worthy too. The research community is flourishing with many ideas and attributes, but it also identifies some weaknesses that are quite challenging for the increase in the marketing condition. Product planning decisions and development metrics seem particularly ad hoc in industrial live out. And thus the product planning and the area to where it belongs is a question in the future. Positioning of a product is mainly depended on the consumer expectations and the understanding of the manufacturer. It is the known fact that the tastes and preferences of the people will change time to time leaving no relationships between the producer and the product. Finally, it is believed that research in product development must be tightly motivated by the needs of industrial practice. This is because product development is essentially a commercial occupation, and therefore most awareness about product development does not have much sense outside of the moneymaking territory.

From the thesis of **Vermeulen (2007)** it is found that the motor sport marketing is not very different from any other marketing and it is also same as the other types. A company needs to know about the good brand image and high customer value. The chosen thing should be positive and it will lead to a positive result. The companies will make their brand popular by participating in different types of sports and it is very easy for them to come out with a great success. Motor sport is the wide technique that is used for the promotion of any automotive product in the entire world. The future research might be conducted in the terms of the longevity of the effectiveness of participation in the motor race by a firm. This will make the manufacturer to decide for the betterment of the future.

**Abiodun R (2011)** refers to the sponsorship of sports activities will lead the company to be in a success path and it is the very important technique for the development of the manufacturer. Since sports is the worldwide interest of everyone, it is very dramatic to be a part of sports activities for a firm to get a good market result.

## **12. CHALLENGES ENCOUNTERED IN BRANDING AUTOMOBILE PRODUCTS**

**Shocker A, Srivastava K & Ruckert R (1994)** brings out the results of the research. The findings were the brand managers appears to be very challenging in the world today. Technology is at once a curse and an opportunity while creating new capabilities for the brand manager, it also provides a need for new skills and different mental picture. The forces brand managers face is not temporary. If anything, the managers increase the need for the type of coordinated management. Brand management traditionally has as its strength. Brands continue to have value in a ready for action marketplace and unquestionably will continue to stay alive.

**Tang S & Zimmerman D (2009)** gives that the project was used with the traditional method and strategy in order to get a quick and easy supply chain and the supply chain will take the advertisement in a higher manner. The techniques and technologies used in the manufacturing process are ultimately a marvelous one. The system is showing itself an unlimited target achievement and the profit of the company went up. Even though it may be not possible to identify all potential risks and create emergency plans for all eventualities before a development begins, Boeing could have done many things in a different way.

**Krishna & Prabhu (1999)** gives that the study of the global across firms says that the competitive advantage emphasizes on the industrial innovation by the community people and the peer groups. The bureaucratic personalities will also have some issues in resolving the problem. Since by the changing norms and regulations of the government, it is a very difficult task in branding and positioning the product in the market. The consequences lead to a dynamic problem of the unmatching activities of the government officials in time to time decisions. It affects the production and the profit will reach the negative line sooner. In addition, the historical background was still followed by some firms that leads to the handicap decision by the management. Research importance of new product development areas that lecture to concerns of India n firms is therefore welcome from both practice and industry policy points of view. Such research in the Indian context may also make available a base to make bigger and test results obtained from studies in the technologically advanced countries.

**Norman & Verganti (2012)** represents that the radical innovation is the most promising one in any technological world. It is quite common in some automobile manufacturing techniques. The design of the product is a big deal with the new technically driven world. The force is to make a new design with the help of the design team will make the manufacturer to run a positive centered business. To go in the way of radical innovation techniques, the new interpretations of meaningful solutions must be given handy. The final finding is the change of the tastes and preferences of consumers leads to the change in the design pattern. The firm must well understand the consumer and the prevailing culture, the advertisement technology must be framed.

### **13. REAL TIME EXAMPLES OF AUTOMOBILE INDUSTRY AND ITS MARKETING STRATEGIES**

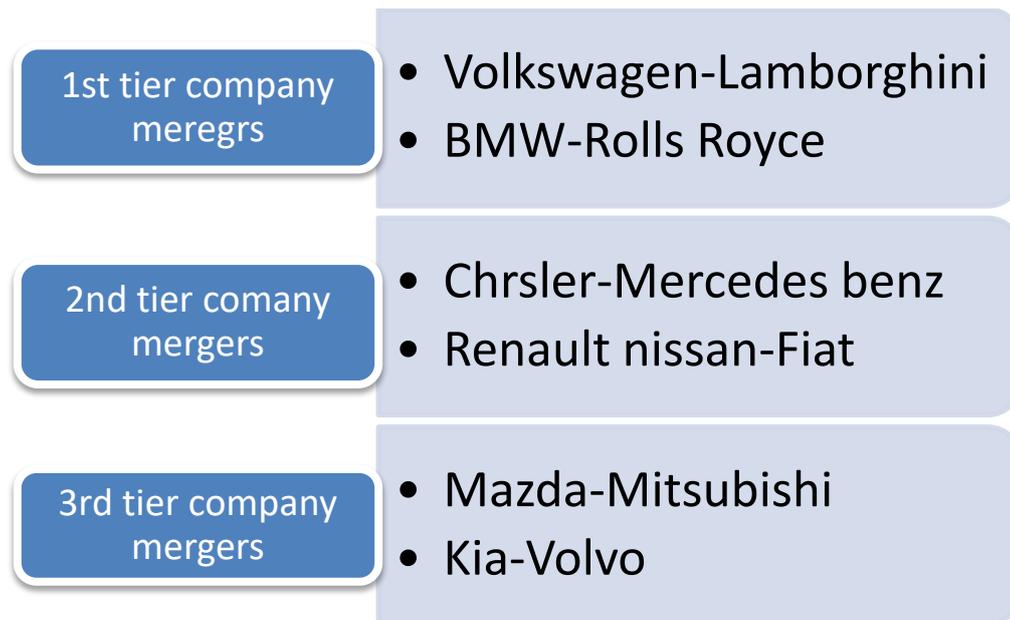
Volkswagen of America Inc, has got a negative effect in the sales during the recession period. The sales went down and the negative results in the sales are very demanding for the corporation to make something to get rid of the problems. In due course the corporation managed itself in the recession period, by increasing the total market share and it made the stakeholders to give a sign of relief. The United States consumer behavior towards the automobile industry is changing due to the financial crises and it made some changes in the automobile manufacturing corporations too. Volkswagen America followed a new marketing strategy to adapt these situations and made their root in the new competitive market. The highly pessimistic attitude of the consumer is the only reason for the downward tendency of the car market. In addition, with the evaluation of the financial crisis the car sales went down leading the incorporation to be in a very bad situation (Laustsen 2009).

To represent the Volkswagen advertisement during the crisis, the incorporation chosen a wired media advertising strategy. The advertisement is showcased in the February 2009 magazine issue. (Wired media 2009).

During the last few decades, expenditures of manufacturing are quietly declining due to the rise of marketing and advertisement costs. Consumers expect products of high quality with low price. In marketing literature focus has been on: a) effectiveness, or the extent to which products and programs are successful and achieve the objectives; b) efficiency, or the outcome in relation to the resources employed in implementing it; and c) adaptability, or the ability of a business to respond to environmental changes over time and to catch new opportunities (Walker and Ruekert 1987).

The giant marketers and sellers of cars according to a survey is the Toyota occupies the first and the next is the Volkswagen. After that ford took the role and next it the Daimler and general motors. General motors' went in the last place since it is getting back on the financial crisis year and it is coming back again soon. Finally, Toyota makes it ace first due to the reasonable price of the cars and the very vast variety of the cars, which suits from low class to high class and to a supreme class of people.

Xiaohua (2004) brings out that the global industrial marketers established a commercial strategic partnership with the other European and Japan automobile manufacturers. In addition, merged into three categories as:



**Fig 2: Three-tier chart of merger companies**

Source: Author

The initial success of BMW is the several styles of advertising series leads to an enormous success story. The advertising campaign by Mercedes- Benz is also very notable. The diminishing success of the advertising technique is the use of the internet's and the role was made easier by the entry of new communication devices in the market. Consumers in today's market are more interested in reading the advertisements other than engaging it. Technology in the modern era makes the advertiser to create an exchange of ideas with the consumer. Today consumers are very active since they can give and share their response directly towards the manufacturing unit. All these are due to the emergence of the internet advertising and direct marketing.

#### 14. SUMMARY

The advertising technology is very interesting in the innovative area with lots and lots of upcoming development in technology side as well as with the talent of extraordinary creators and new emerging concepts. By using those concepts and ideas anyone can change the old unwritten rules and strategies. As of many researchers suggests that the advertisement nowadays are being an interesting thing for the ultimate consumers. It is not any dramas or some activities that are crossing the screen in the break time, it is being an awareness creating one and also very much liked one by everyone.

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