

## B. Com. Sem. II

Subject - Marketing (Advertising Management)  
Paper - M1C

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### Functions of Advertising (Part-2)

#### 2. Secondary Functions

Following are the <sup>secondary</sup> functions of advertising -

- (a) To provide information - Advertising provides valuable informations regarding prices and markets.
- (b) To reduce in risk - Advertising reduces the risk of manufacturers and middlemen.
- (c) Helpful in distribution - Advertising helps in easy and quick sales. He can contact many ~~cost~~ customers in a short period. Due to above reasons, it helps in the distribution of goods.
- (d) Helpful in competition - Advertising also helps the manufacturer and middlemen in facing competition successfully.

#### Other functions

We can also discuss some other functions of advertising which are as under -

Psychological Functions - Psychological functions of advertising includes following functions -

- (a) To attract the customers
- (b) To motivate the customers for buying advertised goods.
- (c) To create confidence.

Social Functions - The following functions are social functions -

- (a) To increase in social knowledge,
- (b) To develop as a source of Entertainment.
- (c) To provide informations to society about the changes,
- (d) To provide high standard of living.
- (e) To try ~~to~~ the fulfillment of consumer needs.

Economic Functions - It includes following functions -

- (a) To increase productivity.
  - (b) To provide maximum profit to the customers.
  - (c) To earn revenue for the newspapers.
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