

## B. (Cons. Sem. II) (MIC-2)

### Advantages / Utility / Importance of Advertisement

In modern era, large companies have to produce goods on large scale to stay in business. Advertisement has most important role in business. Advertisement is a potential marketing tool and it has revolutionized the life of consumers in their selection of goods and services in the market place.

From study point of view, advantages or utility or importance <sup>of advertisement</sup> may be divided into following parts -

1. Advantages to Producer -
  - a. Advertisement helps to increase sales. It is true that advertisement generate benefits.
  - b. Advertisement creates mass markets and helps the producer to derive production economies.

reduce costs of production and provide to the customer at cheaper prices,

(c) It helps to increase in productivity. And it creates ~~to~~ new markets,

(d) It provide support to the sales-man.

(e) It helps to encourage in salesmen for better performance.

(f) Advertisement also helps in reducing production expenses, reduce in whole ~~sale~~ <sup>price</sup> and retail price, to maintain customers etc.

2. consumer's point of view -

(a) Advertisement helps to increase the knowledge in customer. Advertising educates the people about new products and their diverse uses.

(b) It helps to increase in standard of living of the consumer.

(c) It also try to provide cheap and quality goods.

(d) A consumer ~~can~~ can easily purchase of goods. (contd.)