

B. Com. Sem II (MIC-2)

Subject - Advertising Management

Topic - Advantages of Advertisement
Part - II

3. From Middleman Point of view:

Following are the advantages of Advertisement from middleman point of view. -

- (a) Advertisement provide information to customers, it is very helpful in selling, easy sale of the product is possible for middlemen.
- (b) Advertisement helps the middlemen in facing competition successfully, it introduces the product into the market and creates the demand.
- (c) Advertisement is the permanent earning source of income.
- (d) It provides more information and knowledge to middlemen.
- (e) Due to advertisement, middlemen become more close with producers.
- (f) It is also main source of increasing goodwill.

4. From Society and Nations Point of View -

- (a) Advertisement provides employment opportunities. It increases employment & generates additional income for the society and stimulates more demand.
- (b) It provides more knowledge to society about the products and their uses.
- (c) It helps in the development of civilization. It has impact on values and life style of society.
- (d) Due to large scale production, it helps in reducing the cost of production.
- (e) Advertisement is very helpful in the improvement in standard of living ~~is~~ of the society.

On the basis of above discussion, we can say that Advertisement provides ~~and offers~~ advantages to the Producers, Middlemen, Consumers, Society and Nation.
