

B. Com. Sem. II (M1C-2)

Subject - Advertising Management

Topic - Demerits of Advertisement or,
Objections Against Advertisement
Part - I

No doubt, there are many advantages of ~~an~~ advertisement but it cannot be said that there is no disadvantages of advertisement or it is free from objections or criticism. The fact is that it has been strongly criticised by many eminent scholars because of many reasons.

According to some scholars, "Money spent on advertisement is a waste." Following are the demerits or criticism of advertisement:

1. Increase in Price: First criticism is - it increase in prices of the product. The expenses incurred on advertising are added to the final sale price of the product. Generally producer spent a lot of money on advertising, which increases the cost of product, ~~and~~ therefore, it increases prices.

2. Increase in consumer needs: ~~Advertisement~~ Continuous advertisement increase in consumer needs. For example, people today are acquainted with the use of tooth paste, telescope powder, death soap, hand wash & liquid. It creates demand by consumers. Thus, advertisement increases consumer needs. This is the misuse of money.
3. Wastage of money: According to some scholars, "money spent on advertisement is a waste." It is true that advertising is not productive.
4. Encouragement to Monopoly: It develops the tendency of monopoly. Advertising encourages monopoly because almost all the effective media of advertisement are too costly can be afforded by the large-scale manufacturers only. This is the cause of monopoly.

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