

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

Subject - Advertising Management

Demerits or Advertisment or, Objections Against Advertisment Part - II

5. Evaluation of Competition: Advertisment is the cause of evaluation of competition. Due to cut-throat competition in market, price of the product have to keep minimum or reduce in quality.
6. Moral Degradation: Advertisment creates evaluation of moral degradation. For example -
• Advertisment of wine, Advertisment of Cigarette etc. This is cause of luxury.
7. Noise in Communication: Advertising media eg., magazines, newspapers, carry many messages competing to secure attention of audience simultaneously, thus, Advertisment creates noise in communication.
8. Misrepresentation of facts: Due to ~~to~~ ambition and interest of maximum earning profit, Advertis-

gement presents misrepresentation of facts.

9. Increase of Social Evil: Advertisement also increase of social evil, Biri, cigarette, wine etc. are harmful to health. Advertising makes people to buy these products, it badly affects their health.
 10. False advertisement: Some times, advertisement presents false information. In this way, companies try to cheat the consumers.
 11. Other objections:
 - (a) Loss of change in fashion.
 - (b) Wastage of National Resources
 - (c) Much less effective than personal selling and sales promotion
 - (d) Increase burden on consumers.
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