

B.Com. Sem, II (MIC)

Functions of Advertising

In modern era, there are so many functions of advertising. From study point of view, functions of advertising may be divided in two parts i.e. Primary functions and ~~sec~~ secondary functions.

1. Primary functions - Under this function, we can include the following functions -

(a) Production of New Products:

Advertising encourages production of new products. Whenever, a producer produces a new product, advertising helps him in creating demand for his product. Thus, manufacturing point of view, advertising helps in the creation of new product.

(b) To increase sales: This is also a primary function of advertising. When a product is introduced by advertising in the market, it is meant for a specific use, but when the

product is put into use, consumer may come to know of its new use, this is cause of large scale of production, large scale production decrease the cost.

(c) To Help the Middleman —

Due to continuous advertising, the middlemen do not face any difficulty in the sales. ~~the wholesaler and retailers~~ Wholesalers and retailers are motivated to keep in stock of concerned goods.

(d) To create the Goodwill: The ~~formation of~~ advertising also creates goodwill of the product. If a firm offers good products different from others, which are better and cheaper than other products, it earns a good name.

(e) To win the confidence of customers — A continuous, effective and frequent advertising helps in building more loyal class of customers, cont.