

2. Increase in consumer needs; ~~Adverts~~ Continuous advertisement increase in consumer needs. For example, people today are acquainted with the use of tooth paste, telescope powder, bath soap, hand wash & hair oil. It creates demand by consumer. 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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