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TOPIC- Importance of Advertising

Importance of Advertising

It is just not enough to manufacture a product. People must be informed of its existence and should be given good reasons to buy it. This is a job which is sought to be done by advertising. Without advertising, people would not be aware of the attributes of the product nor of its price. Let us now discuss the role and importance of advertising.

(i) Way of Informing

Advertising is a way of communicating information to the consumer –information which enables him to compare and choose from the products and services available. Advertising enables consumers to exercise their right of free choice¹ “Encyclopaedia Britannica” such diverse media as handbills, newspapers, magazines, billboards, letters, radio and television broadcasts and motion pictures.

(ii) Manufacturer’s concerns

Advertising is the most economical means by which a manufacturer or an institution can communicate to an audience either to sell a product or to promote a cause of social welfare, such as, civic drive, or an immunization programme. This includes the process of mass communication which is different from ordinary communication. Here a macro level mass communication is between manufacturer and his mass audience. This is also connected through new sources. Mass audience gives various reactions as responses.

(iii) Improving productivity

Advertising can help in improving the economies of developed and developing countries. There is ample evidence to support this view. Advertising stimulates production and consequently generates more employment. It can help stabilize prices and leads to wider distribution and greater availability of goods and services.

(iv) Economic Growth of Country

Advertising is an essential and integral part of the marketing system. It is sometimes maintained that the marketing system is nothing but requirement of a country’s social and economic growth. Advertising stimulates sales and compels the firm to improve its productivity and contributes

substantially to the growth of the economy. Thus marketing and advertising are key tools used to aid a country's growth