

Subject - Marketing (Advertising Management)
Paper - MIC

Functions of Advertising
(Part-2)

2. Secondary Functions

Following are the ^{secondary} functions of advertising -

- (a) To provide information - Advertising provides valuable informations regarding prices and markets.
- (b) To reduce in risk - Advertising reduces the risk of manufacturers and middlemen.
- (c) Helpful in distribution - Advertising helps in easy and quick sales. He can contact many ~~cost~~ customers in a short period. Due to above reasons, it helps in the distribution of goods.
- (d) Helpful in competition - Advertising also helps the manufacturer and middlemen in facing competition successfully.

Other functions

We can also discuss some other functions of advertising which are as under -

Psychological Functions - Psychological functions of advertising includes following functions -

(e)

- (a) To attract the customers
- (b) To motivate the customers for buying advertised goods.
- (c) To create confidence.

Social Functions - The following functions are social functions -

- (a) To increase in social knowledge.
- (b) To develop as a source of Entertainment.
- (c) To provide informations to society about the changes.
- (d) To provide high standard of living.
- (e) To try ~~to~~ the fulfillment of consumer needs.

Economic Functions - It includes following functions -

- (a) To increase productivity.
 - (b) To provide maximum profit to the customers.
 - (c) To earn revenue for the newspapers.
-