

Advantages and disadvantages of advertisement:

Advertisement is the presentation of a product by means of a number of mediums/media such as television, radio, magazines, internet and many other ways. This thriving business can benefit both customers and producers, whereas it contains some drawbacks.

If you are seeking a product, you want to know the most information possible about it, namely all properties, pros and cons and prices of each kinds of product. Advertisement helps you reach your objective. Companies use Advertising-advertising as a means to introduce their products, cutting-edge newfangled inventions in particular, and improve their sale, and then the increased amount number of production contributes to reduction in per-unit cost of manufacture. Moreover, advertisement provides companies with the opportunity of presenting their products to overseas costumers. Therefore, it benefits the producer and subsequently prospers helps the whole business prosper in general subsequently.

On the other hand, advertisements have some negative effects on people's consuming methods. It may prompt individuals to buy the product that is not a necessity or even a priority for the family. Purchasing luxuries contributes to imposing financial pressure on families. This situation is the result of commercial'ss' exaggerationng in the influence of the product on ,namely, the convenience of living. We are constantly bombarded with the advertisements. Therefore, we might be influenced unconsciously, and consumerism emerges is-emerged. Despite having financial problems, we tend to buy luxury items and clothes according to the latest fashion and buy luxuries.

All in all, while having some disadvantages, advertisement is an effective medium in on the producer-consumer relationship. The consumer could be aware of all information about the objective product, and the company can launch may reach it the market as soon as possible.

(The higher the amount of production, the lower the cost of production per unit.) Maryam