

## **ADVANTAGES AND DISADVANTAGES OF ADVERTISING**

### Advantages of advertising

- Advertising reduces the price of goods
- Advertisement can be a reason of MASS CONSUMPTION. This is a reason of mass producing as a result. If this process lasts for a long time it will reduce the cost price of goods. So it provides the fall of product's prices;
- Helps to find the target audience and achieve the increasing of profit;
- Promotes the developing of high-tech technologies;

### Disadvantages of advertising

- Advertisement impose consumers to buy things which are useless in fact;
- Increase the expenses so lost money will be added to the price of future product. It will make the prices rise;
- Promotes the monopolizing of market. Small producers are not tend to provide the advertising support to their product comparable with the advertisement. There is also an idea that the goal of advertising activity of corporations is not only an increasing of own selling but also the development of "advertising barrier". This is an obstacle for new producers;
- Negatively influences on human's mind. It's considered that behavior of people can be dramatically changed out of advertisement;
- Permanent increasing role of advertising is a reason of decreasing the method of selling without intermediaries;

So without a doubt our life is impossible without advertising. But everybody should remember that there are two sides of one coin. There are also a lot of negative moments in it.