

## A GUIDE IN ANALYSING ADVERTISEMENTS **cont.**

4. How economical is the product?
5. How long will the product last?
6. How does the price compare with the prices of similar products?
7. Does the item carry any seals identifying its quality or any evidence of authoritative scientific tests?
8. What proof is used to back up the statements?
9. Are there any service or maintenance problems?
10. Are any of the advertising statements evasive or misleading?
11. Does the advertisement appeal to your intelligence or your emotions?
12. Does the advertisements make you feel confident that, if you buy the product, you will be a satisfied customer?



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# ADVERTISING AND THE CONSUMER



## Specific Functions Of Advertising

**The purpose of all advertising is to sell goods and services.** Manufacturers, wholesalers, and retailers seek to achieve this objective through the several functions of advertising.

From the consumer's point of view, the purpose of **advertising is to obtain information about goods and services that are available for sale.**

### ADVERTISING FROM THE STANDPOINT OF THE SELLER

1. Stimulate consumer demand by obtaining:
  - a. Greater use of products already widely used, such as potatoes or citrus fruits or basketball shoes.
2. Educate prospective consumers regarding:
  - a. The personal benefits and satisfaction to be derived from using a particular product.



### ADVERTISEMENTS



### ACTUAL BURGER

- MOST ATTRACTIVE ANGLE
- WITH CHEESE
- SLIGHTLY FLUFFED UP



3. Inform consumers about new products, developments in present products, and changes in fashion and customs.
4. Maintain contact with consumers who, without advertising, may never know a product is available.
5. Stress exclusive features and important advantages of a product.
6. Build consumer preference for a particular brand of product, thus making it possible to price the product above competitive brands.
7. Develop large scale-distribution, thus making possible low-cost mass production.

### A GUIDE IN ANALYSING ADVERTISEMENTS

1. Do you need the item advertised?
2. What does the product contain and how is it made?
3. Is the product beneficial?

