Advertising promotes a higher quality of goods through the ability of the consumer to identify a particular manufacturer and thus creating a need for that manufacturer to maintain quality.Advertising also gives business the ability to roll-out new products fast enough to offset the costs of creating such products.Advertising protects industry from government and special control as it democratizes information to consumers as to what products are available.Advertising plays two following broad roles in the socio-economic landscape of a country:

Economic Role of Advertising

Advertising performs an economic function for an advertiser, affect economic decision of the audience and is an integral part of the whole economic system.Advertising stimulates demand, educate consumer about new product, policies, programmes services and organizations, increase competition and improve standard of life-style by helping to bring new product to the consumer.Advertising boosts the economy by helping to introduce new products faster and more effectively to consumer by supporting to achieve the economies of scale faster and by helping to remove the monopoly of the product

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