



## Understanding Advertising

Q1. What are the common problems faced by small businessmen in this age of advertisements?

Ans. Common problems faced by small businessmen in this age of advertisements are:

- i. Advertising a product costs a lot of money. Producing and showing advertisements in the media is very expensive. A small business will not have the money to show its product on TV or national newspapers and magazines. So, persons who sell papad, pickles, sweets and jams that they have made at home are not considered as fashionable as brand products. They often have to sell their products in weekly markets.
- ii. It also makes us believe that things that are packaged and have a brand name are far better than things that do not come in packets. We forget that the quality of a product has little to do with the packaging that it comes in. This shift to packaged products negatively affects the sales of several small businesses forcing people out of their livelihoods.