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ADVERTISING AND SOCIETY

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РЕКЛАМА И ОБЩЕСТВО

These days everyone sees advertising in his or her life; however this person has not watched TV or listened to the radio. Normally, an average person who watches television 1 to 4 hours a day. During these hours of watching TV, there is a big profitability, because it has an impact on people's choices by shown them the new and available product that this person watches advertisement. It is powerful on attracting consumers psychologically, visually and also culturally but the problem is that can these attractive advertising affect our life or not?

Advertising or advertizing is a form of marketing communication used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to take or continue to take some action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. This type of work belongs to a category called affective labor. In 2010, spending on advertising was estimated at $142.5 billion in the United States and $467 billion worldwide Internationally, the largest ("big four") advertising conglomerates are Interpublic, Omnicom, Publicis, and WPP [1].

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In Latin, *ad vertere* means "to turn toward." The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages [5].

There are some types of advertising: 1) television advertising / music in advertising; 2) infomercials; 3) radio advertising; 4) online advertising; 5) product placements; 6) press advertising; 7) billboard advertising; 8) mobil billboard advertising; 9) in-store advertising; 10) coffee cup advertising; 11) street advertising; 12) sheltered outdoor advertising; 13) celebrity branding; 14) consumer generating advertising; 15) aerial advertising.

Shalev and Asbjornsen [1] found, in their research based on 139 reverse auctions conducted in the public sector by public sector buyers, that the higher auction volume, or economies of scale, did not lead to better success of the auction. They found that Auction volume did not correlate with competition, nor with the number of bidder, suggesting that auction volume does not promote additional competition. They noted, however, that their data included a wide range of products, and the degree of competition in each market varied significantly, and offer that further research on this issue should be conducted to determine whether these findings remain the same when purchasing the same product for both small and high volumes. Keeping competitive factors constant, increasing auction volume may further increase competition.

The author stresses that the number of bidders was found to be correlated with competition among suppliers, specification and complexity. Auction volume was found to be correlated with none of the factors. We discuss the possible explanations for our results and draw conclusions for public sector procurement managers to consider when deciding whether to conduct an e-RA for a particular purchase [4].

In microeconomics, economies of scale are the cost advantages that enterprises obtain due to size, throughput, or scale of operation, with cost per unit of output generally decreasing with increasing scale as fixed costs are spread out over more units of output. Often operational efficiency is also greater with increasing scale, leading to lower variable cost as well. Economies of scale apply to a variety of organizational and business situations and at various levels, such as a business or manufacturing unit, plant or an entire enterprise [2].

Economies of scale called *increasing returns to scale* [3], is a term used by economists to refer to the situation in which the cost of producing an additional unit of output (i.e., the *marginal cost*) of a product (i.e., a good or service) decreases as the volume of output (i.e., the *scale* of production) increases. It could also be defined as the situation in which an equal percentage increase in all inputs results in a greater percentage increase in output.

The simple model of *perfect competition* (i.e., an industry in which there are numerous buyers and sellers of a virtually identical product) makes the assumption of *constant returns to scale* (i.e., that the cost of production remains constant regardless of the volume of output). This model can be very useful, both for teaching economics and for explaining certain real-world situations. However, it should always be kept in mind that there are many situations in which it does not apply [3].

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