

The Analysis of Advertising Economic Effects in Allowing for the Probability of Successful Advertisement

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ABSTRACT

Not all enterprises can smoothly build the brand through advertisement; in fact, lots of advertisements are unable to impress people with the firm effect of the brand. Therefore, there are so-called "risks" in advertisement; in other word advertisement will not succeed absolutely. The main purpose namely lies in integrates the probability of successful advertisement, discusses once more how efficient the persuasive advertisement is. In the article, the probability of successful advertisement biochemistry (function of for the advertisement quantity), discusses two homogeneous manufacturer in double to occupy in the market to make quantity competition, also discuss the influence of persuasive advertisement in the product market as well as the social welfare. This research uses the Martin (1993) two period of model: The cost of the first investment advertising which the manufacturer input obtains the result until the second period. The main conclusion of this article is: 1. Under maximization profit, the probability of successful advertisement is lower than the possibility without considering the most suitable advertisement quantity in the mature market. 2. On the other hand, in the immature market, we can discuss the situation by dividing them into two: first, when the probability of successful advertisement immovable, it leads to the waste of cost, therefore for maximization profit or welfare side, the probability of successful advertisement is lower than the probability without considering the most suitable advertisement quantity. Second, the probability of successful advertisement is the highest when the percentage close to one, and in the meantime the probability of successful advertisement is higher than without considering the most suitable advertisement quantity no matter through the maximization profit or the welfare point of view. Key Words: Persuasive advertising, welfare analysis, probability of successful advertisement

Keywords: 廣告成功機率、說服性廣告、福利分析

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