

THE ECONOMIC EFFECTS OF THE DECLARATION AND ITS RELATIONSHIP TO THE BUDGET OF THE STATE'S ECONOMIC SYSTEM

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ABSTRACT

The organization usually carries out advertising activity and incurs large expenses in order to reach a specific product, the effects of which will be reflected sooner or later on the acceptance of the product in the market and increase its sales; Accordingly, this paper aimed to identify the economic effects of the declaration and its relationship to the budget of the state's economic system.

Advertising plays an important economic role as it is considered a driving force and a mediator between production and consumption. With reference to the functions of advertising, we find that one of its most important functions is that it is a central activity in the institution and the engine of markets. Advertising introduces people to new goods and services, and helps them in forming a buying decision, which leads to stimulating consumer behavior among the masses and thus increasing sales. This is something that has been confirmed by many studies and research in advertising management that the rise in advertising spending in relation to the domestic product in a country is directly proportional to the percentage of per capita consumption in that country, and this confirms that advertising plays a key role in the global economy.

KEYWORDS: *Impact; Advertising; Economic Effects; Economic System; Budget & Countries*

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