

Companies spend millions each year on advertising online, in magazines and on billboards. These adverts can encourage people to buy products that they do not really need. What are the positive and negative effects of consumerism?

Justify your response by discussing both views and giving your opinion. Also, provide any relevant examples from your knowledge.

You should write at least 250 words.

Companies spend millions each year on advertising - Band 8 IELTS model essay

In modern times, the majority of companies invest in promoting its product via various modes like newspapers and magazines, or online advertisements. These promotions attract people, and they sometimes end up buying unnecessary products. The pros and cons of consumerism will be discussed in the following essay.

To commence with, advertisements shed light on the people who are unaware of the product and how it works or how it is used. So, advertisements are highly beneficial to even small-scale industries as well as large-scale industries, as they get a chance to inform the audience about the qualities and advantages of using their service. With the aid of marketing, a venture can easily showcase its brand value to its customers. Therefore, the sale of a specific product is highly influenced by promotions.

On the flip side, In spite of having so many optimistic outcomes, there are two adverse impacts of consumerism too which cannot be ignored. To begin with, people, especially most youngsters, get tempted by captivating promotions and end up buying unwanted products to brag about themselves. Eventually, when they run out of their money, some of them may choose the wrong or an antisocial way to get money, which directly reflects on the increasing crime rates.

Effective advertising strategies have contributed to a surge in consumerism. However, the trend of promotion has also contributed to the growth of the industries, creating many employment opportunities. Hence, moderate consumerism is not always a bad

thing, and it may have many positive effects on both small-scale and large-scale companies.

Companies spend millions each year on advertising - Band 7.5 IELTS model essay

In the contemporary era, to ensure that their business is more productive and profitable, a plethora of companies and corporate associations lean on promotions to publicise their products. This advertising method influences the consumers to purchase an unneeded property which they don't even need. I'll enlighten the edges and drawbacks of consumerism in this essay.

Consumption prompted by advertising may have favourable outcomes on the economy of a country, one of which is the creation of new job opportunities. In order to match the demand of supply, production needs to be increased and as a result, companies have to hire new talent. That inclines the total number of rising jobs and the contribution of people to the government's funds.

However, this method of vending is like pressuring or pushing people, especially parents to buy products which they don't even use, for example, nowadays there are a lot of adverts for toys and electronics to target the young audience on TV, when children watch them they make their parents buy the unwanted products. Sometimes, the quality of the item can be low as compared to that shown in promotions. Furthermore, paper is manufactured from wood, therefore when people use magazines for advertisements, they have to cut down trees, which is bad for the environment.

To conclude, for all its advantages like rising employment and improving a country's economy, it also has drawbacks such as deceiving consumers about products, of bad quality. Thus, from a consumer's point of view, it's our responsibility to ensure that we buy only the necessary products.

Companies spend millions each year on advertising - Band 7 IELTS model essay

It's clear that in today's world, the vast majority of companies spend millions on marketing activities each year. This essay discusses whether this method can motivate

consumers to buy what they don't really need, and then analyzes the positive and negative impacts of consumer behaviour.

Firstly, businesses no matter how big or small, rely on ads to move their wares. Nowadays, companies make better use of available funds by developing campaigns that encourage consumers to increase their spending on unnecessary products. They have very lucrative advertisements offering deep discounts. This leads to a phenomenon known as "fast fashion trends," where consumers buy more clothing at lower prices but end up dumping it. The environment is severely harmed by this excessive use of resources and pollution. Also, one's social standing is determined not by one's character but by their financial status. These effects are particularly potent for youngsters. The purchasing decisions of teenagers are often influenced by their desire to appear cool in front of their peers.

Consumer behaviour can also support economic growth. More production and consumption will increase GDP (Gross domestic product), accelerating the country's development. This trend's downside is scarce and unsustainable resource use. This can cause stagnation. Businesses must boost production and utilise finite resources if consumers demand more things.

To conclude, strong promotions can encourage customers to buy products they don't really need. In terms of consumption, the advantage of this approach is rapid economic growth, but the disadvantage can be the use of increasingly scarce resources.

Companies spend millions each year on advertising - Band 6.5 IELTS model essay

The major target of an advertisement is to boost the selling of a product. As a result of such marketing, people obtain more goods, than their needs. Some people believe that consumerism is beneficial but others don't. In the following essay, I will mention both the merits and demerits of consumerism.

Social progress is a positive side effect of advertising and consumer culture. In a consumer culture, people may easily buy what they need, and competing businesses work to prop up the market by putting out goods that consumers want. Customers have a lot of options because of the regular updates provided by the Internet, publications, and television ads. For example, the regular broadcasting of products of various companies on TV helps people to compare the quality and price of the products before making an order.

Nonetheless, there are negative aspects of consumerism too. The issue of garbage disposal has become an alarming situation for the world. It's inevitable that when consumers buy more and more plastic products, after some time when they are done using them, they go directly to waste. This results in an excess of trash that, in the lack of a proper waste disposal system, continues to pollute the environment. For instance, a recent study has shown that more than 50% of purchases are considered to be unnecessary and were bought due to the influence of advertisements.

To summarize, advertising helps companies generate revenue and lure customers. Despite the fact, that they allow society to find the most satisfactory products, the detrimental impact on the environment sadly cannot be ignored.