

Consumers are faced with increasing numbers of advertisements from competing companies. To what extent do you think consumers are influenced by advertising? What measures can be taken to protect them?

Give reasons for your answer and include any relevant examples from your own knowledge or experience.

You should write at least 250 words.

Consumers are faced with an increasing number of advertisements - Band 8 IELTS model essay

We are a witness to an increased number of adverts these days, some claim that this has a detrimental effect on the perception of the general public, this is a fact that can't be argued with. So, in this essay, I will look at this topic in depth.

We are generally surrounded by commercials during our daily lives. Perhaps one of the most major sources of such advertising is the mass media, which includes newspapers, television, and the Internet. An essential feature is that brand corporations engage celebrities as brand ambassadors to promote their products. If someone admires the celebrity, they will purchase the products they endorse. Also problematic is the frequent usage of cigarettes as props. Children smoke in imitation of their role models despite the negative health effects of smoking. In conclusion, advertising is a successful client acquisition method. Despite the fact that many advertisements are broadcast and published at no cost, efforts must be taken to safeguard consumers against exploitation. First and foremost, we must enact advertisement content regulations.

On the contrary, this is extremely significant as many businesses advertise harmful products, such as tobacco, to their clients. A further consideration is that the law requires us to accurately represent the quality of the advertised product or brand. In conclusion, it is evident that advertising had a significant effect on customers. Especially because consumers were purchasing things advertised on television and promoted by celebrities. To safeguard consumer rights and safety, however, this must be governed by the law.

From the foregoing explanation, it may be concluded that corrective action can shield consumers from some of the drawbacks of advertising.

Consumers are faced with an increasing number of advertisements - Band 7.5 IELTS model essay

For a product to succeed in today's competitive marketplace, it is supposed to be marketed. As a result, customers are constantly exposed to marketing from these companies, which greatly impacts their daily lives. We believe these advertisements have both beneficial and detrimental effects on our customers.

First and foremost, advertising offers a lot of advantages when it comes to mind-influencing. Initial advertisements for new items offer pertinent and condensed information; customers can buy these items in accordance with their needs, budgets, and tastes. Moreover, certain commercials help young people and teenagers learn about societal concerns and develop into mature adults. Advertising is, after all, the best way to keep current in today's society, which results in more work chances and, as a result, higher employment rates. On the other side, there are some negative aspects of advertising. Due to their lack of knowledge and maturity, children are the most vulnerable demographics for advertising. Children are particularly vulnerable to this and push parents to buy these things.

Moreover, subliminal advertising and celebrity endorsements are just two of the methods utilized to deceive consumers into purchasing unnecessary things. Therefore, it is necessary to develop methods to prevent this manipulation. The first solution is to prohibit advertisements that feature alcohol and other reckless actions that put people in danger. Additionally, government entities should promote consumer education initiatives. Additionally, before acquiring an item, you should conduct research from different sources rather than depending primarily on your favorite celebrities or role models.

To sum up, the points made, we can use solutions to stop consumers from being forced by some advertising flaws. We can also use the benefits of advertising to improve our lives and keep up with the times.

Consumers are faced with an increasing number of advertisements - Band 7 IELTS model essay

In the contemporary era, when all competing businesses are advertising their products, the influence of commercials on consumption is growing substantially. Due to the excessive popularity of commercials, which has a negative impact on consumers, I contend that some measures should be done to mitigate these effects.

To begin with, companies spread a great deal of incorrect information about their products. This causes individuals to believe whatever they see on television or the Internet. To survive, they must sell their products regardless of the cost in order to compete with the fierce competition. Typically, agencies employ already-famous celebrities in order to acquire the public's trust. For example, in order to market health supplements, athletes are selected, and the client begins to associate the healthy lifestyle and physical fitness of the athlete with the supplement. Before promoting a brand, celebrities should conduct comprehensive research on the company. It will ensure that the intended audience receives the correct product.

On the other hand, certain schools of thought advocate for measures that safeguard humanity from the advertising industries. The majority of the time, in order to sell their products, they manipulate the thought processes of the younger generation, which is not a particularly effective marketing technique. In addition, marketing causes us to have more stuff than we require. Misleading advertisements are the primary cause. Whenever we see a commercial for a luxury brand, for instance, they usually emphasize the lifestyle of the wealthy. I believe the government should monetize these advertisements, but only after verifying the product's validity and examining all forms of online marketing.

In conclusion, advertising plays a crucial part in expanding the market for any product, however, if the government imposes severe regulations, the problem will only worsen. Also, citizens should be responsible for determining what information to trust.

Consumers are faced with an increasing number of advertisements - Band 6.5 IELTS model essay

It is undeniable that people have been starved of information about new items and inundated with marketing in recent years. I believe there are methods that can be implemented to protect consumers from the detrimental effects of advertising's oversaturation.

To start, ads of all kinds have inundated the market in recent years, but consumers have been left in the dark about the specifics of new items. Consumers are suffering from advertising's rising popularity, and I think action should be made to safeguard them. The negative effects of advertising are numerous. To begin, ads may lead viewers to purchase unnecessary items. The quality of a product may be overstated by some businesses in an effort to attract customers and raise the profile of their brand. Consequently, consumers who are lulled by the glitzy advertising and let their guard down are enticed to make rash purchases of things that provide little value. Second, the proliferation of advertising might facilitate the spread of harmful customs. Adolescents' lack of moral discernment and social maturity makes them vulnerable to the kind of influence that ads for violent video games can have on them.

However, consumers can be shielded from advertising's potentially harmful impacts through a number of different strategies. Government oversight of the advertising sector is warranted. The vast majority of businesses have become more responsible and forthright in their product promotion in the face of increased public scrutiny, whether through print ads, commercials, or online marketing. If you have more faith in your purchases, you'll make better decisions. In addition, shoppers should have a list of items in mind before venturing out.

In a nutshell, there are numerous drawbacks for consumers due to the overabundance of advertising, but there are also some efficient methods to shield consumers from the ill impacts of advertising.