

Today the high sales of popular consumer goods reflect the power of advertising and not the real needs of the society in which they are sold, To what extent do you agree?

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

You should write at least 250 words.

Today the high sales of popular consumer- Band 8 IELTS model essay

In today's world, technology has a significant effect on people's life. Advertisements are now considered the most important way to introduce new products to people and influence them to purchase those goods. However, the real purpose to buy the products have changed by these false promotions. I completely agree with this statement and will point out some reasons how advertising affects society in a pessimistic way.

As more people have access to technology, the selling sector is experiencing fiercer competition. Companies utilize public advertising theory to boost their brand recognition. Furthermore, it is undeniable that a product's selling rate increases when more of its image appears online. For instance, businesses that wish to improve the quality of their products can pay celebrities to promote them and increase the demand for their product. As a result, individuals are tricked into purchasing unneeded goods because of renowned people who act in the very advertisement.

Moreover, advertising and goods go hand in hand. Consumers complain about costly goods resulting in public advertising campaigns. A lot of selling information is spread to people through TV shows, the Internet, and street pamphlets. People dispute and moan about how terrible the products were after they purchased them and how irrational the pricing was. From this angle, it is obvious that advertising fills the gap between products and the reality of their true quality.

In conclusion, consumers believe what the promotions have shown when they see the products on TV or on the Internet. But customers can not rely on the advertisements and should also consider the feedback and reviews of the products.

Today the high sales of popular consumer- Band 7.5 IELTS model essay

The last few decades have seen more advertising than ever before which has brought a greater impact on the customers. Many people feel that the influence of advertising on consumers has affected their buying behavior significantly. Although I partially agree with the viewpoint, in my opinion, the majority of consumers are capable of making the appropriate decisions on their own.

To begin with, public explosion to repetitive commercials is one of the key elements that influences people's decisions to buy items, particularly new ones. However, some customers are not able to differentiate between their wants and their fundamental needs. For instance, many teens are utilizing costly smartphones on the street as a result of the widely disseminated commercials that would make them appear more stylish to their mates. But having an expensive smartphone seems pointless for someone who just wants to browse the internet, attend calls and listen to music.

On the other hand, other groups of people believe that advertising only has a minor impact on people's judgments and that other elements, such as providing additional information and innovative ideas, are more important. Additionally, there are rare chances when people are completely interested. Based on their values and experiences, they interpret and assign meaning to what they observe. The majority of people have various preferences and make decisions based on what suits them best.

To conclude, there are reasons in favor of and against the significant impact of advertising on consumer decisions. However, I believe that the majority of individuals can assess what kinds of products are necessary and use advertising to make wise decisions.

Today the high sales of popular consumer- Band 7 IELTS model essay

Nowadays we are living in a technological world where everything moves as fast as an airplane including people's lives. Therefore, considering the rapid pace of modern life, commercial publicity is considered important. The advertisements make us aware of the newest amenities and give us opportunities to choose from a wide range of products. We hence forget, whether we need the product or not. I completely agree with this opinion and will discuss the same in the following paragraphs.

To commence with, there are times when we fail to avoid our temptations and buy unnecessary things, ignoring our genuine needs. We get inclined toward the pictures, captions, or movies which creates an impact on our mind. For example, the media is flooded with advertisements for an energy drink that claims to boost our energy and give us wings.

These days, not only adults but youths also get influenced by such products and purchase them without any thought and also not bothering to consult their doctor first.

However, there are some popular as well as necessary goods which people need in their day-to-day life. Sales of these products increase directly as a society can not do without them. The widely used medicinal and pharmaceutical products can not be denied. Hence, it is correct to say those famous yet basic goods do not just have high sales because of the commercial advertisement but also because of their requirement.

To conclude, I believe that advertisements are responsible for the high sales of some or the other items but it is not wrong to say that individuals do purchase some materials out of the basic requirements and not because of promotions.

Today the high sales of popular consumer- Band 6.5 IELTS model essay

Nowadays, there are numerous commercials on television and on billboards. Some people believe that advertising increases product sales and tempts consumers to make unnecessary purchases. I agree with this statement. Younger people in particular purchase the products even though they do not actually need them.

Additionally, things may sound special and of the best standard on a television screen. Because of this, people buy the products without giving them enough thought. Customers may not actually need some things, yet they compulsively purchase them after seeing the advertisement. People may be influenced by the trend even though they don't actually require the products however some consumers end up purchasing the products promoted by the advertising agencies.

However, there are a number of factors that work against these arguments. Some people don't think that consumers' goods purchases are always influenced by advertising. People are free to choose which goods is appropriate to purchase because they have their own purchasing behavior and set money using factor. In fact, nobody can determine whether or not the sales demand comes from an actual social need. Moreover, they plan their budget to maintain a balance in their shopping.

In conclusion, I believe that each person has their own attitudes and perspectives regarding purchasing items. Hence, letting them decide which product is worthwhile is preferable. It is unfair to say that all people are persuaded to make impulsive purchases by advertising. But it is also essential to distinguish the products which are actually needed and those which are of no use.