The purchase habits and patterns of people are widely believed to be influenced by advertisements and there is no longer a strong direct correlation between real needs of the community and sales quantity of different products.

Looking into the list of the most popular goods, which have been on the top rank in terms of sales, shows that the best-sold products are not necessarily the ones which are in the public's demand. Advertisers who invest a fortune ~~on~~ in indoctrinating the public into believing that they require a special product are to blame. They create a false demand among ~~the~~ society using catchy commercials and soon an individual's decision- making process, when it comes to purchasing a ~~good~~product, would be affected. Thus, sales of a product or even a service mostly reflect the degree of effectiveness of its related adverts and not the existing demand for it.

Furthermore, advertisements are inescapable. They are everywhere, from pop-ups when we check e-mails to billboards when we drive down a road. Being exposed to them, constantly, pushes us toward selecting an item just out of curiosity, and not sheerly, due to our real needs. Some cosmetics, which are advertised widely, are just purchased because people want to try if the slogan in their commercials is true. Additionally, if an individual's need ~~was~~ were the main indicator in a buying process, then there would not be such variety and diversity in the market of customer goods since. ~~Since~~ people's needs can be easily satisfied by the simplest kind of a product. For example, toothpastes are all for mouth sanitation and nothing but ~~advertisement~~ the advertising industry can justify why there are so many colors, brands and odors available. This is to satisfy the various tastes created by this business.

To conclude, I ~~harbor~~ hold that advertising as a powerful and influential tool can significantly determine the quantity and even the trend of sales for each product and it is a stronger factor ~~as~~ compared to people's ~~ream~~ real demaend.