

The tendency of human beings to copy one another is shown in the popularity of fashion clothes and consumer goods. To what extent do you agree?

It cannot be denied that human propensity to aping others is in our genes at the beginning of our life. People will follow the latest fashion garments and consumer goods, owing to their desire to fit in with the populace.

Firstly, celebrities have a big influence on individuals who follow them as they endorse some products or attires and it is like validation to buy that product. People do not like to stick out from the crowd, so the best way is to do and use what others do. For instance, iPhone is a trendy product nowadays and the people who purchase this product have multiplied during a short period of time. Worse still, it can be considered not being able to afford it if someone doesn't have it.

Secondly, people digging for the products with good quality which innumerable people reviewed and posted negative and positive information about them. Owning a good quality product can give the feeling to individuals, that they are accepted and honored by others. Besides this, whether the product is good in quality or not, when it purchased by the majority of people, it will give the sense of satisfaction and will decrease the burden of a wrong choice.

Nevertheless, to a certain degree, aggressive marketing and advertising of clothes, accessories and other consumer goods is responsible for the rising sales of these products. Added to this, companies surging in every nook and corner of the world that makes products ubiquitous.

To conclude, the inclination of emulating celebrities and famous people is a permanent fact mostly among youngers. Human love to be accepted and the best way to do that is to follow somebody who already honored by the majority, as a result, constantly changing in fashion and modes caused the same changes in cultures and moral facts of a population.