

**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 .**

Nowadays ,there are lots of advertisements on the television or on the billboards .Some people think advertising enhances the sales of goods and it encourages people to purchase things unnecessarily .This argument may be true .People ,particularly youngsters buy the goods which popular singers advertise ,although they are not really in need of ~~these products~~them .

Also, on the television screen ,products may ~~sound seem~~ exquisite and high quality .As a result of it , please tend to buy ~~the goods~~them without adequate consideration and knowledge .Actually customers may not need some products, but they buy them compulsively after watching the ~~advertising~~advertisement. Meanwhile ,as some consumers buy the goods due to ~~its~~their advertising agencies ,people may be affected by the trend , although they ~~don't~~do not have the actual need .

On the other hand ,there are ~~some~~several aspects against these agreements . Some people believe advertising may be not a cause of buying products by customers .As individuals have their own spending habits with determined disposable income ,they are allowed to make a decision which product is suitable to buy .Indeed,nobody can judge the sales demand is because of the real need of society or not .moreover , people allocate their budget in order to keep the balance in buying goods .

In conclusion, I personally think people have their own attitudes and perspective about buying goods .Thus ,it is better to leave them to make a decision which product is worth ~~to~~buying .it is not fair to claim everyone is tempted by advertising to buy the goods impulsively .In some essential areas like toy industries ,we need to broaden the advertisements as children ~~don't~~do not have enough ability to distinguish which product can be useful to buy .