

As we all have definitely witnessed and none could deny, the growth of consumerism has led to an increasing range of demands in recent consumer ~~society~~ societies and it is impossible not to consider the pivotal role of the advertising industry in changing public's mind about the consumer products. Regarding the case, There are lots of contributing factors at play, several most important of which have been mentioned below.

One of the most impressive and memorable ways of advertising is "commercial break". When you are either watching your favorite program on TV or listening to it on the radio, you are carefully concentrated on what is on screen, therefore, it is could be the best time to ~~stick~~ stuck anything in your mind and broadcasting comes to its most efficient level/method ~~to~~ by having a profound impact on TV viewers. It will be even more influential if the product has a rhythmic easy-to-remember motto exclusively made for it, so the client will keep it in mind unconsciously and will remember rapidly while shopping with in a glance at on its brand.

Another encouraging approach having been adopted by a majority of businesses is related to paying less than expected by means of both free samples and percentages of discounts. It is somehow tempting when you are in doubt to make a decision among several brands of one item, whenever meanwhile you come across ~~across~~ a deceiving/deceptive ~~decieving~~ colorful and creatively designed pack of one with some free samples offered! Women who are the main targets of this devised scheme, especially for household staples, are often enticed d into buying definitely in this ~~these~~ situations.

Other courses of action are available such as billboards and roadside advertising campaigns, posters or some catalogues or brochures that are spread ~~spreaded~~.

All over, there are hundreds ~~bunches~~ of brands competing to absorb the most customers by thinking up new ways s of advertising which has lead ~~leading~~ to a variety of means of launching/offering the merchandise into the market/bazaar.