

**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 or disagree?**

Advertisement plays an important role ~~in selling to sell~~ different products. In some ways, it encourages the buyer to spend more money than planned upfront. However, this article tends to discuss to what extent it can be influential. ~~?~~

Nowadays, we witness a significant increase in the number of similar products by different companies; even more luxurious goods have been presented to the market in comparison to the past. On one hand, looking from the producers' perspective, firstly, they have different expenditures, so they need to sell their goods to be able to cover them. Advertisement seems to be **as** one of the best ways through which companies can survive. Secondly, they believe that advertisement is confined to help buyer chose the best products. it is going to offer various options to buyers. On the other hand, what buyers believe is that it is going to interfere with their desire. Another drawback is that they incite people to spend money impulsively for unnecessary items. However, we may know that ~~this situation may not apply to not~~ many people ~~apply to this situation~~ and maybe a small number of affluent people who can afford to spend money for features that are not their real requirement, and most of the people have to buy goods that **are tailored to with** their needs.

To recapitulate, neither consumers, nor the sellers are to put the blame on. By advertisement, companies can communicate with their customers. If people follow the advertisements with consideration; they will buy the items which fulfill their needs without falling in their trap.