

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?

No one can deny the direct influence of marketing ~~in~~on the success of a product. However, it is true that some triumphs witnessed within the consumer goods industry are owed to a pure advertising plan and not necessarily their actual application. On that account, it appears as though the story is two-fold. For that reason, I, to a certain degree, subscribe to the proposed view.

On the one hand, with the ever-growing demand for convenience around the world, there is no doubt that the industry must keep pace with those needs to insure a perfectly balanced supply and demand paradigm. Therefore, I believe that there has been a dramatic transformation in how modern businesses run compared to their traditional counterparts. As the variety of the demanding merchandises increases, more companies come to existence as a result. Hence, businessmen need to incorporate advertising strategies in order to buy a chance for their products' presentation in the market. Moreover, having a plethora of consumer goods already in the society implies the fact that people are more cautious as to whether a specific product is really valuable or not. Having said that, a trendy product most of the time indicates a proper need ~~underneath~~thein society.

On the other hand, there are cases where a welcomed product in the market does not inherently mirror its value. To cite an example, for selling a product online, people must compete with millions of websites on the internet, forcing them to use some unjust techniques to boost their sale. One such method is through paid reviews to lure customers into purchasing ~~a~~some merchandise. However, these products are normally short-lived and their market size ~~decays~~wanes over the course of time, as the truth unfolds.

To conclude, although mass-marketing in media could potentially provide some traction for goods in the market, I opine that its damaging nature will reveal the truth behind. Furthermore, such sales usually distance from their peak soon or later, leaving a room for worthy products to seize the market.