

Some people say that advertising encourages us to buy things that we really do not need. Others say that advertisements tell us about new products that may improve our lives.

Unneeded goods might be purchased due to the encouragement of the advertising industry according to some. Others believe that the level of humans' lives might be increased by the introduction of new adverted products. Although advertising is likely to make a sense of unnecessary needs in people's minds unconsciously, it plays an important role in springing up the quality of lives.

Nowadays, the majority of people are seeking to level up their lives by having the best products and services available in the market. if advertising could not raise the people's awareness about modern and various commodities, customers would not make their excellent choice. In other words, adverts might provide ample and useful information about products to inform and attract more customers. Hence, people can come to a rational decision based on this information about newly launched goods. However, having a competitive atmosphere in the market might affect people's decisions.

More importantly, having the opportunity of comparison is another crucial aspect of shopping, which has been provided for people by advertising. In fact, there is a myriad of products with different crucial aspects including quality or price which are competed-competing to convince and attract their customers. For this reason, people can follow and watch advertisements to realize differences or maybe similarities of products to compare and choose their valuable services and goods. For example, by comparing the adverts of Samsung and iPhone mobile, people can choose the suitable one.

In summary, the advertising industry is attempting to heighten the awareness of people about recent products, make a comparison situation, and sell goods and services which will enhance and ease humans' daily lives. Consequently, the level of comfort and quality of life will be improved.