

Some people believe that advertisements encourage consumers to purchase products they do not actually need. I strongly agree with this view because advertising often creates artificial desires and encourages people to associate products with happiness and social status.

One major way advertisements influence consumers is by creating the impression that a particular product is necessary for a better lifestyle. Companies frequently use attractive images, celebrities and emotional messages to persuade people that buying their products will make them more successful or confident. As a result, consumers may purchase expensive clothes, electronic devices or other goods even when their existing possessions are still perfectly adequate.

Another concern is the growth of targeted advertising on digital platforms. Online companies can collect information about users' interests and browsing behaviour and then display advertisements that are specifically designed to appeal to them. This can encourage impulsive purchases because consumers repeatedly see products that match their preferences. Discounts and limited-time offers can further create a sense of urgency, even when the product is not essential.

Nevertheless, advertisements also have useful functions. They provide information about new products, prices and services and allow consumers to compare different options. Advertising can therefore help people make informed purchasing decisions when they evaluate products carefully.

Overall, I believe the negative influence of advertising is significant because it can turn wants into perceived needs. Consumers should therefore think carefully about whether a purchase is genuinely necessary rather than allowing advertising to determine their spending habits.