

In their advertising, businesses nowadays usually emphasise that their products are new in some way.

highlight the newness

driven by consumer demand for innovation.

In today's fast-paced society, individuals seek novelty and unique experiences. Businesses recognize this desire and utilize the concept of novelty to attract customers.

Promoting new features

helps businesses capture the attention of consumers

The competitive nature of the market also contributes to

allows them to differentiate themselves from competitors.

Continuous focus on novelty can foster a throwaway culture, where products are quickly discarded in favor of the next new thing.

waste and environmental concerns

overshadow the importance of product quality and long-term value.

it is crucial to strike a balance