**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?**

It is true that we are increasingly surrounded by advertising by companies that want to sell us their products. To some extent I agree that advertising has an impact on sales, but I would also argue that we do need most of the goods that we buy.

Advertisements can certainly **tempt** people to buy products that they might not otherwise want. A good example could be the mobile phone. Every year people can be seen queuing to buy the latest models, even when they already have a perfectly good phone that does not **need replacing**. **Perhaps** it is the influence of marketing that leads us to make these kinds of decisions; we want to **stay up to date with the latest fashions** or **own the newest high-status device.** The high sales of the iPhone seem to support this idea.

On the other hand, I believe that most people do not buy products because of the advertising **alone**. There are other good reasons why we make these choices, and there must be some kind of need before a person **makes a purchase**. New versions of products almost always have **improved features that buyers may want**. A new car, for example, may have greatly improved safety features, or it may be more economical to run, or it may pollute less. A new phone may allow the user to **communicate more quickly or effectively**, thus enhancing their quality of life.

In conclusion, while advertising obviously influences our buying behaviour, I do not agree that people make decisions that go against their real needs.

**Cả 2 bài dưới cũng nên cân nhắc cho vào mindmap**

**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?**

Many individuals believe the high sales proportion of famous consumer products presents the influence of adversenting in our society rather than the actual needs of consumers. To some extent, I agree that advertisement has a prominent roles to the community, yet I argue that people also have their own special requirements.

It is true that advertising often manupilates consumers into following the will of advertisements. Take the mobile phone as an example. Customers are willing to queue hours or even days to get the newest state-of-the-art version though they probably have the perfectly high-status phone which does not need to replacing. This is often linked to the unreasonable trend made by advertising that people have to stay up-to-date latest devices to be fashionable. Iphone, for instance, seem to support this idea.

On the other hand, consumers engage in buying more and more goods as it is also issue of economic and fashion. For example, many individuals make an implusive purchase on the new car because improved versions usually lower the risk of consumed gas, pollute less as well as gurantee their safety better. Or the traditional gadgets are obselete as they are unable to coporate with the high-technoligied environment like catching 4G.

In conclusion, based on above reasons, I agree that the power of advertising has on the community is huge but clients also need to meet their specific needs.

**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?**

Second attempt

While many individuals believe the high sales proportion of consumer products reveals the influence of marketing not the actual requirements of the community. To some extent do I agree that advertising has a huge influence on the society but consumers also have their own needs.

It is undeniable that commercials is likely to manipulate consumers into following the will of advertisements . Take smart phones as an example, many customers are able to queue hours or even days to get the latest devices even though they probably have perfectly perfomed phones that does not need replacing. This is often linked to the unreasonable trend made by the marketing that the higher status devices consumers process the more fashionable they are. Iphone, for instance, seem to support this idea.

However, the reason that consumers engage in buying more and more stuff is also the issuse of economic and hobby. A new car, for example, may maximumize their gas consumption, ensure a better safty and pollute less. A new mobile phone can run faster as well as friendly interative with users. Not only that some gadgets may represent as a valuable gift to their families and their loved ones.

In conclusion, on the whole, based on above reasons. Although the phenomenon of ascending sales seem to present the influence of customers, consumers also has their requirements.