Some people say that advertising is extremely successful at persuading us to buy things. Other people think that advertising is so common that we no longer pay attention to it.

Discuss both these views and give your own opinion

Certain section of society believe that commercials play significant role to influence people to purchase things, whereas others argue that adverts become so often that one can ignore them. This essay will elucidate both the views and establish my preferences.

On the one hand, ads are gaining more audience attention day by day. First, it’s play a vital role to help customers to choose the best product by providing adequate information. For instance, if a customer needs an item, such as salt with low sodium, he/she must know which brand sell this product, and without commercials it’s very cumbersome to find such thing in the market. Furthermore, there are many goods in the market that consumers use in their day to day life and they do not prefer to use any alternative for that, so if any of the product change its brand name, packaging or price, its directly impact the customers. Therefore ads become very useful to consumers to stay up to date about their favourite products.

On the other hand, those who believe ads become so common that watching them are waste of time, is also holds significance. Due to high competition between brands for a same commodity, ads are now everywhere including television, radio, websites, social media and newspaper. So, mostly people start avoiding them as sometimes it started annoying them.

For example, while watching match one can witness a single advert for more than 50 times, not only that, same commercial going to appear on various websites and social media platform as well, so mostly people start skipping to them. In addition to that, consumer becomes smarter now, they do their own research before purchasing anything, instead of watching advertisements.

To recapitulate, Commercials are important for companies as well as for consumers to sell and purchase a product. However, in my opinion, due to overflooding of ads, it becomes quite annoying so people start paying no attention to them, especially when the commodity is not of their interest.