

In their advertising, businesses nowadays usually emphasize that their products are new in some way. Why is this? Do you think it is a positive or negative development.

As throw-away lifestyles and consumerism become the dominant 21<sup>st</sup> century trends, how innovative and novel a product is has already become the most popular advertising strategy adopted by many companies currently. In this essay, some possible driving forces behind this trend will be proposed along with my attitude toward it.

The most obvious reason is that consumers nowadays are pursuing expect innovative and 'new' products regularly endlessly. For consumerism, there has been almost unanimous consensus regarding the assumption that "the newer the better", and that has led to impulsive consumption for newness novelty. For instance, the recently publish research results demonstrate the impulsiveness of consumers, as that 80% of people consumers/the general public are willing to purchase a newer version of their mobile phone with newer versions regardless if the new one has demonstrates any significant advancement in the its technology or how long they have been using their current one, manifests the impulsiveness of consumers. Corporations are well aware of this fact of consumer psychology. Businesses will try to emphasize the newness of their products in promotional campaigns in order to convince consumers thereby, retaining their competitiveness and increasing their sales revenue, businesses will try to emphasize the newness of their products in their promotion campaigns.

I believe whether the development is negative or positive mainly depends on if there is real innovation and novelty in the products. If there are new elements created or further breakthroughs involved in the design as in the case of the Apple-official Apple press-conference events, the advertising will be will be/is informative and beneficial for consumers. By contrast, if the emphasis is an exaggeration of the products' features, the promotion will be rather misleading and deceitful, potentially leading to irrational consumption and impulsive purchases. For instance, a food manufacturing business such as Pringles or Lay's might promote a snack with slightly different packaging but the same flavor and ingredients as a 'brand-new' version, which is misleading for an intentionally deceitful/deceptive practice consumers.

In conclusion, the high demands of among consumers for new products are is the main underlying reasons of for a the situation which, I believe, is not instinctively inherently beneficial or harmful. To judge the nature of the development more comprehensively, the authenticity of the advertising and the intention of the business should be considered.

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Overall: 7.5 / 8

Task achievement: 8

Cohesion/coherence: 7/8

Vocabulary: 8

Grammar: 7/8

**Comment [Dave1]:** answer each question in a different paragraph

**Comment [Dave2]:** tricky topic

**Comment [Dave3]:** pervasive

**Comment [Dave4]:** really strong grammar and vocab and paraphrase

**Comment [Dave5]:** hint a little more at your main ideas – this will help your task achievement and your cohesion/coherence score

**Comment [Dave6]:** In my opinion, this is largely due to a competitive marketplace and can be both positive and negative depending on the product.

**Comment [Dave7]:** can be a little informal

**Comment [Dave8]:** ok sentence explaining

**Comment [Dave9]:** try to include some short and simple sentences – this will help your CC – also you can write a sentence that is 100% grammatically correct

**Comment [Dave10]:** maintaining competitiveness

**Comment [Dave11]:** switch around the order of the ideas to make it clearer

**Comment [Dave12]:** could give a really specific example – Apple / Samsung / Google

**Comment [Dave13]:** perfect!

**Comment [Dave14]:** accurate – great idea – very clear

**Comment [Dave15]:** habit – present simple

**Comment [Dave16]:** weaken a little bit

**Comment [Dave17]:** accurate – really strong

**Comment [Dave18]:** excellent – really accurate, good ideas, specific, well developed