**Shopping and Services**

As a contribution to a magazine, write an essay (260-320 words) entitled “The Impact of

Advertising on Shopping”, including the following points:

* ways and forms of advertising,
* objectivity and ethics in advertising,
* positive and negative effects of advertising on consumers.

In this day and age, the whole retail sector is provided with various options how to reach out to the public. Lately, advertising has become the simplest and most effective method out of the broad variety. Being surrounded by advertisements from dawn to twilight, the impact of it on the actual shopping might be rather questionable.

First and foremost, the usage of various means of advertising can be spotted all around the world. Not only are people offered a wide range of products via television but also through radio broadcast. Nowadays, those two have been enriched by advertisements displayed on social networks. For instance, Facebook and Instagram are seen as the most popular ones. Taking magazines and billboards into consideration as well, people become targets wherever they go.

On the contrary, the righteousness of ethics in this field undoubtedly raises a question over it. Provided that the advertising space is a matter of a financial competition, objectivity is a long-lost trait. Moreover, people whose social network accounts are based on product placement depend on the money as a part of their salaries. This merely represents a shrine for ethics or objectivity.

Furthermore, a vital part of this issue are the effects of advertising cast upon consumers themselves. People are mostly aware of mischieved customers or annoying adverts which stop them from visiting the store, and they always envisage only these negative effects. On the other hand, advertising provides customers with instant information or availability of the products. Therefore, the possibility of a purchase rises as well as one’s endorphins’ ratio.

All in all, the impact of advertising on shopping is a matter of question despite its lack of objectivity and ethical values, the positive effects on customers and various forms of advertising have made it a rather effective choice among a retail departments.

(maturitná práca)