

You are Pat Li, the editor of your school newspaper. You read an editorial of a local newspaper suggesting that celebrities today are affecting how young people spend their money. You would like to write an article for the school newspaper to share your view on this issue with your schoolmates. In the article, share an experience in which you bought something expensive due to the influence of public figures. Describe and reflect on your experience. End by advising the students to use money carefully.

### **A luxurious yet unworthy way to support your idol**

Nowadays, many youngsters in Hong Kong are obsessed with glamorous celebrities, ranging from singers, idols to Youtubers. The level of obsession has risen to such a 'zombie' level that no matter what the celebrities say, their fans will believe in them. No matter where their idols have been to, they will go there and take thousands of selfies. Originally, having a crush on celebrities is not a big deal. It just provides a reason for teenagers to slave away for their idols. However, if youngsters develop an unrealistic bonding or fantasy for those celebrities and influencers, they may be willing to do anything for them. It is significantly dangerous that young people may spend an unaffordable amount of money and become an impulsive buyer for those public figures.

To be honest, I have a first-hand and undisguised experience to share with you here. It is quite embarrassing to dig that deep and force myself to recall how painful this experience is. But it is also crucial to show the effect of buying something expensive due to this pathetic trend.

If you have ever had any obsession with idols, you would know that following everywhere they have been to online is considerably basic and normal. I had a big crush on a K-pop idol belonging to a well-known K-pop group. When I first watched his performance, I was so amazed that I could hardly utter a single word. Being flabbergasted by how stunning he was, I followed his Instagram and opened the notification that would notify me immediately if he posted something. Three months ago, 'Ding!' a notification popped up on my screen. He posted an advertisement which was not very suitable for a teenager like me. But I still watched the whole advertisement about the promotion of a new perfume from a luxury shop. I thought it would be an ordinary promotion video until he whispered softly, "Do you want to smell like me? Get one!" Wait a second, smell like him? Smell like my idol? How wonderful and fabulous it would be! I was so attracted by his perfume. I would smell like him, and his smell would be long-lasting and stay with me all the time!

Without any hesitation, I clicked the link to purchase the perfume, not realizing that the price is \$2,000! I am not an impulsive buyer usually but how could I resist this enticing attraction? I spent half of my pocket money on this tiny, high-end perfume, a tiny bottle containing only 10 ml of liquid. I

took a deep breath to smell it. After a moment of holding my breath, I realized that this perfume smelt like flowers and honey, nothing more than a cheap perfume I purchased last year. Not only was the scent a bit artificial, but it also wasn't long-lasting. My dream of smelling like my idol and staying with him all the time was ruined. I would not call it a scam because I was the one who agreed to pay for this glamorous perfume. But is it worth spending \$2,000 on a perfume that is not worth its price at all?

This was a painful yet fruitful experience. Frankly, I lost \$2,000 but learnt a big lesson. Sometimes, due to the influence of public figures, we may believe that the products they are promoting are 100% worthy and perfect. We do not consider their price or whether it is necessary. We blindly follow what the celebrities say and ignore the consequence of impulsive buying. At the end of the day, I still like that idol. However, next time when I want to purchase the product he promotes, I will ask myself a question: Is it worth buying this luxurious and high-end product just to chase after what the influencer says?

Students who are still reading now, I know you may every now and then fight for buying certain kinds of limited-edition products promoted in the advertisements of some celebrities or your beloved idols. But before clicking the link at your fingertip, please think twice. Usually, the more popular the idol is, the more expensive the price of the product he or she hard sells is. The sales department of every company fights for a higher listed price, knowing that we would fall for this idol effect. Therefore, think about if it is worth the high price or is affordable for you. If the answer is no, don't force yourself to buy it. Use your money wisely and carefully.

After knowing my experience, I know that it may be ironic for me to beg you to use your money carefully. However, it is not an understatement to say that spending that much on celebrities may not be a wise decision. You may spend more and more until the day you cannot afford to buy something which is useful, meaningful, and worth the price. Please don't blindly follow every utterance your idols say and use your independent mind and logical thinking. It is not suitable to spend your pocket money on acknowledging your idol's effort. I am sure that no matter whether you buy their products or not, they will still appreciate and remember your support.