



Effects Of Misleading Advertisement On Buying Behaviour Of Consumer Goods

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Abstract: Advertising plays a crucial role in shaping consumer behavior by influencing perceptions, attitudes, and purchase intentions. It serves as a vital source of information, allowing consumers to become aware of various products and brands. Through strategic messaging and the use of brand ambassadors, such as celebrities, companies like Lakme Cosmetics enhance their appeal and recognition among target audiences. However, not all advertisements adhere to ethical standards; some may be misleading, exaggerating product benefits or making false claims. Such practices can manipulate consumer perceptions and potentially harm their interests. It is essential for advertisers to commit to truthfulness in their messaging, ensuring transparency and accuracy. Consumers, in turn, should critically evaluate advertising claims to make informed purchasing decisions. Misleading advertisements, driven by a profit motive, pose significant challenges in maintaining consumer trust and ethical marketing practices.

KEYWORDS: Misleading advertisement, Bait and Switch, Hidden fees and surcharge, Misleading Health Claim, Marketing ethics

I. INTRODUCTION

Advertising is information to the consumers are aware of about the products that has a profound impact on consumer buying behavior by shaping consumer perceptions, altitudes, and purchase intentions. Through advertising, marketers can influence how consumers perceive a product or brand. Creating a favorite image and positioning it in the minds of consumers. Advertising values, such as informative, credibility, creativity, entertainment and so on. Therefore the consumers are more like the product and one of the particular products are very famous still now because of promotion of product like celebrity, addiction, epic of the product, tools used for famous their products for example: Lakme cosmetics this product brand ambassadors are shraddha Kapoor, Kajol Devgn, Kareena Kapoor and Ananya Pandey as brand so the products are famous for celebrity and were used by all women and girls. This is the type of strategies used in advertising on side of marketing. Instead of this the some advertisement are fake don't have the benefits and qualification they claim advertisement. Misleading adve1tisement are unethical and can potentially harm consumer by providing false information or manipulating their perceptions it's important for advertiser to adhere to truth in advertising principles and ensure their message are accurate and transparent. Critically evaluating the claims made in advertisement before making

informed decisions The marketers were give the fake ads to survival in the market and main motive is an earn profits and the consumers were attract their advertisement. Misleading ads are included Exaggerating and overstating expressing the unrealistic attributes of products.

SCOPE OF THE SUDTY

Encompasses several critical dimensions. It aims to define what constitutes misleading advertisements—covering false claims, exaggerations, and deceptive visuals—while investigating how such advertisements influence consumer awareness and perception of brand trustworthiness. The study will analyze the impact of misleading advertising on purchase intentions, exploring how emotional responses, such as disappointment or anger, affect consumer attitudes. Additionally, it will consider demographic factors, such as age and education, to assess vulnerability to misleading ads across different consumer segments. By focusing on various categories of consumer goods, the research will highlight the nuanced effects on buying behavior, alongside examining the long-term implications for brand loyalty. Lastly, the study will address regulatory and ethical considerations, providing recommendations for marketers to foster transparency and build consumer trust. Through this comprehensive approach, the study aims to illuminate the complex interplay between misleading advertising and consumer decision-making.

OBJECTIVES:

To analyze the perception of respondent towards various issues in misleading advertisement.

To study the misleading advertisement as on unfair trade mark.

To study of misleading advertisement and protection of consumer rights.

RESEARCH METHODOLOGY

SAMPLING DESIGN

The study were used both primary data and secondary data. In the main research design used analytical method. The present study is based on the primary data and secondary data. The data's were collected from sources like journals, articles, websites and magazines.

LIMITATION OF THE STUDY

- A small or non-diverse sample may not accurately represent the broader population, affecting the generalizability of findings.
- Specific demographics may respond differently to misleading ads, impacting the study's results.

REVIEW OF THE LITERATURE

Rishi Raj Sharma, et.al., (2011). Advertising as one of the tools of marketing communication informs the people about the availability of different products and services and advertising manipulates people to buy unneeded products advertising is deceptive and that it provide too little substantive product information. The misleading advertisement does not represent true information of products being advertised. It may misleading the viewer point such as wrong information, deceptive, price and etc.,**Jeeva.C, et.al., (2016).** Misleading advertisement effects consumer choices regarding what they buy such ads creates expectations about the quality of the product that is not true. In this case were the medical lines people are also affected because many of people were not contact medical doctor correctly. So that they were brings a DMR act control the misleading ads of drugs it my reduces the false advertisement. Therefore the consumers look rationally in thinking to see beyond purchase of goods and services.**Maitrayi jain, et.al., (2017).** We live in commercial world and advertisement form its backbone our sense and cognition perceive advertisement all the time. And there are some typical practices that carried down by an particular producer for business enhancement. A few of been laid down. Unfair trade practices, Competition Act 2002, Food Safety and Standard Act 2006 and Advertisement council of India. Also a time limit of 6 months for efficient analysis and decision making by such panel therefore appoint an strict producer for removal members from panel. would ensures that there is light for redressed mechanism for competitors. **Kaushal.N, et.al., (2017).** Advertising is a form of communication to promote a product and attract consumers it is an integral part of business today and has seen a boom in recent times. Therefore marketers were interested to market the food products and ads are misleading in food items also. Moreover the product promoted by celebrity like sports man, hero and heroines the children are were more affected to that type of advertisement and make false claims. As per Food Safety Standards Authority of India (FSSAI) claim some rules and regulations. To prevent an children factor in increasing prevalence of obesity in children in our country. **Mohammed T.**

Nuseir, et.al., (2018). The effect of false or misleading advertisement on consumer decision making strategies are aimed at generating a high number of sales and revenues. Misleading advertisement are compels consumer to buy an product at higher price and lower quality wanted to purchase the wrong product or services. There are three compound of advertisement Fraud, Falsity and Misleading the marketers use these types of knowledge to ensure their product. Therefore consumers are more likely to abandon the brand to which they are loyal they discover that business are not truthful or misleading in their advertisement.**Dr. Smitha Poulose, et.al., (2020).** An essential requirement for envisioning India future in the new century to recognize the digital parameters which determine national development that have recent years and will change further in future which stipulates in the marketing of products. Indian skin care products market worth is \$ 274 million it can be used by every individuals for their body parts necessary to maintain it helps to protect the skin from various diseases skin care products are depends on various skin like dry skin oily and etc so that they use many product to product an skin fake ads are damage their skin. The consumer can inform (ASCI) this council will protect the consumer. It enables to buy an new product at good quality and to identify the misleading advertisement.**Dr. Madhavi Sripathi, et.al., (2020).** Several field of study combine to form a concept of marketing including sociology, economics, aesthetics and so on the interpretation of advertisement is different for each person and then information passed to the consumer is never complete their satisfaction it were compels the consumer to buy an product through their knowledge misleading advertisement is consumers were unfairly buy an certain products because it is impressed it may accomplished the consumer buying behavior while there are authorities who may have to deal with problematic advertisers post advertising and post purchases buying themselves who must demonstrate pre purchasing vigilance.**Sheetal Kapoor, et.al., (2020).** Children in India constitute nearly a fifth of the world child population and one third of the country population is under the age of 15 years needless to state that Indian child consumer market is one of the largest in the world. Advertisement target an children such as consuming an product like stronger and topper in healthy drinks can boost their energy like this they were trust their product for sales in Indian market. Child advertising has been accused of being inherently unfair many countries banned the child advertising like brazil, Sweden and Norway using of social media were the advertisement are banned against the children.**Dr. Priyadharashi ashok, et.al., (2020).** Publicizing is a legitimated type of advertisement which is utilized to impact individuals and advances an item, administration or even a feelings . In this electronic media consumers are highly affected through food products they were advertised low cholesterol, fact free and so on advertised like this so that consumers are omitted their regular foods and they buy an readymade products like Maggie, instant chapatti and so on it is very harmful to health the marketers were advertised product. Among all deceptive promotions concerning food industry is much significant subject for concentrate as legitimately influenced the wellbeing of individuals and there no decisions forgotten about for foods. **Nikesh sharma, et.al., (2021).** Advertisement can be defined as the activity which informed the common public about the details of the product to brought into the public for the purpose of sales and provides the requisite information to the public to help in taking the rational decision for purchase. False advertisement is used to mislead the products advertise to consumers. Misleading advertisement are needed to regulate for sake of consumers as well as for commerce and business also.**Dr. D.M. Jadhav, et.al., (2022).** In the era competition many manufacturer and producers are using professional techniques to make their product more popular in the market and establish a brand value of the same. Advertisement involves number of issues such as employing unethical means, professional value to compiled with legal and regulatory mechanisms to control such unprofessional trade practices. Misleading advertisement ensures their product quality and worth of product so that consumers are nearly aware about their product appraisal of unfair trade practices. Also consumer literacy should be increased in rural areas specifically through counselors who should be appointed in redressed Forum.**Mahmud Ismail, et.al., (2023).** Consumer protection legislation have attached great importance to commercial advertisement including the Jordanian and Iraqi legislation because advertisement is most important means of communication between the professional and consumer. Two things threaten such will the misleading advertisement and the breach of contract. Misleading advertisement they invited an breach of contract the b to c transaction are being the widest platform accessible in the market.

STUDY OF ANALYSIS

SIMPLE PERCENTAGE ANALYSIS

TABLE 1

TYPE OF PRODUCTS	NO. OF RESPONDENTS	PERCENTAGE (%)
Food and beverage	25	20.8
Beauty and skincare products	24	20
Electronic and gadgets products	42	35
Clothing and fashions items	29	24.2
TOTAL	120	100

Source: Primary data

From the above table, it clear that 35% of respondent are misrepresent in ads by electronics and gadgets products, followed 24.2% of respondent are misrepresent in ads by clothing and fashion item, that 20.8% of respondent are misrepresent in ads by food and beverages and 20% of respondent are misrepresent in ads by beauty and skin care produce. The majority of (35%) respondents felt that electronic & gadgets are mostly misrepresented in advertisement.

TABLE 2

FACTORS	NO. OF RESPONDENTS	PERCENTAGE (%)
Price	36	30
Brand reputation	33	27.5
Product reviews	37	30.8
Others	14	11.7
TOTAL	120	100

Source: Primary data

From the above table, it clear that 30.8% of respondents prefer to product review purchase, followed by 30% of respondents prefer to purchase price, 27.5% of respondent prefer purchase brand reputation and 11.7% of respondent prefer to purchase others. The majority of (30.8%) respondent prefer to purchase product reviews

TABLE 3

INFLUENCE	NO. OF RESPONDENTS	PERCENTAGE (%)
Significant	15	12.5
Some influence	35	29.2
Minimal influence	51	42.5
No offence	19	15.8
TOTAL	120	100

Source: Primary data

From the above table, it clear that 42.5% of respondent are endorsed by minimal influence followed by 29.2% of respondent are endorsed by some influence, 15.8% of respondent are endorsed by no offence and 12.5% of respondent are endorsed by significant. The majority of (42.5% respondents) endorsed by minimal influence

TABLE 4

CHANNELS	NO. OF RESPONDENTS	PERCENTAGE (%)
Television	16	13.3
Social Media	33	27.5
Website	58	48.3
Others	13	10.8
TOTAL	120	100

Source: Primary data

From the above table, it clear that 48.3% of respondent are aware of websites, followed by 27.5% of respondent are aware of social media, 13.3% of respondent are aware of television channels and 10.8% of respondent are aware other channels. The majority of (48.3%) respondent aware of websites

TABLE 5

STEPS	NO. OF RESPONDENTS	PERCENTAGE (%)
Ignore advertisement although	18	15
Conduct research before making a purchase	47	39.2
Rarely on trusted reviews and recommendation	33	27.5
Others	22	18.3
TOTAL	120	100

Source: Primary data

From the above table, it clear that 39.2% of respondents conduct research before making purchase, followed by 27.5% of respondents rarely on trust reviews or recommendation, 18.3% of respondent prefer others and 15% of respondent ignore the advertisement altogether. The majority of (39.2%) respondents conduct research before making purchase

TABLE 6

ACCOUNTABLE	NO. OF RESPONDENTS	PERCENTAGE (%)
Public apologies and correction	31	25.8
Hefty fine	56	46.7
Product recall and refund	21	17.5
Others	12	10
TOTAL	120	100

Source: Primary data

From the above table, it clear that 46.7% of respondents says for put hefty fine, followed by 25.8% of respondents says for public apologies and correction, 17.5% of respondents says for product recalls and refund, 10% of respondents are prefers others. The majority of (46.7%) respondents put hefty fine.

LIKERT SCALE ANALYSIS FORMULA

Likert scale = $\sum (FX) / \text{Total number of respondents}$

While,

F = Number of Respondents 10

X = Likert Scale Value

(FX) = Total Scale

MID VALUE Mid value indicates the middle most value of Likert scale.

- 5-Highly satisfied
- 4-Satisfied
- 3-Neutral
- 2-Dissatisfied
- 3-Highly dissatisfied

LINKERT SCALE ANALYSIS

TABLE 1

LEVEL OF STASISFACTION	NUMBERS OF RESPONDANCE	LIKERT SCALE	PERCENTAGE%
Highly satisfied	13	5	65
Satisfied	30	4	120
Neutral	59	3	177
Dis-satisfied	10	2	20
Highly satisfied	8	1	8
TOTAL	120		390

Source: Primary data

From the above table, linkert scale value is 3.25 which is greater than 2 , So the consumer are moderately research the product after seeing advertisement.

TABLE 2

FACTORS	NUMBERS OF RESPONDANCE	LIKERT SCALE	PERCENTAGE%
Agree	69	2	138
Disagree	51	1	51
TOTAL	120		189

Source: Primary data

From the above table, linkert scale value is 1.5 is greater than value 1, So the consumers agree to influence the buying decision.

TABLE 3

LEVEL OF STASISFACTION	NUMBERS OF RESPONDANCE	LIKERT SCALE	PERCENTAGE %
Highly satisfied	25	5	125
Satisfied	57	4	228
Neutral	21	3	177
Dis-satisfied	10	2	20
Highly satisfied	7	1	7
TOTAL	120		443

Source: Primary data

From the above table, Likert scale value 3.69 is greater than value 2, So the consumer are satisfied with the product based on advertisement.

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Majority (35%) of respondents felt that electronic & gadgets are mostly misrepresented in advertisement.
- Majority of respondent (30.8%) prefer to purchase product reviews
- Majority of respondents (42.5%) endorsed by minimal influence
- Majority of respondent (48.3%) aware of websites
- Majority of respondents (39.2%) conduct research before making purchase
- Majority of respondents (46.7%) put hefty fine

LIKERT SCALE:

- Likert scale value 3.25 is greater than value 2, So the consumer are moderately research the product after seeing advertisement.
- Likert scale value 1.5 is greater than value I, So the consumers arc agree to influence the buying decision.
- Likert scale value 3.69 is greater than value 2, So the consume are satisfied the product based on advertisement.

SUGGESTION :

- This study that helps to avoid unrealistic expectations about product performance or benefits leading consumer to purchase it based on inaccurate information.
- Consumers may shift their preference towards brand or products that are transparent, honest, and have track record of ethical advertising practices, impacting market dynamics.
- The study suggest that the consumer were not aware about product
- In this study consumer are affected through misleading. And it may reduce the misleading advertisement and protect the consumers from this type of deceptive advertisement

CONCLUSION:

Misleading advertisement deceived consumer by presenting false or misleading information about a product or services. Such practices occurs for consumers trust but also violate ethical and legal standards. The consequence of misleading ads can be detrimental leading to financial losses for consumer damage to brand reputation and regulatory penalties for the advertisers, By holding advertisers accountable and promoting transparency mitigate the harmful effects of misleading advertising and safeguard consumer welfare.

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