

Topic:

## Online Advertising : Guiding or Misguiding Customers

### Outline

1. Introduction.

Thesis statement, Online advertisement is widely used to earn more profit by engaging the attention of huge audience. Although it has the capability to guide as well as misguide the customers, in most cases it proves misguiding <sup>the</sup> customers by exaggerating the quality of the products and using discount traps.

2. How online advertising guides or misguides the customers.

3. Online advertising: Misguiding individuals (thesis)

a- Deceive customers by attributing false characteristics to the products.

b- Use specific language to encourage people to buy products.

c- Include famous celebrities to advertise the products.

d- Quality and Quantity of the product are compromised.

e) Mislead customers by making comparison of the products of different brands.

f) Shapes customers' opinions by generating specific discourses.

4. ~~How~~ Online advertising guides the customers. (Anti-Thesis)

a) Guides customers with ~~various options/choices~~ detailed description of the products.

b) Gain trust of the customers through feedbacks and comments.

c) Discounts benefit the customers in buying branded products in low price.

d) Specific discourses are generated considering the needs of the audience.

e) Comparison of the products is made to help customers to buy right product.

f) ~~Mostly~~ <sup>All</sup> products are not of poor quality.

5. Online advertising mislead customers by various tactics.

a) There is huge difference between the quality of the advertised product and the received product.

b) Celebrities are just used to promote the products <sup>as</sup> they do not use those products in reality.

c) Specific discourses generated in the online

advertisement shapes public opinion.

d) Description of the products usually manipulates the customers.

e) Exploit customers by sophisticated targeting techniques.

f) It becomes difficult for the customers to select/identify the original product.

6. Conclusion.