

# TOPIC:- ONLINE ADVERTISING:- GUIDING OR MISGUIDING ITS CUSTOMERS

## 1. Introduction

Thesis statement- In a world of globalisation, online advertising is providing much guidance for the customers by facilitating the customer regarding information of the products. However, there are certain drawbacks that can be addressed by national and international trade bodies by designing and implementing the laws pertaining to quality assurance and fraud prevention. (52)

## 2. How is online advertising guiding or misguiding the customers?

- online advertising as a tool of guidance for customers.

- a) Due to competition on global level, comparatively better rates are provided.
- b) makes the purchasing decision easier
- c) It provided much information regarding product quality.
- d) Access to global markets.
- e) online reviews regarding product helps against scam



4- What makes online advertising misguide for customers.

- a) Better rates are offered by the fraudulent businesses in order to compromise the quality.
- b) Those who have no experience are robbed easily.
- c) Veracity of the description can not be verified.
- d) Fake Flung markets can not be trusted.
- e) Most of the companies upload fake reviews of the products.

5- In spite of its flaws, online advertising is guiding customers to a great extent.

- a) Trade laws can be framed and implemented.
- b) Improving payment method can stop one to loose one's money.
- c) Trade authorities can set standards for the quality and price.
- d) Trade laws exist on global level to stop frauds.
- e) Many products have star ranking review system which minimizes the chances of scam.

6- Conclusion