

# Online advertising: guiding or misguiding?

## Outlines:-

1. Introduction  
T.S Anyhow, Online advertising has <sup>also</sup> some flaws but they can mitigate through remedies.
2. Online advertising as a guiding for customers.
3. How online advertising is a guide for customers. (Thesis)
  - a) items for choices increased
  - b) shopping became less time consuming
  - c) product supply increased
  - d) people begin familiar with new product
  - e) one can buy things all over the world
  - f) benefits for small startups
4. Online advertising can misguide customers (Anti-Thesis)
  - a) credibility of item decreased by putting fake details
  - b) sometime local product become too costly through fake selling price
  - c) local product devalued
  - d) value of old product/item decreased.
  - e) shipment charges can be costly than item price
  - f) reputation of market/country decrease when people take advantage by cheating customers.

5. How can we make online advertising is a true guide for customers.

(Synthesis)

a) product details and picture should be real

b) fixed selling price

c) if item available on local market it would be mentioned

d) sustainable development should promote.

e) use of national products should promote through social media

f) be a genuine seller or customer

6. Conclusion