

## Does online advertising guide or misguide customers

**Outline subheading:** Online advertising mislead consumers regarding costs.

**Topic sentence:** Online advertising may present new ways to mislead consumers regarding the full cost of a product or service.

**Reasoning sentence:** Fraudulent or deceptive information in digital marketing can influence consumer behavior in a way that they wouldn't have otherwise.

**Supporting Point:** Under consumer law, an ad is misleading if it has false or deceptive information. This type of advertising can compel consumers to make purchase based on incorrect or misleading information.

**Example:** The ACL (Australian consumer law) contains a provision

which aims to protect consumers by preventing businesses from misleading customers. Section 18 of the ACL provides: (1) a person must not, in trade or commerce, engage in conduct that is misleading or deceptive or likely to mislead or deceive.

**Concluding sentence:** Thus, misleading consumer can create mistrust relation between consumer and business which will cost to the business.

(133 words)