

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.

Good

Keep practicing on the same format

(133 words)