



Deception in the marketplace: A comparative legal inquiry into advertising and fair trade regulation in India and the United Kingdom

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Abstract

Consumers are now more exposed to deceptive advertising and unfair trade practices due to the quick growth of international markets and digital platforms. This study looks at the legal protections offered in India, how they differ from those in other countries, and how consumer protection laws have changed over time. The study analyzes statutory provisions, court decisions, and international frameworks using a doctrinal methodology. The results show that issues still exist because of aggressive marketing, the emergence of influencer culture, and AI-driven targeted advertising, even in the face of legislative frameworks like the Consumer Protection Act, 2019 in India and comparable laws in the UK. This study traces the development of misleading advertising from print to digital, identifying structural flaws and proposing fixes. The study concludes that in order to strike a balance between consumer welfare and commerce, stronger enforcement, consumer education, and a reduction in celebrity endorsements of dangerous products are essential.

Keywords: Consumer protection, misleading advertisements, unfair trade practices, comparative study, artificial intelligence, consumer law, india, united kingdom

Introduction

In today's world, advertisements serve two purposes: they educate consumers while also influencing their purchasing choices. However, companies frequently turn to making inflated or fraudulent claims as a result of heightened commercial competition. Consumer trust is damaged and public health issues are brought up by deceptive advertising, whether it be through the use of fine-print disclaimers, the suppression of vital facts, or the exaggeration of benefits. Strong legal protection is desperately needed, especially in the digital age when social media influencers and AI-powered advertising are influencing consumer decisions. While nations like the United Kingdom rely on statutory regulators like the Advertising Standards Authority (ASA), India has mechanisms against deceptive trade practices through the Consumer Protection Act, 2019^[12, 17]. This research endeavours to investigate the development, contemporary issues, and comparative legal stances.

Research Methodology

Using a doctrinal research approach, this study focuses on secondary sources like books, journals, and reports as well as statutes and case laws. India and the UK are compared because of their common law traditions and different regulatory systems. The 2019 Indian Consumer Protection Act, Supreme Court rulings, UK Advertising Standards Authority guidelines, and international agreements like the UN Guidelines on Consumer Protection are some of the sources. The approach depends on scholarly literature, legal interpretation, and critical analysis rather than gathering empirical data.

Research Design Formulation

The research design adopted in this study is qualitative, doctrinal, and analytical. It is based on the systematic study of statutory provisions, judicial pronouncements, policy documents, and scholarly comments relative to consumer

protection against misleading advertisements and unfair trade practices. The study is non-empirical in nature, as it does not rely on data through empirical or field-based research, but rather focuses on interpretation and comparative legal analysis. By assessing both Indian and United Kingdom legal frameworks on the subject, the study aims to extract the efficacy, limitations, and evolving dimensions of the law relating to consumer protection. This design has helped to capture the full dimensions of the interrelationship between legal reasoning and institutional enforcement of the laws for fairness, accountability, and consumer welfare in today's markets.

Literature Review

Books

The whole legislative language of India's Consumer Protection Act, 2019^[12, 17], including definitions of misleading marketing (s.2(28)), unfair trade practices (s.2(47)), the authorities of the Central Consumer Protection Authority (s.10, 18, 20-21, 88-89), and the regulation of e-commerce platforms. Serves as the key legal reference for comprehending Indian statute provisions and enforcement methods.

Analyzes the provisions of India's Consumer Protection Act of 2019^[12, 17], focusing on enforcement problems, digital/e-commerce regulation, AI-driven advertising, and influencer marketing. Provides vital insights into the gaps between statutory law and actual application.

Examines the UK's consumer protection regulatory system, including the Consumer Protection from Unfair Trading Regulations of 2008, as well as the function of the Advertising Standards Authority (ASA) and statutory organizations such as the Competition and Markets Authority. Emphasizes the importance of independent, proactive enforcement and responsibility for deceptive and aggressive business activities, especially internet advertising.

Journal Articles

Investigates the moral underpinnings of consumer rights and draws attention to the tension that exists between aggressive business practices and consumer autonomy.

Calls for harsher penalties and criticizes the lax enforcement of Indian laws against deceptive advertisements.

Focuses on how vulnerable populations like children, rural consumers, and those who lack digital literacy are exploited. Identifies procedural inefficiencies in consumer forums and examines judicial remedies available under Indian consumer law.

Explains the new difficulties brought about by digital markets and globalization.

Examines how misleading advertisements affect the welfare of consumers and contrasts methods used in different jurisdictions.

Explains the value of doctrinal research in the analysis of consumer protection statutory frameworks.

Traces the evolution of Indian consumer law from colonial times to the 2019 Consumer Protection Act.

Investigates the difficulties presented by targeted marketing, dark patterns, and AI-driven advertising.

Examines significant Supreme Court cases in India that have shaped the legislation regarding deceptive advertisements.

Evaluates how the UK judiciary supports the regulation of advertising standards.

Suggests changes to the law to improve advertising ethics and consumer safety.

The emphasis is on the issues that e-commerce and internet advertising face.

Statement of Problem

Deceptive advertising and unfair trade practices persist despite laws and enforcement agencies. Customers are subjected to deceptive advertising campaigns that promote dangerous goods like gutkha, tobacco, alcohol, and fake medications, particularly among vulnerable populations like children, rural buyers, and those with limited digital literacy. Thus, the effectiveness of legal protections in safeguarding consumers and the comparative lessons that can be learned from other jurisdictions to improve India's legal system are at the heart of the research problem.

Research Gap

While there is a considerable volume of literature on the laws pertaining to consumer protection and deceptive advertising, much of it still remains at a descriptive level or jurisdiction-specific. Previous studies have looked solely at either the statutory development of Indian consumer law or the operations of the regulatory bodies separately, without necessarily appraising their actual performance in practice or comparing these with mature systems, such as in the UK. Similarly, most commentaries focus on traditional print and television media but pay inadequate attention to the new challenges posed by digital advertising, influencer marketing, and AI-driven commercial practices. Moreover, there is a lack of empirical evidence or doctrinal assessment regarding how judicial interpretations in India have shaped enforcement trends and consumer awareness. The comparative element between India and the UK, especially in terms of institutional independence, speed of enforcement, and public accountability, has also remained insufficiently explored. This study tries to fill these gaps by

providing a much-needed doctrinal and comparative analysis, assessing not only the legal frameworks but also their practical results with a view to recommending reforms that will enhance consumer protection in the era of digital commerce.

Research Questions

1. How have deceptive ads changed over time in India and around the world?
2. What legal safeguards are in place in India, and how successful are they?
3. What can India learn from the UK's regulatory structure?
4. What impact do court rulings have on how deceptive advertising is interpreted?
5. What policies can be put in place to protect consumers from unfair business practices?

Research Objectives

1. To follow the evolution of consumer protection from deceptive advertising over time.
2. To investigate India's current legal system regarding unfair trade practices.
3. To examine important court rulings that interpret deceptive advertising.
4. To contrast Indian law with that of other countries, with an emphasis on the UK.
5. To make policy suggestions and reforms intended to stop misleading marketing tactics.

Scope and Significance of Study

The scope of this research is limited to the analysis and discussion of the legal and regulatory framework related to consumer protection against misleading advertisements and unfair trade practices in India and the United Kingdom. This primarily focuses on statutory provisions, judicial interpretations, and the role of enforcement authorities under the Consumer Protection Act, 2019 [12, 17] in India, along with similar regulations in the UK. The study does not delve into purely economic or psychological dimensions of consumer behavior but stresses legal efficacy and institutional mechanisms for the protection of consumer rights. The importance of the research lies in its undertaking to bridge the gap between legislative intent and actual enforcement in both jurisdictions. By examining the points of convergence and divergence in their respective approaches, this study aims to outline best practices that will further reinforce consumer welfare and regulatory accountability in India. It also contributes to ongoing academic and policy discussions related to the adaptation of consumer protection frameworks to modern challenges posed by digital marketing, influencer endorsements, and online misrepresentations. This study, after all, hopes to give lawmakers, regulators, and scholars a way toward a more open and consumer-oriented marketplace.

Research Hypothesis

H1: Despite India's strong laws against deceptive advertising, lax enforcement weakens consumer protection.

H2: Stronger penalties and independent regulatory oversight, as observed in the UK, enhance consumer protection.

H3: The emergence of influencer marketing and AI-powered tailored commercials heightens the potential of consumer fraud, particularly among vulnerable demographics.

H4: Increased consumer awareness and digital literacy programs dramatically lessen the impact of deceptive advertising and unfair business practices.

Research Limitations

The present study is doctrinal and qualitative, with a reliance upon secondary sources of data including statutes, judicial decisions, policy reports, and scholarly commentaries. As such, it does not contain any empirical data, surveys, or interviews that could have been used to gain first-hand insight into consumer awareness or enforcement efficiency. The jurisdictions compared are India and the United Kingdom, which limits the wider generalization of findings to other jurisdictions with diverse regulatory structures. Most importantly, the study focuses on misleading advertising and unfair trade practices strictly within the context of consumer protection law and does not extend its discussion deeply into related areas such as competition law, media regulation, or corporate ethics. Because of the rapidly changing nature of digital advertising and e-commerce, a number of further developments have taken place during the time this research was completed, which may be relevant for the enduring validity of several observations. None of these limitations detracts from the depth of analysis or the relevance of the findings; instead, they create a platform for further empirical, interdisciplinary investigation.

Historical Context

The origins of deceptive advertising can be found in colonial India, when merchants frequently overstated the purity of textiles, salt, and indigo to entice buyers. The introduction of radio and television in the 20th century gave companies new ways to deceive customers. Tobacco, alcohol, and gutkha were frequently marketed as lifestyle items in advertisements without mentioning the health hazards. Similar patterns were seen globally in the 1960s and 1980s, when tobacco companies ran aggressive advertising campaigns that exalted smoking in both the US and the UK. Governments were forced to pass consumer protection laws in the 1980s and 1990s as a result of the slow shift towards consumer awareness campaigns. A major step toward acknowledging deceptive advertising as a legal wrong was taken in India with the passage of the Consumer Protection Act, 1986, and its replacement by the Consumer Protection Act, 2019^[12, 17].

Emerging Trends: Misleading Ads in the Age of AI

1. Deceptive advertising is no longer limited to print or television thanks to digitalization. Targeted advertising, where algorithms determine customer preferences and influence decisions, is now made possible by artificial intelligence. This frequently makes it difficult to distinguish between deceit and persuasion. For example, AI-driven “dark patterns” in e-commerce platforms use fake scarcity claims or countdown timers to pressure customers into buying.
2. Furthermore, dishonest endorsements have become more covert due to the growth of influencer marketing.

Social media influencers advertise digital services, supplements, and cosmetics without properly disclosing any conflicts of interest or adverse effects. In contrast to the UK’s more stringent regulations under the Consumer Protection from Unfair Trading Regulations, 2008, India’s Consumer Protection (E-Commerce) Rules, 2020 tried to control these practices, but enforcement is still lax.

Case Laws Analysis: India and United Kingdom

Facts: Horlicks Ltd. brought a lawsuit against Zydus Wellness Products, the maker of Complian, alleging that Zydus’ ad on television was demeaning to Horlicks. The ad boasted that Complian contained “2x growth nutrients” over Horlicks and thereby suggested the inferiority of Horlicks. Horlicks maintained that it was misleading, false, and demeaning.

Issues

1. Whether comparative ads can include statements disparaging or misleading regarding a competitor product.
2. Whether Zydus’ slogan of “2x growth nutrients” was scientifically proven or false.

Judgment: The Delhi High Court issued an injunction prohibiting Zydus from broadcasting the contested advertisement. The court determined that comparative advertising is allowable when grounded in verifiable facts; however, any form of exaggeration or deceptive assertions that undermine a competitor’s reputation are deemed illegal. The assertion of “2x growth nutrients” was considered misleading, as it fostered an erroneous perception of superiority.

Facts: Procter & Gamble (P&G) challenged Hindustan Unilever’s (HUL) advertisement for Rin. HUL advertised that Rin was better than Ariel in brightness and depicted visuals of clothes soaped with Ariel as dull as opposed to Rin. P&G challenged the comparison as misleading and constituting disparagement.

Issues

1. Whether “puffery” (Self-laudatory advertisements) is permissible if it disparages a competitor product.
2. Whether the visual presentations creating unfavourable opinions regarding Ariel was unfair trade practice.

Judgment: The Court was in favour of P&G and held that although puffery is permissible, it cannot go over into the making of false and misleading factual statements against a competitor. The comparative advertisement needs to be fair and reasonable. Misrepresentation by means of snapshot photography was deemed unlawful.

Facts: An NGO, Common Cause, submitted a petition to seek stricter regulation of surrogate advertisements for harmful products, notably tobacco and liquor. While laws exist regulating tobacco and liquor advertisements as prohibited under the Cigarettes and Other Tobacco Products Act, 2003 (COTPA), surrogate advertisements can still be made legally for other products (such as soda, music CDs, etc., using indirect marketing).

Issues

1. Does surrogate advertising of harmful commodities (e.g., tobacco and liquor), undermine the right to health under Article 21 (Right of Life)?
2. Are existing regulatory mechanisms sufficient to regulate misleading ads by producers of harmful products (COTPA; Cable Television Network Rules; Consumer Protection Act)?

Judgment: The Court made a ruling directing the government to strengthen advertising regulations for tobacco and liquor, as well as surrogates for tobacco and liquor. It also stated that health is more important than the freedom of commercial use of a surrogate brand. The Court also ordered additional monitoring mechanisms to regulate advertising provisions to limit misleading endorsements especially to children and other vulnerable populations.

Facts: PepsiCo sued Hindustan Coca Cola, the manufacturer of Thums Up, for disparaging Pepsi in one of Coca Cola's advertisements. The ad featured two kids asking for "Pepsi," yet getting "Thums Up," and hence suggested that Pepsi is an inferior soft drink. Pepsi claimed that the ad was misleading to customers and harmed the brand image of Pepsi.

Issues

1. Whether comparative advertisements do indeed parody or criticize rival products.
2. Whether such advertising, that breeds ill will against a competitor, is an "unfair trade practice."

Judgment: The Delhi High Court decreed that exaggeration of one's own product is permissible, but disparagement of one's rival product is not permissible. Comparative advertisement must not be such as to contain false, deceptive, or sarcastic comments. The Court enjoined Coca Cola from telecasting disparaging advertisements against Pepsi.

Facts: An advertiser group appealed against the jurisdiction of the United Kingdom's Advertising Standards Authority (ASA) on the ground that its adjudications to regulate certain advertisements, including health advertisements, transgressed its substantive jurisdiction. The ASA had called for the removal of advertisements it considered misleading.

Issues

1. The question arises regarding the ASA's legal authority and statutory foundation to oversee misleading advertisements.
2. Whether advertisement bans breached the right to commercial speech freedom of advertisers.

Judgment: The Court of Appeal in the UK reaffirmed the ASA's powers, believing that protecting the consumer outweighed commercial freedom. The court reiterated the point that fairness and accuracy are fundamental requirements in advertisement, and there is a necessity for regulation so that consumer trust is not exploited.

Facts: Purely Creative Ltd made offers telling people that they "won" awards, but in order to get them, people needed

to spend money (premium rate calls, fees). The Office of Fair Trading (OFT) called out such an act as misleading.

Issues

1. Whether promotional offers whereby consumers need to spend money in order to win prizes constitute misleading commercial practices.
2. Whether such practices exploit consumer vulnerabilities under the UK Consumer Protection from Unfair Trading Regulations, 2008.

Judgment: The United Kingdom Supreme Court judged that the practices were unequivocally misleading. Even if prizes would have been apparently available, the payment condition raised a deceptive suggestion of a "free reward." The judgment was in favour of the Office of Fair Trading, and it reinforced safeguards against exploitative marketing campaigns.

Facts: British American Tobacco (BAT) implemented lifestyle promotion campaigns that covertly advocated tobacco brands, usually with youthful targets. These advertisements incorporated images of liberation, sophistication, and accomplishment, without explicitly showing cigarettes. The Advertisement Criteria Power (ASA) attempted to institute controls over such adverts.

Issues

1. Whether tobacco indirect lifestyle advertisements avoided the prohibition against direct advertisements.
2. Whether it was unfair or deceptive trade practices to sell such images amongst youths.

Judgment: The High Court upheld the ASA, holding that tobacco lifestyle advertising is indirectly promoting harmful products and so it is caught in the prohibition. The Court emphasized that the welfare and health of the consumer are reasons enough for restriction even if the advertisements themselves do not directly depict cigarettes. This established a precedent for restricting surrogate and indirect promotion of harmful products in the UK.

Comparative Legal Study: India and United Kingdom

1. Although India and the UK share a common law history, their enforcement procedures differ greatly. Consumer protection in India is essentially statutory, as defined by the Consumer Protection Act of 2019^[12, 17], which includes provisions for misleading ads (section 2(28)) and unfair commercial practices (section 2(47)). The Central Consumer Protection Authority (CCPA), formed by the Act (section 10), has the authority to investigate complaints, impose recalls of harmful items, and sanction makers, merchants, or endorsers of deceptive ads (sections 18, 20, 21, and 88-89). Despite these robust statutory restrictions, enforcement is sometimes hampered by procedural delays, low public awareness, and the difficulties of monitoring digital and e-commerce platforms, where AI-powered advertising and influencer marketing are quickly developing. The Consumer Protection (E-Commerce) Rules, 2020, augment the CPA 2019 by putting responsibilities on online marketplaces, including grievance redressal, marketing transparency, and correct endorsement disclosures.

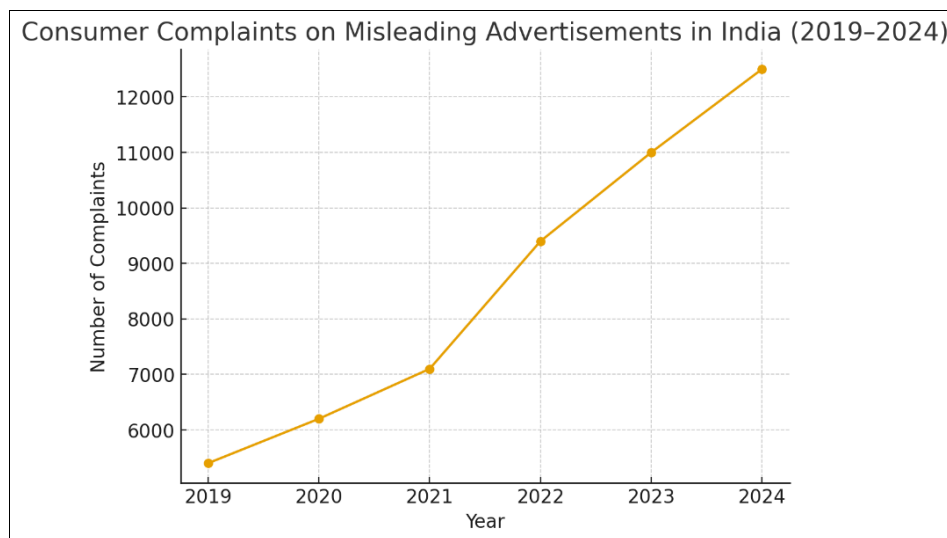
2. In contrast, the United Kingdom uses statute legislation and independent regulatory monitoring. The Consumer Protection from Unfair Trading Regulations of 2008 (CPRs) ban deceptive and aggressive business tactics, including false representations and omissions that may affect consumer decisions. The Advertising Standards jurisdiction (ASA) regulates advertising further, with the jurisdiction to investigate complaints, order adjustments, or withdrawals of misleading commercials, and monitor influencer marketing for disclosure compliance. Statutory agencies, such as the Competition and Markets Authority (CMA) and local Trading Standards, can also levy fines, seek injunctions, or launch criminal actions for non-compliance. The combination of legislative enforcement and

independent supervision allows for faster remedial action and more accountability.

3. While India has a strong set of legislative safeguards, enforcement remains scattered and delayed, particularly in the digital domain. The UK framework highlights the benefits of independent, proactive regulation, effective grievance resolution, and transparent responsibility for internet marketing and influencer endorsements. The disparity reveals possible opportunities for change in India, such as enhancing regulator independence, increasing transparency, and boosting control of e-commerce and AI-driven advertising.

Graphical Data Representation

These graphic displays consumer complaints about deceptive advertising in India from 2019 to 2024



Recent Judicial and Regulatory Developments

1. An interesting recent case is *Indian Medical Association v. Union of India* (AIR 2011 SC 2365), in which the Supreme Court addressed the issue of misleading advertisements of AYUSH products. The Court noted that advertisements professing miracle cures for serious diseases not only mislead the customer but are also perilous for the citizenry's health. It added that celebrities and influencers who advertise such products bear an equal responsibility as promoters, as their own promotion triggers a false presumption of authenticity.

2. The Court insisted that all promoters and ad agencies have to file a self-certification that their advertisements are non-misleading prior to publication and broadcast. Moreover, the Court intervened in preventing the proposal of the Union Ministry of AYUSH to dilute Rule 170 of the Drugs and Cosmetics Rules and thus reiterated that misleading advertisements in the realm of medicines fell directly and squarely in the domain of prohibition as per the statutes. Thereafter, in the year 2025, the Supreme Court dismissed the IMA petition formally, observing that the mandated protection was already in place, yet it reaffirmed the adage that false medical claims are not acceptable.

3. In a related development, the Uttarakhand State Licensing Authority in 2024 suspended the manufacturing licenses of fourteen Patanjali products for repeated instances of misleading advertisements

about their claimed ability to cure diseases like asthma, diabetes, and bronchitis. This marked one of the strongest regulatory actions against a major company for false claims, showing that regulators are willing to go beyond fines and warnings to suspend production itself.

4. Further, in 2025, the Supreme Court directed that the government develop an unequivocal framework under the Drugs and Magic Remedies (Objectionable Advertisements) Act so as to allow for the filing of grievances by citizens against false medical advertisements. The Court noted that while there is legislation, it is rendered ineffectual through a lack of transparency, as data concerning complaints and what follows is not brought into the public domain. The Court added that transparency and accountability are needed so as to ensure the efficacious application of consumer protection laws. Overall, each of these trends highlights an enhancement of judicial and regulatory crackdown against deceptive advertisements, and as such, protects consumer well-being, public health, and encourages ethical standards of advertisements.

Findings

1. This study shows that India and the UK both have comprehensive legislative frameworks for curbing misleading advertisements and unfair trade practices, but the mechanisms of enforcement and institutional efficiency vary considerably.

2. The Indian Consumer Protection Act, 2019 ^[12, 17], enhanced the regulatory framework by incorporating provisions on product liability, misleading endorsement, and e-commerce regulation. However, its actual enforcement largely remains restricted due to inordinate delays in procedures and a lack of awareness among consumers.
3. In contrast, the system in the United Kingdom illustrates more administrative efficiency with proactive agencies like the Advertising Standards Authority and the Competition and Markets Authority, which guarantee speedier redressal and greater compliance.
4. While the comparative analysis indicates that the approach in India is more statutory and complaint-driven, the model in the UK emphasizes self-regulation and preventive mechanisms, offering a balanced framework of business freedom versus consumer protection.
5. The findings also suggest that both jurisdictions are confronted with challenges in curbing deceptive practices related to digital advertising, influencer marketing, and cross-border e-commerce, demanding their continuous policy adaptation.
6. Overall, the research underlines the need for more rigid mechanisms of enforcement, education to consumers, and an integration of technical monitoring tools that assure equity, transparency, and accountability in advertising practice.

Conclusion

The analysis shows that misleading ads and unfair commercial practices continue to constitute a substantial danger to consumer rights, despite the existence of regulatory frameworks in India and elsewhere. From past examples of fraudulent marketing in colonial India to the current issues provided by AI-driven digital advertising and influencer endorsements, the issue has only grown in complexity. Case law from both India and the United Kingdom demonstrates a constant judicial acknowledgment that consumer welfare must take priority over business freedom. The comparative research finds that, while India has robust statutory requirements under the Consumer Protection Act of 2019 ^[12, 17], their execution is uneven and frequently delayed. In contrast, the United Kingdom, through the Advertising Standards Authority and the Consumer Protection from Unfair Trading Regulations of 2008, highlights the advantages of independent and proactive regulatory supervision. Judicial interventions in instances like *Common Cause v. Union of India* (AIR 2018 SC 1665) ^[35] and *Indian Medical Association v. Union of India* (AIR 2011 SC 2365) highlight the courts' role in protecting public health and consumer rights. At the same time, regulatory steps such as the suspension of production licenses demonstrate authorities' increased readiness to inflict harsher penalties on offenders. The outcomes of this study provide credence to the premise that more enforcement, combined with greater fines and independent regulatory agencies, is required for successful consumer protection. Furthermore, the rising influence of AI-powered commercials and celebrity endorsements demands targeted changes such as obligatory disclosures, tougher responsibility for endorsers, and consumer education programs to strengthen resilience to misleading marketing. Finally, consumer protection in the age of globalization and

digitization need a multifaceted approach, including strong law, effective enforcement, cross-border collaboration, civil society participation, and active consumer awareness. Only by taking such a comprehensive strategy can a transparent, ethical, and consumer-centric advertising environment be realized. The findings of this study provide a sound doctrinal basis for strengthening consumer protection laws and promoting fair trade practices in an evolving digital marketplace.

Recommendations

1. To enhance consumer protection, it is imperative for India to explore the implementation of a hybrid regulatory framework that integrates statutory enforcement with independent oversight entities akin to the UK's Advertising Standards Authority (ASA).
2. This dual system would guarantee a shared responsibility for monitoring advertisements between governmental bodies and independent specialists.
3. Concurrently, there exists an urgent necessity to prohibit celebrity endorsements of detrimental products, including gutkha, alcohol substitutes, and deceptive health supplements.
4. Legislative measures must establish clear accountability for celebrities regarding the assertions they endorse, given that their influence significantly impacts consumer decision-making.
5. Furthermore, initiatives aimed at improving consumer awareness and digital literacy should be incorporated into educational curricula to empower young individuals to critically evaluate advertisements and resist misleading marketing tactics.
6. In light of the global media landscape, India must also pursue a framework for cross-border cooperation to effectively regulate multinational advertising campaigns that frequently evade national legislation.
7. Lastly, the active engagement of civil society should be promoted, along with the introduction of provisions for class-action lawsuits, which would facilitate collective resolution of consumer complaints.
8. Collectively, these measures would contribute to the development of a more transparent, accountable, and consumer-centric advertising environment.

Ethical Consideration

The research is completely based on secondary data from authentic, available sources that include statutory texts, judicial decisions, government notifications, policy documents, and academic literature. No human participants were involved in the study, either in the collection of data or otherwise, and no primary data collection methodology, such as survey or interview techniques, was used in the research. All references, quotations, and interpretations have been duly acknowledged to maintain academic honesty and intellectual integrity. The researcher has taken all care to ensure that the work meets ethical requirements for legal scholarship in terms of the presentation of facts and opinion without plagiarism, misrepresentation, and bias. The research is strictly carried out for academic purposes with respect for the work of all authors, institutions, and jurisdictions referred to.

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