

FALSE AND MISLEADING ADVERTISING FEATURES IN LITHUANIA

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Abstract

The article analyses what is misleading advertising in Lithuania. Misleading advertising occurs when the advertising of a product or any business interest provides false or material information to the public. False statement about the characteristics of goods or services, e.g. - the colour, size or weight of the product differs from that advertised. An error or method of calculating the price is presented incorrectly, products are advertised at selling prices, but it turns out that they are not.

Key words : Misleading advertisement, Advertising in Lithuania, Market Competition, Consumer Behaviour

Introduction

Misleading advertising is advertising that contains untrue information about goods or services. Advertising which omits certain information is also considered misleading if it may lead consumers to misunderstand the message of the advertisement. Misleading advertising affects the competitive situation in the market: it is more difficult for honest competitors to compete with a company making misleading statements, consumers' attention is reduced to the goods or services they offer, they have to invest more to restore their reputation or competitiveness. Misleading claims in advertising cause double harm to society. It could be argued that misleading influences consumer behaviour and that they make decisions about purchasing advertised goods or services to influence information that does not correspond to reality. Misleading advertising distorts consumer behaviour and encourages him to make decisions that he is unlikely to make by receiving the right information. Misleading advertising affects the competitive situation in the market: it is more difficult for honest competitors to compete with a company making misleading statements, consumers' attention is reduced to the goods or services they offer, they have to invest more to restore their reputation or competitiveness.

Material and methods

Scientific issue. False and misleading advertising is quite popular in practice application in Lithuania. The aim of the research is to investigate the methods and measures of false and misleading advertising. Objectives of the study:

1. To analyse false and misleading advertising definition theoretical aspects.
2. To examine false and misleading advertising case studies in Lithuania.

False advertising concept

Barnes, I. R., (1962) stated false and misleading advertising based on deception. Advertising can be false and misleading as a result he makes false claims. This can be misleading, although every statement is literally true if it supports false and misleading conclusions, if it claims only half the truth, or if it