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## FALSE ADVERTISEMENTS ARE CHEATING WITH CONSUMERS OF INDIA

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### Abstract

*All the production goods as well as services of the products are dependent upon the consumers' needs. The consumer is the king of the market. However, 5 years ago, before COVID 19, many consumers had been highly affected because of false advertisements in the media like the internet, newspapers, banners, billboards, bus advertisements, broadcasting, social media, magazines, books, films, print media, online media, outdoor media, websites, brochures, owned media, radio broadcasting, digital media, television, and so on. Especially some of the businesses like goat culture, teak wood culture, copra purchase, financial investments, and others. Owing to false advertising, consumers have suffered a lot. Many consumers are cheated by the advertisers. During the COVID-19 pandemic period, many companies released fair advertisements for the purpose of cheating customers. All consumers should be careful when selecting products and services.*

**Keywords:** Cheating of Consumers - False Advertisements - Safeguard of Consumers - Precautions – Actions and Consumer Awareness.

### Introduction

All the manufacturing and producing of goods depends upon the consumers. Finished goods are sold by farmers. Farmers puff on goods to wholesalers. The wholesalers persuade the goods to sell to the retailer. The retailers market the goods to the consumer through the customers. Businessmen and manufacturers advertise to obtain consumers to purchase their products. It should be truthful. Advertisers should present evidence to support their claims, and advertisements should be fair. Unfortunately, false advertisements lead to the deceit of consumers. Advertisements may be press advertisements in newspapers, magazines, television, radio, posters, notices, catalogues, firms's websites, email, and social websites like YouTube, WhatsApp, Twitter, Instagram, Facebook, SnapChat, Instagram Messenger, Twitch, Douyin, LinkedIn, Tumblr, Discord,

QQ, Weibo, LINE, Tiktok, Reddit, Wechat, Kuaishok, Qzone, clubhouse, etc. Nevertheless, consumers have been troubled by the attractive, winsome, and suave advertisements from the companies. The consumer is inspired by their advertisement, and they lose the amount. Recent advertisements have compassion for the consumers. They are facing many problems.

### Good-looking advertisements

Advertisement is the main role for selling products. Some of the firms are advertised through the newspapers, televisions, digital mode, etc. Before COVID-19 (2019), especially the following manufacturing / production / service firms highly advertised their products in India. Particularly in Tamil Nadu state. These are

1. Teak wood culture
2. Goat/Cow culture
3. Hens Farming Poultry

4. Emu Poultry
5. Copra purchase
6. Fixed deposit and investment with more interest
7. Money chain systems
8. House site instalment scheme
9. Jewel Mortgage firm

Every consumer is feeling about the future conceptions and ideas. They think about investing the money for the betterment of future lives. According to the earnings, consumers buy into the various schemes.

1. **Teak wood culture:** Teak grows in gardens, forests, and vacuum places of residence. Teak trees are very strong as well as durable in long years. The companies give advertisements and directly meet the people if the farmer grows a teak plant in vacuum places. They have promised that within 20 years, we can earn more, and they have been promoted to the farmers at the time of tree saplings. The farmers accept their plan and ideas of the company. At the time of the finishing stage, teak planters would not get the amount from the teak companies. The teak planters have been highly disappointed for their outstanding amount.
2. **Goat and cow culture:** A larger number of villages are located in India. It is an agricultural country. Shortage of agriculture labour, paucity of electricity, lack of irrigation water, global warming, and a non-reasonable rate for finished goods are the main problems of the farmers. In this regard, they are going to rearrange a new occupation for their survival. Some of the company's representatives personally meet the farmers. As per the company's ideas and suggestions, they prefer to grow the goat and cow culture. The companies have assured to pay the amount for the growth of the goat and cow. However, the firms concerned could not pay the amount in time. They are affected by getting an amount from them.
3. **Hens Farming Poultry:** Now, hen's egg is manufactured by a synthetic method. Because of this, the taste of chicken is very low and has no flavour. Chicken eaters will prefer the nature of Hen's meat. The villagers are forced to grow the hen by the firms. Some farmers have agreed to

raise the hens in the villages. Due to the non-availability of the selling price, the investors have suffered and are vulnerable a lot.

4. **Emu Poultry:** The Emu bird's native is Australia. Australians are thought-provoking eating meat from Emu birds. Five years ago, Emu farms had called our farmers to invest the money in Emu poultry. Low investment and more profit policy, firms have promised to the farmers. Apart from Emu meat, more income will be retrieved from the Emu's slum and claws. In this regard, in Tamil Nadu, more numbers of farmers opened Emu farms. Particularly, the majority of Erode, Namakkal, and Salem districts in Tamil Nadu farmers have invested the money for Emu farms inception. Indians do not prefer the Emu's meat. Because of losses in this business, at present, there is no EMU farm in Tamil Nadu state. Apart from that, criminal cases are going on in the courts.
5. **House site instalment scheme:** On account of deteriorating agriculture, increasing the population, and reducing the joint family system, people entrust the money in the real estate business. Now, the real estate business is developing day-by-day. A few years back, this real estate business was available in cities, towns, and small towns only. Now, it extends up to small hamlets also. In India, Tamil Nadu is the number one state in urbanization. According to the 2011 population, 48% of people in Tamil Nadu are living in urban areas, and the rest (52%) are living in rural areas. The real estate firms attract customers by introducing glamorised schemes. They have been promised to give gold coins, two-wheelers, buy one, get one free, exemption of registration charges, free vehicles for land visits for investors, etc. Through the medium of their bright future, the investors invest the money in the real estate. At the beginning of the investment stage, the real estate people show one place; after the completion of the due instalment, they have been allotted another one place. It is not located in the main area. It is situated in a remote area. Some real estate owners deceive the investors. All the affecters jointly meet the district

collector or other high officials concerned and the higher police officials for the submission of petitions given to them. We have seen it frequently in the leading newspapers as well as on television. In this connection, the stockholders have been at a disadvantage.

6. **Procurement of Copra/Coconut:-** Coconut is an important crop in tropical areas. It is grown in more than 93 countries in the world, with an annual production of 59.98 million tonnes of nuts. In Tamil Nadu, copra/coconut production is very famous in Pollachi, Kangayam, Kinathukadavu, Anaimalai, Sultanpet, Peravurani, and its surroundings. These are the places that are well known for copra production. We get more coconut oil from the copra. Some of the coconut firms approach the copra farmers for procurement of copra from them. Sometimes, the firms concerned could not pay the amount to the investors. Nevertheless, some farmers are not interested in these dealings. But some farmers have suffered from the copra oil production firms.
7. **Fixed Deposits and Investments with More Interest:** Nationalised banks, scheduled banks, and cooperative banks are highly functioning in India under the supervision of the Reserve Bank of India. They give financial assistance and credit to the people with more formalities. For immediate money purposes, the innocent people would get money from the moneylenders with more compound interest. Many of the private moneylenders collect high interest. Within a time, the loan receivers/debtors could not remit the amount to the moneylenders. Because of the torture of moneylenders, some harmless debtors are clocking in suicide attacks. The defaulters affect this situation. Apart from this, some middle- and poor families have been affected by the various other schemes, such as to get a foreign job, to get government jobs, to purchase the household premises, double the amount, Diwali sweets and spicy, etc.
8. **Money chain system:** It is one of the methods of collecting method strategy. Some of the financial firms introduce the money chain system. A man introduces the 4 people. These 4 persons are introduced

to another 4 persons, all the introduced persons to invest the money. 1+4+16+256..... Its count would be extended. It is one of the indirect amount collections. The investors extort money from the firm. Some investors lose their money in this system. It is also noted that the firm's reputed persons organise one meeting in the reputed place. At that meeting, they are introduced to the beneficiaries. They are spoken in the hall among the innocent people (who are going to invest the money) for their achievements, amount collection, and strategies of money earned. In these chains' money activities, the investors have been wounded a lot.

9. **Jewel Mortgage Firms:** The poor and middle-class people have been hurt on account of the non-availability of money for their survival. The nationalised and other RBI-recognised banks should not give higher amounts for gold. On account of the requirement of more money, they were forced to pledge the jewels in these private financial institutions. Amount earned persons could not repay the amount to the firms in time. They have not been restoring the jewel from the bank. After some of the years, the jewel will be for sale to the public. These are the factors—the innocence, idiocy, and darkness—that have been affected in society.

Strongest consumer brands worldwide countries

S.No	Name of the country
01	The United States of America
02	China
03	Germany
04	Japan
05	Italy
06	The United Kingdom
07	France
08	South Korea
09	Switzerland
10	Spain
11	Canada
12	Turkey
13	Sweden
14	India
15	Australia
16	Russia
17	Denmark
18	Thailand

19	Mexico
20	The United Arab Emirates
21	Belgium
22	Brazil
23	Singapore
24	Netherlands
25	Argentina
26	Indonesia
27	Colombia
28	Israel
29	Norway
30	Qatar
31	Saudi Arabia
32	Austria
33	Greece
34	New Zealand
35	Malaysia
36	Ireland
37	Philippines
38	Vietnam
39	Portugal
40	Finland
41	Iran
42	South Africa
43	Bangladesh
44	Egypt
45	Chile
46	Luxemburg
47	Tunisia
48	Morocco
49	Peru
50	Guatemala
51	Sri Lanka
52	Cambodia
53	Kuwait
54	Ecuador
55	Bulgaria
56	Ghana
57	Dominican Republic
58	Jordan
59	Hungary
60	Myanmar
61	Lebanon
62	Belarus
63	Honduras
64	Poland
65	EL Salvador
66	Cyprus
67	Uzbekistan
68	Panama
69	Kenya
70	Oman
71	Costa Rica

72	Zimbabwe
73	Cameroon
74	Azerbaijan
75	Ukraine
76	Czech
77	Iceland
78	Kazakhstan
79	Algeria
80	Romania
81	Bahrain
82	Slovakia
83	Croatia
84	Uruguay
85	Lithuania
86	Serbia
87	Slovenia
88	Latvia
89	Estonia

### Conclusion

The consumer is a monarch. People are the consumers of this society. India is not a poor country. But many of the Indians are poor. Because of illiteracy, urgent money needs, family situations, unemployment, poverty, bribes, etc., many of the middle and lower class people obtain the amount from the moneylenders with huge interest. Every human being lives with social status, and respect is dependent upon the availability of money. If there is no money, there is no world. Without money, we could not live in the world. It is true. However, the government should punish the communal enemies. In addition, people should always be aware and vigilant at any time against the attractive advertisements. Times are changing, but consumers are still cheated by others. It is not only during the COVID-19 time; it is going on continuously. Every consumer discusses with knowledgeable persons before investing. Crime will decrease, but only if consumers' habits change. All consumers should be cautious and careful in their preference of products and services. It is the need of the hour. As per the statistical data, the largest consumer markets are the United States of America, China, Japan, Germany, and the United Kingdom, making up about half of the world consumer economy. The magnificent development trajectory positions India as one of the fastest-growing economies and the fifth-largest consumer market worldwide. The projections indicate that India will surpass Germany and Japan to become the world's largest consumer market

by 2026. However, consumer awareness is low in India in compare with the developed countries.

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