Daily Mains Practice Answer 8-09-2026

Q. Commercial advertising often seeks to influence consumer perception rather than merely communicate product information. Examine the ethical and regulatory concerns arising from exaggerated or absolute claims such as "100%", "natural" and "pure". (15 marks, 250 words)

Directions: Intro----- ethical and regulatory concerns + India's key regulations + Way forward-----Conclusion.

Introduction:

Brief about commercial advertising and exaggerated or absolute claims such as "100% natural", "pure", "chemical-free" or "100% safe".

Main Body

Ethical Concern

- Erosion of trust – Repeated misleading claims undermine consumer confidence.
- Information asymmetry – Consumers lack the technical knowledge to verify whether claims made by manufacturers are genuinely "100%".
- Exploitation of consumer preferences – Words like "natural", "100%" and "pure" may exploit consumers' preferences without adequate substantiation.
- Vulnerable consumers – Affects children, elderly persons and health-conscious consumers.
- Consumer deception – Absolute claims may create a false impression of superior quality, safety or effectiveness.
- Unfair competition – Companies making genuine claims may lose market share to firms using misleading and exaggerated claims.

Regulatory Concern

- Misleading advertisements – Claims must be truthful, substantiated and not misleading to a customer.
- Comparative advertising – Claims such as "100% better" or "No. 1" require credible evidence for comparison.
- Ambiguous terminology – Terms like "natural", "pure" and "chemical-free" may lack a universally applicable meaning.
- Digital advertising – Social media, influencer marketing and targeted advertisements more difficult to monitor.
- Endorsements and testimonials – Celebrity or influencer endorsements do not

reinforce unverified claims.

Indian Key Regulatory Framework

- Consumer Protection Act, 2019 – Central Consumer Protection Authority (CCPA).
- Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022.
- ASCI's advertising code – Self-regulatory framework for responsible advertising.
- FSSAI regulations – Govern claims relating to food, including nutritional, health and related representations.

Way Forward

- Make absolute claims subject to scientific evidence and third-party verification.
- Establish clearer definitions for terms such as "natural", "pure", "100%" and "organic".
- Strengthen CCPA, FSSAI and sectoral regulatory coordination.
- Improve monitoring of digital and influencer advertising through technology.
- Promote consumer awareness and media literacy.

Conclusion:

Give a balanced conclusion.

Advertising should persuade through truthful information rather than manufactured perceptions. A balanced regulatory approach: the stronger the claim, the stronger the evidence required to substantiate it.

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