

**INFLUENCE OF DECEPTIVE ADVERTISEMENTS ON CONSUMER BEHAVIOUR:
HISTORICAL REVIEWS AND MODERN APPEARANCES WITH REFERENCE TO DAILY
USE PRODUCTS AND SERVICES**

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ABSTRACT

Advertising is a significant element of a business entity. Organizations all round the world pay billions to market their merchandise and advertising is one in all the tools to market their product globally. With global expansion, the role and greatness of advertising expenditure have expanded so need an in depth examination in terms of its roles and functions. Advertising may be a type of communication that is employed to steer a selected cluster of individuals to require some new action. If the customers may perceive the intention of advertisements, then the potential result of advertising could also be reduced.

KEYWORDS: *Deceptive Advertisement, Consumer Behaviour, Instances*