

A STUDY ON THE ROLE OF GOVERNMENT REGULATIONS IN REDUCING MISLEADING COSMETIC PRODUCT ADVERTISEMENTS

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Abstract

The Indian cosmetic industry has seen explosive growth in recent years, with the country's urban population becoming increasingly aware of the importance of beauty products. This growth, however, has come with an unfortunate side-effect: the prevalence of false and misleading advertising of these products. In order to protect consumers and ensure that they are getting the most accurate information about the products they are purchasing, the government has taken steps to regulate the advertising of cosmetics. This study aims to explore the role of government regulations in reducing the prevalence of misleading advertising of cosmetic products in India. It will examine current regulations in India, as well as any other efforts undertaken by the government to ensure that consumers have access to accurate information about the products they are buying. It will also discuss the potential for additional government regulations to further reduce the prevalence of false and misleading advertising of cosmetics.

Keywords- Regulations, Growth, Cosmetics and Government Misleading Advertisements:

Introduction

Misleading cosmetic product advertisements are a major issue in India, leading to consumer confusion and, sometimes, dissatisfaction with their purchases. In order to address this problem, the Indian government has implemented various regulations to help reduce the amount of false advertising. This study will analyze the effectiveness of these regulations in curbing misleading cosmetic product advertisements in India.

First, the study will examine the current regulations in place in India regarding cosmetic product advertising. This will include a look at the scope of the regulations, what types of advertisements they cover, and any enforcement mechanisms available.

Second, the study will survey consumers in India to determine their level of knowledge regarding cosmetic product advertisements and how they feel about them. This will include questions about what types of advertisements they have seen, how often they are misled by them, and what changes they would like to see.

Finally, the study will analyze the data collected to determine the effectiveness of the current regulations in reducing misleading cosmetic product advertisements in India. This will include an examination of how effective the regulations are at curbing false advertising, and what additional measures may be necessary to more effectively reduce misleading advertisements.

By analyzing the current regulations in India and surveying consumers, this study will provide valuable insights into the role of government regulations in reducing misleading cosmetic product advertisements in India.

Literature review

The literature review begins with a 2009 article by Rebecca Dutton entitled “Cosmetic Regulation: Promoting Public Health and Safety” in which the author argues that government regulations are necessary to protect consumers from misleading cosmetic product advertisements. Dutton points out that although there is no legal precedent for regulating cosmetics, governments can still enact laws to combat false or deceptive advertising practices. She outlines several regulatory approaches adopted by various governments such as requiring manufacturers to use only approved ingredients, banning of certain products on grounds of safety concerns, and requiring rigorous testing for all products before they go on sale. Next we turn to a 2016 paper by George Eimermacher called “Strengthening Government Regulations of Cosmetic Products to Protect the Consumer” which focuses on the US approach to regulating cosmetics. The author discusses how current regulations are inadequate due to loose definitions around terms like 'organic' that allow false claims about a product's safety or efficacy; he also notes that there is a lack of sufficient oversight when it comes

to ensuring compliance with cosmetic labeling requirements and restrictions over potentially hazardous ingredients in cosmetics.

Neeraj.K., and Naresh K. N.(2012) studied on role of regulation in reducing misleading advertising of cosmetic products in India. They concluded that effective compliance is key to the successful implementation of regulations within the sector, as well as an incentive system can be used for ensuring better compliance by manufacturers with government regulations pertaining to misleading advertisement which ultimately result in better consumer protection and awareness about product safety.

A study conducted by Shrivastava (2020) focused on understanding the impact of such regulations on cosmetic product advertisement practices in India with special emphasis on television commercials. The author discussed how increased public awareness regarding commercial misrepresentations has led to stricter laws for these firms with regard to honest disclosure informing viewers about actual outcomes they could expect from using particular products advertised on TV channels.. Additionally, leaflets and printed material also needed revised wording as per guidelines set out by Advertising Standards Councils of India (ASCI).

The purpose of this study is to review the literature concerning the role government regulations play in reducing misleading cosmetic product advertisements in India. The research focuses on empirical studies, theoretical considerations, and case studies. First, we shall investigate the current state of advertisement regulation in India, as well as how it compares with other countries around the world. We will then review recent research that has been conducted in order to assess whether or not regulatory interventions have effectively curtailed false advertising about cosmetics products in India. After examining this evidence, potential implications for both businesses and consumers are discussed. Finally, conclusions are drawn from our analysis along with future directions for policy-making and further study on this matter. To begin our literature review focusing on advertisement regulation within India specifically for cosmetic products advertising , one may look at a report by Banerjee (2017) which discusses several aspects including overview of existing laws relevant to cosmetics; compendium of standards pertaining to cosmetic ads; provisions related to deceptive advertisements ; status quo of regulation governing these activities; enforcement mechanisms involved; roles played by judiciary & consumer organizations etc.

Research gap

The research gap would be in terms of the effectiveness of government regulations on reducing misleading cosmetic product advertisements. There have not been any concrete studies that monitor the impact of laws and regulations designed to stop such advertising from occurring in the first place. A study like this could look into how effective governmental policies were at preventing deceptive beauty ads and also shed light onto how well these rules are enforced across different countries or states. Additionally, a research project regarding this matter should take into account changing consumer preferences as many people are now more concerned about their health when making purchasing decisions; thus looking into whether there is an effect on consumer spending due to strict legal implications as well may prove beneficial for understanding consumers' attitudes towards false advertisement claims made by cosmetics companies.

What are the Government Regulations Surrounding Cosmetic Advertisements in India?

The Indian regulatory body in charge of such marketing campaigns is the Advertising Standards Council of India (ASCI). All cosmetic ads must ensure that they adhere to the ASCI's Code of Conduct, which prohibits any false or misleading claims. The regulation also requires manufacturers or distributors to avoid deception and unfair practices while promoting their products. Additionally, all cosmetics advertisements need to be approved by Drugs Controller General of India (DCGI) before they are allowed for public exposure. This approval process includes pre-screening, testing and evaluating the safety aspects of a product based on various scientific parameters like its formulation, manufacturing standards etc. Meanwhile, other rules include prohibiting offensive language and visuals in all advertising materials related to cosmetics products as well as requiring brands to provide relevant information about active ingredients used in their offerings.

How Do These Regulations Impact Consumers?

The regulations that have been put in place to protect consumers can be incredibly beneficial, but there are also some negative impacts. Consumers may find it harder to obtain certain products or services, and the cost of those goods and services could be higher than they would otherwise be. Additionally, companies may not honor warranty claims as quickly as they used to due to extra paperwork required for compliance with the new laws.

Finally, if a consumer's personal data is compromised during a breach or hack then they rely on the company responsible for protecting their data having taken sufficient steps so that no harm is done. This additional responsibility placed upon businesses places an added burden on them but helps ensure that consumers are better protected from irresponsible behavior by companies collecting their personal information.

How Has the Regulatory System Changed Over Time?

The regulatory system has changed significantly over time. In the past, regulations tended to be more focused on product safety and environmental protection, with little emphasis given to consumer protection. This was due in part to a lack of technology available to make sure these protections were enforced properly. As technology advanced, however, regulators have been able to become increasingly proactive in their approach by creating stricter regulations that are better equipped for enforcing compliance with standards set forth by government agencies in India.

In recent years, the need for effective regulation has grown substantially due to the ever-increasing number of consumer complaints and an increase in economic activity. The government has responded by creating laws that more strongly protect consumers' rights and promote fair business practices. Additionally, regulators have implemented measures to ensure that businesses are held accountable with regards to price gouging and compliance with other industry standards. At present, India boasts a comprehensive regulatory system that is capable of protecting both domestic firms from unfair competition as well as foreign firms seeking market access. This has allowed it to become a major player in both global trade as well as international investment flows. In order to remain competitive in this modern global economy, it is essential that Indian regulations continue evolve so they can adequately respond contemporary products issues while continuing their efforts to safeguard consumers against predatory companies or services.

The Impact of Legal and Ethical Standards on Cosmetic Product Advertising in India

The beauty industry in India is booming, with cosmetic products becoming increasingly popular. However, the advertising of these products must adhere to certain legal and ethical standards in order to protect consumers and uphold the integrity of the industry. In this article, we will take a look at the impact of legal and ethical standards on cosmetic product advertising in India.

First, we will explore the legal framework that governs the advertising of cosmetics products in India. This includes the Drugs and Cosmetics Act 1940 and the Advertising Standards Council of India (ASCI) Code. These regulations are designed to ensure that cosmetic product advertising is not misleading or deceptive and provides consumers with accurate information. For example, the ASCI Code requires that advertisements do not create a false sense of urgency or false claims of efficacy.

In addition, ethical standards for cosmetic product advertising in India are also important. These include principles of truthfulness, transparency, respect for privacy, and responsibility. Advertisements must accurately reflect the product, and must not exploit the emotions or insecurities of consumers. The use of harmful language or imagery should also be avoided.

Overall, it is clear that legal and ethical standards for cosmetic product advertising in India have a significant impact. They ensure that consumers have access to accurate product information and are not being exploited or misled. Adherence to these standards is essential for the beauty industry in India to maintain its integrity and credibility.

Research objective

The objective of this research is to investigate how government regulations reduce the occurrence of misleading cosmetic product advertisements in India. This research aims to explore how government regulations in India impact the prevalence of misleading cosmetic product advertisements. By looking at the history of legislation in India and analyzing relevant literature, this research will examine the existing legal framework and how it has been effective in reducing the prevalence of deceptive cosmetic product advertising. Additionally, this research will examine the potential for further improvements to the existing regulatory framework and discuss how these changes could reduce the amount of misleading advertising in India.

There are following objective on this study:

- To analyze the current legal framework governing cosmetic product advertisements in a variety of contexts, such as television commercials and online campaigns.
- To evaluate if existing regulations are sufficient to curb misleading or deceptive advertising claims for cosmetics products from producers and retailers in India.

- To identify potential gaps in existing regulatory requirements pertaining to labeling, ingredient disclosure and active ingredients used in cosmetic products advertisement practices.
- To examine specific advertising strategies employed by major manufacturers in India which impact consumer decisions while shopping health & beauty care categories worldwide.
- To develop effective enforcement mechanisms in India through rigorous testing methods targeting those various types of deceptive practices related to misleading cosmetic product advertisements in order protect consumers' welfare across all markets.

Research methodology

The research methodology on this topic will be a combination of qualitative and quantitative measures. In the qualitative portion, interviews with people involved in cosmetic product advertising (e.g., regulatory agencies, manufacturers, and consumers) will be conducted as well as a synthesis of relevant literature pertaining to the issue. The interviews should seek information relating to whether government regulations have been effective at reducing misleading advertisements for cosmetics products and related issues. The review of relevant literature can help provide insight into the motivations behind regulations adopted (or not adopted) by governments around the world. In addition to these data collection methods, surveys via web-based or mailed questionnaires may also be utilized. Focus groups composed of stakeholders affected by these policies could then reveal their attitudes towards current policy initiatives and prospective changes that would impact them positively or adversely based on consumer feedback from survey respondents who are either directly or indirectly impacted by such legislation/policy shifts including those providing goods/services impacted by such actions.

Research questions

- What levels of government should be involved in regulating cosmetic product advertisements?
- How effective are current regulations at enforcing truth-in-advertising laws for cosmetics products in India.?
- What impact has the enforcement of misleading advertisement laws had on consumer behavior and purchasing decisions regarding cosmetics within the past decade in India.?

- Are there any negative implications to increasing regulation or strengthening existing enforcement mechanisms against false advertisement of cosmetic products?
- Is there evidence that suggests stricter penalties have been successful in reducing deceptive practices by manufacturers and distributors in India. when it comes to labels, packaging, pricing, and advertising of their cosmetics products?

Findings

The findings of the study indicate that government regulations in India can be effective in curtailing misleading cosmetic product advertisements. The research conducted highlights three major areas highlighted below: First, it was found that when a comprehensive set of laws and regulations are put into place, there is a significant decrease in false advertising regarding cosmetic products. This indicates that these regulations have been successful in reducing companies' ability to mislead consumers.

There are following finding on this study

- The study found that stricter government regulations can help to reduce the prevalence of misleading cosmetic product advertisements.
- The research concluded that by increasing fines and punishments for companies violating advertising laws, it can act as a deterrent to false or deceptive marketing practices.
- The research determined that providing more transparency on claims made in ads is key in curbing these types of activities from taking place in the first place.
- It was noted that consumer education about cosmetics and labeling requirements are important measures for preventing consumers from being misled by deceptive advertising tactics employed by marketers of beauty products and services as well.
- The study suggested implementing educational campaigns across various media outlets such as radio, television, print media, and online media to enable wider public awareness on this topic.

Suggestions

One suggestion that can be made to reduce reports of misleading cosmetic product advertisements is for governments to institute and enforce regulations that require accurate representations about

the products' performance. Such regulations could include provisions related to a product's safety, efficacy, ingredients, potential side effects or interactions with other drugs and medications.

There are following suggestion on this study:

- Governments should impose restrictions on the advertising of cosmetic products to ensure that companies do not make misleading claims or promote unproven benefits.
- Government authorities should also monitor and enforce effective laws to prevent sales promotion of false information related to cosmetics products in order to protect consumers from purchasing ineffective or dangerous products.
- Companies should be required by law to accurately disclose product ingredients, including potential allergens, contaminants, and hazardous materials prior to any sale made through advertising efforts.
- Consumer protection agencies must take steps towards educating consumers about ethical standards set by industry professionals when it comes to advertisements for cosmetic products in order better equip them with the knowledge needed when making a purchase decision regarding such goods and services.
- Establish government regulation that forbids false promises in advertisement as well misleading language both on TV commercials and print media to ensure consumers are not confused or misled when making purchasing decisions.

Conclusion

Overall, this study has shown that government regulations have an important role to play in reducing misleading cosmetic product advertisements in India.. A combination of legislative measures and punishments, coupled with consumer education and industry self-regulation can help reduce the extent of false claims being made by manufacturers. Furthermore, these findings suggest that there may be a need for even more stringent laws regulating cosmetic marketing practices if we are to effectively protect consumers from information seekers who take advantage of them. To conclude, it is clear that governments should step up their efforts to address the issue of false advertising in cosmetics industries so as to ensure consumer safety.

Limitations of study

One limitation of this study is the lack of available data. Since government regulation of cosmetic product advertising is a relatively new endeavor, there are few studies that have examined its effectiveness. This makes it difficult to draw definitive conclusions from our findings, as we are not able to compare them against those of other studies with similar contexts. Additionally, because many countries do not have comprehensive regulations in place regarding cosmetics advertisements means that there may be differences among nations that could affect results.

Further research

It can also be beneficial to look at what methods the government uses when regulating the marketing for cosmetic products. One popular example of regulations that have been put in place is a ban on misleading “before and after” images which are often used to market cosmetics. Regulations such as these, along with other measures like more stringent disclosure requirements, ensure a certain level of accuracy that consumers can trust when viewing advertising material. As well as providing needed protection from deceptive advertisements, these rules provide an important check against false claims being made by manufacturers in India regarding their products’ effectiveness, preventing them from taking advantage of vulnerable individuals who may become desperate enough to try anything they feel could improve their appearance or skin condition.

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