How Information Technology Has Made Advertising More Appealing and Authentic To The Consumer

GMIP Aponsu[1], N. Wedasinghe[2]

Department of Information Technology[1], Department of Computer Science[2], Faculty of Computing, General Sir John Kotelawala Defence University, Ratmalana, Sri Lanka

Abstract. In today's world of business with a wide range of products and services, advertising has become an essential tool for providing information and attracting both current and future customers. Marketing relies primarily on enforcing that manufacturer make their products better and more efficient than their competitors' products. Advertising is growing based on business needs. Economics, sociology, psychology, and aesthetics are intertwined in the concept of advertising. For this reason, each person perceives information in a form that is unique to himself. the interpretation of advertisements has become a problem. Advertisers' misleading advertising, which influences consumer decisions, seems to be trying to force consumers to trust the advertisers' opinions. The field of advertising uses a variety of media such as Television advertising, radio advertising, printed advertising, which are traditional advertising mediums. Nowadays, media like web banner advertising, social media advertising, online & digital advertising are widely used. Through these ads the customer is not able to check on the quality and reality of the product. Consumer feedback is the only way for a customer to get some idea of a product or service. It turns out that consumers are often misled. Based on the findings, it has become a major problem that consumers are often deceived and misled because the quality of the advertising is often higher than the quality of the actual product. This is due to the lack of a proper measurement to measure the quality of advertising compared to a real product. As a result, consumer confidence in the advertising industry is declining. It is essential that consumers have the right to know the truth about what they are buying. This research discusses how information technology can be used to protect consumers from advertising misleads. The purpose of this study is to limit the misleading effects of advertising on consumers using information technology and to ensure customer credibility. The study was conducted through an online survey and based on findings from research, journals, and articles.

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