DIPONEGORO
Law Review

Vol. 11, No. 2, October 2026 E-ISSN: 2527-4031
Available online at website: https://ejournal.undip.ac.id/index.php/dlr

LEGAL PROTECTION REGARDING MISLEADING ADVERTISING IN E-COMMERCE: A COMPARATIVE ANALYSIS OF INDONESIA AND INDIA

[1]Dear Gogo Arytama Sinurat, [2]Fajar Sugianto, [2]*Evi Kongres, [2]Jerry Shalmont, [3]Atsuko Yamamoto

[1] Undergraduate Program, Faculty of Law, Universitas Pelita Harapan, Indonesia
[2] Faculty of Law, Universitas Pelita Harapan, Indonesia
[3] Ray of Light Incorporation, Japan
***Corresponding author**: evi.kongres@uph.edu

Abstract

Rapid technological progress, evolving consumer preferences, and the expansion of leading global e-commerce companies have fundamentally reshaped the way individuals purchase goods and services. As these developments continue, the conventional retail landscape is undergoing substantial transformation, requiring businesses to innovate and adapt to an increasingly dynamic market environment. As online shopping becomes more popular, it brings both advantages and difficulties, making it essential to understand how this digital marketplace works in order to remain competitive. To improve and strengthen the nation's changes that enhance the legal system overseeing online shopping. It has the ability to drive legislative changes that enhance the legal system overseeing online shopping, especially in laws that protect consumers from deceptive advertising practices in online retail. This research adopts a normative legal approach combined with comparative legal analysis to examine shared regulatory issues across different legal systems, cultural contexts, and economic environments. The study seeks to provide recommendations for strengthening and modernizing consumer protection frameworks in Indonesia and India, particularly those governing deceptive advertising practices in the context of online commerce. This research aims to examine and contrast the legal systems of the nations. The study finds that the legal and regulatory systems in India are more equipped to deal with the disruptions brought about by the digital economy, since they both have relatively vigorous enforcement mechanisms and high penalties that can serve as substantial deterrents. Indonesia has a relatively well-established consumer protection regime but is still operating largely on a legacy system that has yet to fully adjust to new realities of the digital domain.

***Keywords**: Misleading Advertisement; Online Shopping; Consumer Protection.*

Received: 18 August 2025; Revised: 19 October 2026; Accepted: 21 October 2026; Available online: 30 October 2026; Published: 30 October 2026.

How to Cite: Sinurat, Dear Gogo Arytama, Fajar Sugianto, Evi Kongres, Jerry Shalmont, and Atsuko Yamamoto. "Legal Protection Regarding Misleading Advertising in E-Commerce: A Comparative Analysis of Indonesia and India." *Diponegoro Law Review* 11, no. 2 (2026): 276–89. https://doi.org/10.14710/dilrev.11.2.2026.276-289.

Copyright © Diponegoro Law Review. Published by Faculty of Law, Universitas Diponegoro. This is an open access article under the CC-BY-NC-SA License. (https://creativecommons.org/licenses/by-nc-sa/4.0/)

1. Introduction

Companies spend a large amount of effort crafting enticing images of the offerings (the goods) to make them more attractive to consumers, often using marketing messages that emphasize future benefits for which is on offer.[1] Advertising in the early days was slower, with word-of-mouth, signs, town criers and posters. Later on, native advertising came (where advertisers are more interested in getting their ad flowing as a part of the content in these websites, social media feeds or any mobile applications). With the growing reliance on data and targeting in advertising, ethical considerations will need to be made with more attention to how

[1] Philip Kotler and Kevin Lane Keller, *Marketing Management*, 15th ed. (Pearson, 2016), https://books.google.co.id/books/about/Marketing_Management.html?hl=id&id=UbfwtwEACAAJ&redir_esc=y.

marketers relate to consumers as key elements in any effective marketing strategy. The future of advertising is a story that will be told through an ever-shifting balance of the experimental, public expectations (or distaste), and the broader culture.[2] Consumer can shop anywhere at anytime, eliminating the need for customers to make trek to the store where checkout processes become a more streamlined process. With an ability to compare prices across various platforms, avail of online promotional offers that are exclusive, and goods that are either specialized or sourced from other countries, consumers can maximize their purchasing opportunities and bolster their decision-making skills. Digital marketplaces also utilize tailored product recommendations and consumer-generated reviews, which significantly influence consumers buying choices. [3] Advertisements should promote product benefits, but they also need to provide truthful disclosures that enable consumers to make educated purchasing choices. False or misleading advertisements can deceive consumers, distort the purchasing process and unfair lead to practices that erode the consumer confidence and regulatory protection.

However, insufficient regulations governing misleading advertising tactics such as exaggerated product claims and fake consumer reviews can create unmet expectations among consumers while raising major legal and ethical challenges.[4] Over promotion of the content is not always checked which raises the chances of fake news.[5] However, as much as online shopping has benefits, it comes with a serious downside too. State-of-the-art solutions, identity and access management of all supported services must be deployed, database monitoring measures implemented that can detect fraud and insider threats. The need to provide personal and sensitive information for many online purchases represents a new risk factor in terms of cybersecurity, with identity theft and phishing initiatives targeting e-commerce users. To mitigate these vulnerabilities, consumers are advised to transact on credible e-commerce platforms that practice protective measures such as the use of HTTPS and SSL encryption, and remain watchful with offers that seem too good to be true or too sweet a deal. Additionally, online shopping limits consumers from physically viewing or trying on products prior to making a purchase, which can result in dissatisfaction or unmet expectations.[6] Other disadvantages include longer delivery times with the possibility of missing packages and more complicated and less straightforward warranty processes, which makes online shopping not as convenient or reliable. With the rapid increase in internet usage and continuing improvements to digital technologies, digital advertising has become an essential element in marketing. Businesses can now reach and convert big, defined target audiences via multiple online channels. Social media networks such as Facebook, Instagram, Twitter, and TikTok are some of the most popular intensive platforms for online advertising. The platforms enable advertisers to use a range of formats including visually rich and interactive sponsored posts, carousel ads, stories, and short-form videos.[7]

---

2 Thomas Davenport et al., "How Artificial Intelligence Will Change the Future of Marketing," *Journal of the Academy of Marketing Science* 48, no. 1 (2020): 24–42, https://doi.org/10.1007/s11747-019-00696-0.

3 Van Dinh et al., "Determinants Affecting Digital Financial Consumer Protection: Evidence from 135 Countries," *The Journal of Economic Asymmetries* 27 (2023): e00301, https://doi.org/10.1016/j.jeca.2023.e00301.

4 Wahyu Prabowo, Kurnia Tri Latifa, and Rr Yunita Puspandari, "Perlindungan Hukum Terhadap Informasi Iklan Yang Menyesatkan," *Volksgeist: Jurnal Ilmu Hukum Dan Konstitusi* 5, no. 1 (2022): 81–96, https://doi.org/10.24090/volksgeist.v5i1.6184.

5 Gde Oka Wisnumurti et al., "Legal Protection For Consumers From Misleading Information On Goods And Services In The Perspective Of Consumers Protection Laws," in *Proceedings of the First International Conference on Technology Management and Tourism, ICTMT, 19 August, Kuala Lumpur, Malaysia*, 2020, 1–7, https://doi.org/10.4108/eai.19-8-2019.2293761.

6 Amelia Fletcher et al., "Consumer Protection for Online Markets and Large Digital Platforms," *Yale Journal on Regulation* 40, no. 3 (2023): 875–914, https://www.yalejreg.com/print/consumer-protection-for-online-markets-and-large-digital-platforms/.

7 Nurdiana Putri et al., "TikTok Shop: How Trust and Privacy Influence Generation Z's Purchasing Behaviors," *Cogent Social Sciences* 10, no. 1 (2024): 2292759, https://doi.org/10.1080/23311886.2023.2292759.

Search engine marketing, particularly through platforms like Google Ads, allows advertisers to target promotional content based upon users search behavior that featured ads in the relevant search results and their listings on Google Shopping. Display advertising includes all sorts of ads from banners and pop-ups to videos served on external web pages. Native advertising, on the other hand, integrates promotional content into the aesthetics and voice of the host platform for better engagement.[8] An example would be a brand using a native ad made to look like everyday content social media posts or news articles and meshing advertising into what consumers view on their feed. The emergence of print and electronic media has only given expansion to more reach, as businesses now have effective channels to introduce their products and services globally using digital marketing. Still, the need to uphold ethical standards in online advertising remains an indispensable issue. Companies should provide clear, accurate, and truthful marketing communications. Dear Advertisers, Your Messages Need To Sell On The Play Of Product Benefit But Very Much Also Deliver Transparent Disclosures Supporting Customers Making Informed Decision.[9]

With competition now becoming so intense across industries, some businesses may resort to falsifying advertisement techniques simply to enhance their sales performance one way or the other that leaves a gray area in which legitimate persuasive communication and more deceptive ones mingle together. While advertising significantly affects consumer behavior, it should be balanced between legitimate marketing goals and social responsibility. But without taking precautions against false or deceptive statements this can take the form of inflated therapeutic benefits of products or even fake customer testimonials which can mislead consumers and are considered unethical as well as illegal.[10] The problem of misleading advertising, usually extending through mass media and digital platforms yet for long stays called attention. Promotional content is not always verified for accuracy, increasing the risk of misinformation.[11] In Indonesia, the regulations on misleading advertising practice are mainly regulated by articles 9 and 10 of Law No. 8/1999 and supported by articles 27(1) in conjunction with article 37 of Law No.19/2016 in conjunction with Law No.11/2008 concerning Information and Electronic Transaction (hereinafter referred to as IET), and additionally some provisions under law number7 /2014 concerning Trade (hereinafter referred to as the Trade Act). Additionally, the enactment of Law Number 6 Year 2023 concerning Stipulation of Perpu Cipta Kerja as a Law to Further Amend through the stipulation of Consumers in Digital Trade Environment is expected to increase consumer protection. For example, misleading advertising of sweetened condensed milk where regulatory enforcements were conducted by Ministry of Trade, NCPA and NADFC in 2018.[12] In India, the Consumer Protection Act, 2019 governs misleading advertisements under section 2(28) which defines misleading advertisement and Section 21, of the act empowers Central Consumer Protection Authority (CCPA) to investigate, curtail and direct for modification or discontinuation of misleading advertisements. Alongside, the framework is backed by E-Commerce Rules and the Advertising Standards Council of India (ASCI) Code as a self-regulatory mechanism to enable ethical advertising. It is possible to find a good example of this in IITian's Prashikshan Kendra Pvt. Ltd. was fined sensor image for publishing misleading, unverified student ranking claims, by the Central Consumer Protection Authority (CCPA).

---

[8] WebFX, "13 Best Online Advertising Strategies To Use In 2026," WebFX, n.d., https://www.webfx.com/digital-advertising/learn/best-online-advertising-strategies/.

[9] Bagong Suyanto et al., "Young Urban People's Impulsive Online Shopping Behavior and Its Financial Literacy," *Cogent Social Sciences* 11, no. 1 (2025): 2443553, https://doi.org/10.1080/23311886.2024.2443553.

[10] Kosuke Motoki, Julia Low, and Carlos Velasco, "Generative AI Framework for Sensory and Consumer Research," *Food Quality and Preference* 133 (2025): 105600, https://doi.org/10.1016/j.foodqual.2025.105600.

[11] Wisnumurti et al., "Legal Protection For Consumers From Misleading Information On Goods And Services In The Perspective Of Consumers Protection Laws."

[12] Ardito Ramadhan and Robertus Belarminus, "BPOM Temukan Pelanggaran Pada Visualisasi Iklan Produk Susu Kental Manis," *Kompas.Com*, 2018, https://megapolitan.kompas.com/read/2018/07/09/14382091/bpom-temukan-pelanggaran-pada-visualisasi-iklan-produk-susu-kental-manis.

Misleading advertisements that lead consumers to make incorrect decisions regarding the products or services they consume constitute a violation of consumer protection laws. Therefore, the law provides protection to consumers in two forms: preventive and repressive legal protection. The fundamental aims of legal protection are to promote justice, maintain social order, provide legal certainty, ensure practical benefits, and preserve peace. Therefore, effective consumer protection requires the establishment of appropriate mechanisms that incorporate both preventive and corrective legal measures.[13] The application of preventive protection theory is evident in the delineation of the rights and obligations of the involved parties. The theory of repressive legal protection is demonstrated through the mechanism of consumer dispute resolution, allowing consumers to pursue both litigation and non-litigation avenues. Evi Kongres, referring to advertising practices in India related to consumer protection, recognizes the preventive theory.[14] Within this theoretical framework, business actors are obligated to comply with relevant legal provisions and regulatory requirements throughout the advertising process, including the development of concepts, design elements, and the formulation of advertising content. Camilo Alfonso Escobar Mora stated that in the theory of preventive consumer law, in digital advertising creation, advertising must be done in a way that provides and makes the valid case, on what depends on creation.[15] This means that conception, conceptualization, design and, in general, the variables (direct and indirect) of its creation must be harmonious with rules that apply to advertising according to its nature, contents and effects.[16]

This study incorporates a comparison with prior research to demonstrate its novelty in addressing the issue of misleading advertisements that cause consumer harm. The first relevant study, entitled "A Critical Review of Consumer Protection Online Shopping, False Advertising, and Legal Protection" by Zulham, examines consumer protection issues related to deceptive advertising practices on e-commerce platforms that negatively impact consumers.[17] The second study, titled "Consumer Protection Act 2019-A Review of Criminal Sanctions Protecting Consumers" by A.Nagarathna, examines the enactment's criminal law provisions, both substantive and procedural, in order to assess their importance, scope, and possible impact.[18] The third study, entitled "Curbing False or Misleading Advertisements in India: Challenges and Solutions" by Anirban Chakraborty, evaluates the effectiveness of the current legal and regulatory framework in addressing false and misleading advertising practices in India.[19] In contrast, this study focuses on the regulation of misleading advertisements in Indonesia and India within online marketplaces, aiming to identify the most effective regulatory approach to address misleading advertisements that harm consumers, particularly in the current digital era.

The primary objective of the authors in this study is to strengthen and further develop consumer protection regulations concerning misleading advertising practices in online commerce within the legal contexts of Indonesia and India. This study seeks to compare the legal frameworks

---

[13] Iftinaity Shaumi Rahma et al., "Indonesian Legal Protection for Consumers on the Validity of Electronic Contracts in the E-Commerce Transactions," *Yuridika* 37, no. 3 (2022): 697–714, https://doi.org/10.20473/ydk.v37i3.36976.

[14] Evi Kongres, Kevin Kogin, and Connie Susilawati, "The Enactment of the Common Interest Concept and the Theory of Repressive Legal Protection on Consumer Reviews Against Defamation Claims," *Journal of Law and Legal Reform* 5, no. 3 (2024): 973–1000, https://doi.org/10.15294/jllr.v5i3.13231.

[15] Camilo Alfonso Escobar Mora, "La Filosofía de La Teoría de Derecho Preventivo Del Consumo En La Publicidad Digital," *Revista Eletrônica Direito e Sociedade - REDES* 9, no. 2 (2021): 43–68, https://doi.org/10.18316/redes.v9i2.6593.

[16] Mora.

[17] Zulham Zulham, "A Critical Review of Consumer Protection Online Shopping, False Advertising, and Legal Protection," *Journal of Law and Sustainable Development* 11, no. 5 (2023): e740, https://doi.org/10.55908/sdgs.v11i5.740.

[18] A Nagarathna, "Consumer Protection Act 2019- A Review of Criminal Sanctions Protecting Consumers," *International Journal on Consumer Law and Practice* 8 (2020): Article 2, https://repository.nls.ac.in/ijclp/vol8/iss1/2/.

[19] Anirban Chakraborty, "Curbing False or Misleading Advertisements in India: Challenges and Solutions," *International Journal on Consumer Law and Practice* 4 (2016): Article 4, https://repository.nls.ac.in/ijclp/vol4/iss1/4/.

of both countries, examining how each addresses deceptive advertising practices in the digital marketplace. This research has the potential to catalyze legislative changes that strengthen the legal framework governing online shopping, particularly in consumer protection laws regarding misleading advertising in online shopping. This research is novel as it tends to compare the regulation and enforcement tools in addressing misleading advertisements, specifically between two developing countries namely Indonesia and India, giving insights on consumer protection regulations.

2. Method

This research applies the doctrinal method, which involves the analysis of legal sources such as statutes, regulations, and case law. This research is aimed at exploring the real-world understanding, implementation, and reception of these legal provisions among relevant stakeholders such as consumers and regulators as well as lawyers in Indonesia (ID) and India. The research also makes use of primary legal materials to provide background and support analysis. Such materials include: i) Law No.8/1999; ii) Law No.11/2008 with its amendments; iii) The Consumer Protection Act 2019; iv) E-Commerce Rules 2020. This study employs a comparative legal framework to examine consumer protection issues within the regulatory systems of Indonesia and India. The data were obtained from government authorities and relevant institutions involved in consumer protection in both countries. This fieldwork was further supported by references from credible secondary sources, including official websites of government agencies, consumer protection institutions, and academic publications, providing additional context and depth to the legal analysis. Data collection techniques were carried out through document analysis. The steps used in this study were systematic in which the analysis was carried out sequentially.

By integrating normative legal analysis with empirical perspectives derived from practical contexts, this approach provides a comprehensive understanding of the application of legal norms in real-world environments, particularly regarding the regulation and enforcement of misleading advertising practices in online commerce. Under this method, the comparison not only examines the formal legal frameworks but also incorporates findings from field research, such as interviews and institutional practices, to understand how similar legal norms function in real-life contexts-both in Indonesia and in India. In this way, the research investigates both the substance of law doctrines and how regulatory provisions are enacted in practice to establish a more holistic basis for evaluating current legal regimes and context-sensitive recommendations on reform. The characteristic of the study affects how analytical works because this study combines normative legal analysis with empirical data collected from the field. The result is, therefore, mainly qualitative because it combines legal norms (statutes, regulations and case law) with field data such as interviews, observations and institutional practices.

3. Results and Discussion

3.1. Regulatory Framework of Indonesia's Consumer Protection

An online store in Indonesia can be defined as a digital platform or website that facilitates the sale and purchase of goods and services between businesses and consumers through electronic transactions conducted via the internet. These stores can either serve as stand-alone platforms or be part of larger e-commerce marketplaces. Online stores comply with the regulations in accordance with Law No.11/2008 as amended by Law No. 1/2024 which regulates electronic transactions to create a legal umbrella for conducting business that is based on consumer protection principles and an innovative and safe digital space. In accordance with consumer protection, businesses must be registered to sell provide any accurate information and registration, not engage in advertising or campaigns that are considered misleading or fraudulent and maintain rights and interests of consumers. A store usually can be interpreted as a physical or digitalplace that consumers have access to buy goods and services from. More specifically, an

online store is a website or app that sells goods or services directly to consumers. These consist of stand-alone web sites, e-commerce platforms, and store stores on social media.[20]

Section 28 of Law No. 11/2008 as amended by Law No. 1/2024 clearly bans the distribution of fake or misleading information on electronic systems, which also covers digital commerce platforms. Furthermore, the provision establishes accountability for both individuals and platform operators regarding content distributed through their electronic services. In the context of online stores, the digital domain is crucial for ensuring the security and integrity of electronic transactions. In Indonesia, all forms of digital interaction including online stores need to comply with Law No.11/2008 and each provision contained in the respective law is applied under Law No.1/2024 to ensure consumers are better protected and fraud prevented while keeping their data safe as per legislation against everywhere consumer transacted by means of digital media. In particular, Article 27 Law No.11 of 2008 on Electronic Information and Transactions in conjunction with act Number 1 in the Year of 2022 regulates that electronic system operators have an obligation to ensure their electronic systems are not used for illegal activity. The provision states that (1) people using electronic systems to engage in criminal activities such as fraud or the sale of counterfeit goods may be prosecuted; (2) operators of electronic systems, including online trading platform providers, must control their platforms to prevent facilitating illegal practices (such as selling counterfeit products and conducting fraudulent transactions).

Advertising is the most important factor in persuading consumers by providing information about products and services. However, when advertisements contain false or deceptive claims, they can mislead consumers and violate ethical standards as well as consumer protection laws. Article 1 point 20 of Law No. 7/2014 defines trade promotion as activities involving the presentation, demonstration, introduction, and/or dissemination of information regarding goods and services with the purpose of attracting consumer interest at both domestic and international levels within a specified period. The aforementioned activities aim to increase sales, expand the market reach and improve business relationshipsUnder Law No.8/1999, advertisement is misleading if: 1) it is a form of marketing communication that distorts the facts; 2). exaggerates product benefits or omits other important information in a manner that misleads society. Article 10 of Law Number 8Year of 1999 prohibits business actors from performing false advertising practices, including: (1) an promotion the goods or services using misleading, overstated, or incorrect statement that result in the consumption expectations cannot be met; (2) hiding information which necessary and can influence consumers to making decisions; and (3) providing fabricated testimonials or endorsements representing unsubstantiated claims about a product effectiveness.

3.2. Regulatory Framework of India's Consumer Protection

The development of consumer protection law in India has historically been spread over an extensive time period with the incorporation of multiple laws and regulations, most just recently culminating in the passage of the Consumer Protection Act, 2019 ("CPA 2019"). Under Section 2(7), this Act gives the word "consumer" a complete definition. Under this provision, a consumer is defined as: (1) Any person who buys goods for a consideration (whether fully paid, partly paid, or under a deferred payment system) and includes any use of such goods with the buyer's approval. However, this definition excludes individuals who purchase goods for resale or commercial purposes; and (2) Any person who hires or avails of service for a consideration and includes beneficiaries of such services with the approval of the hirer. It excludes individuals who avail services for commercial purposes. This definition clarifies that protection under the CPA 2019 is limited to end-users who acquire goods or services for personal purposes, thereby ensuring the safeguarding of consumer interests against unfair trade practices, deceptive

[20] Tina Amelia, Evita Isretno Ishardi, and Hidayati Hidayati, "Harmonizing Consumer Protection Laws: E-Commerce as Challenges and Opportunities for Global Businesses," in *Proceedings of the International Conference on "Changing of Law: Business Law, Local Wisdom and Tourism Industry" (ICCLB 2023)*, 2023, 1507–16, https://doi.org/10.2991/978-2-38476-180-7_155.

advertising, and defective products or services.[21] The principal objective behind bringing out the CPA 2019, where the same relates to protecting consumer rights in India. The Act aims to: Protect consumers from unfair and deceptive business practices, including false advertising and misleading pricing; Ensure the availability of accurate information about goods and services; Allow for easy access to grievance redressal mechanisms.; Establish a legal framework that holds businesses accountable for unethical practices. Strengthen the consumer protection laws relating to e-commerce, protecting consumers against fraud in digital commerce.

Such entities perform an extremely important role within the marketplace and are subject to consumer protection regulation, especially in relation to misleading advertising practices, faulty products and dangerous services. They are highly regulated and monitored so that consumers like you and me are not exploited or harmed.[22] Online stores operate by providing goods that are either physical (such as consumer electronics, clothing and groceries), or digital (software & services). The term e-commerce is defined under Section 2(16) of CPA 2019 as the buying and selling of goods or services, including digital products, over digital or electronic networks. Consequently, e-retailers are included in the definition and must comply with regulatory provisions made for them in the Act. Online stores are required to comply with provisions which set the standards for e-commerce platforms. Notably, some of these obligations include: (1) Platform Transparency Section 2(47) obliges online platforms to not engage in any unfair trade practice. It should be transparent with authentic product descriptions, prices and advertisements of products dealing with terms such as return policies, shipping costs and delivery times; (2) Consumer Rights: Due respect must be given to the consumer rights under Section 2(9) of The Act right against hazardous goods, right to information about quality quantity price of goods & right for redressal; (3) Unfair Trade Practices: CCPA empowered under Section 17 of CPA 2019 shall be able to act on Online stores involved in unfair trade practices including misleading advertisement or sale of unsafe goods.

While the CPA 2019 has provisions on "store", it has not explicitly defined what a store is. Nevertheless, various provisions of the Act refer to entities or platforms where goods and services are offered to consumers, covering both conventional physical establishments and digital marketplaces.[23] The CPA 2019 addresses the digital domain through its provisions on e-commerce and online services. While the Act does not explicitly define "digital domain," it covers key aspects of digital transactions. Section 2(16) defines e-commerce as the buying and selling of goods or services over electronic networks, ensuring consumer protection in online markets. Misleading advertisements and online advertisements are covered under section 2(28) of the CPA, 2019 along with provision for being accurate and truthful while doing advertisement in any online platform. Lastly, Section 2(18) covers endorsements in the digital space and reminds us of transparency when it comes to online advertising. Section 94, CCPA can notify guidelines for e-commerce entities related to fair and safe operation of digital platforms. Finally, Section 2(45) includes traders in digital platforms, subjecting online businesses to the same protection as traditional retailers.

Furthermore, the CPA 2019 does not expressly define the term “transaction”; however, its provisions incorporate this concept within the broader framework of consumer activities, particularly those involving the acquisition of goods and services. Section 2(36) indirectly addresses the concept by defining a “transaction as any act where goods or services are bought or hired for consideration. This includes all forms of transactions, whether conducted offline, online, or through direct selling methods.” Under the CPA 2019, transactions are understood as activities involving the exchange of goods and services in return for immediate monetary payment

---

[21] Vikas Gautam and Vikram Sharma, “Online Young Consumer Shopping Self-Efficacy: An Indian Exploration,” *Asia Pacific Journal of Information Systems (APJIS)* 30, no. 3 (2020): 532–46, https://doi.org/10.14329/apjis.2020.30.3.532.

[22] Neelam Chawla and Basanta Kumar, “E-Commerce and Consumer Protection in India: The Emerging Trend,” *Journal of Business Ethics* 180 (2021): 581–604, https://doi.org/10.1007/s10551-021-04884-3.

[23] Rajeev Kumar, “E-Commerce in India: Challenges and Opportunities,” *International Journal of Research in Finance and Management* 6, no. 2 (2023): 244–47, https://doi.org/10.33545/26175754.2023.v6.i2c.275.

or deferred consideration, forming a fundamental basis for the protection of consumer rights. Moreover, Section 2(7) refers to transactions involving goods and services, elaborating on the types of transactions that fall under consumer protection. If the exchanges are made for personal use instead of resale or commercial purposes those transactions will count as consumer transactions.

Central Consumer Protection Authority (CCPA), which was established under the CPA 2019, is a statutory authority that has been given the power to monitor the misleading advertisements. The authority can take enforcement steps to address misleading ad campaigns by businesses and endorsers, such as fees, prohibition orders, and the mandatory publication of corrective ads.[24] The Advertising Standards Council of India (ASCI) also has published its recommendations for advertising applications in Indian media and contribute to self-regulating against false/misleading ads.[25] In this guide, we will explain about the common characteristics of a misleading advertisement and the examples to learn more. (1) Misleading Quality, Quantity and Price Representations: Practicing in advertising which has representations of quality, quantity or price of a product but depart from actual conditions;(2) Overcharge Advertising/Deceptive Statements over Goods Description: The advertisement contains the exaggeration statement containing the characteristics or properties of goods that are not real that give an impression which is beneficial to consumers; (3) Bait-and-switch practices: marketing strategies done by inviting people at the price especially for low-priced goods or services but then inviting it to buy more expensive, and less profitable goods or services; (4) Concealment of Material Information. The content does not disclose material information required by consumer. That is to say, exposing hidden costs, side effects or any other material fact that may change the consumer's perception of the product/service; (5) False Endorsements: Ads that feature fake endorsements from celebrities or influencers so as to falsely imply their endorsement of a product in terms contrary to what they feel toward actual use; (6) Vague Statements: Ads that make vague, ambiguous and unverifiable statements and /or generalizations which could generate false/misleading information such as "best in the world" without substantiation; And(7) Imposition of Urgency: Encourage consumers to purchase goods/services quickly without time for consideration/ evaluation hence generating impulse purchases. Such factors are crucial in determining if an advertisement amounts to misleading and that it is also a contravention of the Consumer Protection Act, 2019 (Act) in India. Apart from all this, India has also set up various regulatory bodies to do the job of consumer protection and look at business activities.[26]

3.3. Cases Shaping the Landscape of Consumer Protection Law on Misleading Information in Indonesia and India

Among the misleading advertising cases identified in Indonesia, this case concerns a fraudulent online transaction that resulted in material losses for a consumer due to deceptive promotional practices. The incident occurred when Defendant I, Rudi Bin Galib, who operated under several aliases, including Jusmantoro, Bambang, and Sri Mulyani, collaborated with Defendant II, Ahmadi Ilham Bin Ilham, also known by aliases such as Madi and Yudhiawan Wibisono, in carrying out fraudulent activities. They falsely presented themselves as the owners of an online store using a Facebook account under the name “Deby Ardi Wiyanto,” through which they advertised mobile phones for sale (Verdict Court Nomor 975/Pid.Sus/2018/PN.Mks. The fraudulent advertisement was viewed by Baso Arif Sultan Iskandar Muda, who then informed his father, Juanda H. Rauf Bin H. Raupong, of his intent to purchase an OPPO smartphone listed at a price of IDR 1,200,000. On 13 December 2018, Juanda transferred the stated amount to a BRI Bank account registered under the name Panji Bastian at the Toddopuli branch in Makassar. The following day, Defendant I contacted Juanda and provided false information that the mobile phone

[24] Kumar.

[25] Nandani C. P., “B2C E-Commerce And Consumer Protection With Special Reference To India – ADR A Best Possible Solution,” *International Journal on Consumer Law and Practice* 6 (2018): Article 6, https://repository.nls.ac.in/ijclp/vol6/iss1/6/.

[26] Manoranjan Ayilyath, “Consumer Protection in E-Commerce Transactions in India – Need for Reforms,” *SSRN*, 2020, https://doi.org/10.2139/ssrn.3571069.

had already been dispatched and was expected to be delivered on 15 December 2018. Relying on this statement, Juanda subsequently informed his son regarding the anticipated arrival of the device. The product was never delivered, the defendants did not run a real online store and they had no intention of performing the transaction. The whole scheme was an intentional effort to con and defraud the victim out of his money. As a result of the deception, Juanda suffered financial loss and filed a formal complaint with law enforcement authorities.

The Makassar District Court determined that both defendants were legally proven and convincingly found guilty of jointly and deliberately disseminating false and misleading information that caused consumer losses in the context of electronic transactions. Accordingly, each defendant received a sentence of six months' imprisonment. The duration of their pre-trial detention was fully deducted from the sentence, and the court ordered that both defendants remain in custody to serve the remainder of their terms.[27] From a legal standpoint, the elements of the offense as charged were fully satisfied. The legal relationship between the defendants and the victim may be classified as an electronic contractual relationship, as regulated under Article 1 point (17) of Law No. 19/2016, which defines an electronic contract as an agreement established between parties through an electronic system. However, it is clear that this contractual relationship was not established in good faith. Rather, it served merely as a facade or modus operandi through which the defendants executed their fraudulent scheme. The so-called agreement was used to create the illusion of a legitimate transaction, when in fact it was designed to mislead and deceive the consumer from the outset. In Case No. 975/Pid.Sus/2018/PN Mks, the element of misleading advertising is not expressly classified within the scope of advertising law; however, it is implicitly reflected through the false representation of a product offered via an online platform.

An instance of false advertisement in respect of e-commerce, highlighted at India is the case of Tribhuvan v. Facebook India Online Services Pvt. Ltd. The case stems from an alleged online scam that was reportedly sparked by a false advertisement on the Facebook app. Tribhuvan, who ended up engaging a complaint had seen an advertisement for the unique deal on his facebook feed which was quietly loaded by a own called Marya Studio that were providing Nike shoes at unbelievably reduced pricing of Rs. 599. Trusting the authenticity of the advertisement, which appeared on a reputable platform like Facebook, Tribhuvan ordered the shoes and made the payment via his debit card.[28] However, despite making the payment, Tribhuvan did not receive any follow-up communication or shipment details from Marya Studio. After conducting an online search for the company's contact details, he found a customer care number listed on a third-party consumer support website, www.consumersathi.com. After contacting the provided number, Tribhuvan was connected with an individual who falsely represented himself as a customer service executive of Marya Studio. The individual then instructed Tribhuvan to install the AnyDesk application and disclose his debit card information along with the One-Time Password (OTP), allegedly for the purpose of processing a refund.[29] Upon complying with these instructions, Tribhuvan inadvertently shared his sensitive banking details, leading to a fraudulent transaction that resulted in a loss of Rs. 7568. Despite multiple attempts to contact Facebook for assistance via Twitter and email, Tribhuvan received no response. Tribhuvan, therefore, approached the District Consumer Disputes Redressal

---

[27] Inda Sari Palinrungi et al., "Tinjauan Yuridis Terhadap Perbedaan Pendapat (Dissenting Opinion) Hakim Dalam Putusan Tindak Pidana Korupsi (Kasus Putusan No.39/Pid.Sus-TPK/2016/PN.MKS)," *Innovative: Journal Of Social Science Research* 4, no. 4 (2024): 987–997, https://j-innovative.org/index.php/Innovative/article/view/13075.

[28] Sonia Maan and Vijay Pal Singh, "Unveiling Deception: A Study Of False And Misleading Advertisement On Consumers In E- Commerce In India," *Indian Journal of Integrated Research in Law* 5, no. 2 (2025): 406–27, https://ijirl.com/wp-content/uploads/2025/03/UNVEILING-DECEPTION-A-STUDY-OF-FALSE-AND-MISLEADING-ADVERTISEMENT-ON-CONSUMERS-IN-E-COMMERCE-IN-INDIA.pdf.

[29] SCC Times, "DCDRC Directs Facebook to Run Online Scam Related Awareness Advertisements on Various Media Platforms in Order to Neutralize the Effect of Misleading Ads on Its Page," SCC Times, 2022, https://www.scconline.com/blog/post/2022/07/12/dcdrc-directs-facebook-to-run-online-scam-related-awareness-advertisements-on-various-media-platforms-in-order-to-neutralize-the-effect-of-misleading-ads-on-its-page/.

Commission (DCDRC) in Gondia and sought a remedy against Facebook claiming it did not take any action to stop such fraudulent advertisements from being run nor was providing proper consumer protection.[30] In this case, the lawsuit relates to violations of rights for consumer protection and negligence on Facebook's part in regulating ads and preventing online scams. The key allegations include:

1. UUnfair Trade Practices: The complainant alleged that both Marya Studio and Facebook are involved in unfair trade practices and misleading practices. Tribhuvan had financially committed to an advertisement claiming fraudulent Nike shoes at different prices and a fraudulent pair of branded shoes.
2. Breach of Consumer Protection Acts: Facebook, which is an intermediary platform, was alleged to have breached its statutory duties under the CPA 2019. In their particular instance, the platform had not only failed to act proactively against fraudulent content but then also provided insufficient assistance to a complainant once fraud was detected.
3. Lack of Oversight: Facebook was alleged to have inadequately monitored ads placed by third-party advertisers using its platform, which played a significant role in the fraudulent transaction. Also Read Man files complaint against Facebook urging it to curb the circulation of fraudulent ads and scams.
4. Compensation for Financial Loss: The complainant desired compensation amounting to financial loss suffered (Rs. 7568/-) due to fraudulent transaction. He also requested Facebook to rectify the situation by taking steps to discontinue misleading advertisements and implement better safeguards for consumer protection.

The key legal question in this case is how liable Facebook is as the middleman. An "online platform" on an previous carve-out provided for by Section 2(1)(w) of the CPA 2019 which was also treated as a service provider under CPA'19 must possible ensure that any services rendered via its platform may not cause injury to consumers. Intermediary platforms like Facebook are required to exercise due diligence with respect to content shared via its digital services, under the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021. In this instance Facebook breached its obligation of care and regulatory obligations by not detecting and removing the misleading advertisement.[31]

3.4. Comparison Result

Unlawful advertisement in Indonesia is regulated in Law No. 8/1999 and give the consumers who suffered loss, have a right to enforce the law. The other way India takes a more regulatory approach is in prohibiting deceptive marketing practices, giving authorities discretion to act upon parties involved, with the Central Consumer Protection Authority (CCPA) having jurisdiction to take enforcement actions against violators. To monitor e-commerce platforms, Indonesia engages the NCPA (Negara Pembina dan Pengawas E-Dagang) which coordinates with the Ministry of Trade to ensure compliance. Likewise, India constituted the Central Consumer Protection Authority (CCPA) via Consumer Protection Act 2020 which is a dedicated regulator having power to regulate advertisement and acts of violation pertaining to advertisement in digital marketplace and also traditional market. These bodies are essential to the updating of consumer protection systems with the times in terms of digital transactions, guaranteeing that businesses remain honest and ethical in their advertising and operations. Indonesia and India have certain similarities in terms of their laws, with emphasis on consumer protection law, the common identification of misleading advertising as violation under existing consumer rights framework as well as existence of regulatory authorities to regulate e-commerce and advertisement matters.[32]

---

[30] SCC Times.

[31] Siddharth Jain and Sameer Jain, “E-Commerce and Competition Law: Challenges and the Way Ahead,” *Indian Competition Law Review* 3 (2018): 7–32, http://iclr.in/wp-content/uploads/2024/03/ICLR-Volume-3-article-2-pp-7-32.pdf.

[32] Lu Sudirman et al., “Legal Protections against Unfair Competition in E-Commerce: Analysis of Indonesian and Thailand Framework Adequacy,” *Jurnal Hukum Novelty* 16, no. 1 (2025): 27–42, https://doi.org/10.26555/jhn.v16i1.29157.

These similarities demonstrate a shared commitment between Indonesia and India to establishing digital marketplaces that are fair, transparent, and accountable. Nevertheless, despite both countries' strong dedication to safeguarding consumer rights, their regulatory approaches toward misleading advertising and digital consumer protection exhibit notable differences. These differences are particularly evident in the extent of focus on digital consumer protection, the structure and efficiency of enforcement mechanisms, and the severity of penalties and remedies applied to violations.

Another significant distinction between the two countries lies in the structure and effectiveness of their enforcement mechanisms. In Indonesia, consumer protection enforcement largely depends on administrative procedures carried out by the NCPA, with complaint resolution primarily facilitated through mediation mechanisms and limited authority to impose punitive measures. While courts are available as a last resort, legal proceedings can be lengthy and burdensome, often discouraging consumers from seeking redress. As such, Indonesia's enforcement model can be considered more reactive and bureaucratic. In contrast, India offers a dual enforcement system that combines administrative efficiency with legal recourse. The CCPA not only investigates complaints but also has the authority to act on its own initiative (*suo moto*) in cases of misleading advertising. This institutional framework enables the Indian government to address consumer grievances in a more timely and effective manner. Furthermore, the establishment of consumer dispute redressal forums at the district, state, and national levels improves access to legal remedies, thereby strengthening enforcement mechanisms and creating a more consumer-oriented protection system.[33] While both countries share a commitment to safeguarding consumers, they differ significantly in execution. India's legal and regulatory frameworks are more tailored to address the dynamics of the digital economy, with proactive enforcement mechanisms and stronger penalties that serve as effective deterrents. Indonesia, while foundationally sound, still operates within a more traditional consumer protection structure that has yet to fully evolve in response to digital commerce trends.

4. Conclusion

Although Indonesia and India both acknowledge the significance of consumer protection in the digital era, their regulatory frameworks and enforcement mechanisms demonstrate substantial differences. India has developed a more centralized and contemporary consumer protection system through the CPA 2019 and the E-Commerce Rules, 2020, supported by the CCPA, which possesses the authority to investigate violations, impose penalties, and require the removal of misleading advertisements. Whereas, the law in Indonesia is scattered on several regulations, namely Law No.8/1999, Law No.11/2008 and Law No.1/2024 with enforcement has to be done by many agencies such as NCPA, NGCPA and CSDB. But the absence of a centralized enforcement body and the fragmentation of power have led to insufficient deterrence and uneven adherence to the law. In order to address these issues, Indonesia needs several major reforms, including the establishment of a single authority responsible for development enforcement with powers to investigate and prosecute infractions within its jurisdiction, the minimization or harmonization of disjointed sectoral regulations that pose conflicting compliance challenges, and increases in substantial penalty for violations so that deterrent encouragement is at least equal to potential gains. Awareness and education about their right as consumers during the digital transaction needs to be enhanced. These steps will play a key role in reinforcing Indonesia's consumer protection ecosystem to be more agily, effective and responsive to the changing dynamics of the digital economy.

This research is novel as it compares and contrasts the legal framework and regulatory mechanisms relating to misleading ads in both Indonesia and India, providing indications regarding the trajectory consumer protection laws would take in each jurisdiction. Indonesia should adopt e-commerce specific regulations to address challenges unique to online shopping, while Law No.8/1999 offers general protection, it lacks clarity in digital context. In its E-Commerce Rules 2020, India has provided for transparency of online sellers, accountability of platforms and

[33] Kumar, "E-Commerce in India: Challenges and Opportunities."

consumers in digital transactions. These kinds of reforms would enhance the legal clarity and efficiency of enforcement mechanisms, thus allowing consumers and businesses to navigate a growing digital marketplace with more confidence and protection. Hence, Indonesia should expand its consumer protection regime with the establishment of a Federal Consumer Protection Authority such as the one currently enjoyed by India's CCPA. Centralizing enforcement would streamline complaint handling, improve coordination, and enable faster, more decisive regulatory to violations in the online shopping. Finally, consumer campaigns to inform consumers of deceptive online advertising and identify legal protections should be expanded in both countries. By using social media, the programs carried out via institutions, and community-based engagement initiatives to prepare public awareness campaigns that will boost the broad population´s abilities in using modern technology (also through online platforms) will empower consumers to recognize misleading advertisements, send complaints and make right decisions concerning contracting via Online purchase, leading to greater success of consumer protection measures. This research is only limited to consumer protection against false advertising in e-commerce and compares between consumers perception of violations of laws relating to misleading promotions in e-commerce Indonesia and India.

This research focuses solely on consumer protection against misleading advertising in e-commerce, comparing regulations governing consumer protection and e-commerce in Indonesia and India. The researcher plans to conduct future discussion forums involving key stakeholders, including government authorities, business entities, and non-governmental organizations, to ensure that the outcomes of this study extend beyond academic publication and can be translated into practical measures for strengthening consumer protection in the current digital commerce era.

Acknowledgement

None

Funding Information

None

Conflicts of Interest Statement

The authors state that there is no conflict of interest in the publication of this article.

References

Amelia, Tina, Evita Isretno Ishardi, and Hidayati Hidayati. "Harmonizing Consumer Protection Laws: E-Commerce as Challenges and Opportunities for Global Businesses." In *Proceedings of the International Conference on "Changing of Law: Business Law, Local Wisdom and Tourism Industry" (ICCLB 2023)*, 1507–16, 2023. https://doi.org/10.2991/978-2-38476-180-7_155.

Ayilyath, Manoranjan. "Consumer Protection in E-Commerce Transactions in India – Need for Reforms." *SSRN*, 2020. https://doi.org/10.2139/ssrn.3571069.

Chakraborty, Anirban. "Curbing False or Misleading Advertisements in India: Challenges and Solutions." *International Journal on Consumer Law and Practice* 4 (2016): Article 4. https://repository.nls.ac.in/ijclp/vol4/iss1/4/.

Chawla, Neelam, and Basanta Kumar. "E-Commerce and Consumer Protection in India: The Emerging Trend." *Journal of Business Ethics* 180 (2021): 581–604. https://doi.org/10.1007/s10551-021-04884-3.

Davenport, Thomas, Abhijit Guha, Dhruv Grewal, and Timna Bressgott. "How Artificial Intelligence Will Change the Future of Marketing." *Journal of the Academy of Marketing Science* 48, no. 1 (2020): 24–42. https://doi.org/10.1007/s11747-019-00696-0.

Dinh, Van, Dao-Van Le, Duy Duong, and Dung Pham. "Determinants Affecting Digital Financial

Consumer Protection: Evidence from 135 Countries." *The Journal of Economic Asymmetries* 27 (2023): e00301. https://doi.org/10.1016/j.jeca.2023.e00301.

Fletcher, Amelia, Gregory S. Crawford, Jacques Crémer, David Dinielli, Paul Heidhues, Michael Luca, Tobias Salz, et al. "Consumer Protection for Online Markets and Large Digital Platforms." *Yale Journal on Regulation* 40, no. 3 (2023): 875–914. https://www.yalejreg.com/print/consumer-protection-for-online-markets-and-large-digital-platforms/.

Gautam, Vikas, and Vikram Sharma. "Online Young Consumer Shopping Self-Efficacy: An Indian Exploration." *Asia Pacific Journal of Information Systems (APJIS)* 30, no. 3 (2020): 532–46. https://doi.org/10.14329/apjis.2020.30.3.532.

Jain, Siddharth, and Sameer Jain. "E-Commerce and Competition Law: Challenges and the Way Ahead." *Indian Competition Law Review* 3 (2018): 7–32. http://iclr.in/wp-content/uploads/2024/03/ICLR-Volume-3-article-2-pp-7-32.pdf.

Kongres, Evi, Kevin Kogin, and Connie Susilawati. "The Enactment of the Common Interest Concept and the Theory of Repressive Legal Protection on Consumer Reviews Against Defamation Claims." *Journal of Law and Legal Reform* 5, no. 3 (2024): 973–1000. https://doi.org/10.15294/jllr.v5i3.13231.

Kotler, Philip, and Kevin Lane Keller. *Marketing Management*. 15th ed. Pearson, 2016. https://books.google.co.id/books/about/Marketing_Management.html?hl=id&id=UbfwtwEACAAJ&redir_esc=y.

Kumar, Rajeev. "E-Commerce in India: Challenges and Opportunities." *International Journal of Research in Finance and Management* 6, no. 2 (2023): 244–47. https://doi.org/10.33545/26175754.2023.v6.i2c.275.

Maan, Sonia, and Vijay Pal Singh. "Unveiling Deception: A Study Of False And Misleading Advertisement On Consumers In E- Commerce In India." *Indian Journal of Integrated Research in Law* 5, no. 2 (2025): 406–27. https://ijirl.com/wp-content/uploads/2025/03/UNVEILING-DECEPTION-A-STUDY-OF-FALSE-AND-MISLEADING-ADVERTISEMENT-ON-CONSUMERS-IN-E-COMMERCE-IN-INDIA.pdf.

Mora, Camilo Alfonso Escobar. "La Filosofía de La Teoría de Derecho Preventivo Del Consumo En La Publicidad Digital." *Revista Eletrônica Direito e Sociedade - REDES* 9, no. 2 (2021): 43–68. https://doi.org/10.18316/redes.v9i2.6593.

Motoki, Kosuke, Julia Low, and Carlos Velasco. "Generative AI Framework for Sensory and Consumer Research." *Food Quality and Preference* 133 (2025): 105600. https://doi.org/10.1016/j.foodqual.2025.105600.

Nagarathna, A. "Consumer Protection Act 2019- A Review of Criminal Sanctions Protecting Consumers." *International Journal on Consumer Law and Practice* 8 (2020): Article 2. https://repository.nls.ac.in/ijclp/vol8/iss1/2/.

Nandani C. P. "B2C E-Commerce And Consumer Protection With Special Reference To India – ADR A Best Possible Solution." *International Journal on Consumer Law and Practice* 6 (2018): Article 6. https://repository.nls.ac.in/ijclp/vol6/iss1/6/.

Palinrungi, Inda Sari, Sri Hasrina, Mirnayanti Mirnayanti, and Asrullah Dimas. "Tinjauan Yuridis Terhadap Perbedaan Pendapat (Dissenting Opinion) Hakim Dalam Putusan Tindak Pidana Korupsi (Kasus Putusan No.39/Pid.Sus-TPK/2016/PN.MKS)." *Innovative: Journal Of Social Science Research* 4, no. 4 (2024): 987–997. https://j-innovative.org/index.php/Innovative/article/view/13075.

Prabowo, Wahyu, Kurnia Tri Latifa, and Rr Yunita Puspandari. "Perlindungan Hukum Terhadap Informasi Iklan Yang Menyesatkan." *Volksgeist: Jurnal Ilmu Hukum Dan Konstitusi* 5, no. 1 (2022): 81–96. https://doi.org/10.24090/volksgeist.v5i1.6184.

Putri, Nurdiana, Yadhit Prasetya, Putu Wuri Handayani, and Hana Fitriani. "TikTok Shop: How Trust and Privacy Influence Generation Z's Purchasing Behaviors." *Cogent Social Sciences* 10, no. 1 (2024): 2292759. https://doi.org/10.1080/23311886.2023.2292759.

Rahma, Iftinaity Shaumi, Eliza July Hasiana, Sian Lie Cantika, and Tania Octaviona. "Indonesian Legal Protection for Consumers on the Validity of Electronic Contracts in the E-Commerce Transactions." *Yuridika* 37, no. 3 (2022): 697–714. https://doi.org/10.20473/ydk.v37i3.36976.

Ramadhan, Ardito, and Robertus Belarminus. "BPOM Temukan Pelanggaran Pada Visualisasi Iklan Produk Susu Kental Manis." *Kompas.Com*, 2018. https://megapolitan.kompas.com/read/2018/07/09/14382091/bpom-temukan-pelanggaran-pada-visualisasi-iklan-produk-susu-kental-manis.

SCC Times. "DCDRC Directs Facebook to Run Online Scam Related Awareness Advertisements on Various Media Platforms in Order to Neutralize the Effect of Misleading Ads on Its Page." SCC Times, 2022. https://www.scconline.com/blog/post/2022/07/12/dcdrc-directs-facebook-to-run-online-scam-related-awareness-advertisements-on-various-media-platforms-in-order-to-neutralize-the-effect-of-misleading-ads-on-its-page/.

Sudirman, Lu, Nipon Sohheng, Agustianto Agustianto, Shenti Agustini, and Nurlaily Nurlaily. "Legal Protections against Unfair Competition in E-Commerce: Analysis of Indonesian and Thailand Framework Adequacy." *Jurnal Hukum Novelty* 16, no. 1 (2025): 27–42. https://doi.org/10.26555/jhn.v16i1.29157.

Suyanto, Bagong, Nadia Egalita, Rahma Sugihartati, Siti Mas'udah, Pingkan Sekar Savira, Claudia Anridho, and Nur Syamsiyah. "Young Urban People's Impulsive Online Shopping Behavior and Its Financial Literacy." *Cogent Social Sciences* 11, no. 1 (2025): 2443553. https://doi.org/10.1080/23311886.2024.2443553.

WebFX. "13 Best Online Advertising Strategies To Use In 2026." WebFX, n.d. https://www.webfx.com/digital-advertising/learn/best-online-advertising-strategies/.

Wisnumurti, Gde Oka, Ni Wayan Arwati, Simon Nahak, and I Made Sepud. "Legal Protection For Consumers From Misleading Information On Goods And Services In The Perspective Of Consumers Protection Laws." In *Proceedings of the First International Conference on Technology Management and Tourism, ICTMT, 19 August, Kuala Lumpur, Malaysia*, 1–7, 2020. https://doi.org/10.4108/eai.19-8-2019.2293761.

Zulham, Zulham. "A Critical Review of Consumer Protection Online Shopping, False Advertising, and Legal Protection." *Journal of Law and Sustainable Development* 11, no. 5 (2023): e740. https://doi.org/10.55908/sdgs.v11i5.740.