

General description of the advertising is presented in this bachelor thesis. It describes misleading advertising, major components of deception and emphasizes the gravity of the problem. For a complete overview of functioning of advertising, the process of regulation of advertising is described here. The key part of the thesis is the analysis of the deceptive advertising. I present different types of misleading advertisements and its various methods of identification. I also describe various practices used to deceive consumers. This work also includes some reasons why and how to avoid misleading advertising and what types of advertisements can be used instead of these misleading ones. The core of the thesis is my own survey. The results of the survey confirm all the hypotheses. Inferences from the research are as follows: (a) misleading advertising affects consumers' attitudes to product, (b) misleading advertising causes better consumers' impression of brand and (c) misleading advertising affects consumers' shopping behavior. False advertising is certainly able to manipulate consumers' thoughts and demand.