

# Advertising Freedom and Customer Decision Making

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## Abstract

*The purpose of this study was to find whether there is a relationship between the advertising freedom of marketers and the ability of customers to make well-informed purchase decisions. Based on the literature and preliminary inquiries, the researcher hypothesized that greater advertising freedom leads to greater misleading advertising, and greater misleading advertising leads to poorer purchase decisions.*

*A study was conducted among customers, marketers and advertising agents. The results revealed that customers believed that advertising freedom of marketers leads to misleading advertising. They also believed that greater misleading advertising leads to poorer purchase decisions of customers. Marketers and advertising agents did not believe that advertising freedom leads to misleading advertising or that misleading advertising leads to poor purchase decisions.*

**Key Words :** Advertising regulations, customer decisions, misleading advertising

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