Polity & Governance · GS - II

Examine the role of consumer protection regulations in ensuring accountability of social media influencers and online sellers for misleading advertisements.

EXAM YEAR	PAPER	SUBJECT
DAILY PRACTICE 24/11/2026	GS - II	Polity & Governance

MARKS	WORD LIMIT
15	~250 words

Answer Hint

Consumer rights, misleading advertisements, CCPA, influencer accountability, disclosure norms, e-commerce regulation, product safety

Model Answer

Introduction

The growth of influencer marketing and online commerce has increased consumer exposure to product promotions, including cosmetics and health-related products. Misleading endorsements and unsafe products highlight the need for stronger consumer protection.

Regulatory Framework

1. **Consumer Protection Act, 2019:** Provides safeguards against unfair trade practices and misleading advertisements. The CCPA can impose penalties and order discontinuation or modification of misleading promotions.

2. **Endorser accountability:** Celebrities and influencers may face liability for misleading endorsements, subject to statutory conditions and applicable due diligence requirements.

3. **Advertising disclosures:** Influencers are expected to clearly disclose paid partnerships and other material connections with brands.

4. **Product safety regulation:** Cosmetics must comply with applicable standards under the Drugs and Cosmetics Act and Cosmetics Rules, 2020.

Challenges

1. Difficulty tracking advertisements and sellers operating across digital platforms.
2. Limited consumer awareness about product ingredients and regulatory approvals.
3. Misleading health and beauty claims driven by commercial incentives.
4. Weak coordination between consumer protection, drug regulation and e-commerce authorities.

Way Forward

1. Strengthen monitoring of online advertisements and product listings.
2. Ensure transparent disclosure of sponsored promotions.
3. Conduct regular inspections and laboratory testing of cosmetics.
4. Improve consumer awareness and accessible complaint mechanisms.

Conclusion

Effective consumer protection requires accountability across the entire supply chain, from manufacturers and online sellers to advertising intermediaries and influencers.

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