Marketing legislation is an interesting topic. It is true that many countries have marketing legislation that is intended to protect consumers from being misled. However, research has shown that consumers are sometimes being misled by how nutritional information is presented in food packages (Schifferstein et al., 2021). How customers interpret the message depends largely on the manner information is presented, wording, size, images, etc. As suggested by Schifferstein et al. (2021), efforts could be made in reinforcing legislation to include standards for the communication of important information such as nutrition values to avoid misinterpretations.

As a professional Abi should follow the code of conduct and present both positive and negative results to the manufacturer. The decision made by the manufacturer about how to advertise the results is out of the scope of Abi’s work. As indicated by Marzio, companies must comply with the local marketing legislation in order to avoid fines. But this is not the only consequence of publishing dishonest information. A study about implications of false advertising on product perception (Wu et al., 2022) found evidence that false advertising affects customer trust and product sales after consumers realize the false claims.

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