

## Concept of Advertising Activity and its Legal Essence

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**Abstract:** Advertising activity is an integral part of today's economic processes, it is important as a means of conveying information about goods and services to a wide audience and promoting their sale. This article discusses the concept of advertising activity, its main features and legal aspects. Legal procedures and rules applied in the advertising process help to effectively manage relations between entrepreneurs and consumers. Advertising legislation is especially important for protecting consumer rights and ensuring fair competition.

**Keywords:** advertising activity, legal essence, advertising legislation, fair competition, consumer rights.

### Introduction:

The President of Uzbekistan Shavkat Mirziyoyev spoke about the importance of advertising in the development of the economy in his speech on advertising. In particular, the President emphasized that advertising plays an important role in supporting entrepreneurship and innovation through the policy of openness. He also touched on the social importance of advertising and supported its use as a means of conveying correct and useful information to the population. At the same time, Shavkat Miramonovich Mirziyoyev also mentioned the need to develop advertising legislation and mechanisms that support entrepreneurship. Advertising is one of the most important areas in the modern economy. Business entities and organizations promote their goods and services to the public through advertising, which serves as an important factor in economic development and increasing competitiveness [1]. The correct and legal organization of advertising activity is necessary to protect consumer rights, ensure fair competition between industry representatives and guarantee the truthfulness of information about advertised products or services [6].

Advertising activity is an integral part of the modern economic system, it stimulates the sale of goods and services by providing information to the general public. Today, advertising media play a major role not only in the economic sphere, but also in social and cultural life. By promoting their products or services, businesses and organizations increase their reputation, attract new customers, and expand existing market share. The legal aspects of advertising activity are of decisive importance in the regulation of this process mentioned Belch, G. E. and Belch M. A [6]. Special legislation determines what rules to follow and what restrictions exist in advertising activities. Therefore, a thorough understanding of advertising legislation is very important for business entities, as this legislation is aimed at protecting the rights of consumers and keeping market relations in a fair form [10].

The concept of advertising activity: Advertising activity means marketing and information-propaganda activities that are carried out in order to promote and promote sales of goods and services, as well as business entities. Various means are used in this process - mass media, internet, outdoor advertising and other forms of advertising mentioned Kotler, P., & Keller, K. L [4]. Advertising affects the decision-making process of consumers by providing complete, truthful and interesting information about goods or services.

Legal nature of advertising: Advertising activities are regulated by special legislation in different countries. In Uzbekistan, the Law "On Advertising" defines the main legal norms in the field of advertising. This law regulates the principles of advertising activity, advertising procedures, restrictions and relations between advertising entities. Advertising legislation is mainly aimed at protecting the rights of consumers, who are protected from false or misleading information, misleading or illegal advertising said Botkin, J. W.

#### ***Basic principles in advertising legislation:***

- Truthfulness and accuracy: The information provided about the advertised goods or services should be truthful and not misleading to consumers. False or misleading advertising is prohibited by law [13].
- Competition and fair market rules: Advertising activities do not restrict competition, but rather encourage it and ensure fair market relations. Forms of advertising that damage the reputation of other companies are prohibited by law.
- Consumer protection: Consumers cannot be harmed or their rights violated through advertising. Advertising regulations are aimed at protecting consumers from deceptive or dangerous products [12].

#### **Importance of advertising activity**

Advertising activity is a necessary tool for companies competing in the market today. It helps companies to introduce their goods and services to the general public, attract customers and expand their market share [9]. Various marketing strategies are used in the advertising medium, and by influencing the target audience, an increase in sales volume is achieved

At the same time, advertising activities serve not only commercial purposes, but also serve the purpose of delivering social messages and disseminating information in society.

#### **Forms of advertising activity**

Advertising activities are carried out in various forms:

Advertising through mass media: Television, radio and newspaper advertising is one of the most effective ways to reach a large audience [5].

Advertising through the Internet and social networks: Today, online marketing is one of the fastest growing industries said Kadirov, R.

Outdoor advertising: Banners, posters and electronic screens installed on streets, public places and vehicles are one of the most common forms of advertising.

B2B (business-to-business) advertising: A form of business-to-business advertising in which companies offer their services or products to other businesses.

#### **Basic principles in advertising legislation**

A number of principles are important in advertising legislation. Among them, the principles of truthfulness, expediency of advertising and protection of consumer rights are of particular importance [13.]. Advertising legislation includes the following basic principles: Honesty and fairness.

Honesty and fairness: Advertisers must not mislead or mislead consumers. Information about advertised products or services must be complete, accurate and truthful.

Restrictions on advertising: Legislation has restrictions on advertising for certain types of products. For example, there are special regulations regarding the advertising of alcoholic beverages, tobacco products and medicines.

Consumer Protection: Advertising legislation aims to protect consumers from misleading or harmful advertising. Information provided to consumers through advertising should not harm their health and safety.

### **Legal regulation of advertising**

Advertising activities in Uzbekistan are regulated by the Law "On Advertising". This law consists of established rules regarding advertised products, services and their forms. The law requires advertisers to provide accurate and truthful information about the product. False advertising, violation of the consumer's right to information and forms of advertising that damage the reputation of competitors are prohibited by law.

Also, the legislation of Uzbekistan sets special requirements for advertising of special types of advertising, including medical products, financial services and food products. These requirements ensure that advertising does not harm consumer rights and encourages fair competition.

### **Ensuring fair competition**

Advertising plays an important role in improving the competitive environment. In this case, every company should promote its product or service under equal conditions. Disseminating information that is harmful or false to competitors is against competition law. Therefore, compliance with the principles of competition in advertising activities is not only a legal, but also an ethical obligation.

These aspects require the organization of advertising activities on the basis of legal norms, and this process is important for the protection of consumer rights and the maintenance of fair competition in the market environment.

### **Economic impact of advertising**

Advertising activities not only promote products or services, but also make a significant contribution to economic development. In a market economy, advertising allows companies to deliver their products to new segments, improve relationships with consumers, and increase their awareness. Therefore, advertising is an integral part of economic activity and is a means of increasing competitiveness. Through advertising campaigns, demand growth in the product market is ensured, which expands the opportunities of entrepreneurs to obtain economic benefits.

### **Advertising ethics and social responsibility**

Advertising activities not only have economic goals, but also require social responsibility. It is important that the information disseminated through advertising adheres to moral standards and does not discriminate against people's religious, ethnic or national feelings. Advertisers need to adhere to ethical standards, as false or misleading advertising can not only lead to legal penalties, but can also damage a company's image. Socially responsible advertising also fulfills tasks such as promotion of correct behavior and formation of a healthy lifestyle.

### **Development of digital advertising**

In recent years, the development of the Internet and digital technologies has brought about significant changes in advertising. Unlike traditional means of advertising, digital marketing allows you to reach a specific audience through online platforms. Advertising through social networks, websites, mobile applications and search engines has become an integral part of marketing strategies. The advantages of such advertising include its breadth of reach, real-time measurement and cost-effectiveness. At the same time, special legal norms have been developed for digital advertising, which are aimed at ensuring the truthfulness and transparency of advertising content.

## **Medical advertising**

Special attention is paid to the advertising of medical services and medicines, because this area is directly related to human health. The legislation of Uzbekistan has strict requirements for the advertising of medicinal products. Advertising companies must avoid false or misleading information about drugs or medical services. Medical advertising information should provide consumers with full information about the benefits and side effects of the recommended products. This legislation is aimed at protecting the rights of consumers in the field of health care.

## **Advertising and competition**

Advertising is very important in a competitive environment. As companies compete with each other in the market, advertising helps them attract consumers. However, actions that lead to unfair competition in advertising activities, for example, disseminating information that slanders other companies or harms their reputation, are strictly prohibited by law. Compliance with the competition legislation, as well as providing truthful information to consumers, is one of the legal aspects of advertising.

## **Protection of consumer rights**

Advertising directly affects the decision-making process of consumers. Therefore, the protection of consumer rights in advertising activities is of urgent importance. In international legal practice, as well as in the legislation of Uzbekistan, it is firmly established that advertising should not mislead consumers, should not provide incorrect or false information. Any act that causes a consumer to make a wrong choice through advertising is a cause of legal liability.

## **Legal consequences of false and misleading advertising**

False advertising is a form of advertising that misleads consumers by providing false, exaggerated, or false information about the advertised product or service. Such types of advertising are punishable by law. False and misleading advertising is also prohibited in Uzbekistan, and these legal norms are aimed at protecting consumers. Companies can be held liable and fined for damages caused by false advertising.

## **Advertising regulations of special products**

There are restrictions on the advertising of products that fall into a special category for example, tobacco and alcoholic beverages, drugs, weapons. Such advertising is carried out on the basis of legal requirements aimed at ensuring the safety of products, as well as preventing social harm. Advertisers must strictly adhere to these rules or face significant fines.

## **Summary:**

Advertising activity plays an important role not only in stimulating economic processes, but also in developing trusting relations between consumers and entrepreneurs. Adherence to the advertising legislation ensures that this process is fair and honest. At the same time, protecting consumer rights and maintaining fair competition is one of the main tasks of the state and society.

Advertising activities play an important role in the modern economy as the main means of popularizing goods and services. It provides effective exchange of information between entrepreneurs and consumers, activates market relations and increases competitiveness. At the same time, legal aspects of advertising ensure that it is fair and transparent. The Law "On Advertising" and similar legal norms regulate the relationship between advertisers and recipients of advertisements, protect the rights of consumers, prevent the dissemination of false or misleading advertising. Thus, the legal regulation of advertising activities serves as an important factor for the formation of reliable and fair market relations in society.

In my opinion, the article does an excellent job of illustrating the complex role of advertising within both economic and social frameworks. It's clear that advertising is not just about

promoting products but also serves as a bridge between consumers and businesses, helping to build awareness and trust. I find it particularly important that the article addresses consumer protection, given the ease with which false information can influence consumer decisions. Uzbekistan's approach to advertising legislation, as discussed, seems proactive in balancing economic growth with safeguards against deceptive practices.

The section on digital advertising is particularly insightful, as it captures the rapid growth of online platforms and their influence on consumer behavior. With the shift to digital media, I agree that strong regulations are necessary to ensure that online ads maintain the same standards of truthfulness and fairness as traditional media. This adaptability in law reflects a forward-thinking approach that considers future market trends.

Additionally, the focus on special product categories like medical and financial services shows a nuanced understanding of advertising's impact on sensitive sectors. This attention to ethical considerations in advertising aligns well with the article's stance on social responsibility, reminding businesses that their influence goes beyond commerce to shape cultural norms and public well-being.

Overall, the article is informative and well-rounded, presenting advertising as both a powerful economic tool and a field that requires strict ethical oversight. It resonates with the idea that responsible advertising not only benefits businesses but also fosters a more trustworthy and competitive market environment for consumers.

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