

# The Effect of Electronic Advertisements on the Contractual Consumer Will.

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- **Abstract:** The present study tackles the influence of electronic advertisements on the contractual consumer will. The study reveals the negative effects of electronic advertisements, especially the ones which include false and misleading data and information about goods and services. The present study is an attempt to highlight the concept of electronic advertisements by defining them and identifying the legal nature on which they are based from among several philological trends. The study also provides an explanation of the necessary means to protect the contractual consumer will in accordance with the consumer protection laws and the civil law and the extent of their effectiveness in achieving the required protection. The present study is conducted in light of the provisions of the Consumer Protection Law and the Iraqi Civil Law. The study is concluded with some results and recommendations that mainly highlight the need to adopt new rules that keep pace with modern technological developments to ensure achieving a degree of economic balance in contracts made over the Internet and to achieve the desired protection for the consumer at the same time.
- **Keywords:** electronic advertisements, Consumer Protection Law, contractual consumer