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CONSTITUTIONAL IMPLEMENTATION OF CONSUMERS’ RIGHT TO ACCURATE AND SAFE INFORMATION IN THE INFLUENCER MARKETING ENVIRONMENT IN MONGOLIA

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ABSTRACT

The rapid advancement of information technology and the digitalization of marketing, together with the growing influence of social media platforms, have transformed influencer marketing into a major business instrument that significantly shapes consumer behavior and decision-making. Nevertheless, this emerging form of marketing communication raises serious concerns regarding the protection of consumers’ rights to truthful and safe information. The spread of false or misleading advertisements and the dominance of covert promotional content have become increasingly prevalent.

This study examines the implementation of the constitutional principle guaranteeing consumers’ right to accurate and safe information within the context of influencer marketing in Mongolia. It explores both theoretical and practical dimensions of this issue, assessing the effectiveness and limitations of the existing legal framework governing influencer marketing practices. The research employs a comparative analysis of the constitutional and statutory foundations for consumer protection, including the Law on Consumer Protection, the Law on Advertising, and other relevant legal instruments regulating the digital environment. It also reviews the National Program for Consumer Protection and the long-term development policy “Vision-2050.” In addition, case study methods are applied to analyze real-world examples of influencer marketing, regulatory practices in the digital sphere, and documented cases of consumer complaints and violations.

The findings indicate that, in Mongolia, the constitutional principle ensuring consumers' right to truthful and safe information is expressed ambiguously. At the implementation level, oversight and accountability mechanisms remain weak, and specific legal provisions addressing the unique characteristics of influencer marketing are insufficient. The article underscores the need for legal reforms to effectively implement the constitutional principle of consumer protection in the evolving digital economy. It proposes policy directions and legislative improvements aimed at strengthening the protection of consumers' right to information. The conclusions of this study hold both theoretical and practical significance, not only for Mongolia but also for other developing countries seeking to enhance the legal framework governing influencer marketing and consumer rights protection.

Keywords: *Influencer Marketing; Constitutional Implementation; Consumer Rights; Right to Accurate Information; Right to Safe Information; False Advertising; Digital Environment; Legal Regulation; Consumer Protection; Access to Truthful and Safe Information*

I. INTRODUCTION

In the twenty-first century, rapid digitalization, advances in information technology, and the widespread use of social media have fundamentally transformed the business and marketing environment, elevating traditional advertising to an entirely new level. The clearest expression of this transformation is influencer marketing—a form of marketing that involves social media users, influential individuals, and content creators. Influencer marketing is distinctive in that it shapes consumers' perceptions and attitudes toward products and services, both directly and indirectly, by drawing on consumer trust, psychology, and behavior. However, within this new marketing environment, the risk of violating consumer rights—especially the right to receive fair and safe information—has increased sharply, and the dissemination of false, misleading, and unsubstantiated information has become a pressing global issue.

In Mongolia, the influencer marketing market has grown rapidly in recent years and has become an integral part of the marketing strategies of business organizations. However, alongside this growth, the legal environment for consumer protection, the oversight system, and accountability mechanisms remain insufficiently developed, with the result that consumers' right to receive fair and safe information is not fully realized in practice.

Unsubstantiated and misleading advertisements such as “lose weight,” “cures disease,” and “guaranteed effective results,” along with covert paid content and the irresponsible dissemination of information by influencers, adversely affect consumer trust and information safety.

Under the Constitution of Mongolia, one of the fundamental principles for the protection of human rights and freedoms is the right to live in a healthy and safe environment and the right to receive fair and accurate information. These rights form the foundational concept of consumer rights protection, and the State’s duty is to establish the legal and institutional environment necessary to make them effective in practice. However, the distinctive nature of the digital environment and the rapid growth of influencer marketing have gone beyond the scope of traditional legal regulation, creating a need to interpret and apply the constitutional principle of consumer rights protection under new conditions.

The purpose of this study is to analyze, at both the theoretical and practical levels, the implementation of the constitutional principle guaranteeing consumers’ right to receive fair and safe information in the influencer marketing environment in Mongolia, and to determine the effectiveness, weaknesses, and future development trends of the legal regulatory framework.

This article addresses the following principal issues: the characteristics of influencer marketing and its impact on consumers’ right to information; the theoretical foundations of the constitutional principle and concept of consumer rights protection and its implementation in the digital environment; the realities of Mongolia’s legal framework, implementation challenges, and weaknesses in oversight mechanisms; and the need for legal reform and policy proposals to ensure consumers’ right to receive fair and safe information.

Accordingly, this study seeks to fill a research gap of both theoretical and practical significance by examining the implementation of constitutional principles under the new conditions of the digital economy and serves as a foundational study for identifying new policy directions for the protection of consumers’ information rights in Mongolia.

II. THEORETICAL BACKGROUND

In examining the issue of consumers' right to receive truthful and safe information in the influencer marketing environment, several theoretical pillars are essential, including constitutional legal principles, consumer rights theory, the concept of the right to information, and theories of digital economy regulation. This section considers these theoretical foundations on the basis of scholarly works and theoretical approaches.

2.1. Theoretical Foundations of Constitutional Principles. The Constitution is the fundamental document that protects human rights and freedoms and guides the activities of the State, establishing principles of justice, equality, and accountability in social relations (Rawls, 1971). The issue of consumer protection is directly connected to constitutional provisions on the "right to live in a healthy and safe environment," the "right to receive accurate and fair information," property rights, and the duty of the State to protect the rights of citizens. These principles form the underlying ideas of consumer protection legislation and serve as the basis for public policy and oversight systems (Tseveen, 2020).

Although the Constitution of Mongolia does not explicitly codify digital rights as such, it is entirely possible to interpret and apply the constitutional concepts of rights identified by the above scholars in a manner consistent with contemporary conditions (Odontuya, 2026).

From the perspective of constitutional implementation theory, the State is obliged not merely to proclaim rights but also to ensure their effective realization in practice (Alexy, 2002). In this regard, guaranteeing consumers' right to information requires active State involvement, regulation, oversight, and mechanisms of accountability. Therefore, implementing constitutional principles in the digital environment demands not only legal but also new social and economic regulatory approaches (Craig, 2018).

2.2. Consumer Rights Theory and the Concept of the Right to Information. Consumer rights theory views citizens and consumers as comparatively weaker participants in economic relations and defines the State's role in protecting their interests (Howells & Weatherill, 2017). Fundamental consumer rights include the right to use safe products, the right to receive fair information, the right to choose, the right to express opinions, and the right to compensation (United Nations, 2016). Among these, the right to receive accurate and safe information is the foundation for the exercise of the other rights.

The theory of the right to information seeks to guarantee citizens access to accurate and reliable information necessary for participating in social decision-making and making

choices that affect their lives (Habermas, 1984). This right does not impose obligations solely on the State to inform citizens; it also places a duty on the private sector, business organizations, and particularly participants in influencer marketing to disseminate information responsibly (Fuchs, 2021).

2.3. *Theoretical Foundations of Influencer Marketing.* Influencer marketing is grounded in theories of consumer trust and social influence (Katz & Lazarsfeld, 1955). An influencer is an individual who enjoys trust within a particular sphere and is capable of shaping the behavior of followers, such that the influencer's opinions and assessments directly affect consumers' purchasing decisions (Freberg et al., 2011). In contrast to traditional advertising, this phenomenon is characterized as "trust-based marketing" (Audrezet, de Kerviler & Moulard, 2020).

However, when that trust is exploited through false, unsubstantiated, or covert paid advertising, it violates consumers' right to truthful and safe information and adversely affects the principle of fair competition (Evans, Phua, Lim & Jun, 2017). Accordingly, within the theory of influencer marketing, legal and ethical principles such as transparency, responsible dissemination of information, and the protection of consumer trust occupy a central place (Boerman, Willemsen & Van Der Aa, 2017).

2.4. *Theory of Digital Environment Regulation.* The theory of digital environment regulation examines how State oversight and accountability mechanisms operate in relation to electronic information flows, online interaction, e-commerce, and social networking activity (Lessig, 1999). According to this theory, protecting consumer rights in the digital environment requires new forms of regulation suited to technological progress and extending beyond the reach of traditional legislation (Balkin, 2018).

In Mongolia, regulation of the digital environment remains relatively new, and legal provisions specifically directed at influencer marketing activities have not yet been fully developed (Batbayar, 2022). This is one of the main factors creating difficulties in implementing the constitutional principle protecting consumers' right to truthful and safe information in the digital sphere.

Viewed in theoretical terms, the right to truthful and safe information is a comprehensive concept grounded in constitutional principles and encompassing State duties, business responsibility, and civic participation. In the influencer marketing environment, ensuring this right is inseparable not only from legal regulation but also from the cultivation

of ethics, transparency, and a culture of responsibility in information dissemination. Accordingly, the theoretical basis for implementing constitutional principles under the conditions of the digital economy must rest on the interrelationship among the protection of consumers' right to truthful and safe information, informational fairness, and social responsibility.

III. METHODOLOGY

This study aims to analyze, at both theoretical and practical levels, the implementation of the constitutional principle guaranteeing consumers' right to truthful and safe information in the influencer marketing environment in Mongolia and to identify the effectiveness, shortcomings, and future directions of legal regulation. The methodology is qualitative in nature and combines legal analysis, comparative research, case study, and content analysis.

The primary objective is to determine how the constitutional principle protecting consumers' right to truthful and safe information is implemented in the influencer marketing environment and to identify the actual operation, weaknesses, and possibilities for improvement within the regulatory framework. In line with this objective, the following research questions were formulated:

- To what extent does the Constitution of Mongolia protect consumers' right to truthful and safe information, including the right to purchase quality and guaranteed products, to return defective goods, and to live in a healthy and safe environment?*
- At what level is this right implemented within the influencer marketing environment?*
- To what extent are rights relating to the influencer marketing environment—such as creativity, content creation, innovative trademarks, design, and copyright—implemented?*
- What models of legal regulation from international practice could be implemented in Mongolia?*
- What are the principal challenges and solutions in implementing constitutional principles in the digital environment?*

The study is based on a qualitative research approach and combines doctrinal legal research with case study analysis. This approach was considered appropriate for examining the implementation of constitutional principles in relation to both legal theory and practical realities (Creswell, 2014).

Using doctrinal analysis, the study examined the Constitution of Mongolia, the Law on Consumer Protection, the Law on Advertising, the Law on Regulation of the Digital Environment, and other relevant legal instruments in order to analyze the regulation of consumers' right to truthful and safe information and its relationship to constitutional principles. Decisions of the Constitutional Tsets, court practice, and relevant interpretive materials were also included.

Using the comparative legal method, Mongolia's legal environment was compared with the regulation of influencer marketing and the protection of consumers' right to truthful and safe information in jurisdictions such as the European Union, the United States, the Republic of Korea, and Japan.

For example, in some countries, consumer protection authorities focus specifically on the influencer sector in order to protect consumer interests and monitor issues that may arise when consumers interact with goods and services promoted by influencers. France, for instance, has investigated the commercial activities of influencers. Latvia carried out investigations concerning misleading information about food supplements and also investigated advertising by some of the largest Instagram influencers. Spain investigated possible instances of covert advertising by influencers and found that 77.5% of the major social media platforms had failed to meet their obligations of transparency. Ireland identified insufficient levels of labeling in relation to influencers' marketing of their own brands. National inspections have also targeted social media platforms such as TikTok and Snapchat to identify covert advertising by influencers. Denmark's Consumer Ombudsman initiated four criminal cases for failing to disclose commercial intent in mass media and imposed fines of 15,000 to 50,000 DKK on influencers.

Influencer Legal Hub - European Commission From a legal perspective, the European Union has adopted a broad range of relevant instruments, including selected intellectual property rules, the Directive on the harmonization of certain aspects of copyright and related rights in the information society, the Directive on copyright and related rights in the Digital Single Market, the Directive on the enforcement of intellectual property rights, the European Union Trade Mark Regulation, the Council Regulation on Community designs, as well as the Digital Services Act, the Consumer Sales Directive, the Digital Content Directive, the General Product Safety Regulation, and the Consumer Rights Directive, among many others (Influencer

Legal Hub – European Commission).

This approach was intended to identify weaknesses in Mongolian legislation and to assess the potential for localizing international best practices (Zweigert & Kötz, 1998).

The study also analyzed real examples arising in Mongolia's digital environment, such as false advertising by influencers, consumer complaints, and decisions by oversight bodies. The case studies included fifteen incidents publicly revealed on social media between 2020 and 2025, and assessed the nature of the content, the degree of transparency, and the level of accountability. Influencer marketing content was systematically examined to determine the quality and transparency of the information delivered to consumers, the express labeling of advertising, and the level of false information. This method helped measure the actual implementation of consumers' right to truthful and safe information (Krippendorff, 2018).

The study relied on primary sources including the Constitution of Mongolia, relevant legislation, decisions of the Constitutional Tsets, court practice, official reports of State bodies, and oversight findings; secondary sources including scholarly articles, books, research reports of international organizations (UNCTAD, OECD, EU Commission), and works by domestic scholars; and factual case materials including influencer marketing content, consumer complaint records, decisions of supervisory authorities, and media sources.

In processing the research data through qualitative analysis, legal documents were coded using content analysis, and thematic categories related to the implementation of consumers' right to truthful and safe information were identified. Case study data were assessed through comparative analysis in order to identify common violations and trends.

Limitations of the Study. Because the study focused on Mongolia's legal environment and digital marketing cases from 2020 to 2025, its findings may not be directly applicable to other jurisdictions. In addition, the completeness of information was limited to some extent because certain influencer marketing content was private or had been deleted.

The cases and content used in the study were employed solely for research purposes, and personal names and private information were anonymized in strict compliance with research ethics principles (APA Ethical Principles, 2020).

Reliability and Validity. To ensure the reliability of the findings, multiple types of sources were cross-validated through triangulation. The methodology was also designed in accordance with international standards for legal research (Yin, 2018) and criteria for qualitative research.

This methodology was designed to examine, on a scientific basis, the implementation of constitutional principles in the influencer marketing environment through a systematic analysis of the interrelationship among legal theory, practice, and real-life cases. The findings are expected to have both theoretical and practical value in contributing to legal reform for the protection of consumers' right to truthful and safe information in Mongolia.

Research Hypotheses. Although this study is qualitative in nature, the following theoretical hypotheses were proposed in order to clarify the direction of the research and the basis for its conclusions. These hypotheses are intended to examine the relationship among constitutional principles, the implementation of consumers' right to truthful and safe information, the transparency of influencer marketing, and the effectiveness of State oversight. H1: In Mongolia, the implementation of consumers' right to truthful and safe information in the influencer marketing environment is directly related to the implementation of the constitutional principle protecting that right.

H2: The higher the level of transparency and accountability in influencer marketing, the more effectively consumers' right to truthful and safe information is realized.

H3: Weak State oversight and regulatory effectiveness increase violations of consumers' right to truthful and safe information.

H4: The localization of international best practices is an important factor in strengthening the protection of consumers' right to truthful and safe information in Mongolia.

These hypotheses are intended to support the theoretical validation of the research findings and the development of policy recommendations.

Measurement Scales and Variables. The principal variables in this study—implementation of consumers' right to truthful and safe information, transparency in influencer marketing, and the effectiveness of State oversight—were assessed using a combination of qualitative and quantitative measures.

Table 1. Description of Variables, Level of Measurement, and Evaluation Criteria

<i>Variable</i>	<i>Description</i>	<i>Level of Measurement</i>	<i>Evaluation Criteria</i>
<i>Constitutional Implementation (X1)</i>	<i>Actual level of implementation of constitutional provisions protecting consumers' right to truthful and safe information</i>	<i>5-point Likert scale (1 = very weak, 5 = very strong)</i>	<i>Level of legal implementation and effectiveness of State policy</i>
<i>Influencer Transparency (X2)</i>	<i>Extent to which sponsorship and payment information is transparently disclosed in influencer advertising</i>	<i>5-point Likert scale</i>	<i>Content transparency and ethical compliance</i>
<i>State Oversight and Regulation (X3)</i>	<i>Accountability of supervisory bodies and effectiveness of enforcement</i>	<i>5-point Likert scale</i>	<i>Frequency of oversight and practical enforcement of sanctions</i>
<i>Implementation of Consumers' Right to Truthful and Safe Information (Y)</i>	<i>Actual implementation of consumers' right to truthful and safe information</i>	<i>5-point Likert scale</i>	<i>Consumer trust, quality of information, and level of complaints</i>

The use of a five-point Likert scale was considered appropriate because it makes it possible to convert qualitative information into quantitative form for analysis (Likert, 1932).

Sampling and Data Collection

- a) General Scope of the Study: The general scope encompassed consumers participating in the influencer marketing environment in Mongolia, marketing professionals, lawyers, and representatives of State supervisory bodies. The purpose was to identify these participants' understanding and evaluations of the implementation of constitutional principles and consumers' right to information.*
- b) Sampling Design: The study employed purposive sampling. This method is appropriate for selecting participants who are capable of providing information relevant to the objectives of the study (Patton, 2015).*

Consumers: 200 participants (active social media users aged 18–45); Influencers: 30 participants (content creators with more than 10,000 followers); Marketing professionals: 20 participants (marketing agencies and brand managers); Representatives of legal and supervisory bodies: 10 participants (professional inspection, consumer protection authorities, and lawyers). The total sample size was $n = 260$ participants.

- c) Data Collection Methods: Data collection was conducted from January to March 2025 using the following methods: an online survey administered through Google Forms to gather information from consumers; semi-structured interviews of 45–60 minutes conducted with influencers, marketing professionals, and representatives of State bodies; document review of legislation, policy documents, court decisions, and oversight reports; and content analysis of 100 influencer advertising posts published in 2024.*
- d) Data Processing and Validation: Survey data were statistically processed using SPSS, and the reliability of the measurement instrument was tested using Cronbach's Alpha ($\alpha \geq 0.7$). Interview data were coded using NVivo and analyzed through thematic analysis (Braun & Clarke, 2006).*
- e) Research Ethics and Approval: All participants took part voluntarily and were informed in advance of the purpose of the research and the conditions of confidentiality. Ethical approval for the study was confirmed by a decision of the Research Ethics Committee of the School of Law of the National University of Mongolia.*

IV. ANALYSIS AND RESULTS

This section systematically analyzes the qualitative and quantitative data collected during the research and identifies the relationships among the implementation of the constitutional principle protecting consumers' right to truthful and safe information, the transparency of influencer marketing, the effectiveness of State oversight, and the actual realization of consumers' right to truthful and safe information.

Quantitative Analysis

- 1. Reliability Test. The reliability of the survey data was tested using Cronbach's Alpha, producing the following results:*

Table 2. Reliability Analysis

Variable	Cronbach's Alpha	Reliability Level
Constitutional Implementation (X1)	0.84	Highly reliable
Influencer Transparency (X2)	0.81	Highly reliable
State Oversight and Regulation (X3)	0.78	Acceptable
Implementation of Consumers' Right to Truthful and Safe Information (Y)	0.86	Highly reliable

Because the results satisfy the criterion of Cronbach's Alpha ≥ 0.7 , the measurement scale was deemed reliable (Nunnally, 1978).

2. Correlation Analysis. Pearson correlation analysis revealed the following relationships among the variables:

Table 3. Correlation Analysis

Variable	X1	X2	X3	Y
X1 (Constitutional Implementation)	1			
X2 (Influencer Transparency)	0.62**	1		
X3 (State Oversight and Regulation)	0.58**	0.55**	1	
Y (Implementation of Consumers' Right to Truthful and Safe Information)	0.71**	0.68**	0.64**	1

Note: Statistically significant at the $p < 0.01$ level.

These results show that constitutional implementation, influencer transparency, and State oversight are all strongly and positively correlated with the implementation of consumers' right to truthful and safe information.

3. Multiple Regression Analysis. Multiple regression analysis was conducted to determine how the implementation of consumers' right to information (Y) depends on the three independent variables (X1, X2, X3).

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \epsilon$$

Table 4. Regression Analysis

Variable	Standardized Coefficient (β)	t-value	p-value
Constitutional Implementation (X1)	0.42	6.11	0.000
Influencer Transparency (X2)	0.33	5.47	0.000

State Oversight and Regulation (X3)	0.27	4.89	0.001
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These results indicate that the above three factors explain 68% of the implementation of consumers’ right to information. Constitutional implementation was identified as the most influential variable ($\beta = 0.42$).

4. Hypothesis Testing

Table 5. Hypothesis Testing

Hypothesis	Conclusion	Result
H1: Constitutional implementation is related to the implementation of consumers’ right to truthful and safe information	Supported	$p < 0.001$
H2: The higher the level of transparency, the better the implementation of consumers’ right to truthful and safe information	Supported	$p < 0.001$
H3: Weak State oversight increases violations of rights	Supported	$p < 0.01$
H4: Localizing international best practices improves the protection of rights	Partially supported	Based on qualitative analysis

Qualitative Analysis – Thematic Analysis of Interviews: Data from 60 interviews with influencers, marketing professionals, and representatives of State bodies were coded using NVivo, and the following main themes were identified (Braun & Clarke, 2006):

Weaknesses in the legal environment: the results showed that there is no specific regulation governing influencer marketing, the authority of supervisory bodies is unclear, and the resolution period for consumer complaints is lengthy.

Lack of transparency: 70% of participants stated that influencers do not clearly disclose sponsorship and payment information; some content did not indicate that it was advertising and appeared misleading to consumers.

Declining consumer trust: 65% of consumers responded that they do not fully trust information provided by influencers; this decline in trust is associated with false information and unverified products.

Importance of international practice: 80% of participants considered it necessary to localize the transparency regulations of the European Union and Korea in Mongolia.

Case Study Findings: An examination of fifteen cases from Mongolia's digital environment between 2020 and 2025 revealed the following common trends: in 10 cases, influencers failed to disclose sponsorship information transparently; in 6 cases, consumer complaints were filed but not resolved by supervisory bodies; and in 3 cases, the promotion of counterfeit products was substantiated. These findings demonstrate that weak State oversight, lack of transparency, and outdated legal regulation have adversely affected the implementation of consumers' right to truthful and safe information.

Synthesis and Interpretation of Results: When the quantitative and qualitative findings are considered together, the principal conclusions are as follows: although the constitutional principle protecting consumers' right to truthful and safe information is clearly reflected at the legal level, its implementation in the digital environment remains inadequate; transparency in influencer marketing has the most significant effect on the realization of consumers' right to truthful and safe information; and weak State oversight and accountability mechanisms are reducing consumer trust and increasing legal violations. There is therefore a need to localize international best practices, establish transparency standards, and develop a code of ethics for influencers.

V. CONCLUSION AND LIMITATIONS

Conclusion

This study is one of the first comprehensive scientific inquiries into the implementation of consumers' right to truthful and safe information in the influencer marketing environment in Mongolia from the perspective of constitutional principles. The findings demonstrate that the constitutional principle protecting consumers' right to truthful and safe information is not being fully implemented in the digital environment and that legal reform and policy improvement are necessary.

First, the results of the quantitative analysis show that the constitutional principle protecting consumers' right to truthful and safe information, influencer transparency, and the effectiveness of State oversight are all statistically strongly and positively correlated with the implementation of consumers' right to truthful and safe information ($R^2 = 0.68$, $p < 0.001$). This demonstrates that constitutional principles are not merely legal declarations but directly affect the practical guarantee of consumer rights.

Second, the qualitative findings indicate that the influencer marketing environment is characterized by insufficient transparency, widespread false advertising, and declining

consumer trust. The fact that 70% of participants stated that influencers do not clearly disclose sponsorship information confirms the weakness of transparency regulation.

Third, weak State oversight and accountability mechanisms, together with insufficient coherence in the legal environment, negatively affect the implementation of consumers' right to truthful and safe information. Representatives of State institutions participating in the study observed that oversight of influencer marketing is unclear under the current legislative framework, which indicates the need for policy reform.

Fourth, the study shows that localizing international experience—especially the transparency regulations and influencer ethics codes of the European Union, the Republic of Korea, and Japan—offers a realistic opportunity to strengthen the protection of consumers' right to truthful and safe information in Mongolia.

Fifth, at the theoretical level, the study argues that the constitutional principle protecting consumers' right to truthful and safe information should develop in the digital environment as a "principle of dynamic implementation." This requires a comprehensive approach that integrates legal regulation, technological progress, and ethical standards.

Finally, the findings yield the following policy and theoretical conclusions:

- The constitutional principle of consumer rights protection requires special regulation and oversight mechanisms for effective implementation in the digital environment.
- Legally formalizing transparency requirements in influencer marketing and developing a code of ethics would provide a basis for restoring consumer trust.
- Clarifying the powers of State supervisory bodies and the accountability framework would make the implementation of consumers' right to information more effective in practice.
- Through the localization of international best practices, Mongolia has the opportunity to develop a new model for the protection of digital consumer rights.

These conclusions help define a new theoretical approach to implementing constitutional principles under the conditions of the digital economy and contribute to policy reform for the protection of consumer rights.

Limitations

Although the findings are of substantial scientific value, the following limitations should be noted:

1. *Time limitation: The data are based on digital environment conditions between 2020 and 2025; therefore, if rapid technological changes or legal reforms occur, the findings may need to be reassessed.*
2. *Sample limitation: The 260 participants in the study may not fully represent all consumers in Mongolia, and broader-sample research is necessary.*
3. *Data access limitation: Because some influencer content had been deleted or was not publicly accessible, the content analysis may be incomplete.*
4. *Limitation of comparative research: Although international practices were compared, differences in culture and legal systems may limit the direct applicability of those models in Mongolia.*
5. *Researcher subjectivity: Because the qualitative findings depend to some extent on the researcher's interpretations and coding approach, there is a possibility of subjective influence.*

Future Research Directions.

To overcome these limitations and pursue more in-depth study, the following future research directions are proposed: testing the effectiveness of legal regulation of transparency in influencer marketing through experimental design; examining the relationship between consumer trust and the right to information using behavioral economics models; expanding comparative research and developing a regional (Asian) digital model for consumer rights protection; and developing indicators to measure the effectiveness of State supervisory bodies and introducing methodologies for policy evaluation.

Theoretical and Practical Implications.

Theoretical Implications: This study defines a new theoretical framework for implementing the constitutional principle of consumer rights protection in the digital environment and advances the new concept of "implementation of digital constitutional rights." This makes an original contribution at the intersection of constitutional studies, consumer rights theory, and digital law research.

Practical Implications: The findings can be used by policymakers, legislators, supervisory bodies, and marketing professionals to develop concrete measures for protecting consumers' right to truthful and safe information. They also provide a theoretical foundation for developing transparency standards and ethical rules for influencer marketing.

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