Manipulation Tactics Brands Use To Get More Customers

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Abstract

This research paper highlights manipulative marketing. Manipulative marketing is done so smoothly that it never feels like marketing. In this day and age, the marketing strategies are changing so rapidly to adapt to the consumers demands. The purpose of the paper is to study and analyze various manipulative marketing tactics. The other key component of the research paper is to understand consumer behavior. A very important aspect of buying behavior is psychological needs and self esteem which is clearly elucidated by Maslow's hierarchy of needs. Statistical data has been analyzed to give the consumers perspective on manipulative marketing. Another key factor discussed is the marketing term 'puffery'. An overview on manipulative marketing and insights into buying behavior and consumer psychology is briefly touched upon.

Introduction

It is the job of the marketers to persuade us to buy any good or service. Every marketing plan is just. Marketing professionals devised a number of impromptu strategies to influence clients' purchasing decisions, including the use of subliminal messages to manipulate people into buying a certain product from a particular brand (Vartalaap Consulting services, 2020).

Businesses adore using happy feelings to enhance their brand perception. This is why many commercials are just for fun and occasionally don't seem to be trying to sell anything. They're telling a charming tale, so why not watch them repeatedly and share them with friends? The advertisement is so heartfelt, makes you joyful, or is just plain awesome. This is how viral content is created, and it improves consumer perception of the brand. You won't have any bad thoughts about this business since you wouldn't have any if the advertisement had cute puppies or kids in it. What about unfavorable feelings—do businesses employ them in their marketing efforts? No doubt (sales Manago, 2018).

Let's go straight to the digital era. Connectivity and openness are both made possible by the digital age. Social customer communities are evolving to mirror these ideas and are becoming more open and inclusive as a result. People in these areas don't hesitate to discuss businesses, goods, or related services on social media sites. In essence, this means that businesses can no longer handle irate clients on an individual basis. Furthermore, social networks impact potential customers more than conventional advertising does. Customers are peer-driven and want to fit in with other people. They put more faith in friends', family's, and online reviews than they do in commercials from businesses (Tiautrakul, 2022).

Nike makes me think of BP in the 1990s and its award-winning "green" Beyond Petroleum marketing campaign, which was launched at a time when BP was actively exiting environmentally friendly projects. Brands think they can make you believe that black is green by using the appropriate marketing strategy.Because of this, the majority of corporate websites are a foul brew of false smileys and content. The branders reason that if phony assurances and fantastical realities are effective outside, they must also be effective online. Not exactly. Yes, branding like this still has a lot of power online (McGovern, 2018).

The marketing plan is manipulative if it aims to discourage what the marketer believes to be the target audience's natural decision-making process, either by deception or by taking advantage of vulnerability in that process. This research paper will cover several tactics used by brands (Olford, 2018).

Review of Literature

Branding and advertising of foods and drinks on television influences young children's taste perceptions. The findings show that regulation of branding of food and drinks is very necessary in this day and age. The branding and advertising of food and beverages changed the perception of the meal they eat. This study also suggests that the branding of foods and beverages could be used to promote and encourage healthy eating habits among children (Robinson et al., 2007).

The authors of this research report describe neuro marketing. While offering marketing professionals more ways to popularise a brand, neuro marketing also has the ability to fundamentally alter how people perceive the current dynamics between businesses and customers. In order to fulfill consumers' aspirations, the article was created to draw the attention of scholars in this field and beyond to the possibilities of closing the gaps between consumers' subconscious and their behavior. Therefore, it was demonstrated how researchers can learn why customers choose one brand over another by observing their sensory, cognitive, and emotional responses to stimuli associated with a product or an advertisement (L.Dragolea & D.cortilea, 2011).

The authors draw attention to the negative effects of digitally altered photos of models on general health. The widespread use of digital editing in the fashion, cosmetics, and other consumer industries encourages unrealistic beauty standards that are detrimental to the general public's health. Exposure to deceptive beauty imagery is specifically connected to higher levels of body dissatisfaction, a worsened mood, worse levels of self-esteem, and a higher likelihood of engaging in disordered eating practices. In addition, there is an urgent need to address environmental risk factors and to scale up preventative efforts by tightening regulations on digitally manipulated advertising images given the social, psychological, medical, and financial burden of eating disorders (Mc.Bride et al., 2011).

Fast-food companies frequently utilize manipulative phrase types to sway audiences with their message and urge customers to buy their products. The effectiveness of manipulative techniques has improved through time; they are now much more subtle to notice while the persuasive message is much more potent (Oros, 2022).

The writers of this paper discuss Pepsi's deceptive marketing tactics. The Pepsi Challenge was a daring and clever marketing initiative initiated by Pepsi in 1976. Customers were asked to rate the flavors of two drinks in a series of trials (Pepsi and Coca-Cola). The majority of participants (57%) chose Pepsi, while 43% selected Coca-Cola, even though they were unaware of the names of the two drinks. Despite the fact that these statistics were heavily utilized to enhance sales, they had no real impact on the company's market share growth. The ratio

was reversed when they were aware of what they were drinking, and 75% of the subjects chose Coca-Cola. The parts of the brain that responded were those involved in reasoning and memory (DANCIU et al., 2020).

Research methodology

Secondary data has been used for this study. Secondary data refers to the data that has been studied, analyzed and interpreted by someone else. The data used to study and examine the manipulation techniques used by brands has been sourced from various resources which include websites, articles, newspaper articles, existing research papers, primary research, consultancy reports made by taking various surveys and future predictions seen in the marketing trends. This paper specifically focuses on analyzing and understanding the various manipulation techniques that various brands used. In the research papers that have been referred , modern retargeting to carry out manipulative marketing globally is highlighted. It also showcases a brand's impact on shaping our perspectives on the product and consumer behavior as a whole.

Analysis and discussion
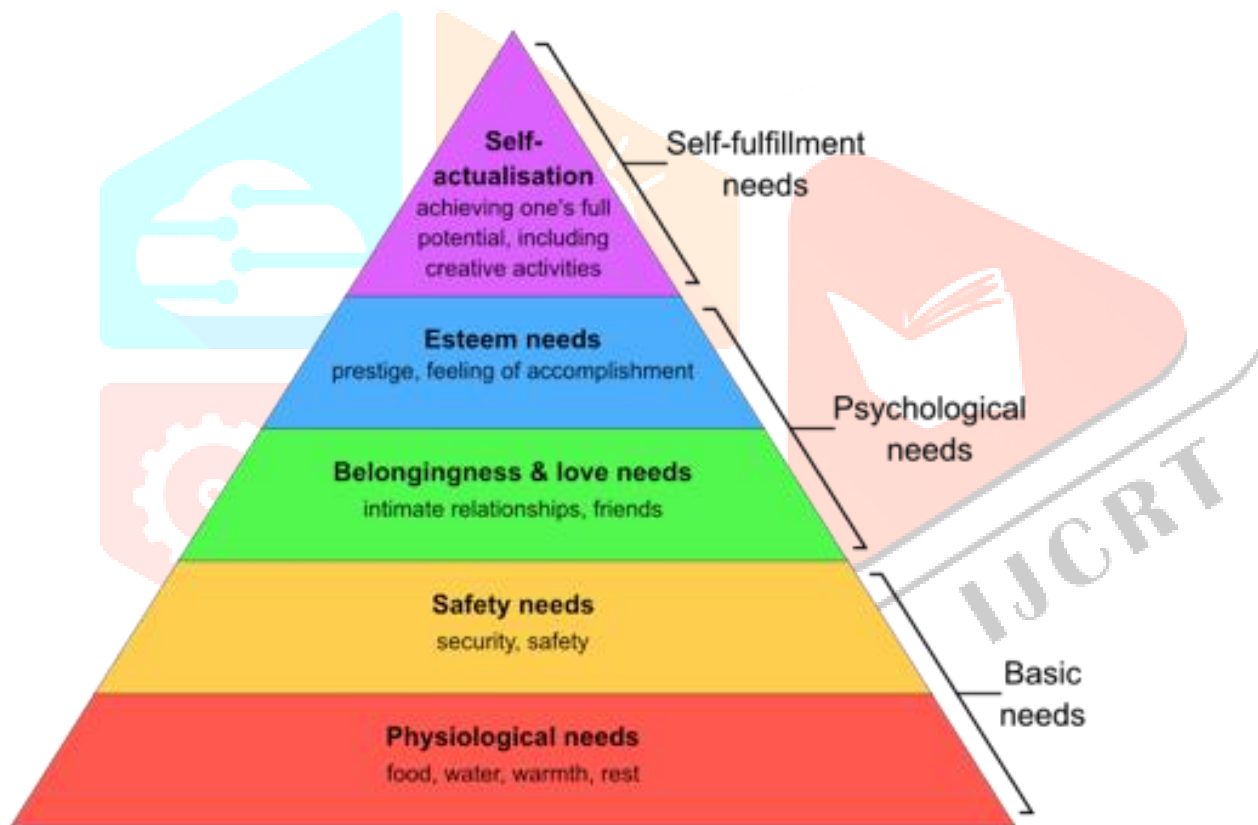
Nowadays, the tactic of using psychological needs and self esteem to manipulate customers is being used. According to Maslow's hierarchy of needs which explains the theory of human motivation, psychological and self fulfillment differ from person to person. Brands use techniques like forming exclusive groups and strategic messaging to look after the psychological needs of the customers (Hite, 2018).

Advertising, publications, and posters frequently employ manipulative strategies based on psychological needs and self-esteem. For instance, have a look at the models from the magazines. Customers experience a problem with their self-esteem as a result, and some are driven to great measures to meet standards that are demeaning to themselves. These strategies are successful at increasing sales and attracting new clients, but they may put young girls under pressure to conform to unrealistic body ideals. In India, this technique was applied when selling fairness creams (Hite, 2018).
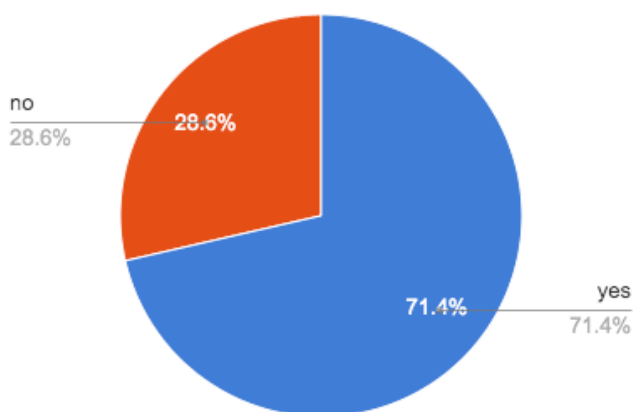
A research conducted on how many people realized that the marketing and offers for the products bought and services availed were manipulative. 71.4% of customers came across various tactics that were being used by brands for greater customer retention.

In the research paper on manipulative marketing conducted by International journal of creative research thoughts, various tactics people came across were described. People discovered that whenever they visit a mall outlet , a board with 50% off is put up and below the brands write, " on minimum two purchases. Product placing – customers noticed that products in the supermarket are placed in the same way in every store. This is done very strategically to generate more customers for the store. Things like eggs, pulses or other regular stuff are always kept at the end of the store because companies want people to go through their whole variety of products and in the meantime persuade customers to buy what they don't need. A survey on the type of products with manipulative offers and marketing was conducted by a group of people which was published in the international journal of creative research thoughts. The research revealed that most of the consumers feel that electronic companies manipulate the buying decisions of consumers followed by Apparels, FMCG, services and automobile sector respectively (DANCIU et al., 2020).

A fundamental element utilized in manipulative advertising is called puffery, according to a study on manipulative marketing and customer behavior that was published in The Journal of Tianjin University of Science and Technology. Puffery is the practice of repeating a message in an advertisement and connecting it to other messages. Businesses frequently use puffery to inflate or elevate the perception of their goods. It is frequently employed in sales promotion and advertising strategies. The majority of businesses rely on marketing hype to increase consumer demand for a product. It is employed to influence a customer's decision and raise their standards for a product (Rangaswamy et al., 2021).

Conclusion

We have understood that manipulative marketing deals with the tactics and strategies used by marketers that prey on human cognitive, social and memory based biases ultimately influencing consumer behavior in their favor. In this day and age marketing manipulation is inevitable. The best part about this kind of marketing is how a marketer chooses to go about it. What makes manipulation excellent or bad is the 'intentions'. Our intent to create something precious and helpful for the development of society determines whether we are using manipulation for good or bad. The important aspect of marketing is to be relevant, be omnipresent and be intimate. Through the various surveys conducted from the consumers perspective, it is evident that in this day and age, critical consumers demand transparency and accountability from their favorite brands.

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