

MANIPULATION TACTICS AND CONSUMER BEHAVIOUR: CREATING A DESIRE TO PURCHASE

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Abstract

The purpose of study was conducted on manipulation tactics are the techniques used by marketers to influence consumers to change their perception towards a product and thereby create a desire in them to purchase it. With the new technological era, a lot of new methods to manipulate track and control a consumer's choice and behaviour in the product purchase decision is available. The study involved with the manipulation tactics used in marketing to influence the consumers and how these consumers are being involved are considered. As a primary focus of marketing, companies are interested in using manipulation techniques as a key to create a desire in consumers to purchase. Manipulation tactics differ a lot, and different manipulative tactics are used on other persons. Consumer behaviour differs within groups and a complete understanding of consumer behaviour is important for marketers to play with their minds. The study also presented consumer buying behaviour and the consumer purchase decision process. Behaviour is the dependent factor, with a lot of independent factors, similar to time, freedom level within a purchase choice, price value, individual personal tastes etc. influencing it. Independent factors or variables can be influenced or manipulated. The study also involves the boomerang effect, which is the opposite that will happen when manipulation tactics are used in the wrong place, and it strongly depends on the limitation of a person's freedom.

Key words - Manipulation tactics, Perception, Persuasion, Ethical and Unethical marketing, Boomerang effect, Cognitive dissonance, marketing strategy, Consumer behaviour and Consumer decision making process.

1 INTRODUCTION

Consumer behaviour is viewed as how the individuals make purchase decisions that vary over time depending on the nature of products or product brands. Not all customers act in the same way while making a decision, which reflects in the buying behaviour strategy. Consumer behaviour variations can be due to lifestyle and attributes like loyalty, product support, customer service etc. It is also concerned with all persons involved in the decision making, either directly or indirectly, in making purchasing decisions, including influencers of the brand and

opinion leaders. Manipulation is a way by which environments are altered to correspond to the characteristics of each individual. Manipulation tactics are the techniques used by marketers to influence consumers to change their perception of a product and thereby create a desire to purchase it. Manipulation may seem benign or even friendly, as if the person has the deepest concern in mind, but the reality is to achieve an underlying motive. It is veiled hostility, and when abusive methods are used, the objective is merely power. The individual may not realise that he/she is unconsciously intimidated. Manipulating consumers have a lot to do with how to promote your product. Publicity/advertising are the main tools to show your product to the public.

2. CONCEPTS

2.1 Role of the marketer in persuasion

Persuasion is changing a person's perception or mindset, or belief towards a product which can be done by the marketers effectively, and on the other hand, it is also a difficult task. For this, the marketers influence the customers and convert the customer's beliefs so that they buy the product. Marketers create a desire in the people. Persuasion skills are essential for sales and marketing professionals as they are paid to interact with potential customers and motivate them to invest in the organisation's products and services. Creating a desire in people is also tricky in reality.

2.2 Subliminal Advertising

Advertisements can be used as a form of manipulating. Subliminal messages are visual or auditory stimuli that the conscious mind cannot perceive easily and are included in other media such as TV commercials. This type of messaging can be used to strengthen the persuasiveness of advertisements or to convey a different message totally. Valid subliminal messages cannot be observed or discovered by the conscious mind, even if one is actively looking for them. Here the autonomy of consumers is described as the possibility of making a decision. Desire is created without the consumer's knowledge. Subliminal suggestions are a form of doing so.

2.3 Puffery

Another form of advertisement that is believed to manipulate a consumer's choice is the repetition of the message and linking this message to individual images, which is so-called as puffery. Puffery which is used as a key factor for manipulative advertising has its main aim of attracting consumers to a particular product and creating a desire in them to buy. It is commonly used in connection with the advertising and promotional sales techniques. Puffery is often employed by the business to "puff up" or rise up the image of their product. Generally, a firm or seller cannot be held liable for misrepresentation if they issue a statement that amounts to mere puffery or "puffing."

2.4 Manipulation and Persuasion

Manipulation, a form of unethical sales behaviour reflected from most of the organisations, which unfairly reduces or eliminates a buyer's ability or opportunity to make a choice. Persuasion is a skill or method that may influence a buyer's decision, but the conclusion remains with the buyers. The difference between persuasion and manipulation lies in the intent behind the desire to persuade that person. It would include truthfulness and transparency of the process along with the net benefit or impact on that person.

2.5 Ethical and Unethical marketing

Ethics can be defined as a collection of principles of right conduct that shape the decisions people or organisations make. Practising ethics in marketing means applying standards of fairness, or moral rights and wrongs, to the marketing decision-making process, behaviour, and practice in the organisation. Ethical marketing is less based on marketing strategy and more of a philosophy that informs all marketing efforts. It seeks to promote right behaviour, honesty, fairness, and responsibility in all advertising. Unethical marketing practice is a widely used tendency by marketers. It includes intentionally evoking rage or sadness to manipulate consumer decisions, using fear tactics, targeting disadvantaged people or tricking customers into buying a product or service.

2.6 The Boomerang Effect

The boomerang effect is the phenomenon when a policy designed to prevent an occasion stimulates the happening of this occasion. People get strongly suggested to do something or must do something, and this is where the psychological events happen that cause the opposite to take place. Buying behaviour is influenced by freedom, and when space is violated, different behaviour starts to arise. People can become stubborn and do the opposite. The shrinkage of freedom turns into a natural process of retaking this freedom. Although the actions it takes to regain this freedom are not always best for a person, they change the way of thinking in a way that cognitive dissonance accrue.

2.7 Cognitive Dissonance

The boomerang effect happens when a new idea, application, punishment or monetary policy is introduced. The new application changes the way consumers feel and bring them in a state of unease. The boomerang effect behaviour can be explained by the cognitive dissonance theory, which tells us how people react in a state of unease. Cognitive dissonance has the behaviour of an immediate effect of causing feelings of discomfort and unease. Often, the resolution is irrational. Marketing strategies that carry out cognitive dissonance can be effective, although only within its certain limits. Strategies of cognitive dissonance in marketing only work within limits. The dissonance that exists in consumers' minds is created by conflicting social commentary or opposing recommendations. When marketers get a complete understanding of the logistics of cognitive dissonance, it can be used as a tool for an effective marketing strategy. Therefore, the following questions is developed is it necessary for a marketer to use manipulation techniques to market a

product and create a purchase desire in consumers.

2.8 Need for the Study

There is a lot of information on consumer's behaviour available. With the new technological era, a lot of new ways to manipulate and track a consumer's choice behaviour is available. Within this research paper, the tactics used in marketing to manipulate/influence consumers are looked into and questioned. Do they create an optimal level of desire and work better than other tactics? It is of interest by companies trying to manipulate the consumer as a main focus of marketing. Finding an optimal strategy or more than one strategy is always relevant to marketers. Learning about these tactics might also be interesting for consumers. With this study, different manipulation techniques used can be analyzed and the consumers can learn whether or not they have chosen the best product or are being manipulated into buying that product.

2.9 Objective of the Study

The study developed the following objectives for the study,

- To know the consumer desire and how it is created.
- To analyse commonly used manipulation tactics and the effects of them on the consumer's purchase decision.
- To understand consumer behaviour and consumer decision-making process.
- To elucidate the boomerang effects and how to prevent it.

3. LITERATURE REVIEW

The objective of this literature review is to analyse and study the different manipulation tactics that marketers use and how consumers are being influenced in undergoing the purchase decision. By reviewing various studies, a broader understanding of the ways in which consumer manipulation tactics are applied and how a desire is created is carried out.

3.1 Manipulation Tactics and Consumer Behavior Study

In their consumer research, [1]analyzed the reasons for the consumer's decision-making process with using models, which help organizations to improve their marketing strategies to convince the customers more effectively. Market models assume that the consumer's purchase decision process consists of various steps through which the buyer passes in purchasing a product or service. However, this might not be the case. Every consumer does not need to pass through all these stages when deciding to purchase, and some of the stages can be skipped, depending on the type of purchases.[2]conducted a study on the factors of subliminal advertising and its influence on consumer buying behavior. Twenty respondents were selected

randomly for this research. Research being exploratory in nature, the qualitative research approach was adopted wherein the concept of thematic analysis was applied in order to interpret the responses of individuals into the themes which best reflects their thoughts and imagination. As there are different factors and stimuli which impacts the way each individual interprets the message embedded in a subliminal advertisement is while some respondents appreciated this kind of advertising and some did not want to use the product again. People care about how they are seen. Lifestyle advertisement, as also discussed, plays a big part. Consumers of these luxury brands to show off to what lifestyle they belong or admire to belong to. A luxury lifestyle, that some brands are committed to should increase a consumer's willingness-to-pay for the products. The amount to which a brand can upper there prices has got to do with what audience they want to sell to and if they're going to be the most luxe brand or a mediocre one [3].

Price perception is one of the significant determinants in consumer purchasing decisions, and various pricing tactics have been developed by both manufacturers and retailers to create more favourable price perceptions from consumers. Two tactics such as temporal reframing of prices (TRP) and measure-based unit pricing (UP) were used and can improve consumers' price perceptions and purchase intentions without changing the level of retail price and quality[4]. Sellers often make claims about product strengths without providing evidence. Puffery pulls in some buyers who value product attributes that are talked up or emphasized while pushing away other buyers who infer that the attributes, they value are relative weaknesses. When the initial probability of making a sale is low, there are more potential buyers to pull in than to push away, so puffery is persuasive overall. This persuasiveness requires that buyers have some privacy about their preferences so that the seller does not completely pander to them[5]. A study done by [6] shows how the companies use the stimuli, the techniques and the mechanisms of advertising to manipulate the consumers and also advances some suggestions about the diminishing of the manipulative practices. The author also identified stimulus of manipulative advertising. A first stimulus consists in the good knowledge of consumer s purchasing behaviour and the capability of the company to influence it. Another strong stimulus base on the consumer manipulation through advertising technique is the capability and the extent of alteration of the process of advertising which aims to persuade the consumer and their purchase behaviour.[7]in their journal, underlined the major classic contour behaviour models in relation to managerial decision-making in marketing practice. Marketing is the performance of business activities that direct the flow of goods and services from the producers to consumers or users to satisfy customers and accomplish the firm's objectives. The formulation and adoption of significant classic and contemporary models in consumer and organizational behaviour for managerial decision- making in marketing practice is justified on the need to ensure knowledge of consumers for effective and

efficient service delivery.[8]also in their research paper, gave evidence of how consumers are being manipulated through advertising. The research highlights the main conclusions drawn as a result of quantitative marketing research on the adult population from Brasov, a city in Romania to identify the attitudes and suggestions of consumers from Brasov regarding the manipulation techniques used by commercial practices and advertising technique. The results of the research study have clearly shown that 82% of the respondents buy products in promotional offers given by the marketers and 18% choose not to buy these products and 61% of the respondents consider that they have not been manipulated by marketers not even once. [9]conducted a study by incorporating the core brand image, brand attitude and brand relationship with environmental consequences to testify the impact on the consumer purchase intentions and desires. They came up with the fact that either customer want to attach themselves with brand only or they also keep into account the corporate social responsibility index as well. Results from this study show that the core brand image and brand attitude have a positive impact, whereas environmental consequences have a negative impact on the purchasing intention of customers. Another study by [10]highlighted the impact of Integrated Marketing Communication (IMC) on Consumer Behaviour and its effects on Consumer Decision. This paper talks about some aspects regarding the effects of IMC on consumer behaviour materialized in the consumer decision-making process model. It argued that IMC is one of the most controversial areas of research, the concept marking constant progress from the simple coordinating of promotional tools to a complex strategic process. According to the research study, IMC works specifically through all the four classic elements of the marketing mix: product, price, placement and marketing communications.

3.2 Study Hypotheses

The research question defined in the study is as follows: "Is it necessary for a marketer to use manipulation techniques to market a product and create a purchase desire in consumers". The following research hypotheses are studied in this research.

Null Hypothesis (H₀): There is no relationship between gender and marketers using manipulation tactics as a social influence that aims to create a desire to purchase.

Null Hypothesis (H₀): There is no relationship between age group and the opinion of marketers using manipulation tactics to sell the products and gain consumer's trust.

3.3 Research Gap

Manipulation in organisations is a type of social action that aims to influence the perception of consumer behaviour. Whether this is achieved through deceptive or aggressive tactic methods is a different story. These tactics only estimate a brand's image over time. In addition, there's little proof to suggest that these

tactics provoke action in consumers in their purchases, despite their widespread usage. Without deceptive or aggressive tactics used, manipulation in marketing that focuses on value for the customer can be a useful strategy for long-term, sustainable business growth and success of the company. The gap in this research is identified and fulfilled by its primary focus which is to understand the various manipulation tactics used in the marketing to influence the consumers who are involved and its boomerang effect of this manipulation tactics. By considering the customer's requirements and desires, nurturing trusting relationships and weighing the long-term and short-term motivations and their impact on the consumers, businesses can use various manipulation tactics to influence their customers and deliver exceptional value to the customer base.

4. METHODOLOGY

Research is a method of finding solutions to a scientific or social problem through objective and systematic analysis. The primary focus of this research is to understand the manipulation tactics used in the marketing to influence the consumers and how these consumers are being involved. To understand the underlying principles and effects, literature and journals of similar topics were referred to and researched. To gather and analyse data, a structured questionnaire was formulated. This research uses both quantitative and qualitative methods to understand the relation and influence of various variables. This research pursued through both exploratory and descriptive study. This is because the exploratory research forms the basis for descriptive research and the knowledge acquired through exploratory research is used to select the respondents and to frame questions for the survey analysis. Exploratory research provides the hypothesis, and descriptive research is conducted to prove the hypothesis.

4.1 Data collection

Primary data is information that is collected originally by the researcher first-hand for a specific research purpose or project. Primary data is collected by a researcher from available first-hand resources, using methods like surveys, interviews, or experiments for the research purposes. For this research paper, the primary source that is used is a structured questionnaire to analyse and gather data from Dubai customers of UAE and forms the basis for data collection. For this research, Non-Probability sampling technique is employed. The type of probability sampling used is convenience sampling. The sample size used for this study was 174 respondents from Dubai customers of UAE. The respondents ranged from various areas and were widely spread across different age groups and diversities. Thus, covering a wide range of demographic that actively shows different purchase behaviour and the influence of manipulation tactics used by the marketers are taken into account.

4.2 Data collection instrument and Statistical tools used

The primary tool used to gather the data for the research was through the use of the questionnaire. This was generated using Google forms through online and personal interviews. The questions were focused on the consumer buying behaviour and the influence of manipulation tactics that create a purchase desire. The sample size considered for this research is 174 respondents. The questions are a combination of open-ended questions, Likert scale, demographic questions, closed-ended questions and multiple-choice questions. The sampling technique employed is that of convenient sampling. Once the data was collected, the results were then evaluated & further analyzed through statistical analysis software used was SPSS (Statistical Package for Social sciences). The statistical tests include Frequency Distribution of the Data Collected, Correlation Analysis and Chi-Square Test. The results & its interpretation are explained in detail below.

5. Results

5.1 Frequency distribution & survey response analysis

This section of the research indicates the frequency distribution for the questions and the responses received from 174 participants.

TABLE 1

DEMOGRAPHIC VARIABLES

Demographic variables		No Respondents	of Percentage
Gender	Female	89	51.1
	Male	85	48.9
	Total	174	100
Age	20-30	63	36.2
	31-40	52	29.9
	41-50	48	27.6
	50-60	11	6.3
	Total	174	100
Employment status	Unemployed	10	5.7
	Homemaker	4	2.3
	Student	16	9.2
	Working Professional	144	82.8
	Total	174	100

From Table 1, it is inferred that out of the 174 respondents, 89 were female and 85 were male. This highlights that 51.1 % of the respondents were women of

different age groups, and 48.9% of the respondents were male of varying age groups. The highest percentage of respondents is in the age group of 20-30 range and 36.2%. This is then followed by 29.9% of respondents, who are under the age group of 30-40 range. This indicates that the respondents are having a high purchasing power and are well experienced with life. As the majority are working professionals, they might have the knowledge of how the marketers are currently using different tactics for marketing, and some of them may be working in the marketing field as well. This means that their experience may reflect in the pattern of options they choose in the survey.

TABLE 2
MEDIA PLATFORMS FREQUENCY

Media Platforms	No of Respondents	Percent age
Social media	19	10.9
Social media, radio	2	1.1
Television	14	8
Television, others	1	0.6
Television, print media (newspaper, magazines etc..)	1	0.6
Television, print media (newspaper, magazines etc..), others	1	0.6
Television, radio	3	1.7
Television, social media	102	58.6
Television, social media, others	3	1.7
Television, social media, print media (newspaper, magazines etc..)	22	12.6
Television, social media, radio	2	1.1
Television, social media, radio, print media (newspaper, magazines etc..)	2	1.1
Others	2	1.1
Total	174	100

Table 2 presents the various measure the media platforms that consumers use

frequently or regularly from a total of 174 respondents, it can be seen that one or more platforms are being chosen. In those combinations of responses, it be seen that 102 respondents have chosen television and social media, which accounts for about 83.3%. Other media platforms are also chosen according to the lifestyle and interest of respondents and in that the next highest count is for television, social media, print media (newspaper, magazines etc..) category which is 22 in number and accounts for a percentage amount of 12.6%. Therefore, it could be seen that almost majority of the respondents have chosen television and social media and we can say that advertisements and publicity can be the significant manipulation tactics that marketers use through these media to market the products.

TABLE 3
MEDIA PLATFORMS INFLUENCE ON PURCHASE DECISION

Media Platforms influence on Consumer's Purchase	No of Respondents	Percentage
Maybe	1	0.6
Yes	173	99.4
Total	174	100

Table 3 represents the count to know whether consumers think that marketers make use of the platforms that are mentioned in the previous question, to influence their purchase decisions. We can find that 173 responses agree that marketers are using these platforms and it accounts for 99.4% and only one respondent responded "maybe" option which still can be considered as a sign of agreeing to the above statement. From this analysis, it is evident that consumers already have the thorough knowledge which came out from their purchasing experiences that marketers are using their techniques which they express through different media platforms to attract the consumers.

TABLE 4

CONSUMER'S OPINION TOWARDS MANIPULATION TACTICS OR TECHNIQUES

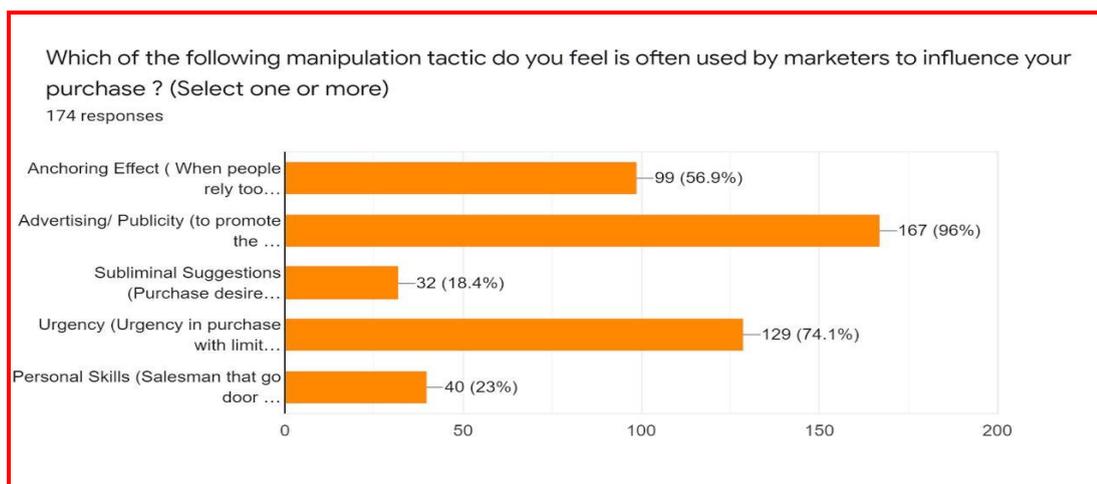
Manipulation Tactics or Techniques as a Social influence on a desire to Purchase	No of Respondents	Percentage
Strongly Agree	127	73
Agree	41	23.6
Neutral	3	1.7
Disagree	0	0
Strongly Disagree	3	1.7
Total	174	100
Opinion of Marketers using Manipulation Tactics	No of Respondents	Percentage
Ethical	138	79.3
Neutral	14	8
Unethical	22	12.6
Total	174	100
The Necessity of Marketers to use Manipulation Tactics	No of Respondents	Percentage
Ethical manipulation can positively impact	33	19
Manipulation is a deceptive tactic marketer employ to accomplish their own ends	3	1.7
Manipulation tactics are unethical	7	4
Manipulation tactics works if marketers intention is to use in the right place	131	75.3
Total	174	100

From Table 4 and data gathered from the 174 respondents, it can be observed that most of the respondents strongly agree that the marketers use manipulation tactics as a social influence that aims to create a desire to purchase, and it corresponds to a count of 127 (73%). The respondents who chose “agree” account for 23.6% and those for “strongly disagree” as well as “neutral” account for only 1.7%. Thus, a majority agrees that the above statement is applicable in their purchase decisions. The graphical illustration is

given below for reference. From the above data collected from the survey, out of the 174 respondents 138 respondents (79.3%) has an opinion that the marketers using manipulation tactics to sell their products are ethical which is a strong count. Twenty-two respondents (12.6%) disagree with this statement and has an opinion that marketers are using unethical methods to sell their products. Only 14 respondents (8%) responded neutrally, which may imply that manipulation tactics are ethical when used for a good intention. Therefore, from this analysis, it can be understood that that marketers use manipulation tactics in their selling behaviour which majority of consumers responds and find it useful for their purchase decisions. The above table shows the necessity of marketers to use manipulation tactics to market a product and create a purchase desire. Out of 174 respondents, 131 respondents (75.3%) supported the fact that manipulation tactics works and can be used if the marketer's intention is to use in the right place. From this response count, it is evident that consumers accept manipulation tactics that the marketers use, but it should positively affect the consumer's purchase behaviour.

FIGURE 1

MANIPULATION TACTIC USED BY MARKETERS TO INFLUENCES THE PURCHASE



The above Figure 1 shows the list of common manipulation tactics or methods that the marketers use to influence consumer's purchase decision. The respondents were allowed to choose one or more tactics that they feel relevant from their experience. On considering this, out of 174 respondents, 167 (96%) responses are for advertising /publicity method which they feel marketers are making the best use of. From a previous survey question, it is also evident that advertising is one of the leading social influence consumers come across in their purchase decision. We can also see that urgency has 129 responses

(74.1%) which consumers get attracted say, for example, when some discount sales happen, people have more tendency to buy the products. Then it is followed by personal skills (23%) and subliminal suggestions (18.4%).

TABLE 5

PURCHASE DESIRE TO BUY ANY OF THE PRODUCTS YOU PREVIOUSLY PURCHASED

Purchase desire to buy any of the Products you previously purchased	No of Respondents	Percentage
No	2	1.1
Yes	172	98.9
Total	174	100

The above Table 5 shows whether respondents agree to the fact that the manipulation tactics that they think marketers are making use of were a factor which influenced their previous purchases. Here we can see from the responses that, out of 174 respondents 172 (98.9%) agreed that their purchase desire to buy the products previously were based on the selected manipulation tactics and only two responses were against this statement. This is clear evidence of how these manipulation tactics are becoming a part of the consumer's purchase behaviour. This can be taken as a strong point of consumer buying behaviour.

Table 6 shows how deeply consumers acquired the knowledge of how they are influenced by manipulation tactics used by the marketers. It can be observed that out of 174 respondents 152 (87.4%) gave a positive sign that they will again buy the product even if they realised that they were actually manipulated wherein the product is useful. 16 (9.2%) among the respondents said that they may or may not buy the product and 6 (3.4%) of them responded that they will not buy the product which supports the fact that manipulation tactics used by the marketers are unethical and this shows different consumer buying behaviour. When considering such situation, respondents response was studied using the question "When you see a T-shirt that costs 600 AED, then see a second one that costs 100 AED, you are prone to see the second shirt as cheap. Whereas if you had seen the second shirt priced at 100 AED first, you would probably not viewed it as cheap". The response analysis is presented in Table 7.

TABLE 6

FUTURE PURCHASE DECISION STATUS AFTER REALISING THAT MANIPULATED BY THE MARKETERS AFTER PURCHASING A PRODUCT

Future purchase decision after realizing that manipulated by the marketers after purchasing a product	No of Respondents	Percentage
Maybe	16	9.2
No	6	3.4
Yes	152	87.4
Total	174	100

TABLE 7

SITUATION RESPONSE

Situation Response	No of Respondents	Percentage
Agree	28	16.1
Disagree	11	6.3
Neutral	6	3.4
Strongly Agree	124	71.3
Strongly Disagree	5	2.9
Total	174	100

The Table 7 shows the responses from 174 respondents who have given a situation which is in regards to the anchoring effect. It is observed that 124 respondents (71.3%) strongly agree that the given situation has happened to them whenever they have undergone such kind of pricing criteria. Twenty-eight responses agreed, and six responses is in an opinion that this mentality may or may not happen, and they were neutral. Eleven respondents disagreed, and only five responses are strongly agreed. From the overall result, we can come into a conclusion that most of the respondents have faced this situation and has shown positive to anchoring effect. And 33 respondents (19%) agreed that manipulation has a positive impact. Only seven responses responded that manipulation is unethical, and three respondents reacted that manipulation tactics are deceptive.

TABLE 8
NEGATIVE EXPERIENCE INFLUENCES ON PURCHASE DECISION

Negative Experience influences on Purchase Decision	No Respondents	Percentage
No	28	16.1
Yes	146	83.9
Total	174	100

From the above Table 8, we can observe that majority of the respondents – 146 respondents (83.9%) have faced a negative experience while making a purchase decision due to manipulative marketing. This shows that they may have experienced issues with product quality or right product selection or it can be a problem with the customer service. Sometimes advertisements can be a tool that these consumers look upon and thereby moving into an immediate purchase decision which got easily attracted and influenced without being thinking whether the product suits them. Whereas only 28 respondents (16.1%) said that they have only experienced a positive situation while making a purchase desire and they have taken these manipulation tactics in a way that turns out to be useful for their purchase decision or desire.

5.2 Correlation Analysis

Correlation analysis is a statistical method used to evaluate and analyse the strength of the relationship between two variables. A high correlation signifies that two or more variables have a strong relationship with each other, while a weak correlation represents that the variables are hardly related.

Test 1

Variable 1 : Is it necessary for a marketer to use manipulation techniques to market a product and create a purchase desire in consumers

Variable 2 : Marketers use manipulation tactics as a social influence that aims to create a desire to purchase.

Correlations			
	To use manipulation techniques to market a product and create a purchase desire in consumers		As a social influence
Manipulation techniques to market a product and create a purchase desire in consumers	Pearson Correlation	1	.342**
	Sig. (2-tailed)		0
	N	174	174
As a social influence	Pearson Correlation	.342**	1
	Sig. (2-tailed)	0	
	N	174	174
**. Correlation is significant at the 0.01 level (2-tailed).			

Here, it can be seen that the correlation coefficient between the two variables is 0.342. Also, the level of significance is at 0.000, which is very high. This means that the two variables have a fairly positive relationship with each other.

Test 2

Variable 1 : Is it necessary for a marketer to use manipulation techniques to market a product and create a purchase desire in consumers ?

Variable 2 : Marketers use manipulation tactics as a media platform that aims to create a desire to purchase.

Correlations			
	Manipulation techniques to market a product and create a purchase desire in consumers		Media platforms
Manipulation techniques to market a product and create a purchase desire in consumers	Pearson Correlation	1	.324**
	Sig. (2-tailed)		0
	N	174	174
Media platforms	Pearson Correlation	.324**	1
	Sig. (2-tailed)	0	
	N	174	174
**. Correlation is significant at the 0.01 level (2-tailed).			

Here, it can be seen that the correlation coefficient between the two variables is 0.324. A comparison is made in the relationship between the necessity of marketers to use manipulation tactics and the frequently used media platforms by the consumers. Also, the level of significance is at 0.000, which is very high. This means that the two variables have a fairly positive relationship with each other.

5.3 Chi – Square Test

The chi-square test is a statistical test that is used to determine whether observed frequencies are significantly different from expected frequencies. The chi-square test can be used to determine whether the observed frequencies are significantly different from expected frequencies.

This test is done to check:

1. Is there gender bias when it comes to marketers using manipulation tactics as a social influence that aims to create a desire to purchase?
2. Does the age group of consumers reflect their opinion of marketers using manipulation tactics to sell the products and gain consumer's trust?

Test 1

Null hypothesis: There is no relationship between gender and marketers using manipulation tactics as a social influence that aims to create a desire to purchase.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi- Square	3.338 ^a	2	0.342
Likelihood Ratio	4.502	2	0.212
N of Valid Cases	174		

The value of the test statistic is 3.338, and the corresponding p value is 0.342. Since the p value is greater than our chosen significance level (0.05), we do not reject the null hypothesis. Rather, we conclude that there is not enough evidence to suggest an association between the gender and marketers using manipulation tactics as social evidence. This is the conclusion that can be

obtained from the chi-square test analysis.

Test 2

Null hypothesis: There is no relationship between age group and the opinion of marketers using manipulation tactics to sell the products and gain consumer's trust.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.367 ^a	6	0.306
Likelihood Ratio	1.927	6	0.382
N of Valid Cases	174		

The value of the test statistic is 2.367 and the corresponding p value is 0.306. Since the p value is greater than our chosen significance level (0.05), we do not reject the null hypothesis. Rather, we conclude that there is not enough evidence to suggest that the age group of consumers reflect their opinion of marketers using manipulation tactics to sell the products and gain consumer's trust. Therefore, null hypothesis is accepted.

6. DISCUSSION

The primary focus of this research was to understand the manipulation tactics used in the marketing to influence the consumers and how a purchase desire was created by the consumers due to this influence and also its impact on their final purchase decision. The primary tool used to gather the data needed for the research was through the use of the questionnaire, and the survey results were analysed based on 174 respondents. The statistical analysis software used was SPSS (Statistical Package for Social sciences) Version 22. This research study, along with the pieces of evidence from the literature reviews, had given a clear indication that manipulation tactics have a significant influence on consumers in their purchase scenario. Different manipulation tactics used by marketers, consumer behaviour, consumer purchase desire creation, literature reviews, analysis and interpretations and the survey questionnaire of 174 respondents were taken into account, leading to specific research findings.

The first thing that needs to happen before a consumer starts the purchase process is the creation of desire. Desire can be created in different ways and under different views. The views can be different from one another but can also

be a complement to each other. A lot of manipulation tactics came along. Unfortunately, or fortunately, there is no optimal manipulation tactic that works under all circumstances. All discussed manipulation tactics could work and work optimal in the right place. Often, it is seen that more than one manipulation tactic is used by a company. This is possible since they all inquire a different form of desire. Branding can easily be combined with pricing strategies or subliminal suggestions. These manipulation tactics are differentiated by the fact that they can work on the conscious or unconscious mind.

Although the manipulation tactics all work in the right place, they should never be overdone or be used in the wrong place. The boomerang effect teaches us how the consumer will react, which results in the opposite of the requested results. From the survey, we learned that manipulation tactics do work. Although the results are based on only 174 respondents, each of surveys completed, it showed how easily people are tricked. From the survey, we can understand that anchoring does affect the willingness to pay and would be a great mechanism to influence selling prices. Majority of the people that filled in the survey were between the age of 20 and 30. This might also affect the result findings. From the analysis and interpretation part, it can be understood that how the relationship between manipulation tactics influence and consumer behaviour reflects through frequency table, correlation analysis and chi-square test analysis. The study could come into certain conclusions that a majority of respondents strongly agreed that marketers use manipulation tactics or techniques as a social influence that aims to create a desire to purchase and are ethical if the marketers have a good intention to use it in the right place. Even though consumers have faced specific negative experiences while making a purchase decision or a desire to buy a product due to manipulative marketing techniques, they still stick to the point that most of their purchases were dependent on these manipulation tactics.

7. MANAGERIAL IMPLICATIONS

Through this research, it can be seen that although the manipulation tactics all work in the right place, they should never be overdone or be used in the wrong place. The boomerang effect is a strong effect that policymakers have to keep in mind, and it strongly depends on the limitation to a person's freedom. Therefore, marketers should always be focused on the techniques they are trying to implement on the customers as once these techniques go wrong, it is challenging to bring back the situation to normal. Marketers should have a thorough knowledge on the customer purchase behaviour and should always have the policy to show pieces of evidence on the quality of the products they are marketing for. Trust is a significant part of every business which the customers believe to be the essential way of making a purchase decision. Therefore, to build the consumer's trust, it is important to be "real" with them and

continue to help them with value.

The marketers should understand that more consumers, especially the conscious ones, recognise that all things are connected. Therefore, they must be in the process of becoming conscious of the impact of advertising and other tactics and pursue the mutual benefits of it. The marketers should be aware that whatever tactics they are using to influence the consumers must be authentic. This means that all communication with consumers should be the most honest and transparent. More than ever, an increasing proportion of consumers are prizing the transparency, accountability and authenticity of the organisation. The organisations using these techniques should align their messages with consumers' values in every aspect of the business. The companies which align their values with their actions will earn enduring loyalty and trust among the consumers. If the companies follow these principles, they easily could translate them in honest, ethical practices in all the manipulation tactics and so become more trusted.

8. CONCLUSION

Manipulation tactics are the techniques used by marketers to influence consumers to change their perception towards a product and thereby create a desire in them to purchase it. Manipulation may seem benign or even friendly as if the person has your most profound concern in mind, but the reality is to achieve an underlying motive. As a primary focus of marketing, companies are interested in using manipulation techniques as a key to create a desire in consumers to purchase. Manipulation tactics differ a lot, and different manipulative tactics are used on different persons. Consumer behaviour differs within groups, and a complete understanding of consumer behaviour is important for marketers to play with their minds. Within this research, the manipulation tactics used in marketing to influence the consumers and how these consumers are being involved were taken into account.

The boomerang effect is the phenomenon when a policy designed to prevent an occasion stimulates the happening of this occasion. People get strongly suggested to do something or must do something, and this is where the psychological events happen that cause the opposite to take place. All discussed manipulation tactics could work and work optimal in the right place. Unfortunately, or fortunately, there is no optimal manipulation tactic that works under all circumstances. Without deceptive or aggressive tactics, manipulative marketing that focuses on value for the customer can be a useful strategy for long-term, sustainable business growth and success of the organisation. By considering the customer's requirements and desires, nurturing trusting relationships and weighing the long-term and short-term motivations and their impact on the consumers, businesses can use manipulation to influence their consumers and deliver exceptional value to the customer base. In conclusion, there is no optimised manipulation tactic, but the right manipulation tactic used

in the right way does increase desire and willingness to pay. There no study without limitation, the present study embedded follows, time was one of the most significant constraints, the projects could have been completed much better if there was enough time available. This research paper identifies an ideal manipulating tactic for a product from the consumers as the sample size is limited to 174 but emphasises the importance of correct understanding of these tactics, looking at desire creation in the conscious and unconscious mind.

9. FUTURE RESEARCH DIRECTIONS

The important thing about manipulation tactics is how to acquire desire. Manipulation tactics differ a lot, and different manipulative tactics are used on different persons. Consumer behaviour differs within groups, and a complete understanding of consumer behaviour is important for marketers to play with their minds. This research paper only took a look at a few ways to obtain desire and is purely based on existing literature and survey. Future research can implement more ways of creating desire and bringing them to the test. With regards to the manipulation tactics, more extensive research on the effects of them should be researched.

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