

To Study the Brand Manipulation Tactics that Marketers Use to Get More Clients

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Abstract: *Given our conviction that certain marketing methods are manipulative while others are not, marketers and consumers must consider how to determine if a specific marketing approach is manipulative or not, as well as whether a manipulative tactic is ethically incorrect or not. The paper attempts to clarify the concept of manipulation and the circumstances that allow for the tolerance of manipulative marketing tactics, with the goal of identifying the main factors that lead to the development of brand loyalty and understanding how customers develop a brand image over time. The marketing approach is manipulative if it is intended to inspire by discouraging what the marketer believes is the normal decision-making process of its target audience, either through deception or by exploiting a weakness in the audience's natural decision-making procedure.*

Keywords: Brand Manipulation

REFERENCES

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