

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

I. INTRODUCTION

There is a historical argument about whether or not non-informative marketing is manipulative. Given our conviction that certain marketing techniques are manipulative while others are not, marketers and consumers must consider how to determine if a marketing strategy is manipulative or not, as well as whether a manipulative tactic is ethically incorrect. This article presents criteria for attempting to clarify the concept of manipulation as well as the conditions for tolerating manipulative marketing methods. Market manipulation is defined as an intentional effort to hinder the free and fair operation of the market by providing false, deceptive, or misleading, or deceptive tactics of influencing the behaviour or perception of others. Marketers persuade customers to purchase goods and services. A brand is defined as a name, word, design, symbol, or other identifying feature that differentiates one seller's merchandise or service from that of other vendors. Brands are used in business, marketing, and advertising to raise awareness and, more importantly, to develop and store value as brand equity for the object mentioned, to the benefit of the brand's consumers, owners, and stakeholders. 2020 (Divyanarayan Pandey and Bharti Shukla) appearances about the price or market of a product, security, commodity, or currency. Psychological manipulation is a type of social influence that involves the use of deceptive and indirect methods. The purpose of marketing is to persuade us to buy a product or service. Marketers use deception techniques like tiny subliminal cues to influence our purchasing decisions. The news we see on television, read in newspapers, or read on the Internet may influence our opinions. Some stories are purposely presented in a certain light in order to influence your thinking or trigger emotions. Consider discount promos. We all enjoy and look forward to discounts. The truth is that we occasionally receive excellent prices, but other times the purportedly promotional offers turn out to be false. Some dealers boost their prices right before selling, then lower them later. The purpose of marketing is to persuade us to buy a product or service. Marketers use deception techniques like tiny subliminal cues to influence our purchasing decisions. The news we see on television, read in newspapers, or read on the Internet may influence our opinions. Some stories are purposely presented in a certain light in order to influence your thinking or trigger emotions. Consider discount promos. We all enjoy and look forward to discounts. The truth is that we occasionally receive excellent prices, but other times the purportedly promotional offers turn out to be false. Some dealers boost their prices right before selling, then lower them later. Finally, the price remains the same as before the drop, but we gullible customers are duped. Finally, the price remains the same as before the drop, but we gullible customers are duped by terms such as "50% off" and buy without hesitation. Businesses seek to provoke pleasant sensations in order to build a positive brand image. As a result, many advertisements are merely humorous and aim to

ignore serious issues. At first glance, anything can be sold. Rather, they construct an interesting story that entices us to watch it again and again, as well as share it with others. As a result, viral advertising is created that associates the company with a positive attitude. Every word matters in the context of communication, and the rest of the ideas depend on how much attention we pay and how much foresight we have. If we are not aware of our mental processes, the force of belief can be rather overwhelming. We frequently do not have the chance to object because we are unaware that we have been tricked. Our minds mostly operate in the background. The problem is that the stakes have increased. Customers could be targeted. Anyone with the right technique can retarget and fool you. Brands have the power to persuade us to believe in a mission or project.

The issue of cyber security is not new; it has been around for more than a half-century. The arrest of an East German spy in IBM's German by West German authorities in 1968 was widely regarded as the first instance of cyber espionage (Warner, 2012, p. 784). In 1983, a group of high school students inspired by the film WarGames and calling themselves the 414s successfully gained access to unclassified military networks (Ibid, p. 787). Ten years ago, Estonia was assaulted in "the first true battle in cyberspace," putting the country in "a national security dilemma" (Hansen and Niessenbaum, 2010, p. 1168). Nowadays, cyber security is a daily concern that can be found everywhere, from the news reporting spam, scams, frauds, and identity theft to scholarly studies discussing cyber warfare, cyber espionage, and cyber defence (Dunn-Cavelty, 2010). In recent years, these factors have considerably increased the importance and relevance of cyber security. Nonetheless, approaching cyber security as a simple issue of "network security" or "individual security" is a difficult task because it connects to a larger issue of "the state," "society," "the nation," and "the economy" understanding of cyber security will be influenced not just by what we believe is most important in our everyday lives, but also by the government's and other key players' perspectives. One of the reasons why approaching cyber security is problematic is the interplay of political speech with a range of cyber threats (Cavelty, 2013, p. 105). Fortunately, this did not prevent academics from debating the subject. This literature study will attempt to address two cyber security concepts: 'cyber security' (Cavelty 2010) and 'cyber securitization' (Hansen and Niessenbaum, 2010). There is a link between these two concepts of cyber security that helps to illuminate the current debate. Cyber-security, according to Dunn-Cavelty (2010, p. 363), is "both about the insecurity caused by cyberspace and about technical and non-technical strategies for making it (more) safe." This definition attempts to demonstrate that cyber security is more than just a 'technical' issue that is constantly connected with computer science, cryptography, or information technology, as many cyber security-related investigations have been presented in recent years (e.g. Vacca 2013, McLean 2013). In actuality, cyber security encompasses broader research fields and more difficult issues. To further illustrate, she divides cyber-security into three interwoven discourses: 'technical discourse' that includes 'viruses, worms, and other problems,' 'crime-espionage discourse,' which deals with 'cyber-crooks and digital spies,' and military-civil defence discourse,' which deals with 'cyber(ed) wars.' The Dunn-Cavelty classification is based on the interplay between threat sources and threatened objects, and Hansen and Niessenbaum's (2010) work utilising Copenhagen's securitization theory will be useful in better understanding this link. Using securitization theory, they define cyber security as "a unique sector with a specific constellation of dangers and referent objects'. The key to comprehending the enormity of the cyber danger is the 'networked aspect of computer systems' that 'control physical items such as electrical transformers, trains, pipeline pumps, chemical vats, and radars'. They employ three grammars of cyber securitization to describe it further, including hyper securitization, which is defined as "an extension of securitization above a "normal" level of hazards and dangers." by defining "a tendency both to exaggerate threats and to resort to excessive countermeasures", everyday security practise that describes the experiences of securitizing actors, including business and private organisations , and mobilise "normal" individuals in two ways: "to secure the individual's partnership and compliance in protecting network security, and to make hyper securitization scenarios more plausible by linking elements of the disaster scenario.

1.1 DATA COLLECTION METHOD

The source of data in this research paper are both primary and secondary

Primary data:- primary data consist of original information gathered from a sample size of 30 responses residing in Mumbai

Secondary data:- secondary data consists of data already gathered and present on the web.

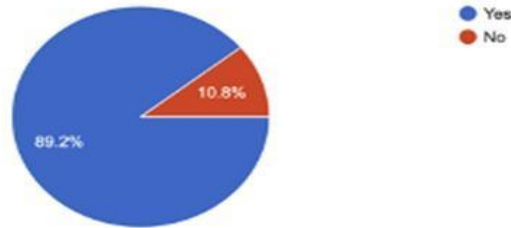
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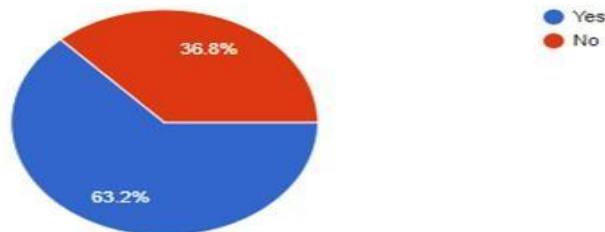
II. DATA ANALYSIS & INTERPRETATION

If students and staff return to school in the fall, are you planning to send your student?
240 responses



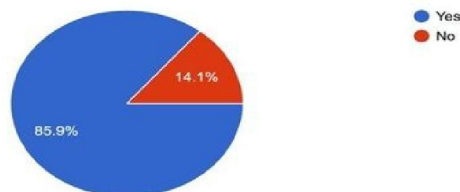
10.8% percent people said no and 88.2% people said yes according to this question

5. Have you ever felt like giving up your studies due to a lot of stress?
19 responses



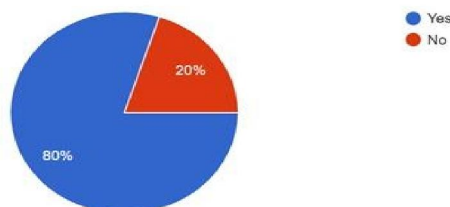
36.8% people said no and 63.2% people said yes according to this survey

Do you think that further information regarding the safety of these GMOs would make you feel more comfortable about consuming these crops?
99 responses



14.1% people said no and 85.9% people said yes

Do you fully trust the credibility of information when using mass media?
15 responses



III. CONCLUSION

A consumer or customer expects a brand to provide a product that is trustworthy, functional, accessible, and, most importantly, value for money. The brands realise the presence and reach of social media among their target

demographic and develop strategies appropriately. Companies identify the trends of client buying decisions and correspondingly control elements such as price increases, discounts, and marketing efforts. These corporations frequently rely on brand loyalty and deceptive marketing hype to sell other products in their range that are unwanted or not meant to be purchased in order to cover their costs and boost their sales earnings.

REFERENCES

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