



Research Paper

Impact Of Manipulation By Brand On Customers: A Powerful Tactic To Gain And Retain Customers

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ABSTRACT

This research is aimed to examine the impact of manipulation marketing by brands on customers who are buying the brands again and again. This paper incorporates 50 respondents' perceptual analysis of a brand that they are buying on regular basis and how that brand has casted an image in their minds that it is the best one for them. The correlation between perceptual variables on using a branded product were analysed and various causal relations to these variables were also identified. Findings of the research reveals that brands are successful in creating an impression and image on customers highly influenced by the marketing done by the brands. Another important revelation of the study is brands are making their customers brand loyal by manipulating them with the belief that they are the best for them whatever is their necessity to buy them (brands). This paper concludes that the brands are manipulating customers mostly on the grounds of the customers' psychological perception about the brands i.e. how a brand being bought by a customer is valuable in the context of the usability by a customer. This paper definitely has a futuristic approach for further research.

KEYWORDS: Marketing Management, Brand management, Manipulative Marketing, Perceptual variables, Advertisement Mix, Promotional Campaigns, Customer Psychological Stimuli

Received 18 July, 2021; Revised: 01 August, 2021; Accepted 03 August, 2021 © The author(s) 2021.
Published with open access at www.questjournals.org

I. INTRODUCTION

If you own a business then you are desirous to sell your products, gain profits, increase sales volume, return on investments, branding your product, creating an image on customers and positioning in the market share. To gain all these you need to be visible in the market and to be visible in the market you need to create an awareness, interest, attention, necessity and value to the customers for your product for your brand. This objective can be achieved by how you are creating an impression on the customers wherein the role of manipulation comes in. The manipulation by brands are done to become related to the customers in all the aspects of need for buying a brand. The brands are trying to create an impression of their name in the market by their advertisements, promotional campaigns, benefits provided, offers, on-sale, public relations, social causes, events sponsorships, affiliated marketing. All these approaches are incorporating manipulation about a brand. For example: Coca-Cola is influencing the market by highlighting of being together is happiness in their advertisement. Another example is by Procter & Gamble which is highlighting how buying their products will provide financial aid in providing education to the poor children through CRY.

The fact about manipulation is that it makes the customer feel 'just for me' about the brand. Whatever is the requirement of the customer the brand will fulfil it and customer buys it. This can be observed by looking at the increasing market shares of many successful brands in any territory.

EVOLUTION OF MANIPULATIVE MARKETING.

Manipulation by brands is not a newer concept it is from since the beginning of the selling of products to a customer. In older times sellers or traders used to manipulate their customers by convincing how their product are cheap and best and if bulk buy by the customer then concessions were also given to create influence

for futuristic buy. The concept of manipulation is very old only now its form has been changed as decreased rate to affordability, standard product to customised product, from local to global market. Nowadays manipulation is used more often as psychological perception of the customers.

The customer when buys a product not only consider the price but also consider the quality, packaging, availability, information provided, and value of the product for the customer. So to be positioned rightly on these aspects a brand must consider what is required to create the image on the customer so that he can believe in your brand. Thus brands goes for manipulation to create interest and desire for their brands which can be their advertisements, offers or promotions. Very relevant example in this regard is Patanjali, which is trying to create its image as «'natural brand' by advertising how naturally their manufacturing are, how they are using natural ingredients and how affordable than any other brand (Dabur). This tactic is being successful for Patanjali as it has increased its market shares globally over a period of few years.

RELEVANCE OF MANIPULATION AS A TACTIC IN BRANDING.

The manipulation tactics are used by the brands to draw customers' attention and to create a market share in the market. Manipulation being unethical is still used by the companies to draw and retain customers. This paper will try to bring out how companies are manipulating stimuli of customers and turning it into a positive adaptation.

The manipulation in marketing is an integral part of creating influence on the customers so that they buy your product and believe in you. The tactic is actually how you are manipulating your customers in getting them on your customer data base. The most successful companies are conscious about how they use manipulation in marketing. Thus they don't feel unethical about doing it, because they are doing it in relevance to the customer requirement and hence creating a positive impact on the customers.

II. LITERATURE REVIEW:

In the research paper "Manipulative marketing: persuasion and manipulation of the consumer through advertising" by Victor Danciu in the year 2014 in *'Theoretical and Applied Economics Volume XXI (2014), No. 2(591), pp. 19-34'* revealed that how the companies use the stimuli, the techniques and the mechanisms of advertising to manipulate the consumers. At the same time, it advances some suggestions about the diminishing of the manipulative practices. The effectiveness of these solutions will depend on the observance of some principles by the companies which advertise in areas where they and the consumers can find mutual goals and interests.

In another paper "Manufactured opinions: The effect of manipulating online product reviews" by Mengzhou Zhuang in the year 2018 in *'Journal of Business Research. 87 :24-35'* concluded that manipulation of online product reviews or are oblivious to such practices. We posit that the equilibrium occurs due to the cues of manipulation, consumer suspicion and their expertise. Our analysis of hotel occupancy data shows that the effect of adding positive reviews and deleting negative reviews on sales exhibits an inverted U-curve. Moreover, weak brands suffer more from excessive adding. Our laboratory experiments find that adding affects consumer purchase intention, but it also arouses suspicion, which exerts a negative mediating effect. Deleting is more disguised and difficult to be suspected. Novices are more influenced by manipulations compared with their experienced counterparts. Thus, contrary to the popular belief of "fake it until you make it," excessive adding leads to consumer distrust and may backfire. Deleting exacerbates information asymmetry and results in adverse selection, thus warrants restraint and regulation.

SCOPE OF THE STUDY

The study can be useful in examining how the effectiveness of manipulated advertisements can be enhanced positively by using right mixture of advertisement content, advertisement media and advertisement visibility. The study also focuses on what need to be done to create a successful manipulative advertisement in right sense,

III. RESEARCH OBJECTIVE AND METHODOLOGY

The study was conducted with following objectives :-

- To study the perception of customer buying a brand.
- To evaluate the influence of manipulative marketing of brands.

The study is descriptive research. It consist both primary and secondary data collection. A survey based method was used for 50 respondents who are working professional using a questionnaire.

IV. FINDINGS :-

- 1) The major finding of the result that 90% of the customers buys the same brand on the regular basis, as the particular brand has gained a trust on them over the years. This reveals that brand is successful in creating a position on the customers through its influencing advertisements, quality assurance and relativeness with the customer.
- 2) There is a positive influence of the brand image on the consumers. 73% of customers believed that they buy the brand on how much it is renowned in the market only by word of mouth communication.
- 3) 65% believed that on watching the TV commercials of brand has made them keen to buy that brand because that advertisement has create a positive mark in their mind about their product.

V. CONCLUSIONS :-

The study was conduct to find out how manipulation in marketing can be used ethically to create a positive node on the customers. The tactics of manipulative marketing are used by many successful brands like Coca-Cola, Google, KFC, Mc Donalds, Unilever, ITC, Hero, Bajaj, that shows manipulation is a proven powerful strategy to market about your product. These famous brands are actually enjoying manipulation because they are doing it in a right attitude and right manner. This study hence proved that manipulation by brand is very helpful in drawing new customers and retaining the old ones.

ACKNOWLEDGEMENTS

Authors are grateful to the authors whose reference paper were used to draw this study.

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